Delta Marshallers

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High-Level Question

How do we get people to be more involved in their local community?

- Why - Participating in physical (in person) activities provides opportunity for better socialization, communication, and cooperation skills

- What - Explore what current analog and digital platforms that address this question and examine helpful aspects of these applications

- How - Conduct research on what motivates people to get involved in the community and create a system that encomapses the best answer to this question based on our research
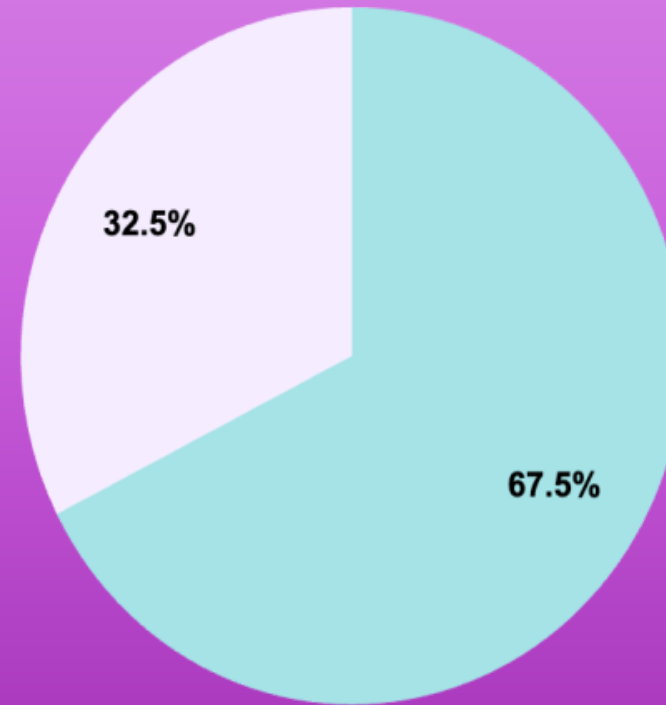
Research Conducted

- Importance of community involvement

- Community participation on mental health and confidence

- Existing systems that attempt to answer our question

- Surveyed stakeholders / potential users

Analysis of research conducted

- We surveyed people about how inclined they are to attend events, how they currently hear about events, and how they prefer to hear about events

- There is currently a lack of successful advertisements for local events

Would you be more inclined to attend events if they were advertised better?

- Yes
- Maybe

32.5%

67.5%

Analysis of research conducted cont.

Why Do you attend Events?

Questions