

Corgi-Bot

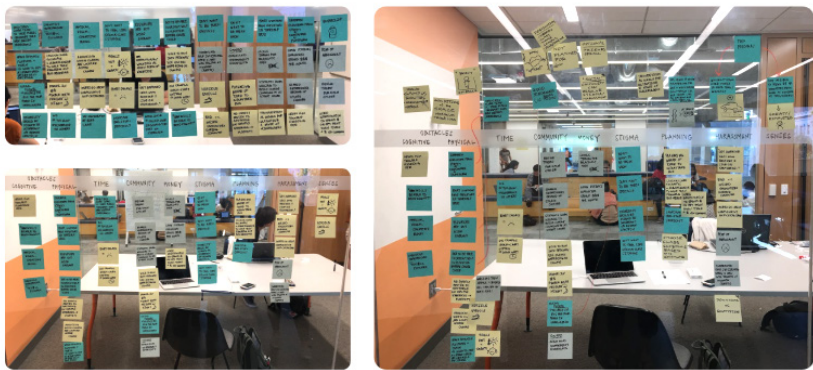
AN INTERACTIVE GEOTAGGED MESSAGING SERVICE ON CAMPUS

TASK: DESIGN A CIVIC-MINDED CAMPUS MOBILITY SERVICE

Corgi-Bot is a mobile, corgi shaped robot that aims to augment interactions within college students' commutes across the UC Berkeley campus. Users can deliver physical messages to their friends via an app interface. Individuals can customize messages in this app and select locations on campus to direct Corgi-Bot to deliver such messages.

In response to user research insights indicating that individuals enjoy “good hindrances” during their commutes, I came up with the idea to have students interact with physical messages on their ways to campus. Following affinity mapping and 2x2 matrices to discover design opportunities, I refined the idea to take on similar qualities to that of Kiwibot, a food delivery service. I then led usability testing on the mid-fidelity prototype and created a slide deck documenting the design process.

Currently, our team is working on a mid-fidelity user interface prototype.



Physical and Cognitive Obstacles

I often had trouble finding her location	"Will be able to read the signs?"	separate elevator from street to concourse to platform	BART stations have elevators in terrible spots
Elevators are not wide enough	Have to enter self in elevator before doors close	No direct routes to anything on campus	Assessing when classes are located across campus
space between platform and train	text vs. pictures	Exhausted and sensory	noxious smells

Stigma Experienced on Public Trans.

Don't want to be freak show	Don't want to be public spectacle	Disability should be viewed as occurrence on human spectrum	Don't want to feel like second class citizens
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Planning Commute

Planning ahead of time to walk/take bus	Living close to campus makes it easier to walk/take bus	Locating bus stop is difficult	choose class schedule based on commute
more worthwhile to spend money on apt than time and money on commute			

Time Delays

Request more time to take public transport for disabled	When bus users may hinder others	BART Delays	On campus golf cart system have long waits
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Fostering Sense of Community

Being there for each other	Shared experiences because of studio culture	more willing to build closer community at night hours	like to run into friends on campus
power in numbers walk with friends at night	social events because no space for four people in wheelchair in public space		

Fears/Experience with Harrassment

"Get harassed less because I live on South Side"	bad vs. weird encounters during commute	Worried about catcalling	injecting self in situation where man was yelling at a woman
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Taking insights derived from user interviews and creating affinity diagrams to synthesize findings and discover design opportunities available within problem space.



A rough storyboard detailing the opportunity space our product covers and product features providing solutions to existing problems.

HOW MIGHT WE:

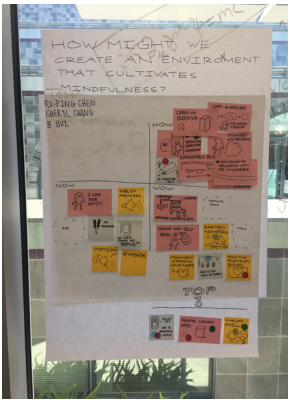
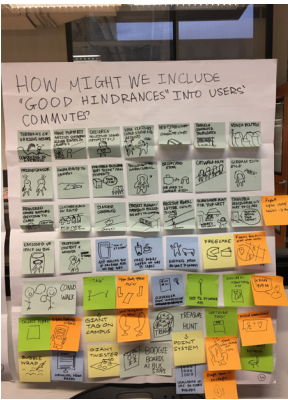
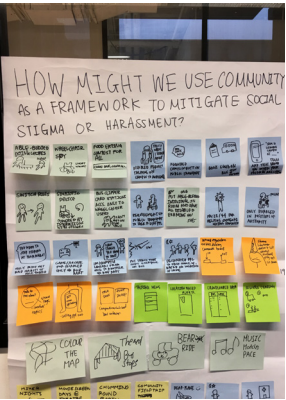
use community as a framework to mitigate social stigma or harassment?

HOW MIGHT WE:

include “good hindrances” into users’ commutes?

HOW MIGHT WE:

create an environment that cultivates mindfulness?



Brainstorming session using “How Might We” questions generated following synthesis of findings from user research.

PROJECT INFORMATION

Client: Class Project
 Date: September - October 2018
 Role: User Researcher and Product Designer
 Collaborators: Beatrice Bui, Sheryl Chang