

Defrosting Seattle



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The Problem

- Moving is stressful!
- Focusing on local-specific info:
 - Public transport, food, weather, fashion...
- The gatekeepers of this info: Locals!

Design Goal: Smooth moving process with Locals' help.

CONTEXTUAL INQUIRY

Contextual Inquiry #1

- Tom
- From Boston, Massachusetts
- Got a job offer in Seattle
- Now moving to Seattle



Contextual Inquiry #2

- Jean
- From San Jose, CA
- A junior student at UW
- Moved to Seattle 3 years ago
- Serves as a publicity manager for the Husky Badminton Club



Contextual Inquiry #3

- Zee
- A Seattle local
- familiar with her neighborhood environment



Contextual Inquiry Insights

- The Personal Local Connection
- Local Interest Groups

USER TASKS

Task #1

- Building Motivation for Locals Pairing up with New Movers

Task #2

- Getting to know the new neighbors in the community easier

Task #3

- Finding Local Housing with Specific Security/Location Requirements

Task #4

- Finding Local-Specific Information (Culture, Habits, Transportation, Food, Weather, etc.)

Task #5

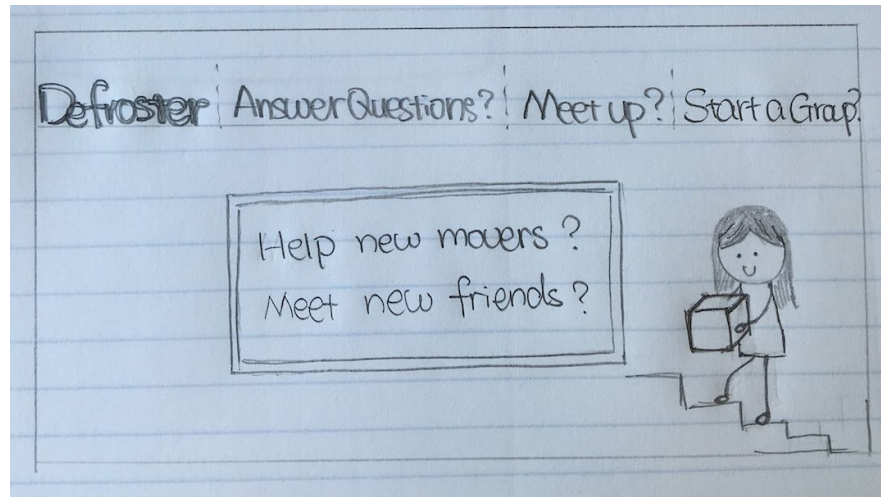
- New Movers Finding Interest Communities

Task #6

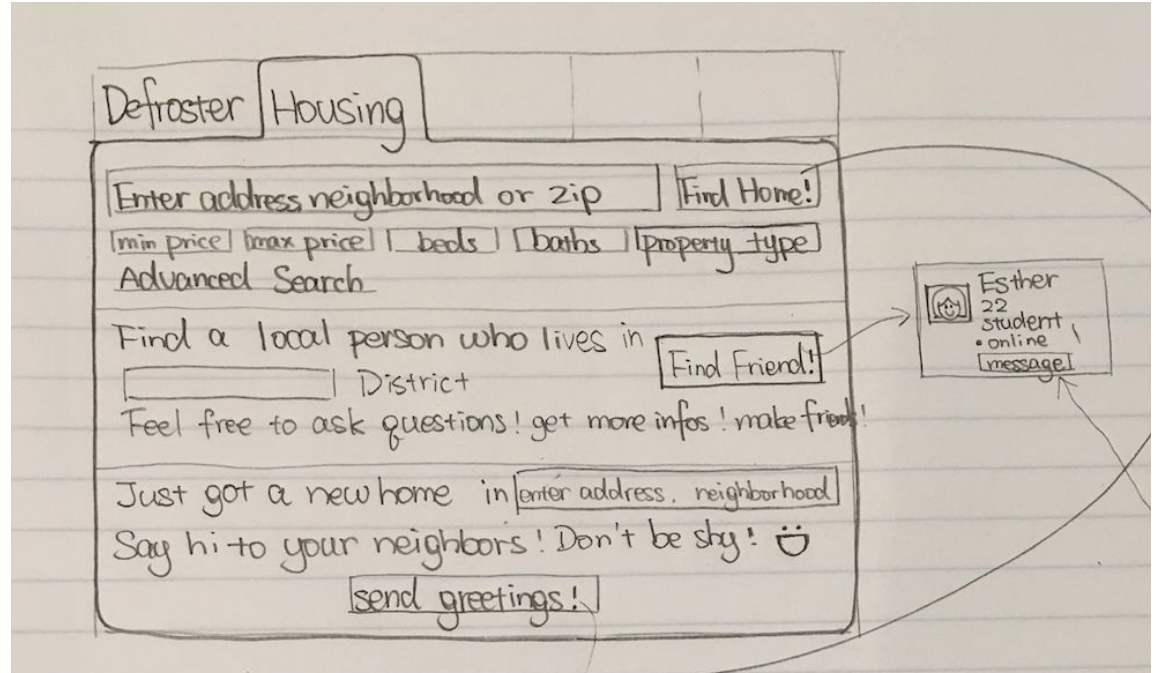
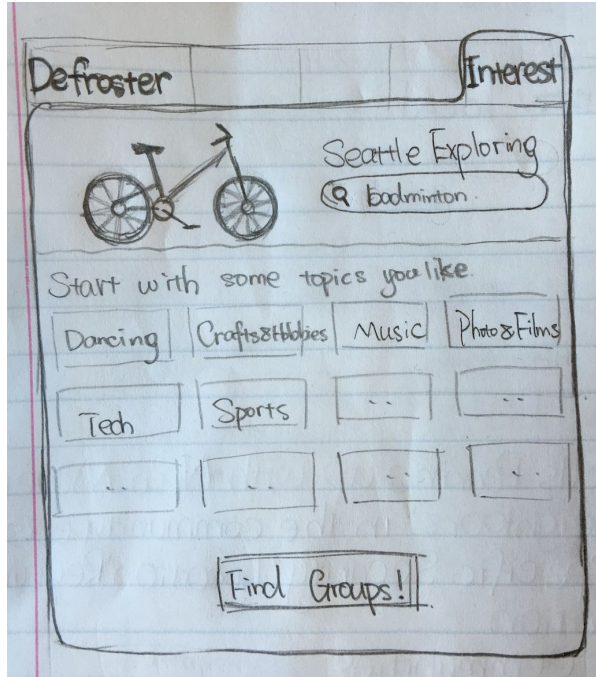
- Continuing Connections Between new Residents and Locals

DESIGN SKETCHES

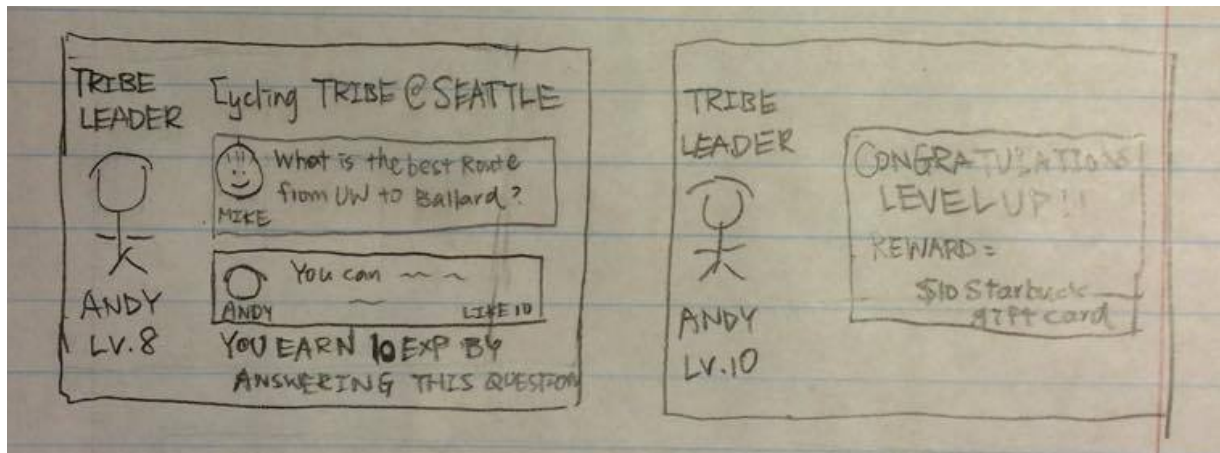
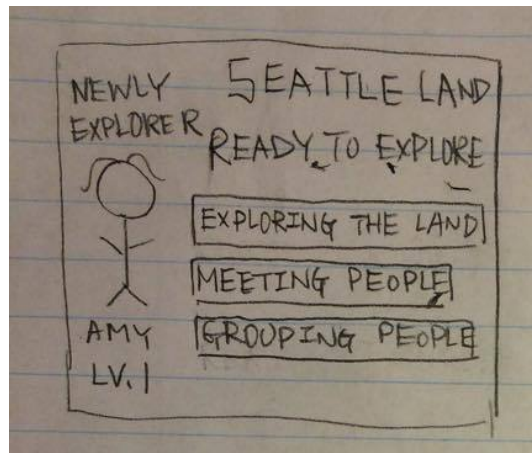
Design Sketch #1



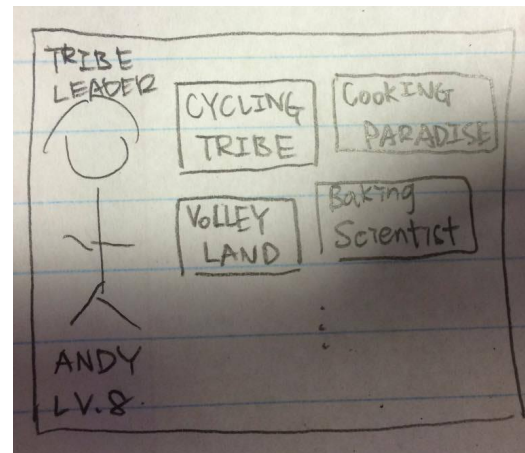
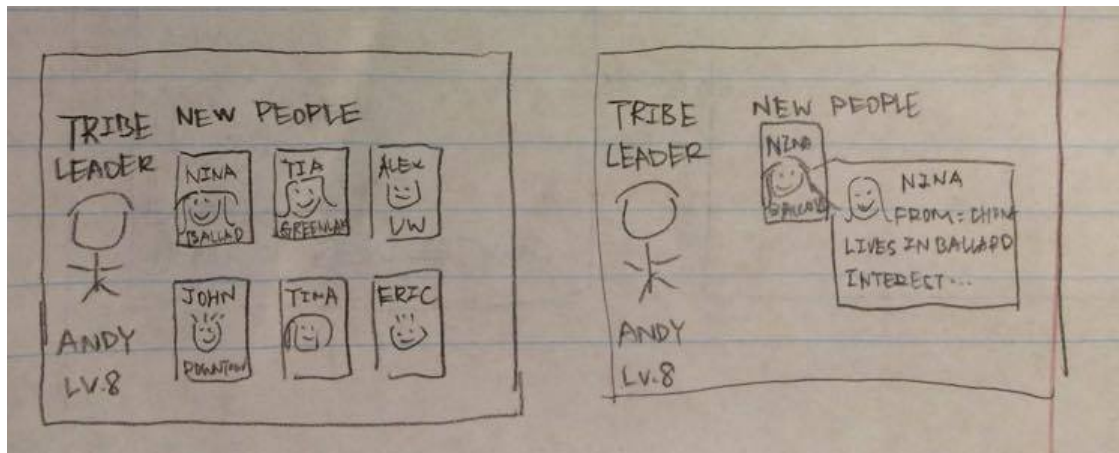
Design Sketch #1



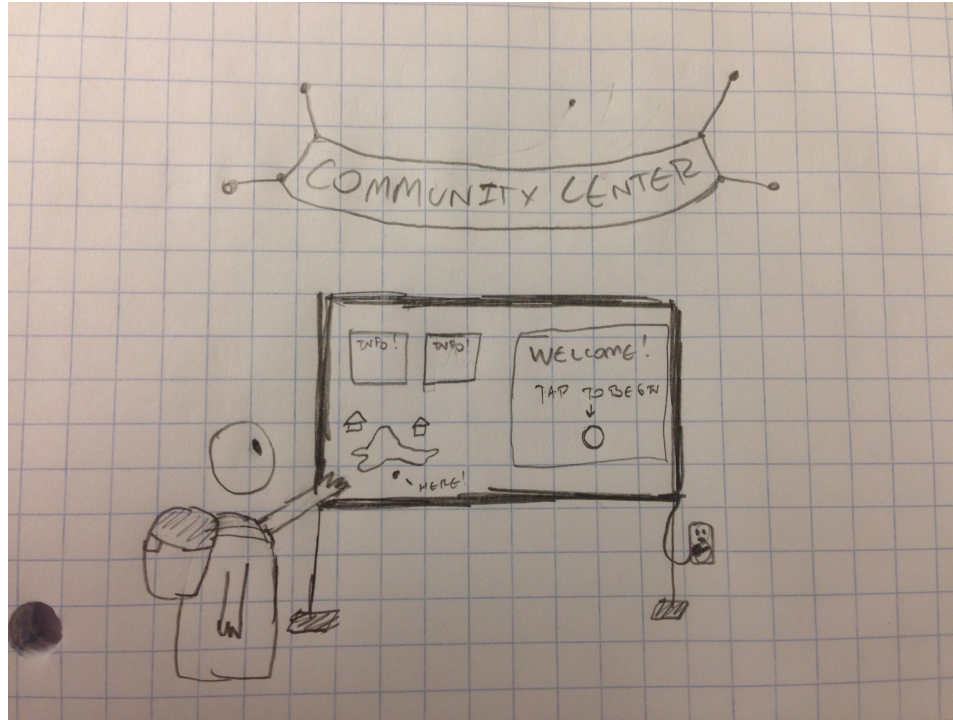
Design Sketch #2



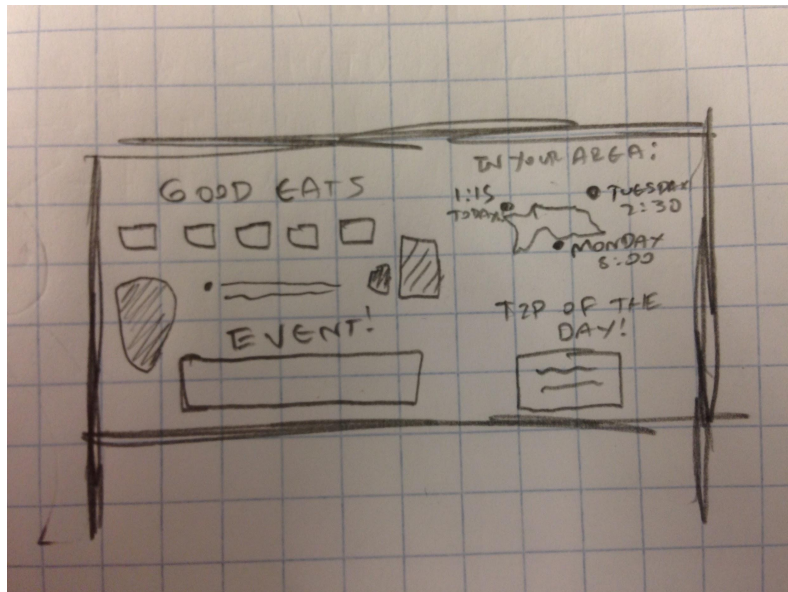
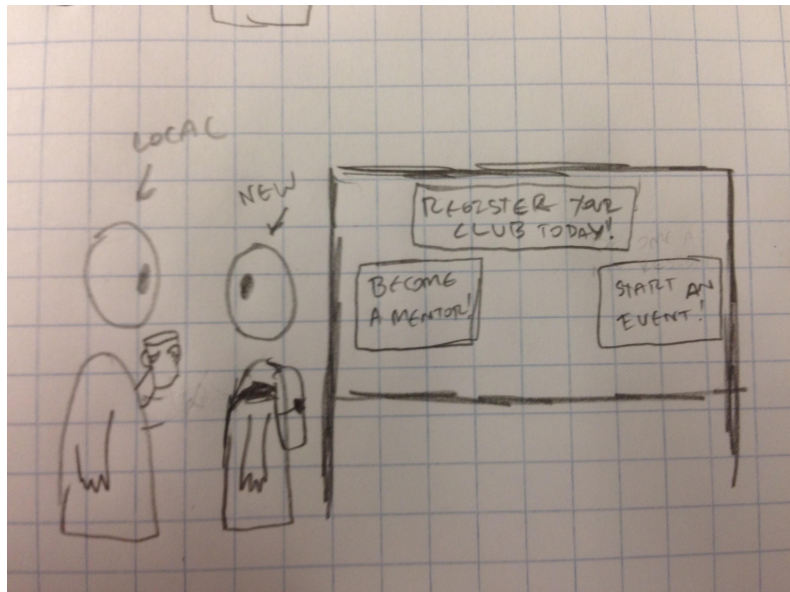
Design Sketch #2



Design Sketch #3



Design Sketch #3



SELECTED DESIGN

Focus Rationale

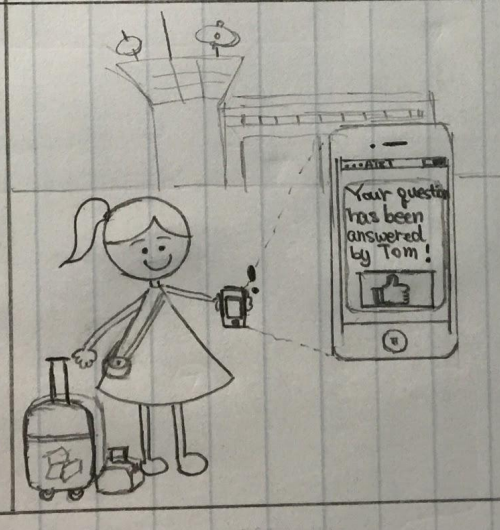
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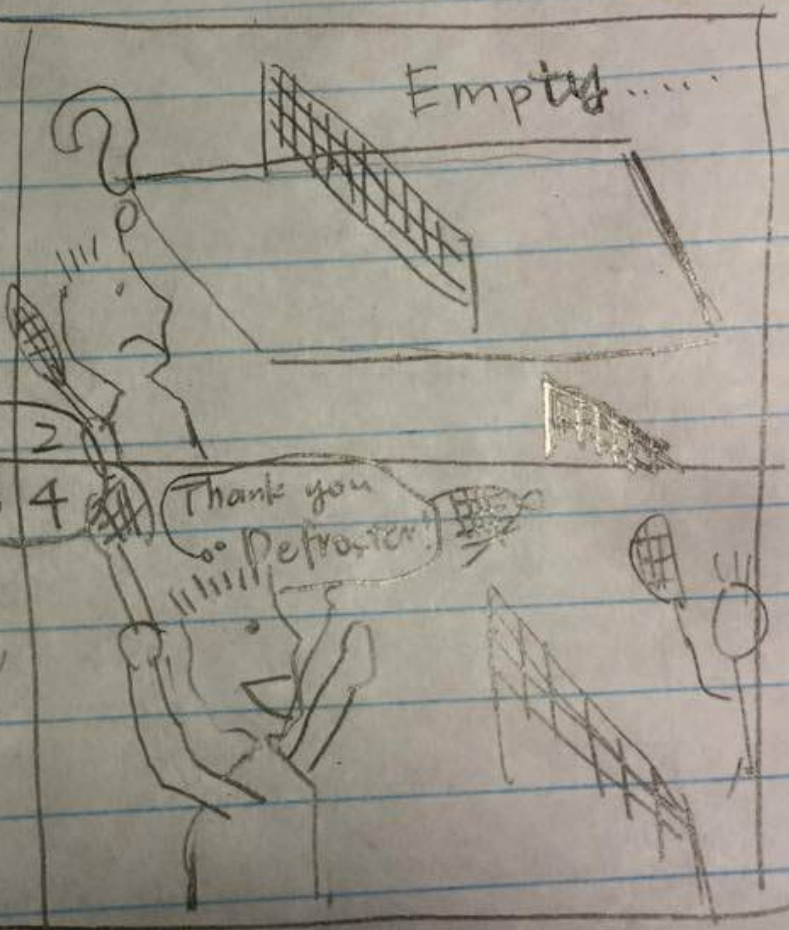
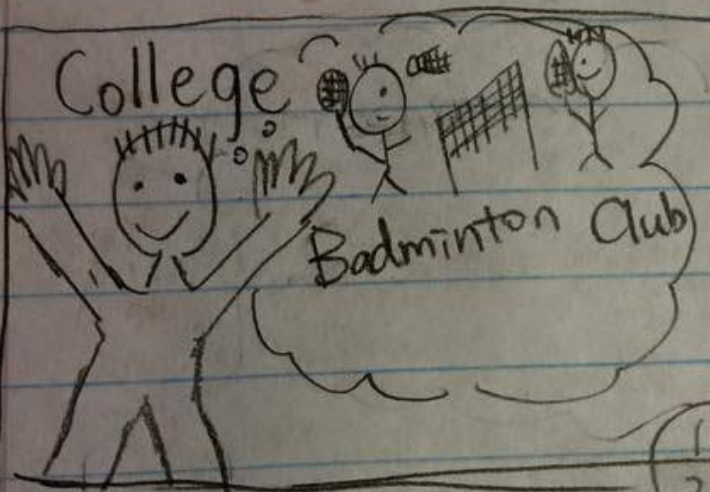
Design Goal: Smooth moving process with Locals' help.

Selected Tasks

- Combining our 1st and 2nd ideas
- A platform for:
 - Sharing Local Information
 - Connecting Locals to New Movers
- Gamification provided the missing link
- How to motivate Locals to provide help

Selected Design Storyboards





Defroster
Interest Communities
Badminton Volleyball
Husky Badminton Club
Club Time: Mon Thur
7:00 PM - 10:00 PM
Welcome!!!

1 2
3 4

Summary

- Moving doesn't have to be stressful
- Local info doesn't have to be hard to find
 - Just need a motivating factor
- Gamifying the Local-New Resident Connection

Design Goal: Smooth moving process with Locals' help.

Thank you!



Questions?