



APPENDIX

A complete Record of Brainstorm Results

I

ALL POVs WE'VE BRAINSTORMED

We met **Alex**, 27 year-old in her medical residency living in a rented duplex outside of SF with her boyfriend

X We were amazed to realize how much she loved having a yard
it would be game changing to bring a yard to her, no matter her living situation

X We were amazed to realize how much time she spends meal-prepping for the week on the weekends
it would be game changing to make cooking/food access easier

X We were amazed to realize how hard it was for her to meet new friends in a new neighborhood
it would be game changing to connect her with potential friends in the area

X We were amazed to realize how boring her schedule is
it would be game changing to spice up her weekly routine

We met **Neha Kumar**, about 28-year-old graduate student at Stanford university, living with her husband in Sunnyvale in a rented house

X We were amazed to realize how much emphasis she laid on “indian restaurants/groceries/people” in her neighborhood
it would be game changing if make people feel comfortable in their neighborhood

We met **Colin Ong**, 40-year old associated professor at Stanford university, living with his wife and two children in their own house

X We were amazed to realize how much he complains about maintaining a house on his own
It would be game changing to automate house maintenance and daily washing

X We were amazed to realize how big influence the tennis court and the park outside his house over him
It would be game changing to provide each family in a neighborhood with something that has a large influence on them (i.e. courts, park, pool, gym, etc)

We met **Darris**, about 40-year-old SCPD staff at Stanford and sound designer for show production at a theatre in the evening. Living in a big house with some of his room rented to others

X We were amazed to realize how strict he is with the application of renting his rooms
it would be game changing if we can make the renting process easier and reliable for both parties

ALL HMWS WE'VE BRAINSTORMED

- Make renting process easier and more reliable?
HMW...
 - Ensure rent will be paid
 - Send certificates/tax form to the householder with the consent of applicants
 - Screen potential renters and applicants
 - Match renters with good applicants
 - Provide alternative for paying rent
 - Ease communication between landlords and tenants
 - Help automate interview process
 - Initiate communication between landlord and renter
 - Create system to ease conflicts

- Make laundry enjoyable?
 - Reward for completion, punish for incompleteness
 - Apply gamification to process
 - Apply social aspect
 - Shorten/ease process
 - Combine laundry with an activity that is liked
 - Poof the laundry away
 - Provide laundry service free of charge
 - Never have to wash laundry
 - Never wear something twice, always provide new clothing
 - Create a clothing exchange
- Improve social life in a new area?
 - Connect users with old friends
 - Sync up roommates/neighbors schedules
 - Connect people with common interests (neighbors, roommates, couples, friend groups, families)
 - See where people like you hang out
 - Make communities more social
 - Allow people to pick social communities
 - Force shy people to be more social if they want to be
 - Provide opportunities for shy people to socialize
 - Introduce social hubs in communities
 - Incorporate social activities into daily routine
 - Create new friends you like
 - Make new friends before moving to a new place
 - Fly friends out to visit each other
 - Make sure people are comfortable in their neighborhood
- Make meal access easier?
 - Store food more efficiently
 - Monitor food usage (smart inventory?)
 - Prepare meals with little/no work
 - Deliver home-cooked meals
 - Deliver groceries -- shop from home
 - Deliver oven-ready meals (daily?)
 - Provide cooking lessons based on inventory of food
 - Provide access to quick/simple recipes
 - Offer substitutions for ingredients
 - Make it so humans no longer need to eat
 - Provide a meal substitute
 - Make cooking interactive
- Bring the yard to any home?

HMW...

 - Incorporate VR/Augmented reality
 - Locate nearest park
 - Transform room into yard (beach, park, etc)
 - Bring outdoor activities inside
 - Create a portable yard
 - Make better use of existing yards
 - Incorporate features of a yard in certain rooms
 - Suggest new/fun yard activities
 - Combine outdoor/indoor activities
 - Provide the “yard experience” inside or on a balcony
 - Record/log outdoor activities
 - Build a makeshift yard

III

ALL SOLUTIONS WE'VE BRAINSTORMED

- How might we transform a room into a yard, beach, park etc?
 - Put a layer of “grass carpet” on the floor
 - Virtual/Augmented reality
 - Place some pot plants by the window
 - Open a window on the ceiling
 - Play music in the room
 - Some rows of moving belts on the floor to simulate people walking in the park
 - Open the door of the room wide from 5am to 5pm
 - Set up a mailbox and design special postcards
 - Hold night concert in the room from time to time
 - Post the information of the park to nearby neighborhoods
 - Add benches and stones to the decoration of the room
 - Make the walls and ceiling transparent glass
 - Have some rain collecting device
 - Provide a service that suggests new themes to transform a room into new outdoor location
 -
 - App that randomly brings you to a new outdoor location (random? By choice?) **
 - I.e. beach setting has reggae music and changes background of app, suggests beach themed drinks, games, activities, etc.

III

- How might we apply gamification to mundane tasks in the home (such as laundry)?
 - Play “Carpet 2048” to do the cleaning
 - Play a sorting game to sort clothes
 - Online competition with point system connected to laundry machine/dish washer
 - Monetarily incentivise
 - If chore isn’t done by certain time, lock social media apps
 - Bidding on different chores (like new york times room bidding tool)
 - Compete with roommates over getting chores done in timely fashion
 - Can have real prizes to incentivize it (roommates pay you if you win)
 - Ultimately roommates/person can decide on punishment/reward (i.e. “we owe you drinks on Friday”)
- How might we make sure people are comfortable in new communities?
 - Add parks and greens in every neighborhood
 - Survey on interests of residents
 - Hold a “block party” where people can eat foods and talk
 - Spare a house/room to be some kind of “common interest room”
 - Set up an anonymous “diary” for public
 - Let others know what you are doing if you want someone else nearby to join you
 - Play light music on the street in the evening
 - A public contact list where people can send messages to everyone in the neighborhood

III

- Monitor/optimize food storage and use?
 - Design fridges with sections
 - Scan food on one spot to check if the food belongs to this place
 - Keep an internal inventory list of food in fridge
 - Feed a good into the fridge entrance and it will move to the corresponding section
 - Take a photo of home and get advice on how to arrange stuff
 - Take a photo of home and the program optimizes the arranging
 - Make a light box with labeled sections
 - The fridge swallows any food that have been stored for too long time
 - Stick a “tag” to food, and get information of the food (if it is going bad, where it is) on phone
 - Scan the fridge for greens and fruits and alert people if there are too few
 - Pour food into a big container, inside which are pipes of different shapes
 - A food stand (like a bookstand) and encourages using vertical space
 - Advise health according to the inventory of the food list
 - Computer vision to monitor pantry/fridge/freezer supply **
 - Alerts user when they need to shop/pre-populates grocery list
 - Suggests recipes based on current ingredients
 - Over time it learns what you like/dislike, what gets used quickly/sits on the shelf, and can make smarter suggestions

III

- Connect people in communities (with common interests)?
 - Fill an interest form
 - Show demographics information on the neighbourhood
 - Send message to everyone asking for a hang out
 - Encourage handmake dish/food in one house and invite others to come and eat
 - Complain to a moderator, who can exchange two homes. I.e. One neighborhood complain for a noisy teenager, and one neighborhood complain about a fierce granny. They can exchange their home.
 - Connect roommates/friends in an area
 - ^ kind of a bit more HMW
 - Sync/set aside free time
 - Send notifications: “you haven’t hung out with friend group A in a while, set up a hangout!”
 - Have different “groups” you can preset, makes it easier to set a time/location and friends can upvote/downvote
 - In-app messaging
- “Yelp for neighborhoods”
 - Scrape yelp data for demographics/info of reviews in certain areas?
 - Inherently unethical...
 - How do we make this work?
- Set social “hot-spots”
 - Notify users where the hotspot is tonight and they can say if they’re going
 - bars/attractions can pay to be “featured” hot-spot
- Omegle for communities?
 - Fill out info about you, interests, and what you’re looking for (couple looking to hang out with other couples)
 - Match you with groups of people where you can talk/plan a hangout
 - App suggests locations to hangout based on interests/location?
- Connect you with people before moving to a new area
 - Can get info about how area is/if you’d fit in
 - Make friends before moving so you aren’t starting from scratch once you get there

III

- How might we ease communications between landlords and their tenants?
 - Bank/Offices can send certificates/tax forms to householder directly under the consent of applicants
 - Applicants can use voice recognize technique to answer the questions
 - Householders pre-program notes and questions for interviews
 - Pay a certain amount of money beforehand if the job is easy to get fired
 - Provide an estimation of income this month to the householder
 - Score the match rate between householder and applicants
 - A “mailbox” on the door of each room so that the householder can deliver advice to his housemates
 - Notifications on doors of tenants sent out by landlord
 - Set up a credit system to show if one applicant is trustworthy
 - Auto apply payment to the householder
 - Set up rules that each room user cleans his/her room
 - Bidding on apartment rent for different rooms
 - All-in-1 app to communicate with landlord **
 - In-app payment/reminders
 - Set up through paypal?
 - Communicate issues such as “hot water no longer working”
 - Include urgency rating
 - Landlord can communicate back “called a plumber, should be a few days”
 - Can make certain complaints public to rest of building
 - Is this problem local or for everyone?