



SMALLTALK

Learn in the time and space you have.

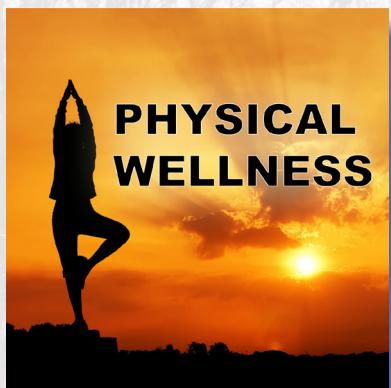
Smalltalk, a group project from my senior year of college, was based on the premise that college students enjoy to learn about new and interesting concepts on their terms outside of the classroom, but are often too busy to find time for it. With Smalltalk, the user can discover curated audio content to consume in the time it takes to walk from Point A to Point B.

This project was primarily an exercise in needfinding, designing and prototyping a new service concept. Though I worked as a member of a group, the work I present is my own unless otherwise noted. For that reason, these materials may not present a complete picture of our project, but I'd be happy to fill in the blanks and elaborate if you have any questions.

Contents:

- **Client Brief** (1 page) – earliest stage of searching for problems to address
- **Stakeholder Map** (1 page) – completed before forming a group and agreeing on a problem
- **POV** (2 pages) – “*How does learning make you happy?*” - defining the problem and outlining our approach
- **Persona** (1 page) – text and general design done by the full group; I produced the final product
- **Ideation** (1 page) – result of a group brainstorming session
- **Wireframes** (1 page) – used for low-fidelity field testing with the POP app and audio files loaded onto my iPhone
- **Storyboard** (1 page) – an overview of our design concept and early testing

WHAT IS WELLNESS? UNDERSTANDING STUDENT PERSPECTIVES AT NORTHWESTERN



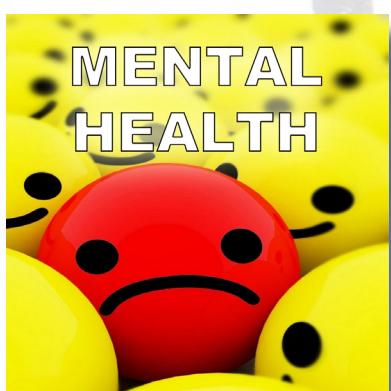
Exercise barriers are **mental**, not geographic or temporal.

Students often struggle with sleep mostly from **academic stresses** and obligations



Searle is more of a triage agent than a medical center - they'll likely evaluate you and refer you to a specialist

Long wait times and limited resources make NU Health Services okay for minor illnesses, but practically worthless for the seriously sick



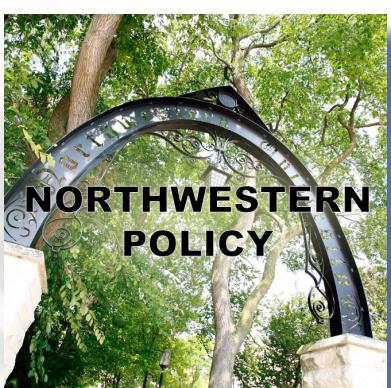
CAPS resources are "**overbooked and underwhelming**" and most students still aren't fully aware of them

Many patients who need serious help feel like they're being **handed off to outside professionals**



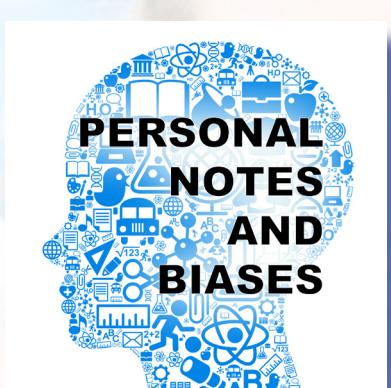
There's a **bias** toward assumption of "**typical college behavior**" (i.e. binge drinking) that leads to potentially dangerous **misdiagnoses**

Communication often falls through the cracks when being handed off from NU services to public services



A **blind eye toward drinking/drugs and sexual assault** has increased stigma, discouraged responsible behavior, and even **stifled productive discussion** of health issues

Absence or shortage of some sexual health services, such as free condoms and free STI screening



I'm a student, interviewing similar students. Questions were very **broad in scope** and began with **issues I assumed would be important**

I haven't used NU's full complement of health-related services in my time here, nor have all these initial interview subjects. One major goal of future research will be to **seek a broader range of perspectives**



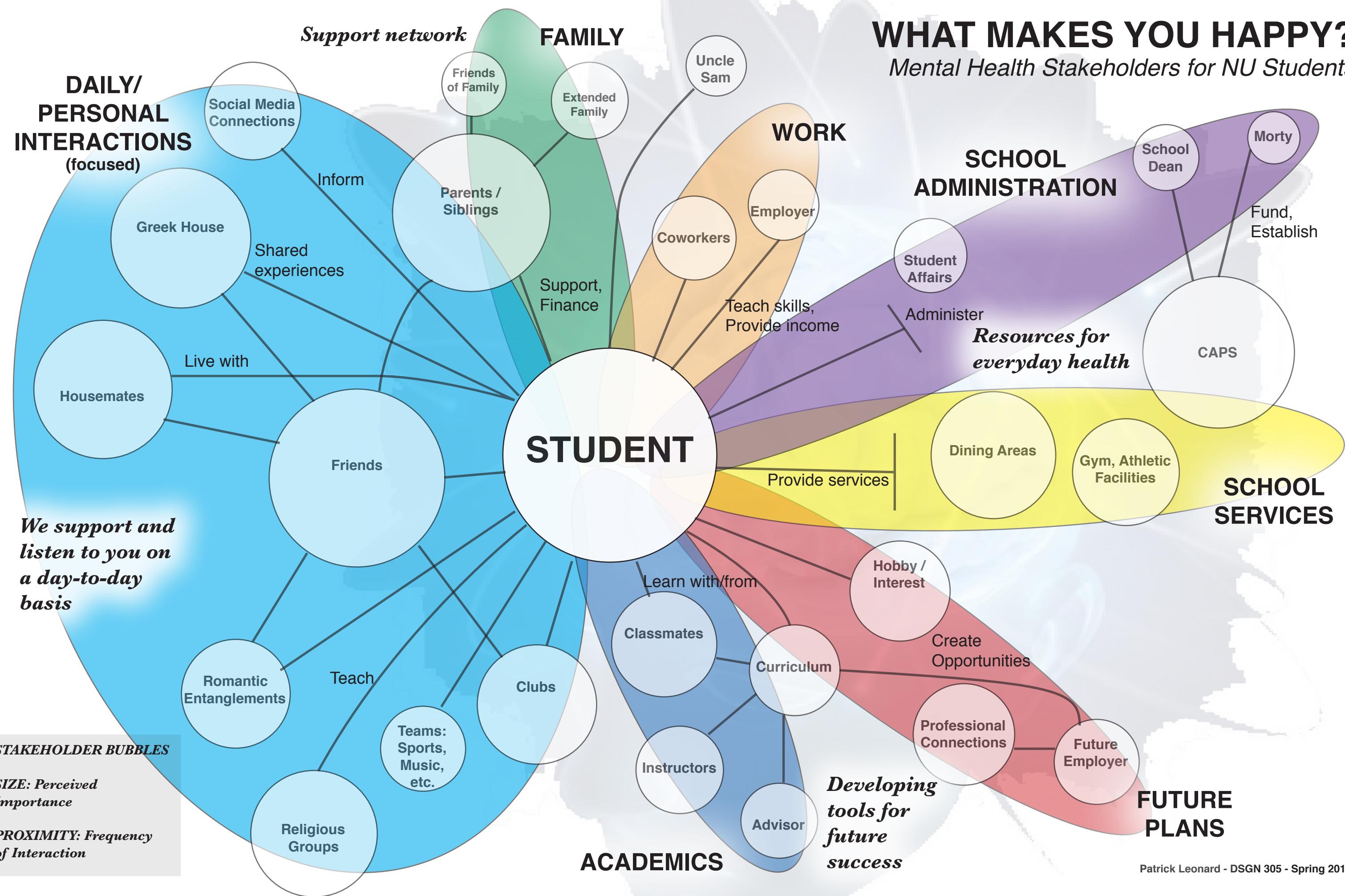
Ethnographic interviews with a wider range of NU students to determine goals and priorities for attaining health, happiness, and success

Secondary research on wellness services at comparable universities

Search for quantitative correlations between diet, exercise, sleep, etc. and overall health, happiness, and success

WHAT MAKES YOU HAPPY?

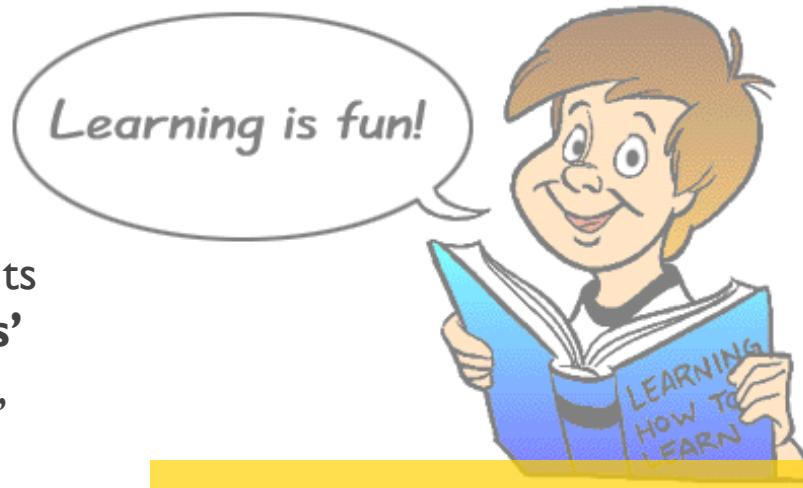
Mental Health Stakeholders for NU Students



HOW DOES LEARNING MAKE YOU **HAPPY** ?

PROBLEM

Recapturing the **happiness of learning** for students at Northwestern as a means to **improve students' well-being**. We spend so much time in classrooms, but often it isn't personally fulfilling.



RESEARCH METHODS

Initial interviews asked the question:

"What makes you happy?"

Later interviews built on our findings and focused on the role of learning and education in students' happiness.

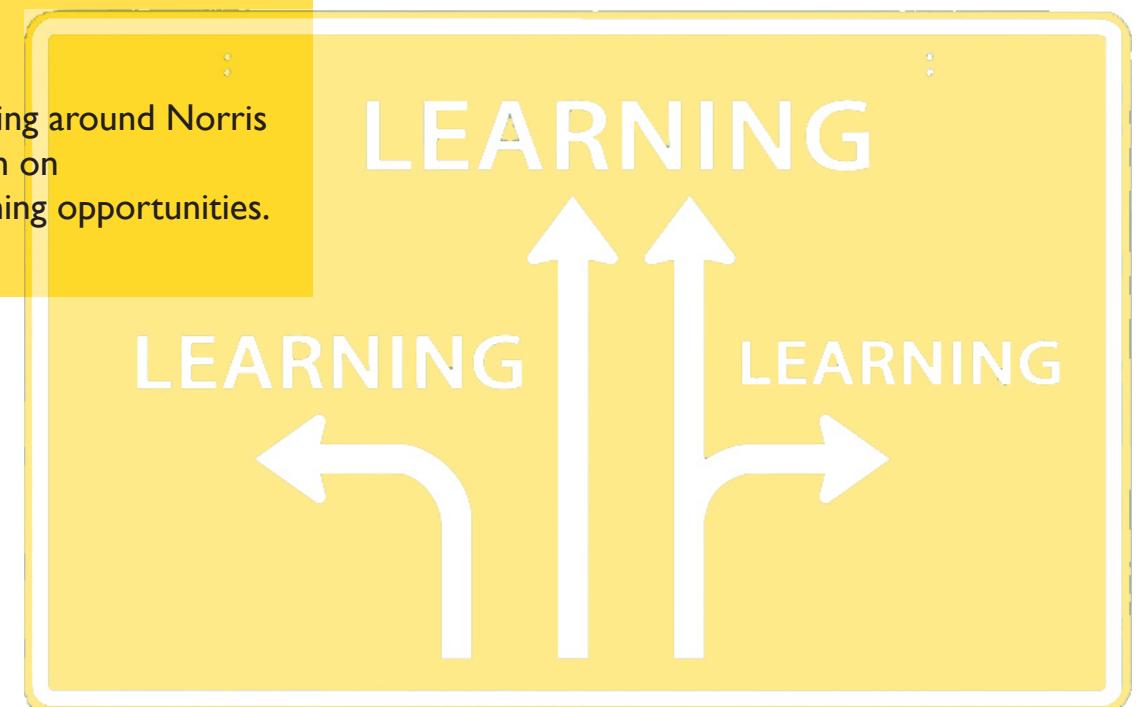
We did some contextual interviews and shadowing around Norris Mini-Courses and conducted secondary research on Northwestern's offerings in extracurricular learning opportunities.

Personal Interviews (8-10)

Contextual Interviews (3-4)

Shadowing / In-person observation (2)

Secondary Research



be happy

POV

HOW MIGHT WE...

- **Insert** learning experiences into everyday activity?
- **Encourage** DIY / Inside-out learning opportunities?
- **Supplement** academic activities to make them more meaningful?

Mark Twain said not to let school interfere with education. But often students are too busy to learn outside of the classroom.

A solution could lie in bringing life lessons into the classroom to give academics more personal purpose. It could lie in bringing educational opportunities into daily activities where they didn't exist before.

Either way, it must feel **natural and self-directed** to maximize the **positive impact** on students' happiness.



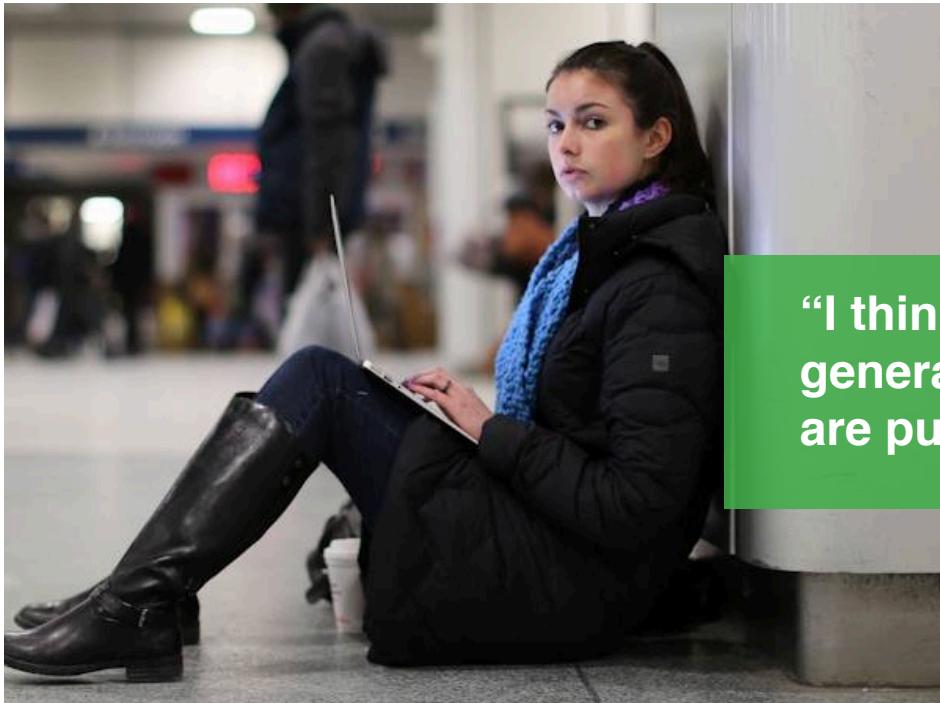
People enjoy learning, but often the college environment makes learning feel **tiresome** and often students' interests/passions lie far **beyond their major**.

Northwestern students need a way to **enjoy learning in the time and space they have**, because the existing landscape is not adequately fulfilling or enriching.



THE NEXT SIX WEEKS

1. Finish case study of Norris Mini-Courses
Investigate spontaneous learning experiences
(i.e. a dining hall conversation)
2. Examine perspectives on "3+E", similar programs
(NUvention, Chicago Field Studies, JR, etc.)
3. Investigate experiences with online education platforms
(MOOCs, Lynda, YouTube, etc.)
4. Synthesize results, develop basic solution framework
5. Validate framework and make tweaks
6. Pilot testing of new service solution



JULIE

The Busy Bee

"I think college is just about adapting to new generations of yourself and the demands that are put on you."

Age: 22

Major: BS/MS in Biomedical Engineering and Chemical Engineering.

On-campus involvement: President of Society of Women Engineers, sings in Purple Haze A Cappella.

Activities: Singing, Zumba classes, baking, reading, played flute in high school.

Interests: Lana del Rey, gastronomy, fashion, Bollywood movies.

Profile: During Julie's junior year, she decided to add an MS degree in Chemical Engineering to diversify her engineering skillset. She hopes to enter the field of medical devices in order to improve the lives of the people around her.

Julie is very busy with a full courseload, meetings, and extracurricular activities. Because of these commitments, She is often unable to find time for herself. She gets about 5 hours of sleep on weeknights.

Julie gives her full attention to everything she attempts. She is very welcoming and amiable. However, people often get the impression that she has somewhere else to run to.

HOW MIGHT WE:

Promote bite-sized chunks of learning that feel internally driven and spontaneous?

| Idea | Description |
|--|---|
| 1. Weekly chefs! | visit dining halls and talk about their food specific to each department in the hallway |
| 2. Wall of Facts | hosted outside between classtimes |
| 3. Spontaneous Workshops | Professors come into the library |
| 4. Textbook Promotions | from previous years displayed in Tech |
| 5. Displaying Projects | sticky notes with facts on toilet stalls |
| 6. Toilet Stall Stickies | People can talk about those during meals |
| 7. Themed Dining Tables | Person who praises for accomplishments |
| 8. Motivational Coach | Pre-programmed checklist for any activity |
| 9. Milestone Checklist | Sharing fun tidbit/trivia |
| 10. Random pop-ups throughout the week | Shows progress thus far on skill |
| 11. Progress bar to share with friends | Physical to display |
| 12. Badges (physical) | Virtual badges to show off |
| 13. Badges (virtual) | Share their schedules, who else has a break |
| 14. Schedule Matcher | Different items that promote learning |
| 15. Free Stuff Friday! | Create your own meal event |
| 16. Iron Chef in Dining Halls | Math bee, spelling bee, etc |
| 17. Spontaneous competitions | Hung up on large communal bulletin board |
| 18. Featured articles and stories | Random facts hidden inside building |
| 19. Scavenger hunts | Food packages sold in Tech express |
| 20. Random facts on food packages | Random facts/quotes on the floor |
| 21. Know Your _____ | Sketch a doodle that summarizes your day |
| 22. Draw every day | With one different person every day |
| 23. New hobby discussion | EOD in-depth research on fave new insight |
| 24. Interesting fact of the day | Watch a video with a large group of people |
| 25. youtube meet-up | Focused on personal interests |
| 26. Casual career fair | based on FB likes? |
| 27. Pandora for books/movies | based on recent history |
| 28. Pandora for news stories / magazines | Based on interests |
| 29. Pandora for Buzzfeed listicles | similar songs/artists |
| 30. Shazam makes a Pandora style list | app for random text queries |
| 31. "What's that song where _____ happens?" | random article is selected for you |
| 32. not-random Wikipedia game | based on what you saw/did the day before |
| 33. daily dashboard | read when you wake up |
| 34. digital page a day calendar | kind of like unroll.me |
| 35. App for info etc. every few hours | ask yourself in the morning |
| 36. "What do I want to learn today?" | random article? |
| 37. Alarm clock reads from your pocket list | for lightning fast questions |
| 38. brain implant --> wikipedia | always someone cool to talk to - like IAmA? |
| 39. live Q&A with experts 24/7 | narrated by the artist, toggle on/off |
| 40. live music commentary mode | save for later but see them in real time |
| 41. Spotify "sounds like" recs | brain implant or something |
| 42. learn guitar in your head, on the go | or other histories too |
| 43. Sporcle quizzes based on netflix history | Walk from Tech to the Arch on Sheridan architecture, history of NU, etc. |
| 44. Timed micro-lectures | about whatever product being advertised |
| 45. Narrated walks around campus | based on your preferences |
| 46. Hulu ads are a sporcle quiz | groups perform randomly on sheridan interesting people or professors |
| 47. Targeted ads with fun facts | new/interesting info, sync to Twitter |
| 48. random acts of culture | |
| 49. micro lectures on the bus | |
| 50. universal loading screen for videos | |

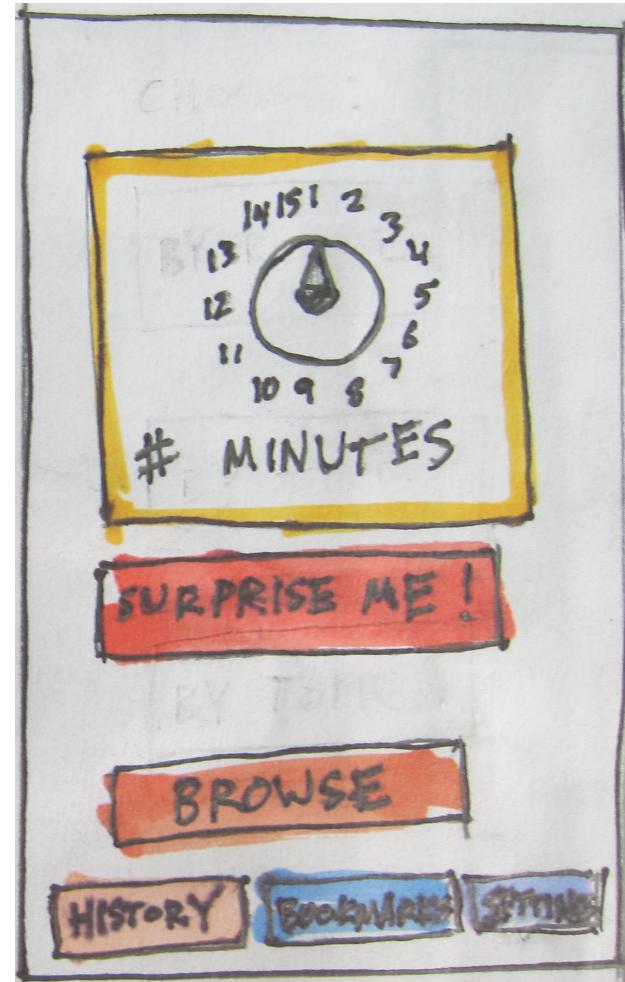
WIREFRAMES

Intro/Splash Screen

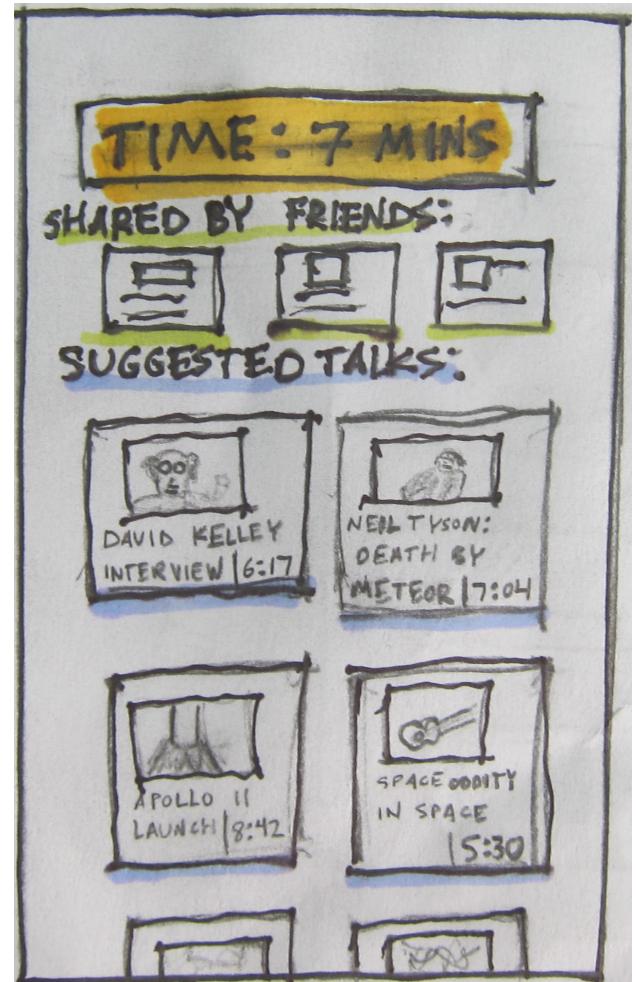


Selecting:

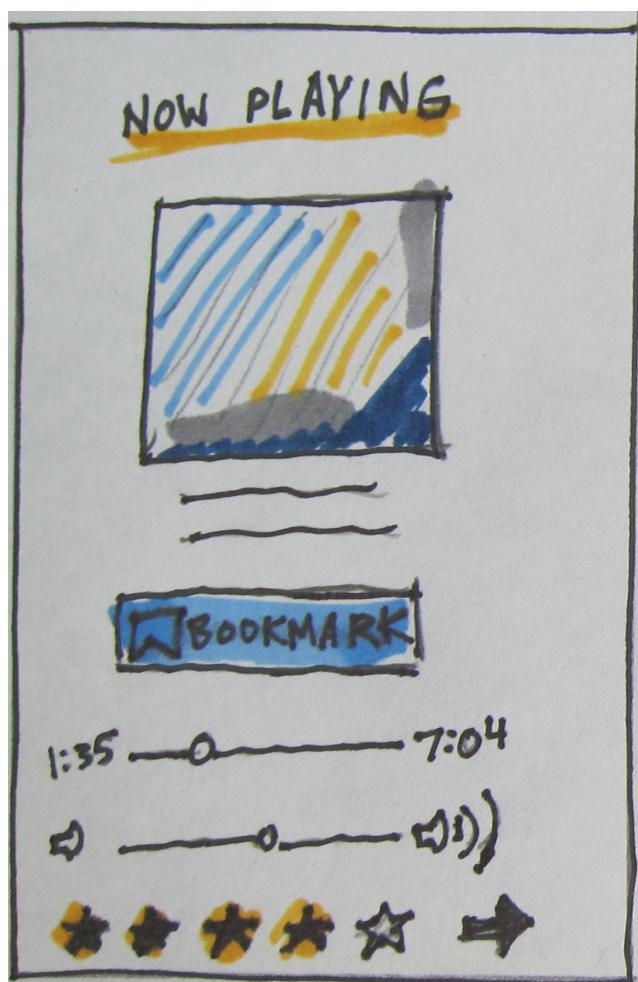
Random - "surprise me"



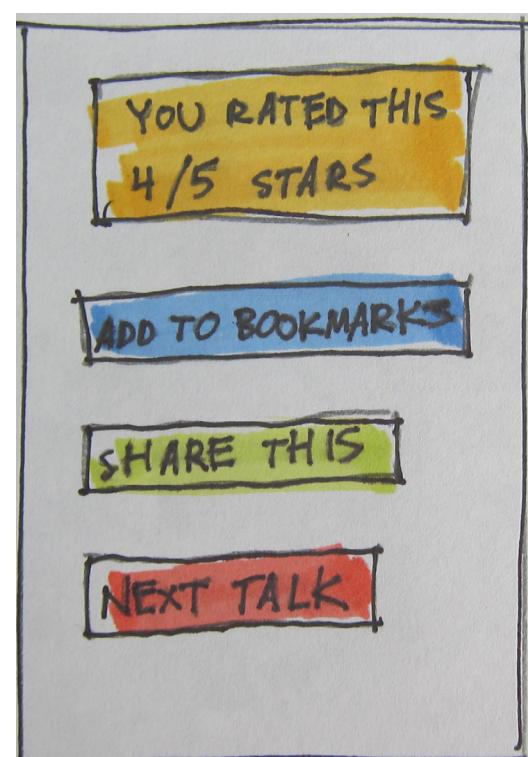
Manual - shared or suggested



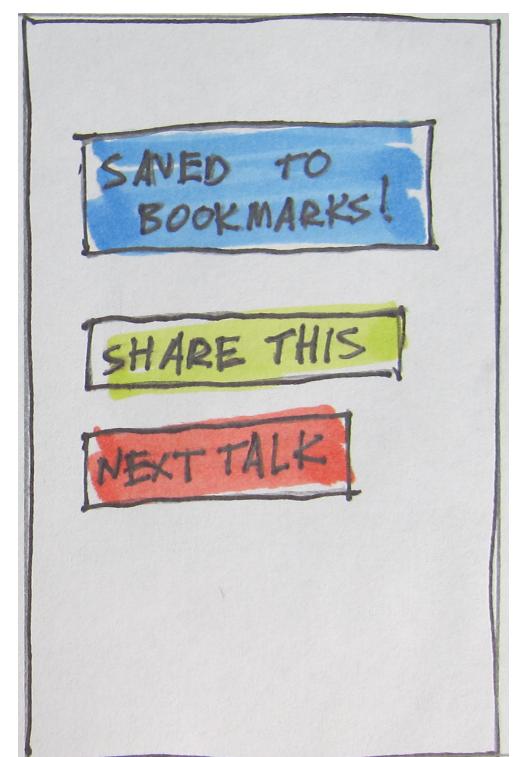
Now Playing



Rated



Bookmarked



PROTOTYPE:

WHAT CAN YOU LEARN IN THE 7 MINUTES BETWEEN TECH AND THE ARCH?



TIMED TALKS, SUGGESTED BASED ON YOUR PREFERENCES AND HISTORY...



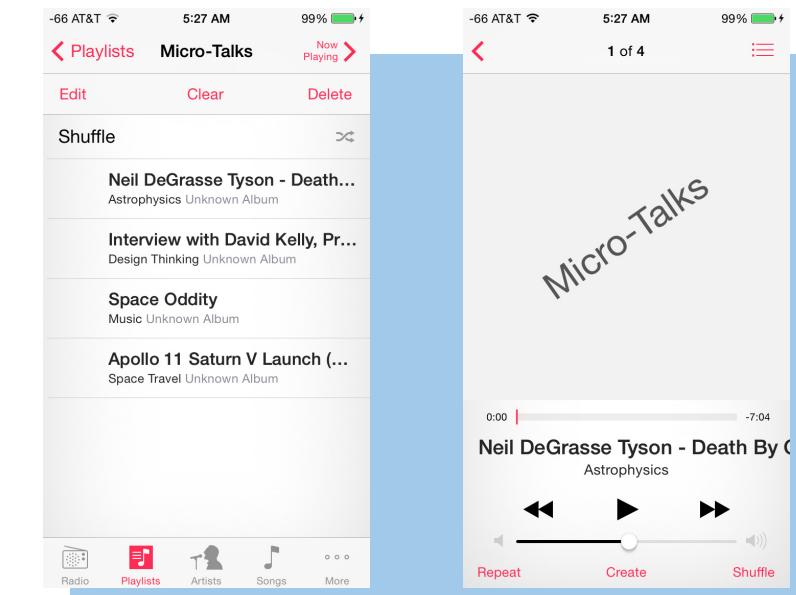
...TIMED TO FIT YOUR SCHEDULE.



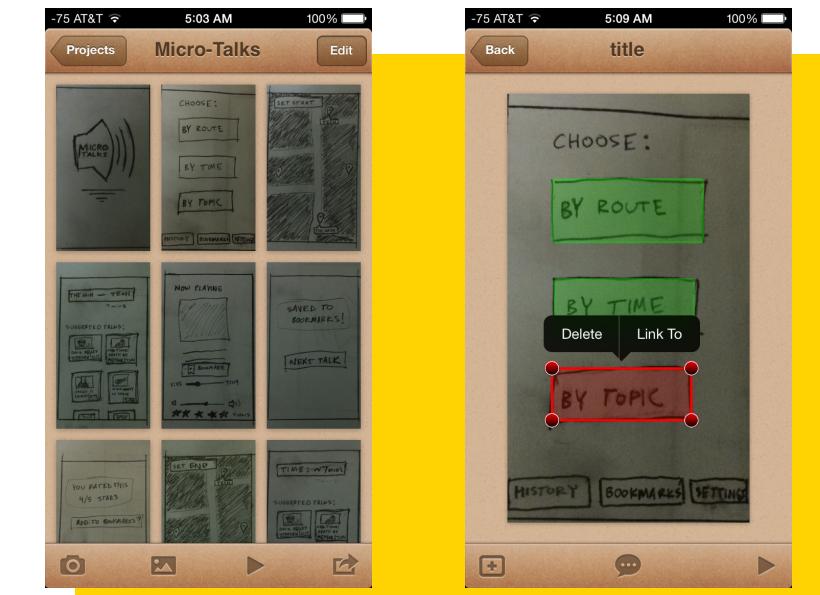
WIREFRAME SKETCHES



TESTING IN THE FIELD



EXAMPLE TALKS LOADED ONTO AN IPHONE



PROTOTYPING WITH THE POP APP