

DESIGN BRIEF

Problem definition and narrative grounding

The Problem

When we move, we lose a part of our lives and move on to something different. We change living spaces, neighborhoods and sometimes adopt entirely different lifestyles. This experience can be incredibly difficult and overwhelming for many people. The biggest factor we've identified that percolates throughout this process is emotional attachment to one's experiences. Whether you're traveling with a suitcase or moving into a second family home, there is a lot of belongings, memories, habits that you cannot hold onto or bring with you. The frustration that comes from this seems to be unresolved and a strong pain point throughout our users. We'd like to find a way to capture key experiences (physical or non-physical) for our users by providing a software experience to fulfill their needs. By interacting with this software, we hope our users will come to think of the moving experience as something painless and positive. They will be able to prevent the loss of what is most important to them about the living experience they're leaving behind.

Narrative Grounding

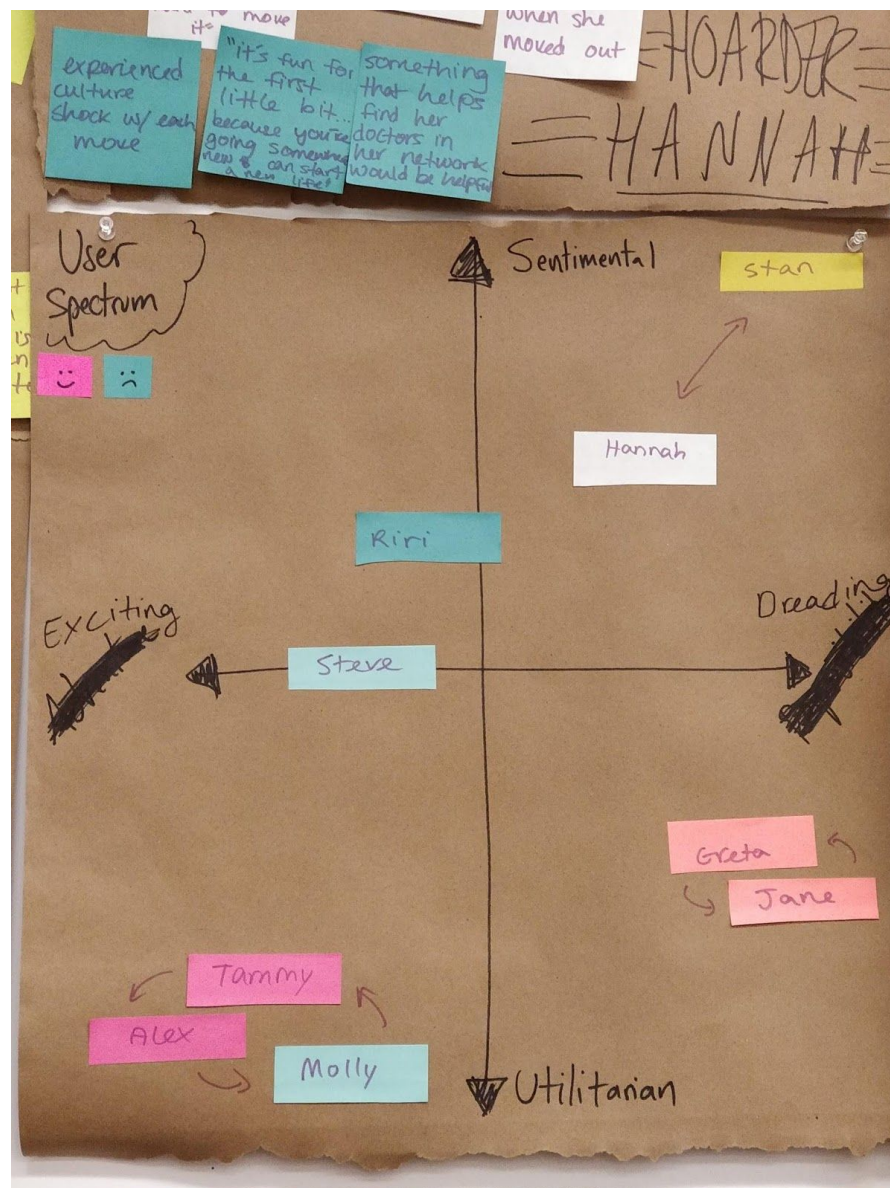
We interviewed nine people about their moving experiences to pinpoint common pain points, and after placing them on a two-spectrum map, we were able to identify three groupings and translate them into personas that represent our broader "people who are moving" user group. One scale of our two-spectrum map was **utilitarian** → **sentimental** and the other was **excited** (about moving) → **dreading** (moving). We found that three people fell into a very utilitarian and very excited group, two fell into a slightly less utilitarian group that dreaded moving, and the other four were loosely grouped within the sentimental and dreading moving space. As such, we formed three personas: Mobile Molly, Static Stacy, and Sentimental Sal.

Mobile Molly is good at moving and enjoys it, whereas Static Stacey and Sentimental Sal struggle to organize, find moving stressful, and dislike the whole process. While Mobile Molly and Sentimental Sal were on opposite sides of the two axes of our spectrum, we found that they actually both struggled with the same problem: preserving key experiences. Sentimental Sal dislikes moving largely because he's very attached to his belongings, his home, and his way of life, and moving inevitably means losing at least one of those. Mobile Molly may not dislike

moving, but she struggles to hold onto the experiences that motivate her moves in the first place. Finding a solution in this problem space could help many types of people within our broader user group, regardless of differing motivations, responsibilities, and ages. However, it seems likely that one obstacle to helping our users address this moving pain will be their willingness to adopt new technology in addition to accepting a new home, new life, and potentially many other new things. If our software solution requires too much activation energy, it won't get used.

Design Artifacts

Spectrum



Personas

MOBILE MOLLY

"Young, wild, & free"

- 21 years old, student
- Lived abroad
- Organized
- Experience-driven
- Loves the outdoors
- Self-sufficient
- Nomadic

STATIC STACY

- 24 years old, software engineer
- Hates moving
- Lone wolf
- Tries to be organized
- Homebody
- Not very adventurous - doesn't travel much
- Practical

SENTIMENTAL SAL

- 45 years old, professor
- Has 3 kids & a wife
- Hates moving
- Owns a lot of things
- Emotionally-attached to home
- Has moved a lot, but not recently
- Very busy - lots of responsibilities