# Variable Mapping

## Technological expertise

This variable measures how adept the participants are at using technology in their daily lives.

Janice    Norma

Not very adept                    Technologically adept

## Level of comfort with using App

This variable measures how comfortable they are while using the app for various purposes.

Norma   Janice

Not very comfortable             Very comfortable

## Reasons for joining UCB

Every member of UCB has different reasons for joining UCB, ranging from purely personal to helping the community. This variable measures that.

Janice               Norma

Personal reasons              Help community

## Comfort with selfies

Taking selfies and photos is one of the most important aspect of the app and it definitely defines how much the participants like the experience of using the app. This variable measures that.

Norma               Janice

Don't like selfies               Like selfies
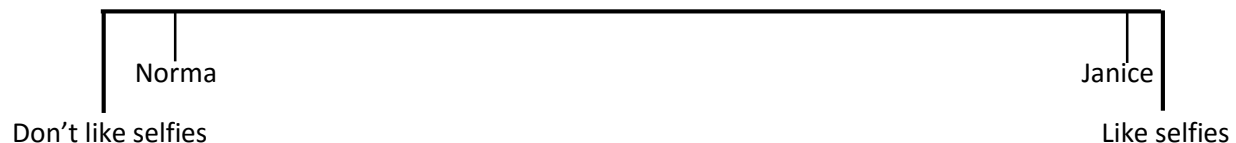
## Activeness in community service

This variable measures how active the participants are in partaking in community service.

```
|_____Janice_____Norma____|
Not active                                                  Very active
```
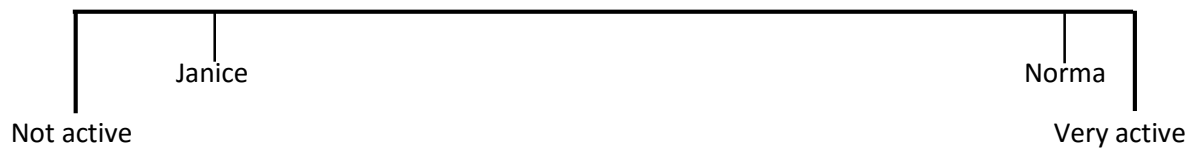
## Willingness to meet new people

Not everyone is willing to meet new people and grow their contacts. This variable measures how willing they are to do that.

```
|_____Norma Janice|
Not willing                                                 Very willing
```

## Willingness to share personal information

Not everyone is willing to share their information on the app for others to see. This variable measures their willingness to do so.

```
|_____Norma_____Janice_____|
Not very willing                                            Very willing
```
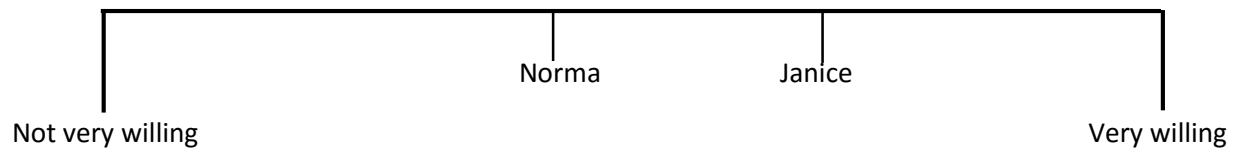
# Hilda Connor



**Representative quote:** "You can't expect a person my age to know how to move around an app on my phone! It should tell me where everything is and it should do it in big letters."

Hilda has been a resident of Boston for over 30 years. She isn't very good with using a smartphone, she only recently learned how to open the browser and opening the UCB app on her phone.

**Age:** 61
**Gender:** Female
**Time with UCB:** 3 months
**Neighborhood:** Locality comprising mostly low income families

**Hilda's story:** Hilda's day typically begins with her checking the UCB app for events that are scheduled for the day. Depending on when the events are, she meets up with a few people in her community, friends and helps them out in any way she can. Most of her day is spent either attending UCB events or with her friends in and around her neighborhood. She prefers spending her evenings with friends or family, a quiet dinner at home. She ends her day by checking in all the events and activities she has done during the day.

**Goal 1:** Hilda wants to meet new people and grow her network by getting to know more people who are like minded as her. She thinks this would help her in her daily life, by providing help when in need.
**Goal 2:** Hilda has been working to improve her community before she was introduced to UCB. She joined UCB because they provide a way for her to receive incentives for all the help she does in and around her community.
**Goal 3:** Hilda doesn't want to stay at home and waste her time. UCB events and activities give her a reason to get out of her home and participate in activities of her liking.
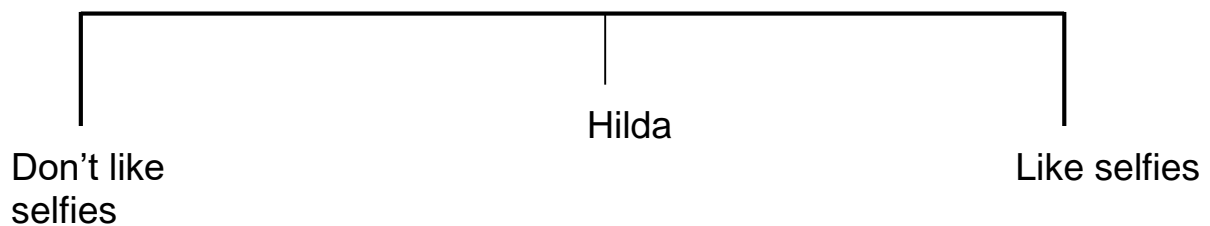
**Frustrations:**
- "I love the app, the check-in process and all, but I don't like the time input method. I can't see it properly and I have to keep pressing it and if I overshoot, well, I have to start all over again."
- "I am not a big fan of taking selfies. It doesn't matter either way."
- "I can't see what events I have been to, you know, when I think about what events I have been to, I feel good about it but I can't find the information anywhere. And I don't know if it is hidden somewhere in the app that I don't know of. I am not very good with my phone."
- "Am I creating an impact on the community? I don't know! I can't find any information anywhere."
- "Sometimes, I don't know if it's the app or my phone or whatever I am doing wrong, the app just won't come up. It keeps spinning around and it won't work for maybe a day or two."

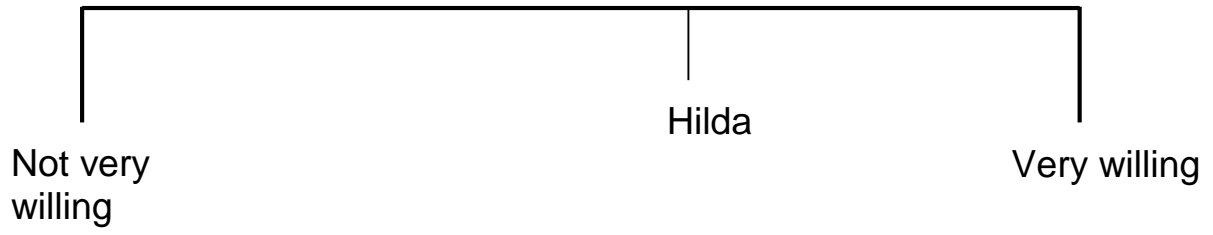**Persona Characteristics**

Technological expertise

Hilda

Not very adept                      Technologically adept

Comfort with selfies

Hilda

Don't like selfies                      Like selfies

Reasons for joining UCB

Hilda

Personal reasons                      Help community

Willingness to share personal information

Not very
willing ——————————————— Hilda ——————————————— Very willing

Activeness in community service

Not
active ——————————————— Hilda ——————————————— Very active