



SMALLTALK

Learn in the time and space you have.

Smalltalk, a group project from my senior year of college, was based on the premise that college students enjoy to learn about new and interesting concepts on their terms outside of the classroom, but are often too busy to find time for it. With Smalltalk, the user can discover curated audio content to consume in the time it takes to walk from Point A to Point B.

This project was primarily an exercise in needfinding, designing and prototyping a new service concept. Though I worked as a member of a group, the work I present is my own unless otherwise noted. For that reason, these materials may not present a complete picture of our project, but I'd be happy to fill in the blanks and elaborate if you have any questions.

Contents:

- **Client Brief** (1 page) – earliest stage of searching for problems to address
- **Stakeholder Map** (1 page) – completed before forming a group and agreeing on a problem
- **POV** (2 pages) – “How does learning make you happy?” - defining the problem and outlining our approach
- **Persona** (1 page) – text and general design done by the full group; I produced the final product
- **Ideation** (1 page) – result of a group brainstorming session
- **Wireframes** (1 page) – used for low-fidelity field testing with the POP app and audio files loaded onto my iPhone
- **Storyboard** (1 page) – an overview of our design concept and early testing



Exercise barriers are **mental**, not geographic or temporal.

Students often struggle with sleep mostly from **academic stresses** and obligations

**WHAT IS WELLNESS?
UNDERSTANDING
STUDENT
PERSPECTIVES
AT NORTHWESTERN**



Searle is more of a triage agent than a medical center - they'll likely evaluate you and refer you to a specialist

Long wait times and **limited resources** make NU Health Services okay for minor illnesses, but practically worthless for the seriously sick



CAPS resources are "**overbooked and underwhelming**" and most students still aren't fully aware of them

Many patients who need serious help feel like they're being **handed off to outside professionals**



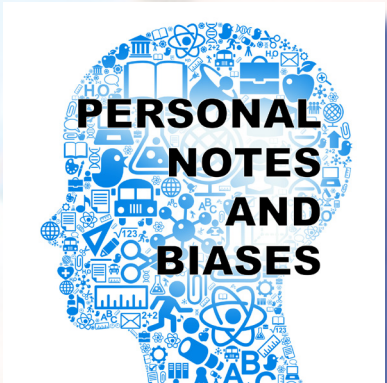
There's a **bias** toward assumption of "**typical college behavior**" (i.e. binge drinking) that leads to potentially **dangerous misdiagnoses**

Communication often falls through the cracks when being handed off from NU services to public services



A **blind eye toward drinking/drugs and sexual assault** has increased stigma, discouraged responsible behavior, and even **stifled productive discussion** of health issues

Absence or shortage of some sexual health services, such as free condoms and free STI screening



I'm a student, interviewing similar students. Questions were very **broad in scope** and began with **issues I assumed would be important**

I haven't used NU's full complement of health-related services in my time here, nor have all these initial interview subjects. One major goal of future research will be to **seek a broader range of perspectives**



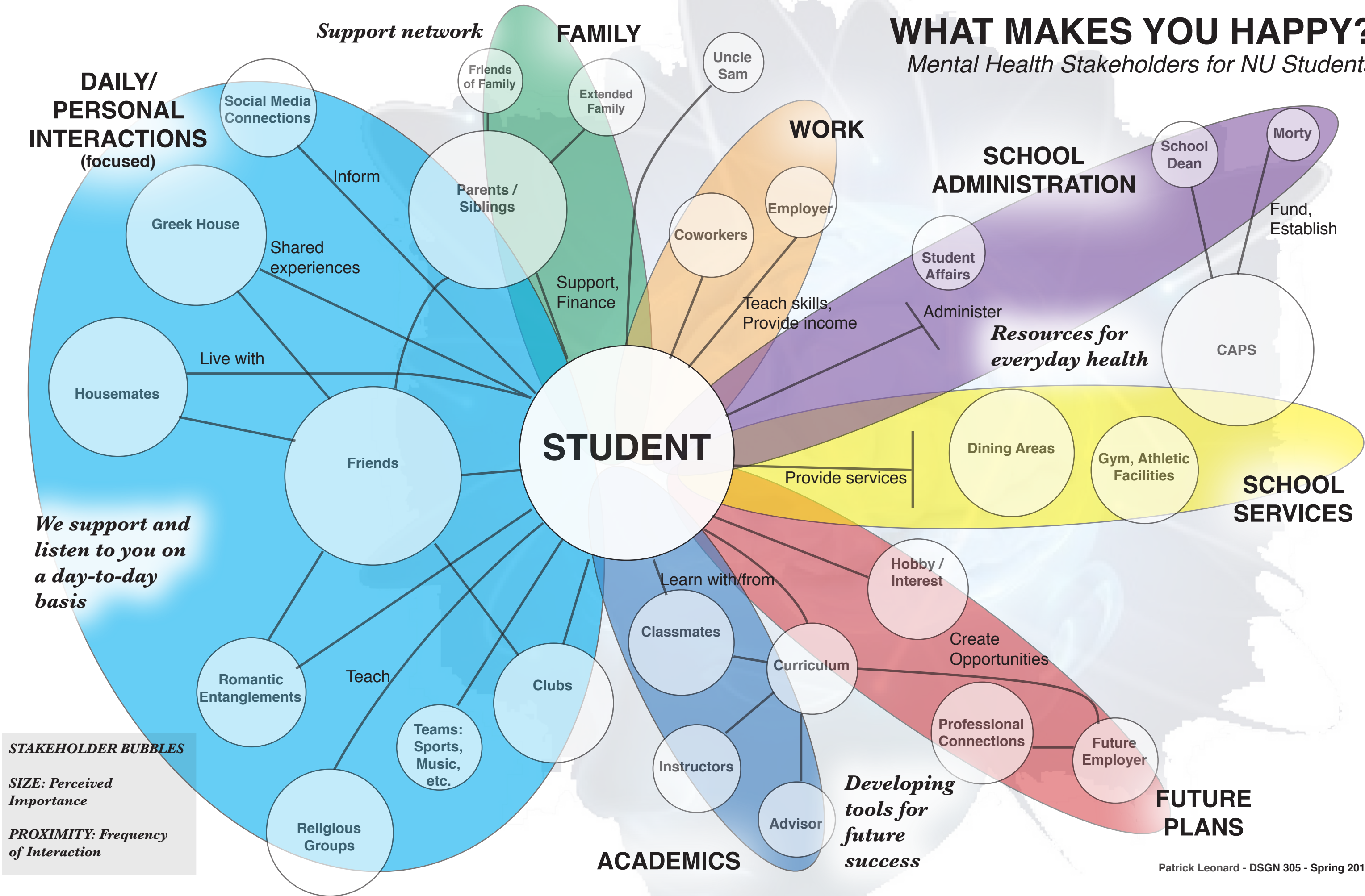
Ethnographic interviews with a wider range of NU students to determine goals and priorities for attaining health, happiness, and success

Secondary research on wellness services at comparable universities

Search for **quantitative correlations** between diet, exercise, sleep, etc. and overall health, happiness, and success

WHAT MAKES YOU HAPPY?

Mental Health Stakeholders for NU Students



HOW DOES LEARNING

MAKE YOU **HAPPY** ?

PROBLEM

Recapturing the **happiness of learning** for students at Northwestern as a means to **improve students' well-being**. We spend so much time in classrooms, but often it isn't personally fulfilling.



RESEARCH METHODS

Initial interviews asked the question:

“What makes you happy?”

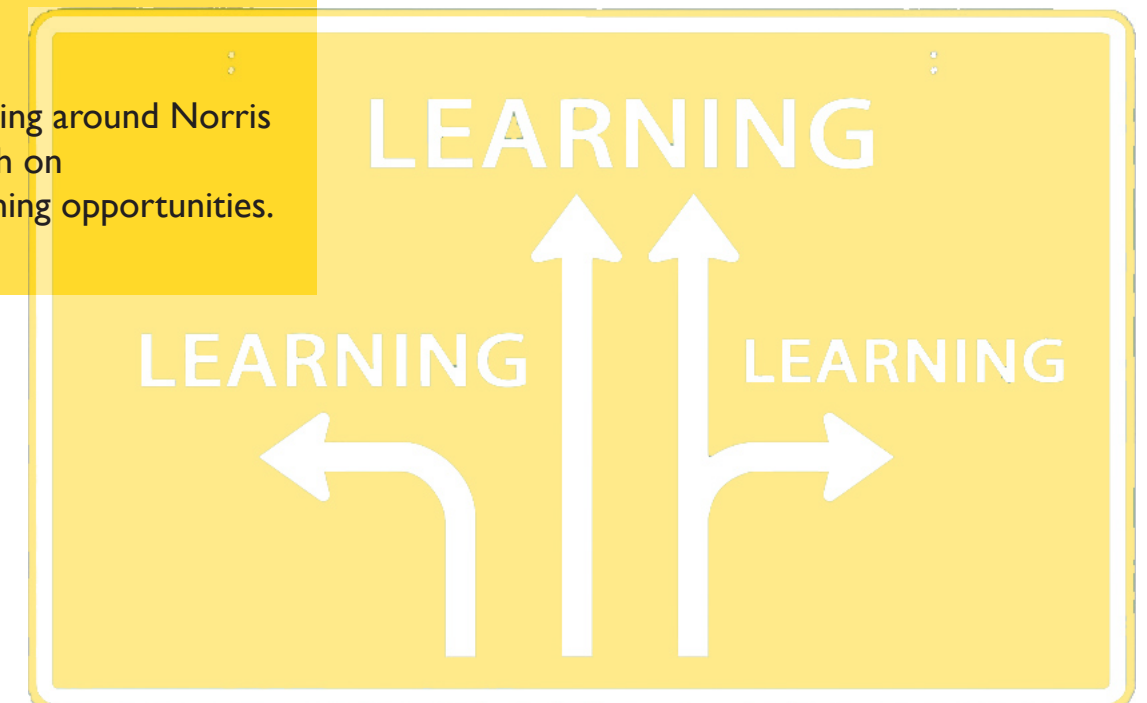
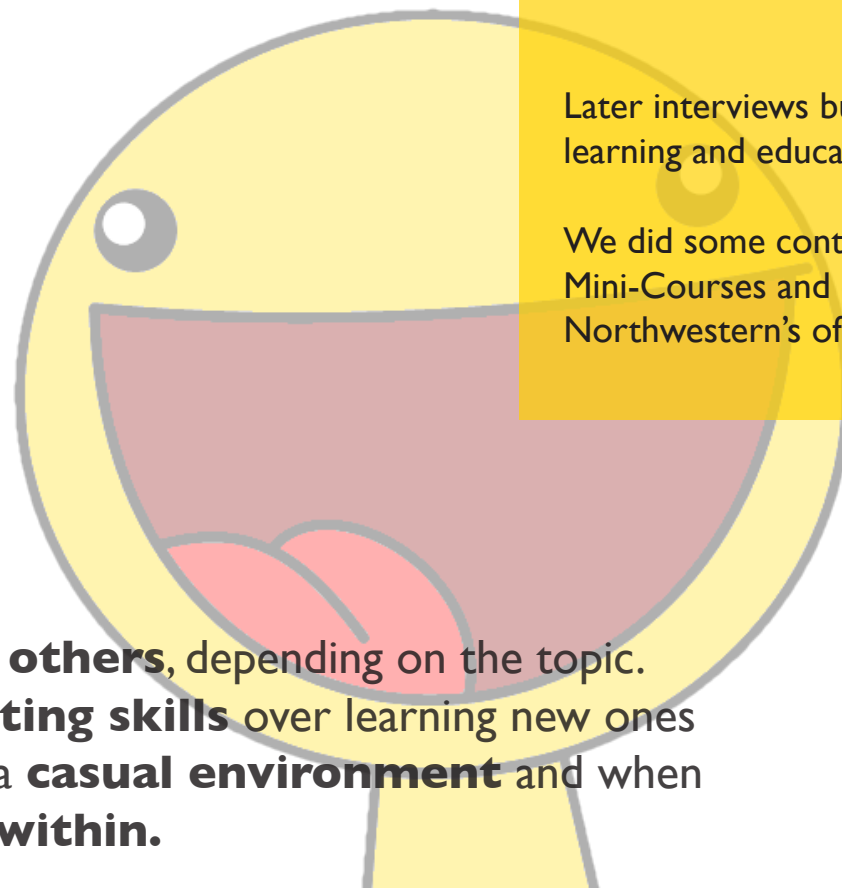
Later interviews built on our findings and focused on the role of learning and education in students' happiness.

We did some contextual interviews and shadowing around Norris Mini-Courses and conducted secondary research on Northwestern's offerings in extracurricular learning opportunities.

Personal Interviews (8-10)
Contextual Interviews (3-4)
Shadowing / In-person observation (2)
Secondary Research

INSIGHTS

- People learn **alone or with others**, depending on the topic.
- People prefer to **refine existing skills** over learning new ones
- Learning is most enjoyable in a **casual environment** and when **inspiration comes from within**.



be happy

POV

HOW MIGHT WE...

- **Insert** learning experiences into everyday activity?
- **Encourage** DIY / Inside-out learning opportunities?
- **Supplement** academic activities to make them more meaningful?

Mark Twain said not to let school interfere with education. But often students are too busy to learn outside of the classroom.

A solution could lie in bringing life lessons into the classroom to give academics more personal purpose. It could lie in bringing educational opportunities into daily activities where they didn't exist before.

Either way, it must feel **natural and self-directed** to maximize the **positive impact** on students' happiness.

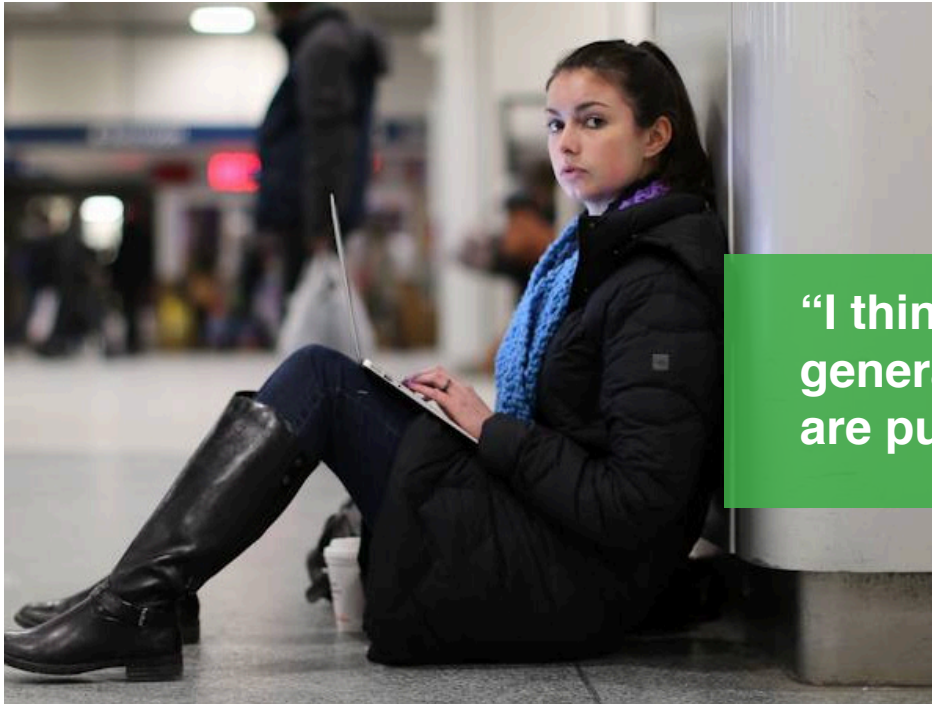
People enjoy learning, but often the college environment makes learning feel **tiresome** and often students' interests/passions lie far **beyond their major**.

Northwestern students need a way to **enjoy learning in the time and space they have**, because the existing landscape is not adequately fulfilling or enriching.



THE NEXT SIX WEEKS

1. Finish case study of Norris Mini-Courses
Investigate spontaneous learning experiences (i.e. a dining hall conversation)
2. Examine perspectives on "3+E", similar programs (NUvention, Chicago Field Studies, JR, etc.)
3. Investigate experiences with online education platforms (MOOCs, Lynda, Youtube, etc.)
4. Synthesize results, develop basic solution framework
5. Validate framework and make tweaks
6. Pilot testing of new service solution



JULIE

The Busy Bee

“I think college is just about adapting to new generations of yourself and the demands that are put on you.”

Age: 22

Major: BS/MS in Biomedical Engineering and Chemical Engineering.

On-campus involvement: President of Society of Women Engineers, sings in Purple Haze A Cappella.

Activities: Singing, Zumba classes, baking, reading, played flute in high school.

Interests: Lana del Rey, gastronomy, fashion, Bollywood movies.

Profile: During Julie's junior year, she decided to add an MS degree in Chemical Engineering to diversify her engineering skillset. She hopes to enter the field of medical devices in order to improve the lives of the people around her.

Julie is very busy with a full courseload, meetings, and extracurricular activities. Because of these commitments, She is often unable to find time for herself. She gets about 5 hours of sleep on weeknights.

Julie gives her full attention to everything she attempts. She is very welcoming and amiable. However, people often get the impression that she has somewhere else to run to.

HOW MIGHT WE:		
Promote bite-sized chunks of learning that feel internally driven and spontaneous?		
Idea	Description	
1. Weekly chefs!	visit dining halls and talk about their food	1.
2. Wall of Facts	specific to each department in the hallway	2.
3. Spontaneous Workshops	hosted outside between classtimes	3.
4. Textbook Promotions	Professors come into the library	4.
5. Displaying Projects	from previous years displayed in Tech	5.
6. Toilet Stall Stickies	sticky notes with facts on toilet stalls	6.
7. Themed Dining Tables	People can talk about those during meals	7.
8. Motivational Coach	Person who praises for accomplishments	8.
9. Milestone Checklist	Pre-programmed checklist for any activity	9.
10. Random pop-ups throughout the week	Sharing fun tidbit/trivia	10.
11. Progress bar to share with friends	Shows progress thus far on skill	11.
12. Badges (physical)	Physical to display	12.
13. Badges (virtual)	Virtual badges to show off	13.
14. Schedule Matcher	Share their schedules, who else has a break	14.
15. Free Stuff Friday!	Different items that promote learning	15.
16. Iron Chef in Dining Halls	Create your own meal event	16.
17. Spontaneous competitions	Math bee, spelling bee, etc	17.
18. Featured articles and stories	Hung up on large communal bulletin board	18.
19. Scavenger hunts	Random facts hidden inside building	19.
20. Random facts on food packages	Food packages sold in Tech express	20.
21. Know Your _____	Random facts/quotes on the floor	21.
22. Draw every day	Sketch a doodle that summarizes your day	22.
23. New hobby discussion	With one different person every day	23.
24. Interesting fact of the day	EOD in-depth research on fave new insight	24.
25. youtube meet-up	Watch a video with a large group of people	25.
26. Casual career fair	Focused on personal interests	26.
27. Pandora for books/movies	based on FB likes?	27.
28. Pandora for news stories / magazines	based on recent history	28.
29. Pandora for BuzzFeed listicles	Based on interests	29.
30. Shazam makes a Pandora style list	similar songs/artists	30.
31. "What's that song where ____ happens?"	app for random text queries	31.
32. not-random Wikipedia game	random article is selected for you	32.
33. daily dashboard	based on what you saw/did the day before	33.
34. digital page a day calendar	read when you wake up	34.
35. App for info etc. every few hours	kind of like unroll.me	35.
36. "What do I want to learn today?"	ask yourself in the morning	36.
37. Alarm clock reads from your pocket list	random article?	37.
38. brain implant --> wikipedia	for lightning fast questions	38.
39. live Q&A with experts 24/7	always someone cool to talk to - like IAmA?	39.
40. live music commentary mode	narrated by the artist, toggle on/off	40.
41. Spotify "sounds like" recs	save for later but see them in real time	41.
42. learn guitar in your head, on the go	brain implant or something	42.
43. Sporcle quizzes based on netflix history	or other histories too	43.
44. Timed micro-lectures	Walk from Tech to the Arch on Sheridan	44.
45. Narrated walks around campus	architecture, history of NU, etc.	45.
46. Hulu ads are a sporcle quiz	about whatever product being advertised	46.
47. Targeted ads with fun facts	based on your preferences	47.
48. random acts of culture	groups perform randomly on sheridan	48.
49. micro lectures on the bus	interesting people or professors	49.
50. universal loading screen for videos	new/interesting info, sync to Twitter	50.

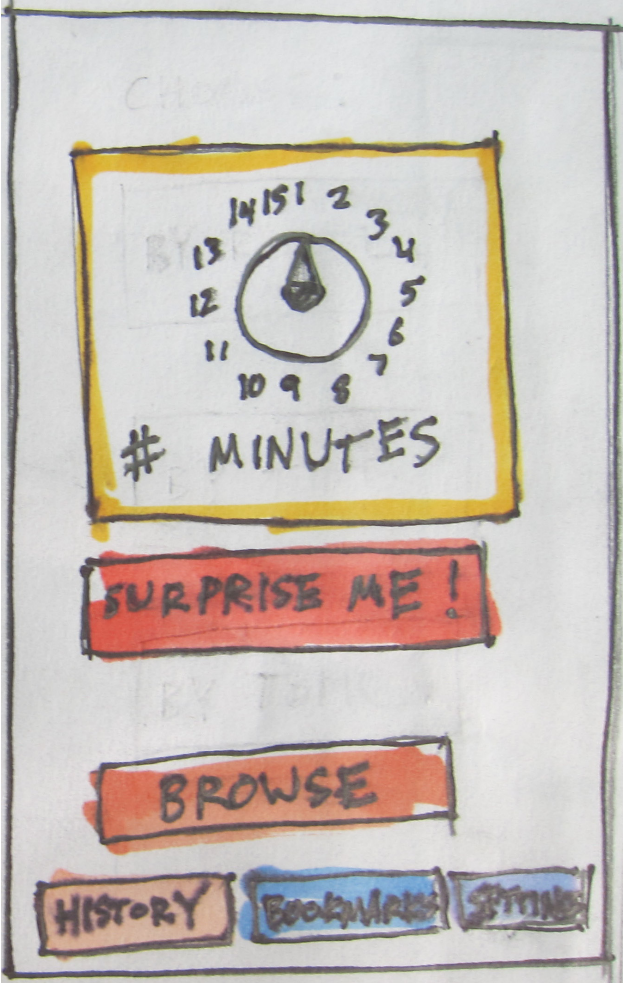
WIREFRAMES

Intro/Splash Screen

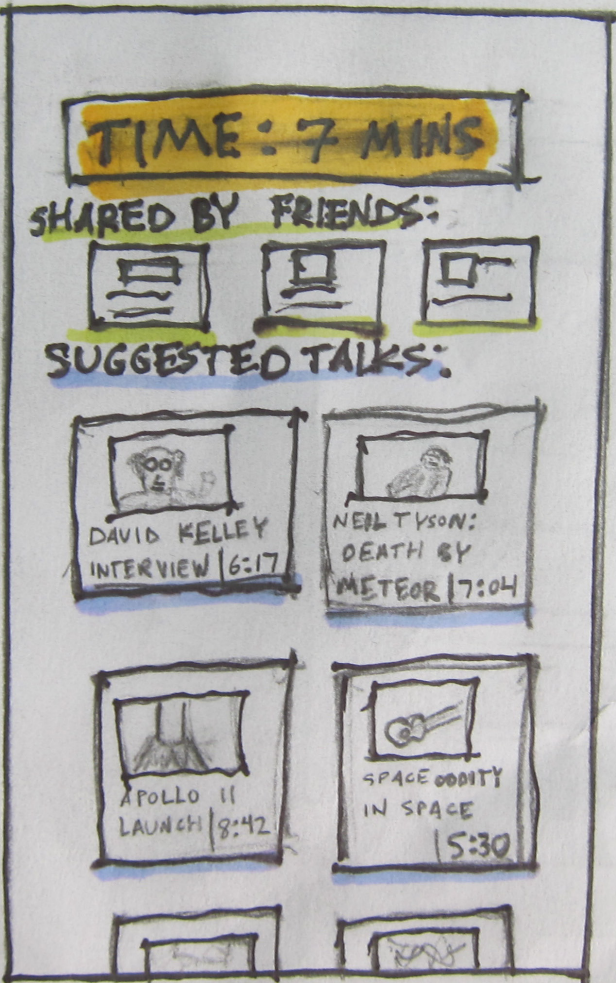


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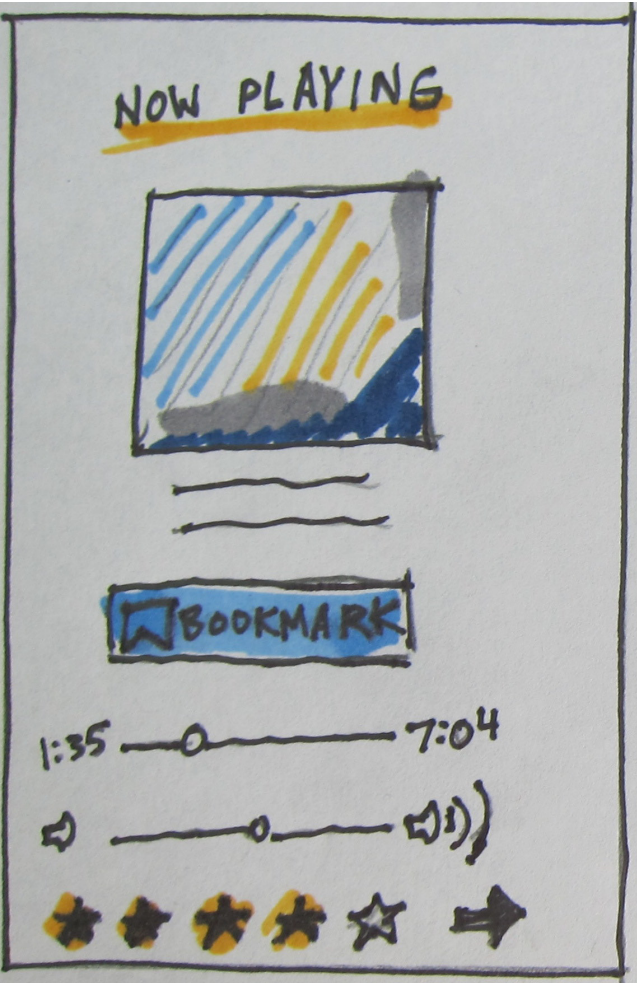
Random - "surprise me"



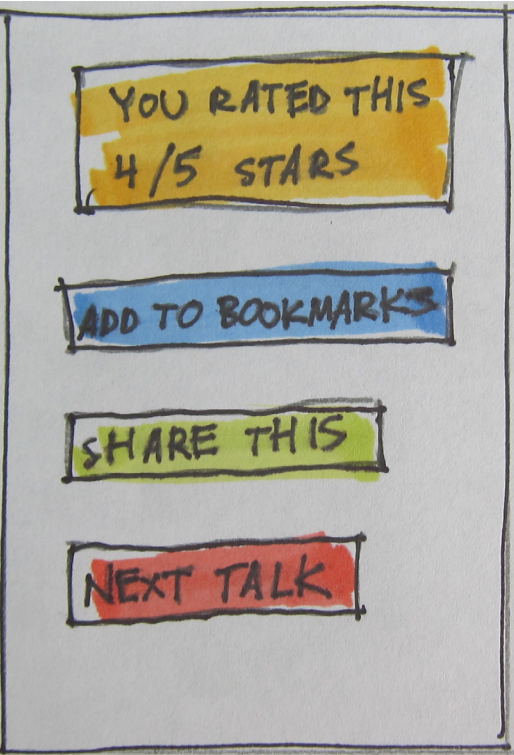
Manual - shared or suggested



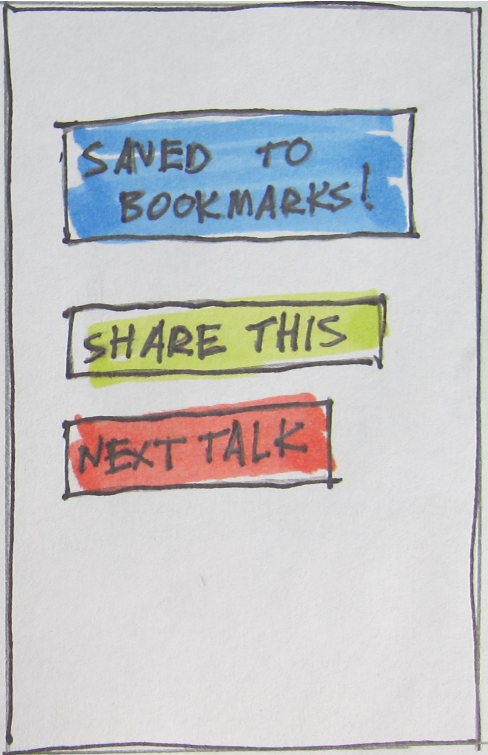
Now Playing



Rated



Bookmarked



WHAT CAN YOU LEARN IN THE 7 MINUTES BETWEEN TECH AND THE ARCH?

PROTOTYPE:

MICRO-TALKS



TIMED TALKS, SUGGESTED BASED ON YOUR PREFERENCES AND HSITORY...



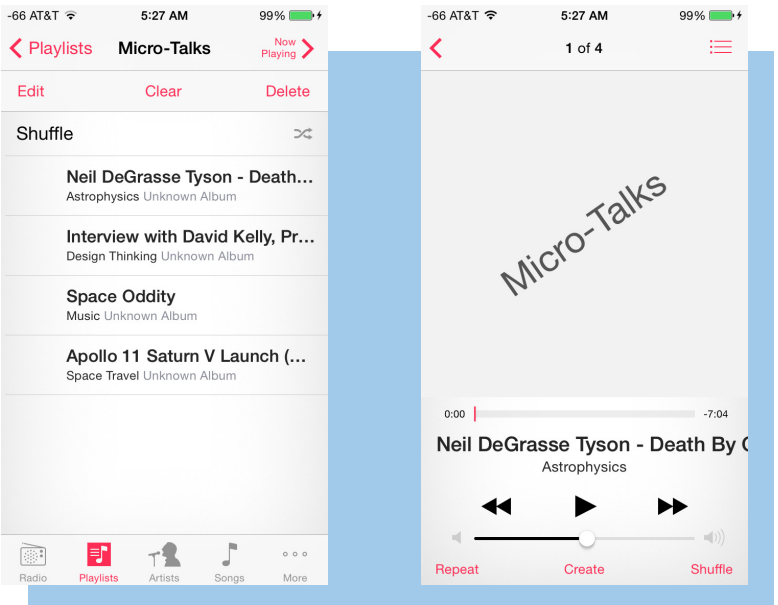
...TIMED TO FIT YOUR SCHEDULE.



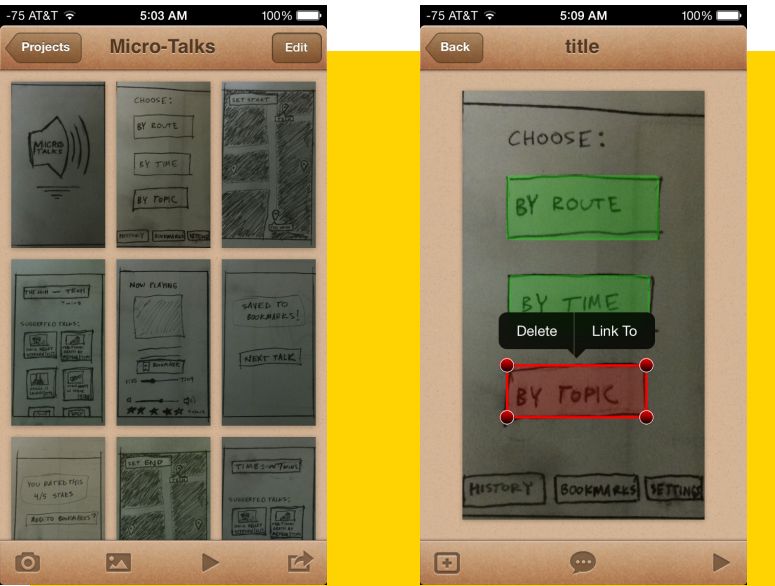
WIREFRAME SKETCHES



TESTING IN THE FIELD



EXAMPLE TALKS LOADED ONTO AN IPHONE



PROTOTYPING WITH THE POP APP