Research

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CommUnity

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Team Responsibilities

Krisha Patel

- Come up with a possible app
- Write design statement
- Write stakeholders list
- Write Target Demographics
- Write Claim Analysis
- Write Personas
- Write Problem Scenarios
- Write Activity Scenarios
- Write Key-Path Scenarios
- Make a prototype
- Make the final report in its entirety.

Paul Armento

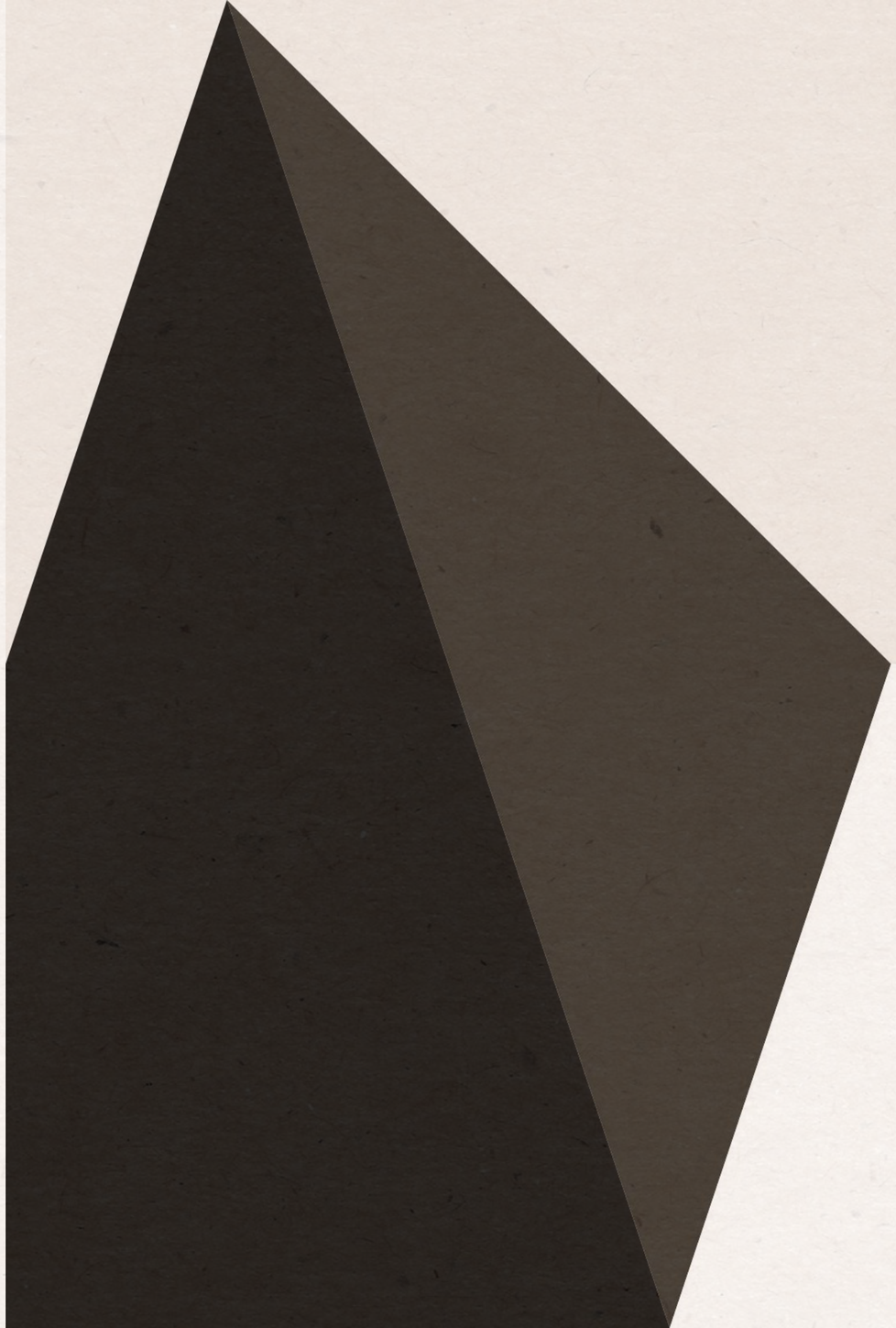
- Did not do anything.

Chance Rife:

- Did not do anything.

Problem and Vision Statement

High-Level Vision (Problem Statement)	An app that allows communities to connect by sharing events and resources, posting short term jobs, promoting local sales, organizing events and offering support.
Basic Rationale (Vision Statement)	Network-based communication that bridges the gap in location and time, building trust in communities. The app allows for convenient and easy access to information, resources and opportunities.



Stakeholders List

STAKEHOLDER	WHY + KEY CONCERNS
Local Residents	Need info on what's happening in the neighborhood, concerns about safety, relevance and ease of use
Community Groups / Event Organizers	Want to promote gatherings and track RSVP's, concerns about reach
Small Local Businesses	Hoping to advertise their business and sales
Short-term job posters / Job Seekers	Need trustworthy short-term job seekers / need up-to-date job listings, concern about security and payment.
Schools	Post volunteering opportunities, work and student opportunities, age-appropriate people
Municipal & City Admin / Law Enforcement	Share emergency alerts to public, official announcements, push real-time safety concerns
Non-Profits	Seeking volunteers, and donations for charity work, as well as promoting events
Parents	Looking for kid-friendly activities and events, babysitting jobs, concern about trust

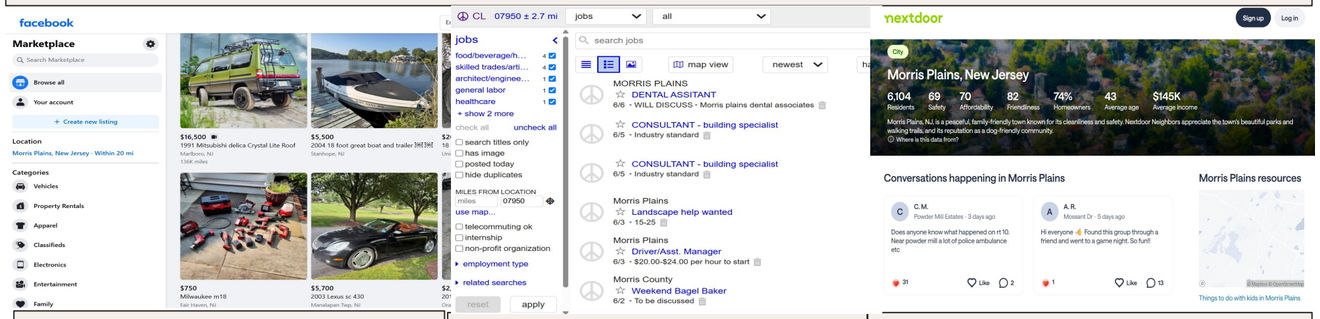
Target Demographics

- Young Professionals
- Parents with children under 14 (up to 8th grade)
- Small Local Businesses
- Gig Workers
- Students looking for short-term jobs
- Neighborhood leaders
- Recent immigrants or non-native English speakers

Claim Analysis

- Local Discovery via Location-Based Feeds
  - Platform show content based on the users' geographic location based on closest to farthest proximity, helping them discover relevant posts, job listings, local sales, events and discussions near them.
  - People within the county will be able to see and post on this app.

Visual Depiction



Facebook Marketplace	Craigslist	Nextdoor
Sale	**Location**	**Local Feed**
Can sell and buy on this website by categories.	You can sell and buy on this website by location. Also a lost and found.	Has local information, discussions, groups, and event postings for a specific area.

The Claims

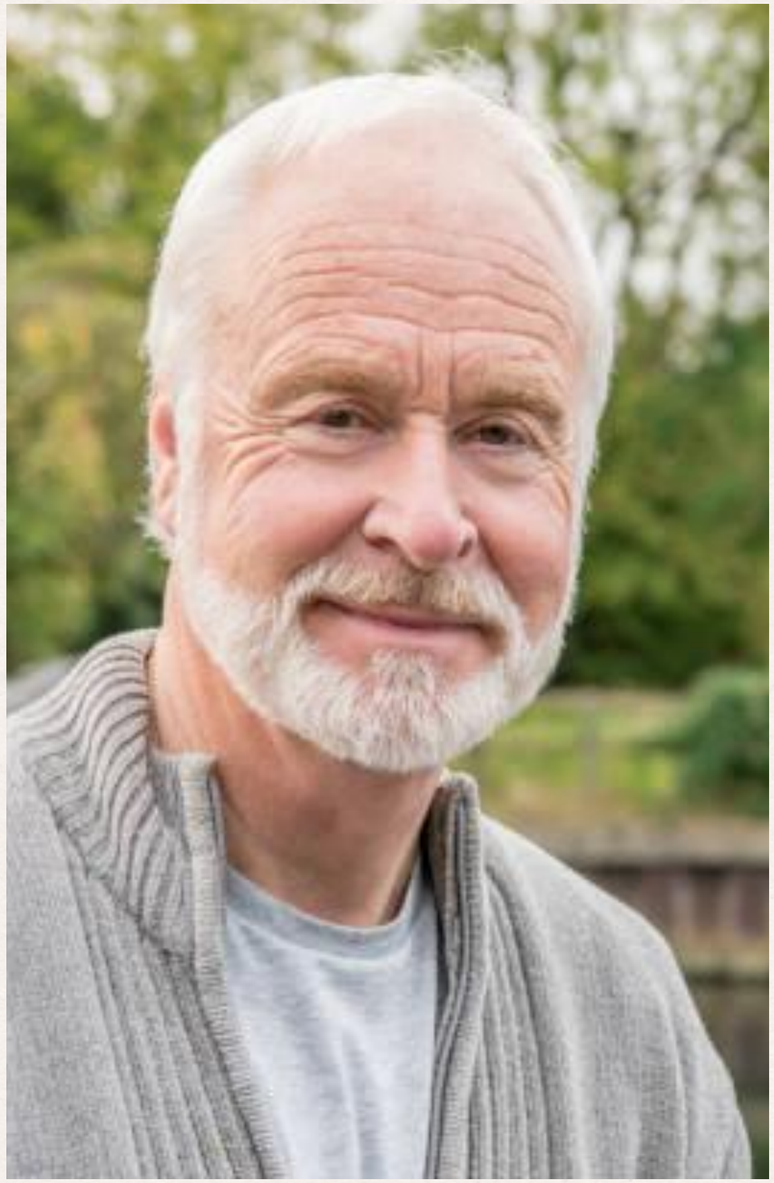
Pros	Cons
• Allows for users to connect and communicate with others in the same community • No toggling between different apps to keep up with local news, it combines everything from job postings, local sales, and discussions into a single platform • Time and location based content, shows events today, jobs this week, free stuff nearby, etc...	• Safety challenges and scamming can be a potential problem, people post fake news, or job postings • Hard for areas with limited wifi, and adoption into non-tech savvy communities • Competition from well-known apps that already exist such as facebook marketplace

Current Apps

Apps	Links
Facebook Marketplace	https://www.facebook.com/marketplace/
Craigslist	https://newjersey.craigslist.org/search/jjj?postal=07950#search=2~thumb~0
Nextdoor	https://nextdoor.com/city/morris-plains--nj/

Persona I
Samantha Rivera (“Sam”)
(Activity Scenario, Keypath Scenario)

Age: 34
Life Situation: Has a 4 year old son, single mom, new to the neighborhood, and new marketing job, mixed-income neighborhood
Tech use: Uses phone daily to advertise, one of the first to download and check out new apps but deletes apps that don’t feel right very fast.
Goals: Find a short-term babysitter, find kid-friendly weekend events in the neighborhood, buy and sell kids clothes and gear without shipping and handling, serve the community and participate in neighborhood improvement projects, meet like-minded people
Frustrations: Facebook groups feel too cluttered, not enough information, craigslist is outdated, feels out of touch with neighbors.
Motivators: Want’s a single local app that has everything, values verified people for safety of her child, appreciates quick filters for “kid-friendly” and “this weekend”
Quote: “I do not have the time to download ten different for ten different community events, I just need one where everyone can show up.”



Persona 2
Marcus Bennett (“Mark”)
(Activity Scenario)

Age: 67
Life Situation: Retired, used to be a school teacher, lives alone, widow, owns the house, long-time resident
Tech use: Uses an iPad to call his kids and grandkids, has autopay online, and checks the news on the iPad once daily. Cautious about new apps but willing to try if recommended by someone.
Goals: Likes to sat informed about the neighborhood, and events, likes to connect and talk to others to avoid isolation, needs help with home repairs (willing to pay), and likes to volunteer
Frustrations: Does not like apps with small text, likes a simple interface, feels like the new generation don't include him in planning community events
Motivators: Wants to give back to the community, likes simple ways to connect with the community.
Quote: “I just want to know what's happening in the community, give a hand and give back to neighborhood.”

Persona 3
Devin Chen ("Dev")
(Activity Scenario, Keypath Scenario)

Age: 22
Life Situation: Senior at college, living with friends in an apartment
Tech use: constantly on the phone, uses instagram, snapchat, discord, and likes to try new apps and activities
Goals: Find part time work (walking dogs, etc...), find cheap local events happening nearby, find people passionate about sustainability and the environment.
Frustrations: Finds most apps boring and outdated, hates too many emails and long sign-ups, wants an app with a good user interface
Motivators: Wants to feel a part of the community, but in a cool way, does not want to be held down by obligations.
Quote: "If it's UI is like Nextdoor or Craigslist, I don't want it. Now if you have a UI like Insta or Discord, that would be cool."

Persona 4
Amina Yusuf (“Ami”)

Age: 45
Life Situation: Works two jobs, as a nurse and as a cashier at 7II, lives in a “hand me down” house, likes spending time at the daycare caring for retired people.
Tech use: Uses WhatsApp, Remitly cash app, Zelle, Google Maps. Not interested in social media due to the negativity.
Goals: Coordinate neighborhood aid such as free meal for a free ride, etc..., find nearby adult daycares, stay up to date on community health, wants to avoid scams.
Frustrations: Doesn’t have time to download multiple apps, and does not trust apps that do not have verification for its users
Motivators: Wants to find real world solutions to problems; values respect, trust, and privacy
Quote: “If the app does not have verification process, I won’t use the app. But if it does, I’ll tell everyone I know about it.”

Written Problem Scenario

Devin Chen, also known as Dev, is a 22-year-old college senior who lives off-campus with his roommates. He's into sustainability, planting community gardens, and music. He is always looking for ways to get involved in local eco events or small side jobs like dog walking. After a long week of classes, he wants to look for cheap local events he can attend.
Devin checks Instagram, hoping someone on his follow list has posted an event for a neighborhood cleanup. Finding nothing, he tries to filter but still does not find any local events.

He then tries Facebook. He joins a couple of local groups, and one of them has a flyer for a clean-up event. He leaves a comment asking for more information, but he never hears back. Everything else he finds is happening in a different city.
He then searches NextDoor for "eco meetup" and "volunteer event," but most results are outdated. One looks legit but requires an RSVP through another form. It looks shady, so he decided not to risk it.

Feeling frustrated, Devin texts a friend who sometimes volunteers at a dog cafe. The friend isn't sure about events happening this week, but he said he will "ask around," but he never gets back.

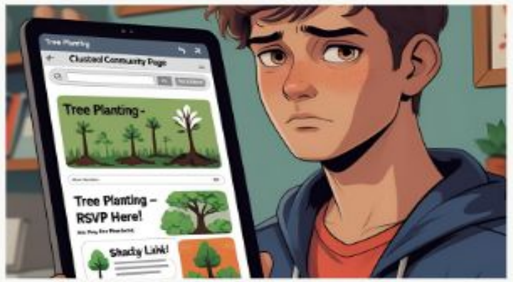
By Friday evening, he gives up and goes to a coffee shop near campus. There, he sees a flyer for a tree-planting and garden clean-up event that happened earlier that day at 10AM.

He's so annoyed that after combing through multiple platforms, he couldn't find anything and thinks to himself, "Why is it so hard to just find one app that shows what's going on this weekend without all the junk, especially all the local stuff that's happening?"

Storyboard Problem Scenario

Fridayday morning, Devin saw he had no events planned for the weekend. He decided to go through multiple apps to see a community event planned for parks.

He decides to got through Facebook to see if he can join any groups. He comes across a page but it's too outdated and cluttered for him.



He then goes through Nextdoor and finds a listing. But the event is linked to an Eventbride, and has a sketchy link for an RSVP.

He decides to text a friend of his who volunteers at a cafe sometimes if he knows about any events. He sends a text but all he gets is "I'll ask around." and never hears back from his friend.

Later, when he goes to the cafe, he sees a flyer about a planting event that happened on earlier that day at 10AM.

He is very frustrated and gives up on finding local events.

Activity Scenario - Devin Chen

It's Thursday afternoon, and Dev, a 22-year-old college senior, finally wraps up his college classes for the week. He's drained from all the work, but he is hopeful that he can find something meaningful to do this weekend. Instead of wasting his time scrolling through Instagram, he opens CommUnity, a local app he downloaded weeks ago when he heard someone talking about it on campus at an event.

He goes straight to the "Events" tab and filters by "sustainability," "volunteer," "free," and "this weekend." In seconds, a list appears, showing all verified local events within 5 miles. One of them catches his attention, "Tree Planting at Madison Park at IIAM," and in the notes, it said "light snacks provided after." It was a perfect time, and he could grab something to munch on afterwards for free. When he clicked on the event, the listing showed photos from past clean-ups, it showed that the host was a local nonprofit, and even highlighted other users who had RSVP'd, including college students.

He taps the "Interested" button, and the app confirms the event and adds it to his calendar. He messages the host with a question on whether they will provide gloves, and they reply within 15 minutes, saying they will. Devin is surprised because this never happens on Facebook or Instagram.

He also checks the "Local Jobs" tab before logging off and sees a listing for dog walking help early at 6 AM, just a few blocks away from his apartment. It pays him $20 for one hour, and the user is verified with good reviews. He reaches out to the user and books a video call with him for the day after.

On Saturday, Devin shows up on time, checks into the event, and helps plant new flowers and trees. There he meets a couple of like-minded students from his college, makes new friends, and even earns a new badge. He gets invited to a sustainable art showcase for the following weekend, which is also listed in CommUnity.

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Activity Scenario – Marcus Bennett

Marcus hears a neighbor talking about an app called "CommUnity" and hears them list the events happening nearby. He is curious, so he downloads the app on his tablet. On the homepage, he taps an "Events Near You" button and immediately he can see the events happening near him. He sees the events, but they look busy so he filters with "senior-friendly" and "public parks."

He finds a "Coffee and Community" event being hosted by a local senior center in a neighborhood park. It has 4.9 ratings from other users for past events and meetups. He's reassured by the good comments like "It as a nice chat!" and "Great turnout. Got to see a lot of friendly faces" so he decides to go.

He also sees a "Live Jazz Band in the Park" for later that day, happening in the same park. But the event was from 8-11PM so he decides to skip past it because he prefers daytime events. He also saw a block party listing but he did not see any photos or descriptions, so he skipped that too, feeling unsure about the safety of the event.

By attending the coffee event, Marcus connected with other retired seniors, heard about a book club happening and got to sign up for future volunteer shifts. The app's large text, simplistic view and rated events helped him trust the app more.

Activity Scenario - Samantha Rivera

It's Friday morning and Sam wants to plan a fun weekend with her son. She opens the CommUnity app and heads over to the events tab. She immediately filters by "Kid-Friendly" and "this weekend." A nice event pops up "Outdoor Story Time & Art" at the public library, just 0.6 miles away from her; at walking distance.

She clicks on it. The host is verified and has good reviews for previous events from other parents praising how organized the past events were. Samantha sees a note saying that "Snacks provided, all ages welcome, bring your own blanket." That's all she needed. She clicks "I'm Going" and messages the host to ask if strollers are welcome.

She scrolls past a couple of events with vague descriptions like "Come one, come all!" — those feel disorganized and not worth her free time. She also ignores a cool-sounding street fair because it's too far, and there's no mention of kids or restrooms.

On Sunday, she and her son attend the "Story Time and Arts" event at the library. Her son is really happy, and Samantha makes a new mom friend, and even finds out about a music class for kids happening next month at the library, and which is also listed on the app.

Keypath Scenario - Devin Chen

Opens the app after classes on a Friday afternoon.

↓

The home screen shows "What's Happening Near You This Weekend?" → Devin taps the "Explore Events" button.

↓

In the filters tab, he filters by

- Interests: Volunteer
- Cost: Free
- Day: Saturday
- Distance: 5 miles

→

He then scrolls through the filtered list and finds a event "Garden Clean-Up – Volunteers Needed."

↓

On the event page, he views the:

- Host profile (verified)
- Photos from past events
- RSVP count
- Map and time info

→

He taps "Interested" and clicks "Message Host" and asks "Will gloves be provided?"

↓

He gets a reply within 10 minutes.

↓

Before closing the app, he checks the "Jobs" tab and finds a job "Dog-Walking – $20/hr" and sees that's its 2 blocks away from him. He bookmarks the job, and closes the app.

Keypath Scenario - Samantha Rivera

- Opens the app during her short break at work on Thursday.
- On the home screen, she clicks on the "Events" tab.
- She filters by: Date (Saturday), Child-Friendly, Distance (10 miles) and Cost: < $10.
- On the filtered list, she finds "Kid-Friendly Book Readings and Movies" event at the library.
- On the event page, she views the past photos, recommended age range, the host (verified) and reviews from other parents.
- She clicks "Interested" and adds 2 guests to the event (herself and her son).
- She thinks that her mom friend can also come to this event, and taps "Share" and shares the event to her as well.
- She then leaves a review and a picture of the past event she attended. This can help her get points and move up a badge.

Prototype - Devin Chen

CommUnity

Welcome Back, Devin!

What's happening near you this weekend?

Explore Events

Jobs

Post a Request

Find Events

Filters

- Interests: Volunteer
- Day: Saturday
- Distance: < 5 Miles
- Cost: Free

Apply Filters

Movie @ the Library – 3 PM

Concert @ Park– 10 PM

Garden Clean-Up, Volunteers Needed

Share

Garden Clean-Up, Volunteers Needed

Interested

RSVP Count: 30+

Time: 11 AM

Elaine Parker

Photos

Will gloves be provided?

Sent

Message Host

Find Jobs

Filters

Dog Walking – $20/hr

Baby Sitting – 8 hrs – $15/hr

Store Helper Needed - Part Time – $16.50/hr

Prototype- Samantha Rivera

CommUnity

Welcome Back, Samantha!

What's happening near you this weekend?

Explore Events

Jobs

Post a Request

Share

Garden Clean-Up, Volunteers Needed

Interested

2

RSVP Count: 30+

Time: 11 AM

Age: 1-5 yr old

Reviews:

Leslie: Very organized and safe events!
Kelly: Had a blast last time!
Samantha: Very welcoming!

Ellie Paterson

Photos

Message Host

Find Events

Filters

- Interests: Child-Friendly
- Day: Saturday
- Distance: < 10 Miles
- Cost: < $10

Apply Filters

Kid-Friendly Book Readings and Movies

Art Class – 3 PM

Garden Clean-Up, Volunteers Needed

CommUnity Logo