



Team members: Yitian Li, Nimisha Devanagondi, Gowri Swamy

Advisor: Coye Cheshire

Have you ever...

wanted to know who else
in your community is
interested in gardening?



Have you ever...

tried to convey problems to
your neighbors without
resorting to confrontation?



Have you ever...

shared information about
yourself and your family
and felt a risk to your
safety and privacy?



There are so many common problems people face within their neighborhoods,

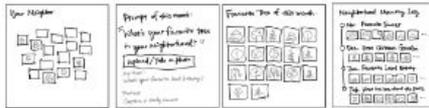
but there are currently no **positive, impactful** solutions that connect community members



Concept brainstorming & testing

Over 7 concepts, we gathered user feedback on feasibility, effectiveness, scale, and concerns around our existing ideas

#1 Good Things Prompt + Mosaic



Get to know your neighbors in an introductory mood. Everyone can create an poster that doesn't reveal personal information but still represents themselves.

Receive a prompt each week/month that encourages you to find something good about your neighborhood or in a few words or take a photo.

All answers to the next prompt from you and your neighbors will be converted into a mosaic and set gallery.

The prompts and answers will be included in your neighborhood memory log.

1

#2 Bulletin for Good News, Activity, & Local Business



Physical bulletin boards will be installed in your neighborhood, where you can see & read news or activities. The content will be updated to the digital platform.

Details You can first post news & upcoming events & local business campaign in your neighborhood. This can also feed a live feed of the bulletin content online.

Share Details Physical bulletin You can first details of each event (date, time, location, who's going, etc.) sign up, and join.

Details Photos, thoughts, appreciation of each activity will be added to the event page in neighborhood shared memory. You'll also have your own nearby memory.

2

#3 New Neighbor Onboarding



Explore the community around you, local resources, and reach out to neighbors who have volunteered to be your primary contacts.

For new neighbors - learn important for your neighborhood by exploring through an interactive scavenger hunt.

3

#4 Community Goal Tracking



Create & vote for goals that you want your community to work towards and vote towards goals.

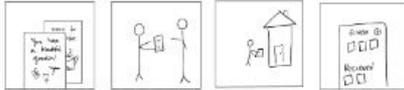
Track goals you and your community wants to work towards together.

Plan ahead by seeing actionable items towards fulfilling goals. Neighbors can take on sub-tasks & roles for the shared goal.

Earn rewards when fulfilling the goals and see what you can do to earn more.

4

#5 Appreciation Cards



Use templates to create appreciation cards for your neighbors and local businesses. These cards can be used to show appreciation for specific things, or just used to spread good vibes in general.

Give the card to them in person or you see them, at your local local business.

Or leave the card at their door, making sure your name is on the card so they know who the appreciation is from.

Virtually, keep track of the cards you've given and received. You can even send virtual cards throughout.

5

#6 Unlocking Neighbors



You used all of your neighbors in your community are represented as plants in a virtual garden.

You can unlock more information about your neighbors as you become more engaged in the neighborhood. Both virtually and in person and get to know them better.

Establish direct lines of virtual communication with your neighbor - contact with some neighbors via a surface level and others on a personal level. You're in control about how much of your personal information gets shared with your neighbor.

6

#7 Resource Hub



A community parlay will be set up for neighbors to give and take resources like food, books, reusable items, etc. When you add a resource, scan it in using the QR code at the bottom.

If you scan it in a budget, and someone takes it, you will be notified. They can also leave a thank you message. Your information won't be shared but you can still receive the thank you note.

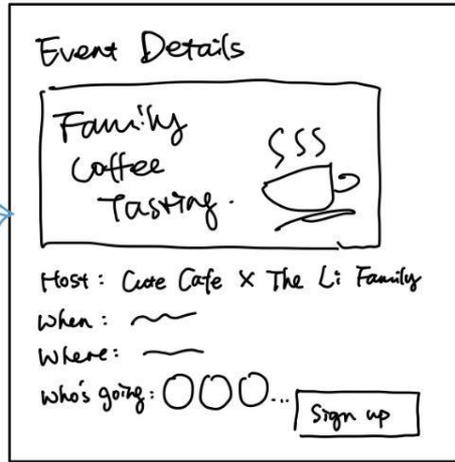
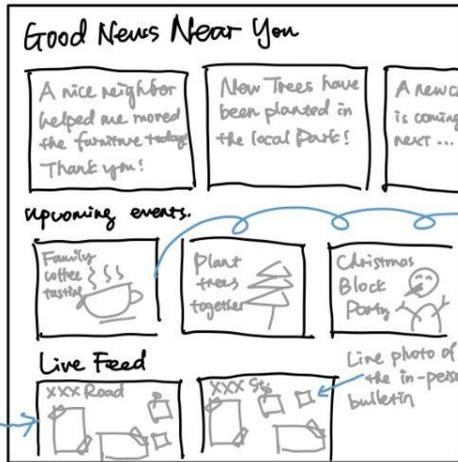
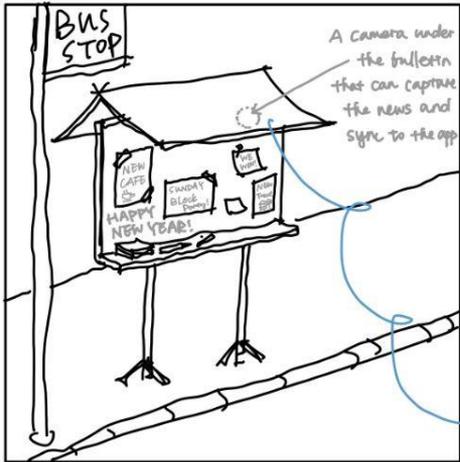
The in-person parlay connects to a virtual resource hub with more information as well. You can find useful recommendations, people's skills, and a recent capture of the items in the parlay.

The virtual resource hub can also connect you with people in your community, based on your needs and what other people have identified as their skills. If there isn't a match within the community, you will be notified. Other's matching skill set appears.

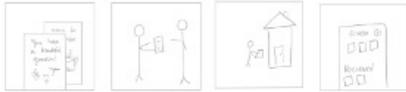
7

Concept brainstorming & testing

Over 7 concepts we gathered user feedback on feasibility effectiveness scale and



#5 Appreciation Cards



Use templates to create appreciation cards for your neighbors and local businesses. These cards can be used to show appreciation for specific things or just specific neighborhood vibes in general.

Give the card to the person or service you are thanking. You can also leave them in a public place.

Or leave the card at your door, making sure you leave it on the card so they know who the appreciation is for.

Physically keep track of the cards you've given and received. You can even record what cards brought them.

#6 Unlocking Neighbors



You send all of your neighbors in your neighborhood an appreciation card to get started.

You can also share information about your neighbors to the neighborhood. You can also share information about your neighbors to the neighborhood.

Question & Answer: How do you unlock your neighbors? You can unlock your neighbors by sharing information about your neighbors to the neighborhood. You can also share information about your neighbors to the neighborhood.

#7 Resource Hub



A community party will be held on the 1st of the month. You can also share information about your neighbors to the neighborhood.

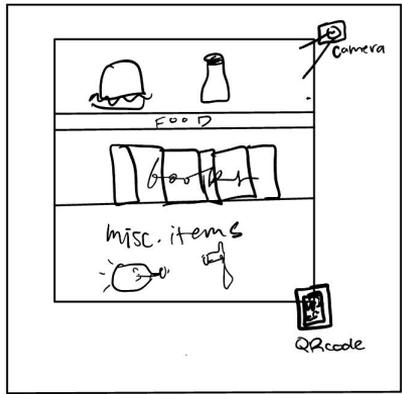
If you have a budget, you can also share information about your neighbors to the neighborhood.

The biggest party will be held on the 1st of the month. You can also share information about your neighbors to the neighborhood.

The virtual resource hub can also share information about your neighbors to the neighborhood.

Concept brainstorming & testing

Over 7 concepts we gathered user feedback on feasibility effectiveness scale and



#5 Appreciation Cards



Use templates to create appreciation cards for your neighbors and local food sources. These cards can be used to show appreciation for specific things, or just generally spread good vibes in general.

Give the card to the person or person you see them, or give them back to them.

Or leave the card at their door, making sure your name is on the card so they know who the appreciation is from.

Physically keep track of the cards you've given and received. You can even scan virtual cards throughout.

#6 Unlocking Neighbors



You send all of your neighbors in your community one appreciation card in a virtual garden.

You can unlock more information about your neighbors as you receive more engagement in the neighborhood. Both virtually and in person can go to know them better.

Each card offers basic or other information about your neighbors and their needs and offers on a personal level. You're invited to let them know of your personal information and share it with your neighbors.

#7 Resource Hub



A community pantry will be set up for neighbors to give and receive resources that food banks need throughout the year. When you add a resource, you'll be using the QR code as the button.

If you have a budget or a resource that you will be needed, you can also have a resource that you will be needed. Your information will be shared but you can still receive the things you need.

The resource hub can be used to a virtual resource that will more information on what you need. You can also have a resource that you will be needed. Your information will be shared but you can still receive the things you need.

The virtual resource hub can also connect you with people in your community based on your needs and what other people have identified as their skills. If there isn't a match within the community, you will be notified. There's a matching list that appears.

The dilemma of neighborly community

It's easy to spot an annoying behavior of your neighbors and escalate the tension to create conflict.

which is why Nextdoor is so problematic



The Washington Post
Democracy Dies in Darkness

OPINIONS Editorials Columns Guest opinions Cartoons Submit a guest opinion Today's Opinions newsletter

Opinion | Think your neighbors like you? Check Nextdoor.

 By [Drew Goins](#)
Newsletter writer

February 5, 2024 at 4:51 p.m. EST

Is media platform Nextdoor a friend in need or a vigilante nightmare?

The fast-growing media platform claims its mission is to foster community spirit - which it mainly does. But can it control the spread of misinformation?

The dilemma of neighborly community

It's not easy to recognize that you all share **common ground** and have unique stories to share.



Image source: <https://www.austintexas.gov/HighlandParkProject>

The dilemma of neighborly community

That's why we're going back to the very core of building a community:

Visualizing shared experiences,
building a collective archive, and
sharing wisdom



Existing solutions vs. Our product

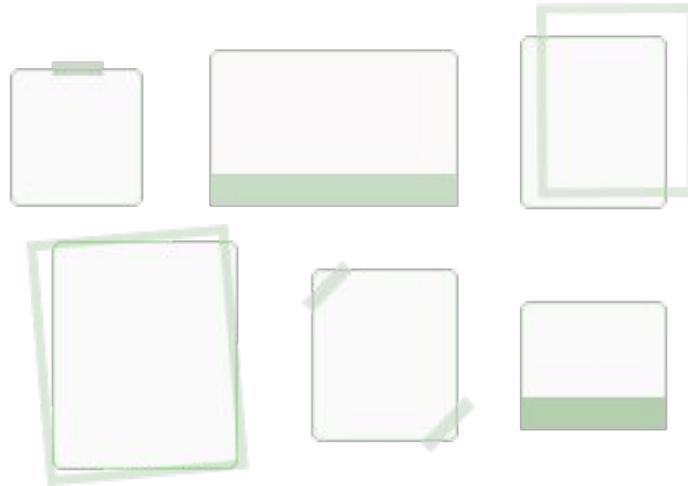
Nextdoor

Threaded facebook-like features



Collective

A museum of everyday life



Process & Methods

Concept Testing Script

Introduction
Hello, my name is [INSERT] and I'll be leading our interview today. [Name] will help take notes. I'd like to start by thanking you for making the time to speak with us. As I previously mentioned we'll mostly be talking about your neighborhood and local community.

Let me give you an outline of what's going to happen. I'll start by asking a series of questions after which I will present some concepts which I would like your feedback on. We want to understand things from your perspective. It's important to highlight that this just a test. There are no right or wrong answers to any of the questions.

This interview will last approximately 45 minutes, if at any point you want to take a break or stop the interview please just let me know.

With your permission, I'd like to turn on the camera and record this interview. The recording will only be used to help us in our research, and it won't be shared with anyone except those with a need-to-know. Recording this interview also helps me, because I don't have to take as many notes! Do I have your consent?

Warm-up Questions

1. What is your name and what city do you live in?
2. How many people live in your residence and what type of housing do you live in?
3. What is your occupation?

General Questions

1. What area do you count as your neighborhood? Describe the boundaries as best as you can.
2. Can you tell me a story where you met and got to know one of your neighbors?
3. Can you describe what the words "being in a positive, neighborly community" mean to you?
 - a. If so, what are they?
5. What information would you want to know about your neighbors?

Concept testing questions:

1. What excites you about this concept?
2. "Are there any concerns about this (specific feature)?"
3. How might we resolve it?"
4. (on a scale of 1 to 5) how likely are you to use this idea to interact with your neighbors?

Know Your Neighbor
Concept Testing

1. **#1 Good Things - Plans + Misses**
 - **Good Things**: A grid for listing positive aspects of the neighborhood.
 - **Plans + Misses**: A grid for listing things that are planned or missing.

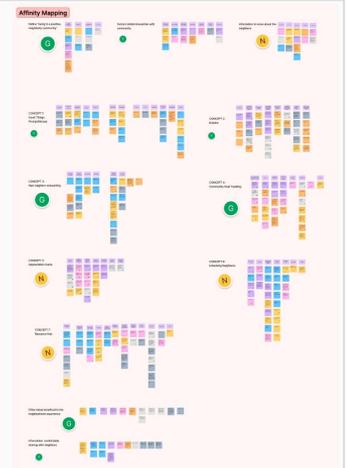
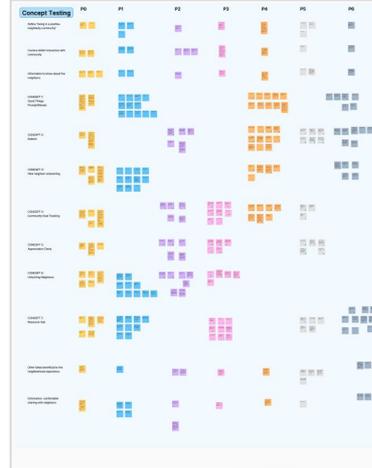
2. **#2 Benefits for Good News, Activity, & Local Business**
 - **Good News**: A grid for listing positive news or events.
 - **Activity**: A grid for listing local activities or businesses.

3. **#3 New Neighbor Outreach**
 - **WELCOME TO THE NEIGHBORHOOD**: A grid for listing ways to welcome new neighbors.

4. **#4 Community Goal Tracking**
 - **What are our COMMUNITY GOALS?**: A grid for listing community goals.

5. **#5 Appreciation Cards**
 - **Appreciation Cards**: A grid for listing ways to show appreciation to neighbors.

6. **#6 Uniting Neighbors**
 - **Uniting Neighbors**: A grid for listing ways to bring neighbors together.



User Interview
& Literature
Review

Concept
Exploration
& Testing

Scoping &
Concept
Identification

PRD
& IA

Lo-fi Sketches
& Testing

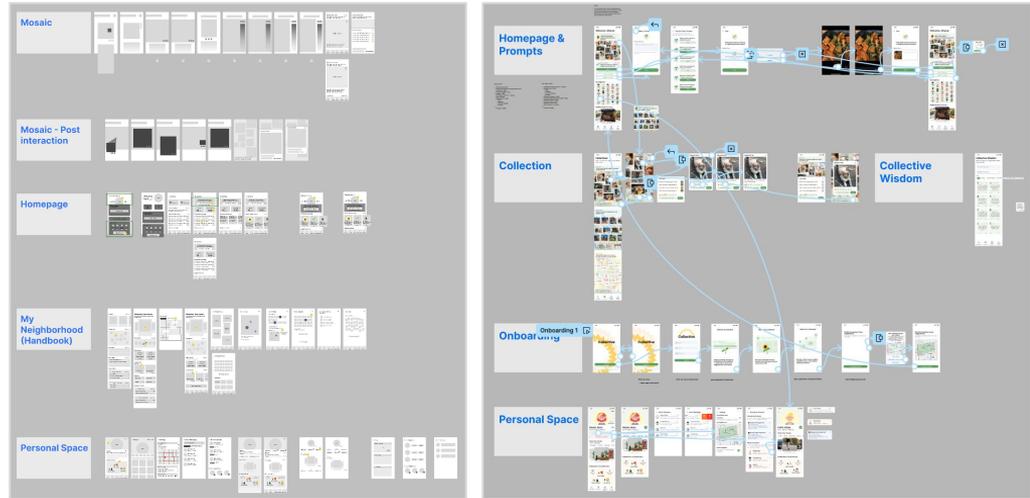
Hi-fi
Prototype

Usability
Testing

Refinement



Process & Methods



User Interview
& Literature
Review

Concept
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**Lo-fi
Sketches
& Testing**

**Hi-fi
Prototype**

Usability
Testing

Refinement



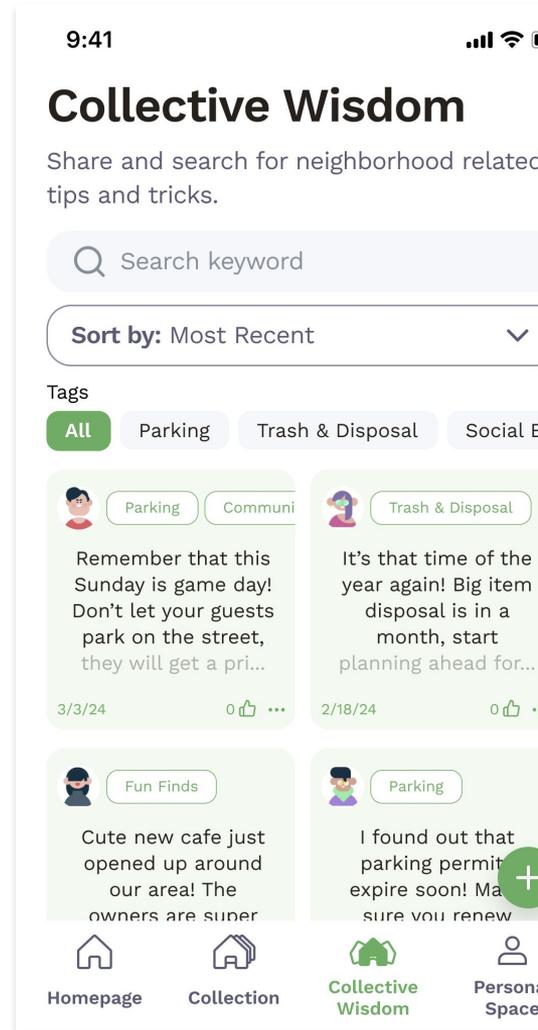
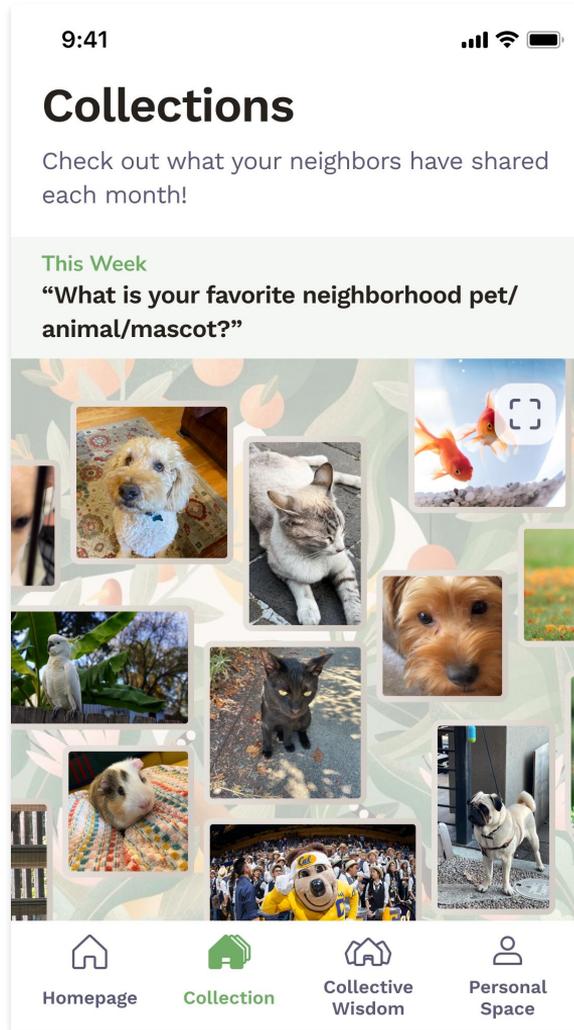
Collective!



Collection



Collective Wisdom





Collection

9:41

Upcoming Collections

This week's Collection 3 days left! 🕒

What is the most unique place in your neighborhood?

Contribute

Post ontime to redeem 2 water drops! 💧

Future Collections

What'd you like to learn about your neighbors or your neighborhood? Vote for or suggest a prompt!

Vote for prompts **Suggest a prompt**

Homepage Collection Collective Wisdom Personal Space

9:41

Contribute

What is the most unique place in your neighborhood?

Upload Photo

Contribute

9:41

This Week

"What is the most unique place in your neighborhood?"

Moana found Ash's post lovely 🥰
Sasha celebrated this Collection 🎉
Collin wanted to join... 🤗 [View all >](#)

React

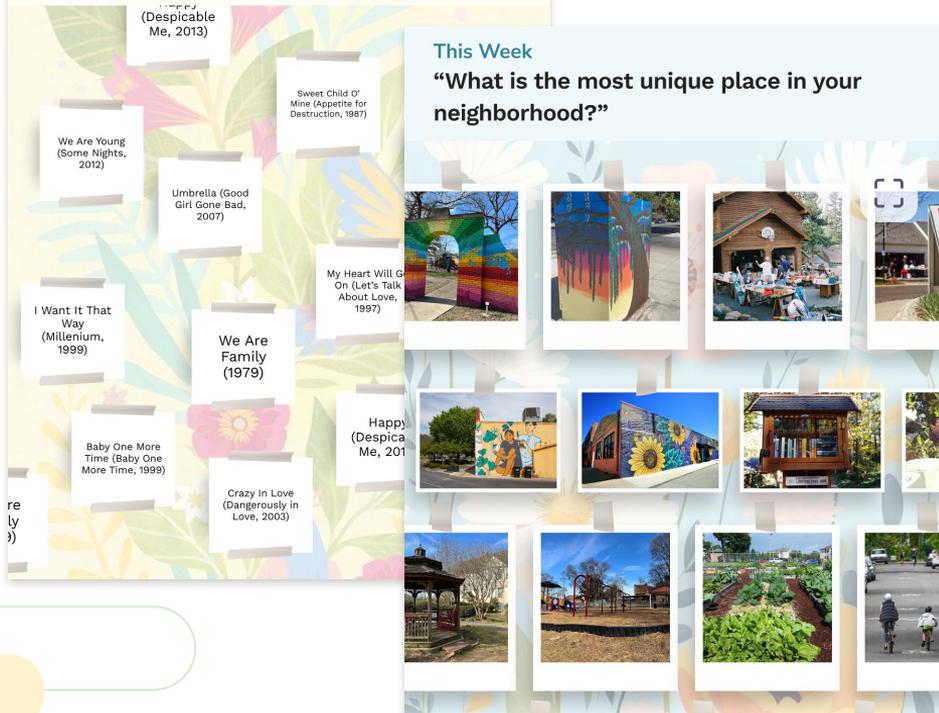
Homepage Collection Collective Wisdom Personal Space



Collection

04/06–04/12, 2024

“What songs hit you with a wave of nostalgia every time you hear them?”



Pain Points

- Lack of channels to get to know each other while protecting one's privacy
- Unaware of the shared experiences & meanings in the neighborhood

Solutions

- A shared, collective archive of the neighborly life
- Semi-moderated strategy: prompts that encourage people to find positivity



Collection - Prompts

9:41   

< **Suggest a Prompt**



Prompt Question

Type your prompt question here

Prompt questions should be no more than 100 characters.

Post

9:41   

< **Vote for Future Prompts**

You have **43**  water drops in total.
Voting for 1 prompt will consume 1 water drop.

 **What do you love about the neighborhood park?**
Vote

 **What is your favorite garden in the neighborhood?**
Vote

 **What's your favorite way to celebrate something?**
Voted!

 **What is your favorite type of plant to grow?**
Vote

Pain Points

- Each neighborhood has their own characteristics
- People want to discover things they're interested in

Solutions

- Flexibility to suggest and vote for prompts for the future Collections



Collection - Reactions

This Week
"What is your favorite neighborhood pet/
animal/mascot?"



Reaction Live Feed ✕

Ash found Moana's post lovely 🥰 

Sasha celebrated *this Collection* 🎉 

Collin wanted to join Ling's post 😊 

Yuvraj celebrated Collin's post 🎉 

React to this Collection

🥰 😊 🎉 🏆 🙏 🌱 🍷

🎉 **Let's celebrate this!** Send

🥰 Find this adorable!

😊 Feel happy for this!

🎉 Let's celebrate this!

🏆 Show my support!

🙏 Appreciate this!

🌱 Let's cultivate this!

🍷 Want to join this!

Pain Points

- Fear of toxic online discourse, hate speech, and discontentment
- Lack of avenues for celebrating local community

Solutions

- Ability to react to and express positivity towards posts
- View feed of reactions and join communal interactions effortlessly



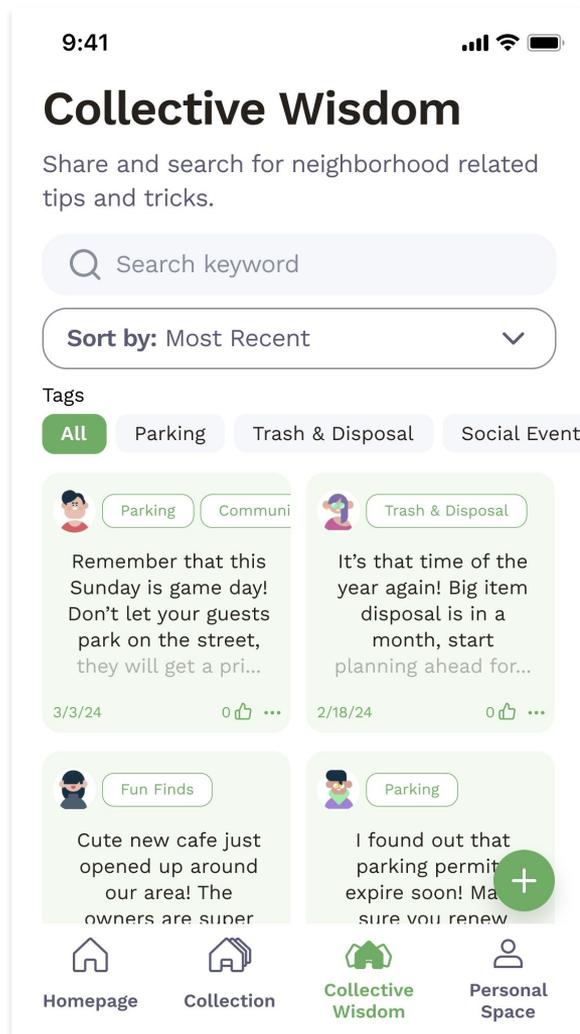
Collective Wisdom

Pain Points

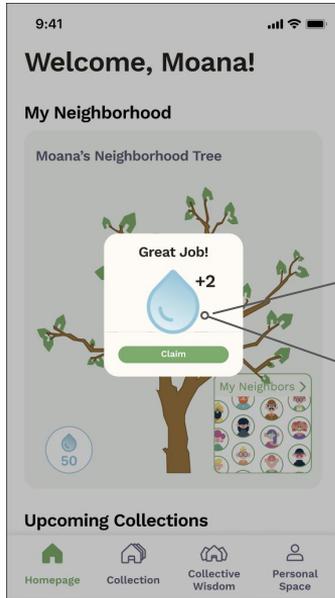
- New neighbors (and existing neighbors) are unsure of community logistics
- Being able to see neighbors help each other strengthens the ties and sense of community

Solution

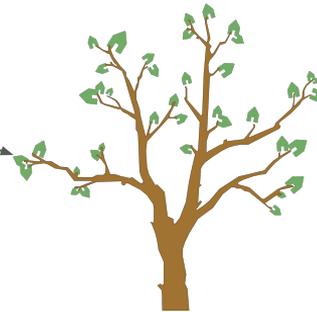
- A designated forum where people can contribute tricks and tips in their local environment, exchange info of common value and interests
- It also provides practical value that can keep users coming back to this platform



Reward System: Waterdrops



1 goes to them (Personal Space)



1 goes to their Neighborhood Tree (Homepage)

Users receive 2 Waterdrops
for each contribution

Reward System: Waterdrops

< Vote for Future Prompts

You have **43**  water drops in total.
Voting for 1 prompt will consume 1 Waterdrop.

 **What do you love about the neighborhood park?**

Vote

 **What is your favorite garden in the neighborhood?**

Vote

 **What's your favorite way to celebrate something?**

Voted!

Last Week
"What is the most unique place in your neighborhood?"

Use 4 Waterdrops to unlock this Collection!

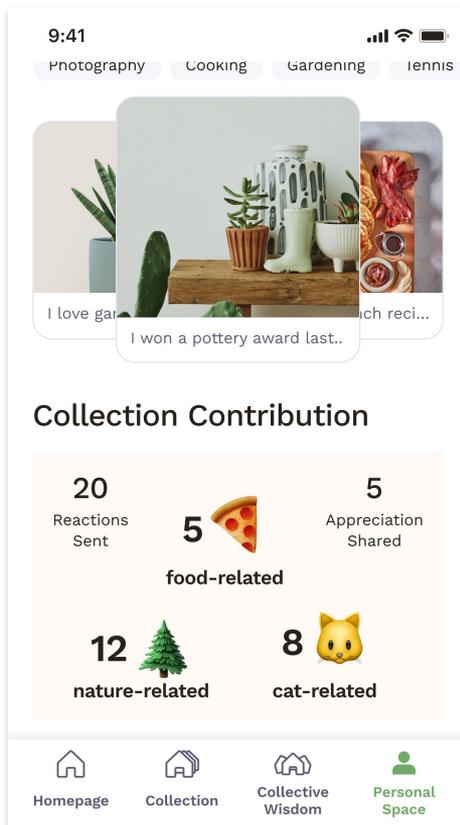
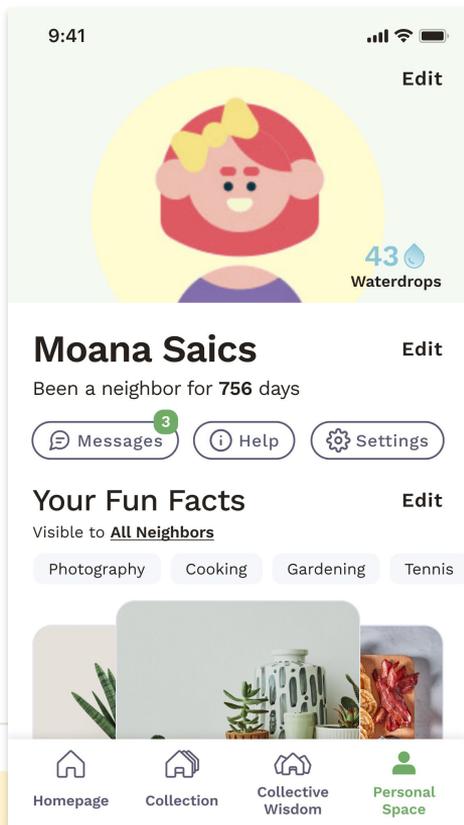


Unlock

Your Waterdrops: 43

Homepage **Collection** **Collective Wisdom** **Personal Space**

Personal Space & Public Profile



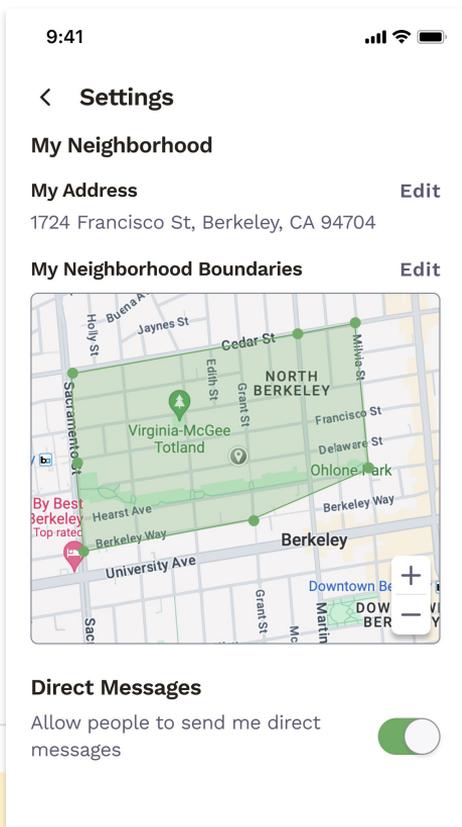
Pain points

- People want to get to know their neighbors while maintaining a comfortable distance
- Privacy and safety is a critical concern in neighborhood settings

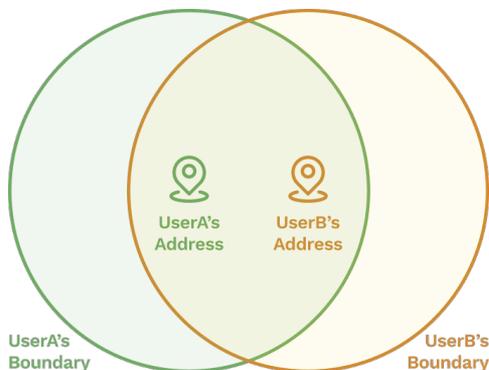
Solutions

- Cartoon-like avatars that represent characteristics while protecting privacy
- High-level revelation of people's interests and traits without leaking critical information

Neighborhood Boundaries



Mechanism for the scope of one user's neighbors on Collective:



Only when one user's address falls into the other user's boundary, while the other user's address falls into the first user's boundary will they be visible to each other.

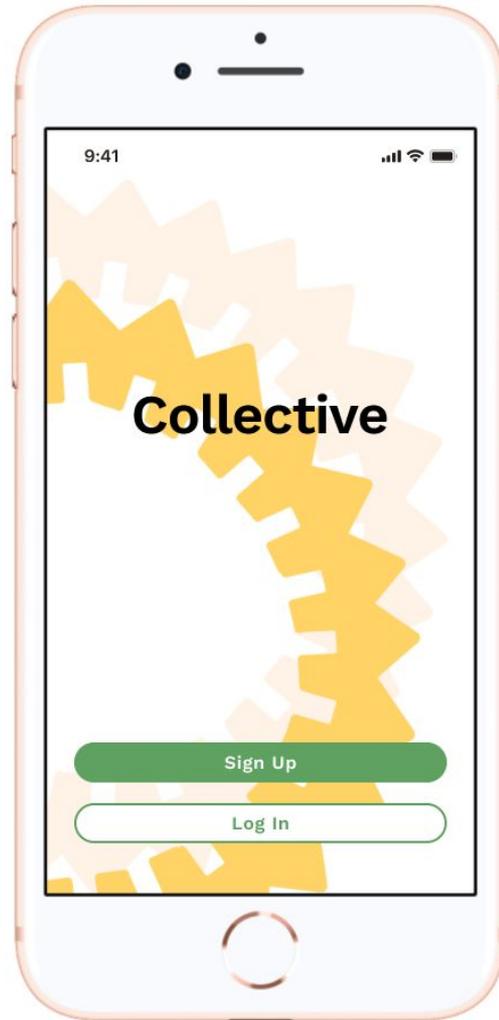
Pain points

- People have different conceptual scopes of their neighborhoods
- The scope of neighborhoods highly influences how much info people are comfortable with sharing with their neighbors

Solutions

- Enable users to determine their own neighborhood boundaries
- Only connect users whose locations and neighborhood boundaries match with each other

Join the
Collective
with Moana!

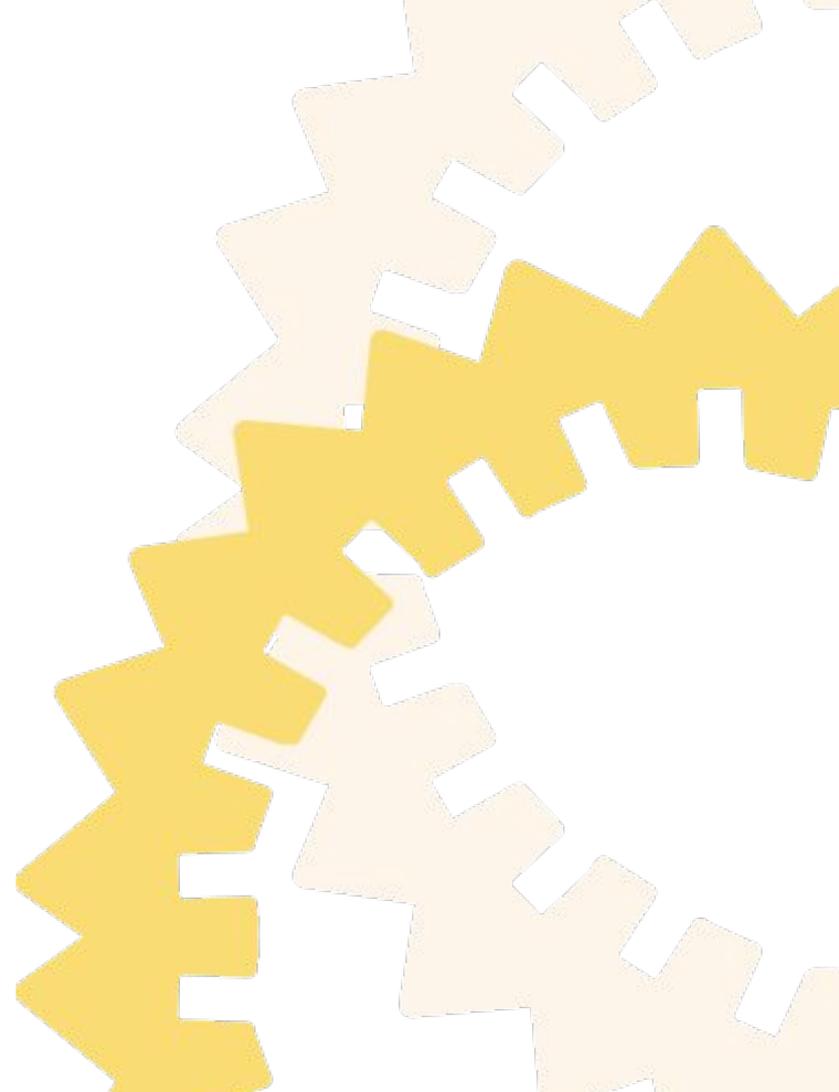


Thank you!

Any questions?

Yitian Li, Nimisha Devanagondi, Gowri Swamy

Advisor: Coye Cheshire



Comparing Solutions

Nextdoor

- Open forum for wide-ranging conversations and discussions
Provides room for toxic online discourse and misinformation
- Pre-defined “neighborhoods” and areas (i.e., distance-based algorithm)
Lack of customization and flexibility in boundaries of community
- Lack of delineation between insights/wisdom and other neighborhood commentary
Priority of engagement tilts towards comments that instigate hateful discourse leading to animosity and division

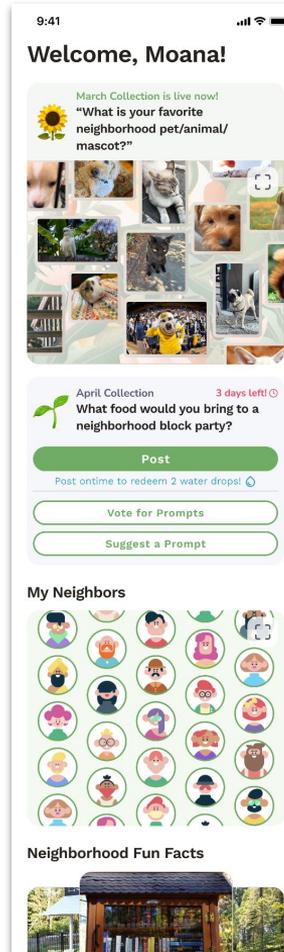
Collective

- Prompt-based discussions and sharing of experiences through pictorial and text-based responses
Priority assigned to what the entire community wants to hear and share
- Customizable neighborhood boundaries during onboarding
Create your own definition of what community means to you
- Sections for sharing in Collection, Collective Wisdom, and view Personal Space
Clear goals for each section of product to share experiences, wisdom, and engage one-on-one

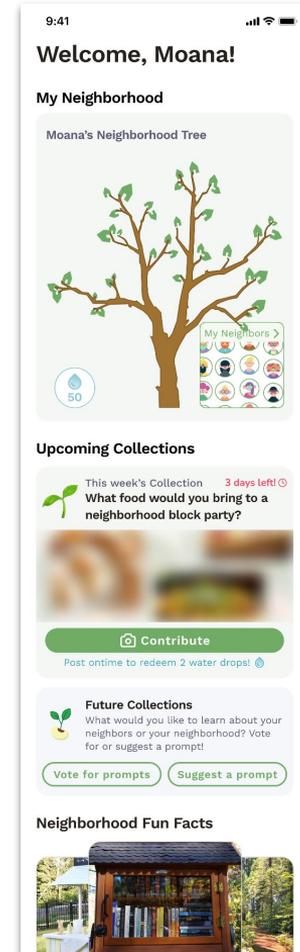
Key Iterations

- Solidified the motivation system (Waterdrops & Trees)
- Combined the My Neighbors section and the Neighborhood Tree based on feedback around “shared goals” & “creating something together”
- Resolved the confusion around posting & voting for prompts
- Added a preview for upcoming collection to help users understand what it’s for

Pre User Testing



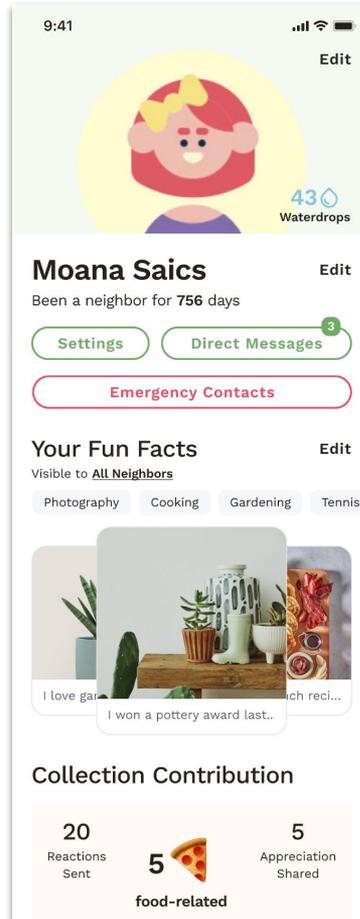
Post User Testing



Key Iterations

- Resolved the confusion around “Emergency Contacts”
- Enabled users to upload real profile pictures while protecting privacy at the base level

Pre User Testing



Post User Testing

