

# Designing for proximity

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## Design, Collaboration, and Good deeds

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### The needs of close neighbors

**Codeable baseline** What can we (as a group) get done that is out of realm of possibility. Not for lack of skill, but for time and money.

Here, I take my chance to ask any questions about project dream vs reality.

**Platforms** We called out our assumptions first. Pulling out a laptop at a grocery store: certain. Pulling out a phone: yes.

- Webapp Our work can work for iOS devices, but up to a point. We
- focused on browser based interactions.
- Mobile This decision affected which design library we would implement
- for our prototype in short order.
- \* **Research**

- \*\* Other Task Apps

To keep us from reinventing certain wheels, we make sure we looked at what was established en masse for simliar apps. **Business Analysis** The commonality is an IRL system of gathering (groceries) in our case.

- **Task Rabbit**
- **Amazon (Wholefoods)**
- **Instacart**

Our analysis required we break the information down into simliar components

- Cart
- Schedule
- Sort

As we moved towards defining user needs, the image of a milk jug as emblematic of 'in what space' we were trying to accomplish our design

### Zeroing in on trust

#### Themes that include trust

User 1(32/yo) User 2(56/yo) User 3 (47/yo) User 4(54/yo)

I feel bad asking for help because I do not want to burden others <small>Josh</small>	I do not want to ask someone to take care of my kids because I do not want to inconvenience them <small>Josh</small>	Social events and Kids schedule- her work day - him <small>Helene Oliveira</small>	If I have enough time or if it does not disturb my children's schedule or any event I can make favors. <small>Helene Oliveira</small>
I utilize my family for taking care of my child when I need to take care of other things <small>Josh</small>	I utilize my family to help with tasks for my child <small>Josh</small>	I don't want to bother people around me <small>Helene Oliveira</small>	I usually ask my close friend if she can help me. Kids events share with husband work day both <small>Helene Oliveira</small>
I am more open to recieving help if it is specifically offered to me <small>Josh</small>	I accept help when someone says "I am going to do this for you." <small>Josh</small>	I do favors for whom already did for me <small>Helene Oliveira</small>	I don't want to bother people around me. I am ashamed to do it. <small>Helene Oliveira</small>

*img*

### Looking at the Task Business

As the dev team went to design an inital user model in the code, the UX Team went to take a mental snapshot of where mental boundaries may help guide our priorities. We might need to express them at design handoff.

**Business Analysis** While it may be fun to have a 'karma'-like

affordance to energize task uptake...we do find some priorities:

- Cart
- Date
- Items
- Sort

**Learn Quick** Our user, we imagine, is a real person with limited time.

Who does she pay back first.

### **Closeness of Volunteers and Trust Themes**

A level of trust is required

Our team, in starting to figure out and document why our representative persona felt that way, The seams are still closing in on their way to delivering it to four groups of 10 people.

**But how do you know?**

#### **Persona**

Sabrina happens to be busy, especially with tasks required to raise two children.

To maintain growing trust, neighbors in the persona's proximity see opportunities to help and add them to their queue.

## **Sync loose but direct**

### **On the Problem**

**Just the stress of asking is enough of a barrier to moving forward.**

### **For the Solution**

#### **Less Stressed**

Their offers of help go to Sabrina, where if she wants, she can approve or deny based on her original request, focusing on neighbors she deems appropriate.

while maybe still busy, she is less stressed out.

## **Design work**

### **Sketching**

- [design Studio Brackets]

**Designing for the Time Crunch** A situation recognized as a 'time-crunch.'

### **Wireframes**

#### **Discussing user A, user B**

At the end of her weeks, she sees your life caseload with two children

diminish while continueing to schedule more help and address her upcoming week.

**moving up fi, finding user A, user B.**

**What testing taught us**

**Our initial perception** She prepares for her upcoming week with the help of the Gudeeds app volunteer scheduling app.

**Our perception of obvious placement of a primary button, was actually:**

- Confusing
- Redundant

**Categories** Clarifying types of tasks that others get help with, she is likely to book also.

## **Current status**

**Gudeeds as client**

To Gudeeds, the tasks mean bookings. Each confirmation implies that their app is better at being reliable.

**Next Steps**

**Explore if gamification is a good fit.**

Sandra is busy and just downloaded the Gudeeds app. The app will help build trust across her neighbors ' relationships.

If booking now is based on trust, will charts and mini-analyticst be more efficient to confirming her bookings?