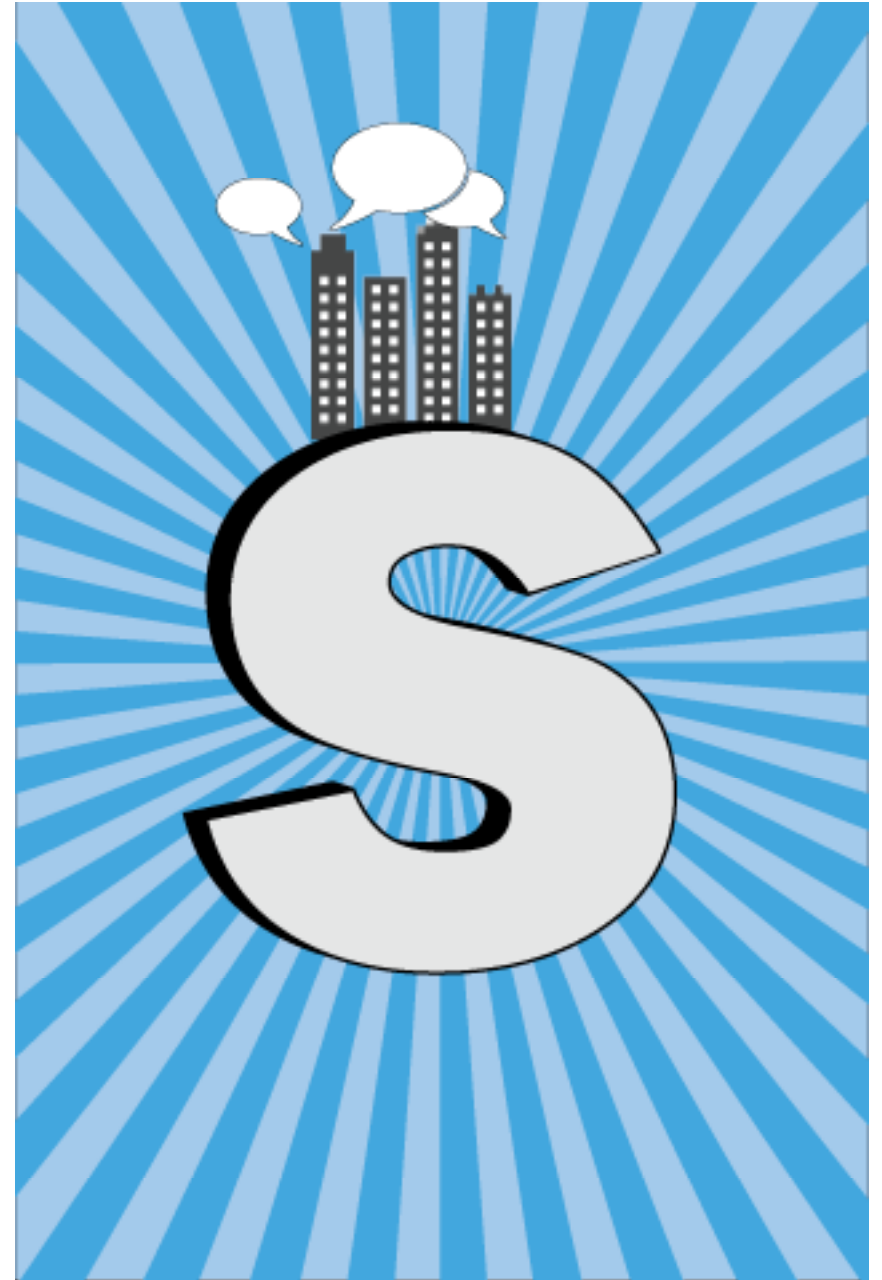


Storyville

Arun Ganesan
John Horstman
Mahvish Nagda
Eva Shon



Original plan

Target users

- Recent retiree
- Recent immigrants
- Small business owners

Target tasks

- Travel
- Community building
- Employment finding

Rationale: Seniors have time to travel once they retire.

First design

Retirees use the app to search for senior discounts or other relevant information while traveling



First evaluation

What we liked

- Retirees providing relevant input for other retirees



What didn't work

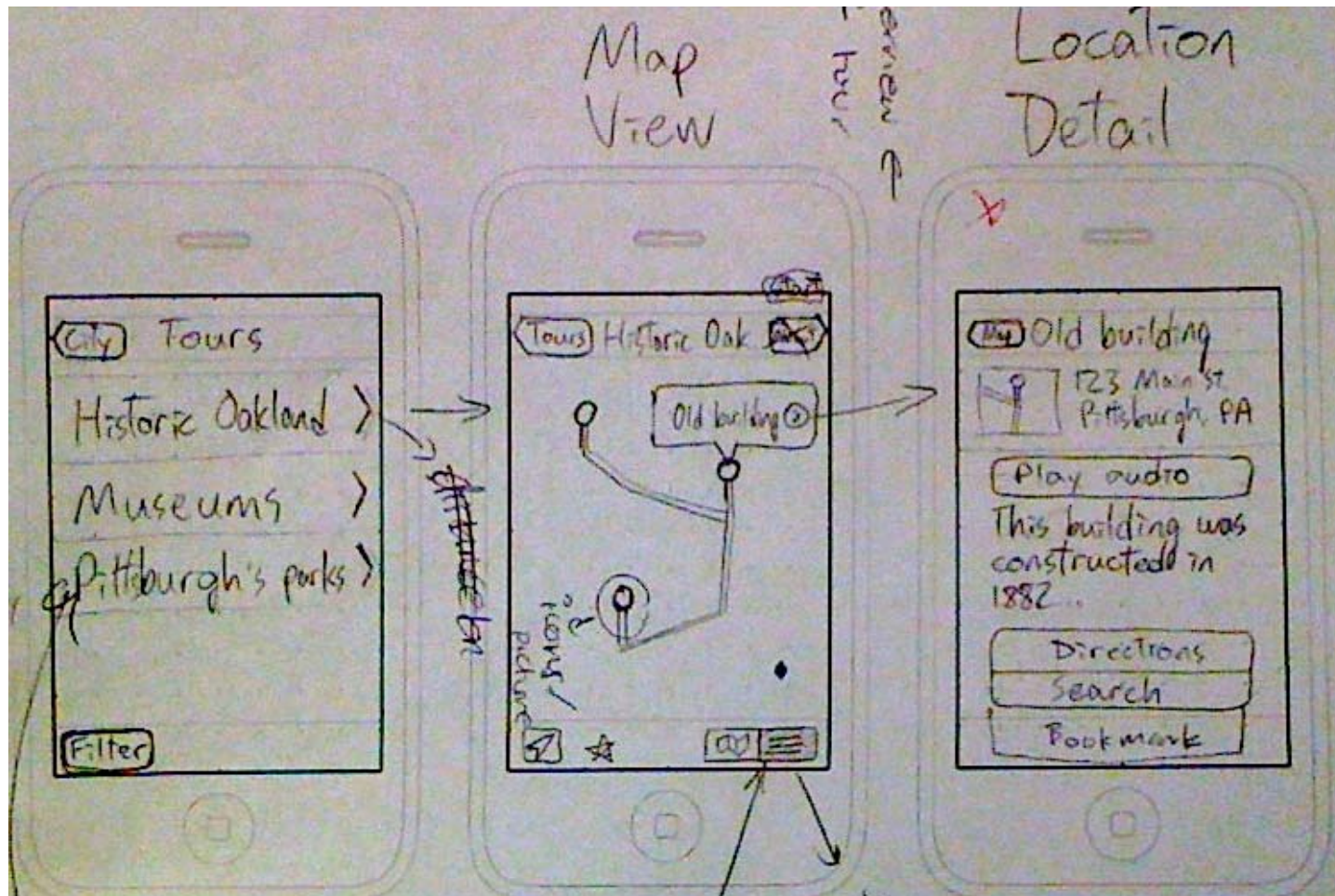
- Not different enough from existing apps
- What qualifies as a retiree-friendly activity?

Second design

Seniors can follow tours or create tours for other traveling seniors, rate businesses, record text and audio feedback about locations, and more.



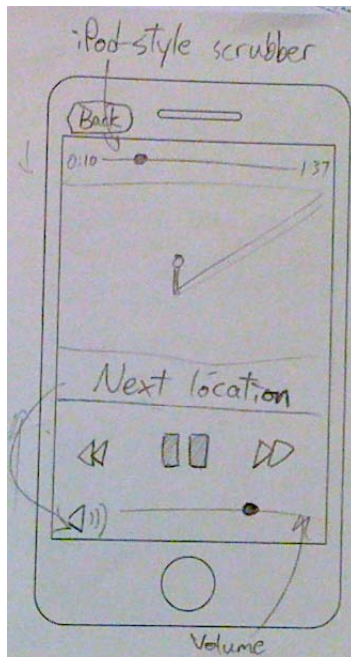
Second design



Second evaluation

What we liked

- User-built tours
- Audio tour feature



What didn't work

- Too much functionality drowned out the core purpose of the app
- Too much detail about the tours added unnecessary complexity

Reflecting on needs

- Once old, people feel more like contributing to the local community that they have lived in and like telling stories to the next generation.*
- Seniors enjoy engaging and educating their communities.
- Traditional tour guides are formal & impersonal.

*The Rural School Community Center L. J. Hanifan
Annals of the American Academy of Political and Social Science
Vol. 67, New Possibilities in Education (Sep., 1916) (pp. 130-138)

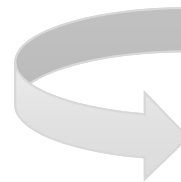
Final design

Target users

- Recent retiree
- Recent immigrants
- Small business owners

Target tasks

- Travel
- Community building
- Employment finding



Rationale: Seniors have stories they want to share about the places where they live.

Why mobile?

- Hearing stories about a place while you're actually there enriches your experience
- App provides tour directions



Existing apps



Rick Steves' Audio Europe

Self-guided audio tours for points of interest in Europe

- Tours are generic and impersonal
- Users can't create their own tours
- Only available for European locations

Existing apps



EveryTrail

Plot trips, connect with other travelers, share videos, and more

- No user-created audio recording
- Focus is current status, not shared history
- Too many features

User Research

"Designing for boomers is critical -- someone turns 50 in the U.S. every seven seconds. They won't give up style or performance, and they won't buy something made specifically for the aging because that's not how they see themselves. But if it's easier to use and it speaks to their needs, they'll love it. And if something is easier for a 65-year-old to use, it's going to be easier for a 35-year-old to use."

– GE's Marc Hottenroth

"Marc Hottenroth is Building a Home Made for Baby Boomers," Fast Company, Feb 2011
<http://www.fastcompany.com/magazine/152/fast-talk-marc-hottenroth.html>

Persona 1



Miko Liu

- Age: 70
- Family: Married, 2 kids, 5 grandchildren
- Japanese American
- San Francisco resident for 32 years

Miko has stories to share.

Persona 2

Bob Malone

- Age: 66
- Family: Widower, 3 kids
- Retired veteran
- Traveling the West Coast to enjoy retirement

Bob is ready to learn.



Scenario 1

Miko's daughter tells her about the Storyville app that lets people share the histories of their neighborhoods.

Miko makes a tour of Japantown, sharing anecdotes that only a local would know.



Scenario 2

Bob drives into town and wants to start exploring, but he's tired from the drive so he's looking for something relaxing.

He opens up the Storyville app and searches for a short tour.

Miko's sounds nice, so he decides to try it out.



Demonstration

Conclusion

Miko is happy to have shared a piece of her history with someone.



Bob had fun learning about a new city from a local.



Thank you!

Arun Ganesan

John Horstman

Mahvish Nagda

Eva Shon

Next version

- Create tours remotely without using GPS
- Upload photos for locations
- App automatically pulls historical photos for locations
- Augmented reality tour