

Understanding the users

To understand the users' feelings about the community, we started by conducting surveys, interviews and creating an empathy map. A primary user group identified through the research was the working adults who felt the need to attend events and connect with the community. The other user group identified were not socially active members who would like to be warned and aware of happenings in their locality.

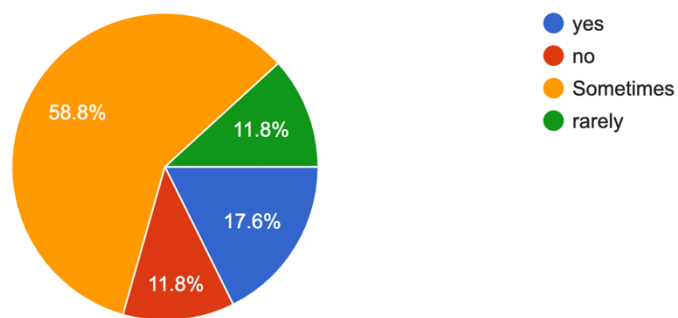


Survey

To gather quantitative data, we distributed a 10-question survey. We received 17 responses from which were able to further paint the picture of who our user might be.

Do you follow news about what is happening in your surroundings?

17 responses

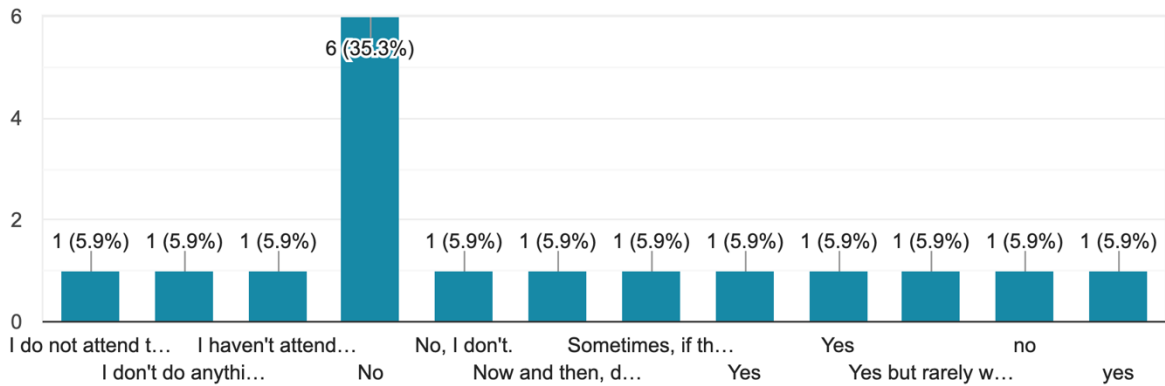


If yes, which source do you prefer to get news from? 17 responses

News from Facebook groups
social media
Google search or new york times website
google news
youtube via news channels, word of mouth
Mostly word of mouth sadly, but occasionally I will do a quick search of the area, such as
"(state or/then city) +news"
Tv and social media
No
NA
Google results
I just hear it.
Social Media - Twitter, Reddit
Local news channels and newspapers, word of mouth
News channels
WRAL
National tv + websites
BBC

Do you keep a track of local events around you? If yes, Do you attend those events?

17 responses

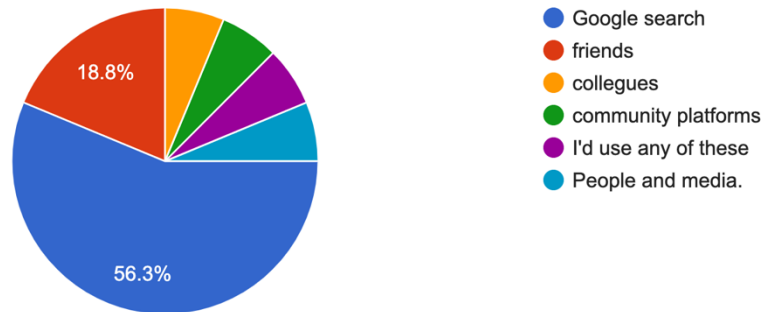


How do you know about events around you? (please specify source) 17 responses

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- advertisement on social media
- My girlfriend tells me
- Social media
- local news channels on youtube
- I typically here about events via word of mouth.
- Social media
- through magazine
- Instagram, Facebook, signs when driving
- No
- I also hear it.
- If at all, friends
- Through people. And also if it's covered by news channels and newspapers
- By colleagues
- Social Media Platforms
- Yes - word of mouth, facebook groups, bulletin boards
- Yes, local book store has events

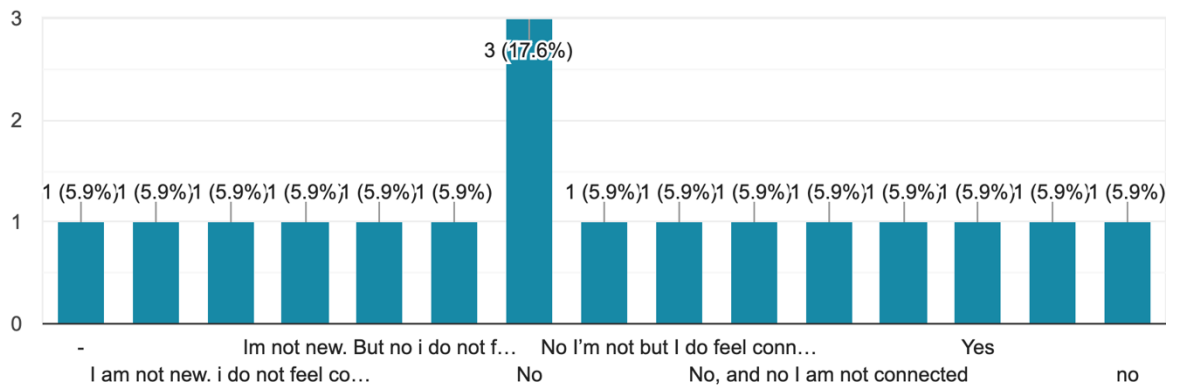
If you need suggestions about things around your locality, Where do you go ?

16 responses



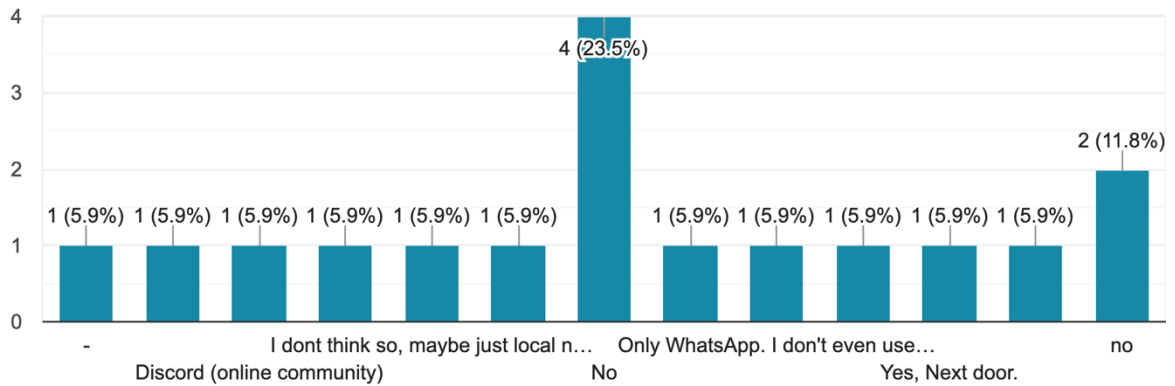
Are you new to your current location/ residence ? Do you feel connected to your community?

17 responses



Do you use any platform for your locality / community? If yes, please specify the platform

17 responses



What should be absolutely necessary in a community platform? 17 responses

- Possibility to **choose the category of the event**
- separate categories such as fundraisers, **local businesses, free events,** etc.
- User-generated **posts and bulletins**
- NO idea
- accountability for people to not shitpost
- My first thought was groups, but really there should be **clarity on events**. What I mean by that is mostly in reference to other platforms that either don't include information such as the time of events, what type of event, the amount of people attending, if there are accessibility accommodations, or if there are preparations that need to be made. (vaccination card present, tickets prepurchased, parking, etc.)
- Availability or accessibility**
- We don't have platform around
- Rules** so no one posts irrelevant content, constantly up to date
- Relevant events and hangout opportunities
- Chatting.**
- Moderators of some sort - unsure
- Interaction with people, sharing information, posting event details.
- Helathy relationship and avoiding unnecessary arguments
- The ability to **communicate easily**
- .
- A forum feature