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 Pollenteering Network

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PROJECT BRIEF

The 2007 design challenge explores the importance of health and wellness. Software can improve the daily life, and long term well being of a wide variety of users: from promoting wellness and life balance, to addressing difficult health related issues, to addressing healthcare systems and tools. In addition, we want to think about health and wellness in a variety of cultures and healthcare systems.

Although health & wellness is a broad, universal concept, projects should be designed for the needs of a particular user group in a particular situation or culture. Users groups may include: extended families, elderly, office workers, homeless, individuals who share a particular illness, visual or hearing impaired, healthcare roles (patient, caregiver, teacher, researcher), etc. Situations may include: trust, privacy, accessing information, treatment, social support, crisis management, diet, exercise, nutrition, etc.

OUR APPROACH

Our approach was to address how we can improve the health and wellness of the community at large. Which, in turn, benefits the individual. By integrating positive activity into people's daily routines and activities, our group's mission is to leverage the desire to help people improve their environment, community and themselves.

The Pollenteering Network consists of dynamic community information hubs that distribute opportunities (or pollen) for volunteer activity. People interact with the network by using their cell phones as information "magnets", grabbing appropriate opportunities according to their interests and geographically relevant communities.

Our design empowers individuals to take responsibility for their community by affording them new opportunities to positively affect the communities they inhabit.

THE RESEARCH

ACADEMIC RESEARCH

Our academic research drew on three major studies that helped us identify the aspects of community health and volunteering we would focus on in our design: Bowling Alone, The Power of the Ask, and The Seattle Foundation Study.

The following questions were raised from our research, and drove our user study conversations.

Why is volunteering important for the overall health of the community and for individuals living in the communities?

Why are people not as active in volunteering or engaged in their communities as they were historically?

Why are people who truly intend to volunteer not as involved as they would like to be?

In addition, our research yielded a concrete division of what constitutes community health into six designations: Basic Needs, Education, Arts & Culture, Civic Engagement, Environment and Healthcare. These designations followed us through each of our designs and is a core component of our final design.



QUESTIONS RAISE BY SPRING 07 ART 484 CLASS



ICONS USED IN OUR FINAL SOLUTION

USER RESEARCH

Our user research consisted of identifying and interviewing various people and organizations regarding their involvement in their community and volunteerism in general.

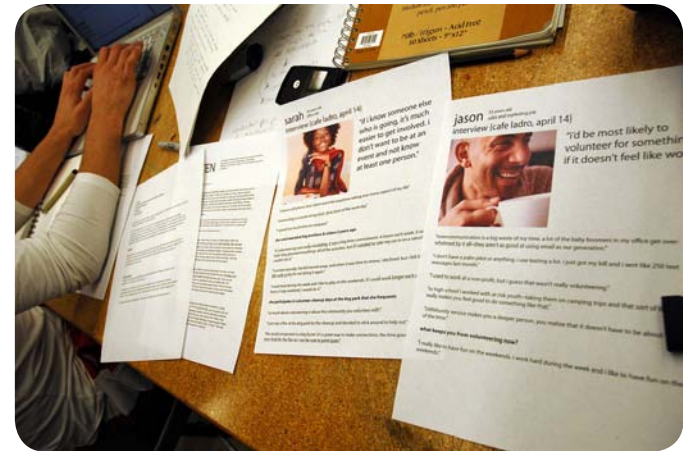
Each member of the group spoke with people who fall into three categories:

- Volunteer coordinators
- People who volunteer
- People who don't volunteer

We identified through our research that volunteer organizations find it difficult to effectively communicate their needs to those who would be willing to help if only they were asked. The potential volunteers (and those who currently volunteer) voiced that they would be more apt to be involved with organizations if there was an easy way to match their interests with community need.

Our research focused our design on the following user base:

- Those with good intention, but little action
- Busy people
- People in their 20s + 30s

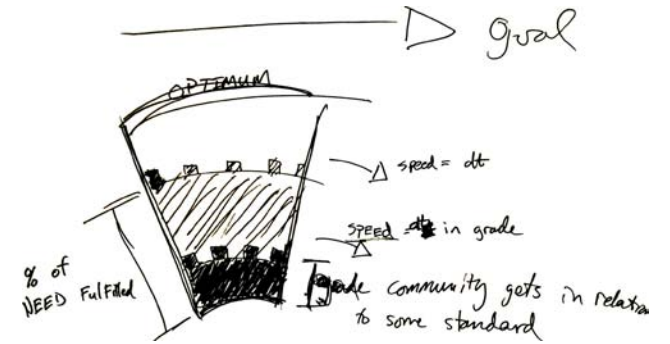


PERSONAS PRODUCED FROM INTERVIEWS

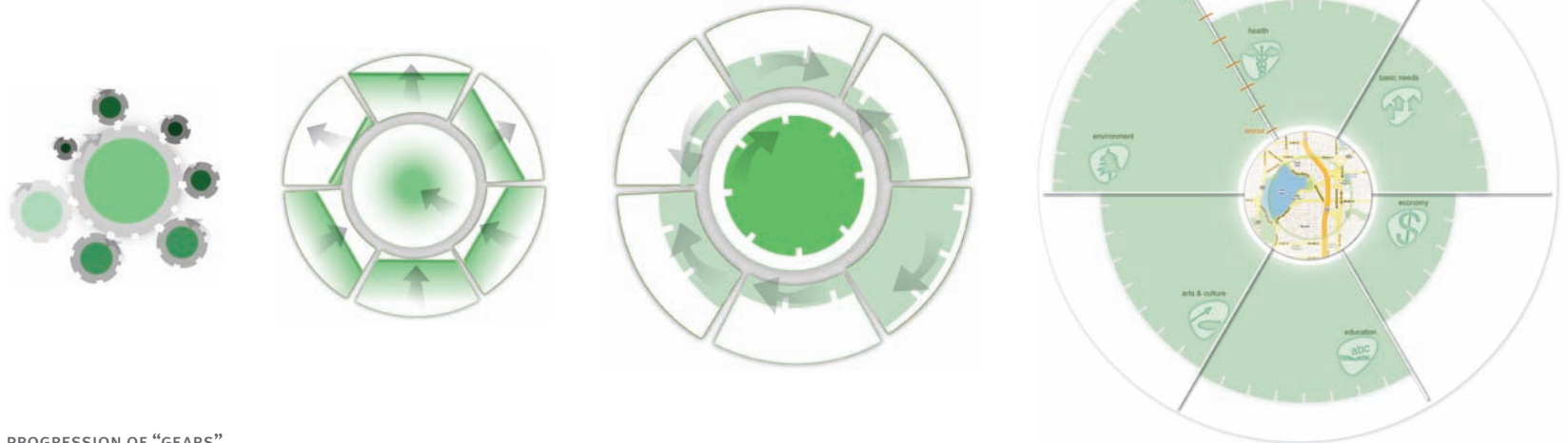
SIGN CONCEPTS

Our first sign design concentrated on motivating potential volunteers by displaying the health of the community around them, and how their involvement impacts community well-being.

The sign also acts as transmitter of volunteer opportunities that users can grab with their phone. Only opportunities that are relevant to the user's interest are grabbed. From there, the user can act on these "asks" for help by confirming their participation or sending them on to friends. The length of the gear illustrates the health of the community for each category. The rotational speed of the gears indicates the amount of user involvement per category.



CONCEPT SKETCH OF "GEARS OF COMMUNITY"

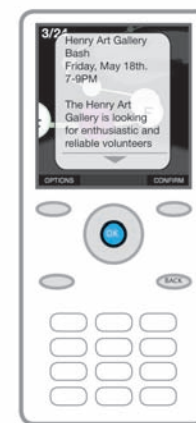
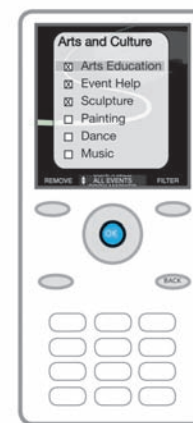
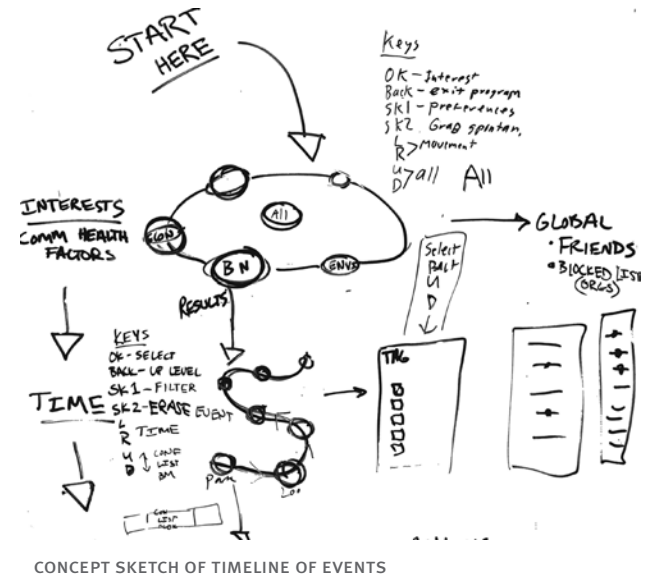


PROGRESSION OF "GEARS"

THE CONCEPTS

PHONE CONCEPTS

The phone is a tunable magnet that grabs opportunities only from categories of interest specified by the user. Once the phone has grabbed the opportunities in their community, it acts as the primary vehicle for viewing, confirming, and passing along “asks”.

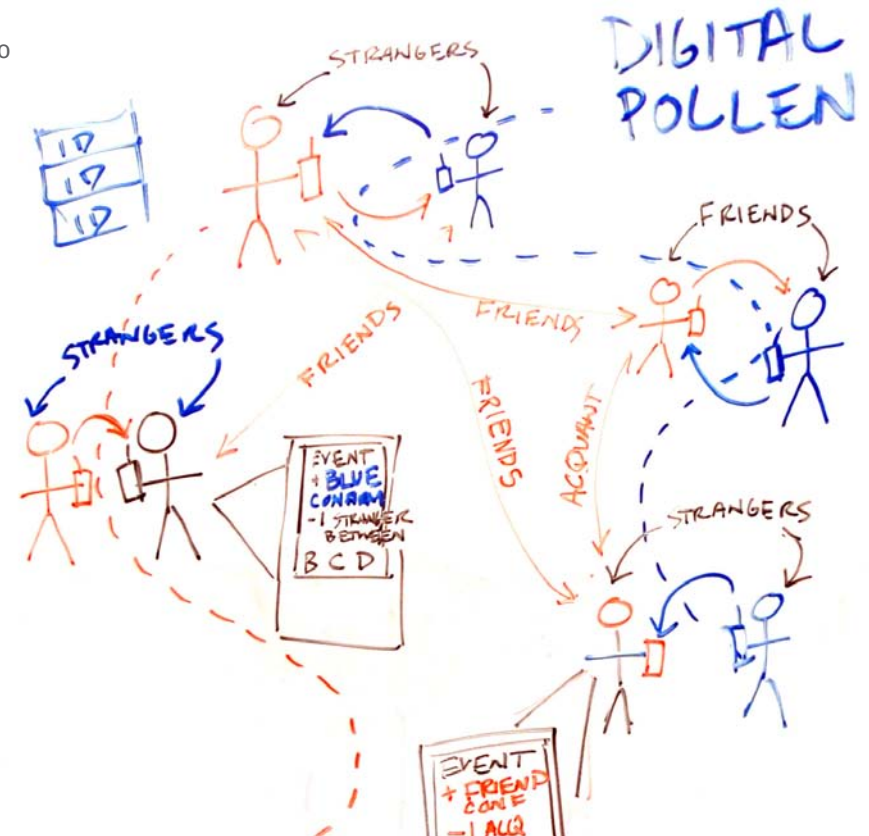


VISUALIZATION OF PHONE INTERFACE FOCUSED ON TIME

FINAL SOLUTION

The phone is a tunable magnet that grabs opportunities only from categories of interest specified by the user. Once the phone has grabbed the opportunities in their community, it acts as the primary vehicle for viewing, confirming, and passing along “asks”.

The workflow of the phone design was restructured to allow the user to see at a glance a wide range of opportunities available to them.



SKETCH OF HOW SYSTEM WORKS PERSON TO PERSON

DYNAMIC DISPLAY

Signs are placed in various locations throughout a community and have three major functions for the Pollenteering Network. First, they act as hubs for displaying real time volunteer events that only relate to that community. This allows people initially to see what opportunities are available that directly effect the area they are in. Second the signs are an entry point into involvement in the Pollenteering Network. By accessing the sign via a Bluetooth connection, the user is informed of the network's purpose and their role. Finally, once a person is engaged with the Pollenteering Network, the signs act as transmitters of the volunteer opportunities, or "pollen".

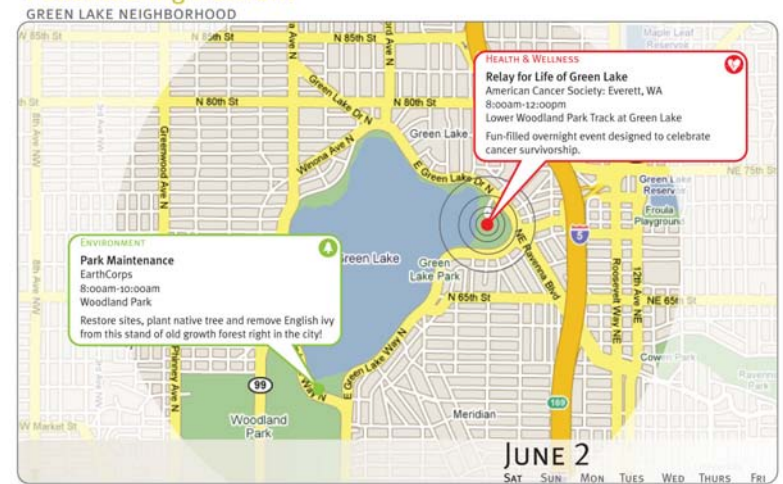
Like bees collecting pollen on a flower, users collect opportunities through proximity to the sign.



LOCATION BASED DISPLAY

THE SIGN

Pollenteering Network



FOR MORE INFORMATION OR TO GET INVOLVED IN THE POLLENTEERING NETWORK
 CONNECT TO BLUETOOTH ACCESSKEY: POLLENTEER



FOR MORE INFORMATION OR TO GET INVOLVED IN THE POLLENTEERING NETWORK
 CONNECT TO BLUETOOTH ACCESSKEY: POLLENTEER



FOR MORE INFORMATION OR TO GET INVOLVED IN THE POLLENTEERING NETWORK
 CONNECT TO BLUETOOTH ACCESSKEY: POLLENTEER

DISPLAYS NEXT 7 DAYS OF EVENT THROUGH A CYCLE

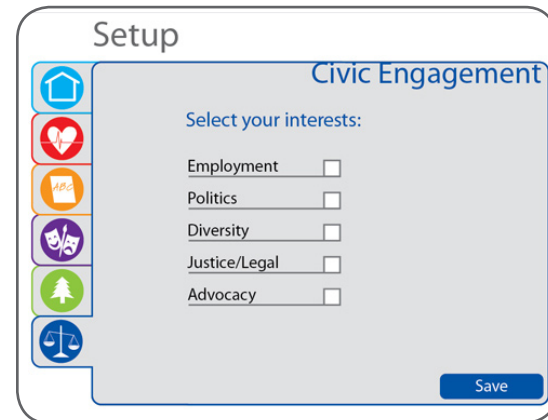
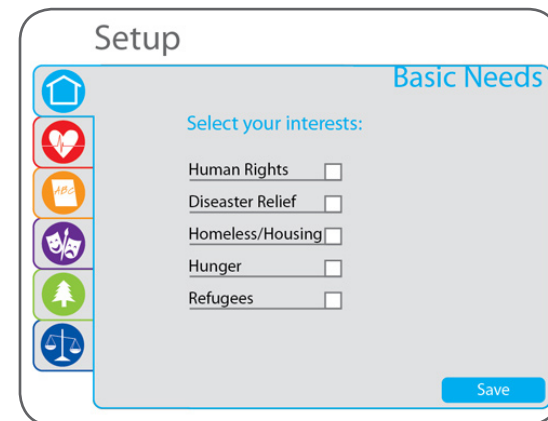


SETUP



When a person first connects to the network with their phone, an animated tutorial explains the overall purpose of the Pollenteering Network, the function of the sign, the downloadable software for your phone, and how users affect positive change through their involvement.

The next step for the user is to “tune” the pollen collector to areas of volunteer interest. The user selects from five areas of community need and fine-tunes selected areas to their specific interest. This tuning helps to limit the amount of opportunities the user collects and carries with them as they travel through their community.



EXPOSURE TO SYSTEM AND INTERESTS DEFINED IN SETUP

EVENTS



Immediately after set up, the users' phone begins collecting Pollenteer events from the sign. As the user receives these events, they are organized chronologically in each area of interest. Search begins at a macro level where the user explores the opportunities available to them in three week time chunks across all areas of interest.

Users can select a week from any one interest category to see what events populate that time frame. By selecting a particular Pollenteer event, all details about it are revealed.

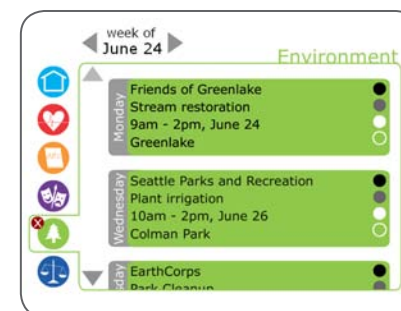
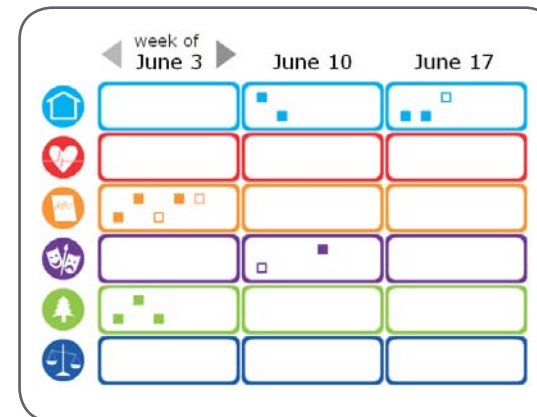
In both the week view and the event info view, the user has four choices of action:

Confirm Event

By confirming an event, information is sent to the organizers indicating the users' planned attendance. At this point, any other users you have indicated as friends in the system will be able to see your confirmation, further increasing the motivation of others to get involved in events populated by people they know.

Bookmark

This function allows users to tag events that find particularly interesting, but are not ready to commit to. Bookmarking also aids in finding these events in the future.



SCREENS EXPAND TO DISPLAY MORE DETAILED INFORMATION

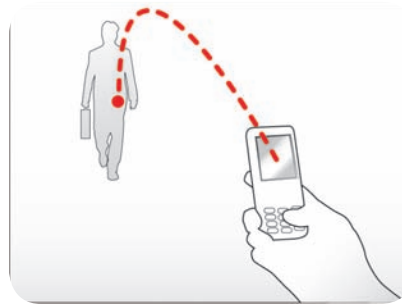
Send to Friend

By selecting this function, the user can notify friends both inside the network and outside (through SMS messaging) of events they may be interested in. This promotes greater social interaction, expansion of the network of users and the ability for people to receive events outside of their interest categories.

Delete

This function deletes events from the phone and prevents the phone from picking up that specific event at a later time.

FRIEND "ASKS"



Although events can be actively forwarded to friends in a familiar manner, the real power of the Pollenteering Network comes from the passive exchange of event pollen. As users move around their community, events jump from one phone to another without requiring any action from the sender or receiver.

These exchanges only occur when users are in close proximity to each other and when a user has an event to give that matches the receiver's areas of interest.

THE PHONE

A screenshot of a mobile application interface. At the top, it says "week of June 3" with left and right arrow icons. Below this is a vertical list of icons: a house, a heart, a document with an 'X', a person with a magnifying glass, a tree, and a scale. To the right of these icons is a large orange box containing event information: "Boys & Girls Club Computer Lab", "June 8 - June 11", and "University District". Below this is a "Friends List" with five names and checkboxes: Craig P. (checked), Brian S. (unchecked), Matt C. (unchecked), Jaclyn K. (checked), and Kris M. (unchecked). At the bottom right of the orange box is a button labeled "invite friends". The word "Education" is written in orange text at the top right of the orange box.

CAN EASILY INVITE, DECLINE, OR ACCEPT FRIEND "ASKS"

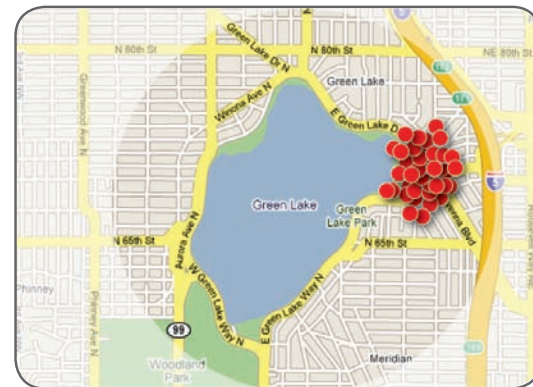
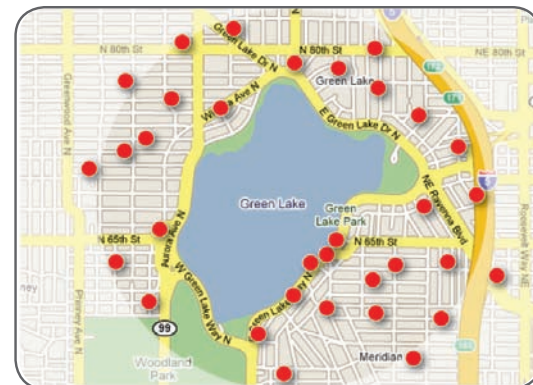


THE RESULT

THE BETTER COMMUNITY

My moving throughout their community and being involved in the Pollenteer Network, users constantly gather and pass on pollen that informs a greater number of people as to the needs of the community. What starts as a single collection of pollen from a community sign, unknowingly spreads across a greater area and ultimately brings people together at the event where positive change takes place.

These exchanges only occur when users are in close proximity to each other and when a user has an event to give that matches the receiver's areas of interest. Resulting in a system that empowers the individual as a contributor to the greater community.



JUST BY MOVING AROUND IN THE COMMUNITY THE INDIVIDUAL CAN SPREAD POLLEN AND POPULATE AN EVENT



PROJECTS IN INTERACTION DESIGN: HEALTH & WELLNESS
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