



POVs and Experience Prototyping

CS147 Winter 2021

01 Meet the Team



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02 Domain

New Grad

Loneliness

Housing

Intentionality

Dating



03

Initial POV





Initial POV



We met... Hadley, a 24-year-old college grad living in NYC.

We were surprised to notice... she wants to make her major life decisions informed by where her broader social network is going and what they're doing.

We wonder if this means... she prioritizes avoiding loneliness and maintaining community by following social cues.

It would be game-changing to... let people see the social cues/future plans of their community.





04

Additional Needfinding



Nebraska Grayson
23, Edgewood, PA
Freelancer and Political
Organizer

“There was a closeness with people at Minerva [her university] that made it ok to do very casual activities. It’s not like that post-grad. I’m not gonna invite someone I don’t know super well to go grocery shopping with me.”



Rachel Cheng
22, Princeton, NJ
Working at McKinsey

“Worried about having friends in the area but not sure when people are busy”

“If you don't settle on the activity you don't know how much time it will take so that's another problem”



05

Revised POVs and HMWs



POV I

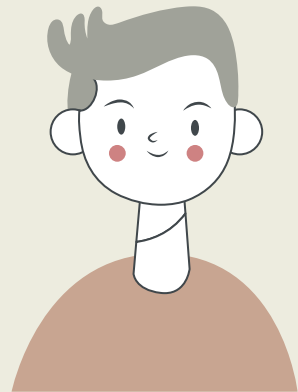


We met Will, a recent college grad working in consulting who recently moved to SF.

We were surprised to notice he often watches Netflix alone after work even though he desires social interaction.

We wonder if this means the activation energy of socializing with others prevents Will from making plans with friends.

It would be game-changing to help Will find a low-effort way to make plans with friends after work.





POV 2



We met Nebraska, a recent Minerva grad working as a freelancer/political organizer living in between cities and home.

We were surprised to notice she feels pressure to plan unique/exciting activities when hanging out with acquaintances.

We wonder if this means she bonds more easily with acquaintances during unique activities.

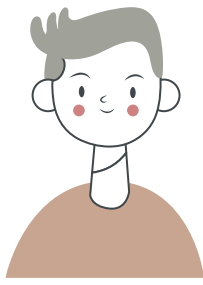
It would be game-changing help Nebraska find exciting activities in her city.





06

Top 3 HMWs



How might we...

**Make planning as
relaxing as
watching Netflix?**

**Remove the
need to feel
bad about
not
socializing?**



**Make planning
also a space for
bonding with
acquaintances?**



07

Solutions and Experience Prototypes

Solution I

Propose “solo dates”
to new grads to
encourage self care
and development
alone after work.

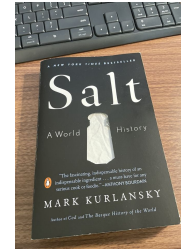
Assumes that new grads
want guidance as to how
they spend their alone
time. They will not find
suggestions overbearing.

Experience Prototype I

We wanted to test if proposing ideas for self care was appealing to new grads, and if they would follow through with suggestions.

If you're spending time alone today, try engaging with art for about thirty minutes 🎨🖌️. Activities we recommend: reading 10 pages of a book or creating a small drawing!

Sent a text to several new grads recommending a broad, achievable activity



Received picture of activity, once completed.

Results

Things that worked:

- those that completed the task also noted that they enjoyed spending meaningful time alone
- ideas following vague prompt were creative and specific

Things that didn't work:

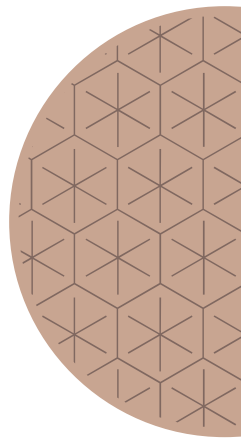
- 40% response rate to the original prompt, may have been lost among other notifications

Surprises:

- participants asked for permission to interpret the prompt in their own way

New learnings:

- Those that participated didn't report feeling obligated to, or that the tasks were tedious.



Solution II

Allow new grads to scroll through compatible free times with friends and get options for activities suitable for that time

Assumes that new grads want agency when making their plans (and that scheduling and planning are the core barriers to socializing)

Experience Prototype II



Compiled Google Calendars



Free Times:

- Before 8:30am
- Between 3:30-4:00pm
- After 5:45pm

Morning activities (7:00-1:00):

- [Bagel Nook](#) date
- [Princeton Kayak / Canoe rentals](#)

Afternoon activities (1:00-5:00):

- Looks like you guys aren't free during time! Valeria, you can try moving around your Cannabis Task Force meeting at 1:30-3:30 since that would free up an hour to hang out with Hannah.

Evening activities (5:00-7:00):

- Grab a casual dinner [Qdoba](#) and [walk through princeton's campus](#)
- Grab a fancy dinner at [Agricola Eatery](#)
- Go to [Princeton university art museum](#)

Night activities (7:00-10:00):

- Moonlight walk by the lake
- Late night study session with [insomnia cookies](#)
- Entertainment:
 - Go the movies
 - See a show at [McCarter Theatre](#)

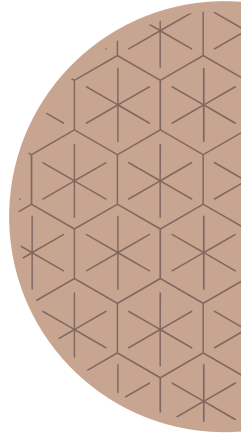


McCarter Theatre Center

mccarter.org



Find overlapping times and curate activities
with hyperlinks



Results

Things that worked:

- Users appreciate the variety of available times and activities and loved the flexibility of suggestions

Things that didn't work:

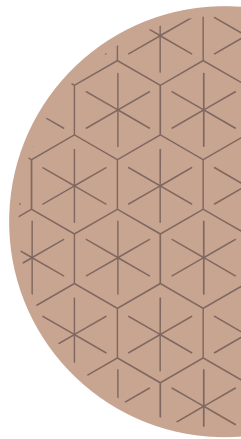
- Analysis paralysis. One user felt like it was hard to make a choice because there were too many options.

Surprises:

- Users love flexibility but are nervous with too many options

New learnings:

- Need to find a comforting way to display the right amount of information.



Solution III

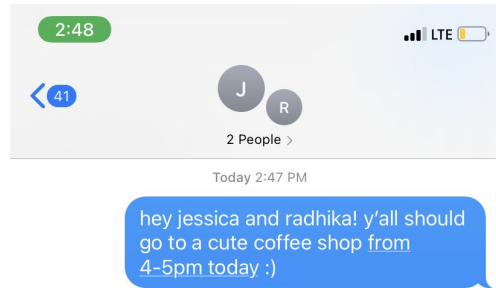
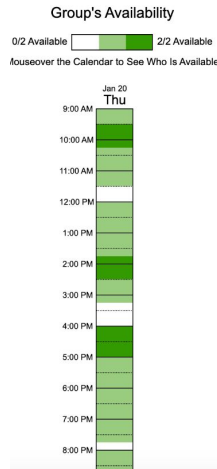
Once a week, notify two new grads with a compatible free time and suggested activity

Assumes that a single notification is enough to motivate socializing between two friends

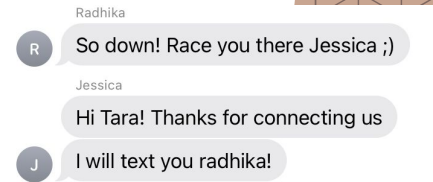
Experience Prototype III

We wanted to test if **proposing a specific time and activity for socializing effectively decreased the activation energy needed for two new grads to hang out.**

Used
When2Meet
to identify
overlapping
free time
between
two friends



Notified friends with a
suggested time and activity



They arranged to meet up!

Results

Things that worked:

- low activation energy to hang out with a friend after work
- friends who hung out reported that the process of planning was low-stress and easy

Things that didn't work:

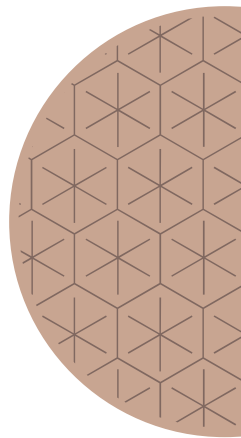
- some participants ignored the notification because the time or activity was not optimal

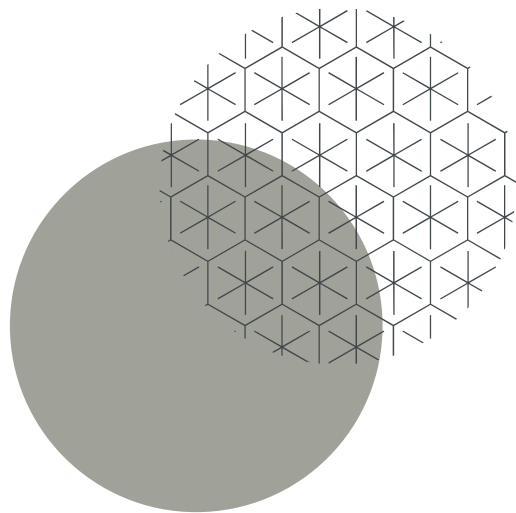
Surprises:

- reported “free time” is not always actually time during which a participant is interested in socializing

New learnings:

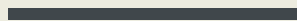
- participants have some interest in selecting their own optimal time/activity from options





08

Solution



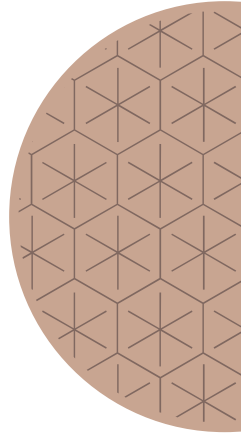
5-9

Let's be intentional post work!

Whether you want to engage in

- Self care
- Socializing
- Or do nothing at all

WE CAN HELP :)





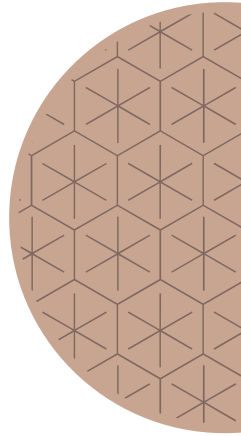
09

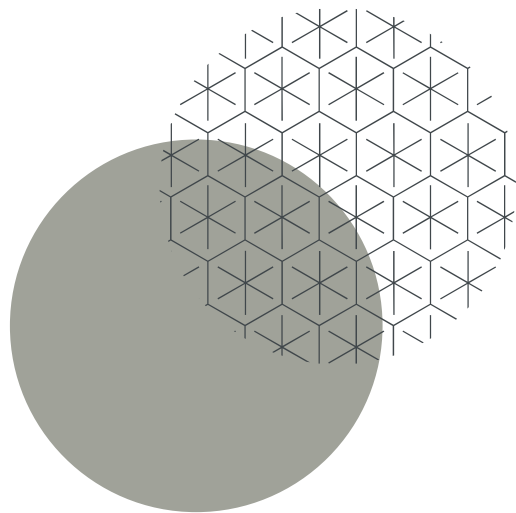
Summary



5-9

- Our interviews allowed us to revise our POVs which streamlined our HMW that allowed us to brainstorm better solutions
- Our experience prototypes were very helpful in understanding what worked and what didn't work.





10

Q & A

