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.
Concept brainstorming & testing

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

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 Exploration & Testing
Scoping & Concept Identification
PRD & IA
Lo-fi Sketches & Testing
Hi-fi Prototype
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Process & Methods

- User Interview & Literature Review
- Concept Exploration & Testing
- Scoping & Concept Identification
- PRD & IA
- Lo-fi Sketches & Testing
- Hi-fi Prototype
- Usability Testing
- Refinement
Process & Methods

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Collective

1. User Interview & Literature Review
2. Concept Exploration & Testing
3. Scoping & Concept Identification
4. PRD & IA
5. Lo-fi Sketches & Testing
6. Hi-fi Prototype
7. Usability Testing
8. Refinement

Collective Process

1. User Interview & Literature Review
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Collective Vision

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Collective Values

1. User Interview & Literature Review
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Collective Mission

1. User Interview & Literature Review
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Collective Strategy

1. User Interview & Literature Review
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Collective Goals

1. User Interview & Literature Review
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Collective Objectives

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Collective Initiatives

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Collective Processes

1. User Interview & Literature Review
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Collective Systems

1. User Interview & Literature Review
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Collective Structures

1. User Interview & Literature Review
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Collective Capabilities

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Collective Competencies

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Collective Knowledge

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Collective Expertise

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Collective Experience

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Collective Technology

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Collective Innovation

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Collective Learning

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Collective Change

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Collective Leadership

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Collective Culture

1. User Interview & Literature Review
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Collective Environment

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Collective Infrastructure

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Collective Resource

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Collective Asset

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Collective Knowledge

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Collective!

Collection

Collective Wisdom
Collection

Upcoming Collections
This week’s Collection 3 days left😊
What is the most unique place in your neighborhood?

Contribute
Post on time 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!

Contribute
The little library is my favorite! Love to exchange books with my neighbors!

Collective Wisdom
Moana found Ash’s post lovely 😊
Sasha celebrated this Collection 🎉
Collin wanted to join... 😇 View all >

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**

**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

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

Users receive 2 Waterdrops for each contribution:
- 1 goes to them (Personal Space)
- 1 goes to their Neighborhood Tree (Homepage)
Reward System: Waterdrops
People want to get to know their neighbors while maintaining a comfortable distance.

Privacy and safety is a critical concern in neighborhood settings.

**Pain points**

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

**Solutions**

- Personal Space & Public Profile

*Notes: While the Avatar system works as a helpful supporting feature to create trust and identity on the platform, we didn’t go deep into creating the relevant visuals ourselves due to the time frame of this project and because we wanted to prioritize other main features. The original designs for those avatars used in the prototype could be found here: https://www.behance.net/gallery/114358399/Flat-Design-Avatar-Portraits-Digital-Art-Characters/modules/653035417*
Neighborhood Boundaries

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

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.
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
Key Iterations

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