

Community Engagement

Multidisciplinary Prototyping

Fall 2017

Shangyanyan Li

Shannon Delaney

Taniya Thakkar

Sarah Braunstein

Q: Do you know your neighbors?

Q: **Do you know your neighbors?**

A: *I know my neighbors. They're absentee landlords and new buyers cocooned in their condos.*

Community resident

We interviewed... 5 community residents
3 first responders
2 data scientists
1 community organizer

We attended... 2 neighborhood association meetings
1 community safety meeting
1 CAPS meeting

INSIGHTS

Community residents are **more isolated** from one another than they once were.

“I work, so I'm not really around to get involved in anything.”

Community resident

INSIGHTS

Community residents are more isolated from one another than they once were.

People require **relevant engagement opportunities** that fit into their routines.

“People don't have time for [CAPS] meetings that are basically status reports.”

Community resident

INSIGHTS

Community residents are more isolated from one another than they once were.

People require relevant engagement opportunities that fit into their routines.

Trust needs to be built **within communities.**

“Resident engagement is key for our work. Get to know your neighbor.”

CPD Officer

INSIGHTS

Community residents are more isolated from one another than they once were.

People require relevant engagement opportunities that fit into their routines.

Trust needs to be built within communities.

Community liaisons serve vital roles to mission-driven organizations.

“It’s very difficult getting the word out. Making sure everyone is connected is the hardest part—you can only reach so many people.”

Community organization leader

*So where do **you** turn?*



Image: <http://www.jasonblackeye.com>



Image: <http://www.jasonblackeye.com>



Image: <http://www.brandon-lopez.com>



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Image: <http://www.panoramio.com/photo/119843981>

We are focused on a solution that builds a **culture of participation** through activities that bridge people **within and between communities.**



a platform that **connects and empowers communities** to work toward shared goals.



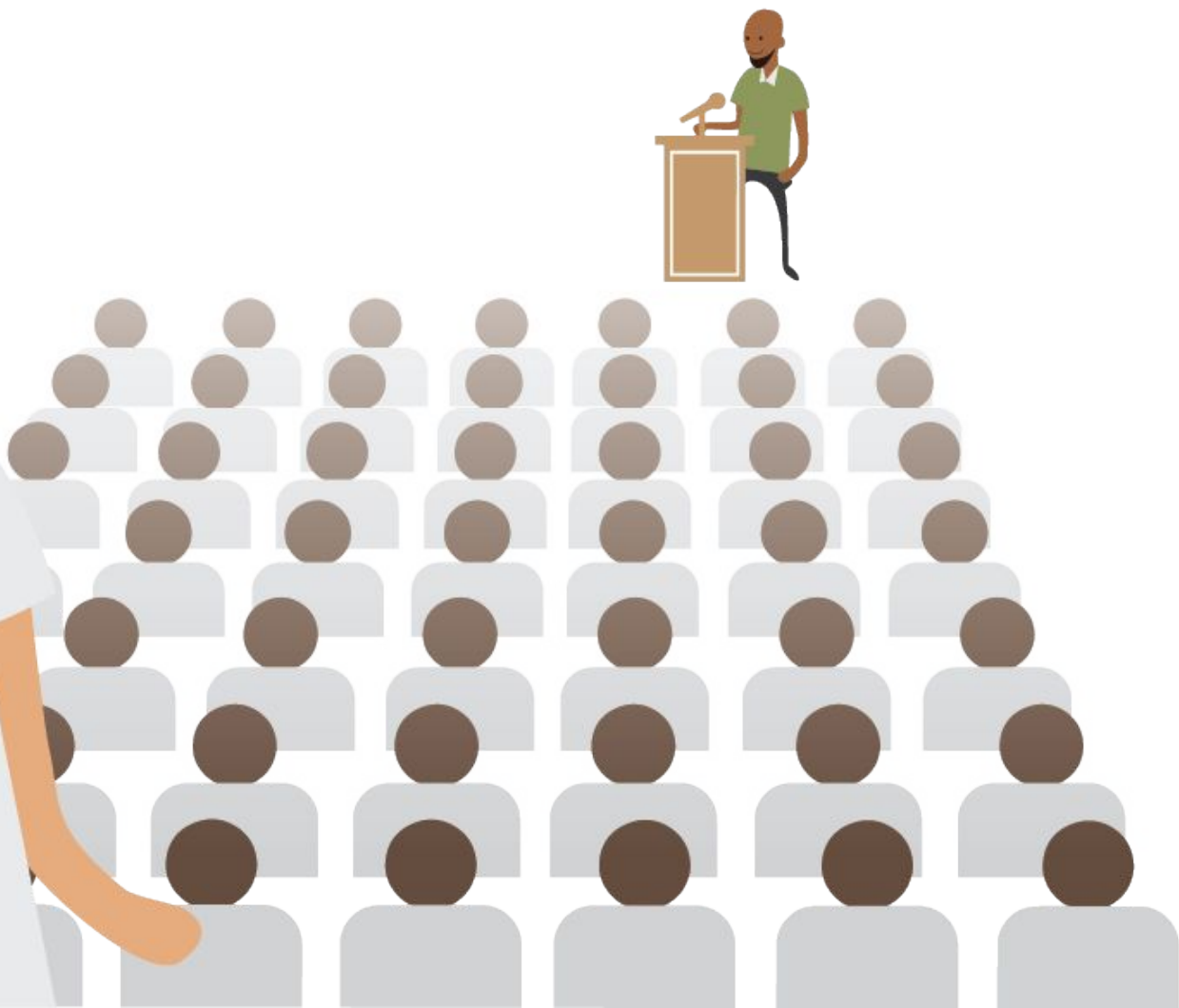




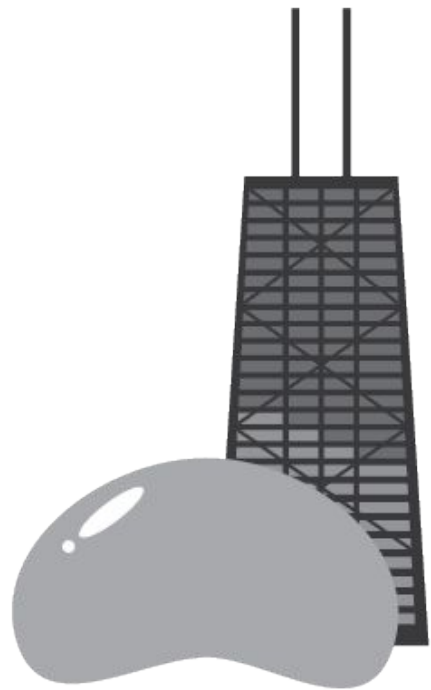
















"Deed near you"

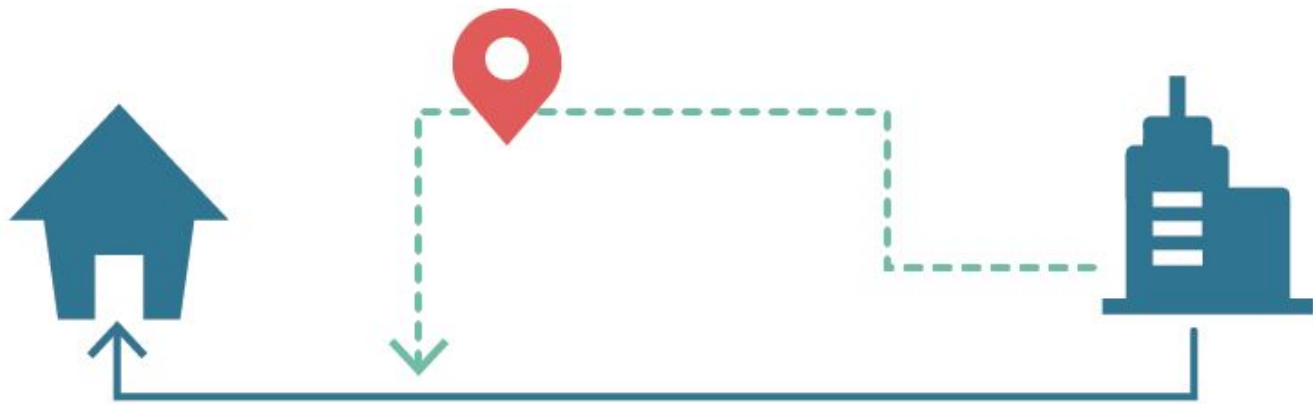


*Support
our street*

















deed



deed



Deed is about...

Deed is about...



Encouraging **face to face interactions** to build trust among community members.

Meaningfully connecting community members based on shared interests and common goals; **helping them participate** in reaching these goals.

Deed is about...



Supporting community
members in **extending**
conversations into actions.

Deed is about...



Using data to reveal insights about communities to its members in order to **strengthen community connectedness and identity**.

Encouraging collaboration — rather than competition — between communities.



How does it work?

User journey

Review



Commit



Do



Reflect



Create

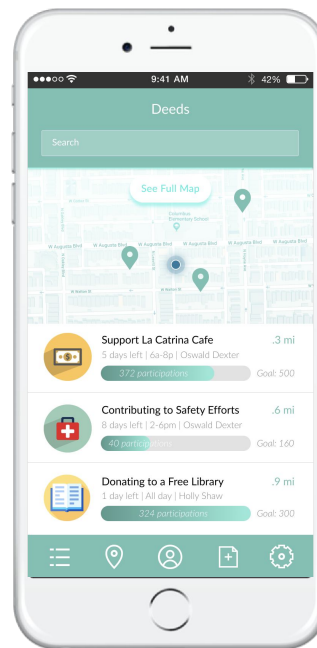
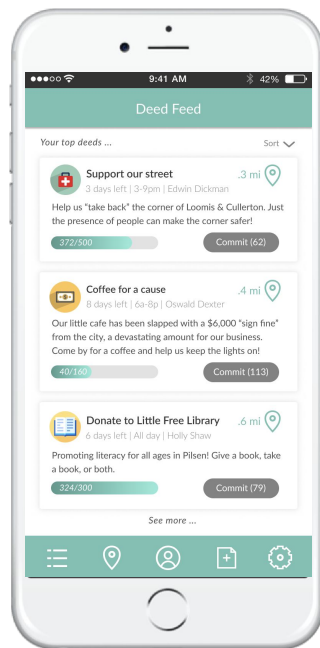


User journey

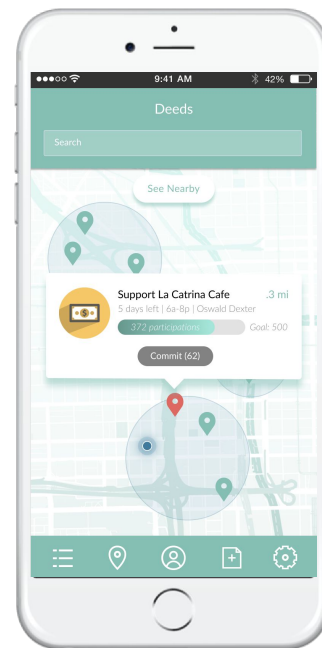
Review

The **Deed Feed** shows a list of relevant ongoing deeds based on:

- user location
- frequently visited places
- user interests
- participation history



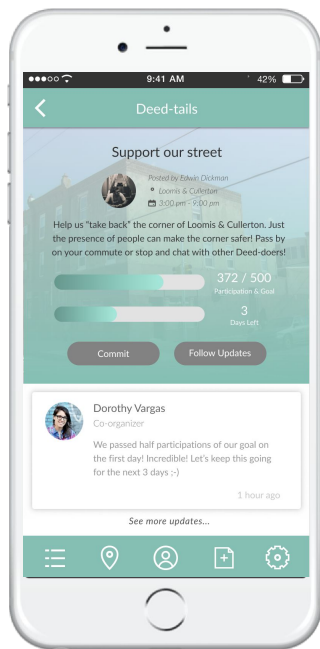
Map view allows users to easily see location of nearby deeds...



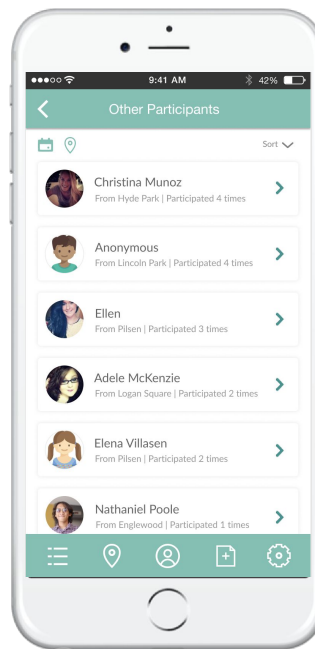
...as well as deeds in **frequently visited areas.**

User Journey

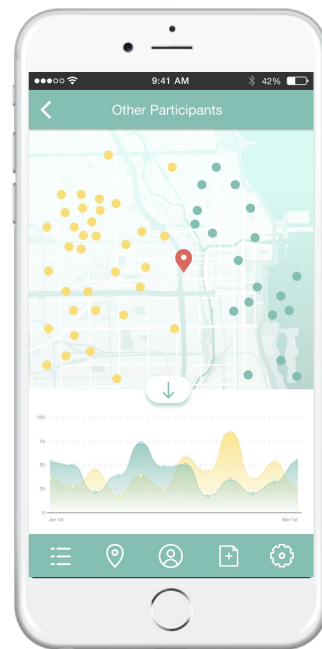
Commit



Deed-tails page provides more information and updates.



Deed participants list reveals who has shown up for the deed



And a **map view** reveals where participants have come from.

User Journey

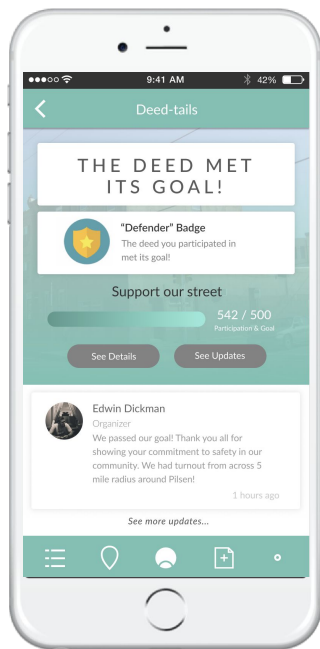
Do!



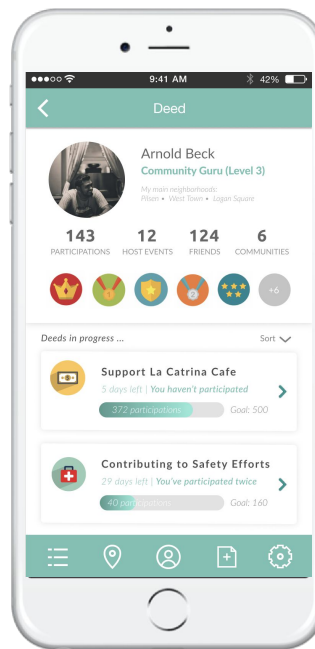
Deed gets users offline and into their communities

User Journey

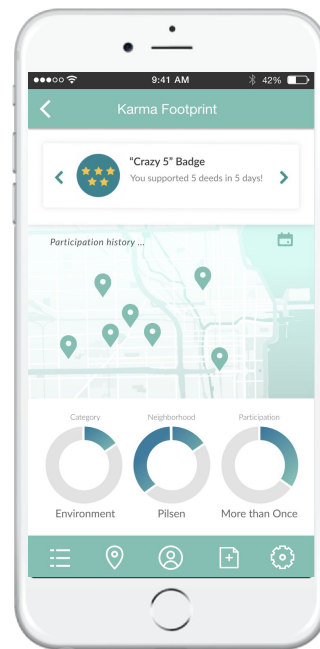
Reflect



Deed-tails page reflects
goal achievement



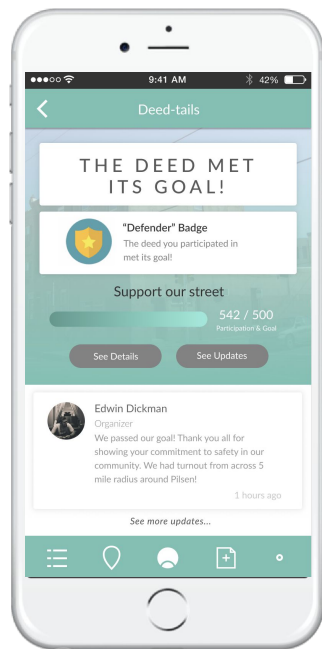
User profile reveals
participation stats and
accomplishment badges



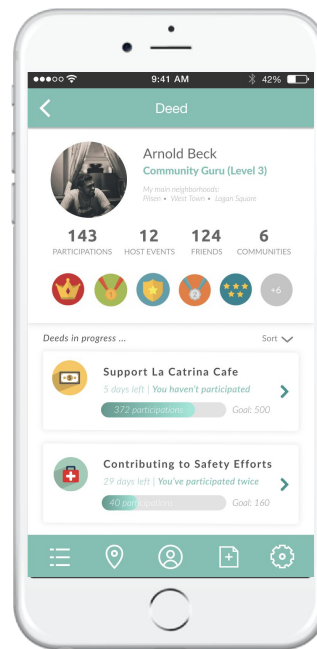
Karma footprint
summarizes the impact
of the doer.

User Journey

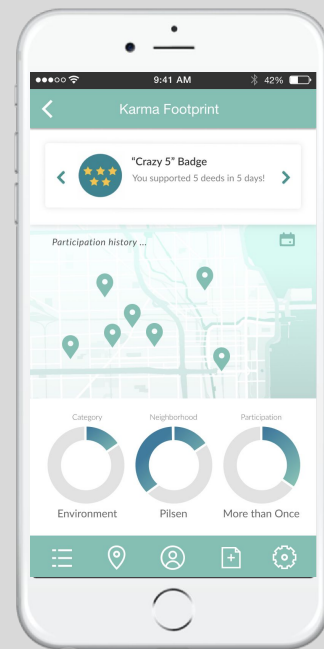
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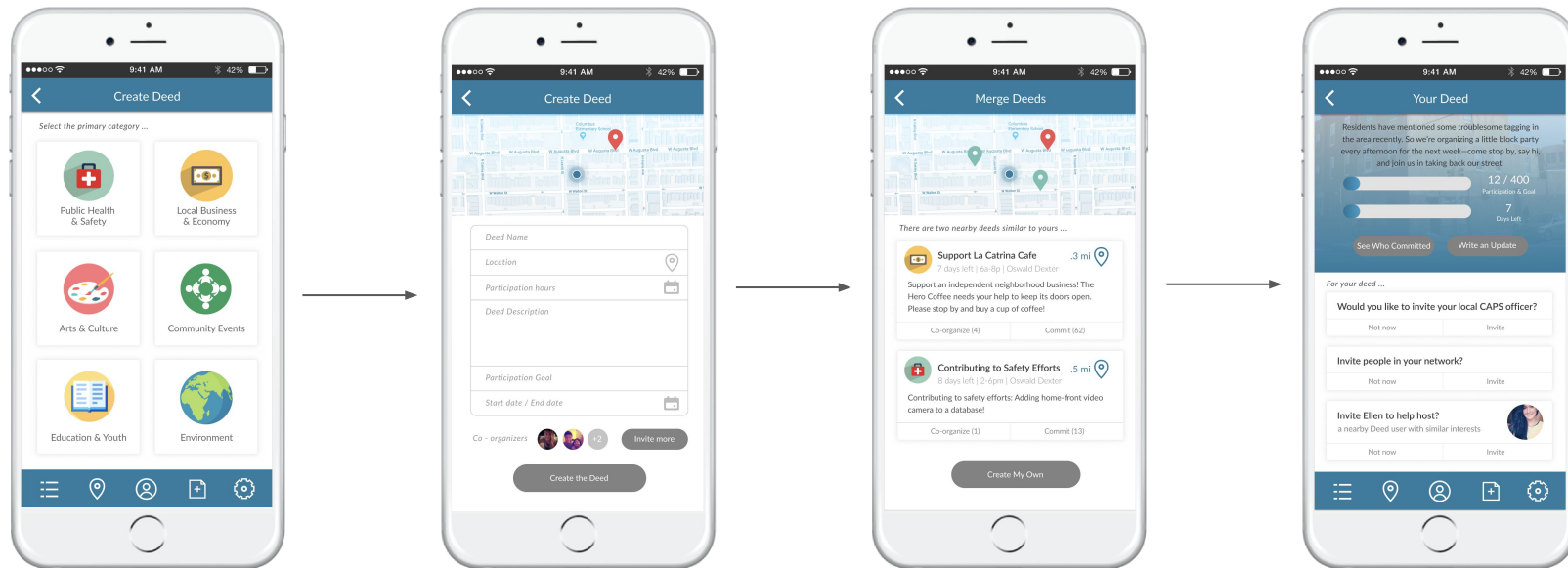
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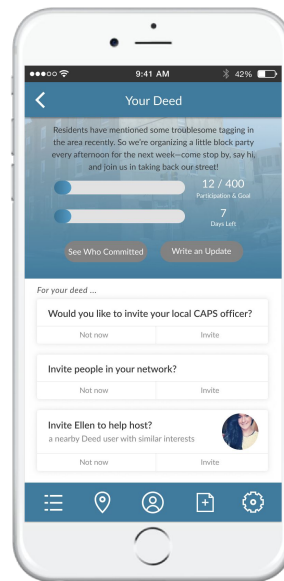
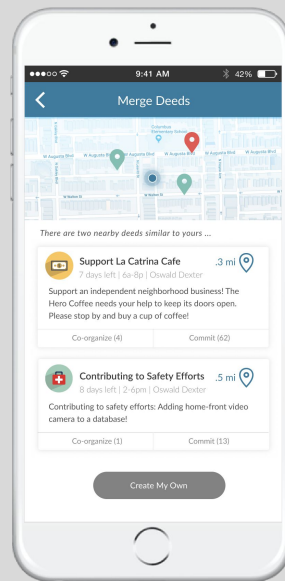
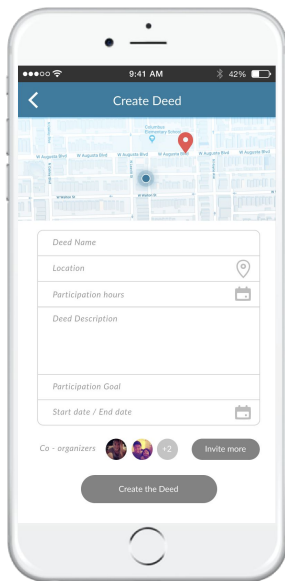
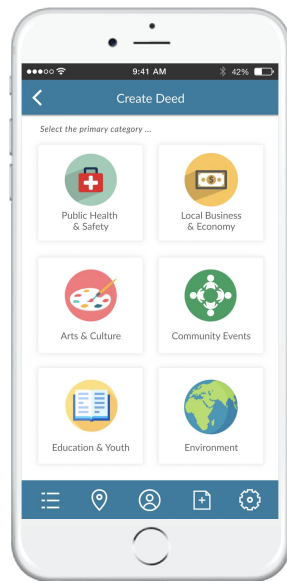
Create



In order to create a new Deed, users are guided through a **series of prompts**.

User Journey

Create



Merging similar deeds

New connections & new data

Providing new value to first responders

First responders will use Deed to **connect
with the communities they serve.**

New connections & new data

Providing new value to partners

Access to **new types of data and more positive signals** for governments, corporations, and community groups



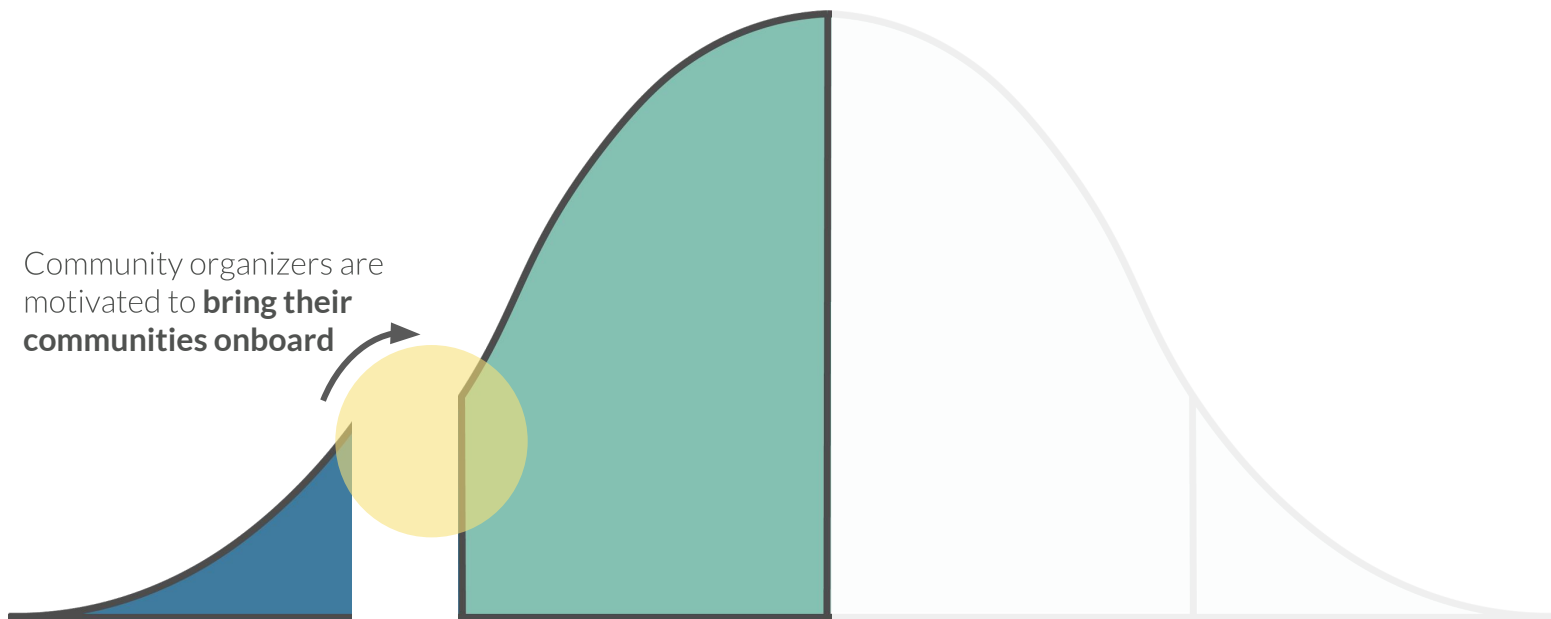
How does the business work?

Our market

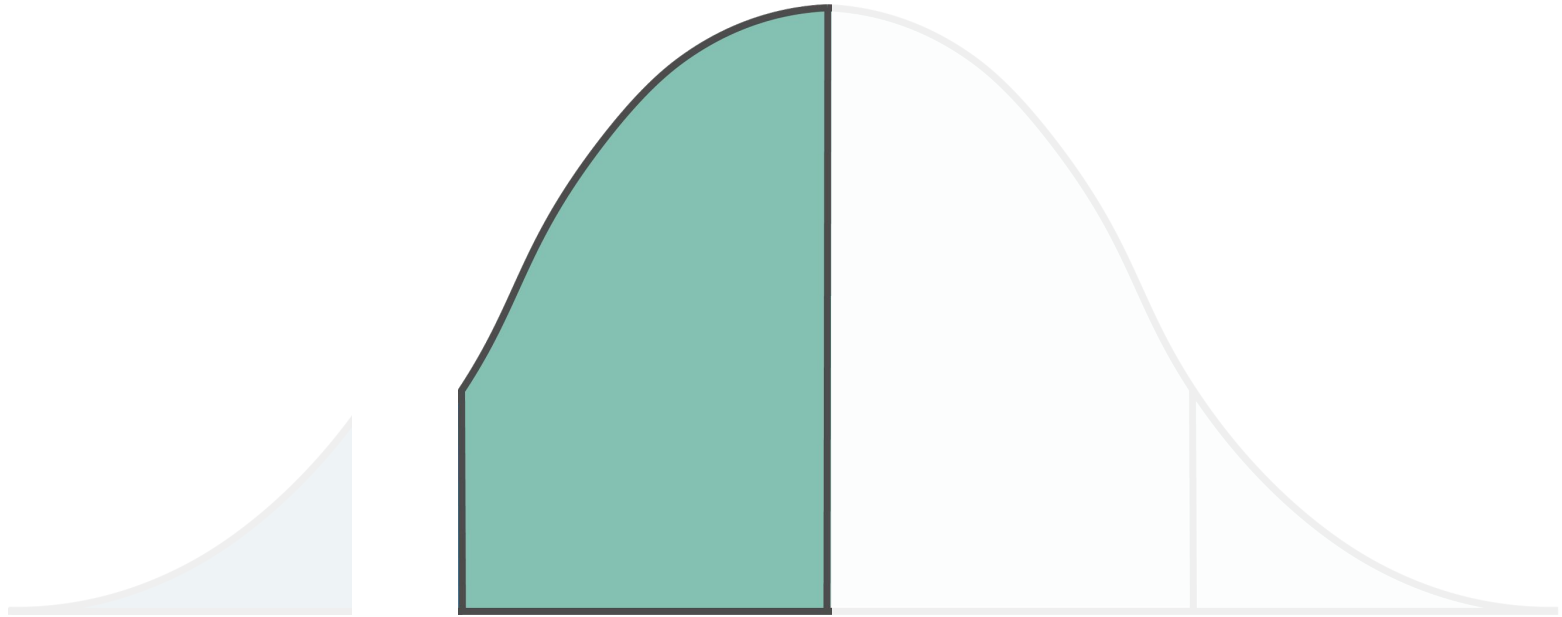


Deed's **first adopters** are community organizers and social activists.

Our market

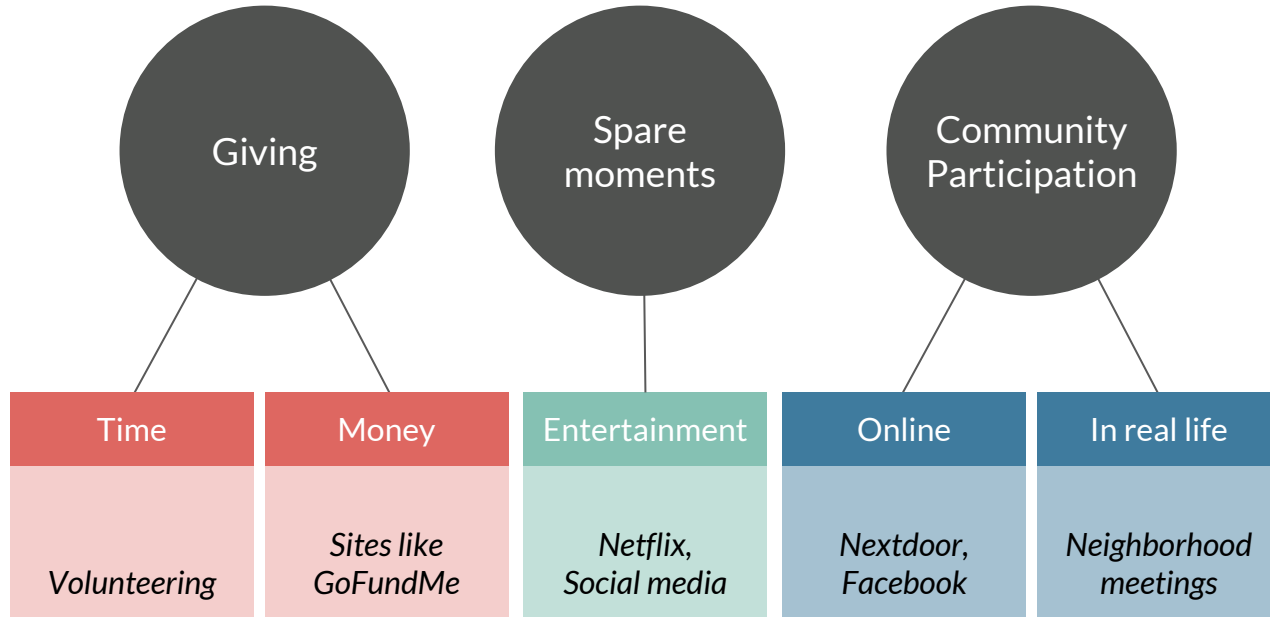


Our market

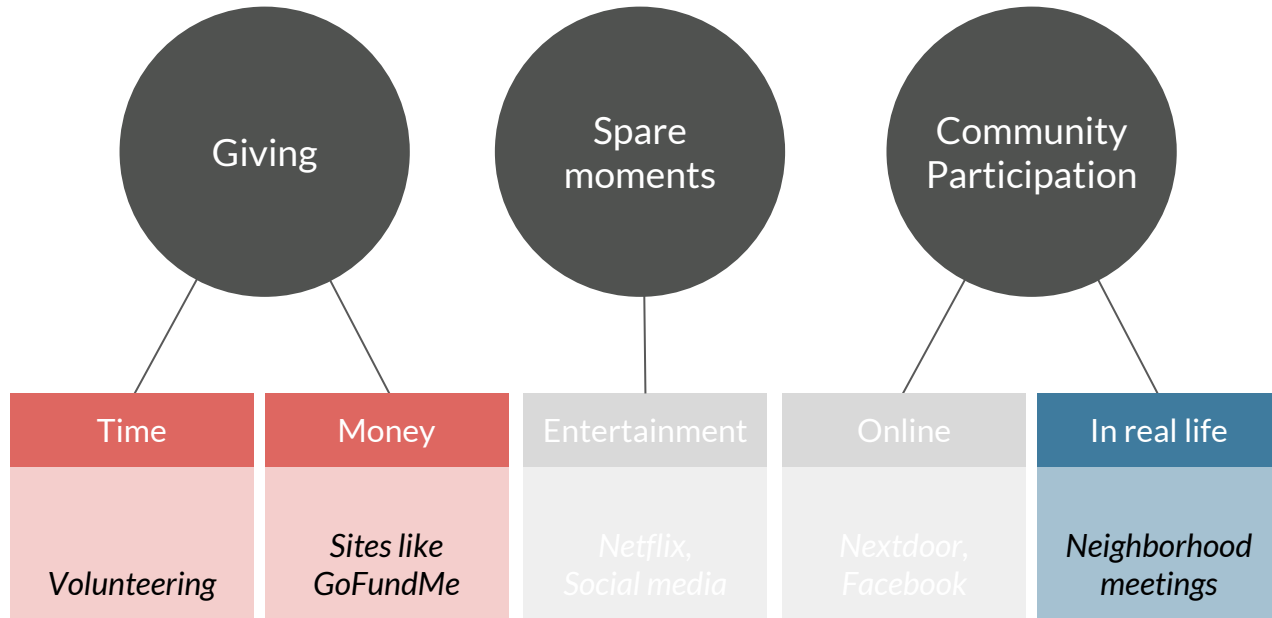


Connecting Deed to an early majority of
value-oriented digital users

Competitive landscape



Competitive landscape



Roadmap

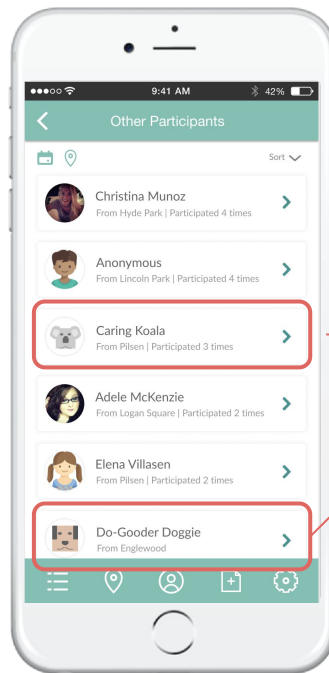
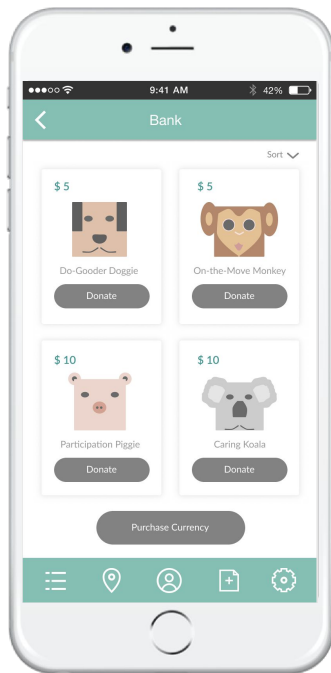
	PRE LAUNCH	LAUNCH	AMPLIFIED PARTICIPATION	DEED MANAGEMENT
PRODUCT	Prototype	Infrastructure for users to create / participate in Deeds Showcase collective Deeds	Virtual currency Integration of online payment API integration	Asset Sharing
DATA		Demographic data Sentiment data Deed project data		
REVENUE	Crowdfunding platforms Corporate Social Responsibility efforts, L3Cs	Data Commercialization	Transaction fees	Crowdfunding via Deed platform

Roadmap

	PRE LAUNCH	LAUNCH	AMPLIFIED PARTICIPATION	DEED MANAGEMENT
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Virtual currency as participation proxy

Roadmap



When participation isn't possible, community members can support deeds through virtual currency.

API Integration Roadmap

Social media

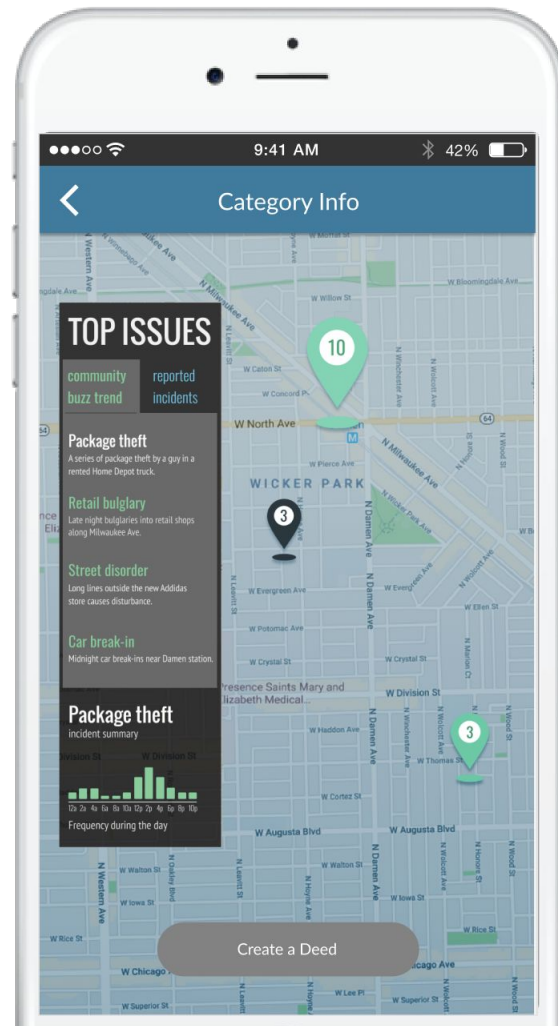


Crowdfunding



KICKSTARTER

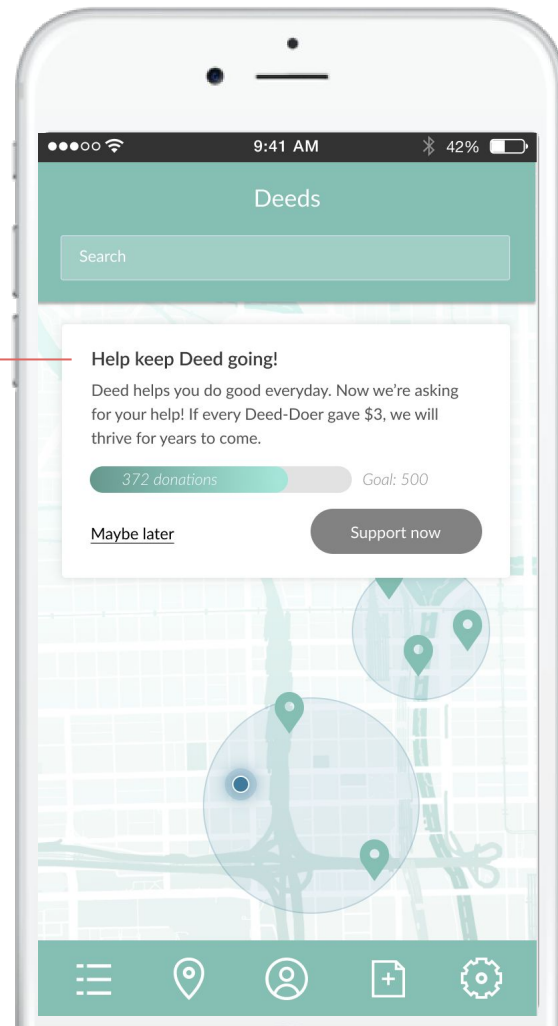
Routes & Mapping



Crowdfunding Deed

Roadmap

Deed community members will be able to support the platform through crowdfunding.









Success is...



Success is...

accumulative actions done out in the world,



Success is...

*accumulative actions done out in the world,
new initiatives begun,*



Success is...

*accumulative actions done out in the world,
new initiatives begun,
collective goals accomplished,*



Success is...

*accumulative actions done out in the world,
new initiatives begun,
collective goals accomplished,
new partnerships made.*



Start small, dream big, do good deeds.