

NEIGHBORLY

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**Have you ever
wanted to learn to
cook or play an
instrument?**

39%

would like to be better cooks

23%

would like to learn an instrument



OVERALL PROBLEM

- Many go through life without picking up the skills they want
- The resources you can find may be insufficient
- Finding help nearby is difficult
- People are unaware that help may be right next door!



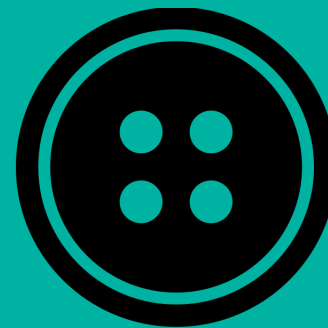
OUR INTERVIEWS



Elementary school tutor



Self-taught guitarist



Sewing instructor/student

THEMES

Trust

There needs to be trust between a student and a teacher.

Skill Level

Students want to know the skill level of their instructors.

Compensation

Whether compensation is required depends on the individual, and it can come in nonmonetary forms!



TASK ANALYSIS

Sharing knowledge of a skill

Getting to know neighbors through hobbies and interests

Seeking local enthusiasts for general questions

Sharing skill levels and qualifications

Finding affordable classes

Seeking tips or asking a quick question



WE STARTED WITH 3 DESIGNS

Mobile App

Interactive Map

RPG-Style

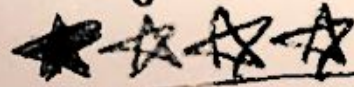
1

DESIGN 1: MOBILE APP

welcome! What are
your interests?

☪ Cooking

Rate your proficiency:



☪ Biking

☪ Guitar

NEXT

1

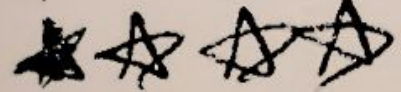
DESIGN 1: MOBILE APP

Neighbors interested in
Cooking

Filter: Mentors



A



B

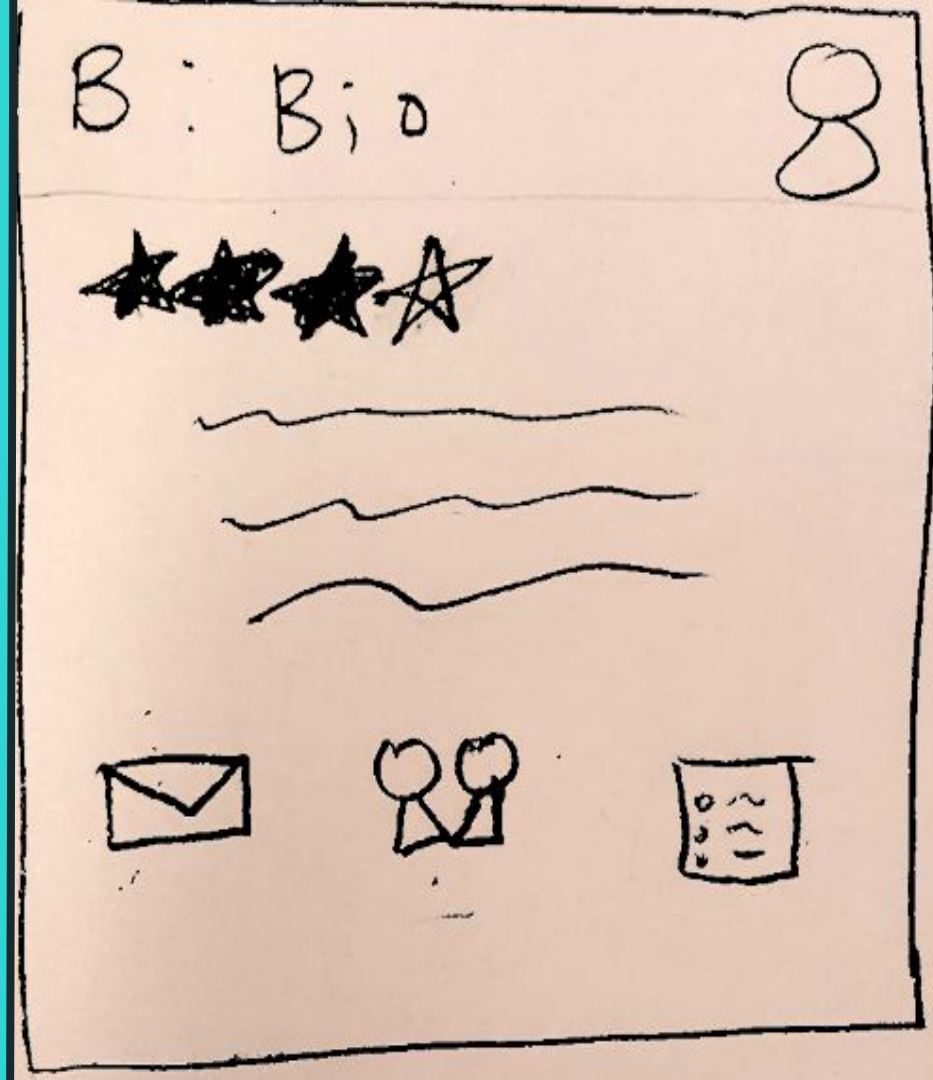


C



1

DESIGN 1: MOBILE APP



2

DESIGN 2: INTERACTIVE MAP

zoom



display mode
↓

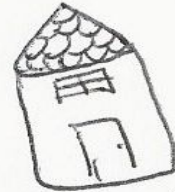
show skill ▾



Cooking



Mechanic



Fitness



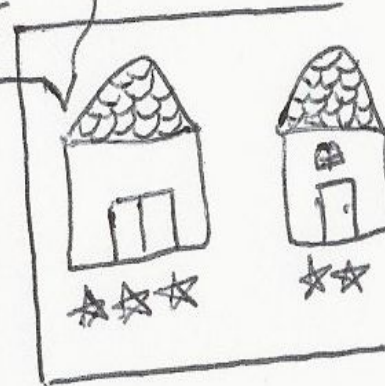
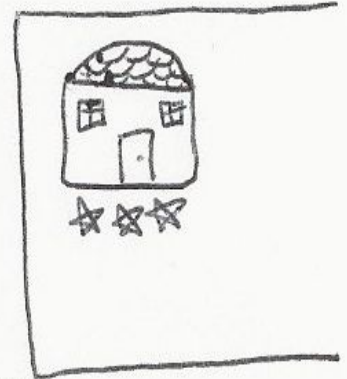
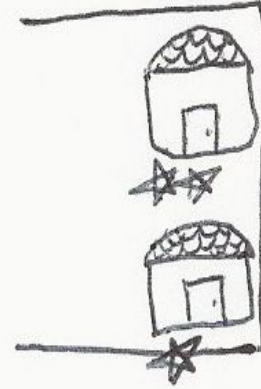
Nutrition

2

DESIGN 2: INTERACTIVE MAP



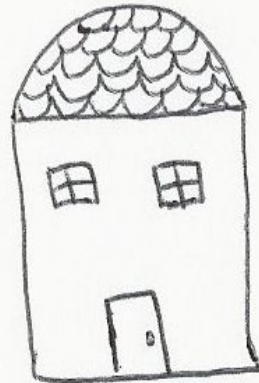
show rating ▼



2

DESIGN 2: INTERACTIVE MAP

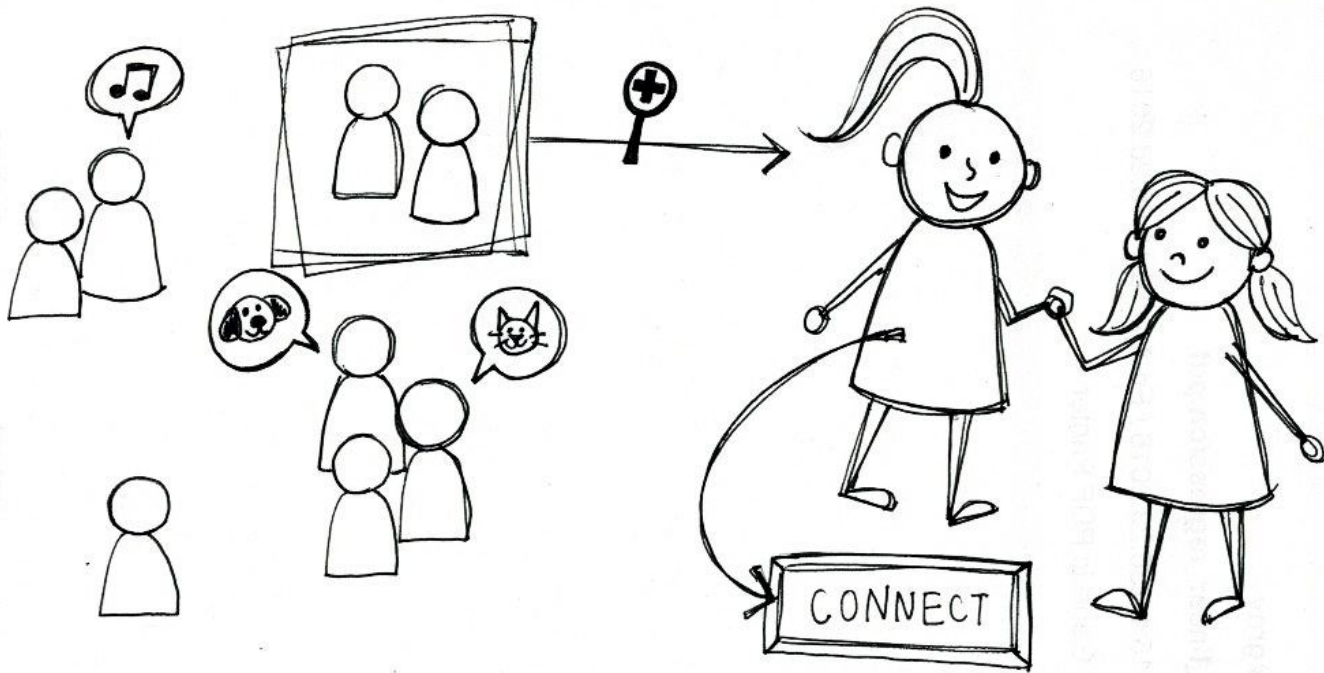
John Smith
Skill: cooking, mechanics
Trust rating: ★★
Availability: Mon, Wed.
Work History >
Neighbors' comments >



3

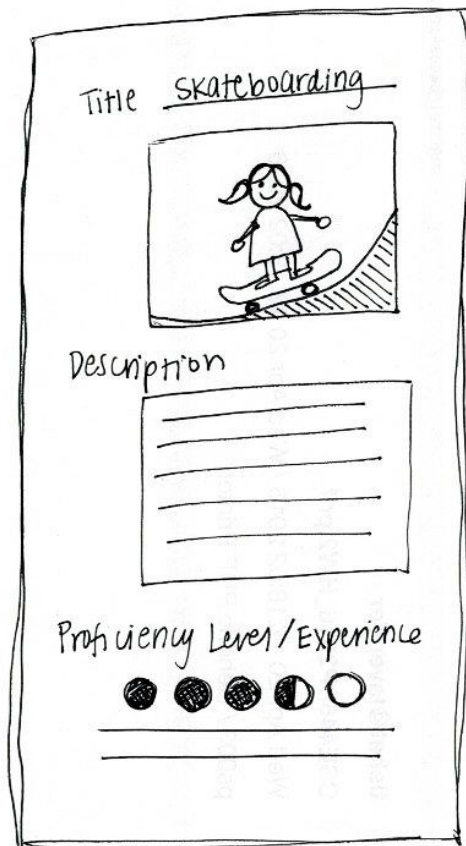
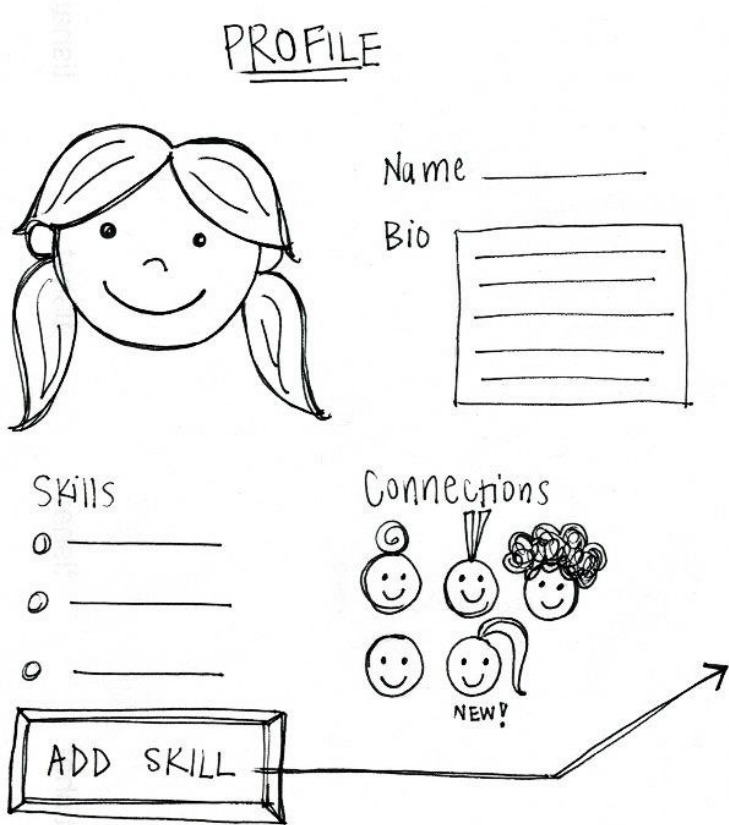
DESIGN 3: RPG-STYLE GAME

NEIGHBORHOOD GUILD ROOM



3

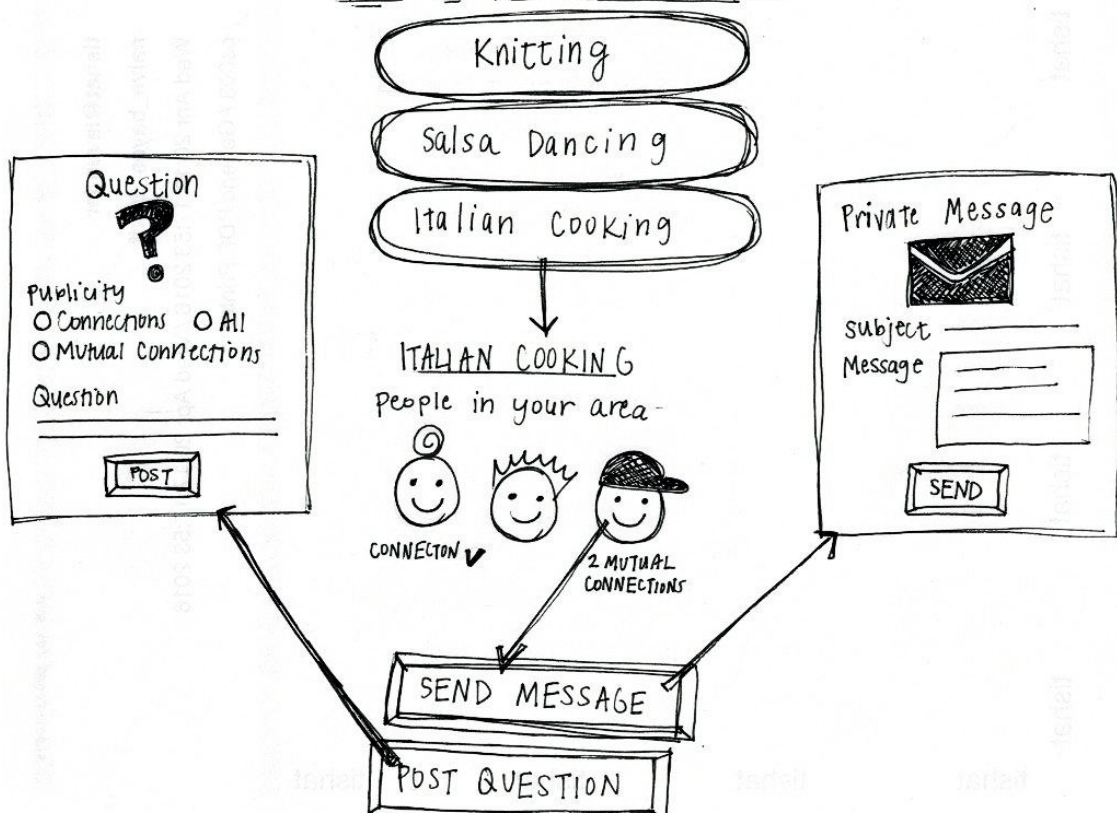
DESIGN 3: RPG-STYLE GAME



3

DESIGN 3: RPG-STYLE GAME

SKILLS IN YOUR NEIGHBORHOOD



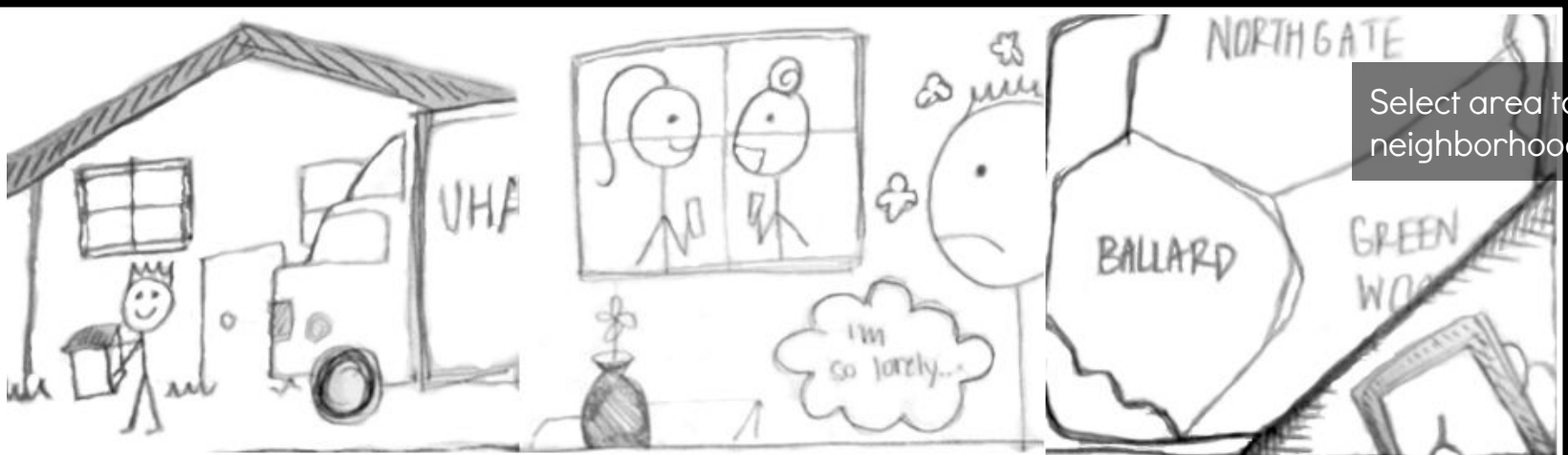


SELECTED DESIGN

A social networking app focused on neighbors broadcasting their interests and skills.



TASK 1: Getting to know your neighbors through hobbies and interests

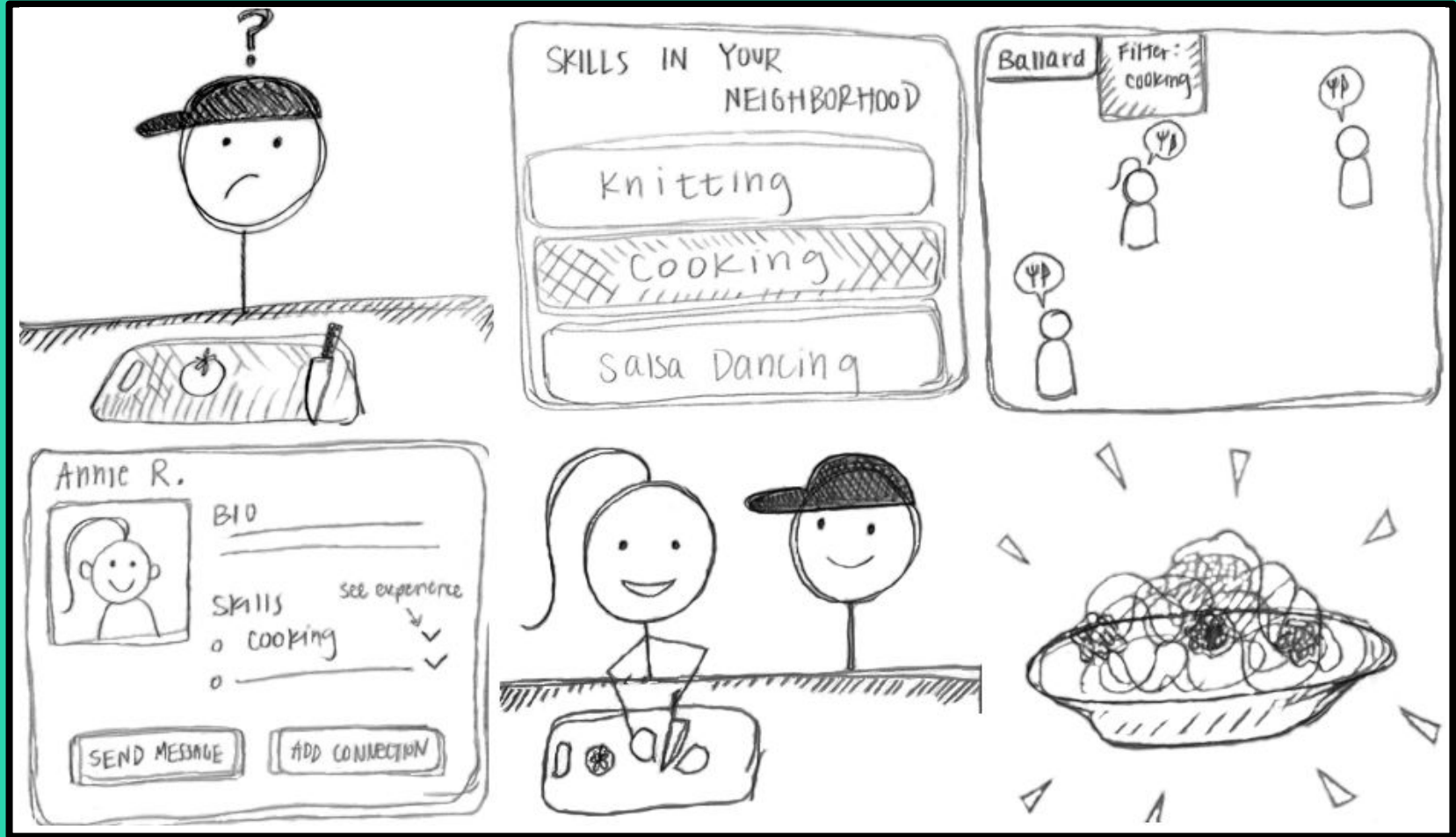


Select area to enter neighborhood room



Ballard app users appear in the same room

TASK 2: Seeking local enthusiasts for questions and collaboration



SUMMARY

What we have learned:

- | Think outside the box
- | Diverse teammate backgrounds
- | Appropriate scoping
- | User-centered design