disQoveR.

Community Engagement

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LAURIER
Inspiring Lives!

User Experience Design

1 Insights and Opportunities

Where can we make an impact and how?

BIA Strategic Plan Insights

- Weakness and threat of a **lack of awareness of downtown businesses'** offerings and location

  - How might we increase awareness of these businesses?

- Threat of **negative perceptions of downtown** (i.e., crime, poverty, homelessness, etc.)

  - How might we improve the public perception of downtown?
  - How can we help to increase community supports for those who need them?
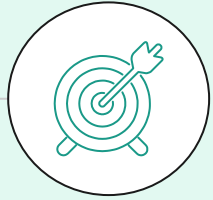
Our Goals

Awareness

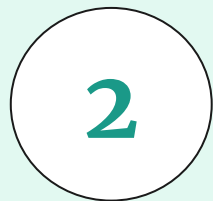Increase local knowledge of member businesses located downtown.

Engagement

Bring more foot traffic to downtown area.

Create a fun, rewarding, and accessible strategy to engage residents with businesses.
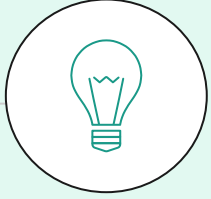
Support

Connect community support services with (1) residents who need them and (2) residents who wish to volunteer.

Our Idea

2

The Design

The Features

Our Idea

- Create a business promotion system that engages residents and potential customers in a multi-sensory experience

- Utilize QR code technology in a gamified experience to:

  - Spread awareness about downtown businesses

  - Bring potential customers to the downtown area

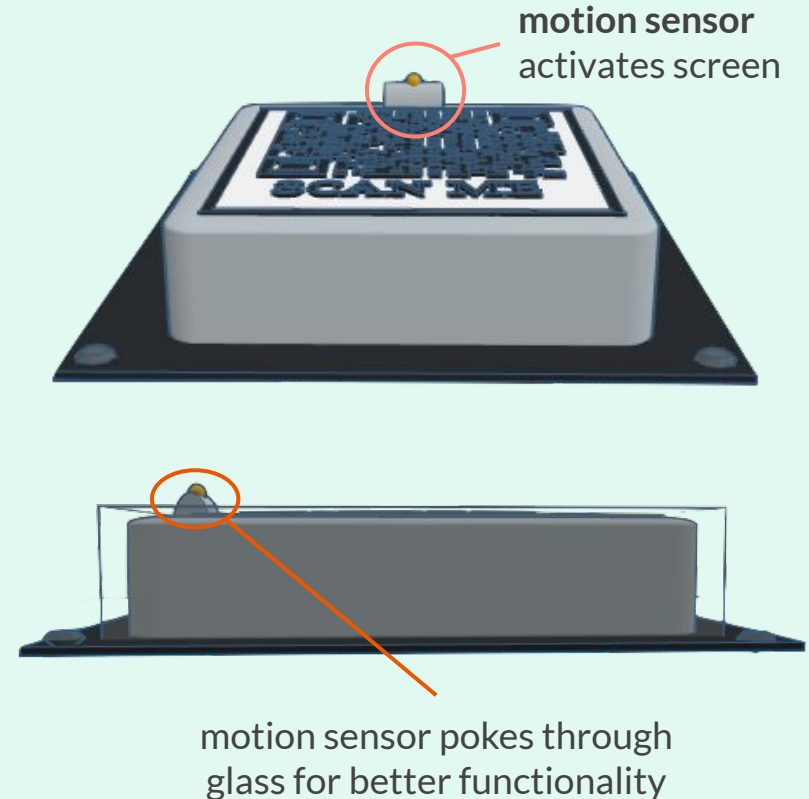 - Connect people with support services to improve the downtown community

3D QR Code With Sensor - high cost -

√ motion sensor

√ digital screen

+ optional glass protection

motion sensor
activates screen

without glass protection

with glass protection

SCAN ME

SCAN ME

motion sensor pokes through
glass for better functionality

3D QR Code - low cost -

without glass protection   **with** glass protection

❌ motion sensor

❌ digital screen

√ vinyl sticker

+ optional glass

   protection

QR Code Coupon Stickers

Retail business

Food business

Community service

Mockups

Brantford Food Bank

Offering food to those in need within and around the Brantford community

Learn More

Services   Help Out

3D QR code destination

SCAN ME

Shawarmania

A small restaurant native to downtown Brantford famous for their warm and delicious Shawarma

About

Website

Hours

Coupon QR code destination

SCAN ME

Congradulations

You have found the $5 off coupon for Shwarmania

website   location   about

receive $5 off when you spend $25 or more. Valid one per customer while supplies last. Exp.2022

3D QR Code Installation

How to set up your 3D QR Code

1 Gather all the parts. There should be the main 3D QR code piece, four black screws, super glue, and a glass protective cover.


2 You will need a screwdriver and the proper head (Phillips). Take the screws along with your screwdriver, align the screws to the four holes and drill the 3D piece onto the wall.

3 OPTIONAL
If you are using the protective glass, you will need to use the super glue that comes with the package. Simply put a thin layer of glue on the edges of the glass which will be stuck onto the 3D piece (red lines are where the glue should be), wait about 2 minutes. Stick and hold the glass onto the piece for another 2 minutes. And you are done!
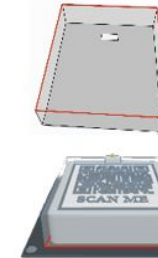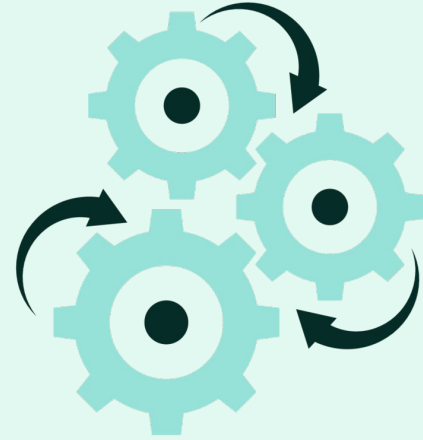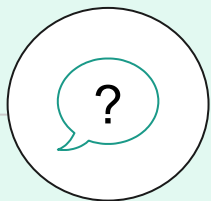
3 Implementation plan

Why is this a good idea?

Data collection and user testing

Bringing businesses on board

Why is this a Good Idea?

Awareness

More awareness of business websites.

Coupon codes would encourage people to visit new businesses.

Engagement

Encourage people to volunteer or get help by making information more accessible.

Finding a coupon code is fun and rewarding.

Support

People who are looking to get help or people who want to help can also easily find the resource to do so.

Data Collection

- **Collecting data**

  - The sensor makes note of each time a person walks by

  - The tablet tracks how many people scan the QR code

- **Why** - method to see if the QR code is working to attract people

  - *"What you can't measure, you can't improve"*

  - Low numbers = how can we improve this concept?

 - High numbers = success and moving on

Bringing Businesses on Board

- More business and attraction to their store

- Increase in website traffic

- Possibility to earn more money

- Share user testing statistics

- Pilot a few businesses or a community service as a proof of functionality

Collaboration

- Collaboration with members of team 3

- Coupon QR code specific for the *Ready Belly* app leading to:

  - Coupon pop-up

  - Link to download the app
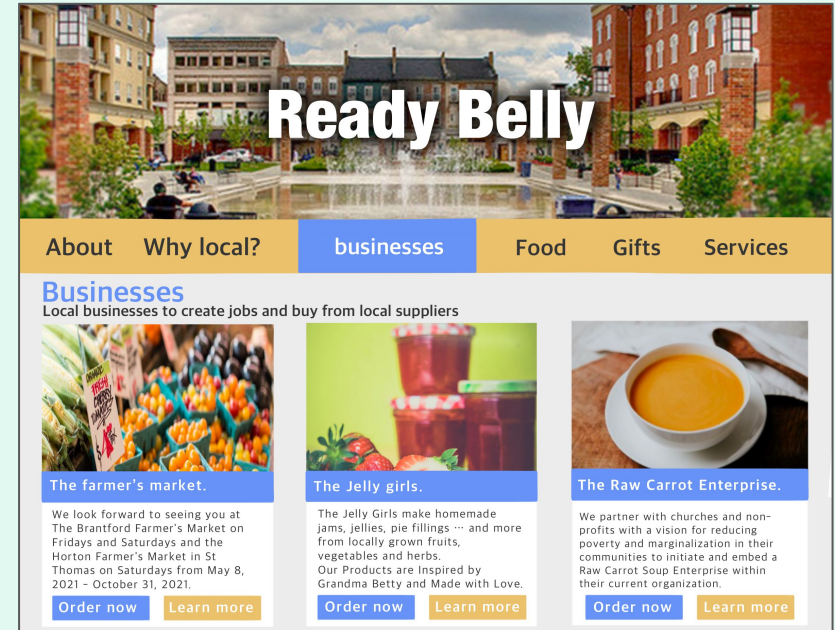
Thanks!

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