LOCALITY

Jack Adam

Itai Almor

Jessica Hong

Shannon Yasuda

PROBLEM

Lack of community engagement in areas experiencing demographic change.
    Minimal connection between new and lifetime residents of a neighborhood.
Lack of access to cultural institutions such as libraries and historical centers.
    Hard to find visual histories of specific areas or neighborhoods.
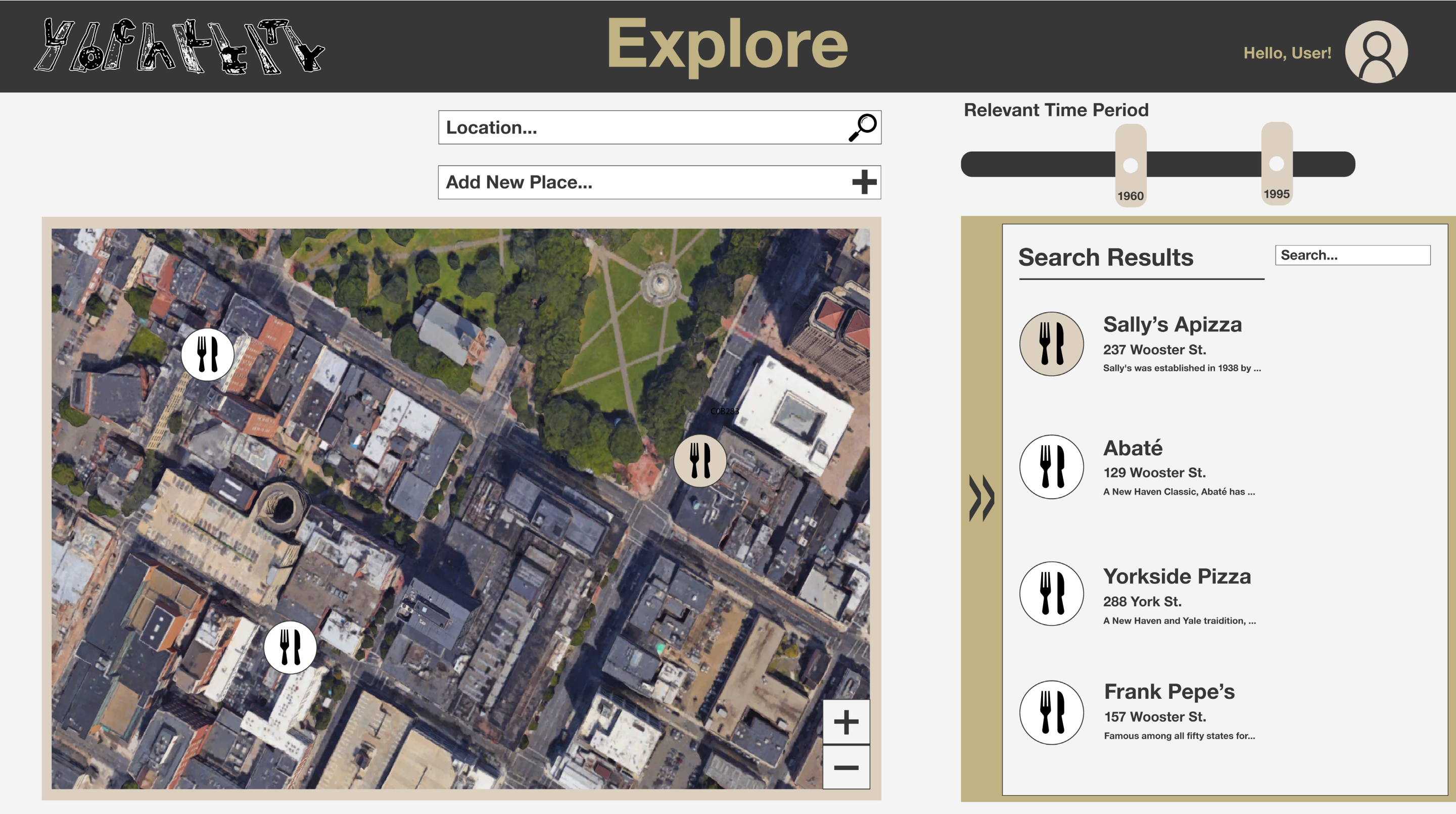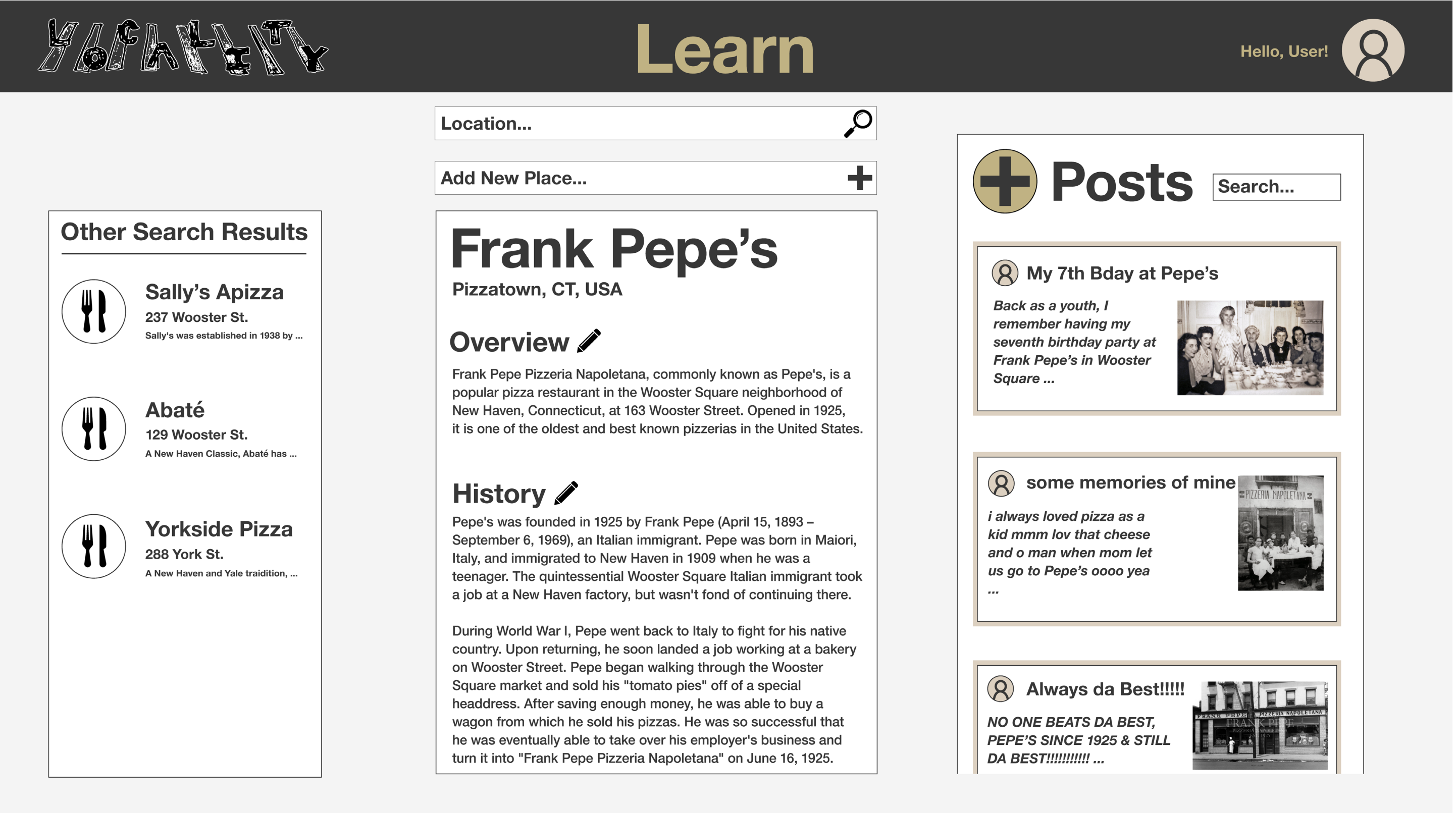Stories, memories, artifacts, and history can disappear without a trace.

VALUE PROPOSITION

Locality offers a simple solution to preserving and sharing the love that we feel for our homes. Its map interface shows neighborhood change, thus inspiring unity across communities.

It facilitates learning and communication centered around the places that are important to us, highlighting individual user experiences through collaborative wiki interfaces where users can share media.

FUNCTIONALITY

Search
    Learn about past and present states of an area
    Discover location and time-period-specific media
    Explore an ever-expanding map of local memories

Share
    Rediscover places through a collaborative wiki interface
    Add new locations to the map to reflect the places in your life
    Contribute to a user-centered archive of personal knowledge

Search results on an explorable map

Collaborative wiki page for a historic restaurant

PROCESS

Paper Prototype

Initial design
    Narrowed tasks to
    searching & **sharing**

Four main pages:
    Map & results
    Add place
    Wiki pages
    Make a post

Heuristic Evaluation

Reordered page flow
    Text before map

Added functionality
    Search for posts
    Create new POI

Changed **Suggestions** to
Other Search Results

Usability Tests

Improved labeling
    Timeline
    New place button
    Post vs. **Add** buttons

Simplified Searching
    Single search bar
    Addition of Address field

Design Mockup

Finalized labels, icons, images

Chose color scheme

Adjusted text to fit web-page