



Locale

Discover your community, one event at a time.

The Process

Empathize

Understand our users needs



Ideate

Generate solutions



Test & Iterate

Gather feedback from users



Define

Identify the problems and needs



Prototype

Create a tangible app for users



The Problem

According to a New York Times study, about 12% of people are working fully remote and 28% are hybrid.

This means that about **30% of people are spending more time at home than usual**



The Solution

with **Locale**, users can



Be Aware

Stay up to date with
all the local events



Share

Spread the word to
friends and family



Connect

Engage with the
community



Community Disconnect

Since covid, many have **lost touch** with their **community**.

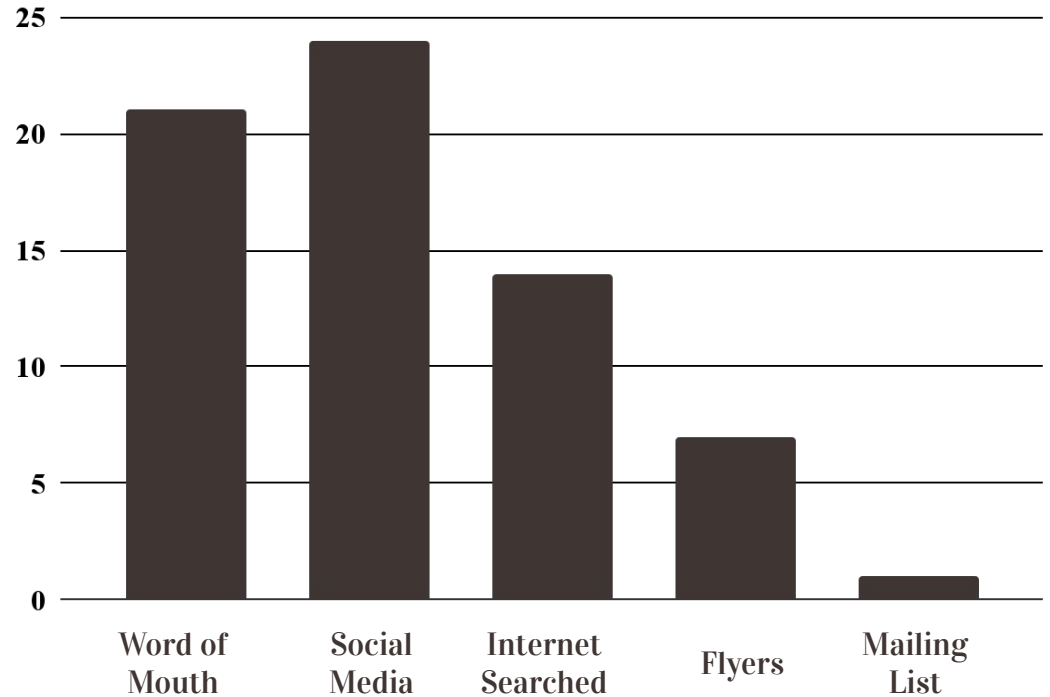
They are **unaware** of the **events and resources** that it has to offer.

Survey Results

While **social media** is the most common means for people to learn about events, it tends to promote larger events and often **overlooks local ones**.

And a common pain point from hearing about events by **word of mouth** is **having too short notice**.

“How do you hear about upcoming events?”



Data survey for 28 participants

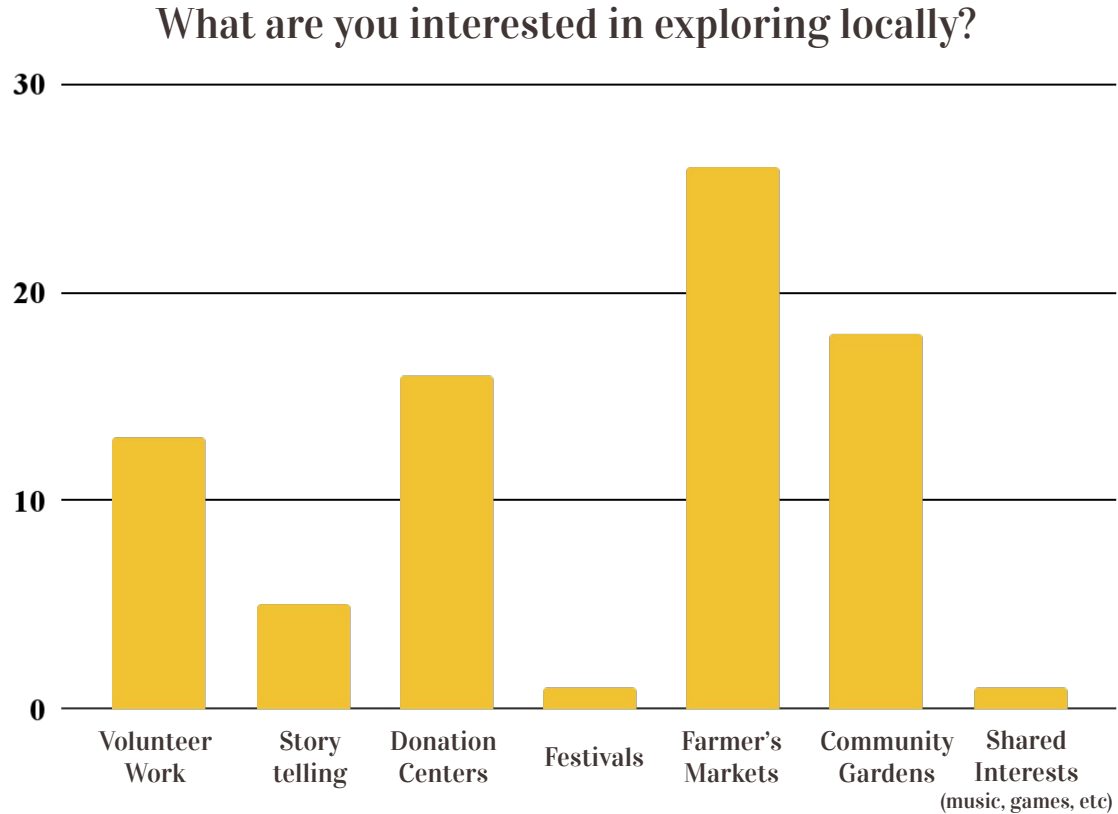
“It gets lonely working from home all the time. I want to go out and start meeting new people again, but don’t know how.”

Jordan, 31

Survey Results

Majority of participants were interested in

- **Farmers Markets**
 - small businesses, local vendors, and healthier food options
- **Charitable work**
 - volunteering, donation centers, or food drives
- **Community resources**
 - public garden or after school programs



Data survey for 28 participants

We created an **empathy map** to gain a deeper understanding of our users

Pains

Hearing about things at the last minute and not having enough time to plan

Can't find a time that works with their schedule

Scared of overcrowded/indoor events since covid

Thoughts

Still nervous about large crowds since the pandemic

"I've been cooped up in the house for too long now"

Disconnected from what's going on around them

Goals

Bettering their physical and mental health

I want to stop living in fear and going back out again

To meet new people while giving back to the community

Meet Izzy Palmer

Izzy is a 33 year old middle school teacher from Los Feliz, CA. She has two girls of her own and has been working as an educator for nearly 10 years with the last two years teaching from home, which has made it difficult to keep her students as engaged as before.

Since the pandemic, Izzy has experienced a significant decline in her social involvement as well as her students' enthusiasm.

GOALS:

- Meet new people
- Get students excited
- Take her family out

FRUSTRATIONS:

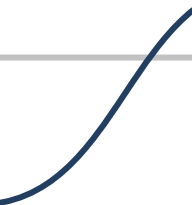
- Needs time to plan
- Not enough family friendly events on IG

NEEDS:

- A place where she can see all the events a month or two in advance
- A filter for family-friendly events that she can recommend to her friends and students



Izzy, 33
Married
Teacher/Parent
Los Feliz, CA



How might we design an app that effectively delivers personalized notifications about local events and resources **so that we can** enhance community involvement and empower users to stay informed and involved in their area?

We believe that by offering more comprehensive and categorized filters for events, **then we can achieve** higher levels of community engagement and happiness among residents in the area.



Competitive Analysis



Nextdoor (direct)

- + Live updates from neighbors
- Mostly complaints



Facebook (direct)

- + Vast variety of groups to join
- Costs money to start your own group



Meetup (indirect)

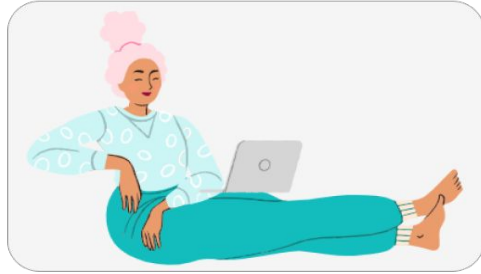
- + Vast variety of groups to join
- Privacy issues



Instagram (indirect)

- + Vast variety of groups to join
- Markets costly or irrelevant events

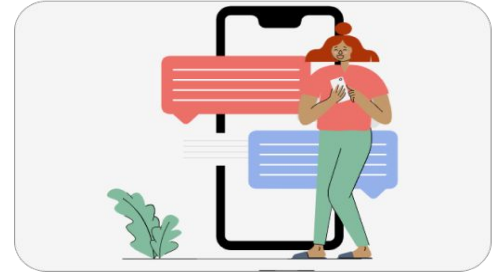
Storyboard



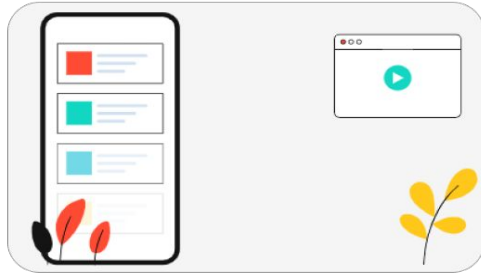
Izzy has been teaching for over 10 years, but spent the last two years doing it remotely.



Since the pandemic, she's noticed a significant loss of enthusiasm amongst her students.



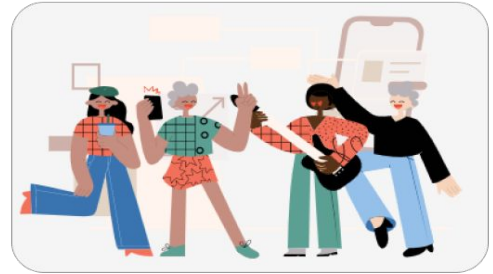
She discovers LOCALE and starts looking for some family-friendly events in her area.



She sees a few events coming up next month and shares it with some friends and students.



They also download the app and look for events that interest them.

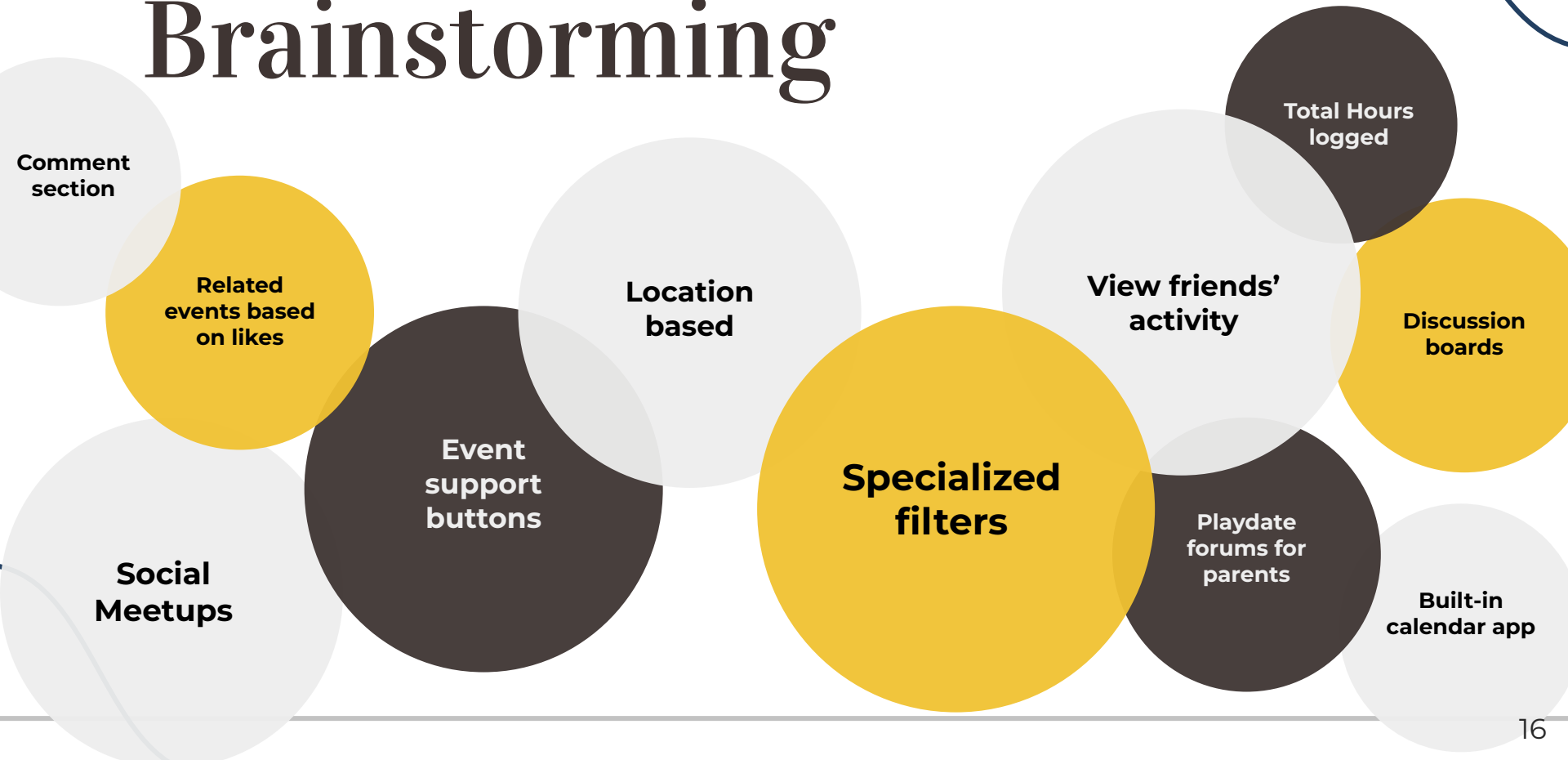


Now Izzy, her friends, and students have things to look forward to together!



03 **Ideate**

Brainstorming



The Impact of Granular Filters

Granular Filters allow our users to **fine-tune their preferences** with high level precision, giving them more control and targeted results. This leads to a more positive experience when using the app.

Accessibility

- Hearing impaired
- Wheelchair accessibility
- Sensory sensitivities
- Vision impaired

Setting

- Indoor / Outdoor
- Hike
- Stadium
- Park

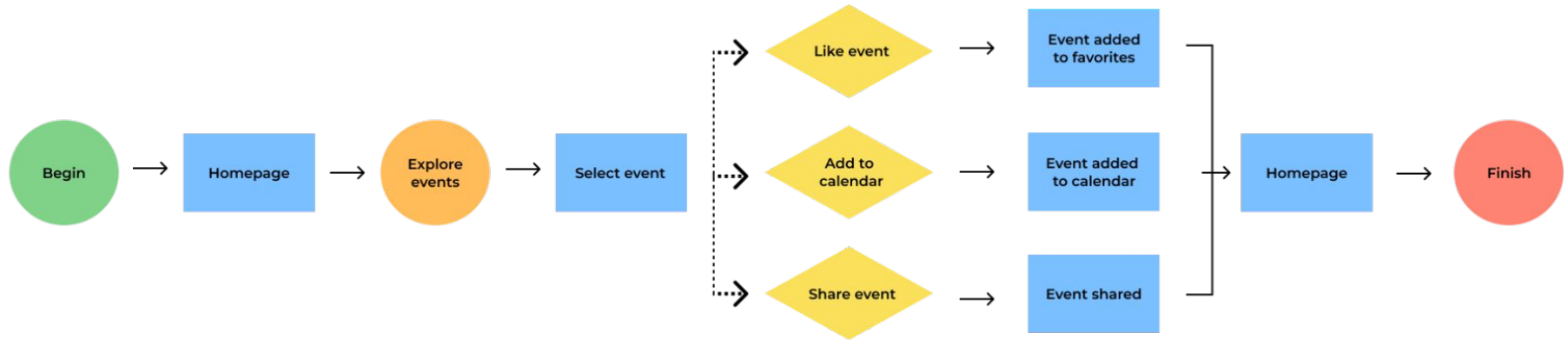
Age Group

- Kids
- Babies
- Students
- Seniors

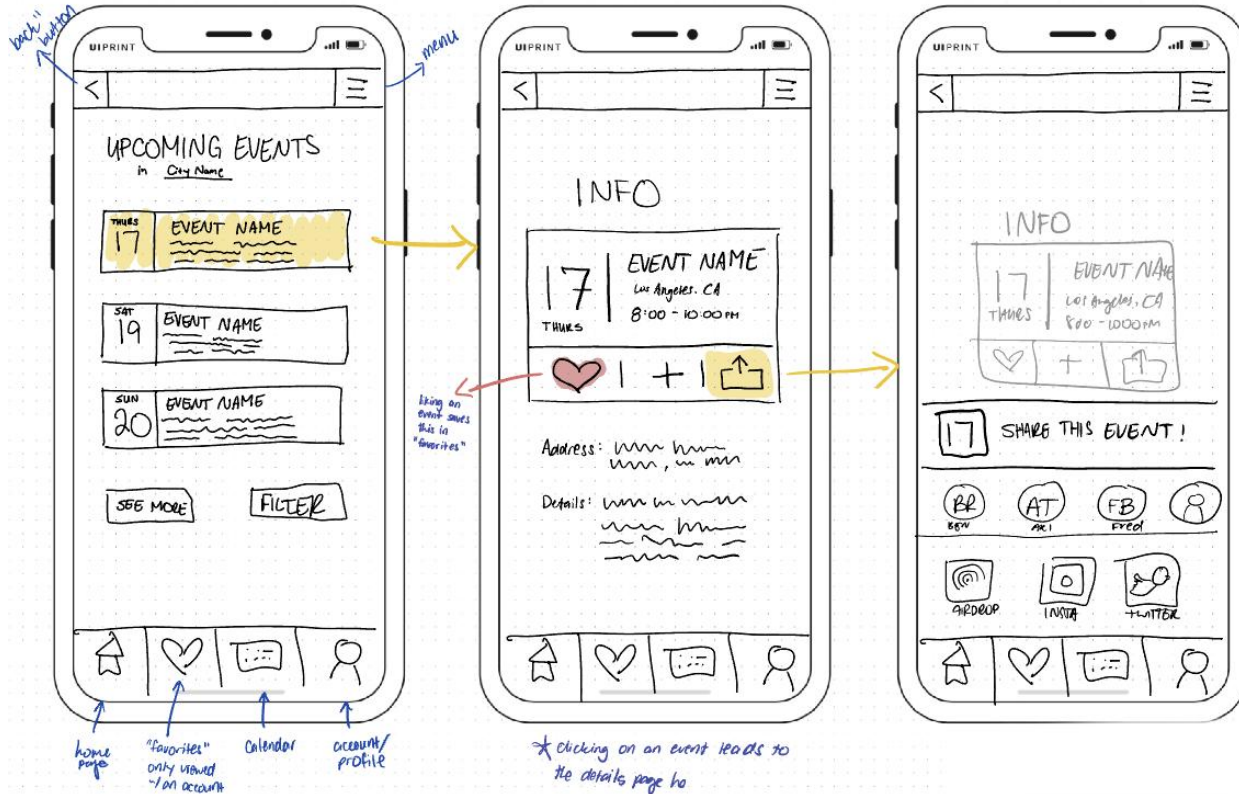
Cost

- Free
- < \$20
- <\$50
- Optional Donation

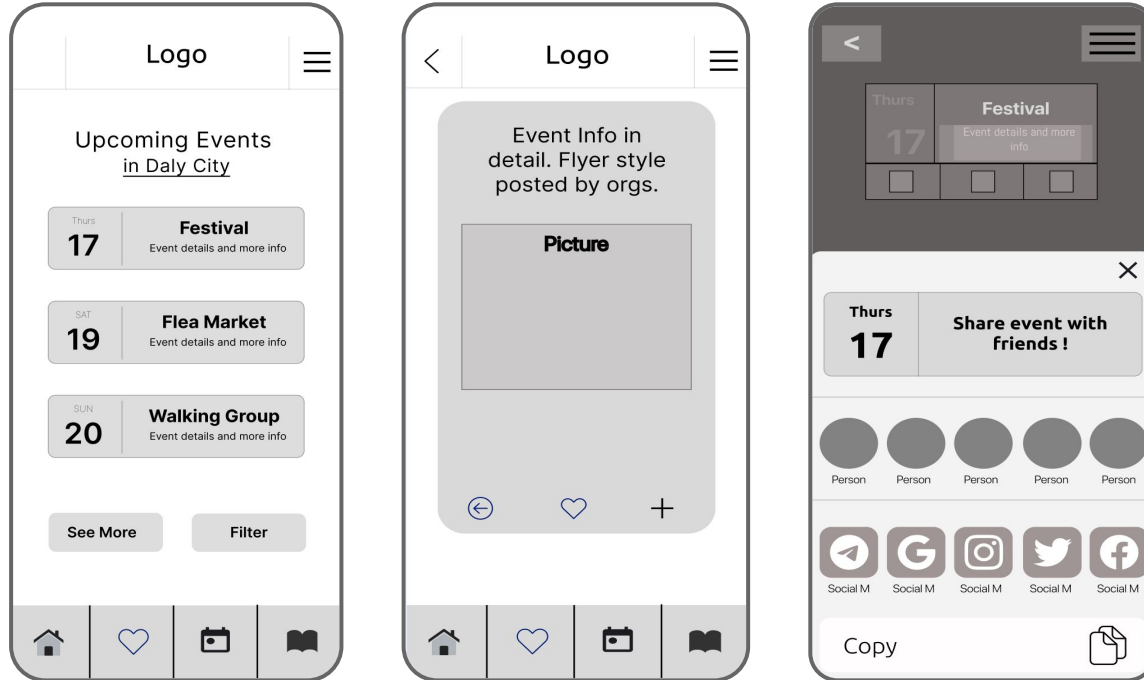
Explore Page User Flow



Initial Sketch



Low-Fidelity Prototype



Usability Testing Plan

We interviewed 6 people and observed how they did in completing our user task flow

User Scenario: After spending months working remotely, you look forward to a week-long break coming up. You open up your Locale app to discover some nearby events and an opportunity to connect with new faces.

	Task 1	Task 2	Task 3
Description	Select an event	Add event to calendar	Like and share event
Success Rate	83%	67%	100%

Usability Test Insight

Dislikes & Confusions

- Confused with the navigation
- Screen looks pretty cluttered
- Not seeing enough details about the event
- Unfamiliar with the icons

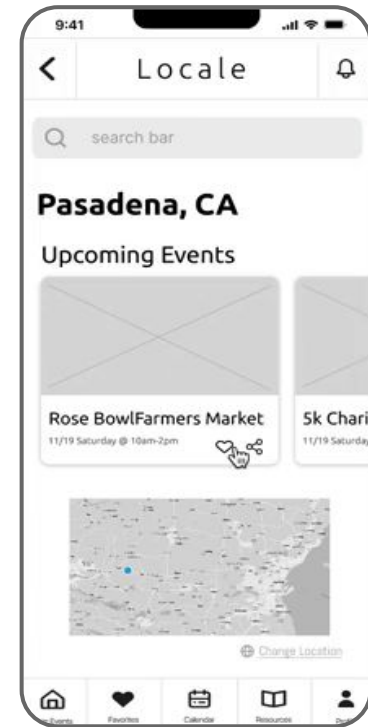
Likes & Suggestions

- Easy to “like” events
- It needs more pictures in the app
-

Mid-Fidelity

The changes to our **mid-fidelity** prototype were made based off our the interviews and insights from the usability tests.

- **Simplified Explore Page**
 - User can now scroll through events
- **Detailed Event Page**
 - Organized information about the event page
- **Intuitive Icons**
 - Icons have been changed and labeled



Additional Resources

- [Survey Form](#)
- [Interview Questions](#)
- [Interview Transcripts](#)
- [Affinity & Empathy Map](#)
- [Figma Matrixes](#)
- [Storyboard](#)
- [Competitor Analysis](#)
- [User Flow](#)
- [Wireframe Sketches](#)
- [Usability Testing Results](#)
- [NY Time article](#)