

Prototype Testing

CS 147 - Fall 2016

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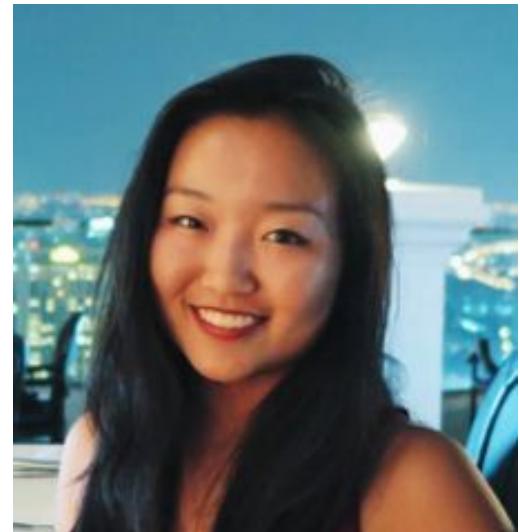
The Team



Serena Wong



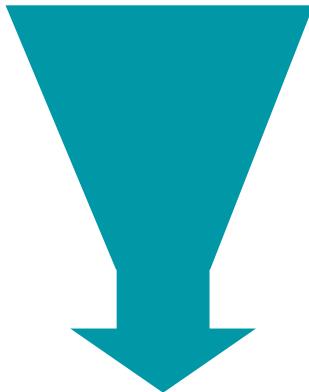
Jack Swiggett



Connie Li

Our Problem

Education



Newcomers to
a country



Points of View

Initial POV



We met Leeno, a woman who grew up in China, went to undergrad in Japan, and came to the US for graduate school.

We were amazed to realize that she felt way more comfortable in Japan than in the US, despite knowing nothing about either culture.

It would be game changing to eliminate the discomfort in interacting with unfamiliar people/backgrounds/races.

Additional Needfinding



Derry
27, China



Caro
21, Mexico



Vimbai
19, Zimbabwe

Additional Needfinding



Micah
20, US to Israel



Nelda
54, US



Clif
56, US

Additional Needfinding



Tony



Jeffrey
(camera-shy)

How Might We's

Revised POV #1



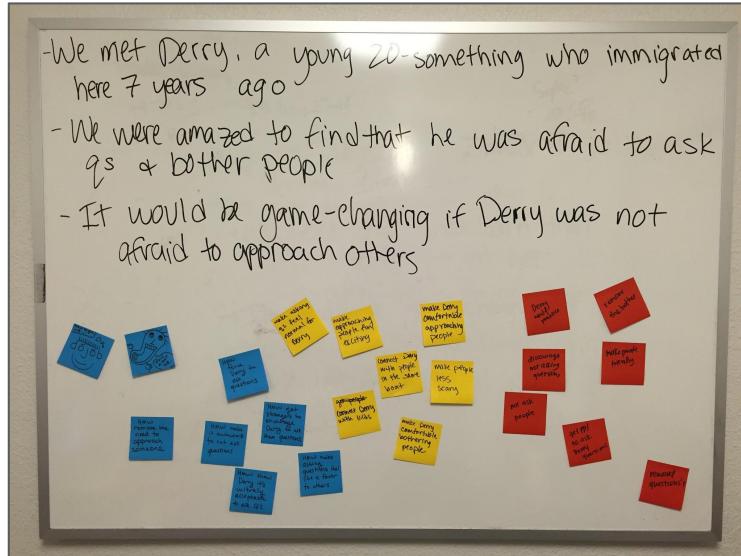
We met **Derry**, a young 20-something engineer who immigrated from China seven years ago.

We were amazed to realize that he was afraid to ask questions when he first arrived because he was afraid of bothering people.

It would be game changing if Derry wasn't afraid of approaching others and asking for help.

How might we...

- We met Derry, a young 20-something who immigrated here 7 years ago
 - We were amazed to find that he was afraid to ask qs & bother people
 - It would be game-changing if Derry was not afraid to approach others



make approaching people fun and exciting?

connect Derry with people in the same boat?

make asking questions feel normal for Derry?

get strangers to encourage Derry to ask them questions?

make asking questions feel like a favor for others?

get people to ask Derry questions?

remove the bother?

discourage not asking questions?

Revised POV #2

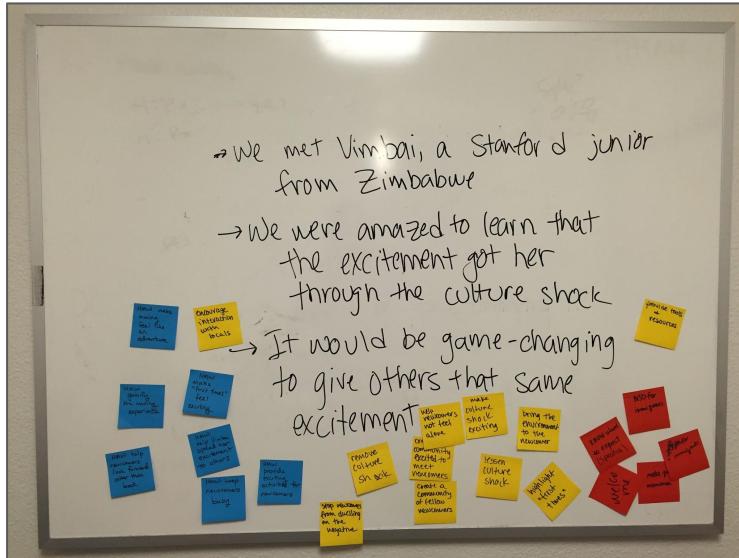


We met **Vimbai**, a Stanford junior who grew up in Zimbabwe and came to the United States for the first time two years ago.

We were amazed to realize that the only way she made it through the stress and culture shock of moving was the overpowering excitement of embarking on a new adventure.

It would be game changing to give other newcomers to the country that same excitement to help them get out, interact, and adapt to their new environment.

How might we...



help newcomers know what to expect?

create a community excited to meet newcomers?

keep newcomers busy?

make culture shock exciting?

create a community of fellow newcomers?

help Vimba spread her excitement to others?

encourage interaction with locals?

gamify the moving experience?

provide exciting activities for newcomers?

remove culture shock?

Derry

{ HMW make approaching
people **fun** and **exciting?**

Vimbai

{ HMW help newcomers **know**
what to expect?

{ HMW create a **community**
excited to meet newcomers?

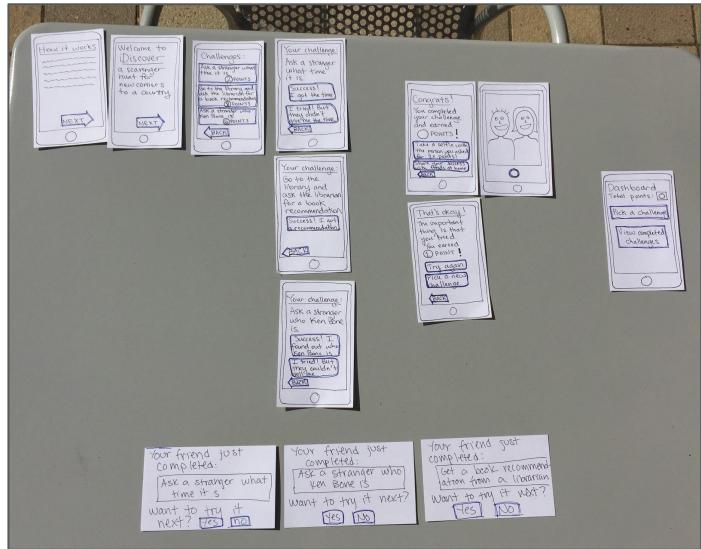
Solutions & Prototypes



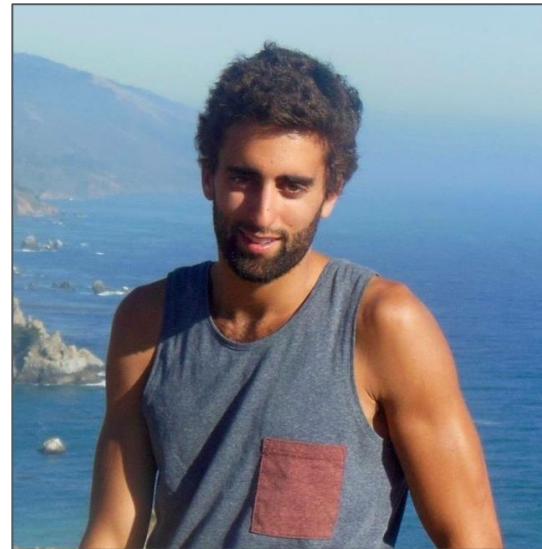
Experience Prototype 1:

iDiscover

A scavenger hunt where a newcomer has to **ask questions, interact with locals, and explore their new environment.**



Prototype



Bertrand

Results:

iDiscover

Assumptions	
Valid	Invalid
Gamification makes the app more exciting to use	It is difficult to speak to strangers

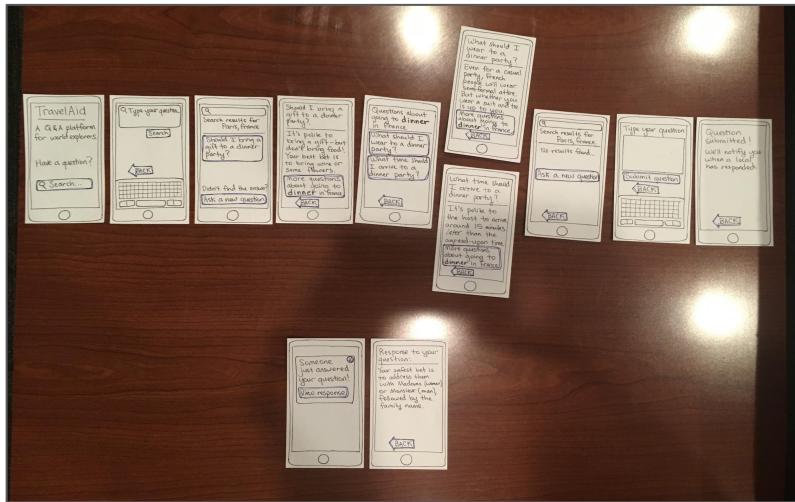
Bertrand wanted...

- To participate/compete with other newcomers
- To eventually meet local people in a less superficial way

Experience Prototype 2:

TravelAid

A **Q & A** platform for newcomers to ask **specific questions** and get **quick** answers from **knowledgeable locals**.



Prototype



Bao

Results:

TravelAid

Assumptions	
Valid	Questionable
It is more interesting to get answers from locals than impersonal Google results	A local will respond quickly enough for their answer to be useful

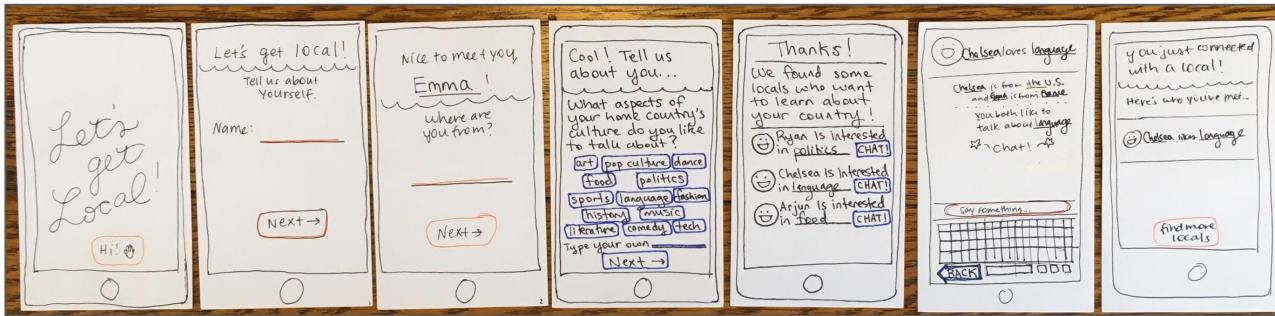
Bao thought...

- We should initially focus on one country or region to make sure we had enough question/answer pairs for the app to be useful
- The general format of the Q & A platform worked well

Experience Prototype 3:

Let's Get Local

A platform to connect **newcomers** and **locals** with **shared interests** beyond a superficial level.



Prototype



Emma

Results:

Let's Get Local

Assumptions	
Valid	Invalid
Newcomers want to meet locals and would be excited to chat with them	We should search for locals nearby based on newcomer's location

Emma thought...

- The format for selecting interests worked well
- It would be nice to start a conversation with a local while she was still at home, and already have a friendship established before arriving in the U.S.

Thank you!

Image Sources

- <http://www.nationofchange.org/wp-content/uploads/2016/05/education.jpg>
- http://www.wahbexchange.org/wp-content/uploads/2015/08/immigrant_customs-300x300.png