

# **MID TERM PRESENTATION**

**TEAM FOURTY-SIXTY-THREE**

Emily. Gabriel. Tyler.

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## **PROBLEM**

**The misrepresentation of street homeless has created mental barriers preventing the us from helping them.**

# **BREAKING BARRIERS**

## **HIERARCHY OF NEEDS**

### **Physiological and Safety Needs**

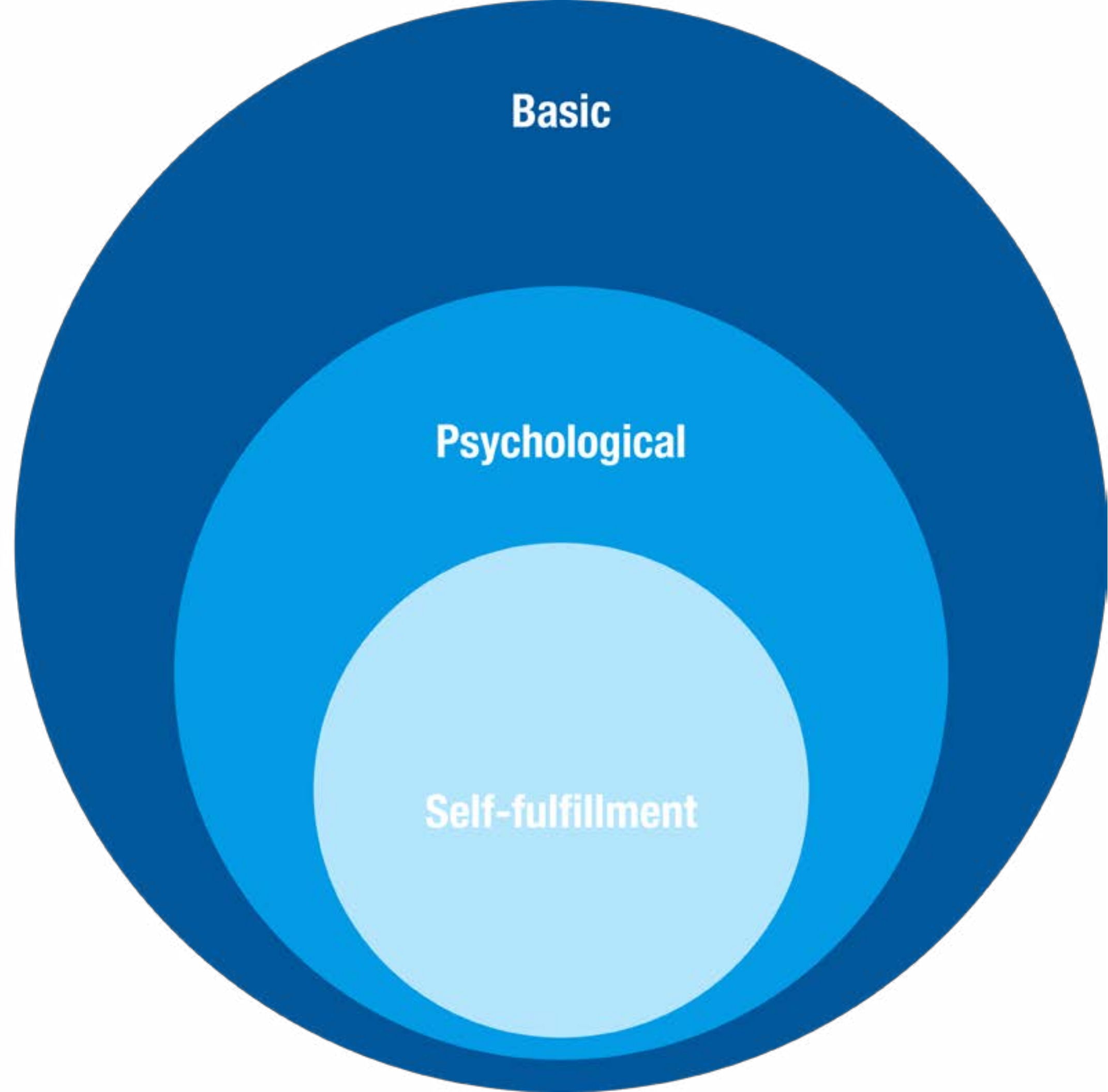
First and foremost, the brain is hardwired to ensure of survival which places safety over all else. People openly approach new experiences when they don't feel threatened or pressured.

### **Belongingness and Esteem Needs**

Human nature fosters a longing for intimate relationships that we exercise through the friends that we have and the new people we meet.

### **Self Actualization**

This is the highest need and it deals with seeking personal growth through peak experiences. The ultimate goal would be to reach transcendence, helping others to achieve self actualization.





# SUMMARY

## HOW THE RESEARCH LEAD TO OUR DESIGN DIRECTION

### Answering the right questions

Our original direction was aimed at bringing both homeless and “rest of the public” together through means of communal actives such as eating, charging devices, or playing games. However, this logic merely provided a new space for the same stereotypes to be reinforced. It wasn't until interviewing with our target audience did we realize that education and safety were of higher importance.

“Hygiene, shelter, hunger were all issues but what it all comes down to understanding each other's perspectives”.

Actually getting in front of the people we are designing for proved to be an invaluable experience. Their grounded perspective switched us from thinking about the physical product we'd be designing to the experience of breaking down social barriers that currently roadblock change.



### Needs of street homeless

Homeless people want others to recognize and treat them as equal. Their misrepresentation in the media is not always the case from person to person. Street homeless are doubtful that “normal” people will help them because of the concern of safety.

### Ensuring safety

Creating a safe place to live and learn is crucial when building positive experience between two groups of people. When both parties can let their guard down and feel at ease, genuine and meaningful interaction can occur.



# SUCCESSFUL PROJECTS

## COMMUNITY BUILDING FOCUS



### Keith Haring NYC Art

For the 100th anniversary of the Statue of Liberty artist Keith Haring enlisted the help of 1,000 NYC school children to help paint the dedication. He painted the outline and oversaw the children fill in the blanks.



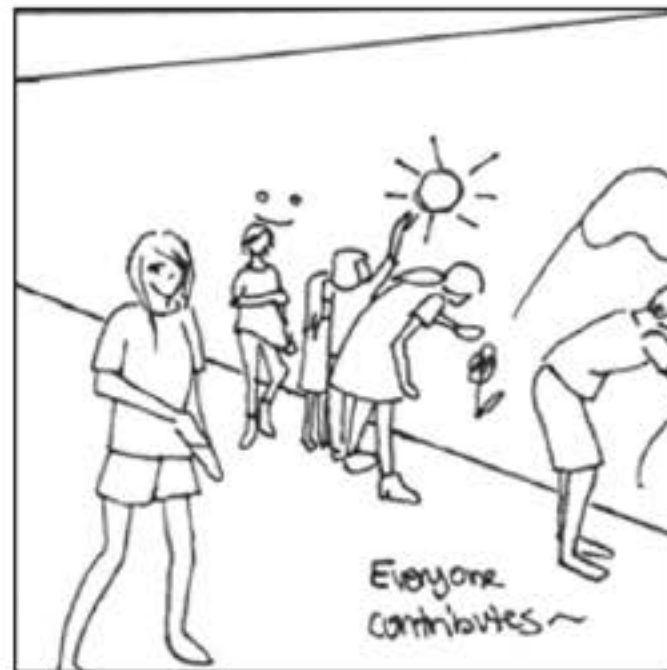
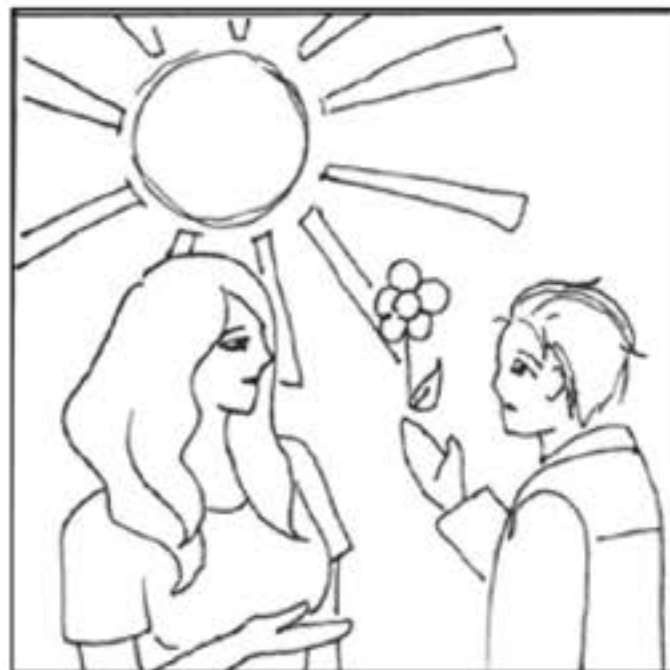
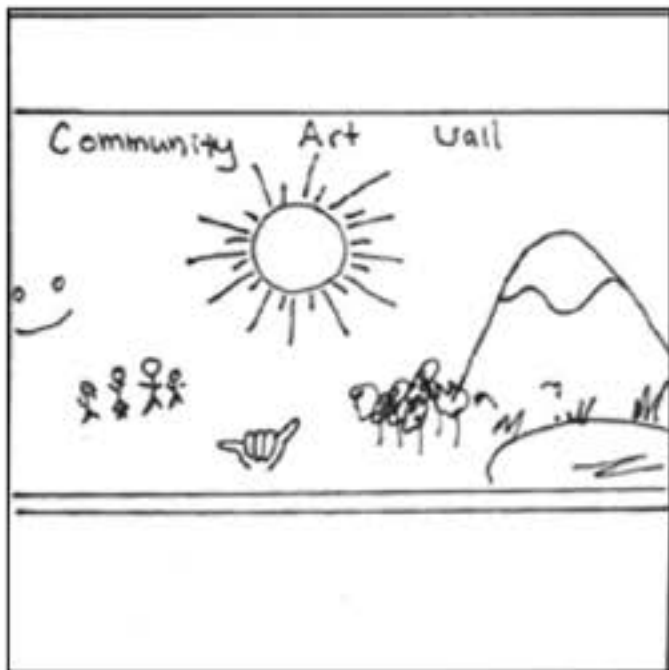
### Cross Walk Pong

Developed by two students in Germany, this crosswalk promotes complete strangers to engage in a rudimentary game of the video game pong while they wait to cross the street.



### Natural Disaster Bulletin Board

Neighborhoods in NYC often revert to bulletin boards as means of communication during utility outages. These markers serve to inform the community about the current needs and services available for trade.

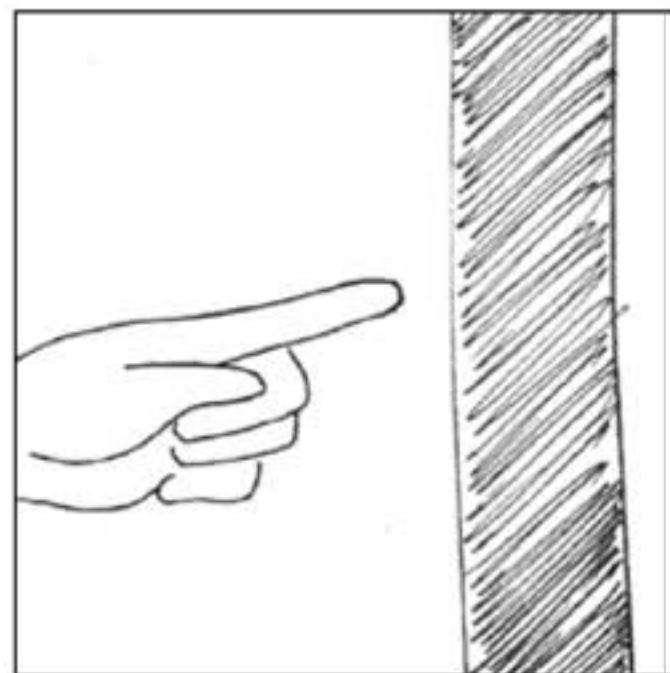
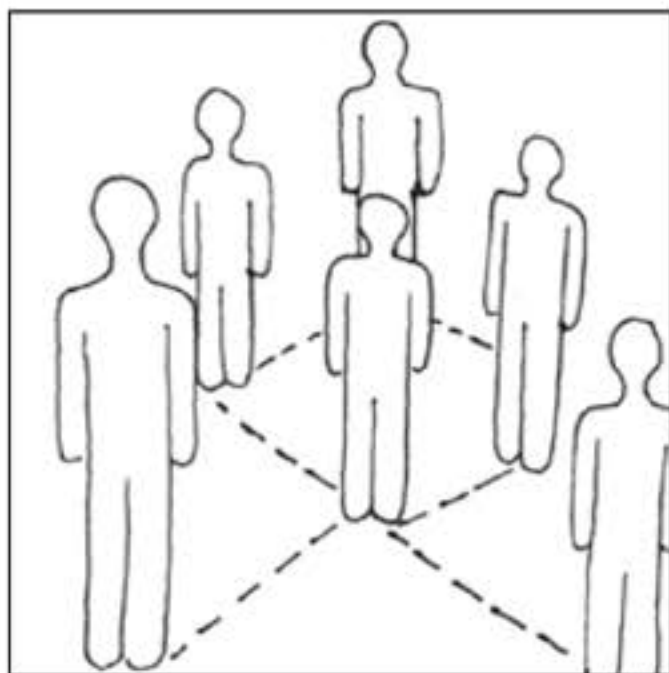
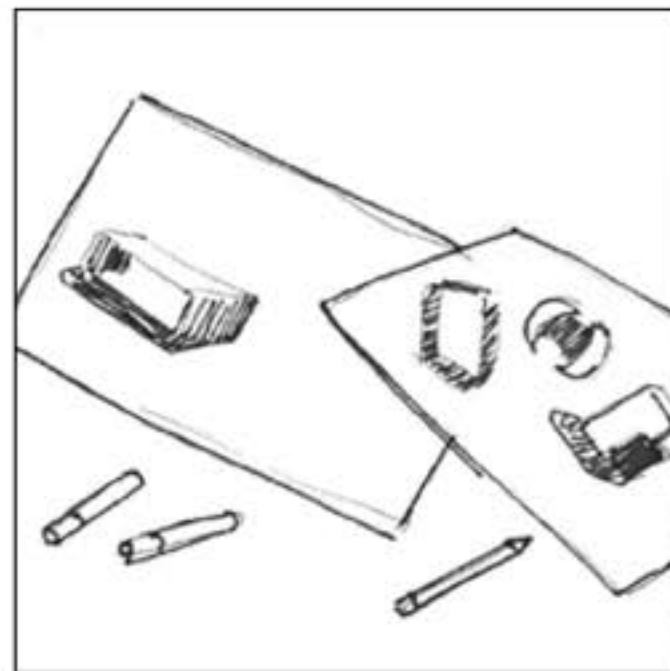


## Community Art Wall Storyboard

Art has the power to unite communities through working towards a common goal. Art walls provides the community with a medium for self expression.

1. San Jose sets up a public community art wall for its residents to decorate
2. Homeless artist contribute to the wall, showing off their skill.
3. People take notice and contribute to the wall as well.
4. Finished community art wall provides a sense of bond between members of the community.
5. Strangers show off thier work and talk with eachother.
6. In a matter of time, the sense of community becomes stronger as more murals are completed .



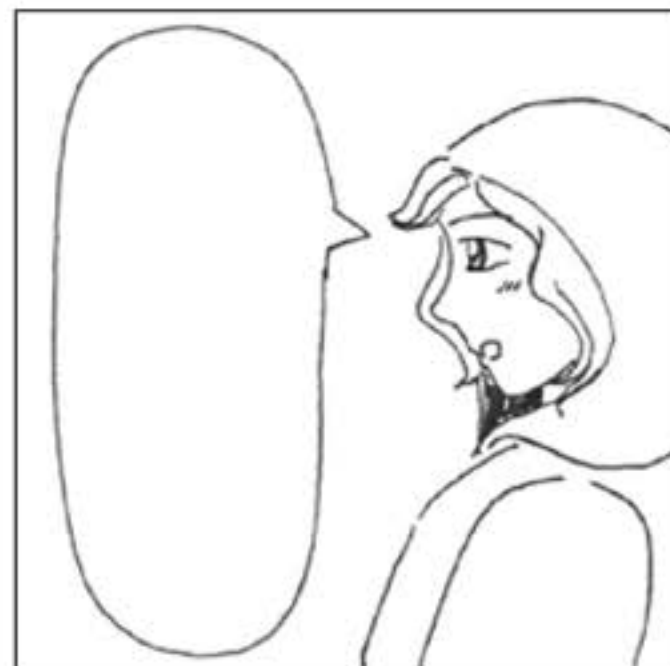
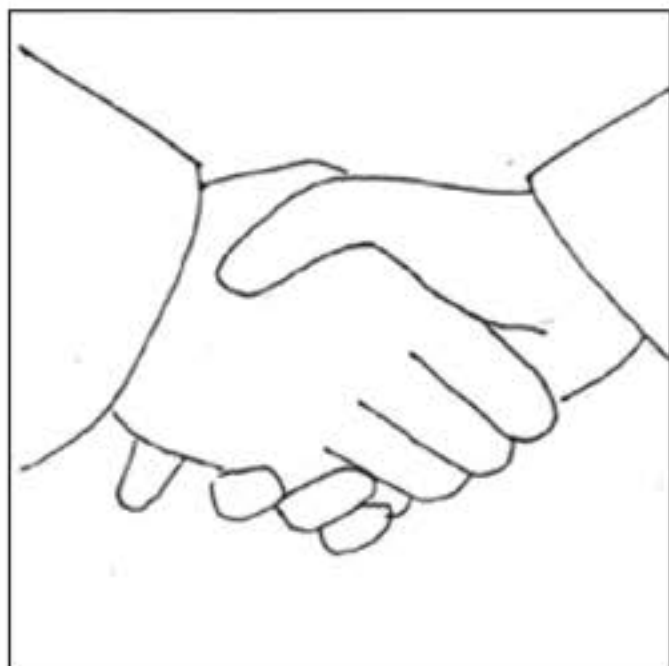
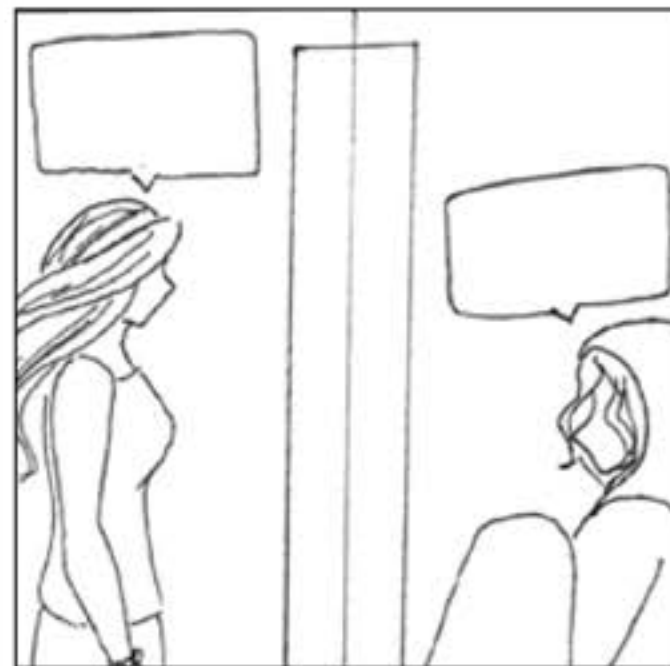
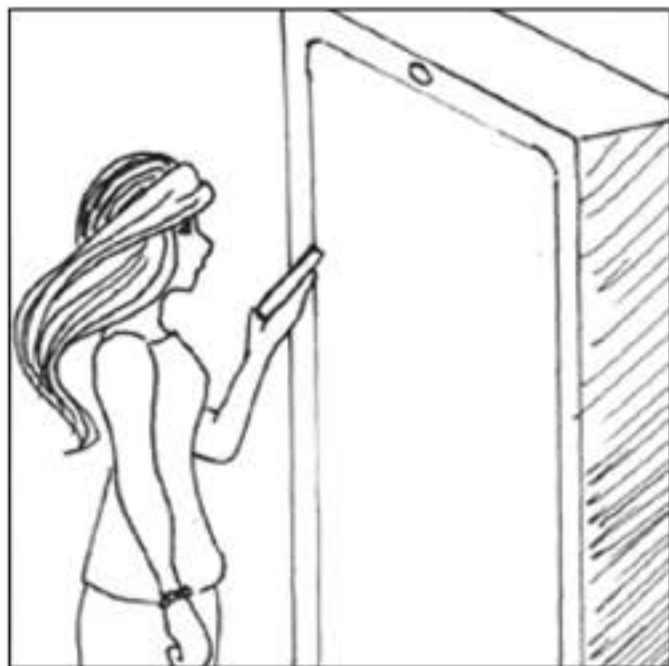


## POV Education Storyboard

People make sense of others by applying stereotypes to represent them. A simple shift in perspective can make a person think twice about street homeless.

1. Homeless people assume the general public looks down on them and are rude.
2. Some general public want to help but they are worried about their own safety.
3. Design a product / installation that educates both parties of each other's stories.
4. The project slowly connects people by educating each other about everyone's POV
5. After gaining a better perspective, each party is more willing to interact
6. Both parties interact with the product and learn about each other's background.





## Interactive Portal Storyboard

Technology has a tendency to create barriers between individuals but ironically, people feel safer when interacting through it.

- 1.** A person on high income is texting as they come across the 2-way portal
- 2.** Homeless woman is camped in front of another 2-way portal.
- 3.** They notice each other and start a conversation through the installation
- 4.** The wealthy offers information that can help out the homeless.
- 5.** The wealthy sympathize and explain their background/ perception of homeless.
- 6.** The homeless person and explain their story / how they are treated by the public



## Happy Stranger Storyboard

Dismissing mundane or even meaningless conversations can result in missed opportunities to meet new and exciting people.

1. Two people walk past each other on the street, ignoring one another.
2. They happen to make eye contact with and they look up.
3. Rather than brush off the meaningless interaction, the two begin conversation.
4. They leave the brief conversation knowing a little more about the other person.
5. The interaction was pleasant and both parties are glad they talked.
6. Their brief conversation was both meaningful and genuine.



# GOALS & REQUIREMENTS

## PLANNING FOR SUCCESS



**GOALS**

**REQUIREMENTS**

**Break barriers by exposing traditional stereotypes**

**Promotes the use of existing public spaces**

**Creates a safe environment that fosters cooperation**

**Spreads awareness & empowers communities**

**Requires low to minimal cognitive ability to operate**

**Color and form reinforce the theme of safety**

**Appropriate ergonomics accommodates for all**

**Material choices reinforce positive emotional qualities**

## **DEVELOPMENT**

**The “every idea is a good idea” phase  
of the design project**

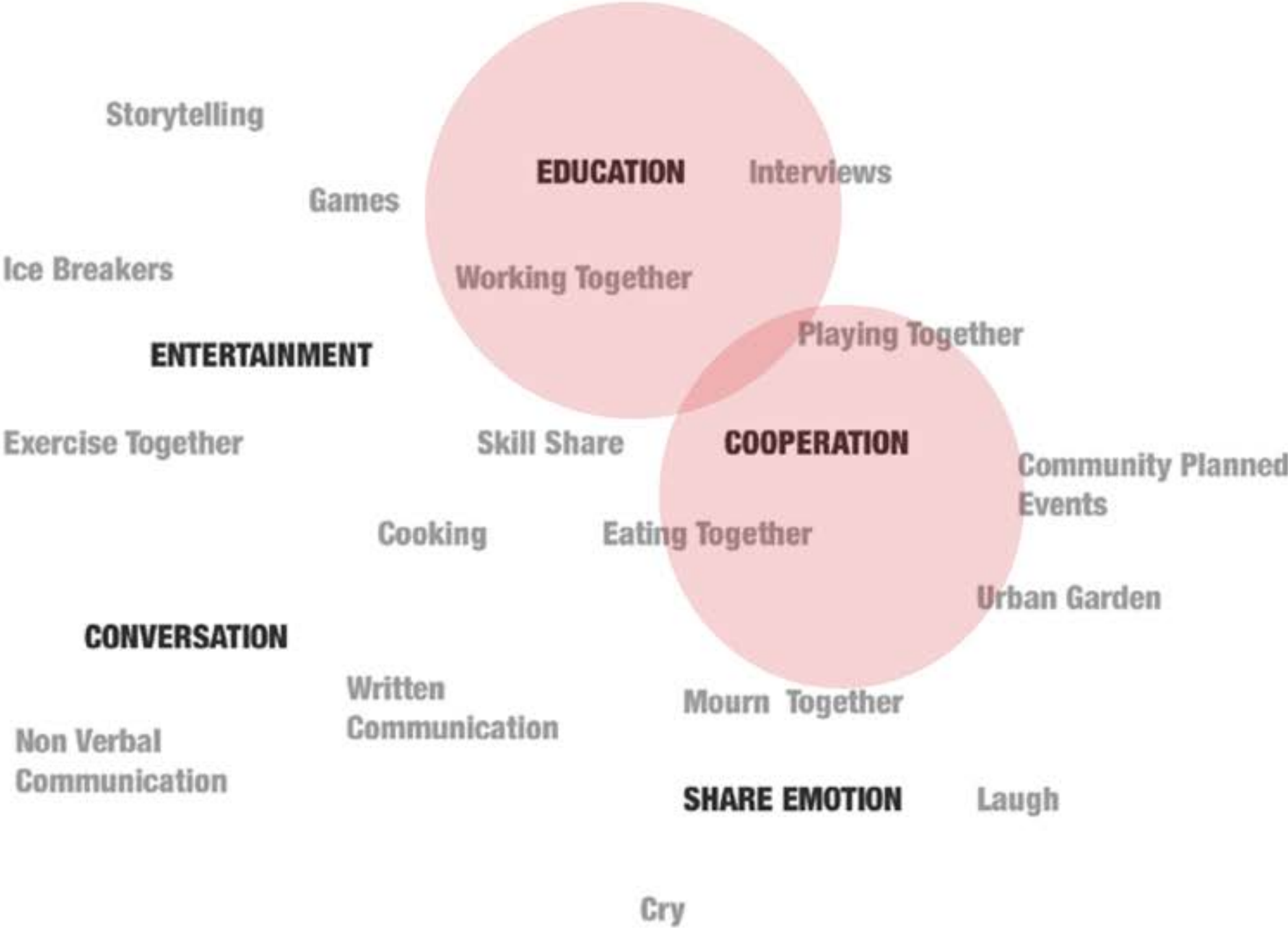


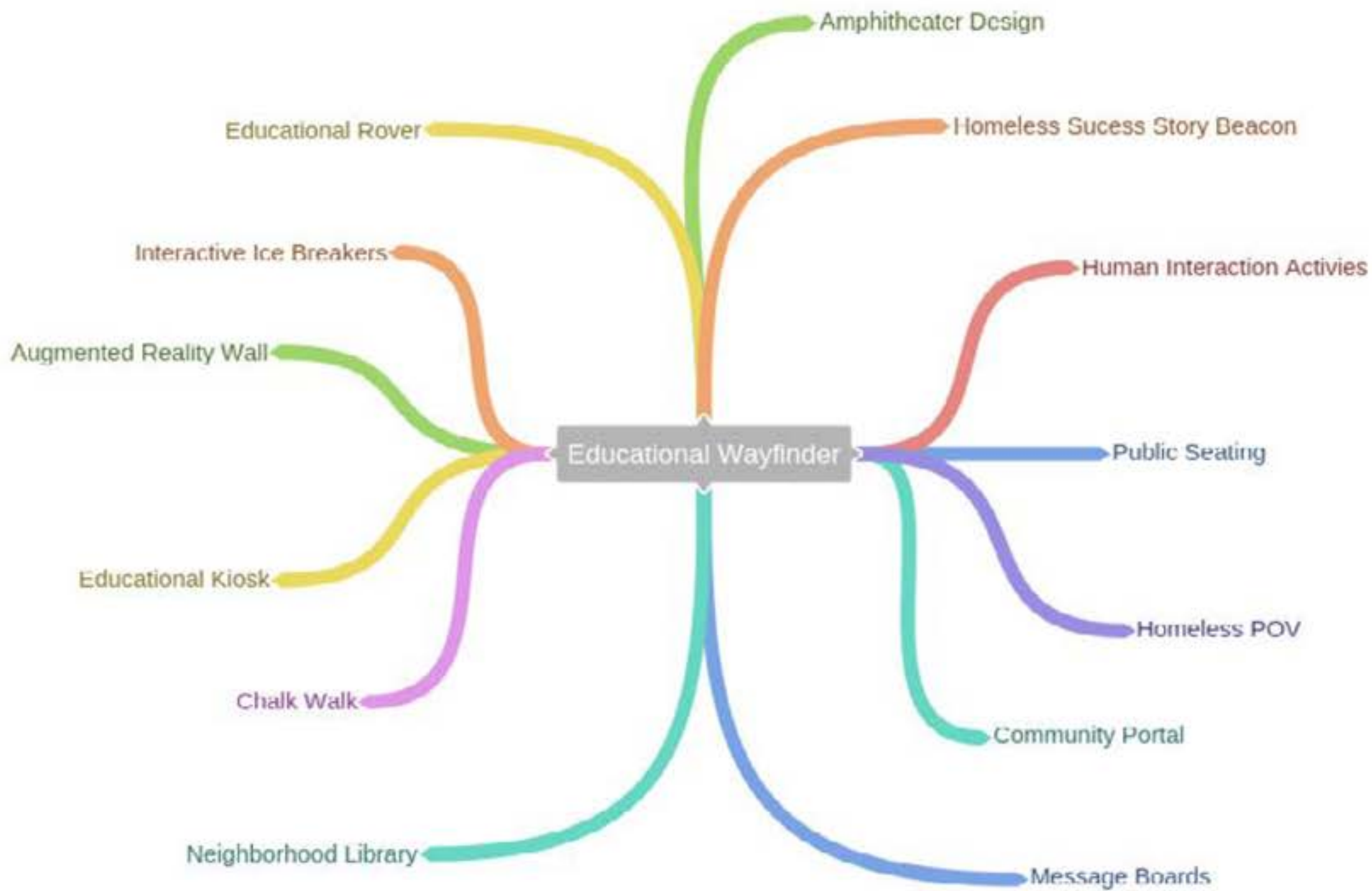
# BASIC INTERACTIONS

## PROSPECTIVE THEMES

### Analyzing Storyboard

Whether big or small, there is something to be learned from every interaction we experience. Education and cooperation were themes that developed in our storyboards and idea development that both promote the type of experience that we want our users to experience.





# MIND MAP

## FORMING CONCEPTS

### Educational Wayfinding

Traditional wayfinders are meant to take the complexity out of an unfamiliar environment and direct users to where they need to go. The idea behind an educational wayfinder is quite similar. The product will promote users who are unfamiliar with the neighbors to engage and cooperate with them through a safe medium.



## USER INTERVIEWS

## SEEKING DESIGN DIRECTION AFFIRMATION

### Highlight Success Stories

It was mentioned in our interviews that the issue of street homeless has to be positively portrayed in order for general public to relate and sympathize. Letting people know that not all homeless are bad individuals when in fact they are often products of being marginalized by society.

***“People don’t like to get involved because they are scared” -Sharon***





I love it here

This city is great

The letters 'S' and 'T' are drawn in a thick, orange, hand-painted style. The 'S' is on the left and the 'T' is on the right. The text 'I love it here' is written in white inside the top bar of the 'T'. The text 'This city is great' is written in white inside the lower curve of the 'S'.

Flood on  
billions  
need  
shelter

A solid green circle is drawn with a slightly textured, hand-painted appearance. The text 'Flood on', 'billions', 'need', and 'shelter' is written in white, stacked vertically inside the circle.

hello  
My name  
is Angel

Help I  
need a place  
to stay

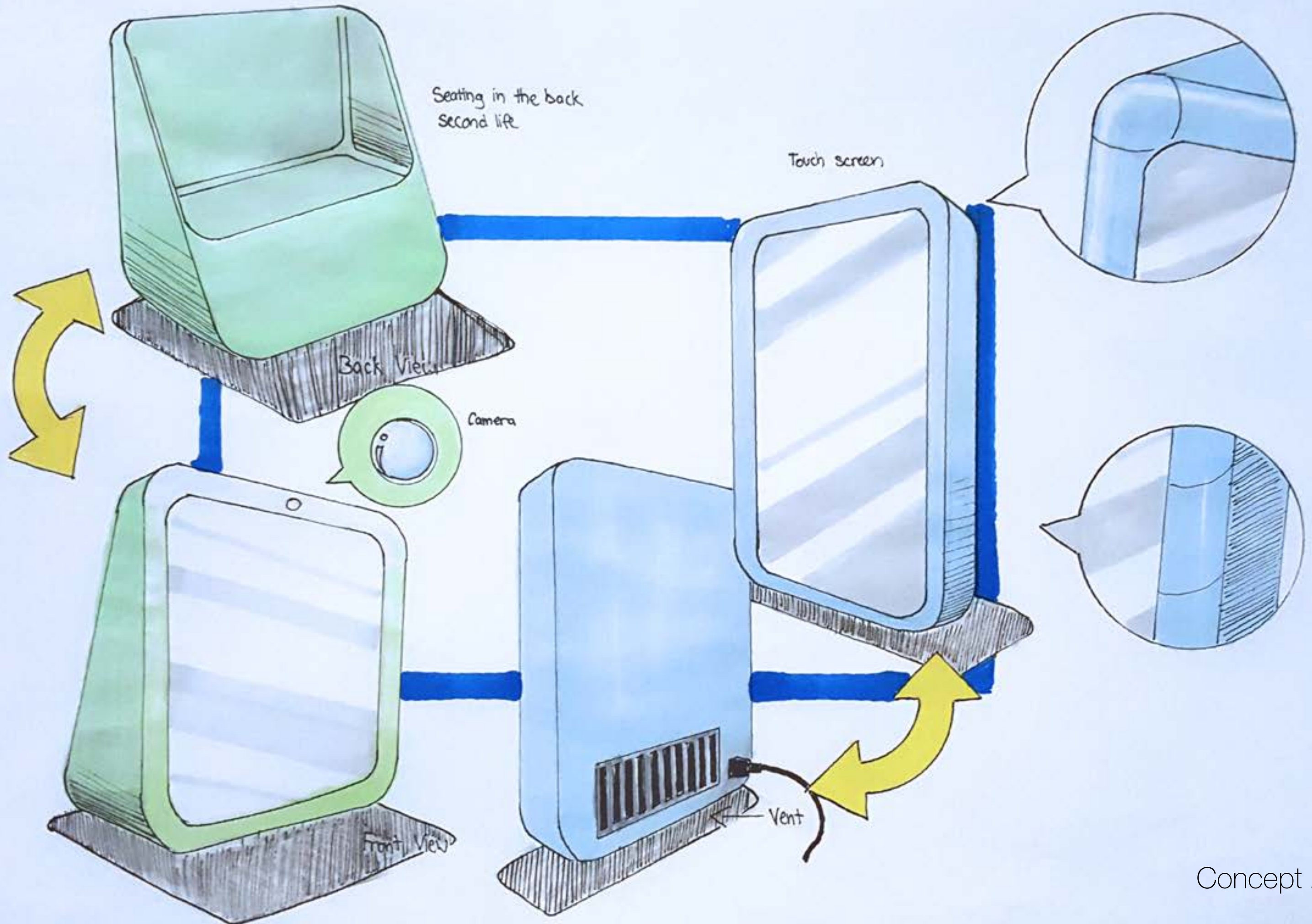
Two blue, hand-painted silhouettes of people are shown from the chest up. The silhouette on the left is taller and has the text 'hello', 'My name', and 'is Angel' written on its chest. The silhouette on the right is shorter and has the text 'Help I', 'need a place', and 'to stay' written on its chest.

Free  
Food

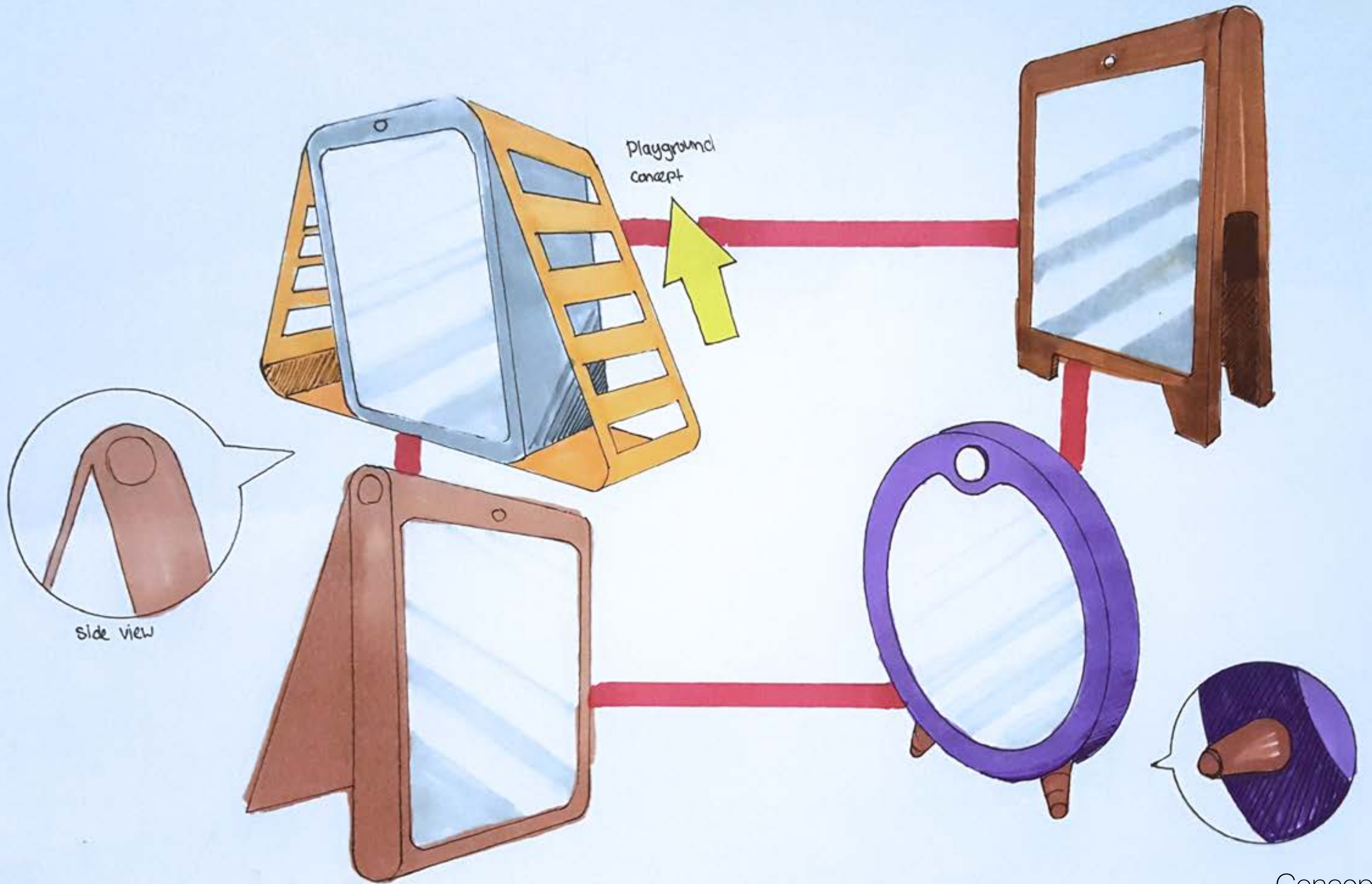
Shelter

A red, hand-painted shape resembling a stepped wall or a series of blocks of varying heights. The text 'Free' and 'Food' is written in white on the left side, and the text 'Shelter' is written in white on the right side.







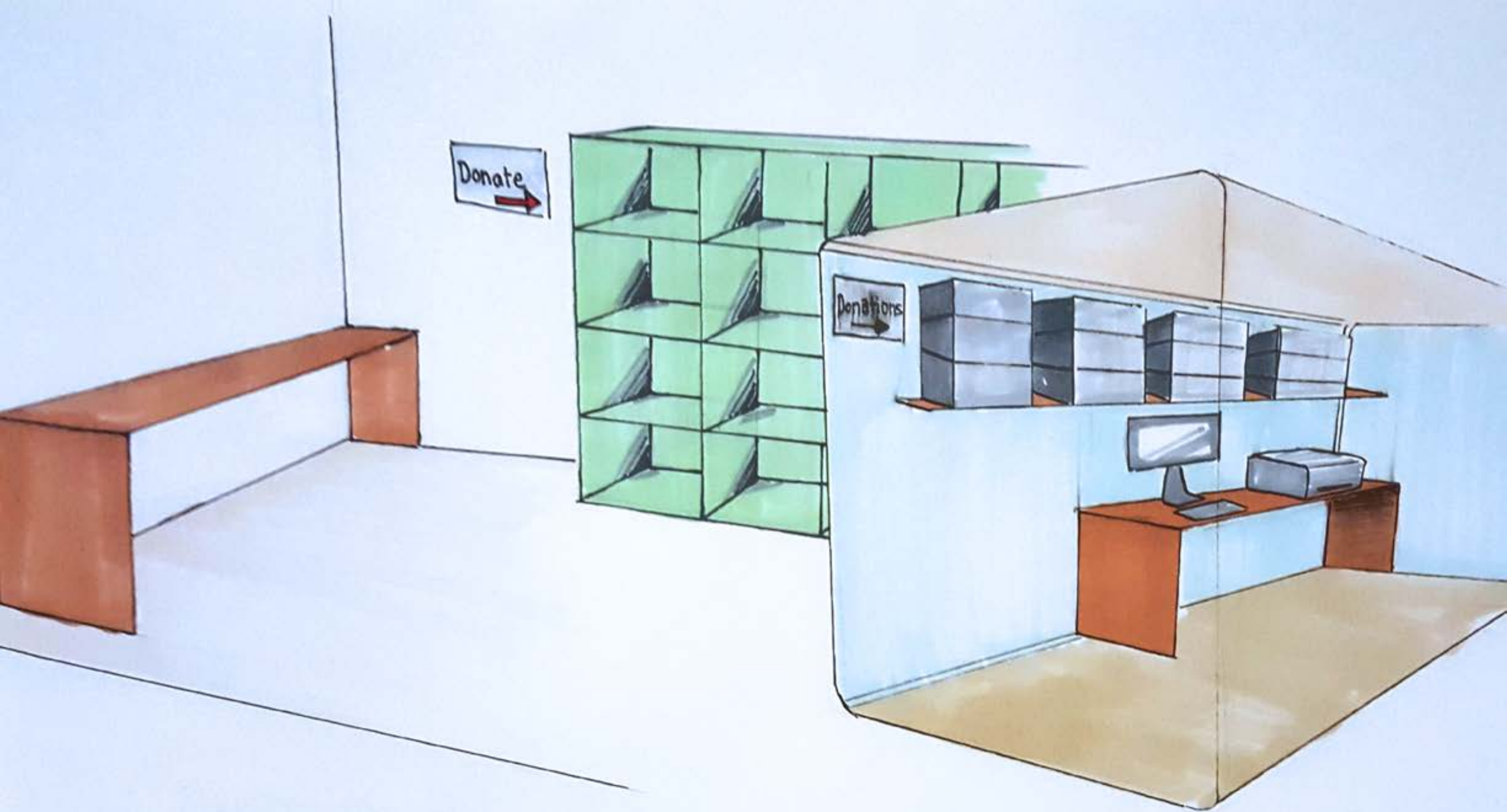


Playground  
concept

side view

Concept 2









## Offsite Team Research

Our team began to conduct field research of existing educational wayfinding systems that promote hands on learning. We visited both the Tech Museum and the Monterey Bay Aquarium. These experiences help inform our direction and validate our hypothesis of whether or not education can break barriers.

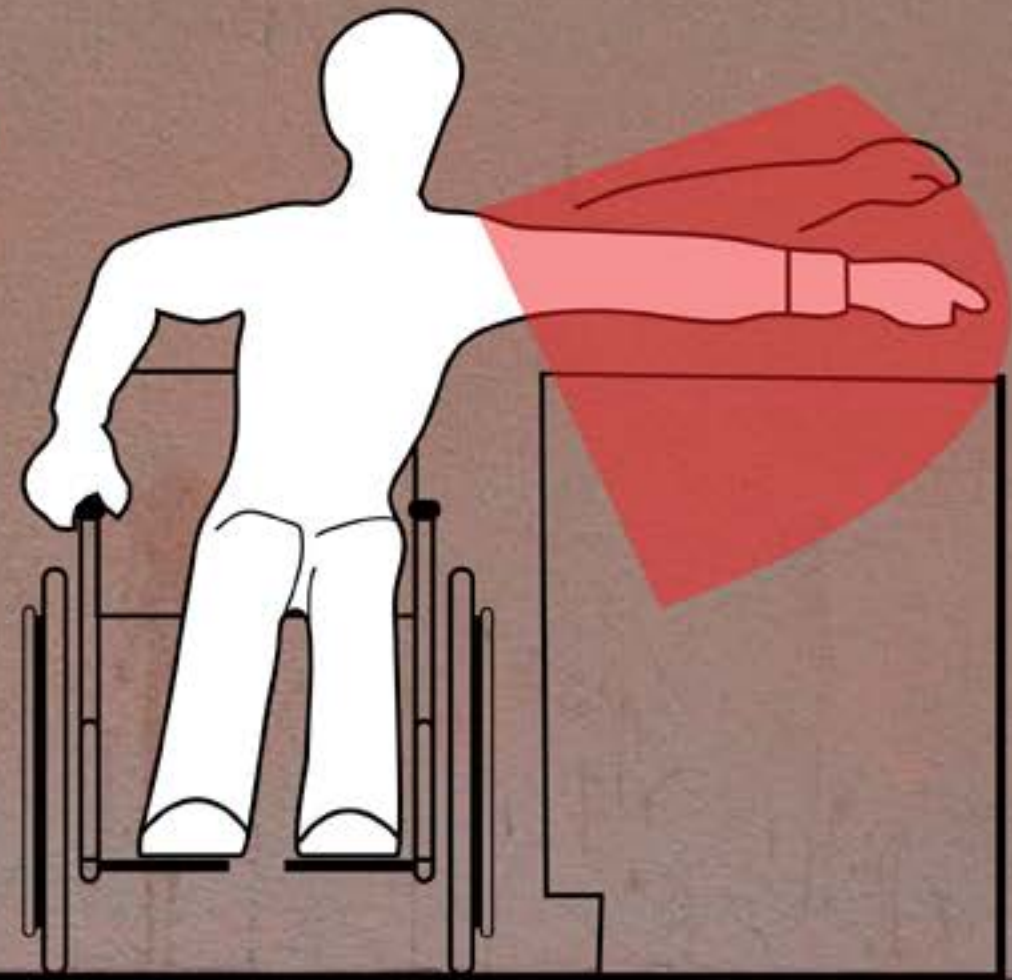


# MOCKUPS

## VISUALIZING OUR DESIGNS



**Shared Range**  
36" - 50"



### **Ergonomic Study**

It was important for our team to carefully consider the usability requirements of all persons whom will be experiencing our product. The needs of an able-bodied-person and a person living with disability's were synthesized to create an optimal shared range.





## **MODELS OF IMPACT**

### **BUISNESS PLAN ACTIVITY**

#### **Plan Of Action**

Our team went through the process of planning out what type of buisness models we would use in or final design by going through this activity.

**Local Businesses / Organization Sponsorship**

**Government Funding**

**1 for 1 Donation Matching**



# PROPOSED DIRECTIONS

## CHALK WALL



## COMMUNITY CHALK WALL

One of the earliest forms of self expression was painting on the walls of caves. This concept leverages people inherent nature to express themselves. This installation would have a curated message that community member could write or draw on.

## Community Portal



## COMMUNITY PORTAL

Conncting different neighborhoods has long been an issue for struggling communities. In this case, technology can be viewed an enabler for the cross-community polination of relationships.

## Pop-up Donation Center



## POP-UP DONATION CENTER

There's an opportunity to further empower the people who already do the most to help street homeless. Donation centers tend to be transactional and don't offer up much of an experience. The experience of donating can be reinforced with empowering design.

## **CHOOSING A FINAL DIRECTION**

**Seeing how the concept explorations stack up against user needs and research to achieve the best decision.**



# COMMUNITY CHALK WALL

## CURATED HOMELESS STORIES

HOMELESS  
THEMED  
MESSAGE

USUALLY  
REINFORCES  
COMMUNITY

SHOWS HOMELESS  
THAT PEOPLE  
CARE ABOUT  
THAT TOPIC

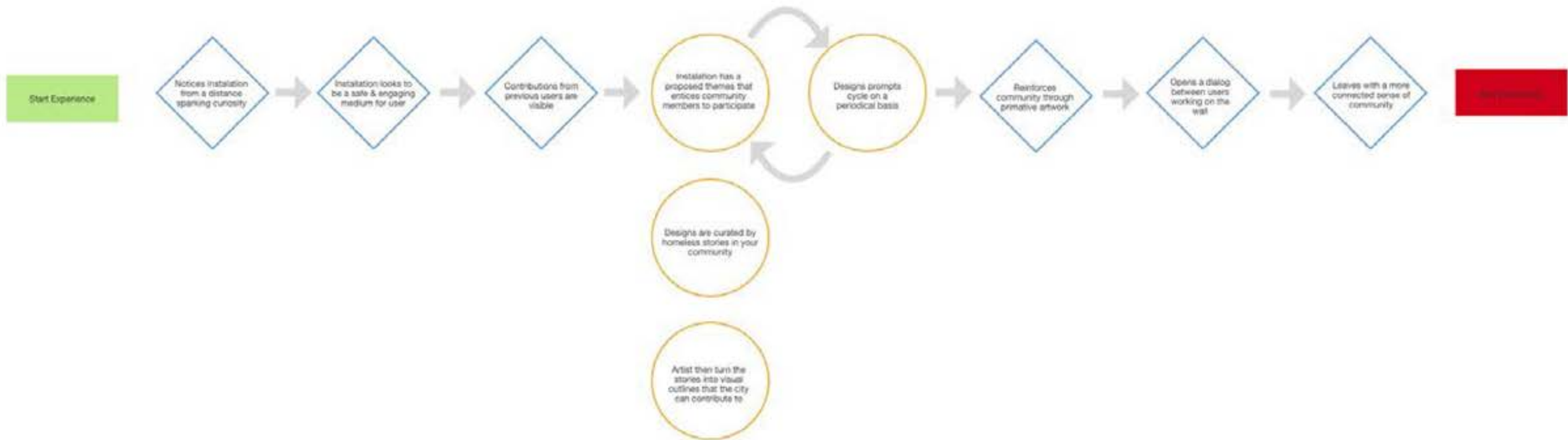
COOPERATIVE  
ART INSTALLATION

CURATOR  
IN CHARGE  
OF HOMELESS  
STORIES

Visualize  
community  
Action

  
CYCLING  
DESIGN

PERSONAL  
STORY  
+  
OPPORTUNITY  
TO HELP



## UX Flow (Community Chalk Walk)

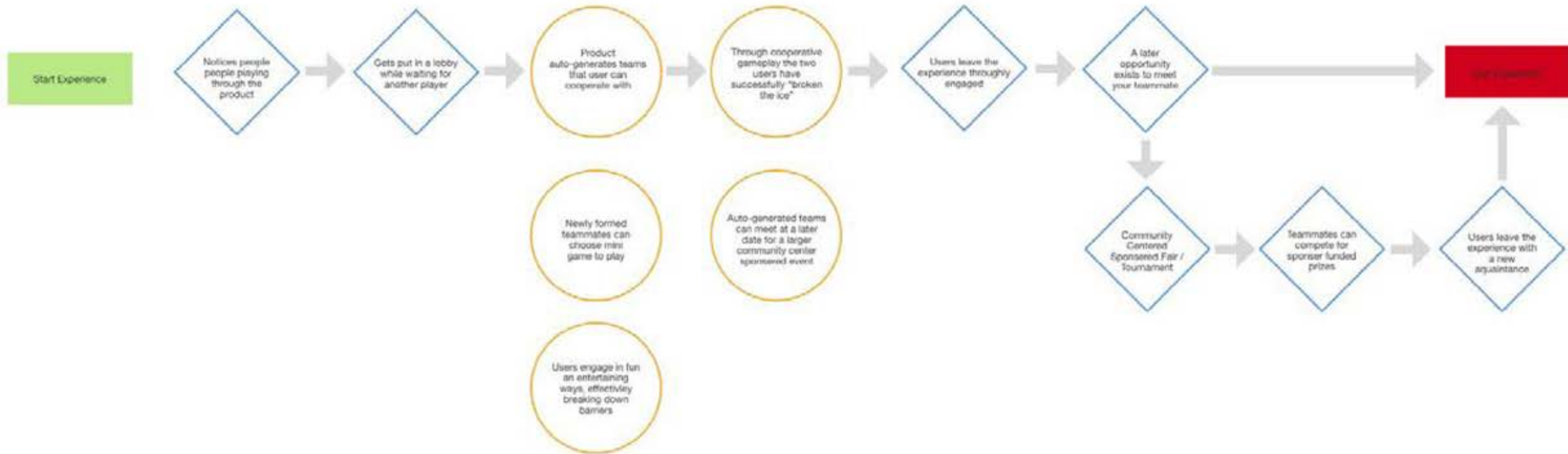
There's a reoccurring element present within this design. Users can come back on a weekly basis to visually add their own experiences to the collective piece. The designs and stories stay fresh and keep the community engaged while raising awareness of street homeless. Success stories are highlighted withing the educational section of the installation.



## COMMUNITY PORTAL

### COOPERATIVE MINI ACTIVITIES





## UX Flows (Community Portal)

People who experience this product will be able to immediately break the barrier of meeting a new person by engaging in cooperative play. Team play serves as an icebreaker, setting the stage for the possibility of future interactions. Community centers will sponsor monthly community events that will be promoted through the portal.





EMERGENCY  
BLUE LIGHT



SINGULAR  
EXPERIENCE

GREATER  
EDUCATIONAL  
GOALS

TECH ROUTE  
PARTNERSHIP

Stationary  
Permanent  
installation

USUALLY  
SEE DONATIONS

TESTIMONIAL  
VIDEO

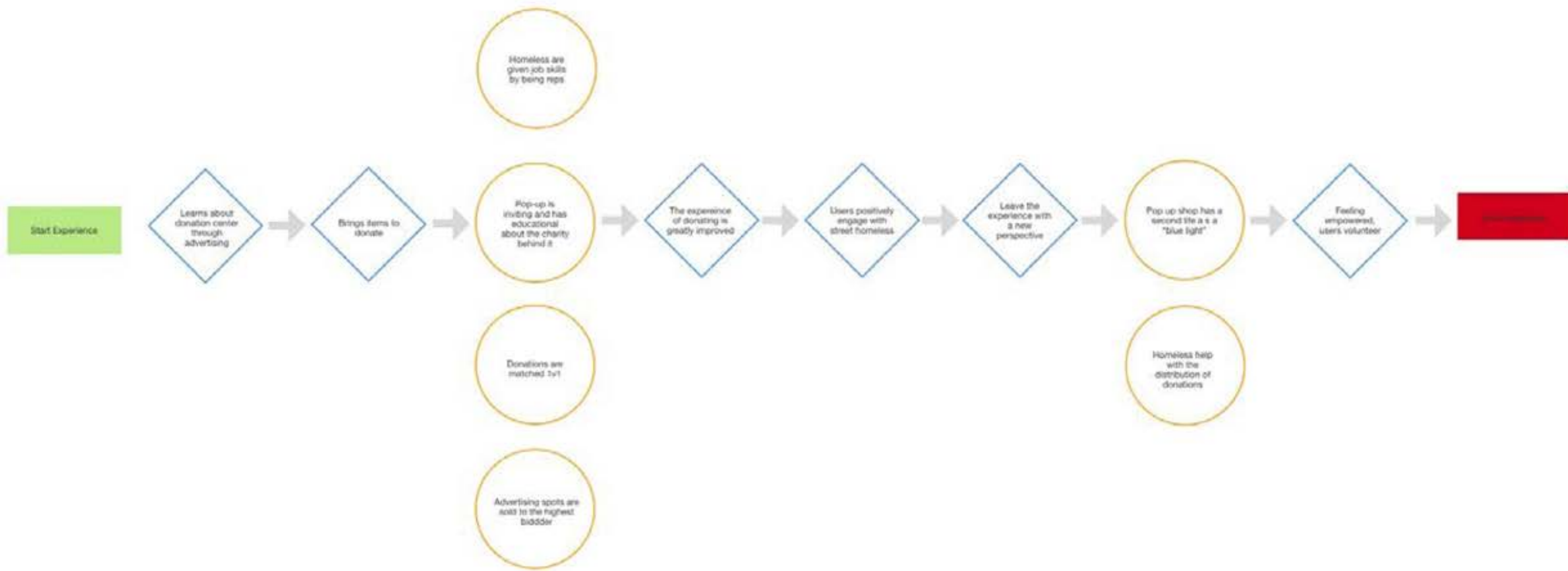


POP UP  
SHELTER

PROVIDE  
VOLUNTEER  
HOURS TO  
STUDENTS

## POP-UP DONATION CENTER

EMPOWERING DONATION CULTURE



## UX Flows (Pop-Up Donation Center)

The experience of donating will be empowering for both parties. People who donate will be able to visually see the impact they are making and experience first hand what it's like to talk with someone who is homeless. The center serves a dual purpose when it's not in use by being a "blue light".



	Chalk Wall	Community Portal	EPDAC
Community	5	5	5
Education	3	4	3
Government	3	2	3
Sustainability	2	3	4
Electricity	0	5	1
Wow Factor	2	5	4
Total	15	24	20

## Decision Matrix

Based on our criteria (community, education, government, sustainability, electricity, and wow factor) we decided to go with the community portal as our final design.

# FINAL CHOICE

## COMMUNITY PORTAL

### Cooperative Play

It's natural for people to interact and build positive connections when they are members of a team. By throwing someone into a scenario without the opportunity to judge first can create an interesting and unbiased social dynamic.

### Promotes Community Centers

Community centers are underutilized resources that are available to the greater public. Awareness of these centers will bring more traffic and funding to the efforts that they seek to promote. Our group is looking to empower every person to check out what is happening at their local community center.



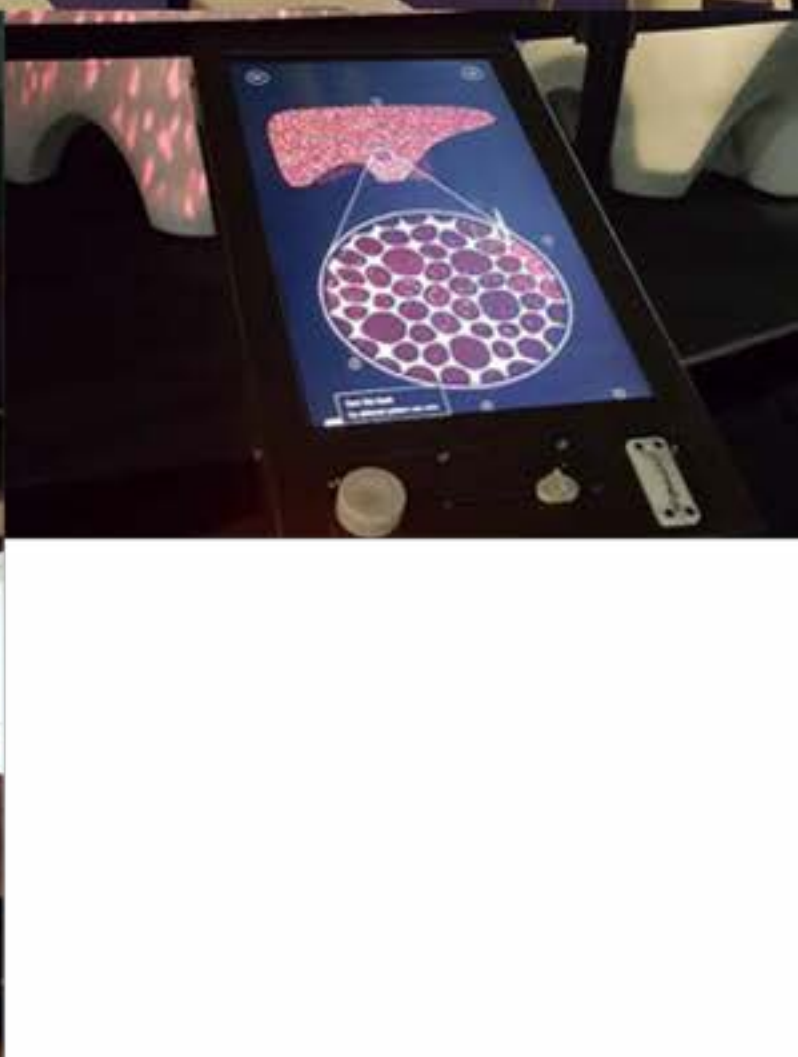
### Cross-Community Pollination

Normally separated communities will become closer with the implementation of this system. However brief, meeting new people can greatly change our perspective on how we view one another.

### Aids In Breaking Social Barriers

Social barriers are artificially constructed to protect us from what is foreign and unknown. These barriers are inhibit our ability to meet and experience new people. By removing these barriers communities will become more vibrant and welcoming.







**Concept Refinement**  
**Mockups**  
**Sketches**  
**Final Model**  
**Video of Experience**  
**Full Blown UX Map**  
**User Feedback**  
**Context Photos**  
**SBOM?**

**SUMMARY**  
NEXT STEPS





**THANK YOU**