

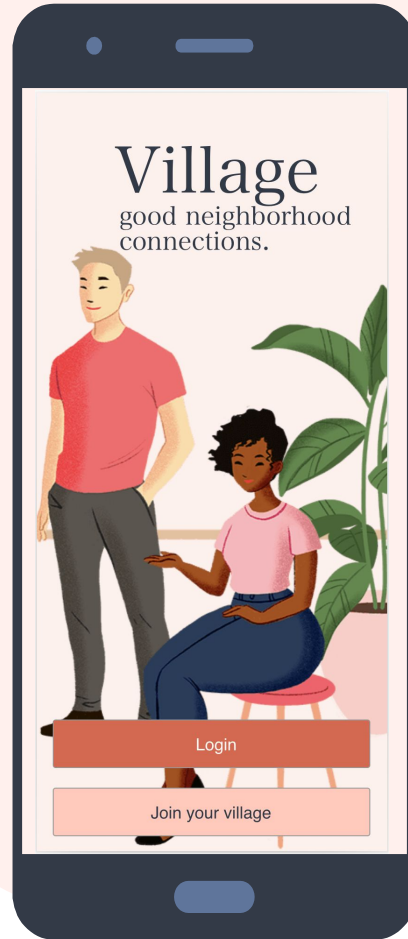
# Village

good neighborhood  
connections



case study by shasta mcbride, july 2020

# Village App



Case study exploring positive user experience in a social connection app.

# Background

## Problem Statement

Users need a socially positive way to connect online that fosters a greater sense of community.

## Hypothesis

Engaging people in a cooperative process via meaningful activities and at different levels of engagement will increase a sense of belonging.



# Generative Research

## Competitive Audit

User flow, User-Interface Evaluation, SWOT Analysis done on Nextdoor, Facebook Groups and Chamber of Commerce

## User Flow & Site Map

User flow in Lucidchart to determine how user will navigate their journey. Site map in Miro.

## User Research & User Roles

Ten user research interviews in the Discovery phase of Design Thinking to determine most desired asset in a neighborhood app.

## Usability Testing

Tested six users tracking their eye and mouse movement as they completed four tasks. Analysis done in Rainbow Spreadsheet.

## Personas & Journey Mapping

Three personas formed based on roles. Journey mapped a daily task of persona Goldie in Sketch.

## A/B Testing

Based on user testing findings, tested three components of mobile app in A/B testing on five users. Reiterated based on results.



# Key Performance Indicators

Competitor Apps like Facebook Groups encourage a simple form of connection via posts and comments rather than a cooperative happening as an activity. A potential solution is to engage people in a cooperative process in various activities and at different levels of engagement.

We will know this to be true when:

## Primary Proof of Performance

New Users create an account and populate their details. (within first three months)

## Secondary Proof of Performance

25% of users vote in app for the local election with the vote section of the Village app. (within first three months)

## Tertiary Proof of Performance

Users add a credit card to their payment information so that they can shop local online. (within first three months)



**Problem Statement:** How do we create an online town that connects people via a cooperative happening of activities (more than static writing of comments to posts) that creates a positive social interaction and value for society.

	Research question	What is the research question you are trying to solve for? You usually define this first, then create your problem statement. <b>How do we create an online virtual reality town that connects people via a cooperative happening of activities more than static writing of comments to posts that creates more value for society.</b>	From Discovery Phase
1	Who	What users are encountering the problem? <b>The expected users of this app are residents of neighborhoods.</b>	From Discovery Phase
3	What	What is the main problem they are having? <b>Most users are feeling the pain of negative social experience from interacting online. There is not much cooperative activity to do on any of these sites other than write various statements - either reviews, information or notes to each other usually started by a discussion of something. We don't feel that this provides enough actual connection. The inherent UX design needs to evolve.</b>	From Discovery Phase
3	Where	Where does the problem surface in the experience? <b>In any engagement on any of these three websites beyond the basic post (to comment, buy, or sell). We'd like for there to be another layer of connectivity happening; a way to break the ice and serve the community more.</b>	From Discovery Phase
4	When	When does the problem surface in the experience? <b>Almost immediately, after a user gets their bearings</b>	From Discovery Phase
5	Why	Why is this a problem worth solving? <b>Because better engagement, and key engagement will make all the difference in how we participate cooperatively online and in the world. The internet is the initial connection place and a great spot to organize. We just need good, creative, well-designed activities to connect each community to itself.</b>	From Discovery Phase

# 1 Competitive Audit

Nextdoor App, Facebook Groups, Chamber of Commerce Website



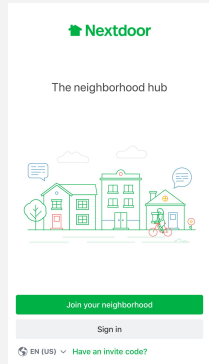
## Competitive Audit: Nextdoor <https://nextdoor.com/>

1	Description	Nextdoor is your local hub to connect and share with the neighborhood.	<a href="https://nextdoor.com/">https://nextdoor.com/</a>
2	Company age	Founded in 2008 and launched in the United States in October 2011	<a href="https://en.wikipedia.org/wiki/Nextdoor">https://en.wikipedia.org/wiki/Nextdoor</a>
3	Avg # users	27M Active monthly users and 236K neighborhoods defined [2]. Nextdoor now operates in the US, UK, France, Germany, the Netherlands, Italy, Spain, Australia, Denmark, Sweden and Canada.Oct 17, 2019	<a href="https://digital.hbs.edu/platform-digit/submission/nextdoor-platform-connecting-neighbors/">https://digital.hbs.edu/platform-digit/submission/nextdoor-platform-connecting-neighbors/</a>
4	User reviews	privacy/ safety issues, usability with the app, humans arguing with each other, unclear cancelling/suspending of accounts, ease of use	<a href="https://apps.apple.com/us/app/nextdoor-local-neighborhood/id640360962#see-all/reviews">https://apps.apple.com/us/app/nextdoor-local-neighborhood/id640360962#see-all/reviews</a>
5	User flows	(On the next slide): login, follow subjects, scroll home feed, buy and sell items, list services, find local services.	Native OS keystrokes
6	UI evaluation	Of the user flows you documented, analyze possible usability issues, accessibility issues, and general ease of use.	
7	SWOT Analysis	Identify the Strengths, Weaknesses, Opportunities, and Threats of the competitor application.	
8	User Roles	<p>For this case study, we will address roles 1 and 2.</p> <ol style="list-style-type: none"> <li>1. A <b>Local Community Member</b> who could be either a neighbor and/or a patron</li> <li>2. A <b>Business Owner</b> in the local community - for example this could be a local farmer, a boutique owner, or a veterinarian. Someone providing a service that is pivotal to the town.</li> <li>3. <b>Prominent Community Figure or Leader</b> - A local leader that has been nominated into recognition by its town like a mayor, a well known local artist, well known chef or teacher (not sure I need this role)</li> <li>4. <b>Major Stakeholders in the town</b> - like crab fishermen's alliance if it is in a crab fishing coastal town, or a union leader if there's a major union there like filmmakers in Los Angeles, etc.</li> </ol>	

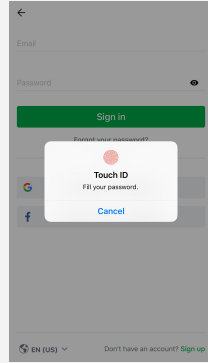




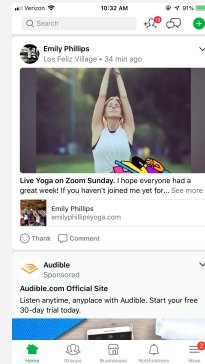
# Nextdoor User Flow: Mobile Screens



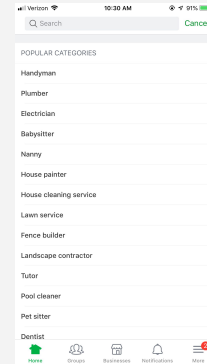
1. Nextdoor Homepage



2. User logs in to Nextdoor



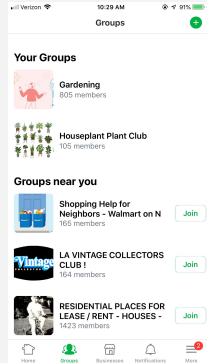
3. User scrolls home feed



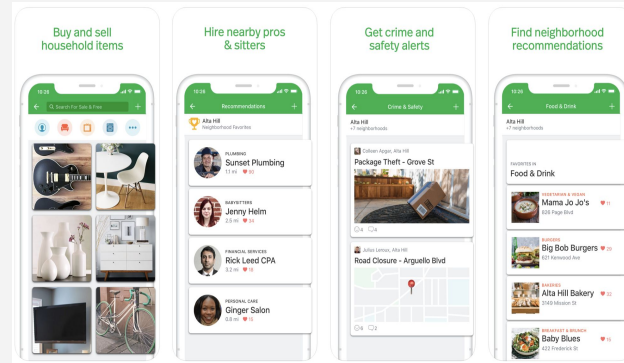
4. Uses search bar to find services



5. Scroll specific neighborhood feed



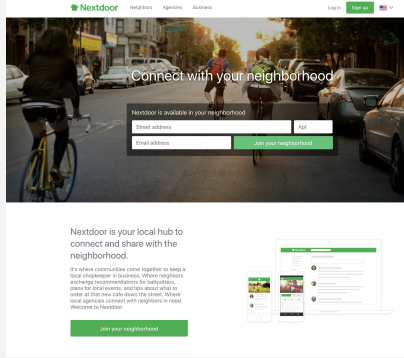
6. View and join Groups



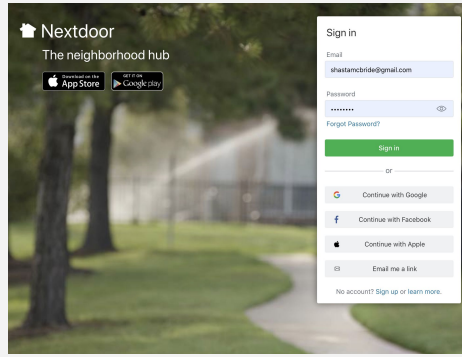
7. Mobile screens for buy and sell, services, safety alerts, and neighbor recommendations



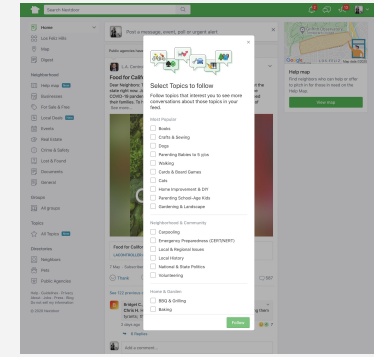
# Nextdoor User Flow Web Screens



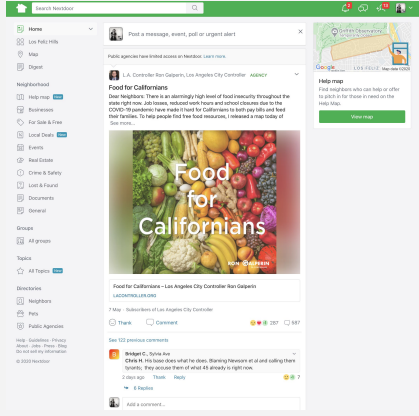
1. Nextdoor Homepage



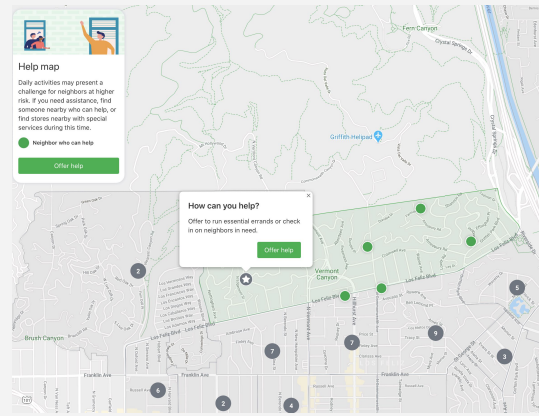
2. User logs in to Nextdoor



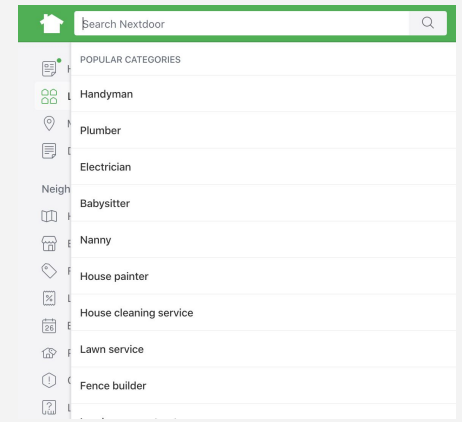
3. User selects topics to follow



4. User scrolls home feed



5. Covid-19 Help Map



6. Search Bar

# User-Interface Evaluation: Nextdoor

Of the user flows you documented, analyze possible usability issues, accessibility issues, and general ease of use.

1. **Scroll affordance:** Difficulty in knowing to scroll down on the “Topics to Follow” pop-out rectangle. *Suggestion: There should be a scroll down button.*
2. **Feed includes surrounding neighborhoods:** On the top left menu bar there is the Home tab and directly under it the exact neighborhood listed “Los Feliz Hills”. This is confusing since this is an app about your home neighborhood. Both of these tabs list different posts. The Home tab lists nearby neighborhoods as well. This is a confusing feature.
3. **“Digest” includes surrounding neighborhoods and redundant to “Home” feed:** On the top left under Home and Neighborhood there is a tab called Digest. This is also a confusing tab. It seems to be an appended group of posts.
4. **Sponsored Advertising.** Distracting in the feed and unattractive.



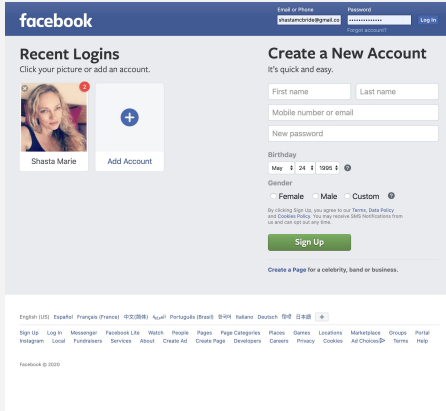
# SWOT Analysis: Nextdoor

Strengths (internal)	Weaknesses (internal)
<ul style="list-style-type: none"><li>• Connects real neighbors with each other.</li><li>• Unique resource of actual people and their offerings</li><li>• Helpful news about local safety, nearby services like babysitting, and local postings for jobs and items like furniture</li></ul>	<ul style="list-style-type: none"><li>• How users are monitored and censored can be improved as their current system creates a lot of confusion and upset.</li><li>• Resources are limited to the actual offerings of the neighborhood (people, conversations, postings, offers)</li><li>• Safety of identity will be seen as a weakness as will the common reality that neighbors argue</li><li>• Does not allow political conversation or donating money</li></ul>
Opportunities (external)	Threats (external)
<ul style="list-style-type: none"><li>• Finding a new and engaging way for neighbors to connect</li><li>• The covid trend is being taken advantage of here with the help map</li><li>• The strength of community can be an opportunity for the new covid and post-covid era.</li></ul>	<ul style="list-style-type: none"><li>• The threat of bad design could let users be discouraged from using app</li><li>• Grumpy or boring neighbors could make users disinterested in connecting.</li><li>• The failure to create a true intimate cooperative community could expose the somewhat uselessness of the app.</li></ul>

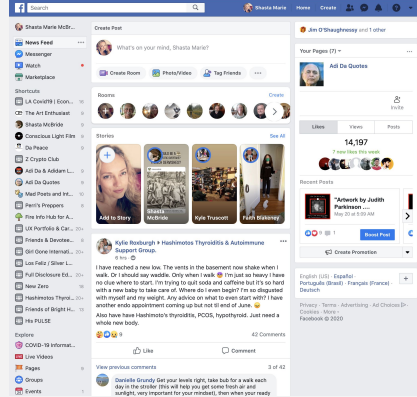
	Description	Groups are a place to communicate about shared interests with certain people. You can create a group for anything — your family reunion, your after-work sports team or your book club. Learn how to: Create a group. Join groups you're interested in.	<a href="https://www.facebook.com/groups/see-how-64/">https://www.facebook.com/groups/see-how-64/</a>
2	Company age	Facebook started in 2004 and is 16 years old; Facebook Groups started 2005; this particular Facebook Group started in May 2007, so it's 13 years running	<a href="https://en.wikipedia.org/wiki/History_of_Facebook">https://en.wikipedia.org/wiki/History_of_Facebook</a>
3	Avg # users	1.69B on Facebook, 18K in this particular private group	<a href="https://www.statista.com/statistics/490424/number-of-worldwide-facebook-users/">https://www.statista.com/statistics/490424/number-of-worldwide-facebook-users/</a>
4	User reviews	Ongoing problems with fake reviews in Groups, Curt and rude Admins, humans arguing with each other, unclear blocking of users, too many rules to posting so no one posts with much freedom, seems like a small scale craigslist now as a result rather than a dynamic hub.	<a href="https://techcrunch.com/2019/08/06/facebook-still-full-of-groups-trading-fake-reviews-says-consumer-group/">https://techcrunch.com/2019/08/06/facebook-still-full-of-groups-trading-fake-reviews-says-consumer-group/</a>
5	User flows	(On the next slide): login, follow subjects, scroll home feed, buy and sell items, list services, find local services.	Native OS keystrokes
6	UI evaluation	Of the user flows you documented, analyze possible usability issues, accessibility issues, and general ease of use.	
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# Facebook Groups User Flow



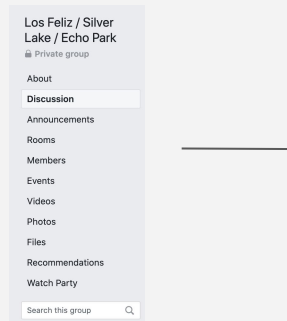
1. Homepage and Login



2. User's home feed, locate group you want



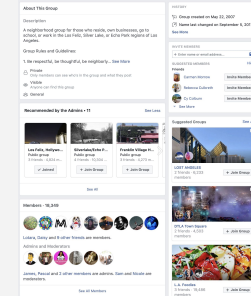
3. User arrives at Group Home Feed



4. User scrolls menu



5. Check out latest posts, respond

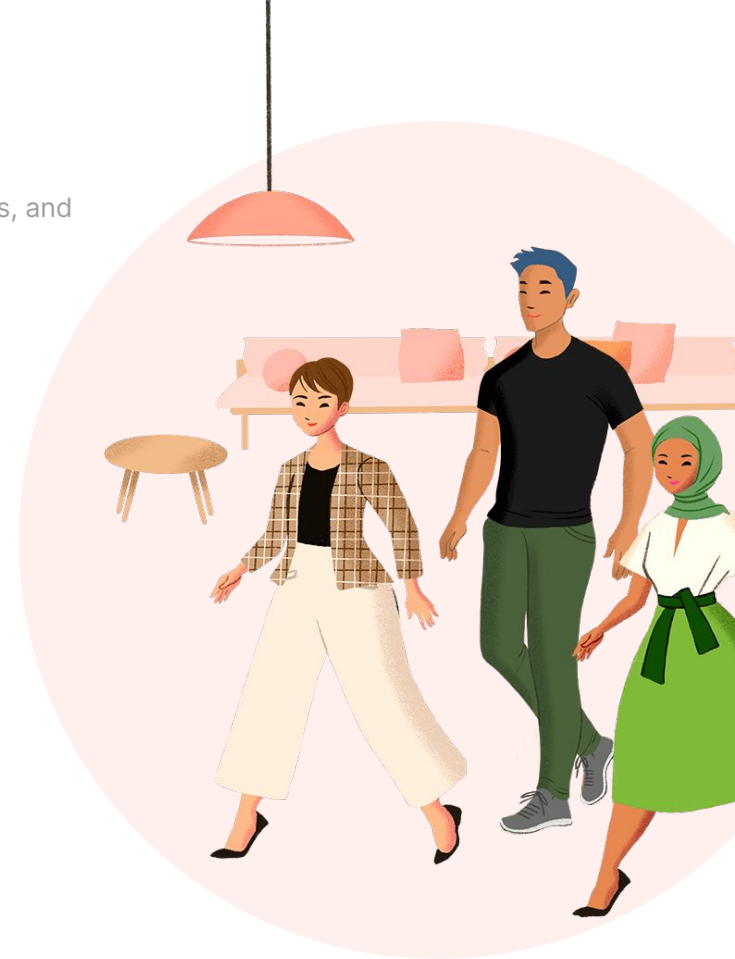


6. Check out other recommended groups that are similar for different content

# User-Interface Evaluation: Facebook Groups

Of the user flows you documented, analyze possible usability issues, accessibility issues, and general ease of use.

1. **Competing for attention:** Because the logged in homepage is one's feed and the latest news is listed right there, the user is competing with their desire to go to the feed and scroll down rather than clicking to the left to go to Groups tab.
2. **Information hierarchy:** When you arrive at the Group homepage feed, there is nothing that stands out except the latest posting, which could likely be something wholly uninteresting to the user.
3. **Unclear differentiation:** between menu options "Discussion" and "Announcements".
4. **Redundant user groups:** Usability needs to factor in that the Group has been created by users who become the admins and determine the ebb and flow and general energy of the Group. As a result, there are many similar groups that also have thousands of participants and it's hard to determine which group is the best since they all seem similar.

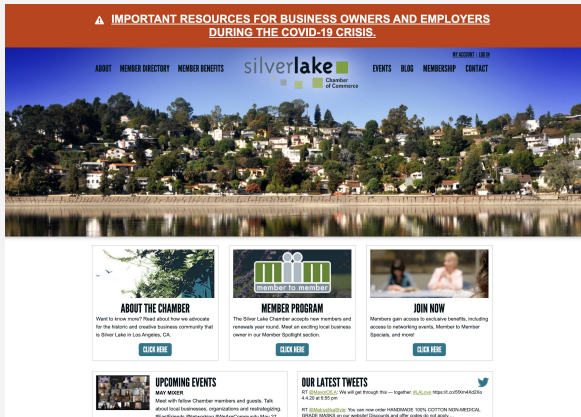


# SWOT Analysis: Facebook Groups

Strengths (internal)	Weaknesses (internal)
<ul style="list-style-type: none"><li>• Connects real neighbors with each other.</li><li>• Unique resource of actual people and their offerings</li><li>• Already connected to Facebook so it's an easy hop and skip.</li></ul>	<ul style="list-style-type: none"><li>• How users are monitored as some of the admins in the group are not that kind.</li><li>• Resources are limited to the actual offerings of the neighborhood (people, conversations, postings, offers) and the UI is limited to the overall theme of Facebook</li><li>• Many other similar groups on the same platform make it hard to differentiate between the good and mediocre ones. Generally boring posts about items for sale.</li><li>• The neighborhood itself is so big (East LA) that's it's hard to feel too personal</li></ul>
Opportunities (external)	Threats (external)
<ul style="list-style-type: none"><li>• Finding a new and engaging way for neighbors to connect</li><li>• In general because of Covid it seems like smaller communities are connecting more now than ever.</li><li>• The strength of community can be an opportunity for new and unusual connections; it really is a way to connect actual people.</li><li>• Because it's linked to their facebook profile this is a win because you can further verify them.</li></ul>	<ul style="list-style-type: none"><li>• The threat of bad design and mediocre content could disinterest people</li><li>• The competition has better UI and is separate from Facebook so it has a different presentation</li><li>• The main threat for Facebook Groups is having a bad group admin, and failure to properly screen posts, herd the comments and user interactions</li></ul>



1	Description	The Silver Lake Chamber of Commerce is the unified voice for businesses in LA's most creative community, working to promote the well-being of Silver Lake businesses. Through our in-person <a href="#">networking + mixers</a> , <a href="#">Member to Member program</a> , annual print and <a href="#">online directory</a> , active social networking and event partnerships, there are year-round opportunities to meet your neighbors and grow your business.	<a href="https://www.silverlakechamber.com/about">https://www.silverlakechamber.com/about</a>
2	Company age	The Los Angeles Chamber of Commerce was founded in 1888, Silver Lake started to form in the 1930's. I've written the CoC to find out when they opened their branch.	<a href="https://en.wikipedia.org/wiki/History_of_Facebook">https://en.wikipedia.org/wiki/History_of_Facebook</a>
3	Avg # users	About 260 businesses	<a href="https://www.silverlakechamber.com/member-directory?show=all">https://www.silverlakechamber.com/member-directory?show=all</a>
4	User reviews	All good reviews of this chamber. Great group of people preserving the culture, good networking, active group of entrepreneurs	<a href="https://www.facebook.com/pg/SilverLakeChamberofCommerce/reviews/">https://www.facebook.com/pg/SilverLakeChamberofCommerce/reviews/</a>
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## MEMBER TO MEMBER

See below for great specials and discounts offered exclusively to chamber members through the Member to member program.

Are you an existing chamber member interested in offering a Member to Member benefit? Email [info@silverlakechamber.com](mailto:info@silverlakechamber.com) to post or update an offer.

Please note: member to member benefits are limited to chamber members and their employees. Want to become part of this great program? [Click here](#) to join us today!



### Carol Rotko, PsyD - A Mindful Psychologist

Psychotherapy and Wellness Coaching

Carol Rotko  
1741 Silver Lake Boulevard  
Los Angeles, CA 90025  
(323) 407-7749

[info@amindfulpsychology.com](mailto:info@amindfulpsychology.com)

[www.amindfulpsychology.com](http://www.amindfulpsychology.com)

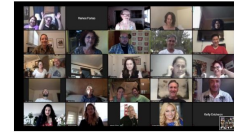
[Carol Rotko, PsyD - A Mindful Psychology LinkedIn Page](#)



Complimentary 30 minute consultation. Sliding scale psychotherapy may be available for members who cannot afford standard rates. To learn more about our Member to Member program, [click here](#).

I am a Clinical Psychologist (CA 23788). Since 2003 I have collaborated with individuals facing a wide range of concerns including life transitions, creative blocks, stress, career demands, work-life balance, relationship issues, medical diagnoses, anxiety, depression, and trauma. By offering a supportive and empowering environment that nurtures a compassionate self-awareness. We create a personalized approach designed to build upon your strengths and promote resilience. I have been trained in a variety of therapy styles, however I generally draw from Humanistic/Person-Centered, Cognitive Behavioral Therapy, Positive Psychology, and Mindfulness-Based Psychotherapy. I have worked extensively with those within the entertainment, legal, health care, social

## EVENTS



### MAY MIXER

Meet with fellow Chamber members and guests. Talk about local businesses, organizations and strategizing. #FastFriends #Networking #WeAreCommunity

Date: May 27, 2020

Time: 6:30-8:30p

Location: RSVP for link



### Facebook Live with Adam Schiff

Small business meets big government. Three local chamber presidents hear from Adam Schiff and share our survey responses with him.

Date: May 21, 2020

Time: 1:00 p.m.

Location: <https://www.facebook.com/RepAdamSchiff/> - scroll down for recording

Local small businesses' questions and concerns will be shared with Congressman Adam Schiff, as he in turn provides news from Capitol with us. Look for the livestream at [facebook.com/RepAdamSchiff!](https://www.facebook.com/RepAdamSchiff/)

1. Homepage and Login →

2. If you're a member you can login and get member to member benefits →

3. Check out the member directory, events, blog, or make contact

# User-Interface Evaluation: Chamber of Commerce Websites

Of the user flows you documented, analyze possible usability issues, accessibility issues, and general ease of use.

1. **Does not offer much value:** Other than a directory organized by category, keyword, or alphabetical names, there really isn't much to see as this is the main focus of the website. There is also a blog and some basic resources.
2. **Self/business promotion:** The main benefit of being a paying member is if you are a business in the city of Silverlake. You can be featured on their website, but also in their email newsletter, and printed copies for distribution.
3. **Visually outdated:** The website itself is limited and a bit outdated stylistically.



# SWOT Analysis: Chamber of Commerce Silverlake

Strengths (internal)	Weaknesses (internal)
<ul style="list-style-type: none"><li>• Connects real business owners to each other.</li><li>• Encourages in-person networking</li><li>• Friendly and local</li><li>• Simple, not too much going on to distract</li></ul>	<ul style="list-style-type: none"><li>• The website is fairly limited to business listings and mixer events</li><li>• This makes the Chamber website fairly undynamic</li><li>• Not as much of a hub as it could be.</li></ul>
Opportunities (external)	Threats (external)
<ul style="list-style-type: none"><li>• Finding a new and engaging way for locals to connect with the businesses - drum up business</li><li>• Trends like Corona discounts, safety, take-out</li><li>• Could feature live video, a stream of ongoing info on all media channels, featuring one business owner per week/month</li></ul>	<ul style="list-style-type: none"><li>• The threat of bad design and little content could disinterest people</li><li>• Competition is Alignable. They are more tech and design savvy and cross city lines using small business owner-to-small business-owner recommendations.</li><li>•</li></ul>

## Persona Quotes

“

**“I want my 2-D screen life to seamlessly enhance my real 3-D life, especially in times like Covid.”**

**“I need to connect the few real masterminds in niche groups that share the same interests because if we all were really connected we could create paradigm shift.”**



# Roles identified | Local Community Member, Business Owner

		Motivators	Goals	Needs	Frustrations	Devices	Examples
1	<b>Role 1: Local Community Member, Neighbor or Patron</b>	To genuinely connect in a way that adds real value to my real life social connections. To derive actual network value. To achieve some other kind of value that is tangible like visual satisfaction with imagery or spiritual fulfillment.	To be positively affected by my online experience in a tangible, real world way.	Genuine connection with small groups of people who share a common interest.	Hard to genuinely connect. Annoying people. Uninteresting information. Privacy issues.	Phone, iPad, Laptop	From User interviews
2	<b>Role 2: A Business Owner in the local community - local farmer, boutique owner, veterinarian.</b>	Getting new clients or business. To connect. To network. To have my stuff heard.	To offer clients what they need. To create business. To meet new clients.	Finding and connecting with like-minded people.	Inherently feels limited as a platform therefore the whole experience is limited. Paid ads did not work. People are generally unhappy.	Laptop, Phone	From User interviews

# User Research: Interviews

## USER RESEARCH QUESTIONS FOR UX PROJECT #1 GLOBAL VILLAGE for COVID times

How do we create an online town that connects people via a cooperative happening of activities more than just static writing of comments to posts (on information, goods, or services) that will create more value for society.

A potential solution is to engage people in a cooperative process in various ways, activities and at different levels of engagement.		0	1	2	3	4	5	6	7	8	9
<b>USER RESEARCH INTERVIEW QUESTIONS</b>	What devices are you using?	What social connection apps are you using now?	Do you use Nextdoor, Facebook groups, or your local chamber of commerce?	What are some of the pain points or frustrations with the apps you are using now?	Describe what you did the last time you went on Facebook Groups, Nextdoor,	Do you have a critical or memorable incident you had when using an online social	What would you find useful in a neighbor app? What would be your ideal?	What are the daily tasks you might perform with a local village app?	Can you think of any activities that you would like to participate in as a	Any last thoughts?	
<b>ANSWERS</b>											
<b>LOCAL CITIZENS:</b>											
Rebecca, 39, Photographer, Los Angeles	Phone (iPad, Desktop, Laptop)	Instagram, FB, Nextdoor Citizen, Snapchat a little bit	Facebook Groups- haven't used recently- use for jewelry class, a Don't Use Nextdoor, yes to Facebook Groups - Lake County Fire Scanner Groups, Maricopa I have a but I don't use it. I have a ring app that gives me neighborhood alerts.	The people. That one bad apple can ruin it. I don't want to unfriend them but they annoy me enough to not log in. Friends Pointlessness, zero connection, slave to technology, zero compilation to post to continue out of my life some western individualist neo capitalist idea that you Facebook has too much garbage and uninteresting information and clutter, and things that fill my psyche with things that don't feel good.	I went on nextdoor when I found a lost dog. I posted pictures etc. His owner found.	Nextdoor on Echo Park was about a homeless person all the time. It over dominated the	A visual representation of the little city or neighborhood. There's a game called	Current events, a month earlier - are there new cases of Covid in my immediate area	Cooperate online to keep someone from stealing boxes from my apt, building, Air bnb	What about the good news movement, incorporating that somehow into the new type of	
Damon, 30, English Teacher, Lake County	Phone, Laptop	Facebook, Instagram, WhatsApp, Snapchat, Twitter, House Party	Facebook has too much garbage and uninteresting information and clutter, and things that fill my psyche with things that don't feel good.		I opened Facebook and scrolled until I about stop. Doesn't take that long on FB. Usually some arguments in Just to know and keep abreast of what's happening in my neighborhood. I also sold my couch on FB Marketplace	I feel there's a problem in social media no matter what. It would be ideal to only be seeing and interacting with anyone. It would fit like being in my little bubble and not taking to just - literally my neighbors on	I feel there's a problem in social media no matter what. It would be ideal to only be seeing and interacting with anyone. It would fit like being in my little bubble and not taking to just - literally my neighbors on	I've started relating to social media as something to absolutely minimize	I've started relating to social media as something to absolutely minimize	I do think there's a spiritual resolution possible.	
Sepia, 39, Homeowner, Los Angeles	Phone, laptop	Instagram, WhatsApp, Zoom, Facebook barely, Taskrabbit.	No	Mostly with Facebook specifically there's an overall feeling of judgment, separateness, the white energy of it. I think people spend too much time on FB. I go on there briefly to see what people have to say, especially my clever cousin.	I looked at the pictures of my friends and family.	I used to like what people posted for links to great ideas or articles. I built the school in	Bridge building so it's easy to see the opportunity - the things I'm not aware of	A fresh mark of goods that day type thing.	A good sharing app. Hey I could really use a cooler for the weekend. I need a space to put the bed, does anyone	No.	
Dorota, 50, Philanthropist, Canada	Computer	Instagram, Facebook, Messenger, WhatsApp, LinkedIn, Vimeo, Facebook	No		Our indivisible political Group - I was doing the FB Page - Sarasota Stands Together	I wish more people would answer. It's just people all over the aisle. I wish more would	Education, connecting, playing, workshop, something real that spikes my interest. Suggestions from people. Where to buy a new fridge. We got a new roof recently	Go help a child or go on garden, more flexibility, more connection to real life. That's Love Instacart - I don't love games or playing things. I think that's for younger people.	Rules and values of the villagers. I'd like to see more of a tangible happening. Yes, I think speech needs to be controlled because it's dangerous. I'm really angry		
Collye, 70, Retired College ESL Teacher, Florida	Desktop	Facebook, Zoom, Instagram, Mailchimp, Nextdoor	I started on FB with my students at Boise State U, and then grew by it								
<b>USER RESEARCH INTERVIEW QUESTIONS</b>	What devices are you using?	What social connection apps are you using now for your business?	Do you use Nextdoor, Facebook groups, or your local chamber of commerce?	What are some of the pain points or frustrations with the apps you are using now?	Describe what you did the last time you went on Facebook Groups, Nextdoor,	Do you have a critical or memorable incident you had when using an online social	What would you find useful in a neighbor app? What would be your ideal?	What are the daily tasks you might perform with a local village app?	Can you think of any activities that you would like to participate in as a	Any last thoughts?	
<b>ANSWERS</b>											
<b>BUSINESS OWNERS:</b>											
Julia, 63, Attorney, Lake County, CA	Phone, Laptop	Facebook - but I don't use it.	No	Facebook was too out of control for me as an attorney. Platform not optimally focused for my personal needs. Professional and personal overshroud. Lack of functional cohesion - in other words it's not cohesive. Inadequate ability to utilize. Incomplete social platforms that	A friend told me to say yes to all friend requests. I could unfriend them or get offline. There should be a provisional friendship section. I don't like to unfriend people but you should be able to let them out.	Overexposure on Facebook could tell that anyone could say anything on my feed.	Educational, social, professional, and personal access to my local community as well as total transparency between the app and the community when I walk out my door. I want my community in	It would have the functionality for a covid type situation - and would offer adult exercise classes, education classes, cultural events, artistic events, participating in local community events, buying groceries.	I want to fully participate in my local community like I would in a 3D context. I'd like an avatar in a jacuzzi lesson type environment. Participate remotely in your grandchildren school events.	Yes, it should be seamless. You know your neighbors online. It's a 2D facsimile of your 3D town. You accept towns like you accept friends. It would be because my kids live in Utrecht. I can go to a	
Aura, 39, Everything New Children's Academy, Santa Rosa, CA	Laptop, Phone	Facebook, Instagram, Alignable, Nextdoor, Twitter, Yelp, Instagram and Facebook for advertising, Facebook mom groups, Crave, Zoom, YouTube, Instagram, Facebook, Instagram, Snapchat, Yelp, Nextdoor, WhatsApp, Reddit, Quora, Alignable, Weebly, Facebook	Registered with the Chamber of Commerce, Facebook Mom groups for business, music group Zooga Facebook Group, Facebook Groups: It about 35 groups, nature groups, roofing, diet, music, disaster	I find making ads and promotions that pay for very frustrating and you have to choose the audience it is sent to and sometimes the things I've chosen in the past have become outdated and it won't get any more views. I have to make an ad every time. Annoying notifications, people are so unfriendly that I don't want to associate with that vibe and that's a reflection of our world at large. Social media becomes an	I logged in FB, go to the closed group, clicked go live and did a 45 minute music session and interact with the people who came on, music and some local shops for little. Checked information, went to digital media they add for a virtual meetup.	Gossipy and not that helpful on Nextdoor in many ways. I posted a title video of the cat game I made with the puppet and they said that they were interested in my music. Annoying notifications, people are so unfriendly that I don't want to associate with that vibe and that's a reflection of our world at large. Social media becomes an	Need for survival (and fun). A mixture of both. Organic produce from the farmers market. Involves kids - gratuity	Check the local grants offered to your business, check who the algorithm connected you with to network, something with clients, then all these products all these local produce - someone in the neighborhood or town that produced your - local town bought regional dependent.	A garden where people show up and I could see my children's games with others.	No, get on it already! Ban!!!	
Scotus James, 38, Realtor, Los Angeles	Laptop, Phone	Facebook, Instagram, Snapchat, Yelp, Nextdoor, WhatsApp, Reddit, Quora, Alignable, Weebly, Facebook	I use a little bit. Use Instagram, Facebook, Twitter, LinkedIn, Patron, WhatsApp, Telegram, Signal, Facebook, Zoom, Google Hangouts.	I use Spice which is for musicians - a marketplace for sound libraries. Because of the specificity they're one of the companies that have covered the market.	I was just out of the grid food farm for a week and so was just catching up with all what I'd missed online. I	Negative experience: The other day my new travel van was parked on the street and some annoying lady put a	Bring people together in communication. Right now there is an emerging eco village within global spiritual	More threads of privacy and the right patterns and connections of people. All creative worlds, better	Pokemon Go was huge. -AR Treasure hunt	The reason I said get kids involved is that they are already participating more - idea of virtual town that they imagine if FB was publicly owned. If we owned our own data and it was a mechanism of the people. We're seeing	
Matt, 43, Los Angeles, Composer and Sound Bath Business Owner	Laptop, Phone	Instagram, Facebook, Twitter, LinkedIn, Patron, WhatsApp, Telegram, Signal, Facebook, Zoom, Google Hangouts.	No	It inherently feels limited and therefore the people working on those confines feels limited.	Posted my artwork and designs	Responds to my artwork.	It would have to feel authentic in the sense of how it connects and or unifies people into	Sharing artwork, connecting with people, being together in a new way.	Cooperative world village.	No. I don't really like anything etheric. Needs to come down to actual physical reality if it's	



[Link to full, readable spreadsheet](#)



# Persona for Attorney Goldie



**“I need a 2D version of my town online for Covid times. I need it to be seamless with my real 3D life so that I feel connected and productive.”**

Motivators	Goals	Needs	Frustrations	Skills   Devices
<ul style="list-style-type: none"><li>● Maintain daily routine normalcy in life during Covid.</li><li>● Feel very connected in a good and positive way</li></ul>	<ul style="list-style-type: none"><li>● Have my needs met during Covid as seamless as possible.</li><li>● Order food</li><li>● Check on my kid's classes</li><li>● Have daily updates on health status of my town</li><li>● Virtual town halls</li></ul>	<ul style="list-style-type: none"><li>● Privacy online</li><li>● Educational, social, professional, and personal access to my local community</li><li>● Happy hour with friends</li></ul>	<ul style="list-style-type: none"><li>● Unorganized information spread out over different tech spaces</li><li>● Privacy issues are a real concern.</li><li>● It inherently feels limited and therefore the people working within these platform confines feels limited.</li></ul>	<p><b>Industry</b></p> <p>● ● ● ● ●</p> <p><b>Interpersonal</b></p> <p>● ● ● ● ●</p> <p><b>Technical</b></p> <p>● ● ● ● ●</p> <p> </p>

**Goldie, 42**  
Attorney, Trinidad, CA

- Estate Planning Attorney
- 42 years old
- 20 years in law
- Humboldt County

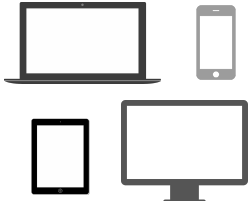
Archetype: **Ruler**



# Persona for Photography Teacher Hannah



**“I need to feel that there’s true connection and freedom of expression online in a meaningful way without judgement or separation.”**

Motivators	Goals	Needs	Frustrations	Skills   Devices
<ul style="list-style-type: none"><li>● Visual inspiration for my photos</li><li>● Intellectual connection with like-minded souls</li><li>● Education in something new</li><li>● Connecting with friends</li><li>● Humor</li><li>● Workshop- real life events</li></ul>	<ul style="list-style-type: none"><li>● Feel connected in a genuine way</li><li>● Be inspired by something new I wouldn't otherwise find</li><li>● Get to know someone in my social circle periphery</li></ul>	<ul style="list-style-type: none"><li>● A visual representation of the neighborhood.</li><li>● Bridge building so it's easy to see the opportunity.</li><li>● To be able to interact while having my bubble of friends there</li><li>● The algorithm does its job</li></ul>	<ul style="list-style-type: none"><li>● Hard to genuinely connect in a meaningful way.</li><li>● Annoying people ruin the experience.</li><li>● Uninteresting information makes me avoid connecting.</li><li>● Privacy issues are a real concern.</li></ul>	<p><b>Industry</b></p> <p>● ● ● ● ●</p> <p><b>Interpersonal</b></p> <p>● ● ● ● ●</p> <p><b>Technical</b></p> <p>● ● ● ● ●</p> 

**Hannah, 35**  
**Photographer, Los Feliz**



- Photography Teacher
- 35 years old
- 12 years in teaching
- Los Angeles

Archetype: **Peacemaker**

# Persona for Music Producer Jonas



**“I need to connect the few real masterminds in niche groups that share the same interests because if we all were really connected we could create paradigm shift.”**

Motivators	Goals	Needs	Frustrations	Skills   Devices
<ul style="list-style-type: none"><li>• Reaching out to my heroes on Twitter</li><li>• Collaboration to solve fundamental life issues</li><li>• Work connections</li></ul>	<ul style="list-style-type: none"><li>• Feel that the internet as a tool is working for the people, not govt. or capitalism</li><li>• Private threads from better algorithms that connects the people who can create the change (comes down to the people).</li></ul>	<ul style="list-style-type: none"><li>• To connect specific niche groups that intimate connection</li><li>• Certain software tools for the music industry</li><li>• Facebook Groups Live for doing music classes with kids</li></ul>	<ul style="list-style-type: none"><li>• Hard to genuinely connect in a meaningful way.</li><li>• Annoying people ruin the experience.</li><li>• Uninteresting information make me avoid connecting.</li><li>• Privacy issues are a real concern.</li></ul>	<p><b>Industry</b></p> <p>● ● ● ● ●</p> <p><b>Interpersonal</b></p> <p>● ● ● ● ●</p> <p><b>Technical</b></p> <p>● ● ● ● ●</p> <p> </p>

**Jonas, 41**  
**Music Producer**  
**Los Angeles, CA**

- Music Producer
- 41
- 20 years in music
- Los Angeles

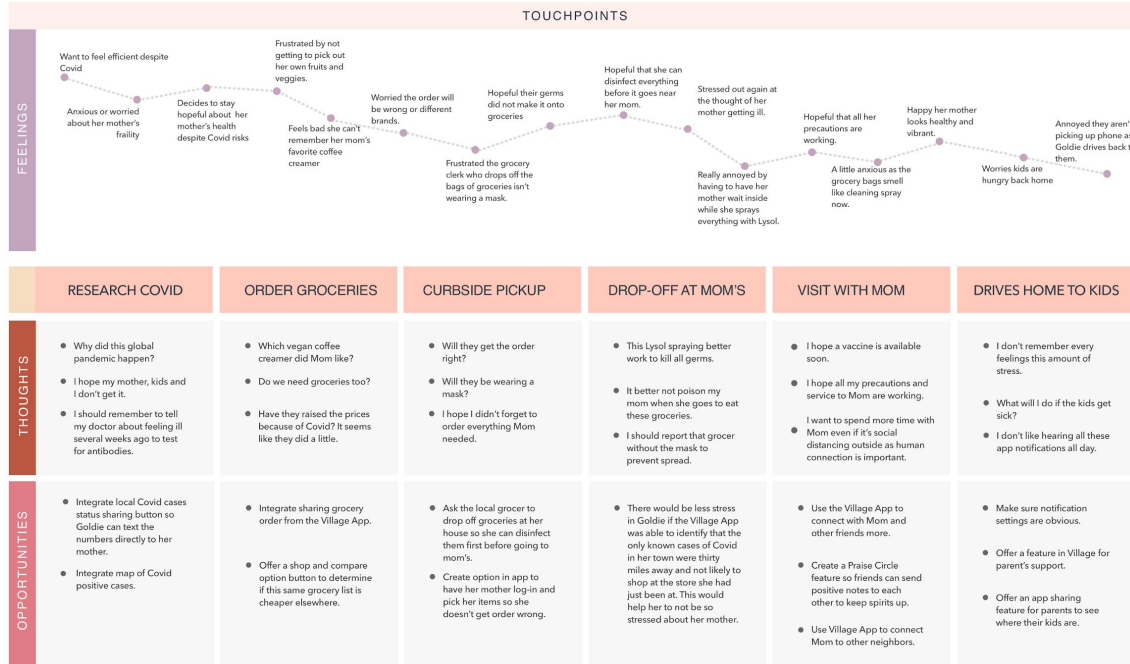
Archetype: Creator

GOLDIE LOPEZ  
The Organized Single  
Mom  
42 year old female  
Estate Attorney  
Arcata, CA

# Journey Map

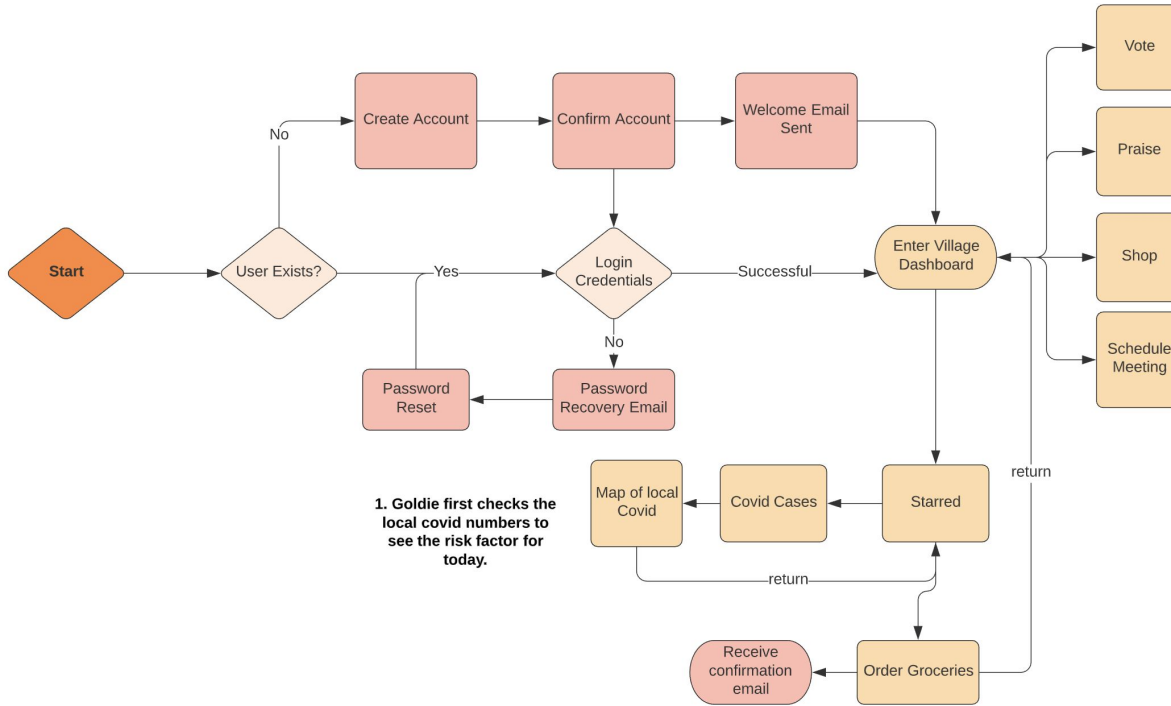
Scenario: Goldie needs to check the Covid numbers in her town today and determine her mother's health risk before she orders and delivers groceries.

Goals and Expectations: Order and drop off groceries for her mother and make sure she's safe and healthy from Covid. Expects a seamless 2D experience of her 3D life.



[link to full, readable Journey Map](#)

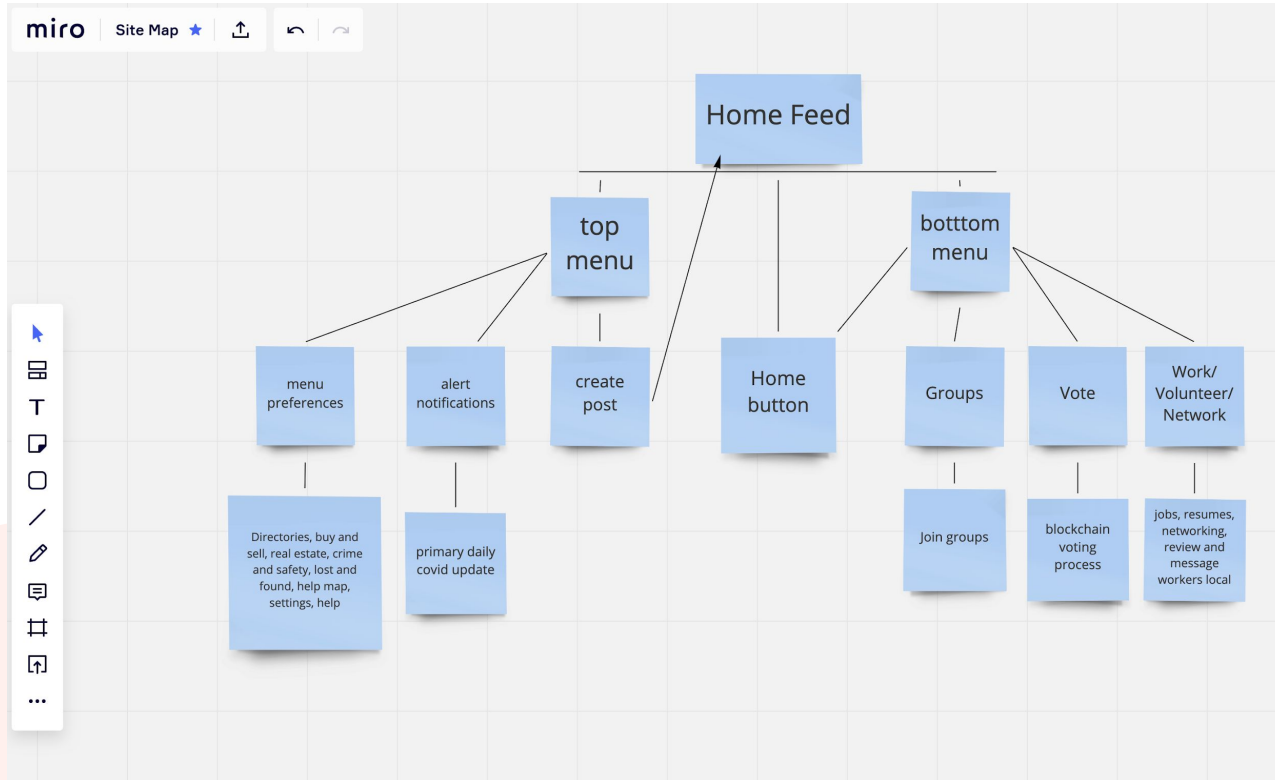
# Goldie's User Flow



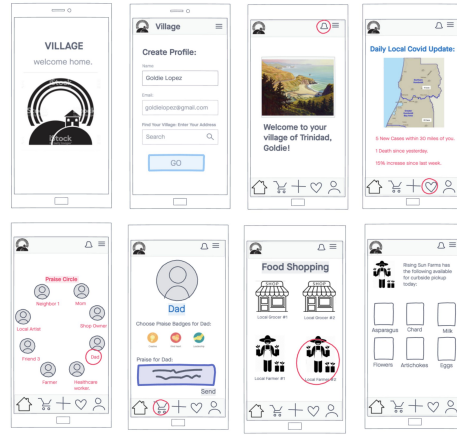
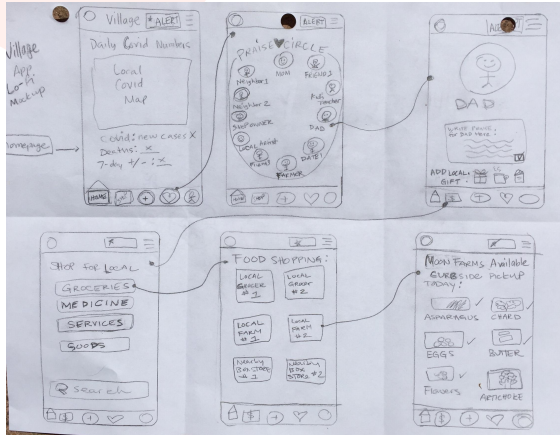
2. Next, Goldie orders her mother groceries for curbside pickup.



# Site Map Outline in Miro



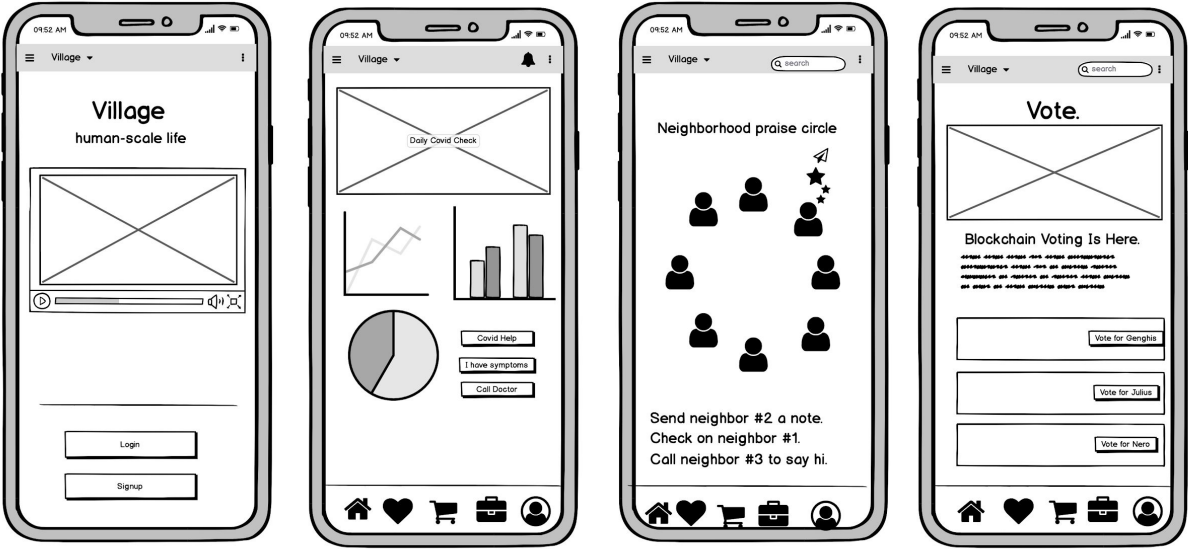
# Define: Paper Sketches & InVision Freehand



Being able to freely sketch out ideas is a key step in the design process. It is a cheap and fast way to determine if your original user flow and site map are feasible.



# Define and Design: Prototyping



Low-fidelity prototyping in Balsamiq



# Mid-Fi Prototype in Sketch





# Hi-fidelity Prototype using Sketch V2:



# Usability Testing Script:

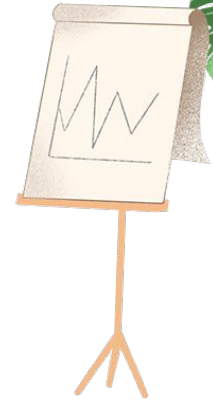
Dear User,

This is voluntary and you can opt out of testing the app any time. This is a test of the app, not you. There are no right or wrong answers. I'd like your permission to record the user test. I will delete the recording as soon as I view it and make notes. I am going to have you test the application. Your task is to:

1. I want you to login as an existing user and first check your notification alerts for covid news.
2. Then I'd like you to vote for your local council person and receive a confirmation notice.
3. Next I'd like you to find your local shopping farmer, Rising Sun Farms, and make it to your shopping cart view.
4. Then I'd like you to see what volunteer opportunities are available to you.



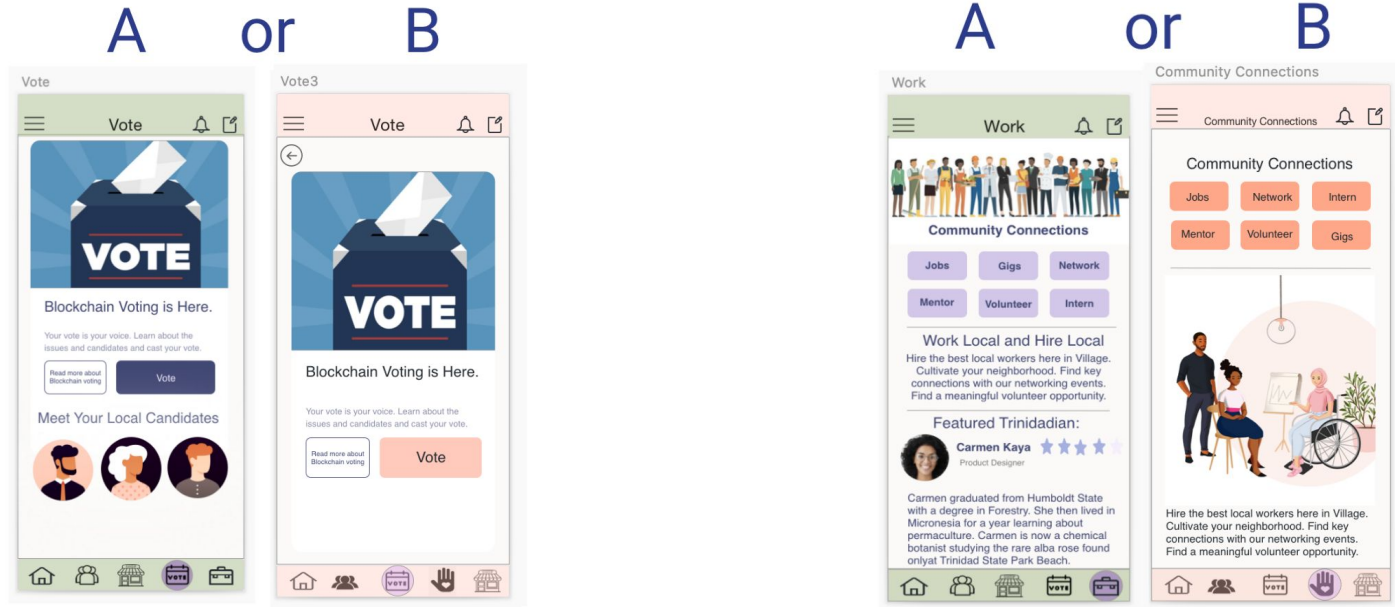
# User Testing V1: Rainbow Analysis



Mobile Usability Test- ERRORS	P1	P2	P3	P4	P5	P6	Total	Error Rating	Possible Solutions & Next Steps
Interpreted groups navigation icon as volunteer icon							5	4	Integral to app use; explore icons that more clearly state "volunteer"
Interpreted images of electoral candidates as vote button							2	3	Important to not confuse voters; change layout of this page
Clicked on individual groups in hopes of being able to volunteer this way							2	2	If icon fixes are made this is less likely to occur; won't be confusing
Mobile Usability Test- NEGATIVE COMMENTS	P1	P2	P3	P4	P5	P6	Total	Error Rating	Possible Solutions & Next Steps
I feel mildly confused by the homepage. Is this a feed?							1	1	Add simple direction in onboarding bubble or coach note
Hmm. Where are notifications?							1	1	Add simple direction in onboarding bubble or coach note
Is there a menu? Where is the menu?							1	1	Add simple direction in onboarding bubble or coach note
Mobile Usability Test- POSITIVE COMMENTS	P1	P2	P3	P4	P5	P6	Total	Error Rating	Possible Solutions & Next Steps
Almost makes me want to be social! I should volunteer! And join a band.							1	-	Refine design keeping core prototype elements
It's pretty cool. I like how everything's very visual with the images and graphics. Makes it fun.							4	-	Refine design keeping core prototype elements
I like the "community chest" icon. I didn't know it was a briefcase icon.							1	-	Refine design keeping core prototype elements
I love the splash screen; I think that's a place in Switzerland							1	-	Refine design keeping core prototype elements
Mobile Usability Test- SUGGESTIVE COMMENTS	P1	P2	P3	P4	P5	P6	Total	Error Rating	Possible Solutions & Next Steps
Are you going to have dating in here? That would be a good feature - to know who's local.							2	2	Consider adding this feature
You should offer incentives for good behavior - coupons, etc.							1	2	Consider adding this feature
Everything in modern participation is polarized, so setting parameters for cooperation and tolerance is good. Neighborly parameters							1	2	Consider how to shape app offering more with this philosophy
Mobile Usability Test- OBSERVATIONS	P1	P2	P3	P4	P5	P6	Total	Error Rating	Possible Solutions & Next Steps
Logged in no problem							6	-	Refine design keeping core prototype elements
Was able to find notifications right away							2	1	Refine design keeping core prototype elements
Scanned the bottom menu options before finding the bell for alerts and notifications							4	1	Consider putting notifications at the bottom
Had a hard time determining where the Volunteer icon was							6	4	Integral to app use; explore icons that more clearly state "volunteer"
Hovered on the voter's faces but did not click on them prior to clicking on the vote button							4	3	change the layout of this page
Clicked shopping cart icon to go to checkout rather than the check out button at the bottom							1	-	keep both

# A/B Testing for 2nd Iteration

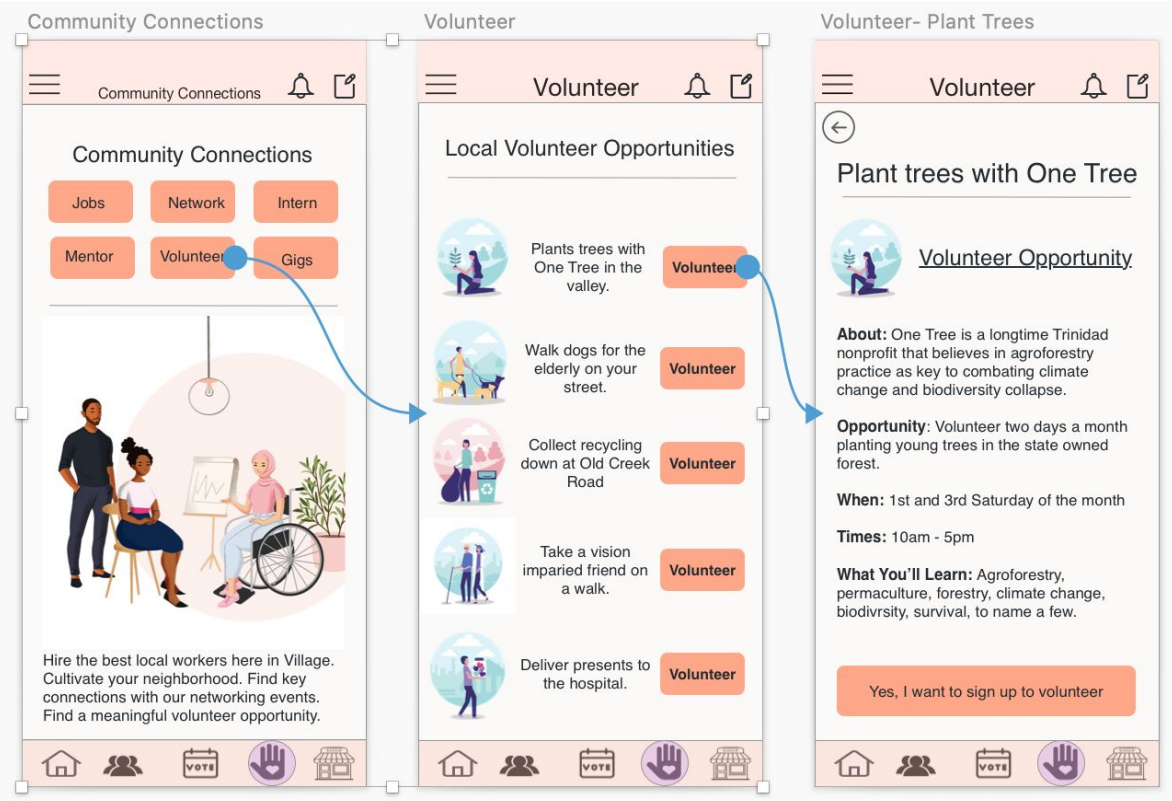
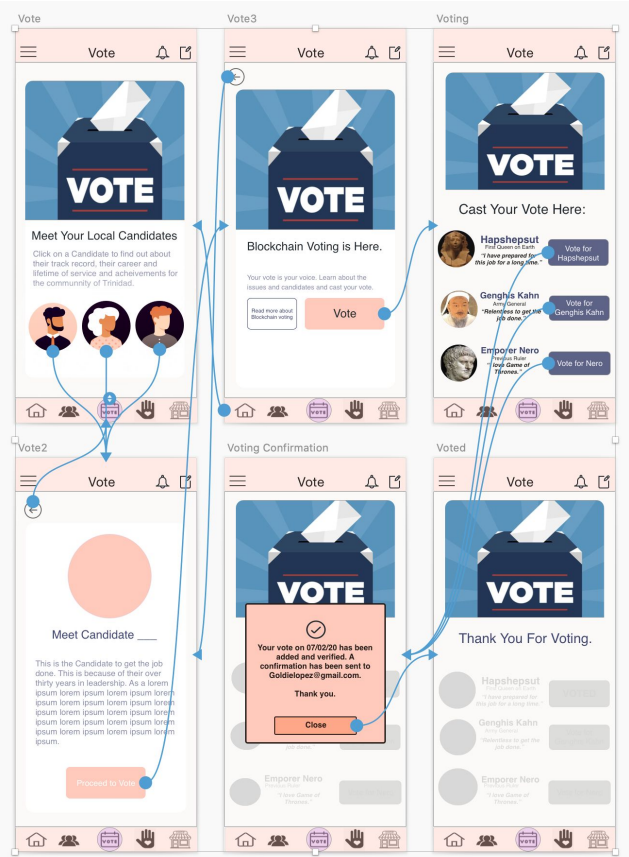
Tested fixes to main two errors on V1 having to do with voting and volunteering and the confusion around which icons to use and user flow. Had a unanimous response to corrections and thus created V2.



Despite confusion on where to click to vote, all testers still preferred screen A. My solution was to create two separate screens for meeting the candidates and voting.

All users preferred B with the hand with heart icon for community connections. They also preferred less text. I also changed the title at the top of the screen.

# Iteration #2: voting and volunteering screen updates



# Final Hi-fidelity Prototype in Sketch



# Thank You.

[View Clickable Prototype Here](#)

Case study by Shasta McBride, July 2020

[www.shastamcbride.com](http://www.shastamcbride.com)

<https://www.behance.net/shastamcbridee4ac>

