Community characteristics & orientation

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Community & UN SDG(s):	Eye Vision Care Community, focusing on UN SDG #3: Good Health and Well-Being, SDG #4: Quality Education, and SDG #8: Decent Work and Economic Growth
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Instructions

Research the community you are most interested in exploring using links from the UN Sustainable Goals website (https://www.un.org/sustainabledevelopment/) and others. In your exhaustive research, answer the following.

Community characteristics

Community life-cycle (current state)

Where is your community in its life-cycle?	What you need to focus on:	Special needs
☒ **Just forming** Need basic tools to connect, but not sure from there	Research and/or discuss the potential of some basic tools with members, explore what ideas it might give them, and see what they might bring in with them.	The user interface should be simple, and the exercises need to be easy to follow. This will help users quickly understand the application's functionality. To make the app more appealing for regular use, we'll offer unique features like a comprehensive eye care forum and quick relief from eye strain. Through targeted social media promotion and community-building within the app's forum, we aim to not just attract but also retain users.
☐ **Self-designing** Information stage, but with a strong sense of what it wants to accomplish	Contribute ideas to the design. Analyze systematically the implications of their community design for technology, infrastructure, and technology skills.	
☐ **Growing & restless** Ready to add new functionality to its tool configuration	Try to make this a community reflection and self-design event. Does their restlessness suggest a major change, such as a transition to a new platform?	
☐ **Stable and adapting** Just needing some new tools	How much disruption will the community tolerate? How will the new tools be integrated into or affect existing practices?	

Constitution

Diversity: How diverse is the community?

Topic	Your notes
What are the different types of members and what are their levels of participation?	The primary members of our community are students and office workers who experience eye strain from extended screen time. Their levels of participation may vary. Some might be active contributors to the eye care forum, while others may primarily use the app for the exercises.
How spread apart is it in terms of location and time zones?	As the app is digital, we expect to have users from various parts of the world, spanning multiple time zones.
What language(s) do members speak?	Due to the global reach of the app, we can expect multiple languages. However, to start, we may focus on English and consider adding multi-language support as the community grows.
What other cultural or other diversity aspects may affect your technology choices?	Different cultures have different beliefs and practices around eye care, which could influence the types of exercises and advice that are well-received.

Openness: How connected to the outside world is your community?

Topic		Your notes
How much do you want to control the boundaries of your community? Does your community need	☐ To be private/secure ☐ Open boundaries ☒ Both private & public spaces	This community will have both private and public spaces. The eye exercises and basic features will be available to all users. The forum, however, may require users to create an account to participate, ensuring a more secure and controlled environment where users can freely share their tips and experiences.
How does your community need to interact with other communities? Do you need common tools for sharing and learning with them?		Interaction with other communities can offer value, especially communities focused on general wellness, productivity, and tech-life balance. We may implement features like social media sharing buttons or collaborate on content with other wellness platforms to facilitate this interaction.

Technology aspirations

Technology savvy, tolerance, & constraints: What are your community's technology interests and skills and patience thereof? What are the constraints imposed by technology factors?

Topic	Your notes
How interested is your community in technology?	Given that our target audience is students and office workers who frequently use digital devices, we can assume a moderate to high level of interest in technology.
What is their capacity for learning new tools?	Considering the technology experience and the time they spend on their devices, their capacity for learning new tools is likely to be moderate to high. However, simplicity and intuitiveness are key for encouraging usage.
What is the range of skills? If their interests and/or skills are diverse, could it cause conflict or distraction?	The range of skills will likely be diverse, but the focus of the application is narrow—eye care and well-being. This focus should help minimize conflict or distraction.

How tolerant are members of the adoption of a wide variety of tools?	As long as the tools are intuitive and enhance the user experience, tolerance should be high.
How many technological boundaries are they willing to cross, e.g. sign in to more than one web-based tool, learn to use new tools, or give up old favorites? This helps you understand what level of integration you need.	Given that our target group already uses technology regularly, they may be willing to cross a few boundaries like signing into a web-based tool. However, the fewer steps required, the better.
What are your members' technology constraints (e.g., bandwidth, operating systems, etc.)?	Constraints may include varying bandwidths, different types of devices, and different operating systems. We need to ensure the app is lightweight and compatible across multiple platforms.
How much time are members able to be online and from where (office, home, field)? Some people have limited online time, or are able to be online only in specific locations. Others are always on. Very diverse situations can affect participation	Given that the primary users are students and office workers, most will have regular online access both from the office and home. Some might have limited online time due to work or study commitments.

Community orientation

Relevance to community: Use the range from 0 (no relevance) to 5 (high relevance) to determine what matters most to the community. Look at these from the perspectives of the different types of members (under "constitution"). Also discuss the "value-added" to each member group

0	1	2	3	4	5	Orientations	Variants	Key activities/your notes
☐	☒	☐	☐	☐	☐	**Meetings** Many communities place a great emphasis on regular meetings where members engage in shared activities for a specific time. Meetings, and the visible participation of members, assert the community's existence	☐ Face-to-face/blended ☐ Online synchronous ☒ Online asynchronous	While the app may not focus on meetings, there can be scheduled virtual events or webinars focusing on eye care for future functionality.
☐	☐	☐	☐	☒	☐	**Open-ended conversation** Some communities maintain ongoing conversations as their primary vehicles for learning. Open-ended conversations are common when a community is co-located and people keep the conversation going as they "bump" into each other.	☐ Single-stream discussions ☒ Multi-topic conversations ☐ Distributed conversations	The forum will allow ongoing, multi-topic conversations about eye care, foods, and exercise.

☐	☐	☐	☒	☐	☐	**Projects** In some communities' members want to focus on particular topics, go deep, and collaborate on projects to solve problems or produce useful artifacts. Learning is not just a matter of sharing knowledge or discussing issues. Members need to do things together in order to develop their practice. Projects usually involve a subgroup within the community	☒ Practice groups ☐ Project teams ☐ Instruction	Users could create challenges or short-term projects focusing on following a particular eye exercise regimen.
☐	☐	☐	☐	☐	☒	**Content** Some communities are primarily interested in creating, sharing, and providing access to documents, tools, and other content. Valuable and well-organized content is a useful resource for members	☐ Library ☐ Structured self-publish ☒ Open self-publish ☐ Content integration	High relevance as the app will offer eye exercises (content) and also allow users to share their own tips and articles on eye care.
☐	☐	☐	☐	☒	☐	**Access to expertise** Some communities create value by providing focused and timely access to expertise in the community's domain, whether internally or externally. Communities with this orientation focus on answering questions, fulfilling requests for advice, or engaging in collaborative, just-in-time problem solving	☒ Questions & requests ☒ Access to experts ☐ Shared problem solving ☐ Knowledge validation ☐ Apprenticeship & mentoring	The forum could have a section where optometrists or eye care experts can answer questions or give advice.
☐	☐	☐	☒	☐	☐	**Relationships** Some communities focus on relationship building among members as the basis for both ongoing learning and being available to each other. This orientation emphasizes the interpersonal aspect of learning together. Communities with this orientation place a high value on knowing each other personally, emphasizing networking, trust building, and mutual discovery	☒ Connecting ☒ Knowing about people ☐ Interacting informally	Over time, users can get to know each other's habits and tips, forming a sense of community. Even though users will log in with anonymous information, they can still build relationships with each other and create a strong community.
☐	☐	☐	☐	☐	☒	**Individual participation** Learning together happens in the context of a group, but it is realized in the experience of individuals. People bring different	☐ Levels of participation ☒ Personalization	The app could offer personalized exercise regimes and track individual progress, allowing for individual development in eye care.

						backgrounds, communication styles, and aspirations to their participation in a community. People have different levels of commitment, they take on different roles, and they use tools differently	☒ Individual development ☐ Multi-membership	
☐	☐	☐	☐	☒	☐	**Community cultivation** Some communities are happy with loose self-organization and unplanned evolution, while others thrive on attention to community cultivation. They have a need to reflect on the effectiveness and health of the community to make things better, joined with a willingness to work on it	☐ Democratic governance ☒ Strong core group ☒ Internal coordination ☐ External facilitation	The application will benefit from having a strong core group of active users who not only participate in the eye exercises but also contribute to the forum. Internal coordination can include community challenges, polls, or even feedback loops to improve the app.
☐	☐	☐	☐	☐	☒	**Service context** In some cases, serving a specific context becomes central to the community's identity and the ways it operates. They may live inside an organization, whose charter their practice needs to serve. They may have a mission to provide learning resources to the world or to recruit members widely. Or they may seek interactions with other communities whose domain complements their own	☐ Organization as context ☐ Cross-organizational ☒ Other related communities ☒ Public mission	Given that the app aims to serve a public mission of improving eye health, its identity would be strongly tied to this service context. It could also seek partnerships or interactions with other health-focused communities, perhaps expanding its forum to include guest posts from experts in related fields like nutrition or general wellness.

Scratchpad (other interesting insights, questions/answers, etc.)

Interesting Insights:

- Eye strain from digital devices is a global issue, and many countries are witnessing an increase in eye problems among younger age groups (National Library of Medicine).

Cultural Consideration:

- In some cultures, there are traditional methods and exercises to combat eye strain and improve vision. Exploring these might be a good addition to the app's content.