DreamHatcher

-- Clarifying the process to achieve dreams through social Q&A

CHI 2013 Student Design Competition.
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Design Process

Initial Survey

14 Questions
199 Valid Results

Contextual Inquiry

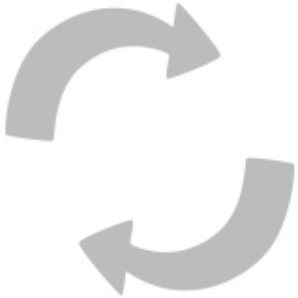
Interviews
Affinity Wall
Behavioral Map
Personas

Prototype

Parallel Design
Iterative Design

Usability Testing

5 Participants

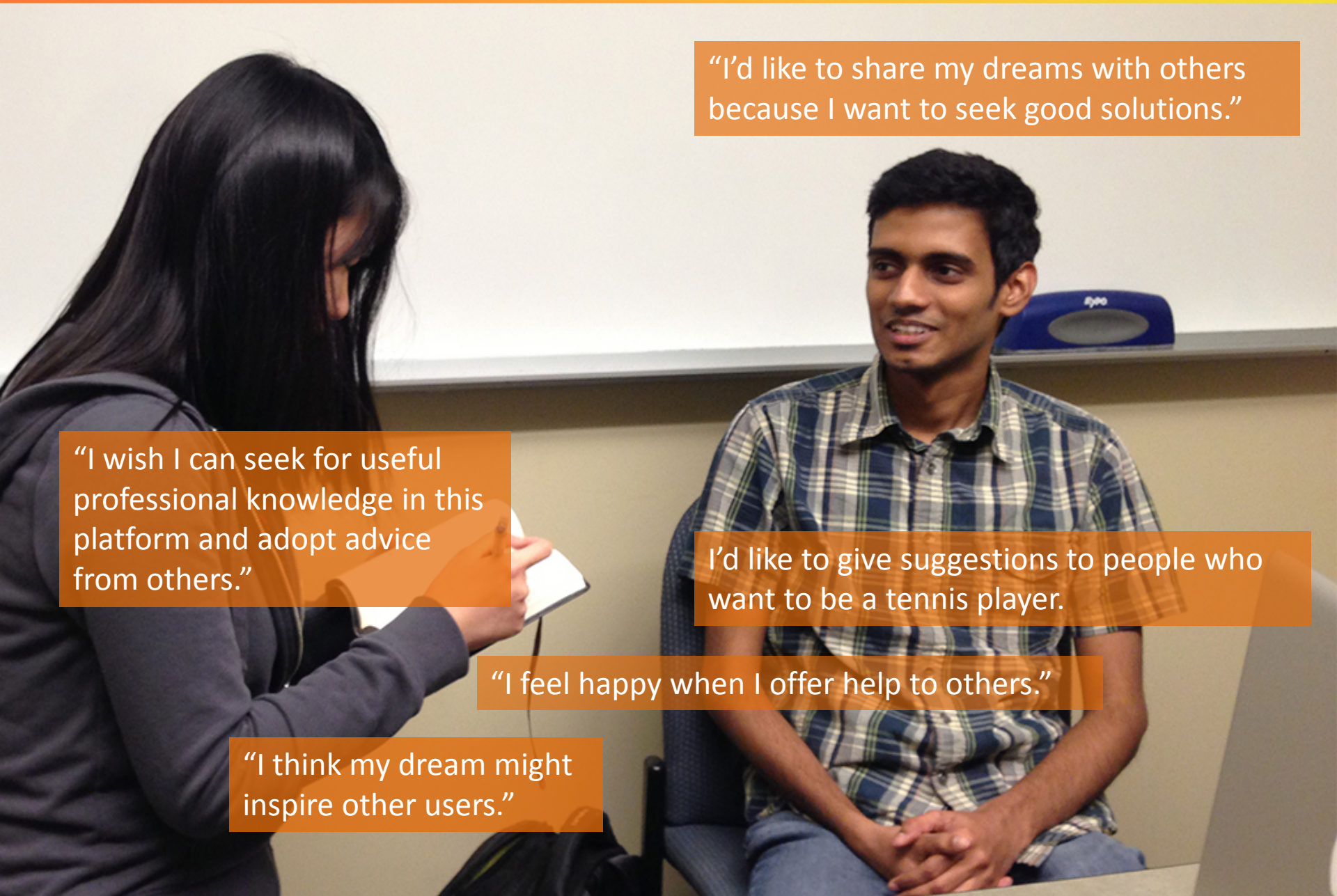


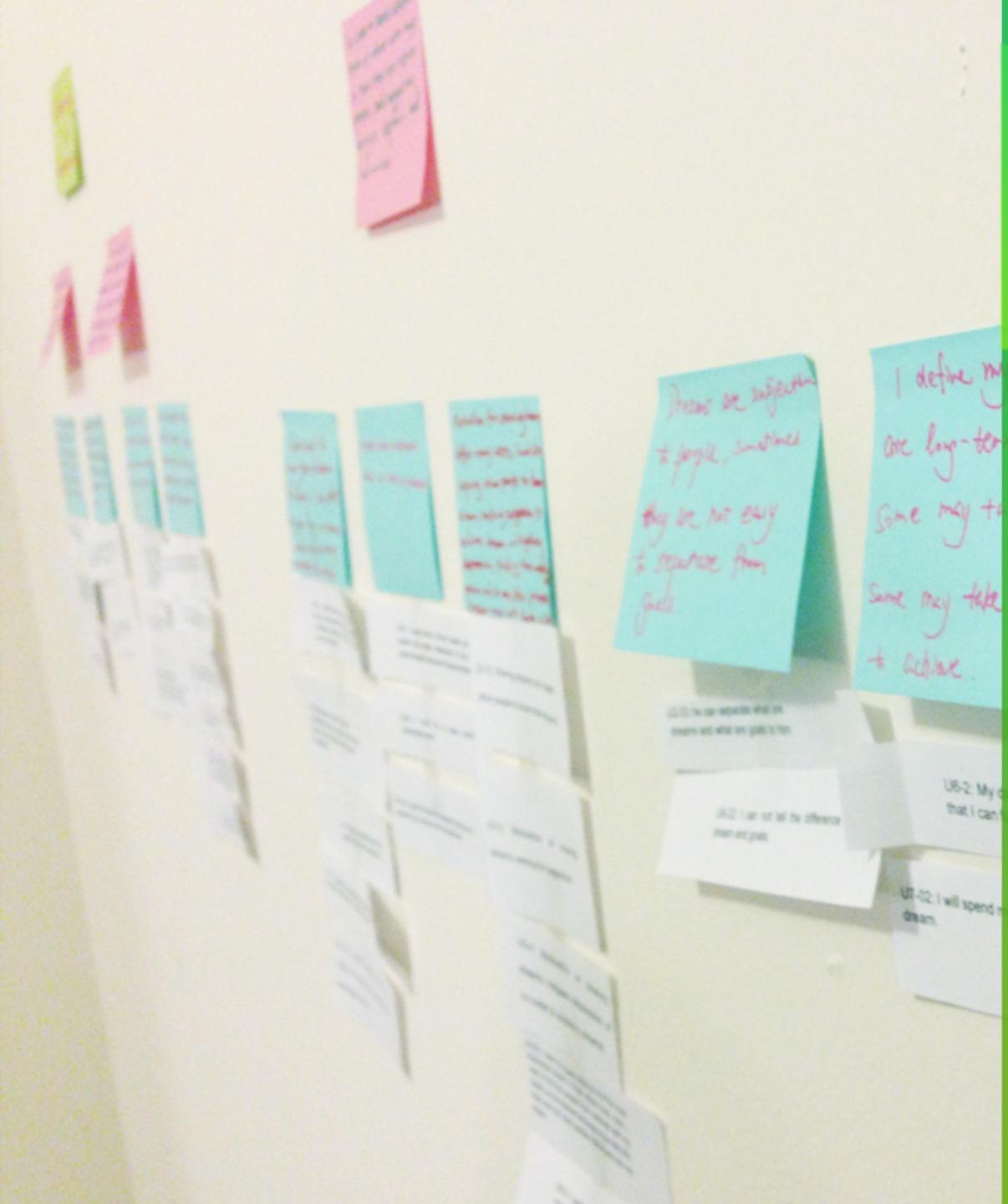
Initial Survey

In our initial survey, we raised 15 questions that were classified by three key points: general questions of dreams, questions of dream sharing and questions of contribution to others' dreams. This survey had 199 successful respondents, and we gathered a few valuable findings that are stated below:

- People tend to choose the way that takes less effort in helping others to fulfill their dreams, in this case, encouragement and knowledge sharing rather than sharing workload or donating money.
- More than half of the people want to share their dreams with other people.
- Over 90% people want to help others to achieve their dreams, which means More people want to help others to fulfill their dreams rather than share their own dreams.
- Compared with people who want to frequently update their dreams, more people would prefer to browse others' dreams.
- More people value the process of helping others than the final achievement.
- Sometimes, people don't know where to start their own dreams.

Contextual Inquiry

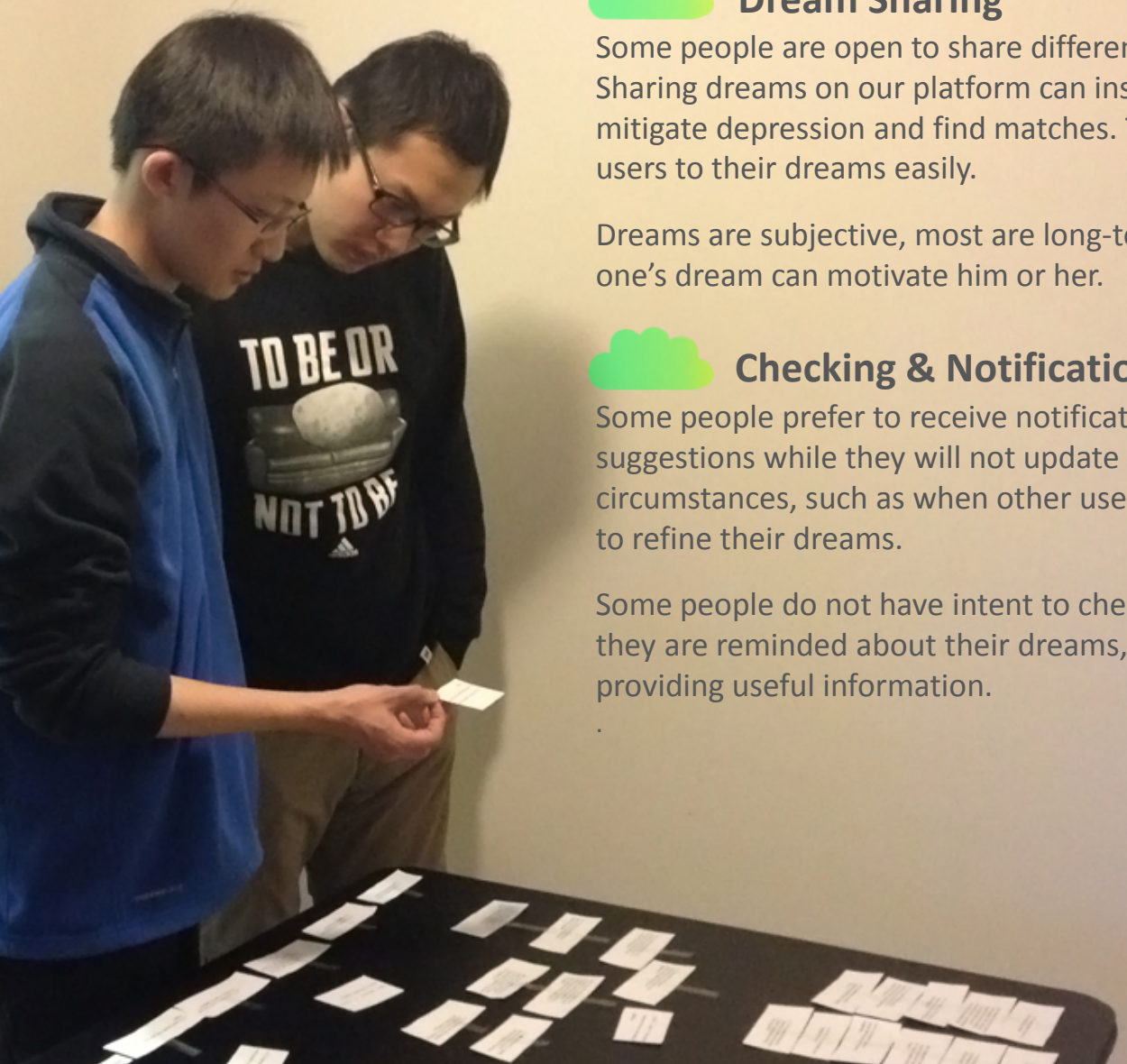




AFFINITY WALL

Based on 288 affinity notes collected from six interviews, we created an affinity wall. Findings led to many design ideas on our platform, and they also informed our personas.

AFFINITY WALL - FINDINGS



Dream Sharing

Some people are open to share different types of dreams with tags. Sharing dreams on our platform can inspire other people, seek suggestions, mitigate depression and find matches. The tags on dreams can lead other users to their dreams easily.

Dreams are subjective, most are long-term. The excitement of fulfilling one's dream can motivate him or her.

Checking & Notifications

Some people prefer to receive notifications for their dreams and suggestions while they will not update dreams except some certain circumstances, such as when other users having demands or they need to refine their dreams.

Some people do not have intent to check their dreams frequently unless they are reminded about their dreams, or the dreams are interesting or providing useful information.

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AFFINITY WALL - FINDINGS

Suggestion

Common interests and knowledge, friendship, inner happiness and desire of helping others are primary motivations of providing suggestions to other people's dreams

Some people prefer selecting practical suggestions by themselves. They would like to give positive feedbacks to suggestions, but they refuse to receive any offensive suggestions.

Platform Features

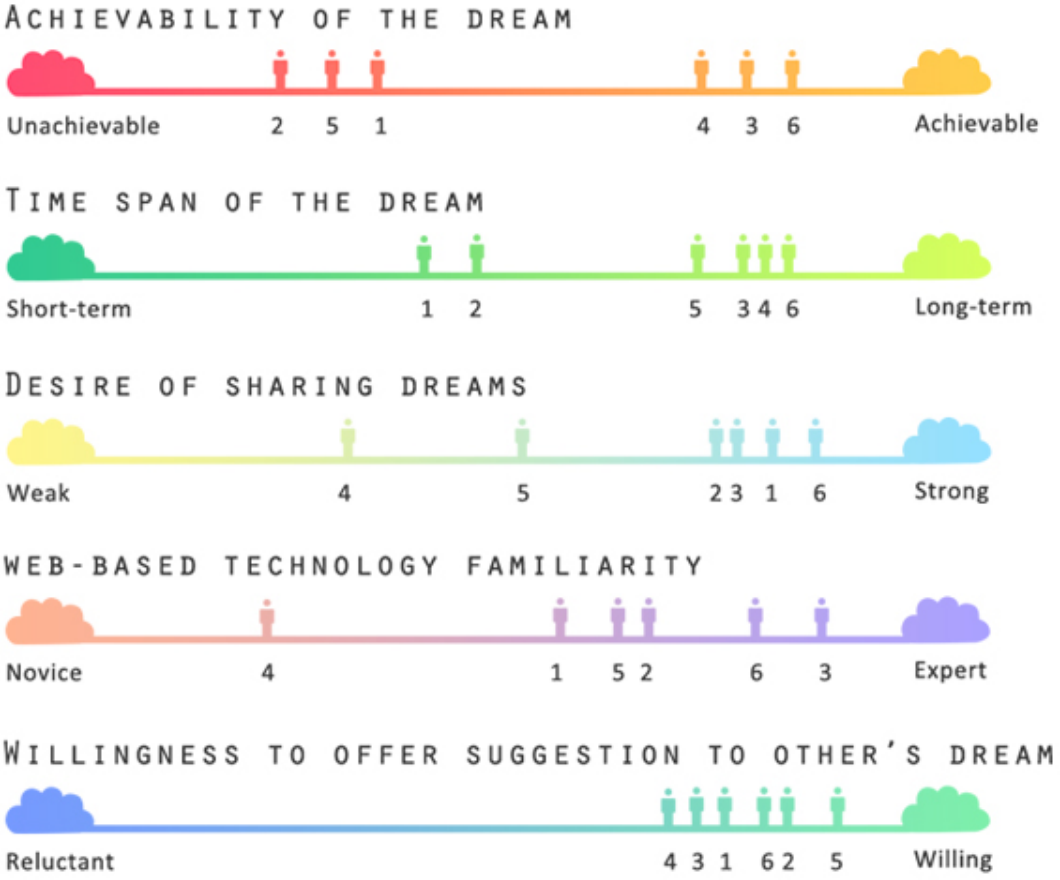
The system should not only be entertaining but also be professional. People use this system could find their understanding of the life. Also, the system should let user use searching engine to find interesting ideas.

Some people do not care whether the person they help knows their social identities as long as the system does not expose their real identities.

Some people prefer to have the communication section of system to contain face to face element because it helps them feel intimate and provide instant feedbacks, but they don't prefer the format of Wikipedia for searching because it is unreliable.

Behavioral map

We created a behavioral map to better understand patterns of our interviewees. We identified ten high-level behavioral variables that might guide our final design. Based on results gathered from our contextual inquiry, we placed each individual interviewee along a spectrum for each variable. Two major clusters of behavior directly led to our two personas.



Behavioral map

Need for suggestion

Manifestation about their dream

Tolerance of crowdsourcing

Attitude towards question & answer community

Awareness of social identity

Persona

Annie Bennett

Personal Information:

Gender: Female
Age: 23
Education: B.A. at University of Michigan
Major: Design
Professions: Freelance designer
Personality: Outgoing, helpful and obliging, social, love to try new things.
Interesting area: Graphic Design, Music, Literature

> A dream you dream alone is only a dream, a dream you dream together is reality !

Profile:

Annie is a girl that loves adventures and fresh ideas. She loves sharing ideas with her friends. When she was in college, she was deeply moved after visiting one International Art Exhibition. Thus, she cherishes a dream of holding an individual exhibition at the London Gallery so as to inspire others and bring happiness to other's life.

In her daily life, she loves photography and sharing her works on Instagram. She always feels enthusiastic in discussing them with professional photographers and designers and communicating. She is the owner of a salon, called Spark. Members of Spark gather together at every Wednesday nights and exchange ideas about arts that truly reflect ideal living condition.

Tech Friendliness:

- Frequently checks social networks using mobile or computer.
- Thinks websites should be more entertaining and interesting.

Internet preference and behaviors:

- She likes following interesting people and checking her friends' recent activities on social networks. She enjoy sharing interesting stuff with her friends.
- She dislikes customizing and searching information on the internet. She prefers the websites that provide recommending system.

Persona

Kevin Smith

Personal Information:

Gender: Male
Age: 28
Education: M.S at Carnegie Mellon University
Major: Computer Science
Profession: software engineer
Personality: peaceful, rational, tech savvy.
Interesting area: reading American Mathematical Society, si-fi movie, video game(STG).

"Independent spirit, free thinking."

Profile:

He likes to solve mathematical and programming problems for his friends.Whenever he encounters problems, he searches solutions online, but he does not directly take these suggestions. Nevertheless, he would still like to try out some practical suggestions before he actually takes them into implementation. He is committed to the development of AI, and he keeps a dream of making the "Blue Brain" project come true.

A lot of certificates he got from competitions are hung on a wall in his office, which often impresses people and attracts many compliments to Kevin. However, he replies that, without help from others, I could not achieve such accomplishment.

Tech Friendliness:

-Checks social network once a week, while likes to frequently read news in innovational technology
-Prefers using professional websites to communicate with other experts

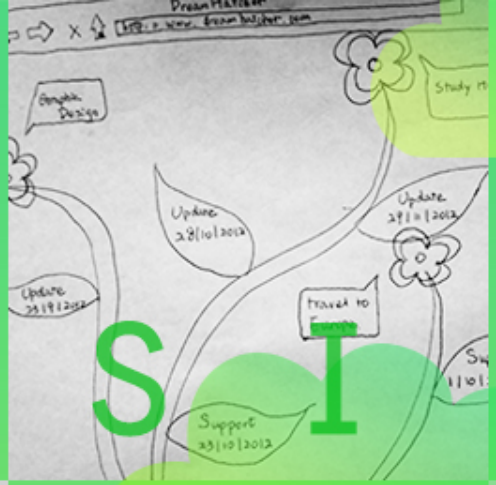
Internet preference and behaviors:

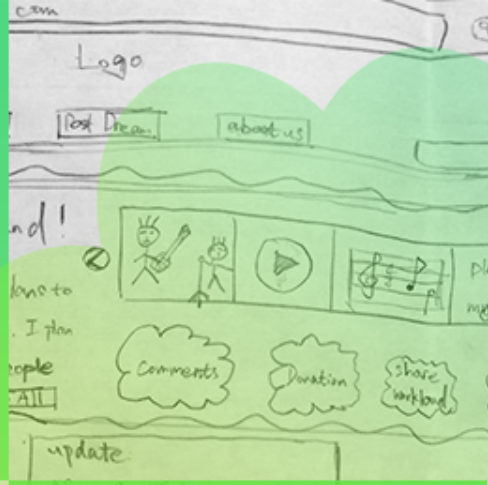
-likes to compete with other coders to show off his programming skills, while he posted some tutorials of some softwares
-does not want to waste time on social activities and talk to strangers face-to-face

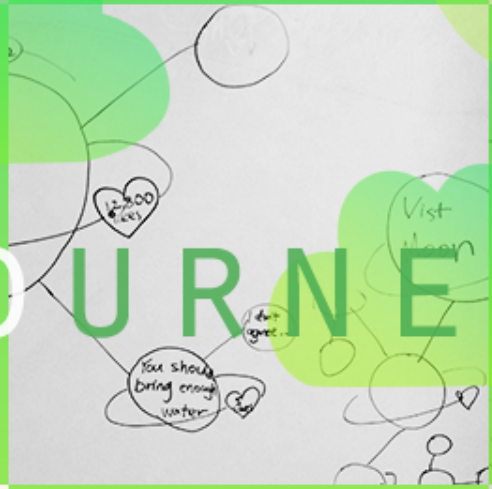
Design Inspirations

We got our design inspiration from several goal sharing and troubleshooting websites, such as Quora, WikiHow and Kickstarter. We want to provide a platform in which users can post their dreams and adopt suggestions from others. Therefore users can share their professional knowledge and skills.

DESIGN JOURNEY







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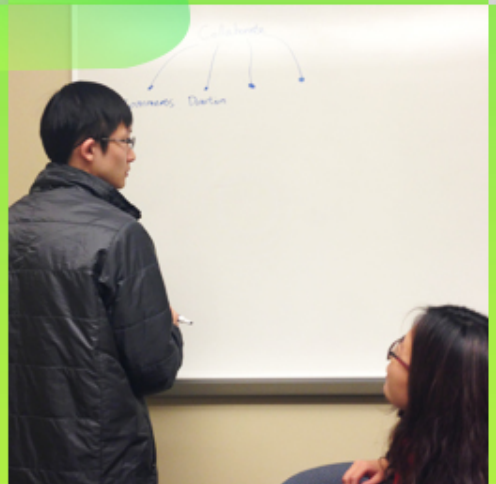
SKECHES
FOR
PARALLEL
DESIGN



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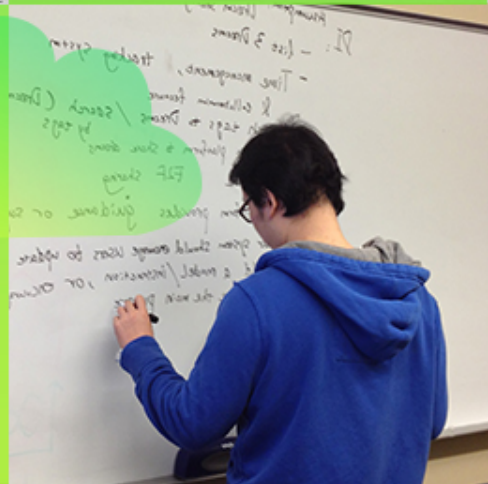
PROTOTYPES
FOR
ITERATIVE
DESIGN

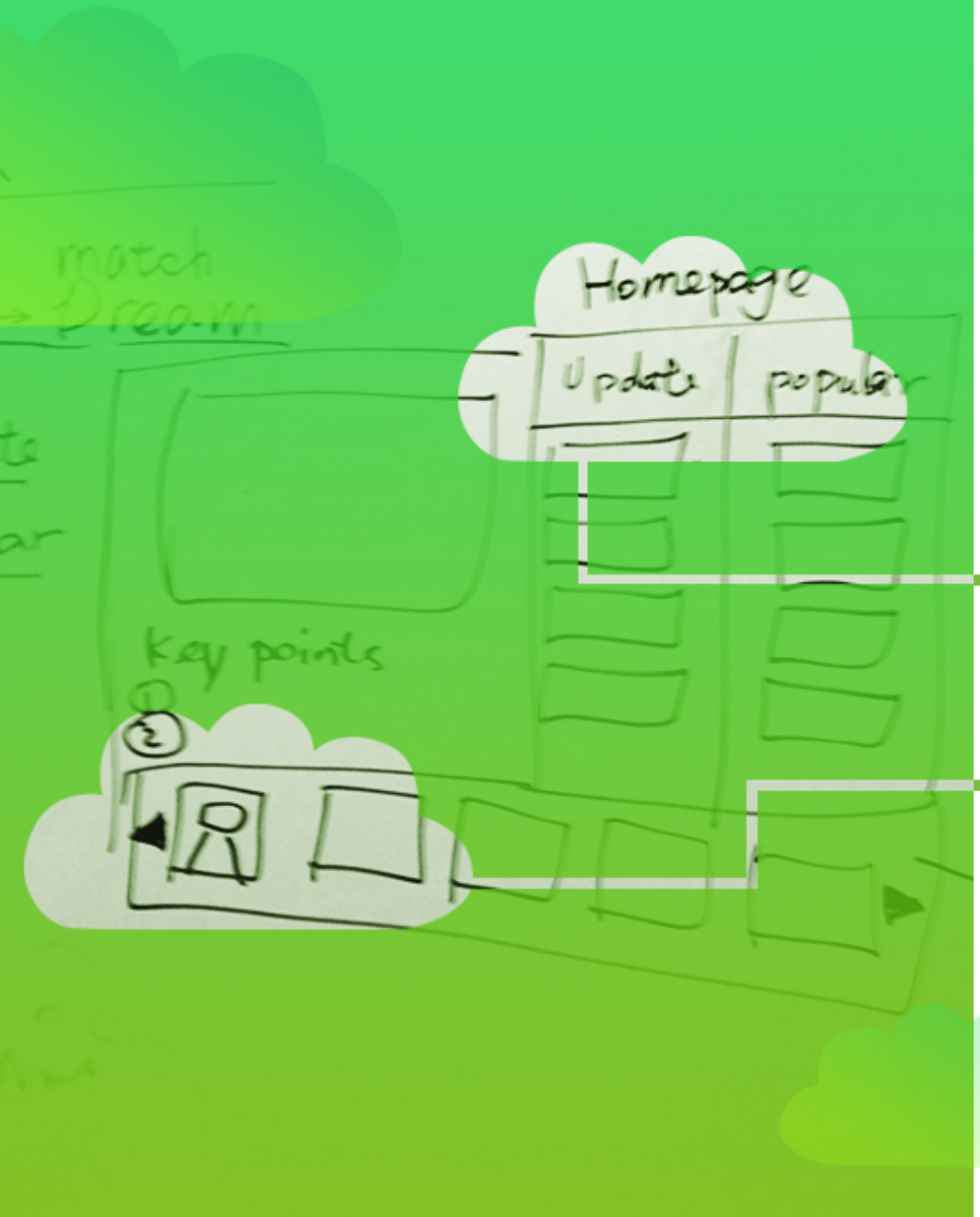


Design Journey

Original Collaboration Methods:

- Comments & suggestions
- Donation
- Training
- Share workload

Design Journey



Filtering results according to freshness and popularity

Recommending Mechanism

Design Journey

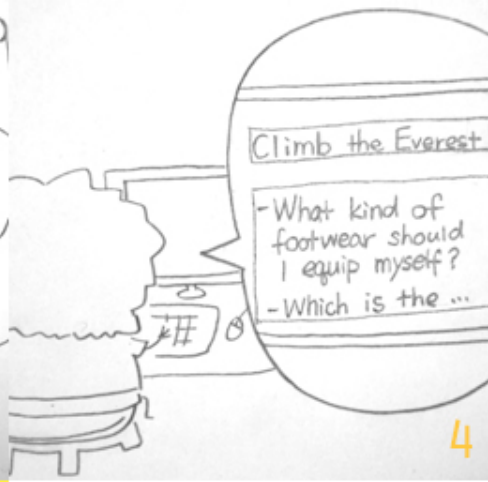
Searching function

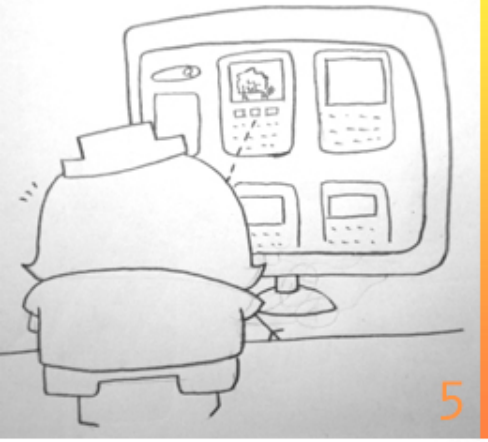
Rearranging the results according to the number of votes, comments, Q&A etc.

PROTOTYPE

LO-FI

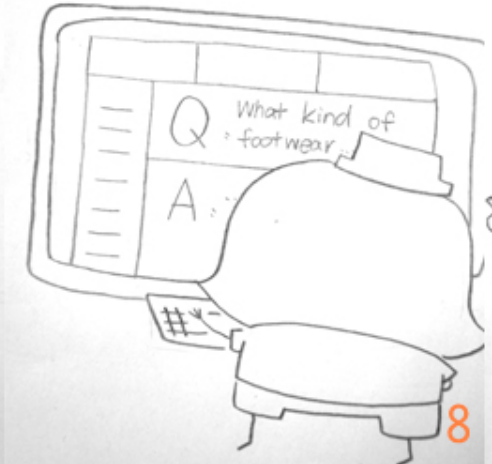
HI-FI





Story Boards & Scenarios

To enhance the first time user experience and illustrate the functionality, scenarios were created and story boards were sketched.



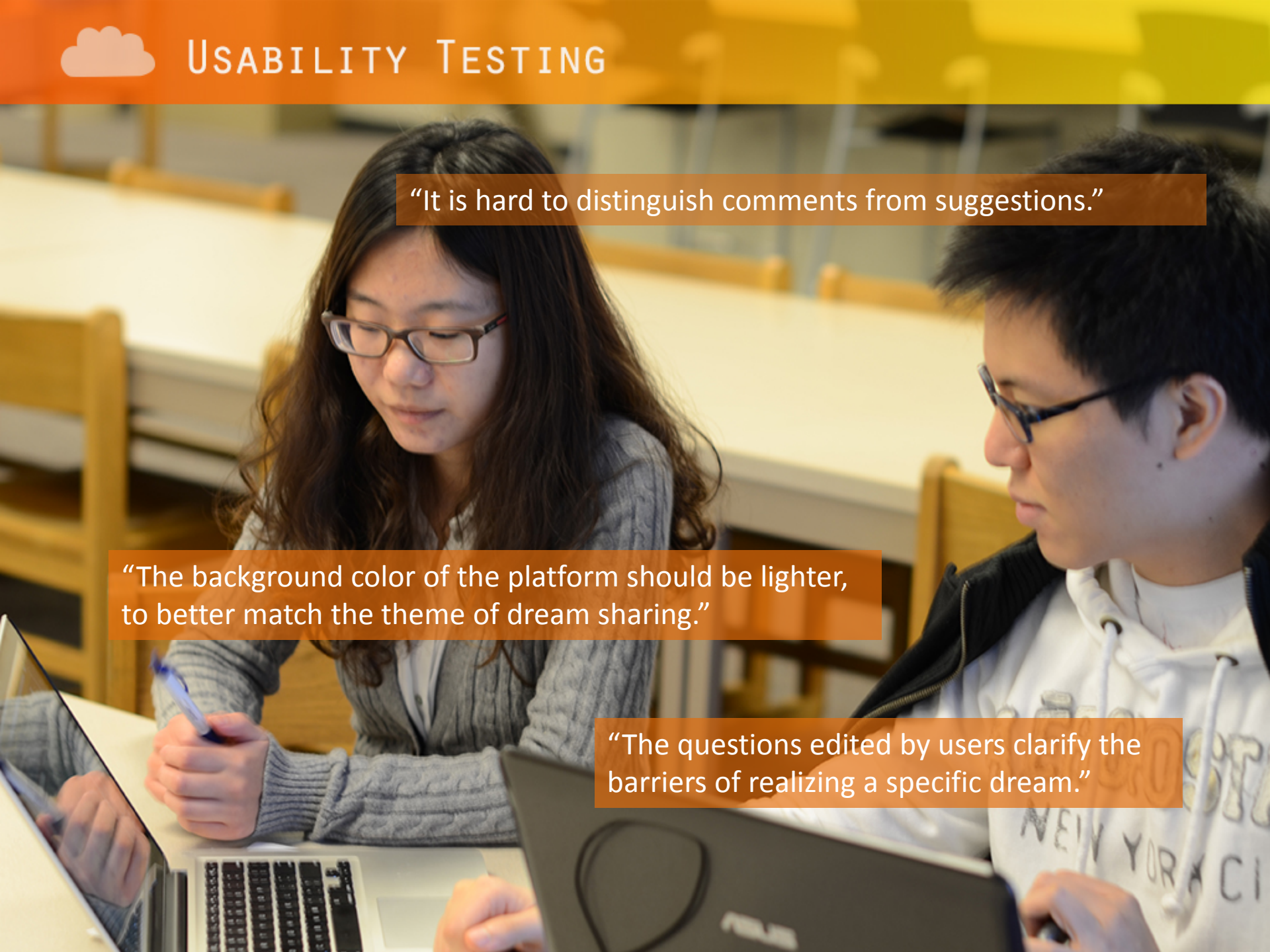
Usability Testing

In order to revise our prototypes iteratively, we conducted usability testing to evaluate the platform's feasibility, functionality and interface design. We took participants' reflections into consideration and applied several adjustments to prototypes.

"I want to know more details about other users, like education background and life experience, so I can communicate with them easily."

"The platform is functional basically but it could be more straightforward."

Usability Testing



Future Work

We plan to expand the target users in the coming future by integrating online and offline activities. Further studies regarding people's motivation of sharing their wisdom could help us encourage people to provide more high-quality suggestions. Improving our discover feature to recommend good dreams to a particular user should also be taken into our consideration. Over all, we believe that DreamHatcher can not only help people clarify the process of achieving their dreams but also satisfy the needs of self-actualization.

Credits

IMAGE CREDITS

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