




(un)travel

Supporting Local Business

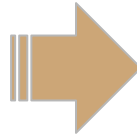
POV & EXPERIENCE PROTOTYPES



Natasha Goh, Ben Gregory,
Michelle Huang, Cooper Reed

PROBLEM DOMAIN

SERENDIPITY AND COMMUNITY



SUPPORTING LOCAL BUSINESS

INITIAL POV

We met... Phillip, an early 30s professional who loves exploring new neighborhoods and discovering new bars and restaurants in LA

We were amazed to realize... since COVID, he now only visits businesses where he has an established relationship with the owners because he knows they are taking the necessary safety precautions.

It would be game-changing to... create discovery tools to give people confidence that they can explore new places safely.

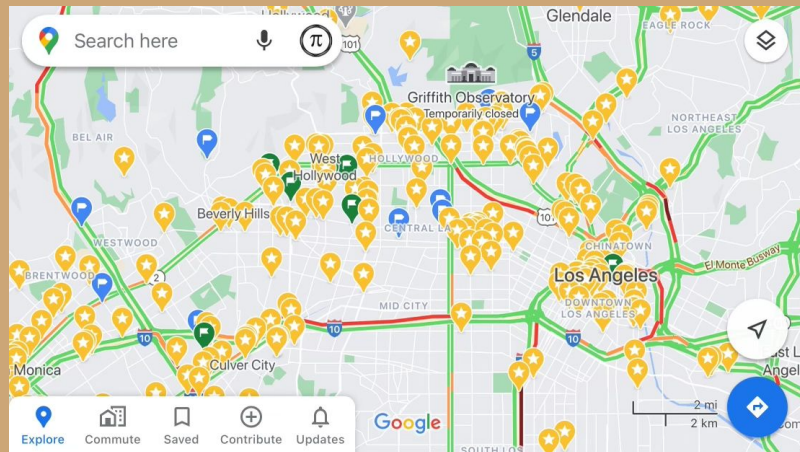


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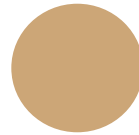
Additional Needfinding Results



Local



Online





“I get overwhelmed shopping online - it’s almost too much information. I was looking for a humidifier and then spent like an hour looking at different reviews.”

- Sarah
*Northwestern Grad Student,
Food Sustainability Consultant*

“If I’m in a new, unfamiliar place, I default to prominent and reputable stores like Walmart or shop on Amazon.”

- Nathaniel
*Stanford student,
Tech enthusiast*



Revised POVs

POV #1 - Intentional

We met... Sarah, a young adult who prefers shopping in-person, primarily due to sustainability concerns around shipping.

We were amazed to realize... she has difficulty shopping in-person AND supporting minority-owned brands because it's hard to find nearby minority businesses, causing anxiety as she has to choose between the two.

It would be game-changing to... provide her with access to more shopping options that give her the confidence that all of her values are being met.



POV #2 - Adventurous

We met... Aniya, a Thai foodie who has been on the search for new restaurants since COVID caused some of her favorite places to shut down.

We were amazed to realize... some restaurants only advertise in a certain language and remain unknown to potential customers who don't search in that language.

It would be game-changing to... help people overcome the language barrier and discover more authentic small restaurants.



POV #3 - Value

We met... Nathaniel, a college student who prioritizes having a larger selection and maximizing value when shopping.

We were amazed to realize... he defaults to staple retail brands (i.e. Walmart, Amazon) due to perception of consistent convenience and value.

It would be game-changing to... have better information around the availability and prices of items at more stores to get better options.





Top 3 HMWs, Solutions, and Experience Prototypes



HMW #1



We met... Sarah, a young adult who prefers shopping in-person, primarily due to sustainability concerns around shipping.

We were amazed to realize... she has difficulty shopping in-person AND supporting minority-owned brands, causing anxiety as she has to choose between the two.

It would be game-changing to... provide her with access to more shopping options that give her the confidence that all of her values are being met.

How might we...

more accurately map and make available a business's values and impact?

Our solution pick:

Platform for businesses to communicate their story and values to consumers

PROTOTYPE #1: STORE PROFILES

Our solution pick:

Platform for businesses to communicate their story and values

We tested the assumption that:

Users care about the story/history/values of a business



RAVEN DOTS

From Jen, the co-owner:
Hi there! My husband Rob and I started Raven Dots 10 years ago to cope with our daughter's passing. She had aspired to become a designer, and all of our clothes are inspired by her designs. We donate 10% of our profits annually to environmental charities like American Forest.



HANG TEN

From Mike, the owner:
Hello and welcome! Hang Ten is the premiere destination for high quality, affordable clothing that will last you a long time. We are dedicated to providing you with the best prices. If you don't believe us, check this out: we've been awarded "Best Value Boutique" for the past 3 years in a row!



H&M

From Amy, the store manager:
Welcome to H&M. We are a Swedish multinational clothing-retail chain. We have over 5,000 stores across 74 different countries. We strive to offer fashion and quality at the best price in a more sustainable way.



BLUE WIND

From Jordan, the co-owner:
Welcome to Blue Wind. We are a proudly black-owned boutique focused on providing you with a wide selection of unique, expressive clothing that you won't find elsewhere. Nearly all of our clothing designs come from black designers.

PROTOTYPE #1: RESULTS



Yays:

- Was able to identify a business's values from the profiles
- Felt like he would recognize Raven Dots if he encountered it in the wild

Nays:

- Blurbs felt like advertisements - he didn't trust them



RAVEN DOTS

From Jen, the co-owner:
Hi there! My husband Rob and I started Raven Dots 10 years ago to cope with our daughter's passing. She had aspired to become a designer, and all of our clothes are inspired by her designs. We donate 10% of our profits annually to environmental charities like American Forest.

Jazz,

transgender teen, skeptical of businesses and price-conscious

Surprises:

- Didn't want to go to any of them, but would pick H&M if he had to pick
- Willing to pay more for reputable brands, but not to support unproven values

Learnings:

- Wants more accountability/proof of businesses' commitment to values, thinks an authentic video might be a way to go about that

PROTOTYPE #1: VALIDITY

Original Assumption:

- Users prioritize impact over economy
- Businesses have a story besides "better quality at better prices"

Key Learnings:

- Users may not trust a story without some sort of proof
- Users may view stories as advertisements

HMW #2



We met... Aniya, a Thai foodie who has been on the search for new restaurants since COVID caused some of her favorite places to shut down.

We were amazed to realize... some restaurants only advertise in a certain language and remain unknown to potential customers who don't search in that language.

It would be game-changing to... help people overcome the language barrier and discover more authentic small restaurants.

How might we...

help customers and businesses communicate without needing language?

Our solution pick:

a virtual storefront with floating AR charts of image-driven products and deals a customer can view before entering a store

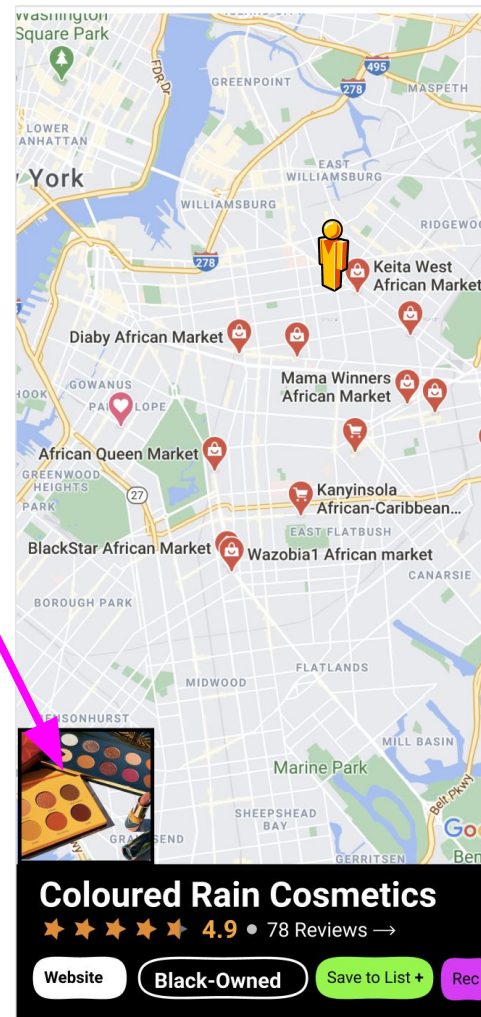
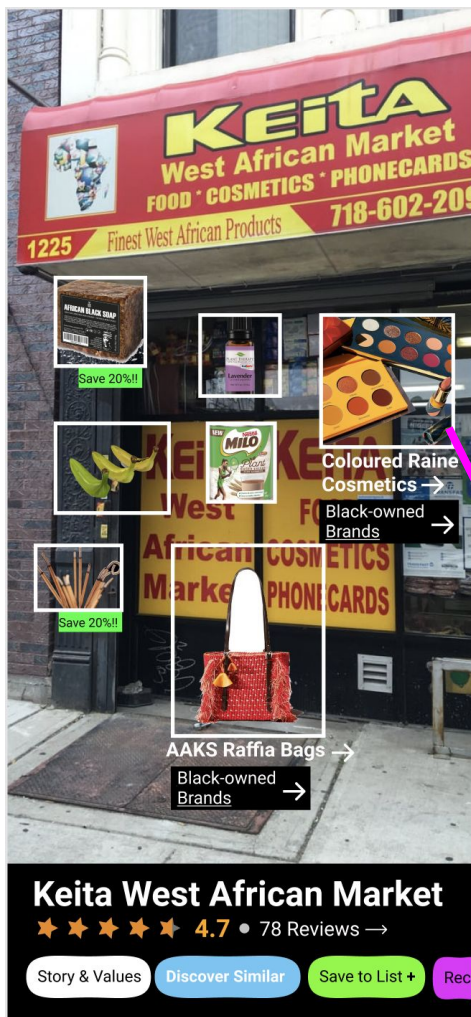
PROTOTYPE #2: VIRTUAL STOREFRONT

Our solution pick:

A virtual storefront with floating AR charts of image-driven products and deals a customer can view before entering a store

We tested the assumption that:

With better information about what's inside, people will be more confident and going into a store, and *more likely* to seek out their chosen products at stores like it



PROTOTYPE #2: RESULTS



Anastasia & Michelle,

love exploring but want more structure & personalization, seek to understand business values

Yays:

- Grouping makes it easy to find your preferred brands and storefronts, no other tool does this as effectively
- Good options for different use cases/ users
- Helps efficiency & ease of shopping

Nays:

- Virtual storefront could get overwhelming before even entering store
- For this to be more efficient, the options must be super filtered and more browsable

Surprises:

- The extra info can cause overload
- Users would rather see personalized info first, then browse a full product list

Learnings:

- “Combine with translation for readability”
- Focus on making shopping “more comfortable/efficient, esp. in new places”
- filter the options heavily for ease of use

PROTOTYPE #2: VALIDITY

Original Assumption:

- With better information about what's inside, people will be more confident and going into a store, and *more likely* to seek out their chosen products at stores like it

Key Learnings:

- More isn't always better - filter & tailor a user's options to prevent overwhelming
- Most useful when paired with social networking & personalized recs (prioritize those features)

HMW #3



We met... Nathaniel, a college student who prioritizes having a larger selection and maximizing value when shopping.

We were amazed to realize... he defaults to staple retail brands (i.e. Walmart, Amazon) due to perception of consistent convenience and value.

It would be game-changing to... have better information around the availability and prices of items at more stores to get better options.

How might we...

recreate the sense of "familiarity" which draws consumers to chain businesses?

Our solution pick:

have local businesses across the country with similar values form “guilds” to signify their value alignment

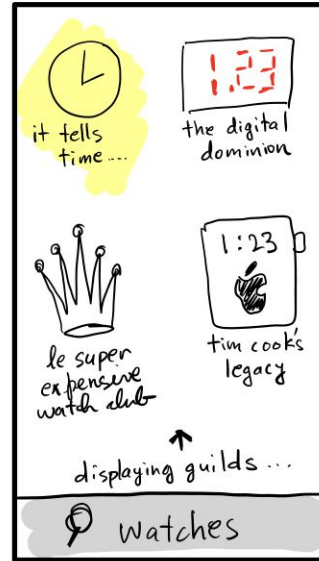
PROTOTYPE #3: GUILDS

Our solution pick:

Have local businesses across the country with similar values form “guilds” to signify their value alignment

We tested the assumption that:

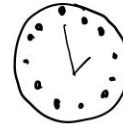
The social credit / trust of a business can be transferred through a formal association.



sample catalog



n°1



n°2



n°3



n°4

PROTOTYPE #3: RESULTS



Jerry,

loves traveling to new places via lo-fi modes of transportation

Yays:

- Liked how it grouped stores with similar offerings together

Nays:

- Thought map was confusing, still not sure where to go to find certain product
- Guild qualities didn't help him because he already had an idea what he wanted to buy

Surprises:

- More focused on verifying the functionality, price, and quality of an item than the store selling it

Learnings:

- “The map would be more useful if it showed more than the price range”
- Felt like guilds would be more useful as a filtering option

PROTOTYPE #3: VALIDITY

Original Assumption:

- A business's association with a larger group (guild) will establish trust with a consumer

Key Learnings:

- People shop with an idea of what they need in mind
- If the products don't align with someone's needs, association to other businesses doesn't matter



Summary



Summary

- **Solution #1** - Trend of corporations pushing mission-driven initiatives has caused a distrust that businesses are authentically engaged with the community. Promoting these initiatives can feel like advertising.
- **Solution #2** - People feel flooded with options and would be more likely to explore if they were given more directed content from other people they trust.
- **Solution #3** - People generally shop with an idea of what they need in mind - if products don't align with their needs, association to other businesses doesn't matter.
- We believe the best path forward is a combination of all three solutions, re-focusing on product discovery vs. business discovery.



QUESTIONS?





APPENDIX



HMW BRAINSTORM - POV #1

We met... Sarah, a young adult who prefers shopping in-person, primarily due to sustainability concerns.

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: We...



HMW BRAINSTORM - POV #2

We met... Aniya, a Thai foodie who has been on the search for new restaurants since COVID caused some of her favorite places to shut down

We were amazed to realize... some restaurants only advertise in a certain language and remain unknown to potential customers who don't search in that language

It would be game-changing to... help people overcome the language barrier and discover more authentic small restaurants

(need – frame up an inspired challenge for your team. don't dictate the solution.)



HMW BRAINSTORM - POV #3

We met... Nathaniel, a college student who prioritizes having a larger selection and maximizing value when shopping.

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SOLUTION BRAINSTORM - HMW #1

How might we more accurately map and make available a business's values and impact?

Newsletter that highlights businesses on a number of different value-driven vectors

Send alert when you walk into / past a store that meets requirements

Map that only populates with businesses that fit your values

Rating based off of business's inventory (ethically sourced) and practices (community investment)

platform for businesses to communicate their story and values

easily accessible data visualizations focused on highlighting impact

awards/badges for consistently demonstrating commitment to values

curated word-of-mouth information from verified local residents

business recommendation system based on businesses you've visited recently (customers who have shopped at X also liked shopping at Y)

map where users can filter businesses by values/impact

Maps showing where a business's revenue goes, even (and especially) if it's simply putting owners' kids through school or providing medicine to their family

SOLUTION BRAINSTORM - HMW #2

How might we help customers and business communicate without needing language?

Customized "QR" code for products in store

Picture / video / icon / emoji-centric guides

virtual assistant with real time language translation

Floating AR charts of products and deals before entering a store (virtual storefront)

Emoji-based rewards program

on-demand bilingual go-between (Uber for translators? lol)

online storefront platform that offers language translation (not just google translate a foreign storefront)

Short store introductions/bios which can be translated into any language (story first)

Community of translators for questions

standardized visual language across same type businesses

location based storefront that is populated by a store's catalog when a certain radius is reached

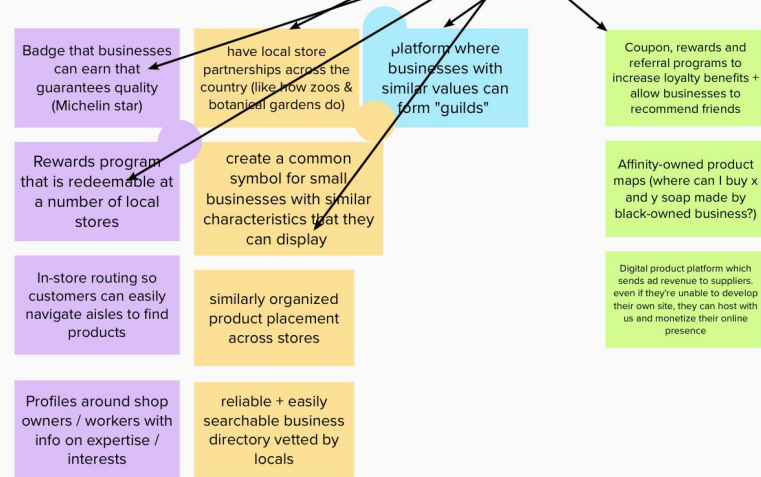
"Get to know you" program that translates answers for shop owner

give benefits to existing customers who help translate or contribute pictures/videos



SOLUTION BRAINSTORM - HMW #3

How might we create the sense of "familiarity" which draws consumers to chain businesses?



EXPERIENCE PROTOTYPE SETUP

SOLUTION	Platform for businesses to communicate their story and values	Floating AR charts of image-driven products and deals before entering a store (virtual storefront)	Platform where businesses with similar values can form "guilds" with rewards redeemable at any location
ASSUMPTION	Users care about the story/history/values of a business	With better information about what's inside, people will be more confident going into a store	The social credit / trust of a business can be transferred through a formal association.
SCENES	Someone's home - bring it closer /more personable - show vetting possibilities "before even leaving comfort of your couch"	Outdoor of physical storefront the customer has never gone into before	In an unfamiliar location; either getting ready to go out or actively shopping.
PROPS	Screens showing different store options, some with different blurbs about the store's history, values, story, prices, some without + some big box stores	Mobile App to scan building; AR objects in front of store detailing deals, etc	Distinct, unique products + mobile app prototype showing associated businesses, possibly with available discounts / rewards
ROLES	Customer - someone interested in a product/browsing	Potential customer(s) walking past and unsure what's inside	Prospective customers in new area, hesitant about buying AT ALL until they know where they're going and why