

What2Do

Sarah Chou
Interaction Design 2
Spring 2020

User Research

Interviews

Conducted user interviews targeting older populations of mobile phone users

Interviewed 3 relatives of various ages (ranging 35-78 years old) through casual phone conversations

Asked about current app usage and potential future apps they'd want

Interview 1

Interviewed my great aunt.

About: 78 years old, lives in Portland, Oregon. Takes care of 95 year old husband and 7 year old granddaughter.

Apps she uses a lot: tracking steps (health), local public transit app, weather app, parking app to pay for meters,

Apps used sometimes: banking app and app for stores

What apps would you like to have? Restaurant search (for type of cuisine, with limitations) and reviews [already exists: Yelp]

Interview 1 (cont.)

Other brainstorming for apps for older people:

- Apps to track physical conditioning
- Apps for food/certain diets
- Think about different aspects of a person's daily life, products used at home, clothing, etc.
- App related to shoes? Old people have a lot of foot problems (bunions, fallen arches, etc.)
- App related to clothing x weather?

Interview 2

Interviewed my second cousin (interviewee 1's daughter in law)

About: mid 30's, lives in Portland, Oregon, has a 7 year old daughter, active lifestyle, works full time

App idea: have an interest profile that will let you search for events and activities in the city you are in that matches your interests

- **Inspiration:** Aunt watches granddaughter a lot and uses PDXParents website to plan daytime activities when babysitting.. Would be nice to have this as a mobile app for seniors or anyone to look for things to do in your local area

Interview 3

Interviewed my dad

About: 55 year old male, lives in San Francisco, works full time, has congestive heart failure and low sodium dietary restrictions. Uses iphone

Apps used: email, text message, calling, facetime (mainly for communication), Waze

App Brainstorm: (based on daily/monthly tasks to track)

- Billing (mom tracks all bills to pay - mortgage, phone, utilities, cable, credit cards, etc. using a physical calendar) - having an app to remind you the best day to pay (one day before, not late, but not too early where the bank gets to keep the interest)

Interview 3

App Brainstorm

- **Medicine Tracker:** mom usually orders medicine online, when he is running out they refill meds online. Takes 6 different pills (some older people have more), some in the morning, some in the evening
 - Morning pills in purple box, evening pills in green box
 - Monday has certain meds, friday has other meds
- Question: How do you keep track of which meds to take?
 - Answer: easy to keep track because of color coded pill containers
- Some people might have a third, such as orange for mid day or MWT schedule

Interview 3

App Brainstorm

- **Banking/CD account:** when you open a CD account, you won't know when the account matures. You have 2 weeks to tell the bank what you want to do with the account, or it will auto roll over and you have less autonomy over the account, can't withdraw without a penalty
 - Need an app for reminders on when your account matures and what decisions you can make to maximize profit - sometimes you'll get more interest doing one thing vs another
- **Car registration payments:** if you have multiple cars registered at the DMV you need to get renewal each year. They send registration 3 months in advance, you can pay early but they get your interest. If you pay two days in advance, you won't get the late fees but you get the interest ← win/win.
- Everyone gives late fees. But if you pay too early there is no rebate/you don't get the interest

Summary

Best ideas:

- App for entering an interest profile and telling you what events and happenings are in your location based on those interests and filters
- App to keep track of medication - when to take, when to refill prescription, etc.
- App to keep track of bill payments - when certain bills are due, when the best time to pay them is to maximize rebate but not get late fees

Service Identity

Branding and Logos



What2Do



What2Do



What2Do

**News Gothic MT
Bold**

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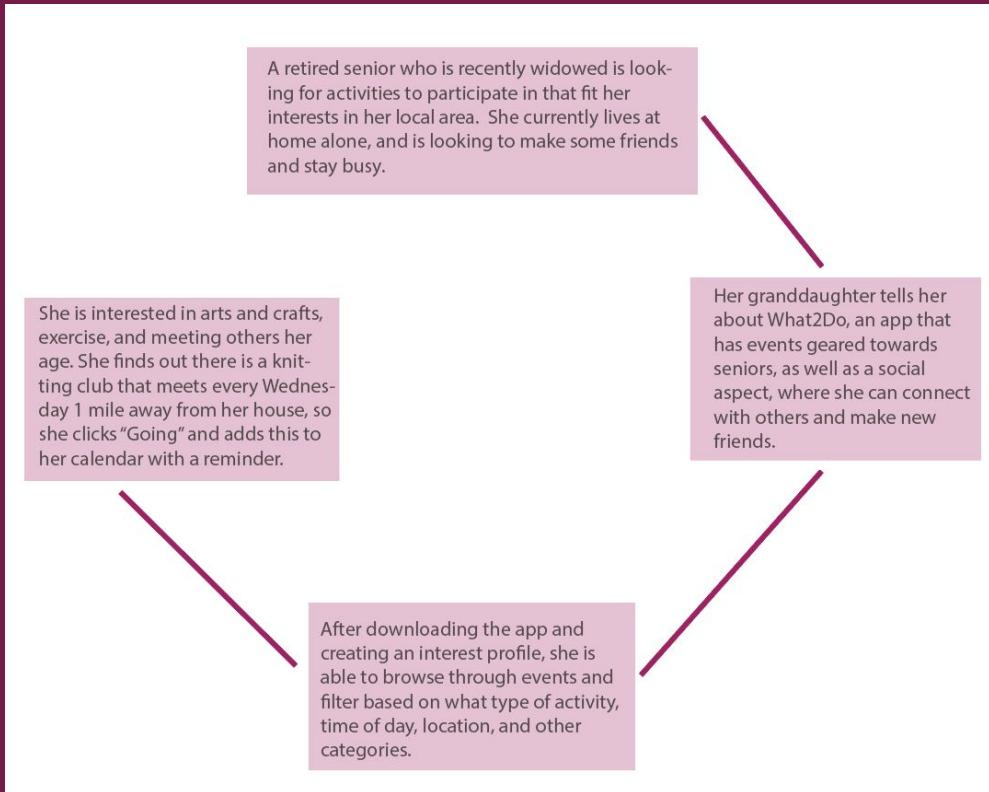
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Brand Audit

App Name	Browse Nearby Events	Change Location	Filter/ Search by Date	Save to Calendar	Share with Friends	Input Interests
What2Do						
C3A Ageing Well						
Remember Me- Caregiver						
Brio care						

Service Concept

A mobile app for seniors to search for events happening in their area based on an interest profile.



Hero's Journey

Persona 1:

Name: Gwendolyn W.

Age: 77

Gender: Female

About: retired, recently widowed, moved from San Francisco, where she grew up and lived most of her life, to Milwaukee, WI, to be close to her daughter. Likes to craft, bake, exercise, and spend time outdoors. Is experiencing loneliness and boredom with her newfound idle time in a new place and wishes to meet people her age to spend time with.

Persona 2

Name: Erin M.

Age: 45

Gender: Female

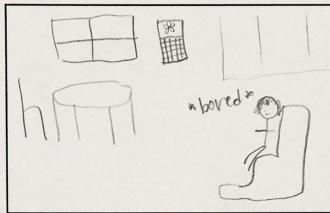
About: is a dentist and runs an Etsy shop on the side, husband is a professor, has a 10 year old daughter and a 4 year old son. Her mother, Gwendolyn, recently moved to her city to be closer to the family she has left. She wants her mother to be able to find community in this new place, because she knows how social she is!



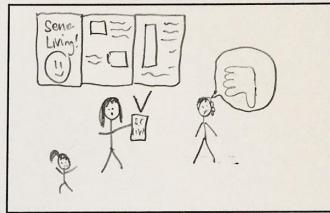
Storyboard



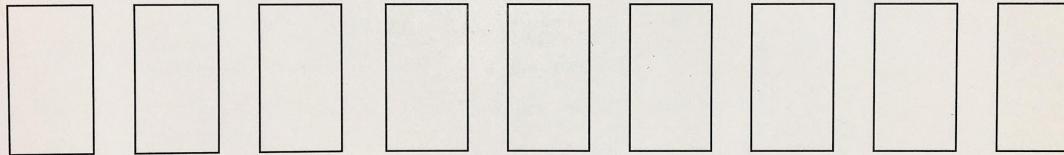
Gwendolyn moved from San Francisco to Milwaukee after her husband passed to be closer to her daughter. She left her few friends and community, and when she is not spending time with her daughter, she is lonely and sometimes sad.

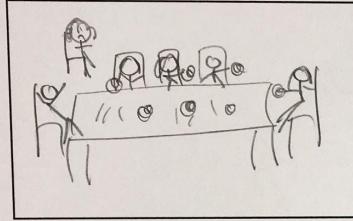


She used to always have things to do and people to see. Now, she knows no one and is in an unfamiliar place. She feels unfulfilled with an empty schedule and wishes she knew people her age in this new city that she could relate to.



She decides against living in a senior home because she feels too independent. She decides just to deal with her loneliness and just be happy to spend time with her daughter once a week.





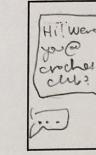
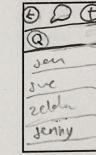
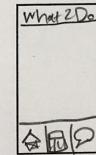
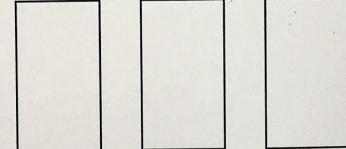
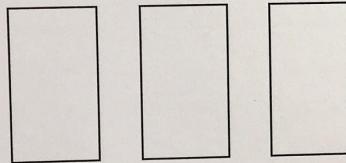
At the event, she realizes that everyone seems to already know each other, as they have been attending the club for awhile. She feels isolated.

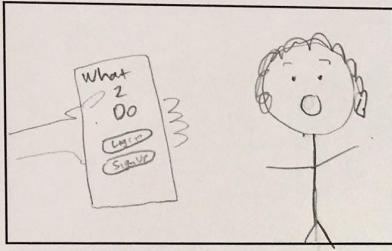


Gwendolyn wants to feel included and wants to keep attending the event, because she did have a good time and wants to crochet for her granddaughter.



After telling Erin how her experience went, Erin suggests messaging people on the app to foster deeper relationships and make friends.

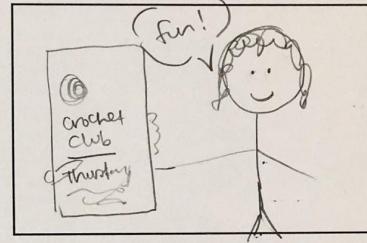




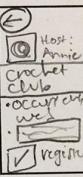
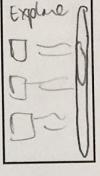
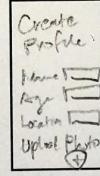
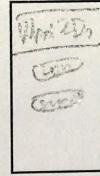
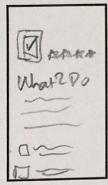
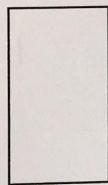
Gwendolyn's daughter Erin realizes that her mom is sad and lonely. She tells her mom about what2Do, an app to browse events in the area so she can meet people and do fun things in the city.



Gwendolyn downloads the app and creates an interest profile. She likes crafts, spending time outdoors, exercise, and cooking. She is willing to drive up to 30 minutes for events.



She finds her first event - a crochet club that meets every Thursday at the Community Center nearby. She registers for this free event to try it out. On Thursday, she goes to the event.

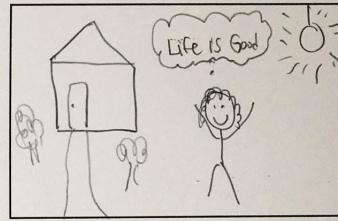




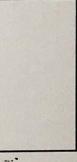
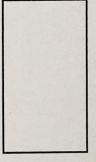
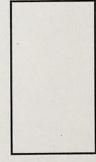
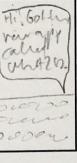
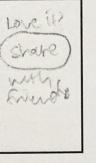
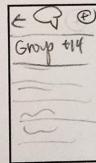
Gwendolyn messages the host and finds out that the group has a group chat. They add her to the chat, and plan to go to the local Maker Fair this Sunday, that one of the members found through What2Do. She feels included!



Gwendolyn had so much fun at crochet club, but it only takes up one day of her week. She checks What2Do every day for new events, either recurring or one time. She also tells her friends back in SF over the phone about the app, and the opportunity to discover events happening nearby.

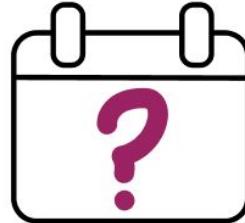


One month later, Gwendolyn feels involved in her community and has made new friends her age with similar interests. She is no longer isolated and lonely in a new place, but excited to discover new things with new friends.



UI Spec

Login Screen



What2Do

Find events based on
your interests near you!

Enter information

Username

Password

Cancel

Login

New here? [Sign Up](#)

Events Home Page 1

Events

Search for any event

Change Location

Filter results based on interests

Events show up in a feed here

Search



Location: Boston, MA

Sort By: All

Refine:

- | | |
|---|---|
| <input checked="" type="checkbox"/> All Interests | <input type="checkbox"/> Music |
| <input type="checkbox"/> Art | <input type="checkbox"/> Outdoor Activities |
| <input type="checkbox"/> Family Friendly | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Food | <input type="checkbox"/> Sports |



Renegade Craft Fair

Boston Art Center

0.2 mi

March 17, 2020

10:00am-7:00pm

Come check out over 35 local vendors at this...



What2Do



Events Home Page Sorting

Events

Search



Location: Boston, MA

Sort By: All

Refine:

- All Interes
 - Art
 - Family Fri
 - Food
- Most Recent
 - Most Popular
 - Closest Distance
 - Most Attendees
 - Least
 - Attendees



Renegade Craft Fair

Boston Art Center

0.2 mi

March 17, 2020

10:00am-7:00pm

Come check out over 35 local vendors at this...

[Art](#) [Family Friendly](#) [Shopping](#)



What2Do



Events home page scrolling

Events

Search

Location: Boston, MA

Sort By: All

Refine:

<input checked="" type="checkbox"/> All Interests	<input type="checkbox"/> Music
<input type="checkbox"/> Art	<input type="checkbox"/> Outdoor Activities
<input type="checkbox"/> Family Friendly	<input type="checkbox"/> Shopping
<input type="checkbox"/> Food	<input type="checkbox"/> Sports

Events show up in a feed here →

Renegade Craft Fair
Boston Art Center
0.2 mi
March 17, 2020
10:00am-7:00pm

Come check out over 35 local vendors at this...

Art Family Friendly Shopping

Red Sox Opening Day
Fenway Park
1.3 mi
April 2, 2020
10:00am

Red Sox Opening Day at Fenway Park. Come to...

Family Friendly Food Outdoor Activities Sports

SoWa Market
SoWa Boston
0.4 mi
April 7, 2020
9:00am-4:00pm

SoWa Market offers food, fun and friendly...

Art Family Friendly Shopping

Trivia
Pourhouse
10 mi

Events Individual Page

Events

[Back to main Events page](#)

More in depth event description

Save to calendar (both in app and Apple or GCal)

Renegade Craft Fair

Boston Art Center

0.2 mi

March 17, 2020

10:00am-7:00pm

Come check out over 35 local vendors at this art and makers fair. Held annually at SoWa's historic Cyclorama Building at the Boston Center for the Arts, Renegade Boston's marketplace is a cozy respite perfect for early holiday shopping. Bringing together local and national artists, you'll find inspiration, unique gifts, and good vibes at every event.

Hosted By: Annie Gabriel

[Art](#) [Family Friendly](#) [Shopping](#)

[Save to Calendar](#)

[Share Event](#)

Event details like location and time

Share event with friends, either in app or through iMessage, Twitter, other social media



What2Do



Profile

Profile details like photo, name, primary location (can be changed)

Interests currently chosen for this profile (can be removed)

More interests to browse through and add to profile (simply check the box and it will add to the top section)

Profile

Sarah Chou

Location:
Boston, Massachusetts

Interest Profile Event Log

My Interests:

<input type="checkbox"/> Art	<input type="checkbox"/> Outdoor Activities
<input type="checkbox"/> Family Friendly	<input type="checkbox"/> Shopping
<input type="checkbox"/> Food	<input type="checkbox"/> Sports
<input type="checkbox"/> Music	

Add More:

<input type="checkbox"/> Writing	<input type="checkbox"/> Creative
<input type="checkbox"/> Photography	<input type="checkbox"/> Singing
<input type="checkbox"/> Social	<input type="checkbox"/> Gardening
<input type="checkbox"/> Dance	<input type="checkbox"/> Exercise
<input type="checkbox"/> Learning	<input type="checkbox"/> Painting
<input type="checkbox"/> Gaming	<input type="checkbox"/> Knitting

Home Calendar What2Do Chat Profile

Profile

Sarah Chou
Location:
Boston, Massachusetts

Interest Profile Event Log

My Events:

Upcoming:

Renegade Craft Fair
Boston Art Center
0.2 mi
March 17, 2020
10:00am-7:00pm
Art Family Friendly Shopping

Past Events:

Red Sox Opening Day
Fenway Park
1.3 mi
April 3, 2019
10:00am
Family Friendly Food Outdoor Activities Sports

Stats from Events attended

Attended: 19 Events
Located in: 4 Cities
With: 3 Friends
Most Common Interest: Art
Shopping 5 Art 7 Sports 4
Food 2 Family Friendly 2 Outdoor Activities 1

Event Log section of the Profile Page

Upcoming Events

Expand to see more Upcoming Events

Expand to see more Past Events

Past Events

What2Do

VD Spec

What2Do VD Spec

Montserrat

Heading 29

Subheading 23

Labels 15

News Cycle (Event Content)

Heading Bold 24

Subheading 17

Color Palette:

9E1F63

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Button (inactive)

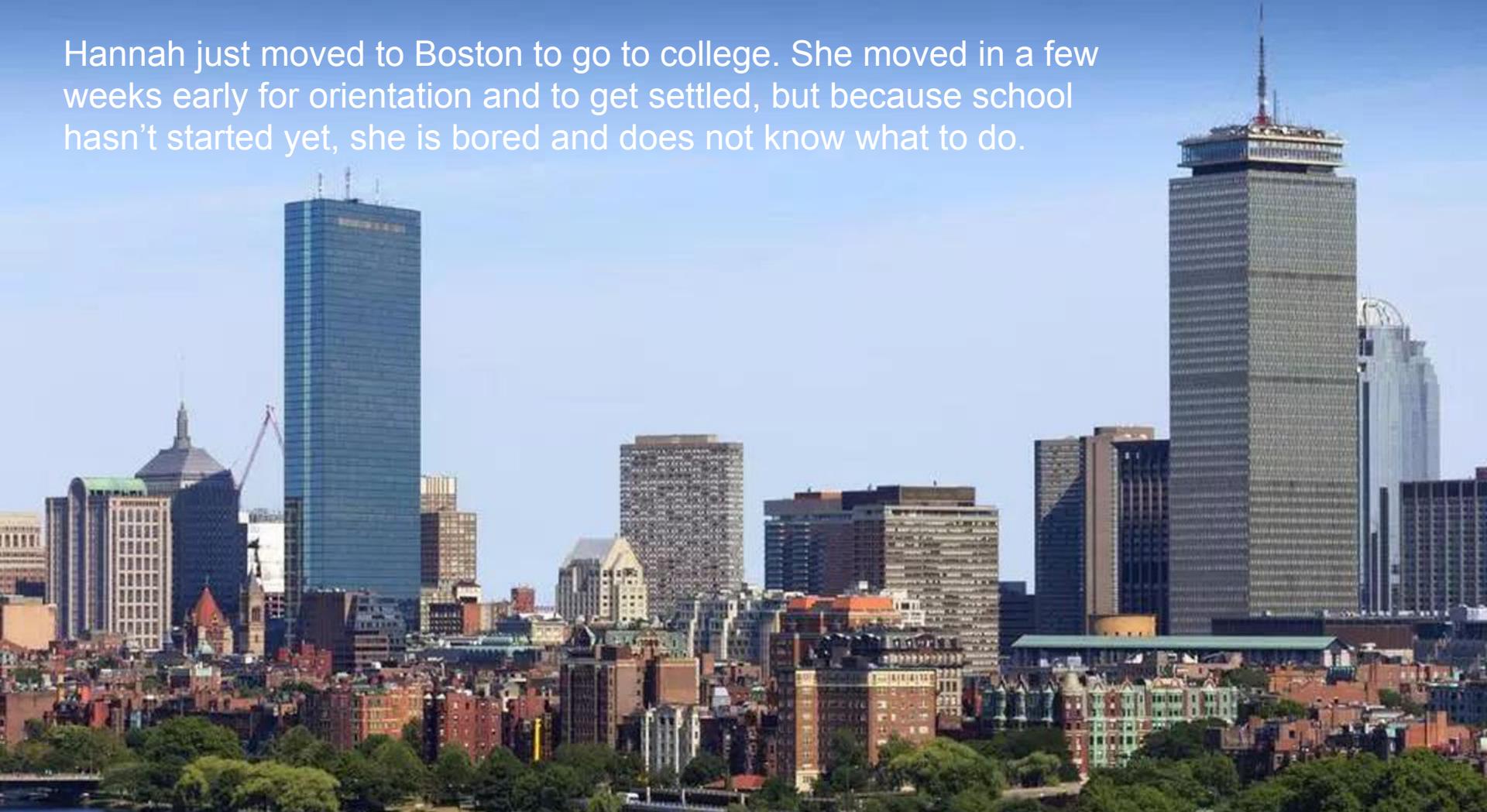
Complete

Button (active)

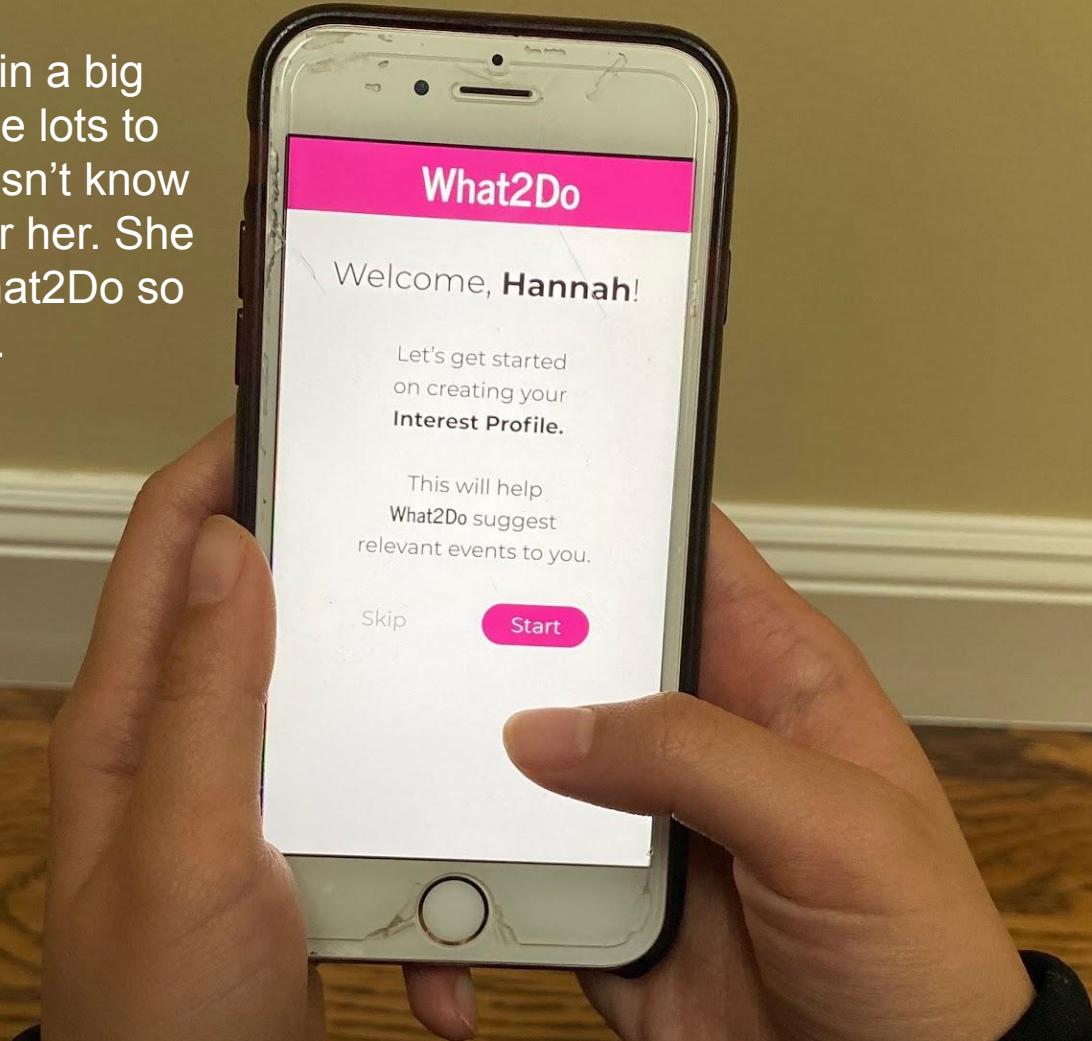
Complete

Experience Prototype

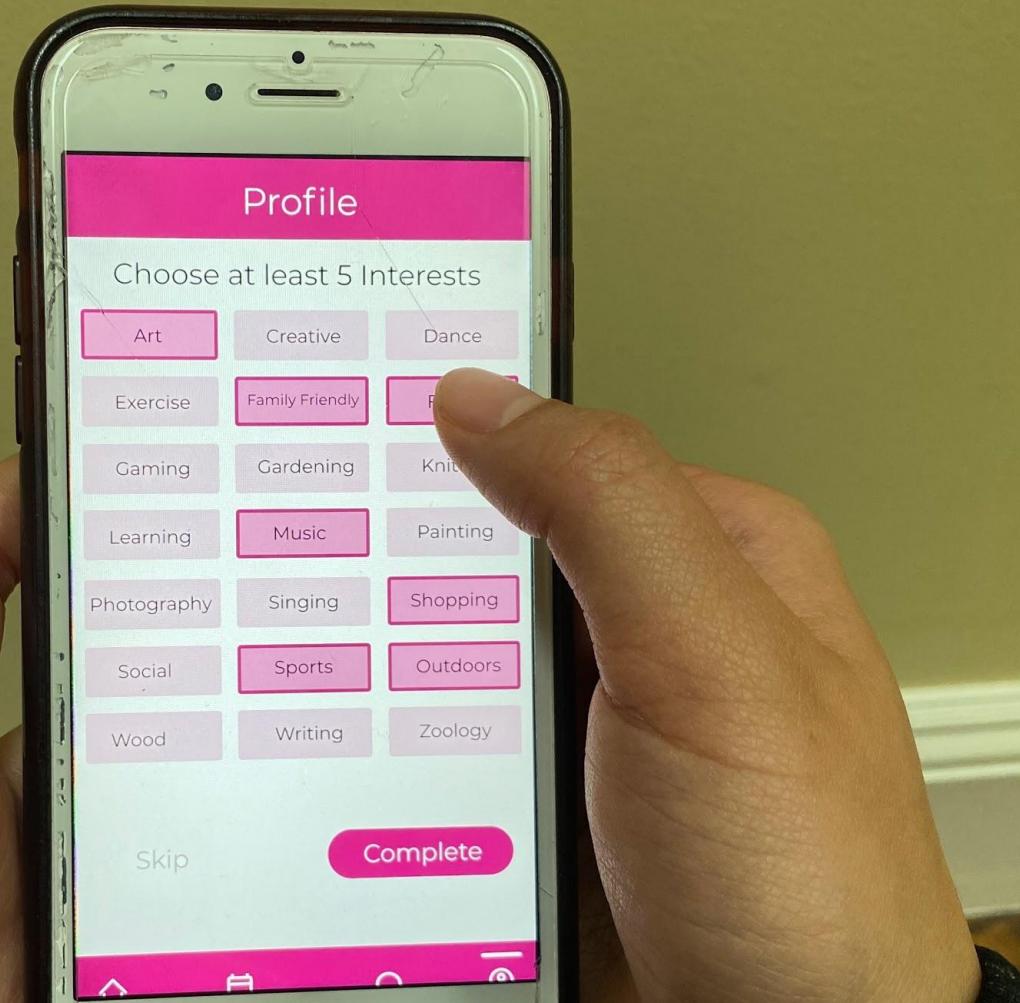
Hannah just moved to Boston to go to college. She moved in a few weeks early for orientation and to get settled, but because school hasn't started yet, she is bored and does not know what to do.



She knows that she is in a big city and there should be lots to do around her, but doesn't know how to find events near her. She finds an app called What2Do so decides to download it.



She fills in her interest profile. Hopefully she will be able to attend events that are interesting but also maybe make new friends in this new city that share interests with her!



She is delighted to find that there are some craft fairs happening next weekend. She used to go to craft fairs with her mom back home all the time!



Refine Results: Show ▾

Renegade Craft Fair
Boston Art Center
0.2 mi
March 17, 2020
10:00am-7:00pm

Come check out over 35 local vendors at this... ▾

Art Family Friendly Shopping

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Fenway Park
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Red Sox Opening Day at Fenway Park. Come to... ▾

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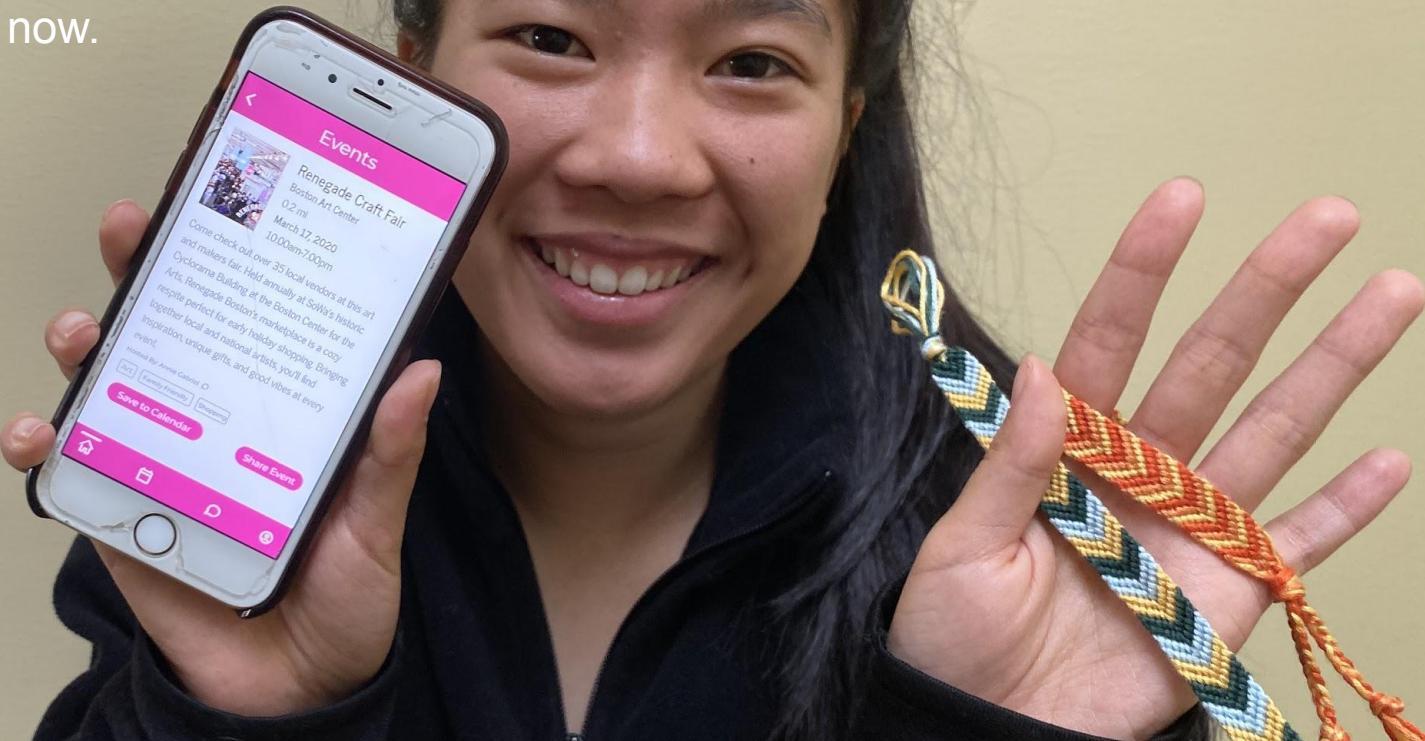
She clicks to find out more information and then decides to save it to her calendar.



Hannah attends the Renegade Craft Fair on Saturday, and has so much fun shopping and supporting local businesses. She takes a survey to enter a raffle and the survey asks how she found out about the event. She writes “What2Do app”.



She enjoyed the craft fair and bought a few friendship bracelets that support charity! She's inspired to learn to make them on her own now.



The next day, Hannah reaches out to her new roommate to get to know her. Her roommate is moving in next week. She finds out her roommate likes hiking and nature.



In an effort to bond with her, she searches “What2Do” for Outdoorsy events they can attend together.



She finds a hiking meetup event the following weekend and tells her new roommate about it. Hannah is excited for the event and the chance to bond with her new college roommate.



Final Prototype

<https://www.figma.com/file/0rUrCu6RJaTsXjyOlh3V9w/UI-Spec-Project-2?node-id=10%3A94>