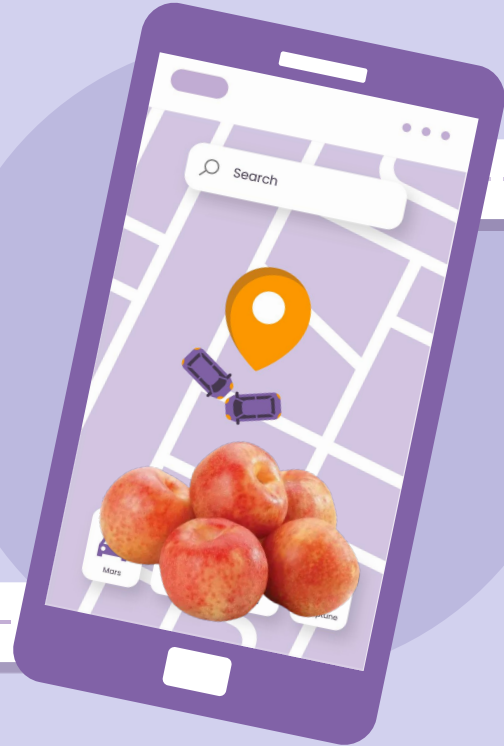


# The Atlas App Concept

Atlas by Team Pluot

Janice Teoh, Brent Ju, Jenny Huynh, Maria Wang



# Atlas

**Pin Your History, Share Your Story.**

We chose this name since an atlas is both a map as well as a book that contains historical facts about locations, which is strongly relevant to how we want to tie storytelling in with a world exploration component.

**New location  
unlocked!**



# Problem + Solution Overview

- Older adults can feel apprehensive about sharing their stories, especially when it comes to presenting to younger audiences in a safe space.
- Our primary users are such older adults who wish to anonymously share stories about their past that are tied to physical locations.
- We combine anonymous storytelling with geolocation pinning to make older adults excited to share their stories and keep audiences engaged and pursuant in enjoying their content.



**Tell your  
story!**





# Market Research



# Kin

Send, share, and reply to prompts that are generated daily to learn more about your loved ones.

## **What has worked:**

- Makes communication and sharing life experiences much easier for both parties involved.

## **What has not worked:**

- Limited question bank, superficial and insightful
- Intended user base is limited within families
- Lack of anonymity makes sharing sensitive stories difficult

## **What makes our solution concept unique:**

We add in the ability to explore locations to give another dimension of depth to the stories being shared on our platform.

## **What are the implications on our solution?**

A combination of anonymity and broad user reach will hopefully draw users in to experience stories on our app.



Weave your family story one thread at a time



# Driftscape

Pin fun attractions and exhibits around you on a map that can be explored by other users.

## What has worked:

- Promotes awareness of local events and communities through gamified experiences.
- Can create content that is only accessible to your local communities using geofencing

## What has not worked:

Most of the created content is by organizations/people promoting events, and less about smaller local communities

## What makes our solution concept unique:

Stories are shared by users, for other users, allowing for more personal and meaningful interactions on our app

## What are the implications on our solution?

A sense of trust, community, and safety needs to be fostered in order to make users feel like the app wants to promote genuine interactions rather than advertisements.



# Oral History Databases

Existing non-profit collections of oral history through interviews, recordings, and more.

## What has worked:

The databases are almost always very academically curated and are from well-structured interviews. Both transcripts and videos are usually available.

## What has not worked:

The recordings are difficult to find and navigate, some of them are only available as physical copies in the library.

## What makes our solution concept unique:

We have a more gamified interactive way to discover stories rather than for strictly academic research.

## What are the implications on our solution?

We should be able to maintain a level of truth, accuracy, and academic quality in the types of stories we publish, as well as maintain a level of availability for users.



# StoryCorps

Independent nonprofit, sharing select stories with the public through podcasts, animated shorts, and more.

## What has worked:

- The stories are often harder-hitting, intimate views into powerful moments of the human experience.
- Organized initiatives collect groups of related stories to raise awareness of topics, such as crises or about dementia in older adults

## What has not worked:

- People have criticized the usage of a pre-prepared question bank from the interviewer.
- Organization is not much better than a library collection/oral history archive

## What makes our solution concept unique:

- Add geographical locations along with the stories
- No constraints on conversation topics

## What are the implications on our solution?

Users of our app should be free to tell stories to their discretion and share what they feel is appropriate and necessary.





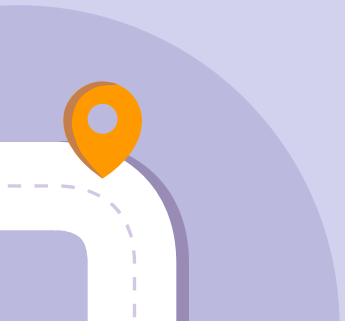
# Tasks:

## Simple



0:48 (Listen to a story)

1. Virtually Explore a map w “pins” related to historical events and/or locations  
→ hear/read/watch stories about them
2. Virtually explore a specific historical event and see locations & stories related to that event.



# Tasks:

## Moderate



0:40 (Submit questions)



0:33 (Submit recordings)

1. Explore a location (physically) & hear/read/watch stories about that physical location.
2. Submit questions tied to a specific location or historical event
3. Submit recordings, text-based stories, videos, etc. tied to a specific question, location, and/or historical event.

# Tasks:

## Complex

1. Recording entire life history (or someone recording a family member's history)
2. Curating multiple stories / pins together to create a curated travel path / playlist– can be created by an older adult OR younger person



0:56 (Curated travel path for granddaughter)



## Stakeholders

Direct:

- Educators
- Curious people
  - Students, researchers, anyone!
- People with stories
  - Older adults
  - Families – Grandparents, great-grandparents, aunts/uncles, parents, etc.

Indirect:

- People who are “characters” in someone else’s published story
- People who may be affected by users visiting a specific pin more often



## Ethical Implications

- Predatory or insulting behavior:
  - Stealing people’s identities, data, etc.
  - Censorship or prosecution from governments (e.g. Tiananmen)
  - Trolling, insulting remarks, and/or bigotry
  - Mitigation: Both posting stories and asking questions need to be heavily moderated while still allowing for controversial content. We need to find a balance.
    - We should also consider uniform ways to anonymize content to prevent bad actors from accessing sensitive information.
- Vulnerable features:
  - Posting/asking questions
  - Question/story metadata
  - Mitigation: Cybersecurity for our databases must be top-notch.



# Video Storyboard

Also on Google Drive  
for better visibility :)

## SCENE #1: DINNER



grandpa  
eating dinner nervously.



daughter scrolling on phone

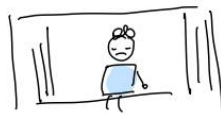


daughter rolls eyes -  
"but not so boring"  
return to phone.



grandfather sad, cut

## SCENE #2: START APP!



grandfather, sad (near mom grand)  
scenes of his life/and.



personalized app appears!



grandpa relaxes, starts talking  
about how he'd like to connect  
w/ granddaughter/share stories

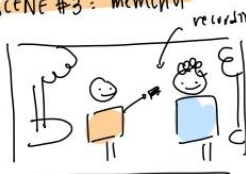


personalized app and  
grandpa continue together!

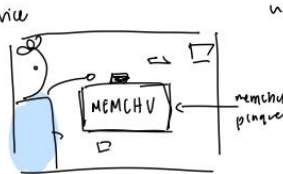
## A simple task

granddaughter listening  
to one story.

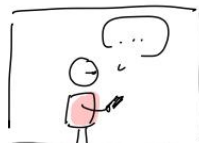
## SCENE #3: MEMCHU



personalized app (PA) + grandpa  
talk about time in memchu/  
marriage



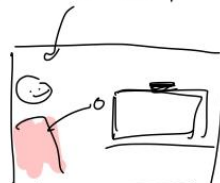
grandfather puts down  
recording @ memchu.



daughter asking around  
memchu father, typing  
questions about memchu history  
(w/ family)



gets notif that a  
timecapsule is ready



retrieves and returns  
to timecapsule, laughing/  
smiling.

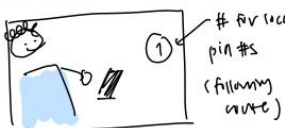


A moderate task: granddaughter  
asking questions about oral history (history)

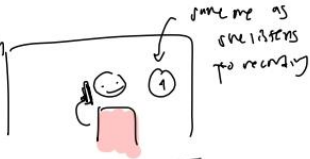


# Video Storyboard

## SCENE #4: MONTAGES



grandfather puts down recorder



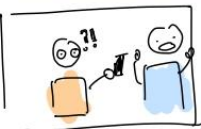
granddaughter listens to recordings and smiles.

X many different examples!  
montage-style.

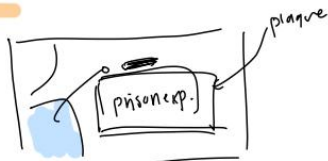
★ complex task (g-father):  
putting together map/route to follow.

★ complex task (g-daughter):  
allowing wife g-father created (in person)

## SCENE #5: PRISON EXP



grandfather tells PA about time at Stanford prison exp.



put down recorder again



granddaughter listens, shocked.

## SCENE #6: REJOIN GRANDFATHER



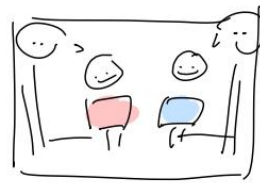
g-daughter gets notified about grandfather being close!



running to find him



granddaughter + g-father finally connect!



the end...



# Concept Video:

