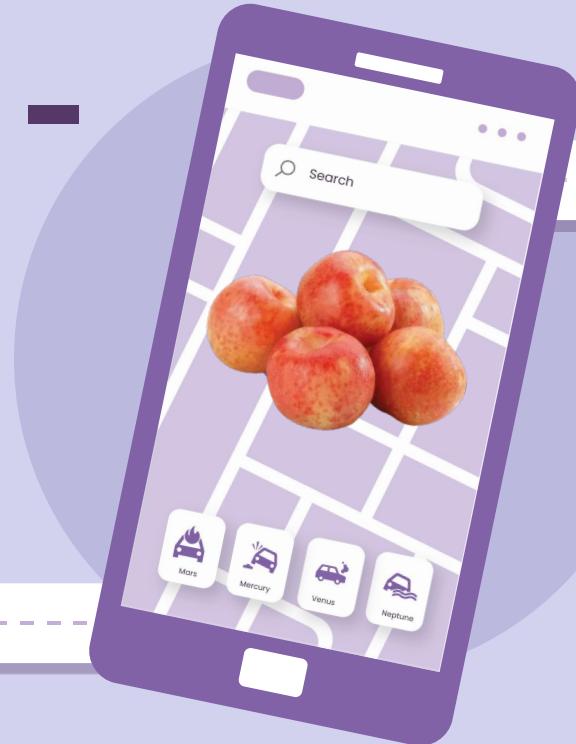


Older Adults' Transportation - Ideation

Team Pluot

Janice Teoh, Brent Ju, Jenny Huynh, Maria Wang



Presentation Guidelines

One team member will present in studio. There will be 12 minutes for the presentation and an additional 5 minutes for questions and feedback.

Expected Content

1. Intro
 - a. Team name and member names
 - b. Original and more focused problem domain
2. Additional needfinding results and key insights
 - a. About the interviewees
 - b. Additional learnings
3. POV development
 - a. Initial POVs from studio 2
 - b. Revised & selected POVs
4. HMWs
 - a. In the slide notes, provide the 10+ HMWs generated for each POV
 - b. Present the 3 top HMWs with their corresponding POVs on the slides
5. Solutions
 - a. Present 3 best solutions
 - b. In appendix, include screenshots of your brainstorms
6. Experience prototypes
 - a. Critical assumptions being tested
 - b. Prototype description, pictures of the setup
 - c. Participants: Who are they? How were they recruited? Why are they relevant?
 - d. Results: What worked/didn't work? New learnings? Was the assumption valid?
What does it mean for your work going forward?
7. What's next?
 - a. Which solution (or combination) will move forward?
 - b. What are the ethical implications of this solution?
 - c. Who does it serve? Who might it leave out?
8. Appendix

Grading Buckets	Comments	Grade
Diversity and appropriateness of interviews	Good range of participants, including one extreme user, that provided a range of perspective on mobility, public transit, and owning a car!	✓+
Quantity of Interviews	3 interviews, 5 participants!	✓
Methodology – location, recruiting, compensation, script quality, apparatus	Great description of the methodology and interview plan!	✓++
Execution – pictures & relevant artifacts, key quotes	It was unclear if all interviews were represented by the key quotes. While it was mentioned in the presentation as to why some of these quotes were relevant and which observations they came from, there isn't much context to know what kind of deeper observation these quotes are pointing towards.	✓-
Thoroughness / quantity of synthesis	Good work getting 2 empathy maps! Given the number of participants you had, would've loved to see more empathy maps	✓+
Empathy map quality	The inferences (right side of the empathy map) are less of leaps and more of observations. I wish the key notes were highlighted.	✓-
Key insights	The key learnings were pretty insightful. They were well grounded in interviews but most did not go beyond observation (one example is the insight on anti-tech sentiment. The comment was a little too broad. How can you tie it back to the particular user's needs with mobility?)	✓
OVERALL		✓

We Are Team Pluot!



Brent Ju

BS, CS (AI)
MS, CS (Also AI :/)

Interests: music, exploring the outdoors, cooking, fashion



Maria Wang

BS, Design (AI + UI/UX)
MS, CS (HCI)

Interests: sustainability, drumming, art/music, poetry, concerts



Jenny Huynh

BS, SymSys (HCI)

Interests: video editing & content creation, art



Janice Teoh

BS, CS (HCI)

MS, CS (AI)

Interests: art, figure skating, coffee, fashion



Problem Domain

Old

- Mobility for Older Adults



New

- Transportation for Older Adults + Oral History



About the Interviewees



D

Indian Immigrant
Has a College-Aged
Son



M

Hungarian Immigrant
Works at Oracle
Lived in the Bay since
2009

Empathy Map- M

Key Takeaways



Enjoys driving self; runs counter to the assumption that older adults are less inclined to drive due to cognitive and visual abilities



Being cautious and limiting risk taking is a big priority for M



While public transportation can be convenient, it can require much more planning and can be inefficient compared to driving.



Empathy Map- D

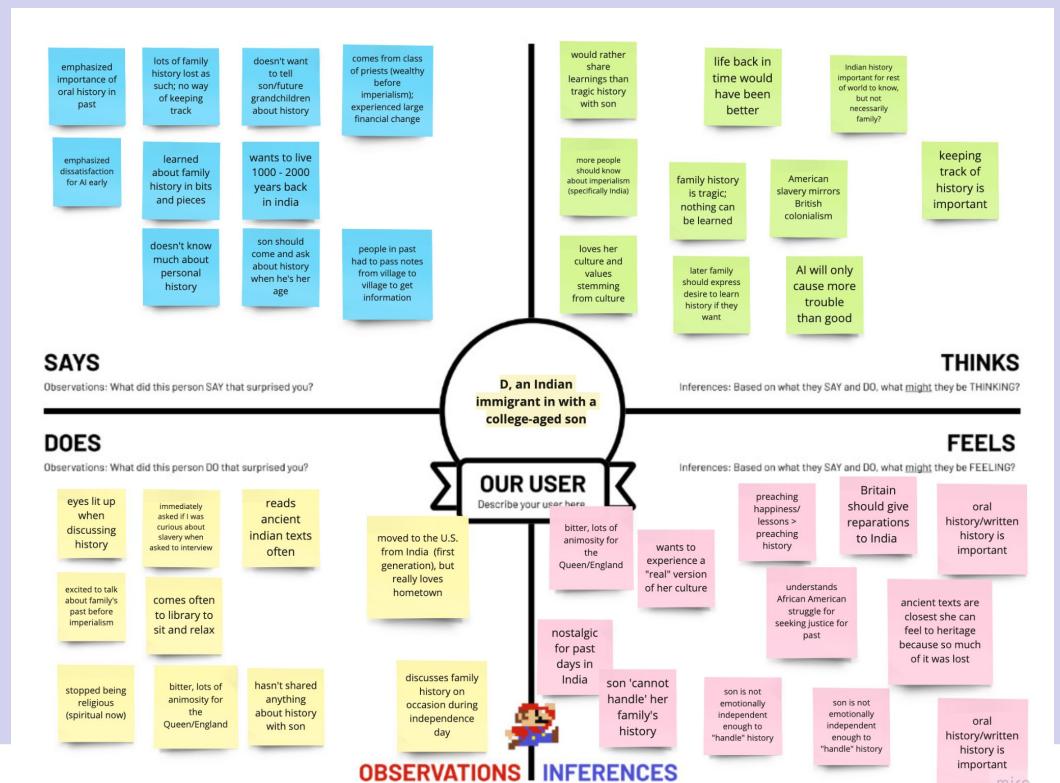
Key Takeaways



Passionate about highlighting British imperialism in India, but refuses to explain family history to son.



Believes that past is full of tragedy and loss, which isn't worth speaking about to family



Additional Learnings



Learning 1

Jupiter is a gas giant and the biggest planet in the Solar System. It's the fourth-brightest object in the night sky and was named after the Roman god of the skies



Learning 2

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot and its atmosphere is poisonous. It's the second-brightest natural object in the night sky



Learning 3

Saturn is a gas giant and has several rings and it's composed mostly of hydrogen and helium. This planet was named after the Roman god of wealth and agriculture

Initial POV's

Against Tech

Apprehensive to AI, belief that technology is taking away our humanity.

Prefers Driving

The Bay is car-centric, cars are the most convenient.

Limited Tech Usage

Smartphones are only used for calling and texting, timetables and purchasing tickets for public transportation are difficult to navigate. Rideshares are almost never used.



Revised POVs: M

We met M, a tech-savvy Hungarian immigrant who has lived and worked in the Bay since 2009.

We were surprised to notice that M significantly prefers driving his own car to taking public transportation in almost all circumstances, despite the difficulty of finding parking in the Bay.

We wonder if this means that the learning curve and planning combined with the infrequent stops involved with taking public transportation heavily outweighs the benefits that public transit provides to M.

It would be game-changing to simplify the process of finding routes and organizing a trip on public transportation for commuters like M.



Revised POVs: D

We met... D, an immigrant from India with a college-aged son who is passionate about spreading awareness about India's/Britain's brutal colonialist history

We were surprised to notice ... that while she was extremely bitter and outspoken about her family's history, she did not want to share said history with her son/future grandchildren until they approached her about it first

We wonder if this means... D believes that preserving her family's happiness is more important than sharing oral history/tradition (OR) D is uncomfortable with sharing a dark and tragic history with her son unless he expresses that he values knowing it

It would be game-changing to... help D communicate her values and tragic family history in an environment which feels safe and positive

3 HMW's

HMW...

Create an accessible way to navigate directions on a variety of transportation modes

POV1: M, Hungarian Menlo Park Resident

HMW...

Allow older adults to communicate their oral history to younger generations (not necessarily in the same family); bridge the gap between generations

POV3: D, Indian immigrant

HMW...

Create a safe and comfortable environment for older adults to share their oral history with younger family members

POV3: D, Indian immigrant

3 Best Solutions

Accessible Navigation

Create a seamless, voice-first transportation experience: ask for and hear directions, buy tickets, and answer questions all in one place.

Penpals

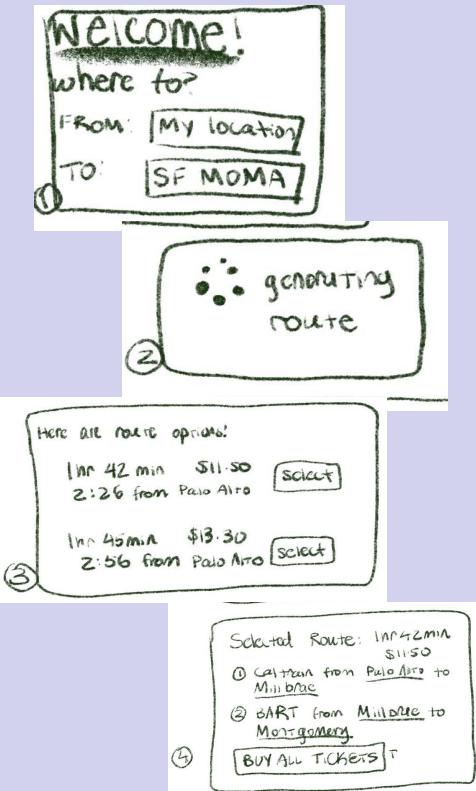
Foster a safe space that allows users to send and receive recorded stories. Users will be matched based on common interests and compatibility.

Digital time Capsule

Create an interactive space where older adults can leave landmarks and information about significant locations in their life

Voice-First Navigation

- Wizard-of-Oz experience prototype (researcher acts as the AI voice)
 - Asks user: Where would you like to go? How would you like to get there? When would you like to get there? Would you like to purchase all tickets for this route?
 - Conversational, informative
 - Responds with the route: "You should take the 2:56 Caltrain from Palo Alto to Millbrae, then transfer to the Red-N BART from Millbrae to Montgomery. This will cost \$11.50, would you like to buy all tickets required?"
- User can ask follow-up questions, open-ended.
- Coupled with an optional visual interface and a portable keychain for any tickets.



Feedback and Results

Critical Assumptions: Older adults would prefer to use a voice-first navigation system to both navigate and purchase tickets rather than needing to discover the features themselves.

Our research participants: Couple in their 80s: U & F, residents of Los Altos, don't use public transportation often due to lack of stops near their home.

Results:

- U & F frequently use the voice feature in Google Maps to get directions and mainly listen to the directions due to being far-sighted, this already works well for them.
- U & F don't think that purchasing tickets is as much of a problem compared to figuring out where to go, so the keychain wouldn't get much use.
- F doesn't think that their friends would want their addresses saved however does think that it would be much easier to just say "Mary's house" or similar instead of saying the full address.
- U found the clarifying questions that the navigation system asked to be helpful, especially in regards to time-tables and method of transportation.



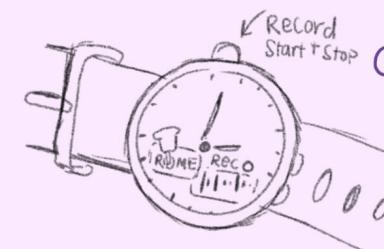
Not much added value compared to what is already available, however voice-first navigation is still critical for visually or dexterity impaired individuals.

Digital Time Capsule

- Digital time capsule, similar to journal
- Older individuals leave notes about importance of certain places in memory
 - Pin specifically on locations on map
- Scavenger hunt across the world/geocaching within a family
 - Could urge younger generations to visit locations and relive memories



Digital Time Capsule

- ① Older adult user is at a destination, records his story, 
- ② Oral history pinned on location, with the voice recording + transcript 
- ③ Automatically creates profile's main theme, and include older-adult user's map; pinned locations 
- ④ Other users can view various stories in their filtered category in the world map 
- ⑤ ex: grandpa can now easily share oral history with family members, connecting family 
- ⑥ Future development 

A classic designed watch that connects to Time-Capsule app. with location tracker + voice rec + wifi

Feedback and Results

Critical Assumptions: Older adults enjoy talking about the past, and would like more social interaction + better communication with their younger family members

Our research participant: 74-year old Vietnamese Women in Orange County, lives with her daughter and grandchildren and enjoys going on facebook and watching Tiktok. Although we did not recruit her based on her experience with technology, she is relevant to us as she wanted to share her excitement with sharing the past, as it is her favorite thing to talk about.

Results:

- She liked the voice recording feature as she is very slow/bad at typing
- participant tapped the cards he was interested in
- Liked the idea of having a map
- Suggested that it looks a bit complicated, and wondered if the app can be simplified as she can be confused on where to click
- Wondered if storytelling feature works if she is not fluent in English/wants to speak her native language



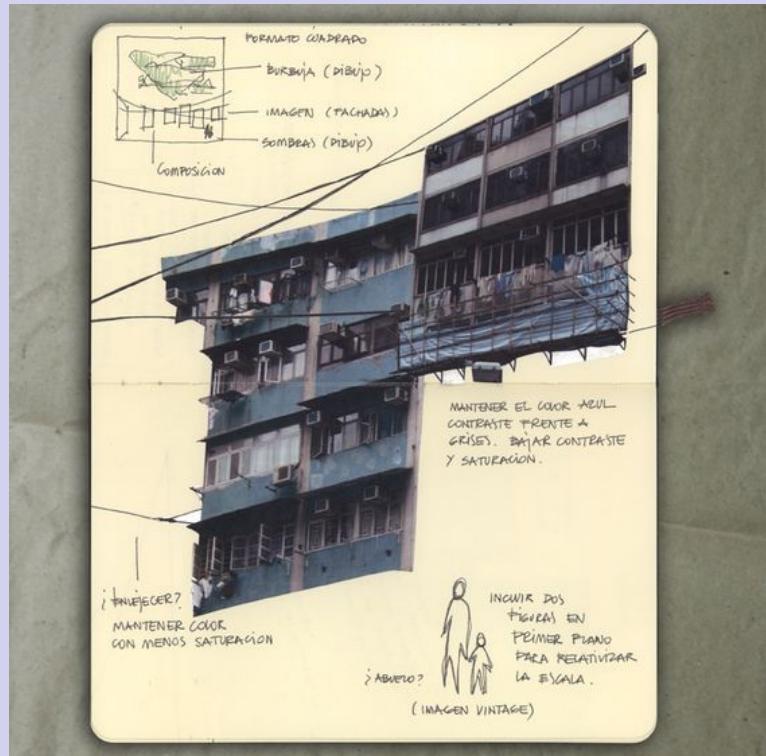
Pen Pals

- Send anonymous letters (oral / written) of a certain topic/genre to an anonymous, younger individual
- A replication of journaling / penpal-ling
- Helps older adults feel seen and heard
 - Younger individuals can discuss difficult topics when they might have trouble confiding others (parents/peers)



Pen Pals- features

- Select topics of interest (life/family history/stories, travel, cultural background, etc.)
- Older individual/younger individual paired together based on interest
- Send digital journal pages (letters) or audio-record messages to each other



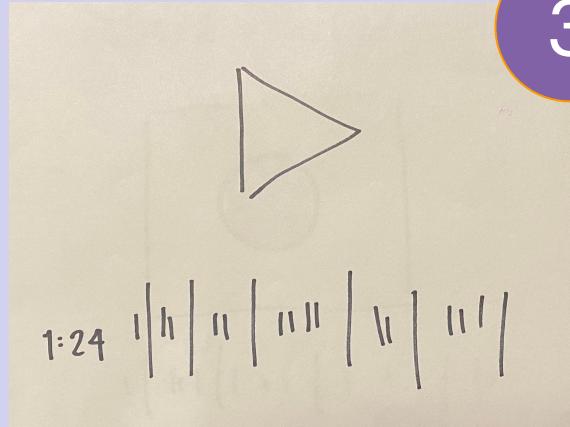
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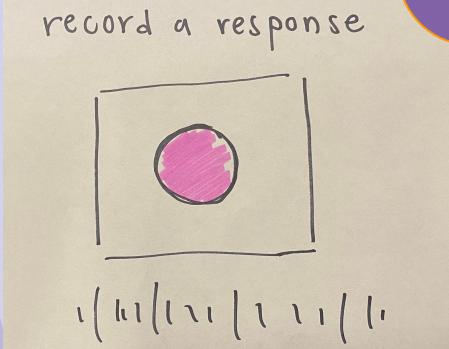
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3



4



Feedback and Results

Critical Assumptions: Older adults feel comfortable and motivated to share their life stories with others on our app and they would want to match on interests

Our research participant: 67-year old Palo Alto resident. Originally from Washington; lives with his wife and enjoys chatting about sports, politics, and his family. Although we did not recruit him based on his background, he is relevant to us as he was very eager to learn and share conversations with us about his interests once we began.

Results:

- Interface to select categories of interest was intuitive; participant tapped the cards he was interested in
- Loved the artistic design of the mailbox
- Suggested displaying a hint/blurb about what incoming messages were about/who sent them



Summary: What's Next?

Pivoting Topic: From Transportation to Oral History



Voice-first navigation is incredibly necessary and useful, but is already being done by navigation apps like Google Maps. Passing down oral history between generations is a much less talked about and needs more innovation.

Best Solution? Pen-Pals



While the exact format of the pen-pals is yet to be determined, we believe the personal connection is important in fostering an educational and friendly relationship between generations and can allow for both a safe space for more traumatic oral histories as well as for curiosity to flourish.



Ethical Implications



Accessibility

Our pen-pal solution will ideally include both a voice-input/output and text input/output option for both participants in each pen-pal relationship, as well as options to chat synchronously via calls or video chats. We also want to keep in mind potential language barriers.



Safety vs Privacy

How can we ensure that our older and younger users can interact with pen-pals with positive intentions and keep bad actors out of our platform? We want to maintain privacy and safety of our users while still having an easy and seamless onboarding process.

How can we ensure that these personal and potentially traumatic stories won't cause harm to the person sharing them?

Who does it serve: Older adults willing to share their oral histories and younger people looking to learn from an older adult

Who does it leave out: Older adults who not yet be comfortable sharing their stories (how can we include them?)



Appendix

Interview Guide for Round 2 Interviews:

<https://docs.google.com/document/d/1nSB6WcpOnxumAcwWD9RzHhbnzQQLUEgeXwSS5hxsUHQ/edit?usp=sharing>

M's Interview Notes:

https://docs.google.com/document/d/1nRGqW1jMJ7XrSkzcxaz2U1_WelmbHLyXFfeKObR9yQ8/edit?usp=sharing

M's Consent Form:

<https://drive.google.com/file/d/1icMsA3OVOUw9nFzgXwTg-pAi8MIHho8E/view?usp=sharing>

POV, HMW, and Solution Brainstorming:

<https://docs.google.com/document/d/1hlcx7BjF-TV3CbCim13vObcFYNK1NL2eoCGf34lwXpg/edit?usp=sharing>



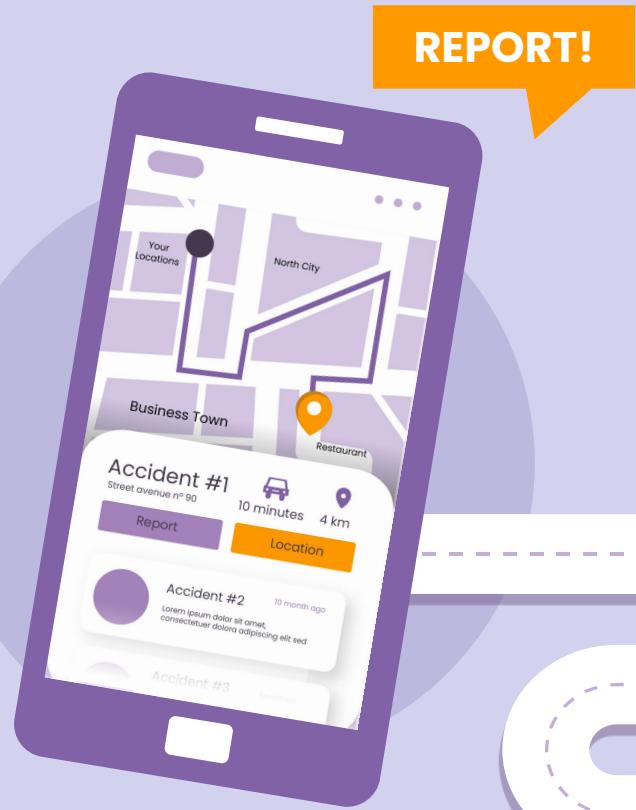


One column

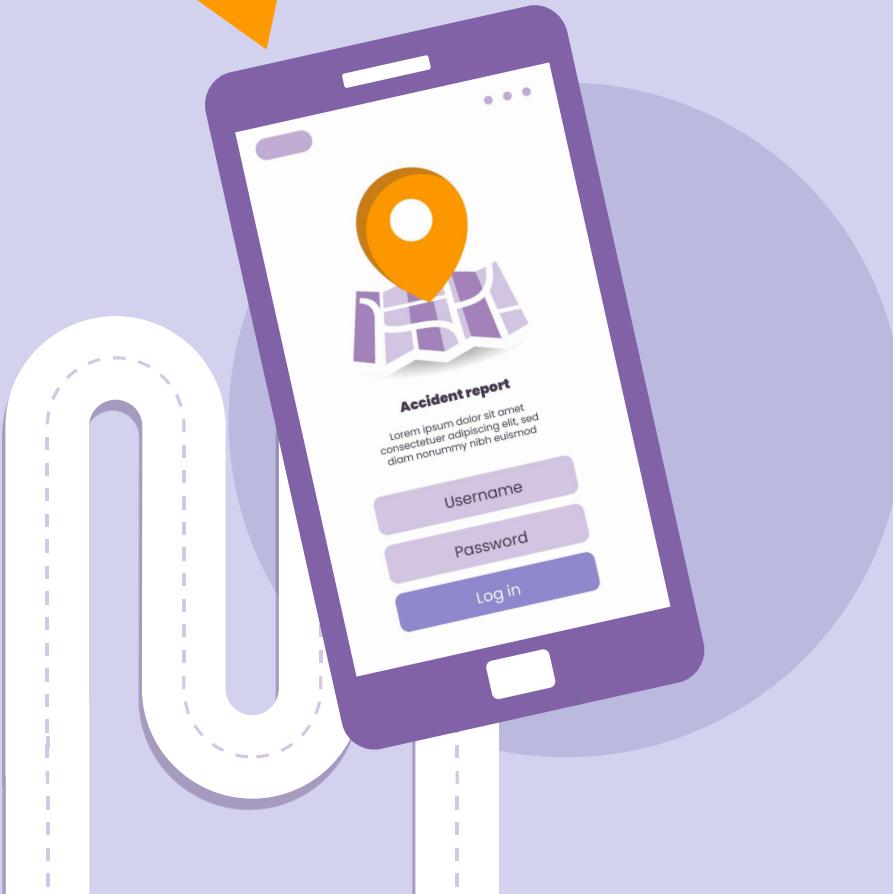
Do you know what helps you make your point clear? Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!

You can replace the image. Just right-click on it and select "Replace image"



ACCIDENT!



01

Section header



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Used and alternative resources	An assortment of graphic resources that are suitable for use in this presentation
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Colors	All the colors used in this presentation
Icons and infographic resources	These can be used in the template, and their size and color can be edited
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333,000

The Sun's mass compared to Earth's

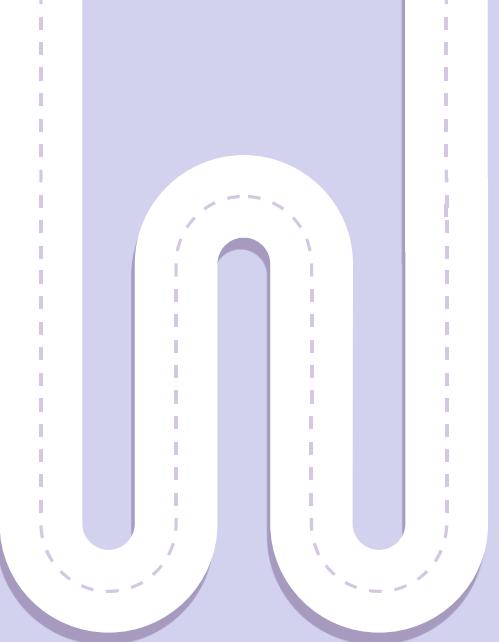
9h 55m 23s

Jupiter's rotation period

386,000 km

Distance between Earth and the Moon



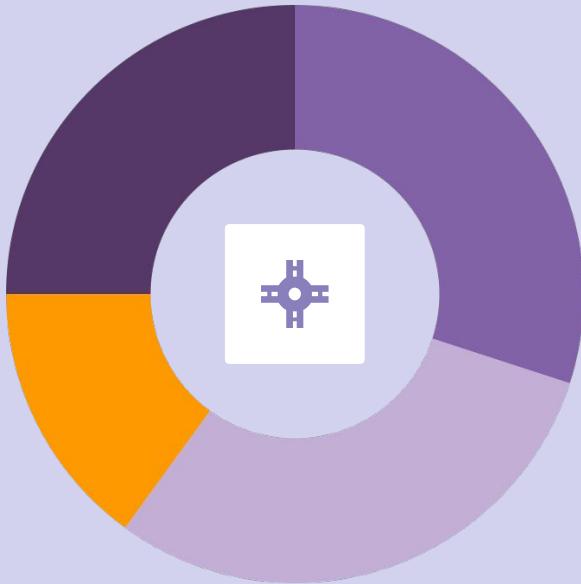


4,498,300,000

Big numbers catch your audience's attention



Pie chart



30%

30%

15%

25%

Mars

Mars is very cold

Mercury

Mercury is small

Venus

Venus is very hot

Earth

Earth has life

Follow the link in the graph to modify its data and then
paste the new one here. [For more info, click here](#)

Product infographic

Mars

Mars is very cold



Saturn

Saturn has rings



Neptune

Neptune is far away



Mercury

Mercury is small



Venus

Venus is very hot



Jupiter

Jupiter is a giant

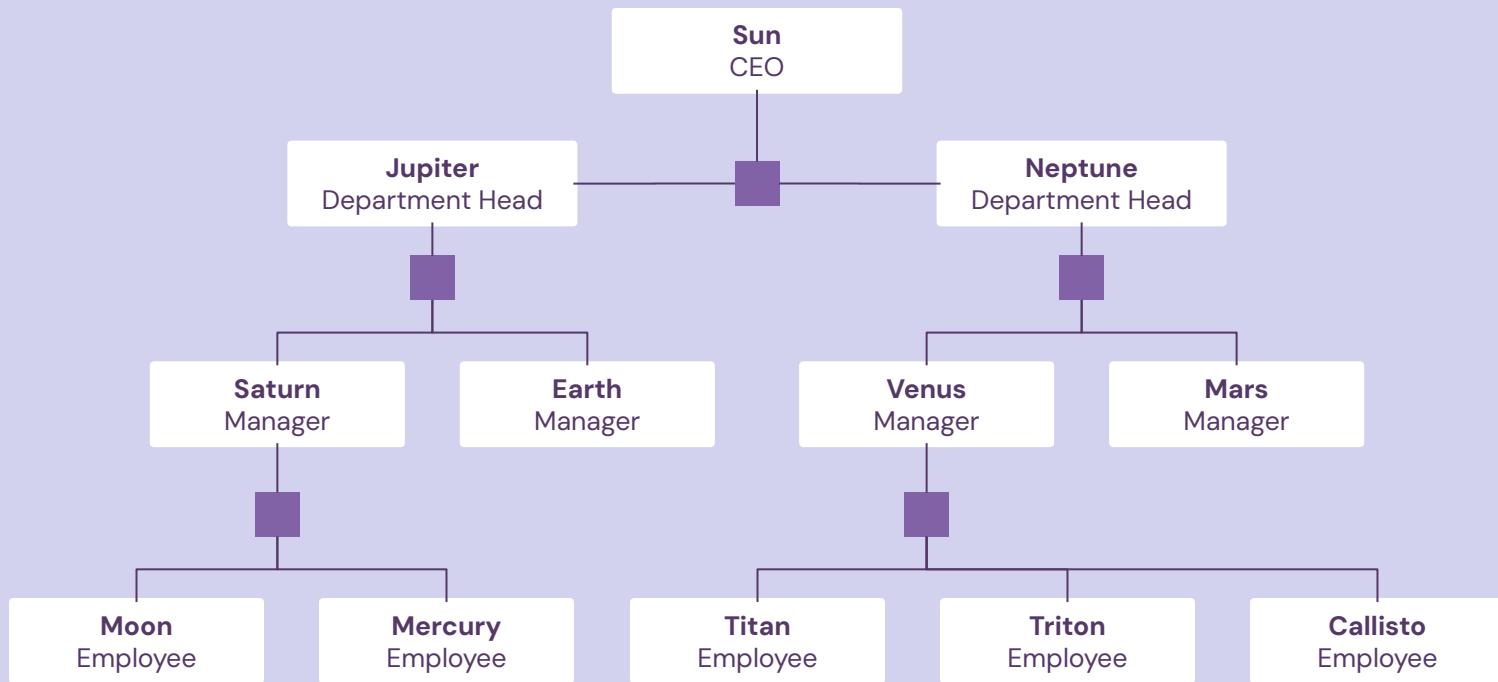


Table

	Team A	Team B	Team C	Team D	Team E	Team F
Mercury	XX	XX	XX	XX	XX	XX
Mars	XX	XX	XX	XX	XX	XX
Saturn	XX	XX	XX	XX	XX	XX
Venus	XX	XX	XX	XX	XX	XX
Jupiter	XX	XX	XX	XX	XX	XX
Earth	XX	XX	XX	XX	XX	XX
Moon	XX	XX	XX	XX	XX	XX



Organizational chart



Timeline



Step 1

Venus is a hot planet



Step 3

Mercury is very small



Step 5

Mars is made of basalt



Step 2

Saturn has rings



Step 4

Neptune is an ice giant



Step 6

The Sun is a star



Market size infographic

Jupiter

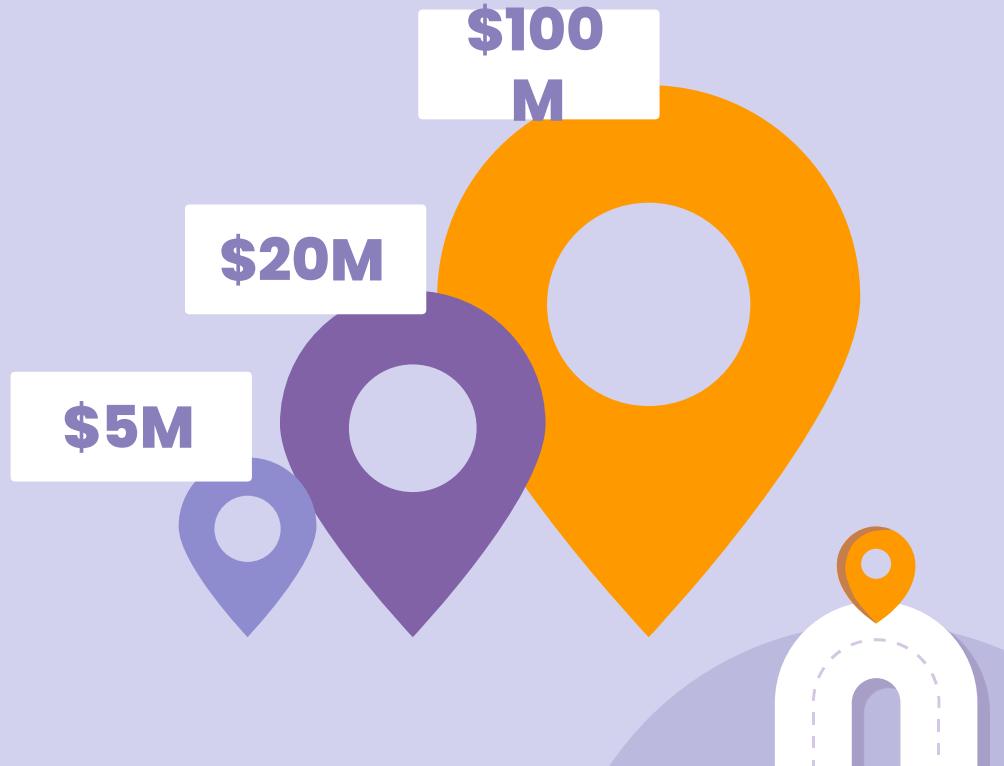
Jupiter is a gas giant and the biggest planet in the Solar System. It's the fourth-brightest object in the night sky

Mars

Despite being red, Mars is actually a cold place. It's full of iron oxide dust, which gives the planet its reddish cast

Saturn

Saturn is a gas giant and has several rings. It's composed mostly of hydrogen and helium. It was named after a Roman god



Roadmap infographic

Initiative	Objective	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Venus is very hot	Venus has a beautiful name and is the second planet from the Sun												
Earth has life	Earth is the beautiful planet on which humans live												
Mars is very cold	Despite being red, Mars is actually a cold place												
Jupiter is a gas giant	Jupiter is the biggest planet in the Solar System												
Saturn has rings	Saturn is a gas giant and has several rings												



KPI dashboard

Product	Column 1	Column 2	Column 3
Item 1	500	2,000,000	40
Item 2	1,000	50,750	10
Item 3	250	1,500,000	300
Item 4	500	2,000,000	40
Item 5	1,000	50,750	10
Item 6	250	1,500,000	300
Item 7	500	2,000,000	40
Item 8	1,000	50,750	10

\$4,000,000

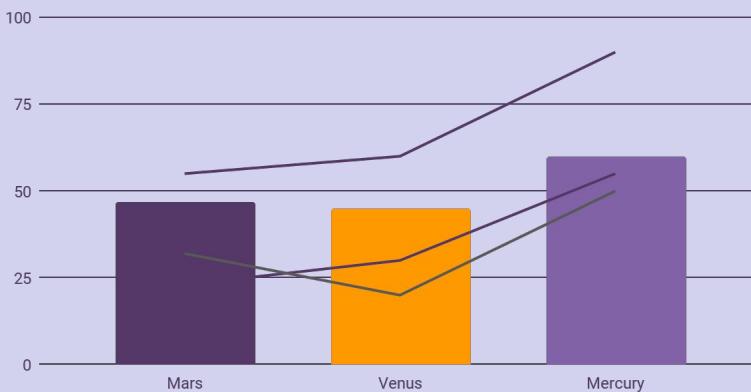
Mercury is small

100,000

Venus is hot

5,000

Mars is cold



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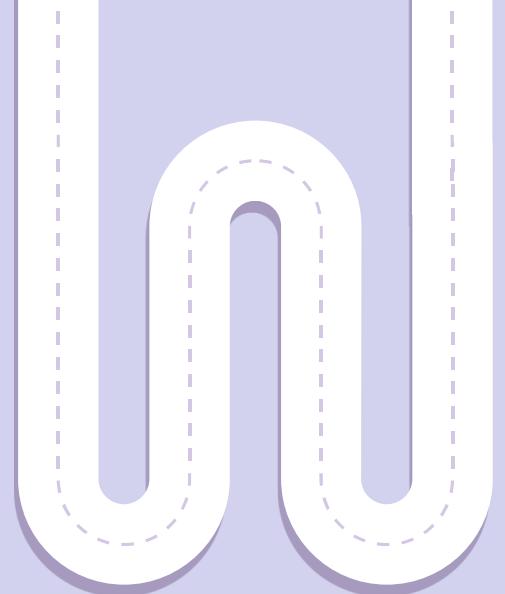
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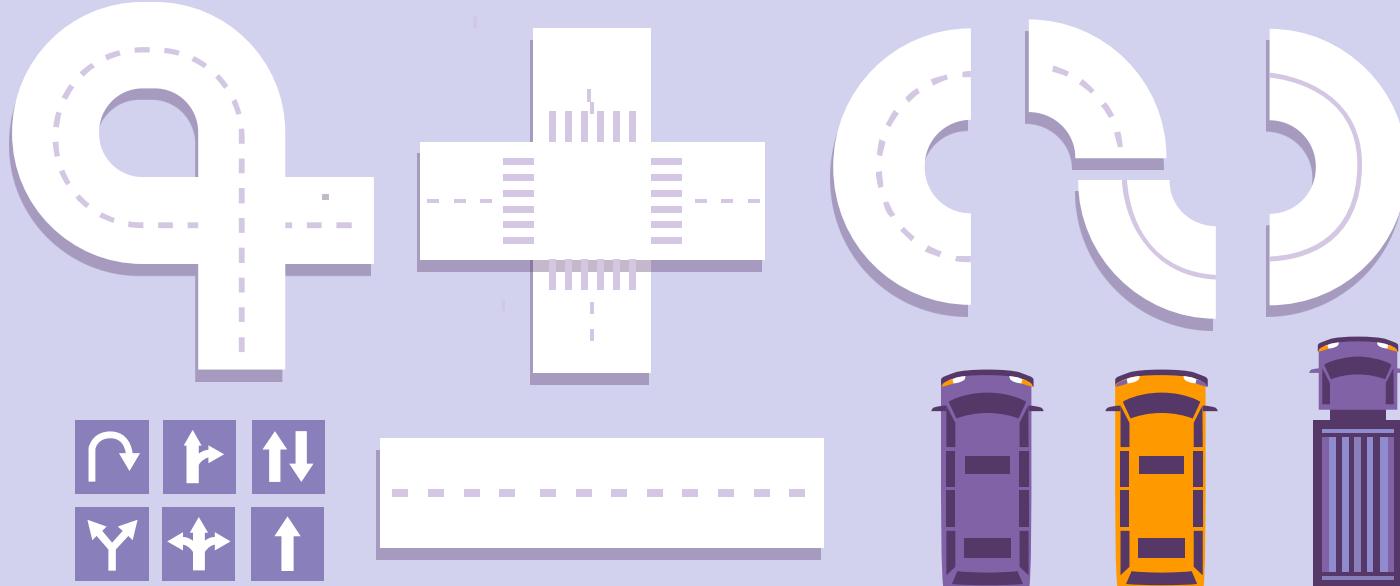
Icon pack II



Alternative resources

Here's an assortment of alternative resources whose style fits the one of this template:

- Traffic roads top view set



Resources

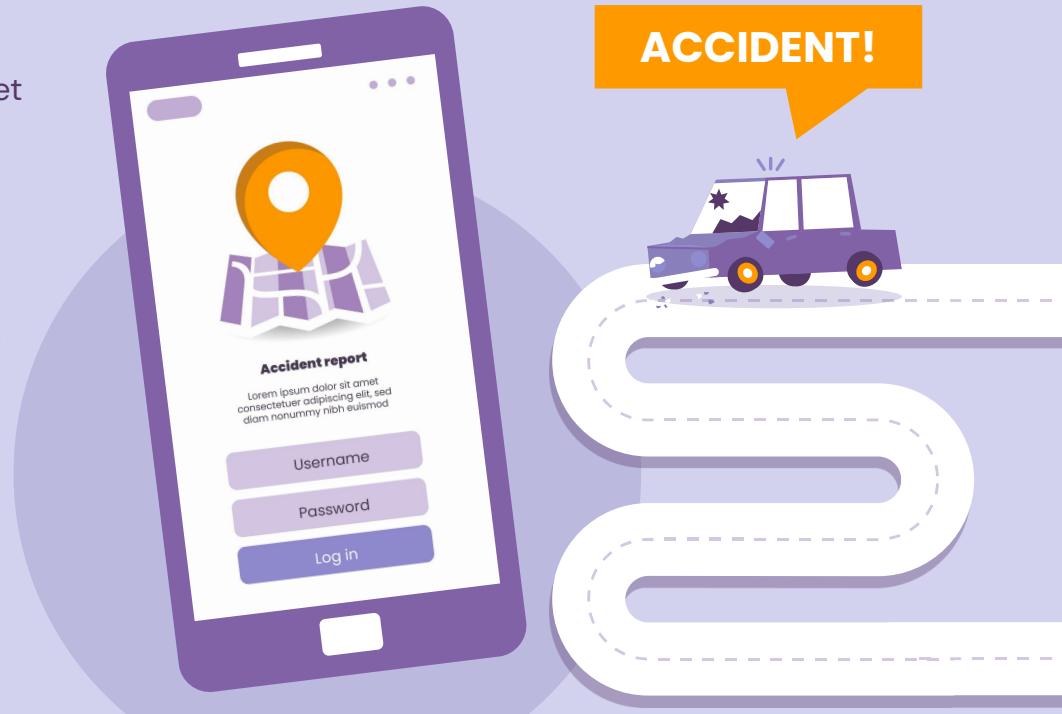
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- Taxi app interface concept
- Road accident infographic flowchart
- Vector illustration of situations on roads
- Location app interface

Icons

- Icon Pack: Car accidents
- Icon Pack: Motorway



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Pana



Amico



Bro



Rafiki



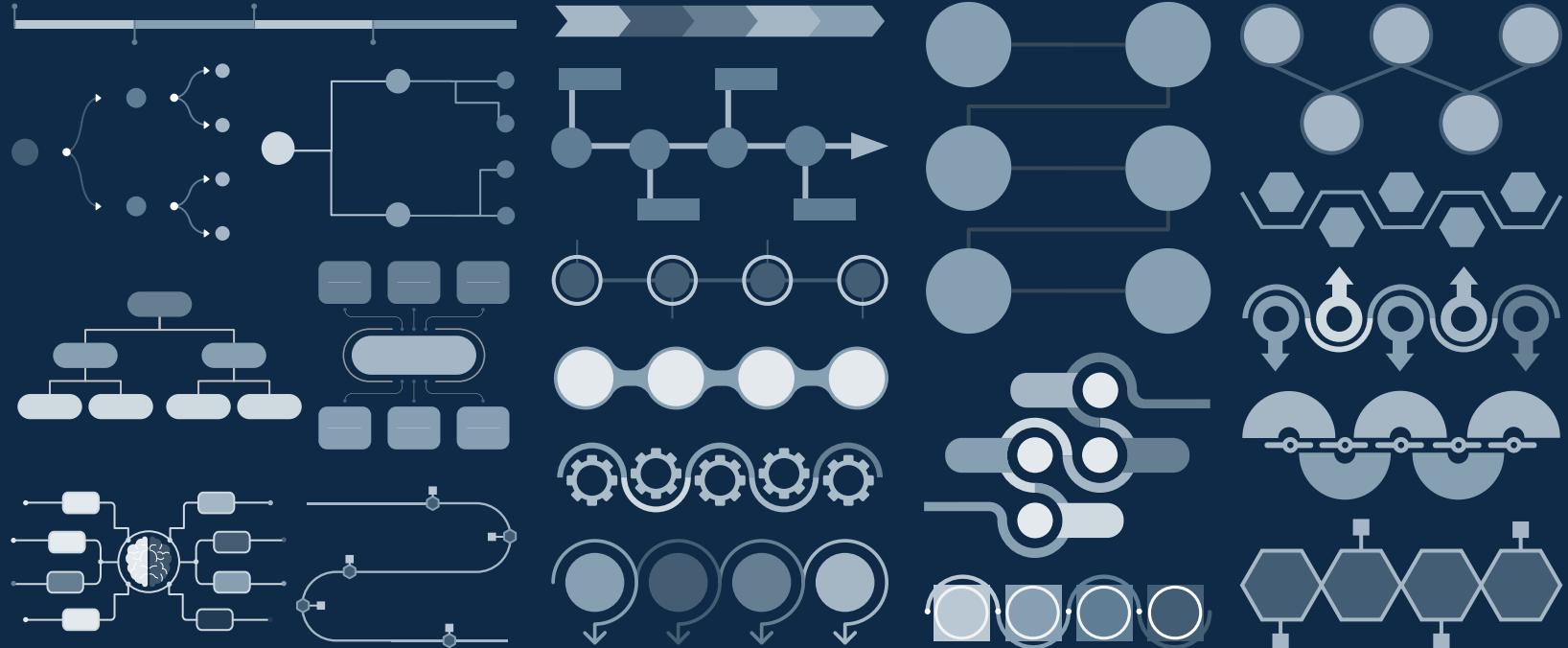
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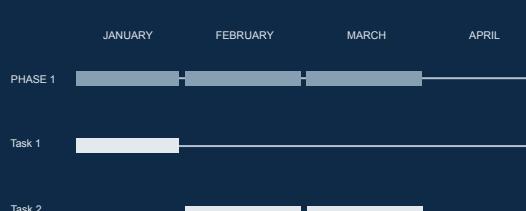
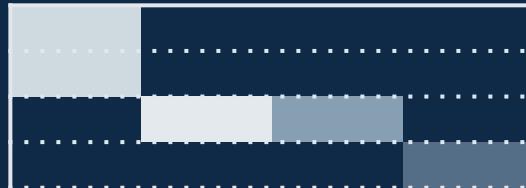
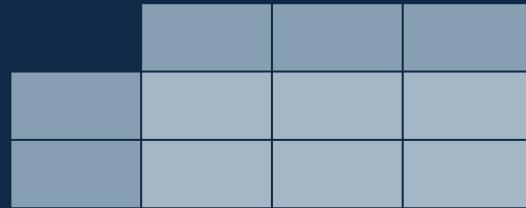
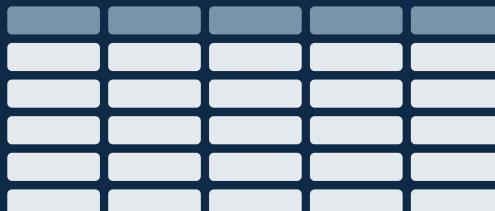
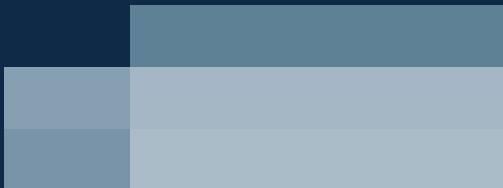
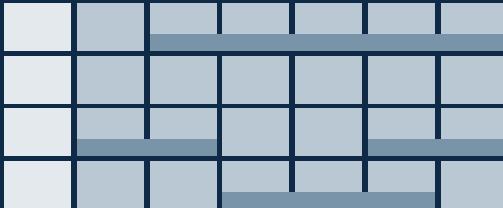
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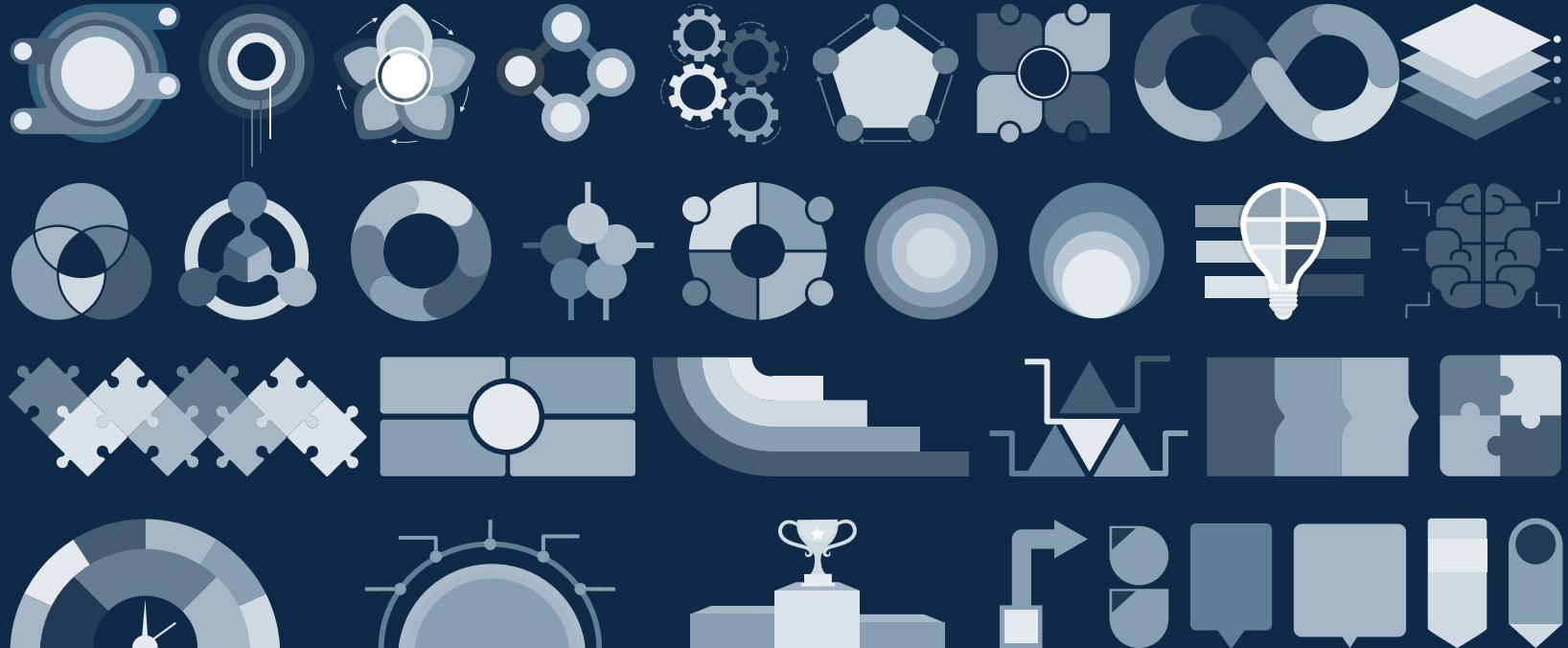
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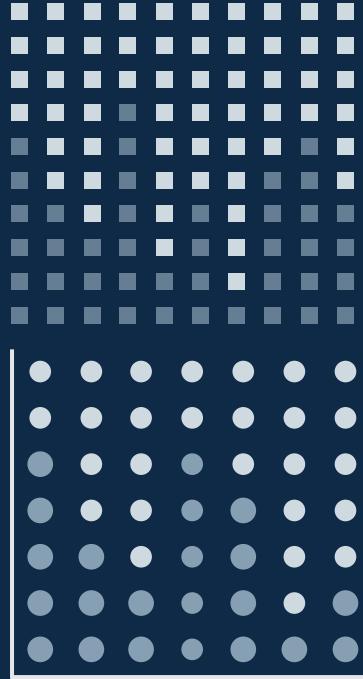












...and our sets of editable icons

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Educational Icons



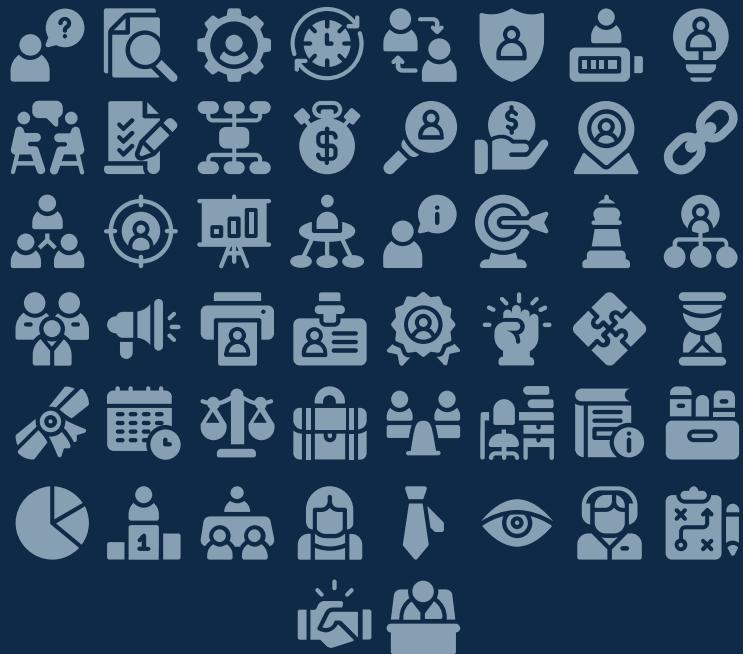
Medical Icons



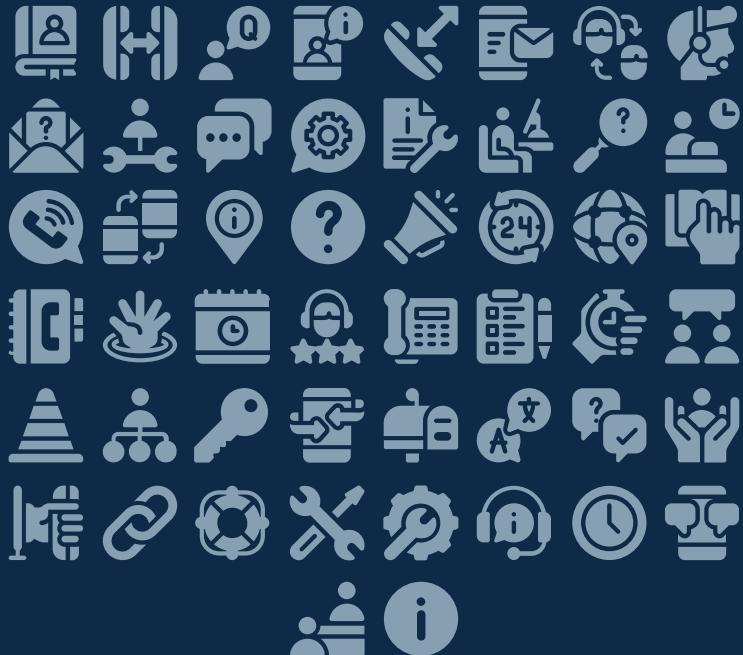
Business Icons



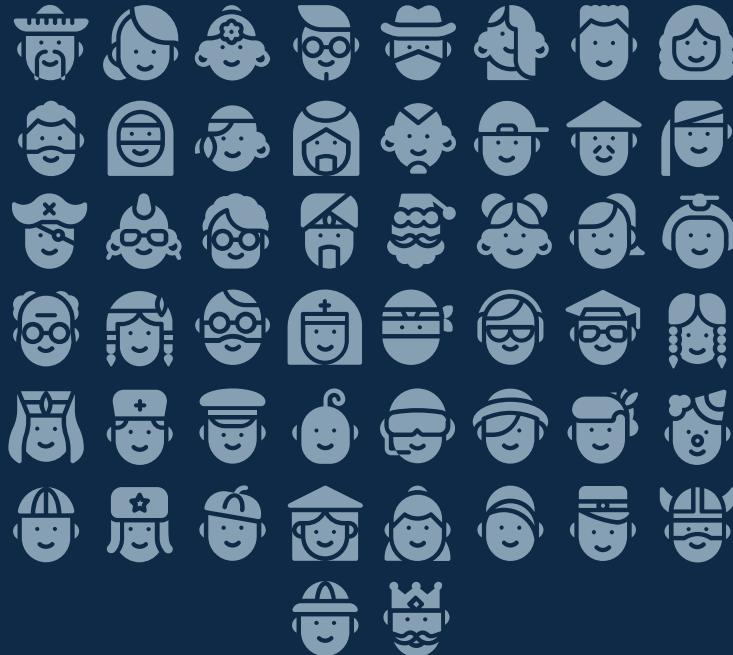
Teamwork Icons



Help & Support Icons



Avatar Icons



Creative Process Icons



Performing Arts Icons



Nature Icons



SEO & Marketing Icons



