Ashley Bonura | Reveal Patten
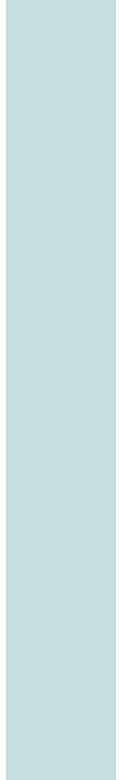
Problem Statement

The 4H program lacks diversity and teen involvement especially during the COVID-19 pandemic.

Research

Food Insecurity

- 85.9 percent (116.0 million) of U.S households were food secure throughout 2019.

- 6.4 percent (8.3 million) U.S households had low food security in 2019

- 86.4 percent of households with children were food secure in 2019

- 35.2 million people live in food-insecure households

Disability Rights Movement

- The Disability Rights movement is a social movement to fight for equal rights and opportunities for people who are differently abled.

- Disability advocates whom worked in unions to achieve similar goals of accessibility and safety within architecture,

- Fought for equal opportunities, education, and overall freedom

Asian American Civil Rights Movement

- The Asian American civil rights movement took place during the 1960's-70's and ended in the 1980's.

- Activists fought to end the Vietnam war and for ethnic studies programs to be implemented into universities.

- This movement was a socio-political movement, to gain equal rights for Asian-Americans.

How did our research impact our process

Researching and gaining knowledge on these movements/issues

gave us an understanding on how to go about making change within

the 4-H program. Although, these issues aren't directly related to the

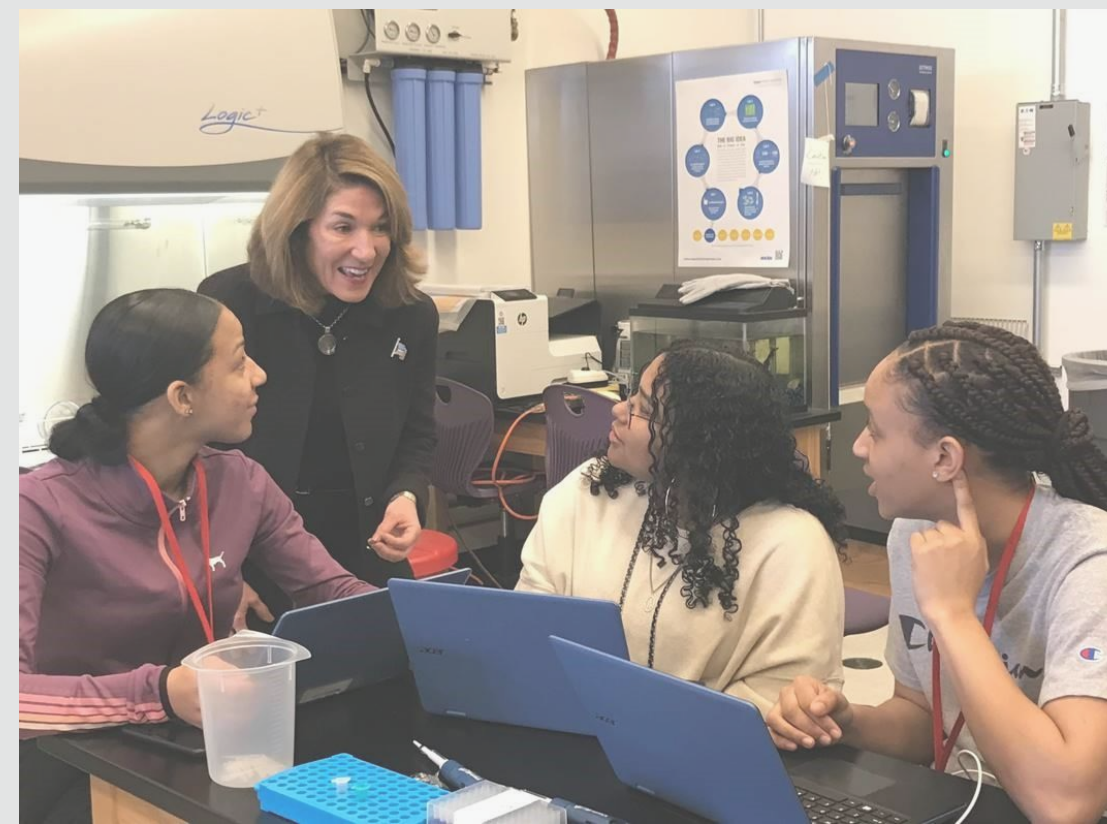program, the process to produce change is the same.

Research

Requirements

Concept

Design

Validation
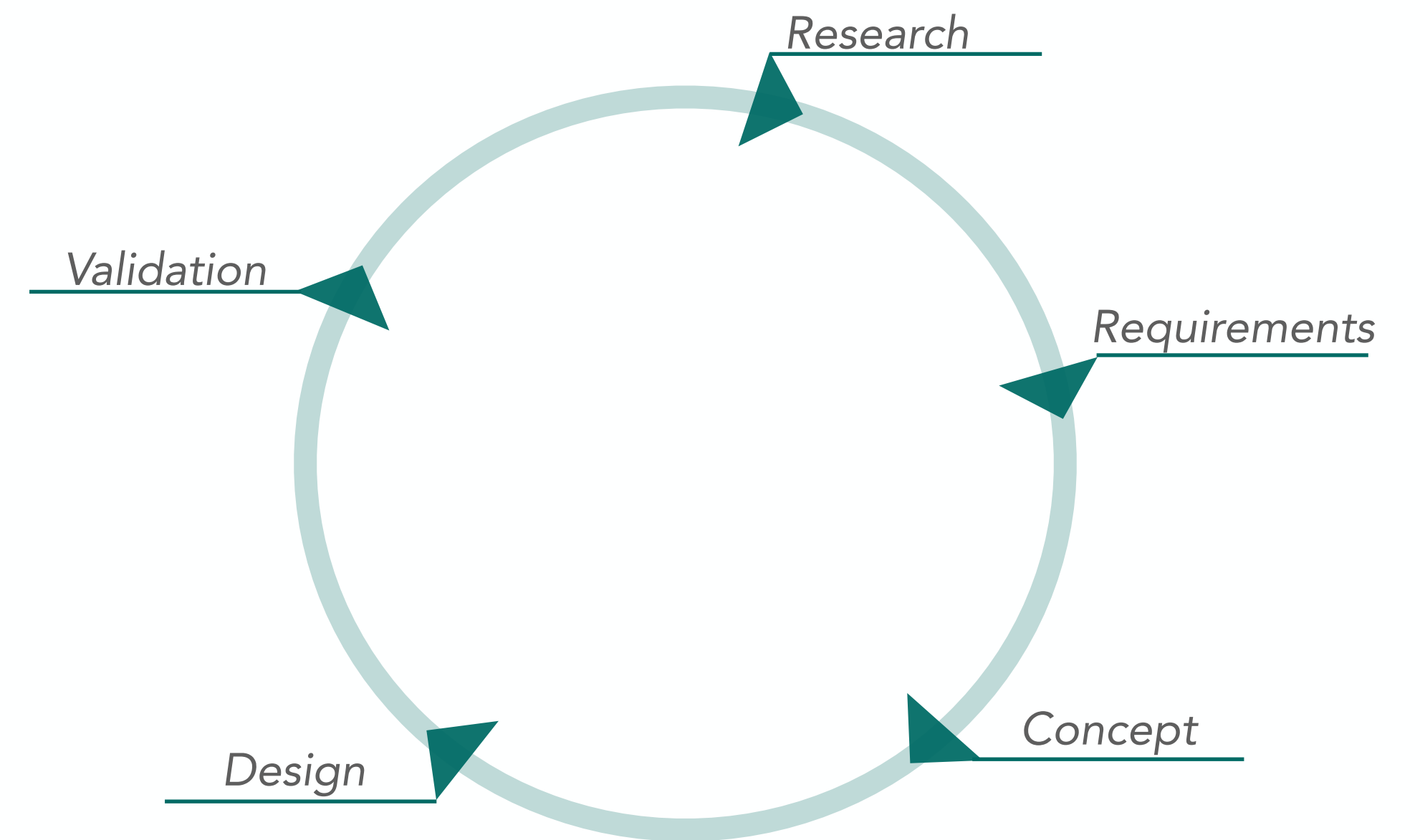
Valued Proposition

Increase teen involvement
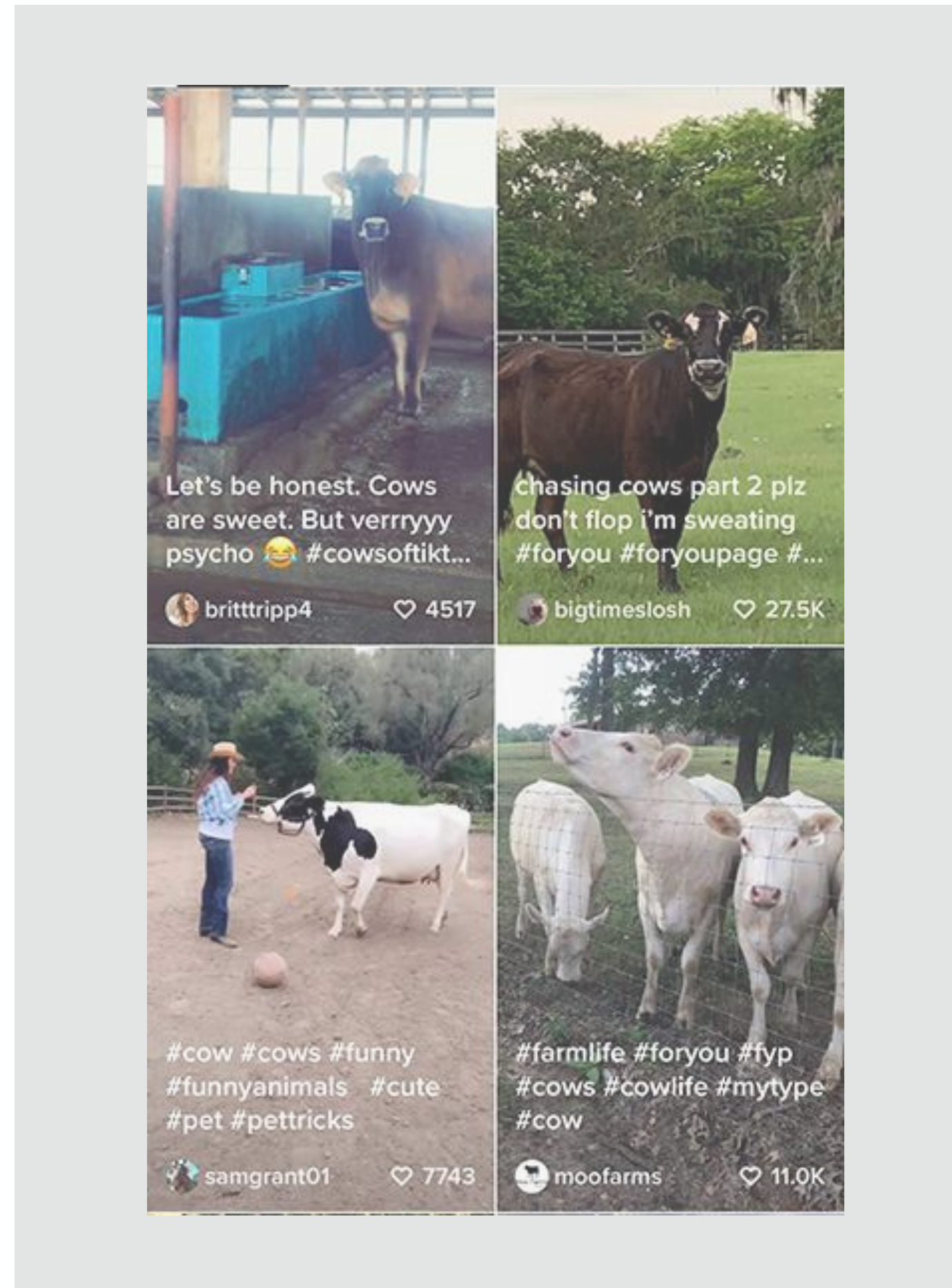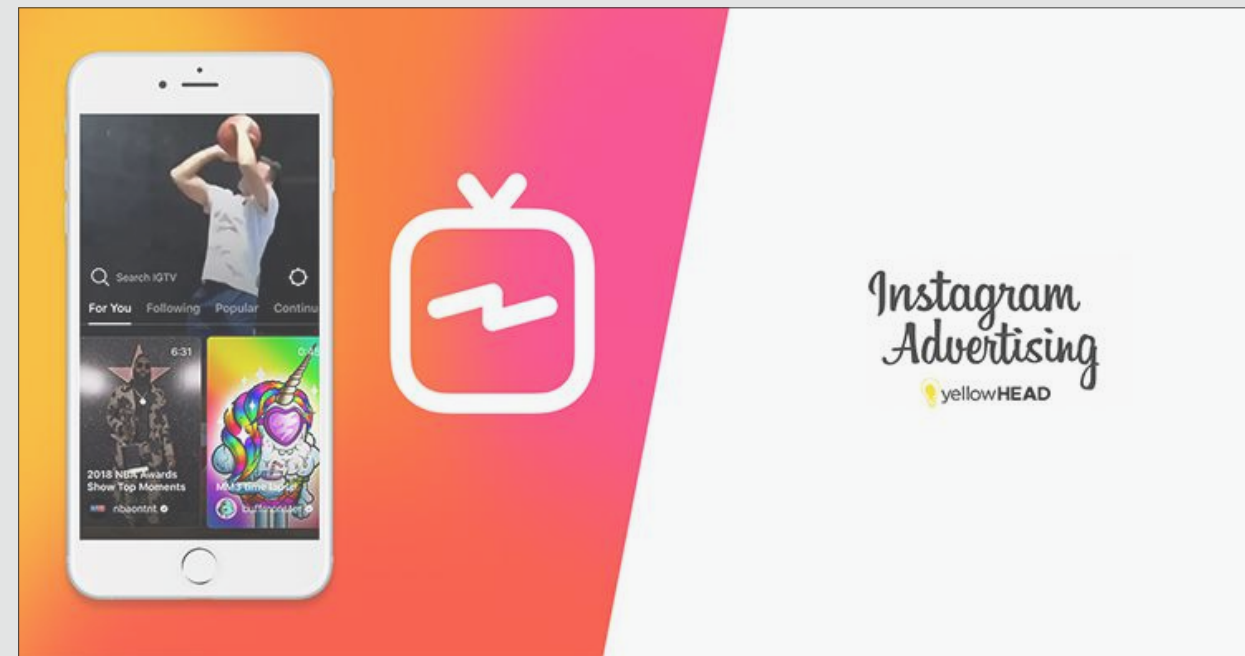
Ways to increase diversity amongst the 4-H Program

- Reach out to diverse communities

- Make the 4-H Program more accessible to differently abled individuals

- Make the 4-H Staff reflect what the program wants to see within its members

- Advertise more in communities that aren't currently being represented in 4-H

Increase social media presence

Ideation Phase

Exploring all Ideas

- Conduct interviews

- Possibly observe the 4-H program

- Brainstorm ideas on ways to improve 4-H

- Create prototypes based on ideas

- Test out the prototypes on the community partners

- Make changes suggested after the user testing

- Test improved prototype

- Present the final solution to the community partners

How Might We

- How might we improve the social media presence? (Tik-Tok, Instagram, Twitter)

- How might we increase diversity amongst 4-H? (Target different demographics)

- How might we make posts targeted towards teens? (showing the fun programs, and friendships that can be made)

- How might we gain school involvement? (Use the school as a meeting ground for 4-H, use their facilities so it's easily accessible)

- How might we create more engaging events? (What will draw teens into the program?)

Persona

About

Adam is a 16 year old high school student. His parents introduced him to the program, and he has been a 4-H member ever since. However his interests have shifted, and now he is more focused on the social aspect of the program. He wishes there was a way to connect with 4-H members his age outside of the program.

Behaviors

Eager to interact with members from the 4H Program

Bothered because the program lacks diversity

Interested in scholarships provided by 4H

Longing for his hometown friends to be a part of the program

Curious to learn more about his 4H friends on a personal level

Bored ever since the program transitioned to a virtual setting

Distracted by noise within his house while attending virtual programs

Frustrated because there isn't an outlet to connect with 4H members

Goals

Stay connected with friends made in 4-H Program

Safe space for 4H members ONLY to communicate freely

Establish long lasting friendships

Motivators

Constantly wants to reach out to 4H members

Desire to make 4H acquaintances turn into friends

Pain Points

No outlet to connect with 4H members once he leaves

4H does not have a strong social media presence

4H friendship/connections end once he leaves the program

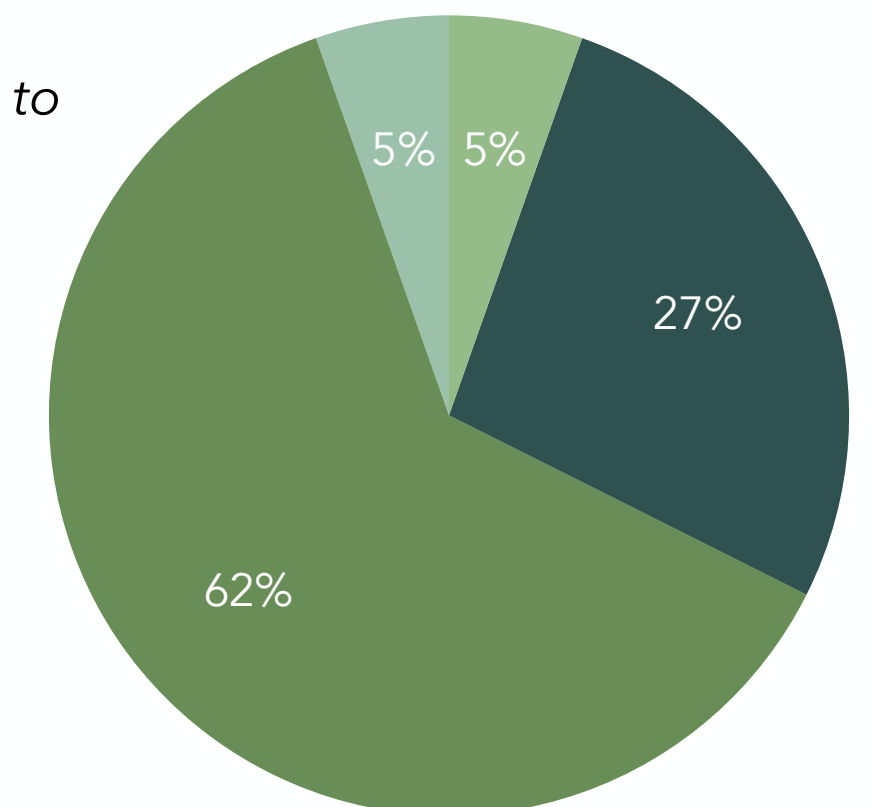*I want a way to stay connected to 4-H members*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

5% 5% 27% 62%

Adam

"I wish there was a way to stay connected with members of 4H"

Age: *16*
Program: 4-H
Location: *Long Island, New York*

Journey Map

Adam

Scenario:
Adam partakes in the virtual 4-H programs, but misses the social aspect of the program. He is finally introduced to the 4Home app.

"I just want to make meaningful friendships"

Phases	Before using app	While using app	After using app
Behavior	1. He tries to keep himself entertained 2. He messages in the chat box, trying to connect with 4-H members during the program 3. He keeps his mic muted, unless the members want to communicate with him 4. He slouches in his chair, the program isn't as engaging as it once was	5. Engaged with his fellow 4-H members 6. Very talkative, communicating with everyone 7. Proactive, and productive	8. Positive outlook 9. Energized and in better spirits 10. Talking to parents/friends about the new connections he made through the 4Home app
Thoughts	• This isn't as involved as it used to be • I wish I could talk with all of the 4-H members my age • I realized I enjoy the social aspect of the program more than the actual information we learn • I want to become friends with them	• I missed just being able to talk with my fellow 4-H members • It's awesome that we are all connected now • I'm so happy I became friends with them • This is so cool we can talk about anything, even stuff not related to the 4-H program • I really enjoy these new meaningful connections I have made • These kids went from fellow 4-H members to my friends	• I feel so much better, I felt very isolated before • I can't wait to hangout with them this weekend • Can't believe they live so close to me • I am so glad they told me about the 4Home app
Feeling			

"I wonder what the other members have been up too"

"I wish 4-H was still in person!"

"Wow, you don't live too far from me, we should hang out"

"Mom, I made some new friends today"

"I have to get a COVID test, we made plans to hangout next weekend"

Opportunities
• Inclusivity
• Create long lasting friendships
• Long term involvement/engagement

Expectations
• To maintain a positive mindset
• Stay connected with friends/4-H
• Fill the social void that has been present since the start of COVID-19

Empathy Map

Adam: Long term 4-H member

Says

"I wish there was a way to create meaningful connections with the 4-H members"

"Since 4-H is now virtual I have realized I like the social aspect more than the actual information we learn"

"I wish 4-H was still in person, I can't focus"

"I wonder what the other 4-H members are up to"

"Wow, thanks for introducing me to the 4-H app!"

"Ever since I started using the 4-H app, I have made so many friends"

Thinks

This program isn't as involved as it used to be Adam thinks this while staring at his computer screen during the virtual 4-H program

I wish I could catch up with the 4-H members my age Adam thinks this while seeing the members icons pop up on his screen during the program

I want to become friends with them Adam thinks this while some of the 4-H members respond to the instructors questions

It is so great, that we are all connected now on this app Adam thinks this after he is introduced to the 4Home app for 4-H members only

I really think these new connections I made will be long lasting Adam thinks this while he makes plans to get together with a few 4-H members

I want to attend 4-H programs more now Adam thinks this after he has made new connections on the 4-H app

Feels

Bored when staring at his computer screen during the virtual program

Curious about what his fellow 4-H members are up to

Excited when he finds out that some of the 4-H members live close by

Happy since he made some new friends

Responsible because he needs to get a COVID test before hanging out with new friends

Does

Tries to stay engaged Adam can't seem to focus while in the virtual 4-H program

Slouched in his chair Throughout the day Adam takes about 20-30 pictures to send to her friends

Types messages Adam is constantly messaging with his friends in the 4Home app

Communicate with parents more Adam has been increasingly more talkative since using the 4Home app

Leave notifications on Adam likes to be alerted as soon as his friends are trying to contact him

Goals

Stay connected with friends made in the 4-H program
Safe space for 4-H members to communicate with one another
Establish long lasting friendships

Problems

No outlet to connect with 4-H members once he leaves the program
4-H does not have a strong social media presence
4-H friendships/connections end once the program ends

Interviews

Interview Quotes

"We need a stronger social media presence"

"Why aren't teens staying in the program for a long period of time?"

"How can we increases diversity within the 4-H Program?"
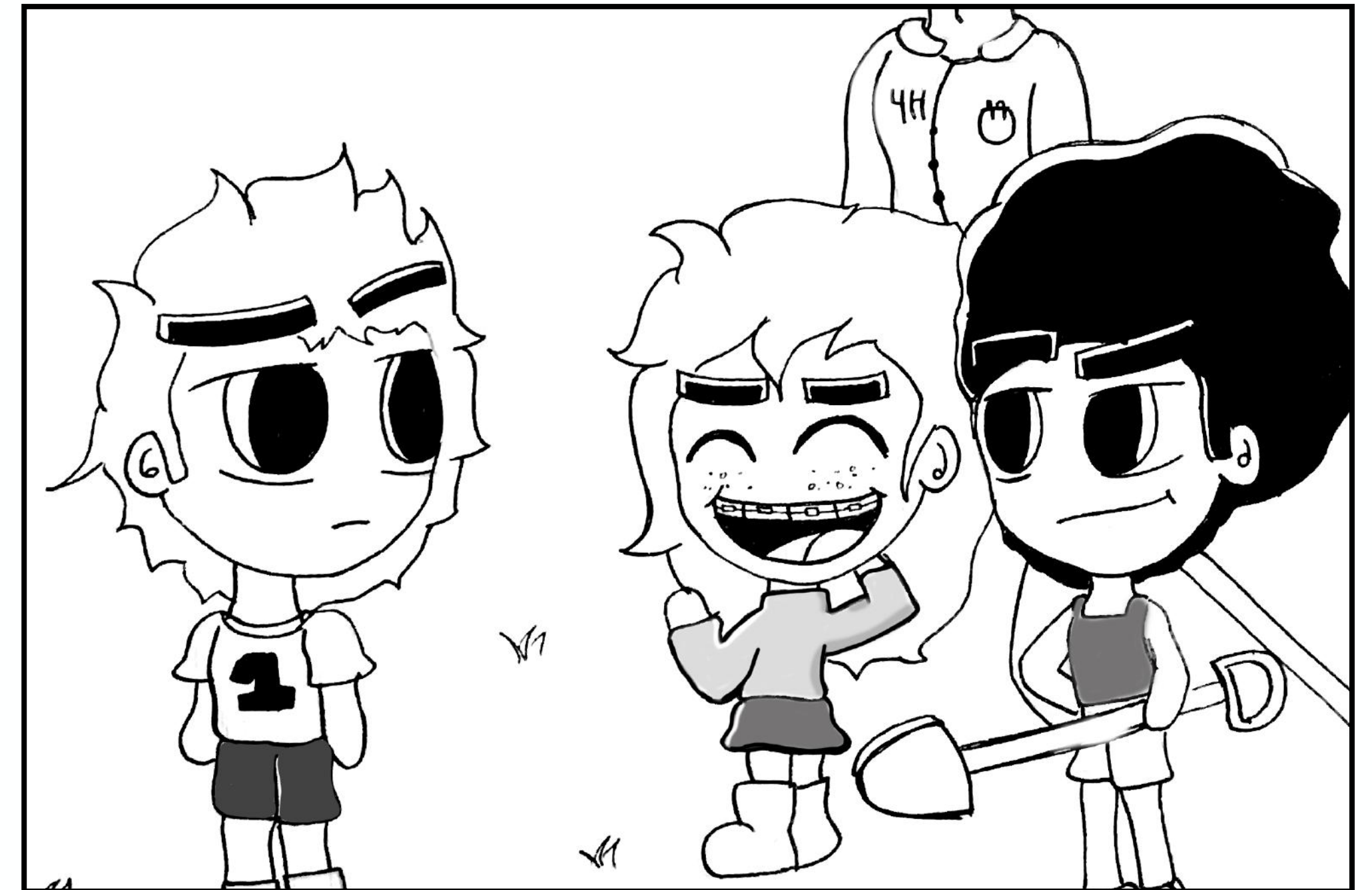
"I wish there was a way to stay connected with my 4-H friends"

Storyboards

Adam's father introduced him to his first 4-H program when he was 6 years old.

He was nervous at first, but after he met some 4-H kids he became comfortable.

Adam is now 16, and he has just discovered that the 4-H program will be transitioning to a virtual setting, due to COVID-19.

Adam attends the virtual 4-H programs

While he is in the program, he really misses the social aspect

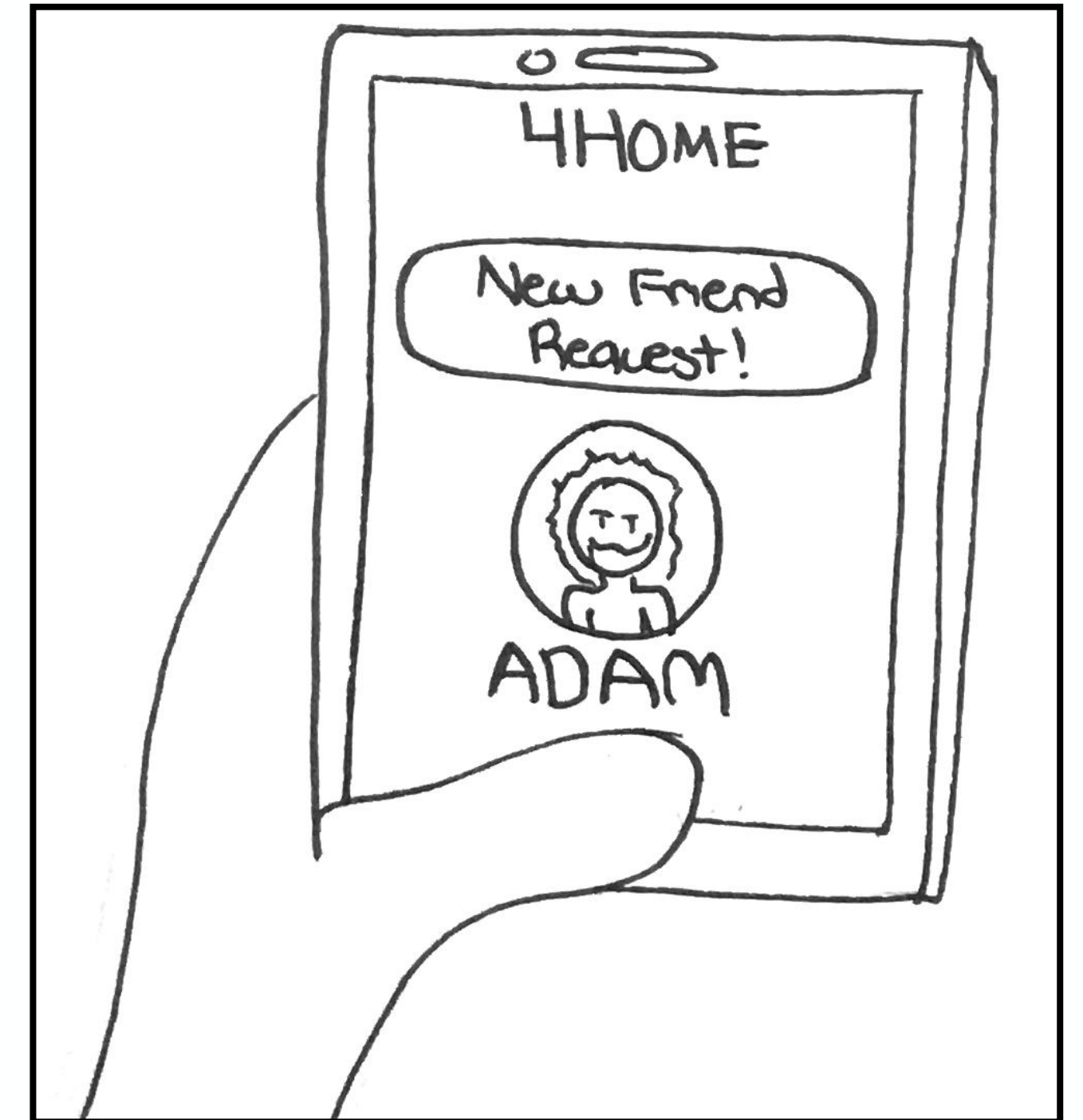He remembers that earlier today one of his fellow 4-H members had mentioned something about a 4Home app.

Downloads app & friend request
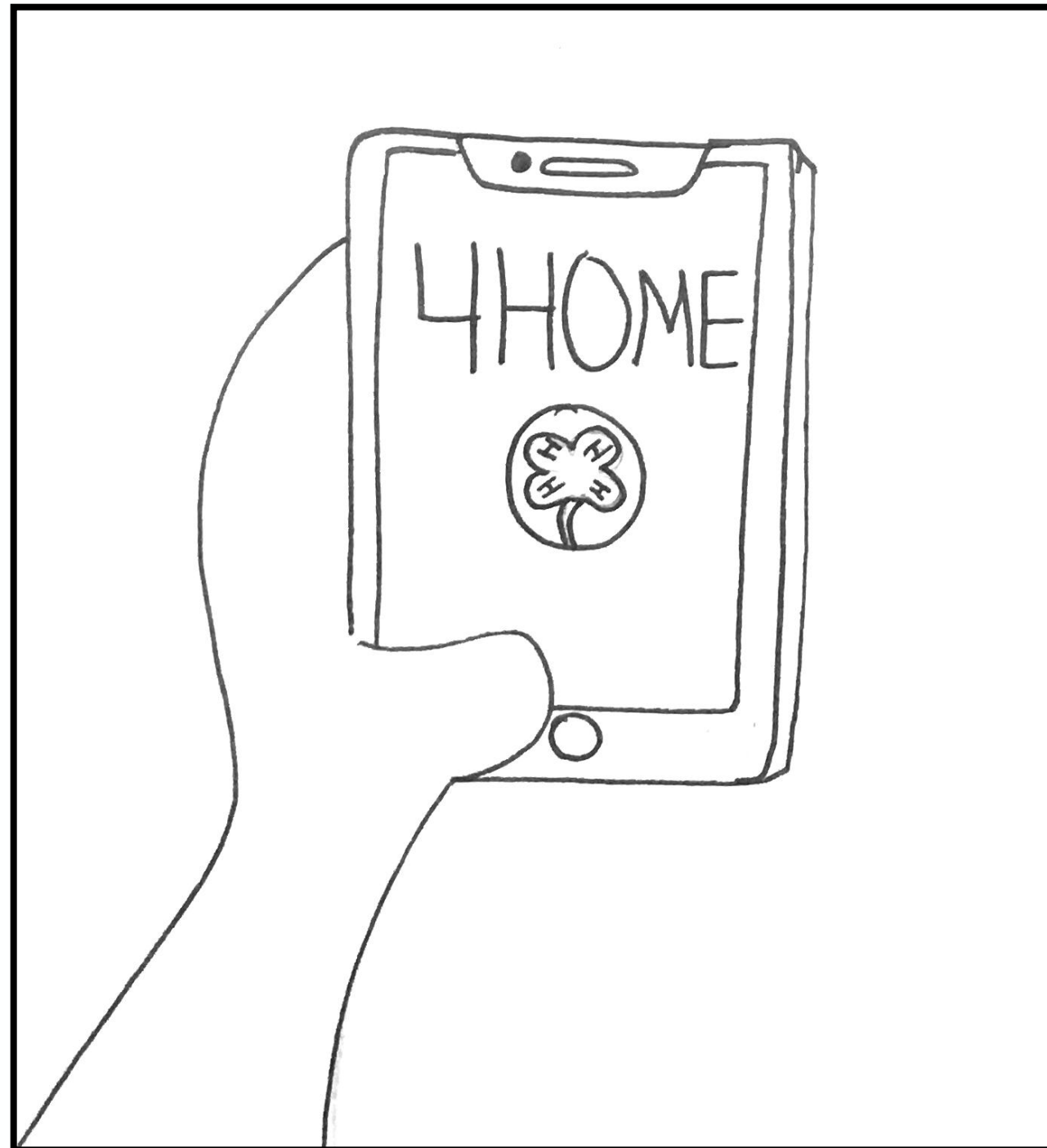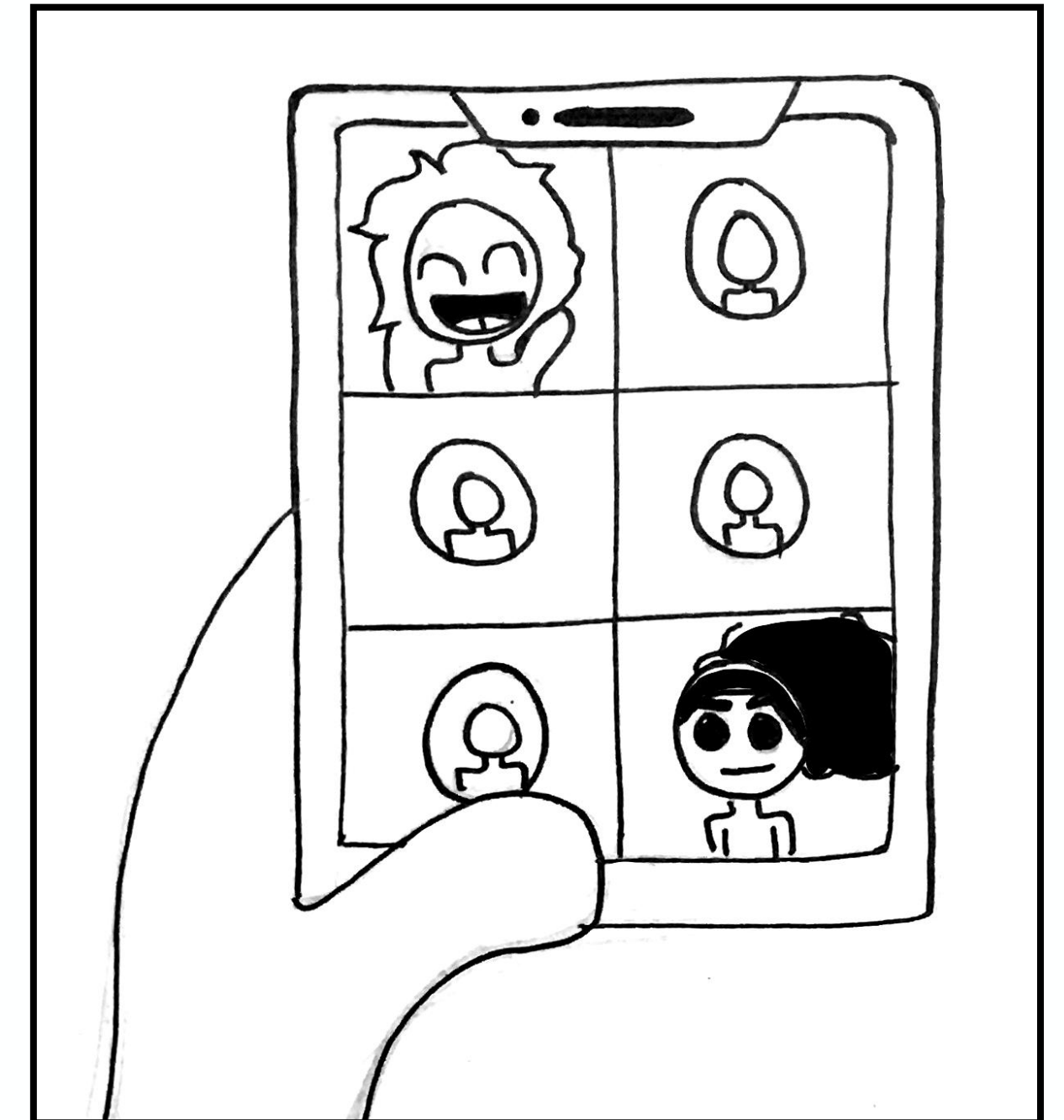

Adam finally found the 4Home app, and he downloads it

Look! It's Adam's old friend from the 4H program! She just received a notification that Adam sent her a friend request on 4Home.
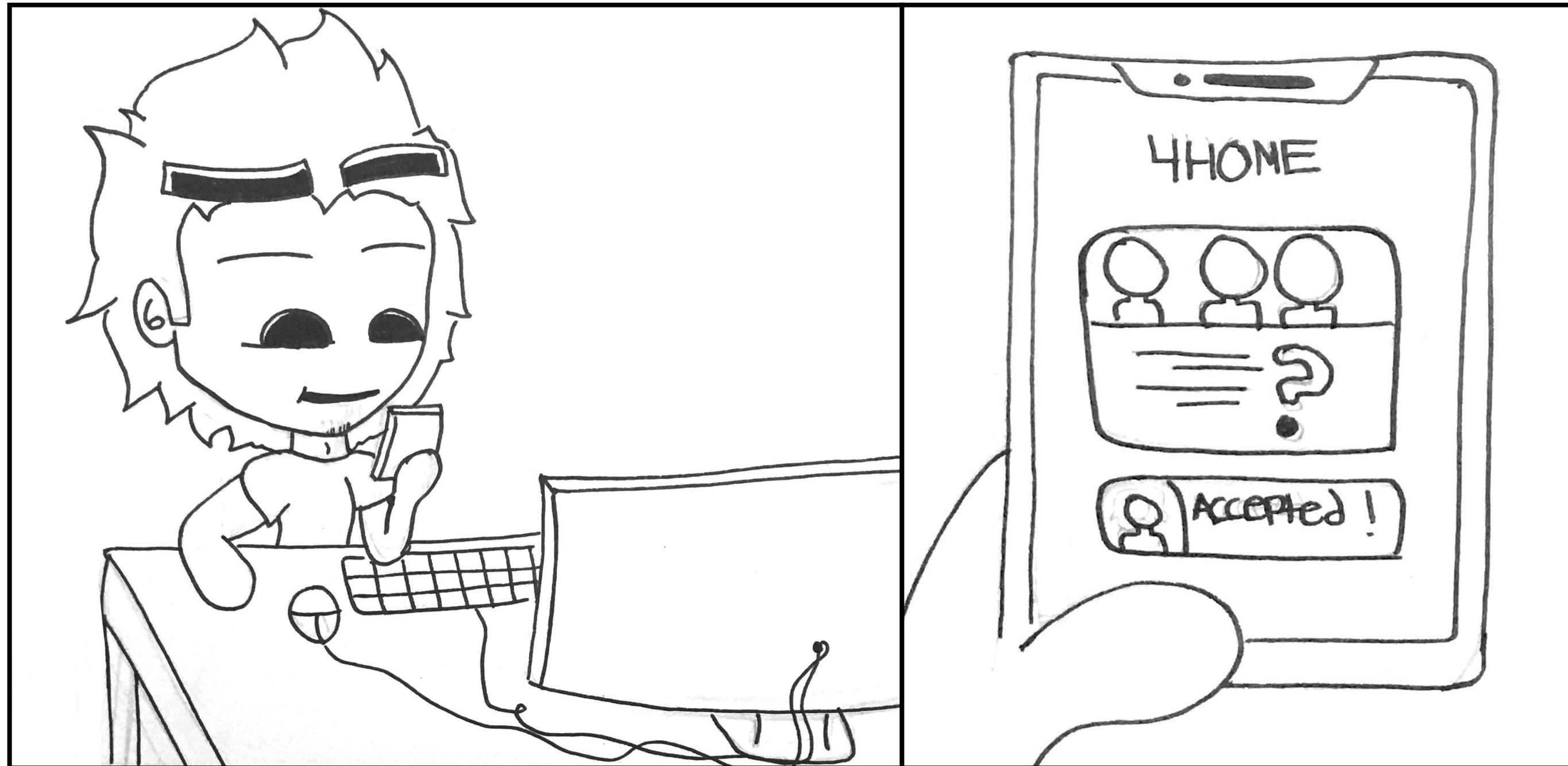
Adam's friend accepted his request! She also invited him to join her 4Home group text channel
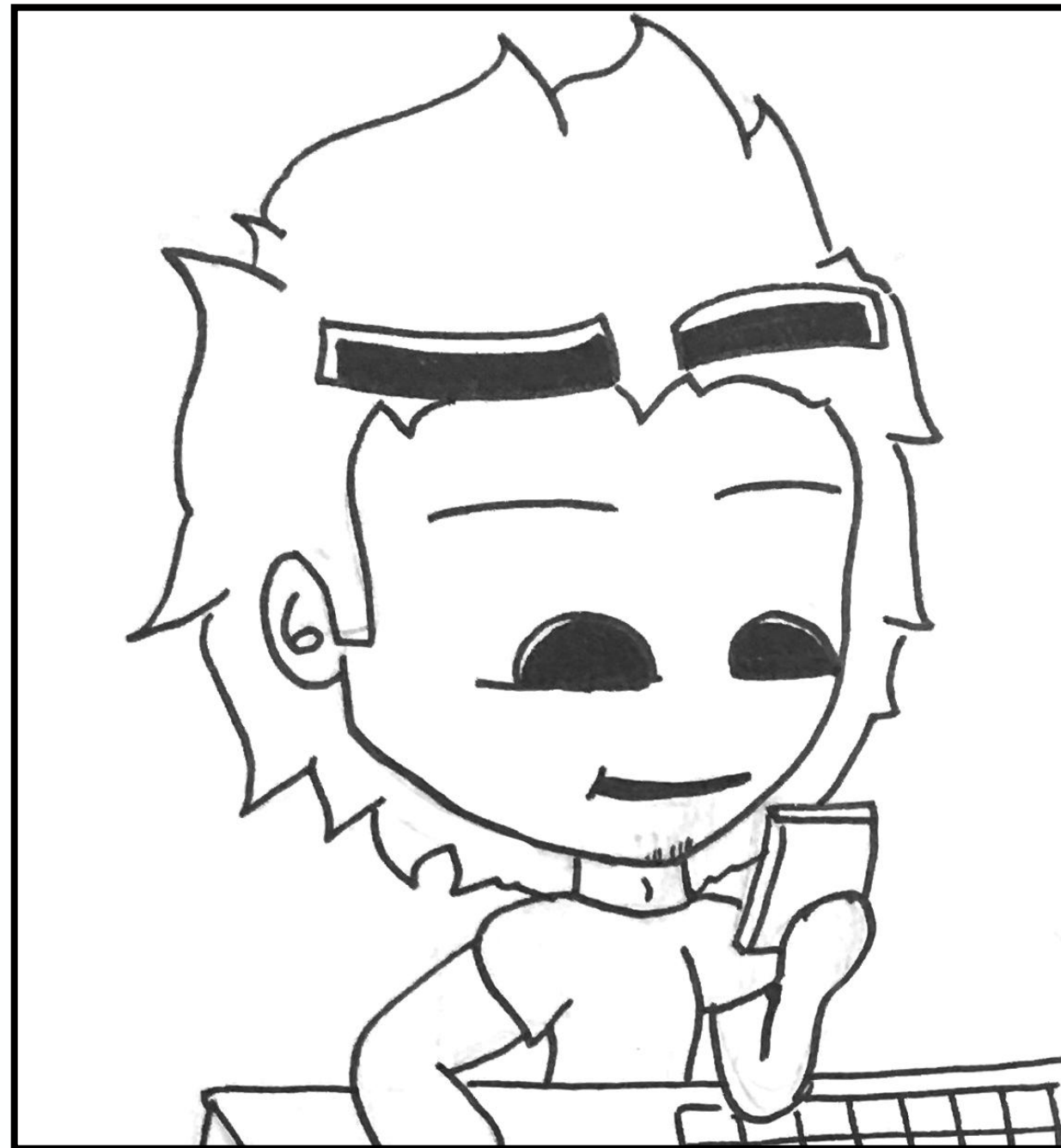
Adam is now on a video call with new, and old friends

Communicating

Adam has been catching up with his friends through video calls, and the text channels ever since he downloaded 4Home.

Adam is so happy knowing his friends
are just a tap away, in 4Home.

Wireframes *(low fidelity)*

Log In Screen

4Home

Username

Password

Forgot password?

Log In

Don't have an account? **Sign up**

Create Account Screen

Create an Account

Phone number or email

Full name

Username

Password

Sign up

Forgot Password Screen
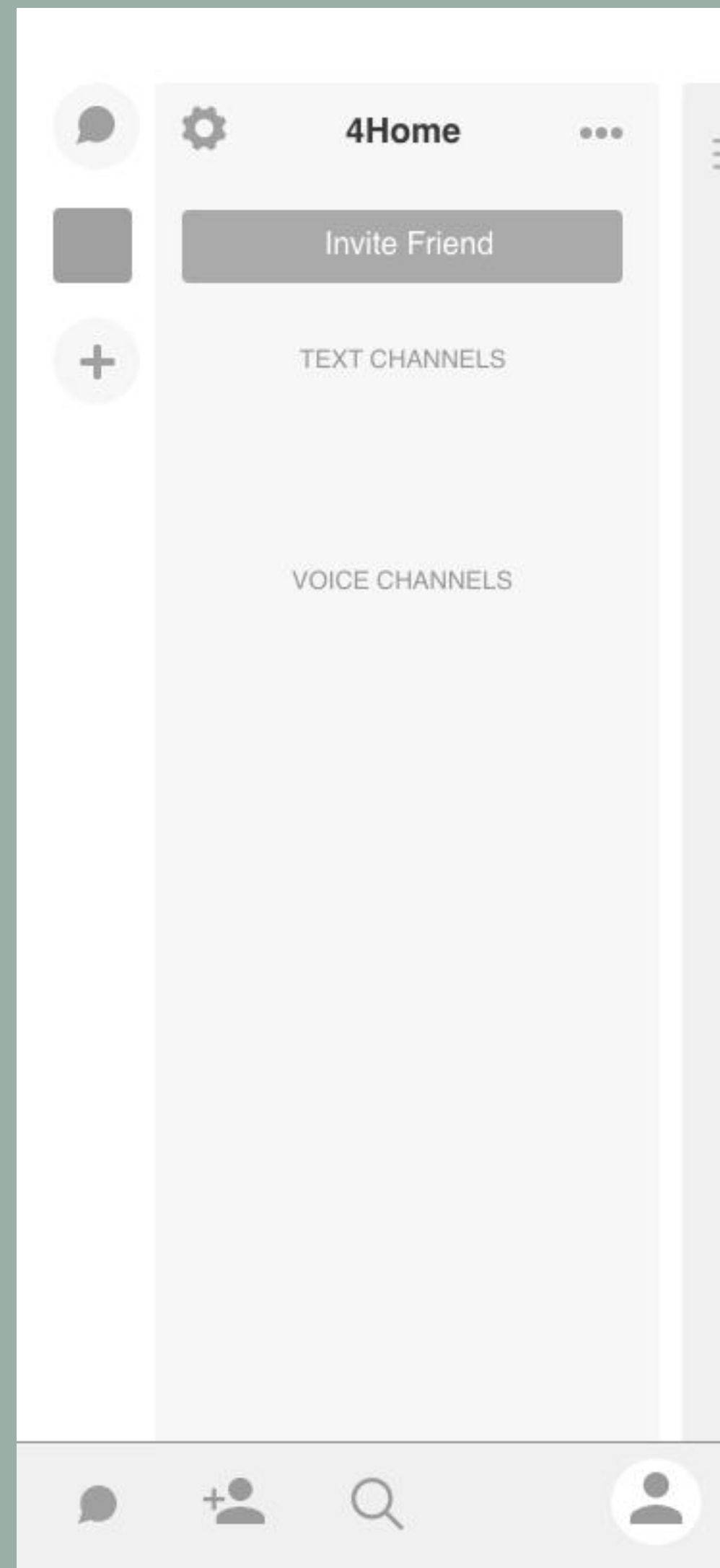
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🔒

Trouble logging in?
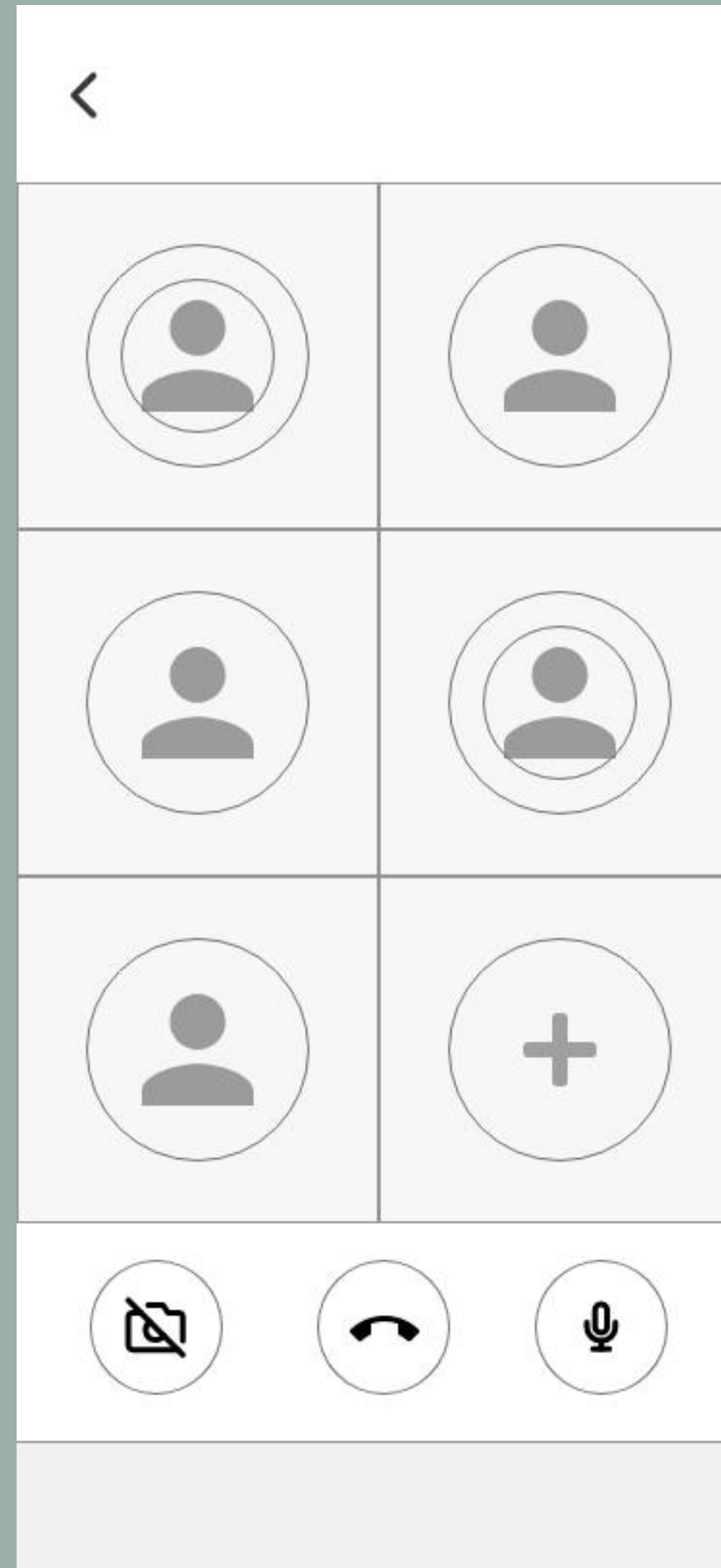
Email, phone, or username
_____

Send password

————— or —————

Create New Account

Hamburger Menu Screen

Voice Channel Screen

Add Friends Screen
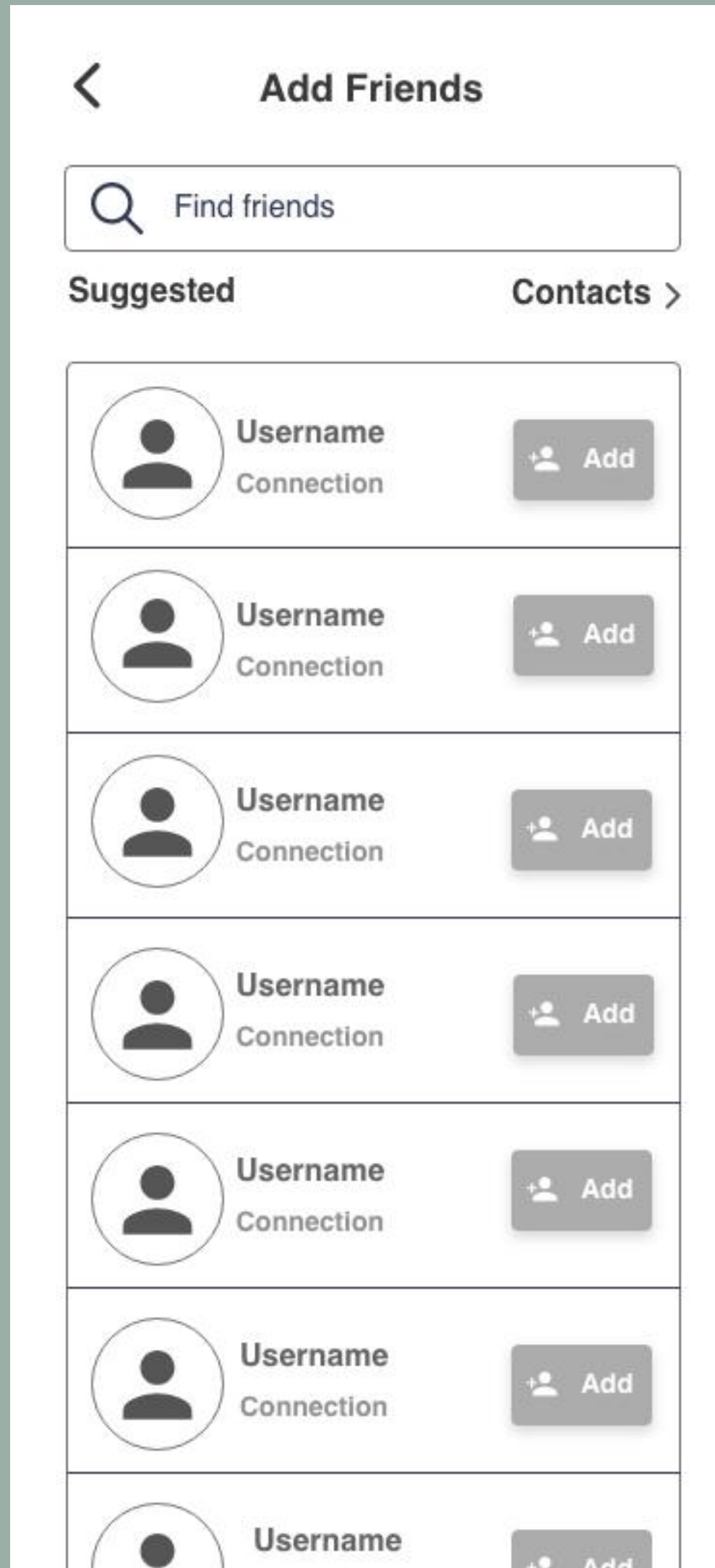
Text Channel Screen

Warning Overlay Screen

Test Warning

There are certain words and content that are **NOT** allowed within these text channels. If you try to use certain words or share content that is inappropriate you will automatically get kicked out of 4Home, and your account will be locked for 3 days.
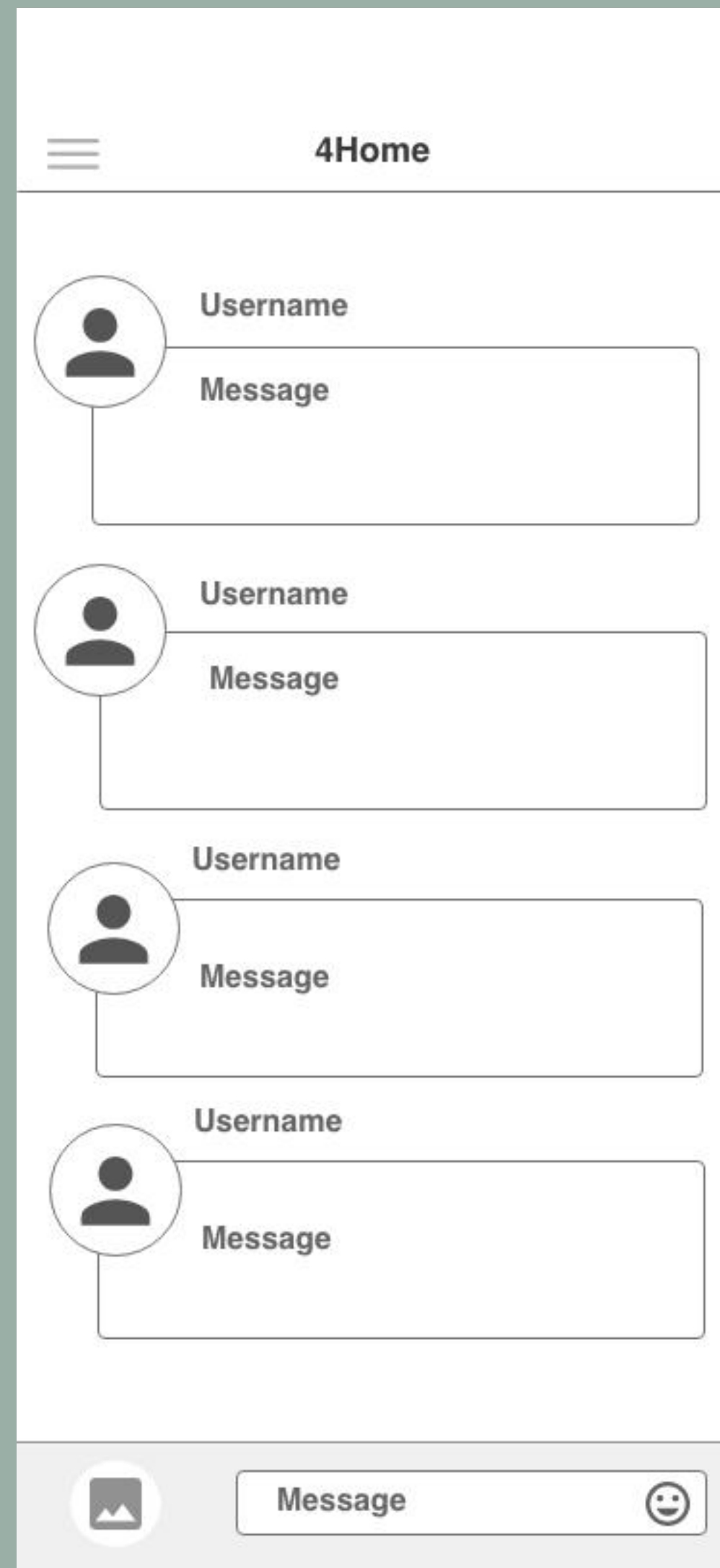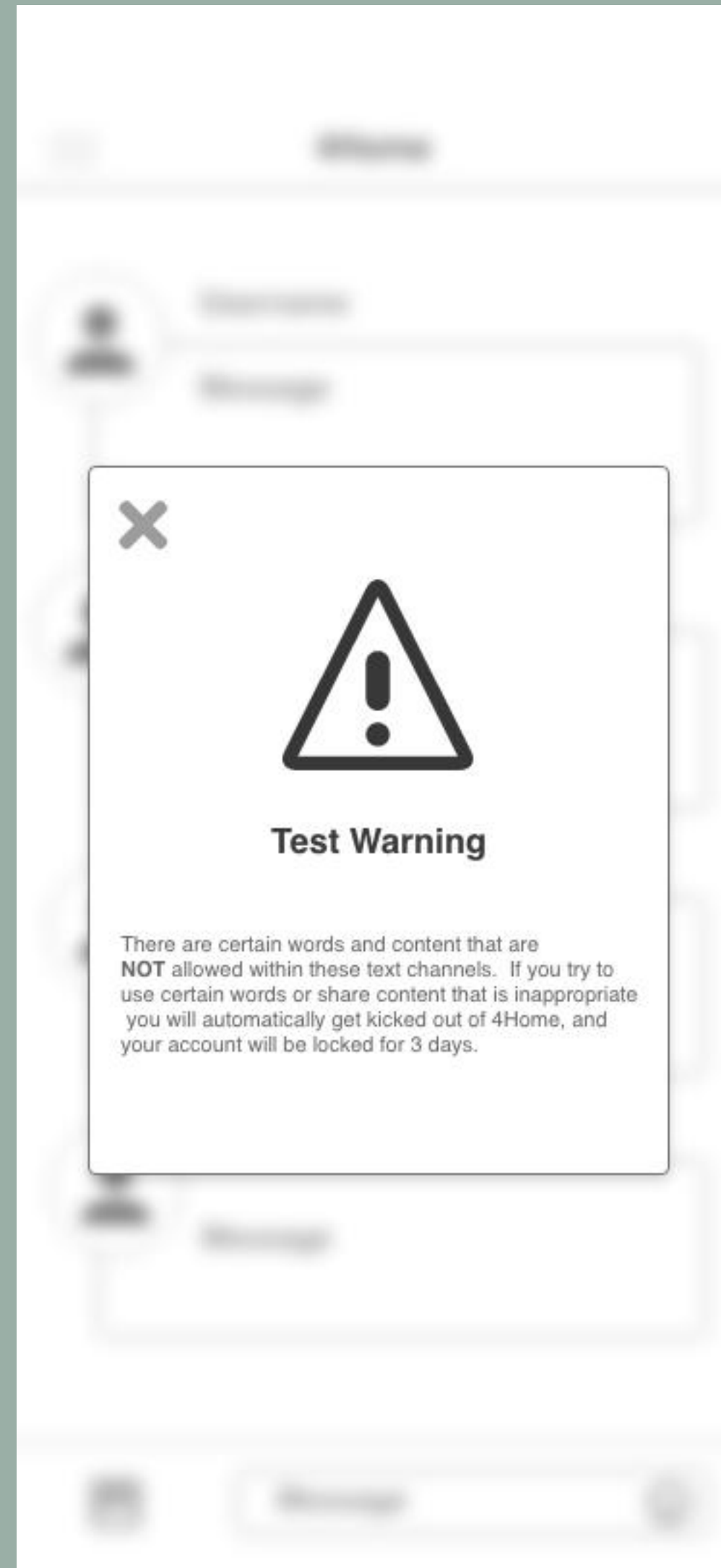
Compositions *(high fidelity)*

Log in

4Home

Username

Password

Forgot password?

Log In

Don't have an account? **Sign up**

Forgot Password

<

Trouble logging in?

Email, phone, or username

Send password

or

Create New Account

Create an Account
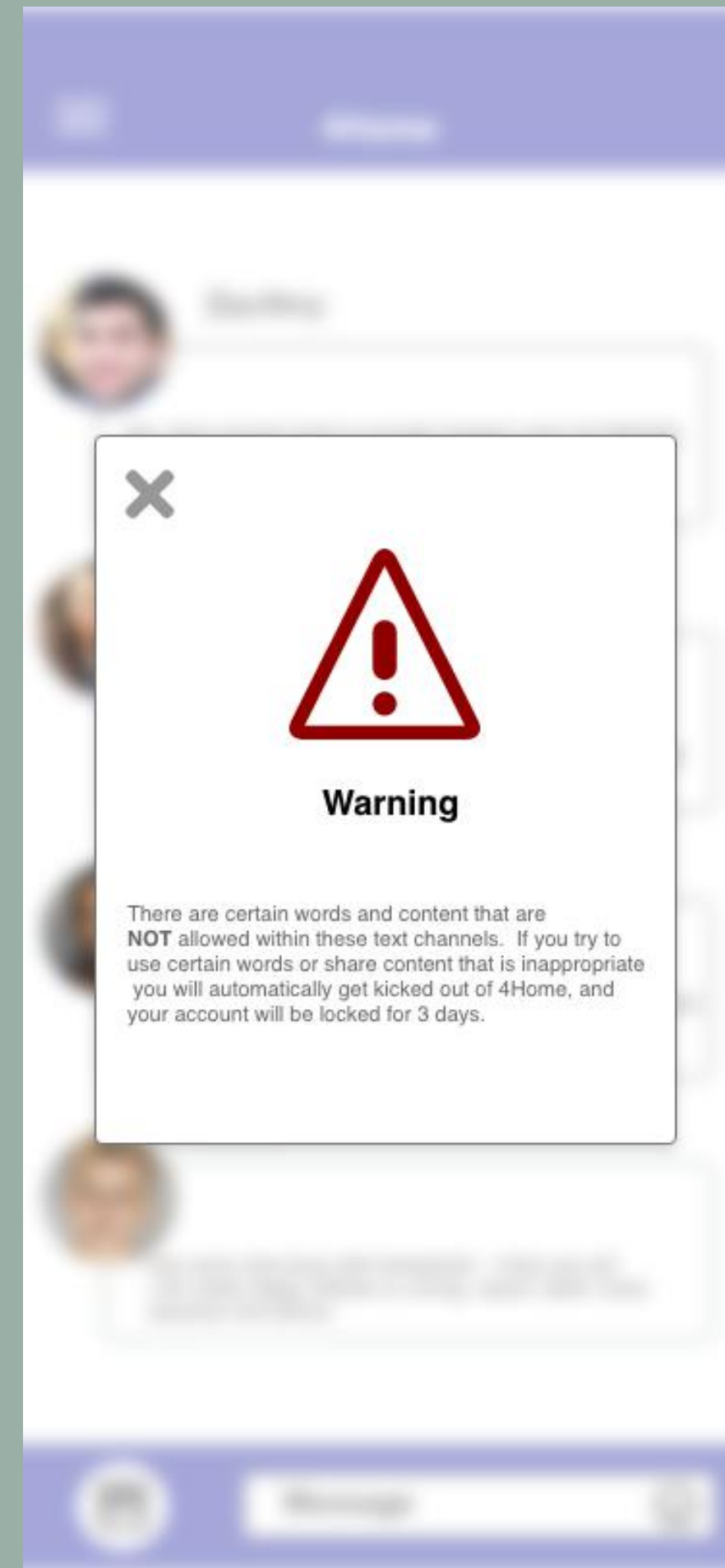
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Create an Account

Phone number or email

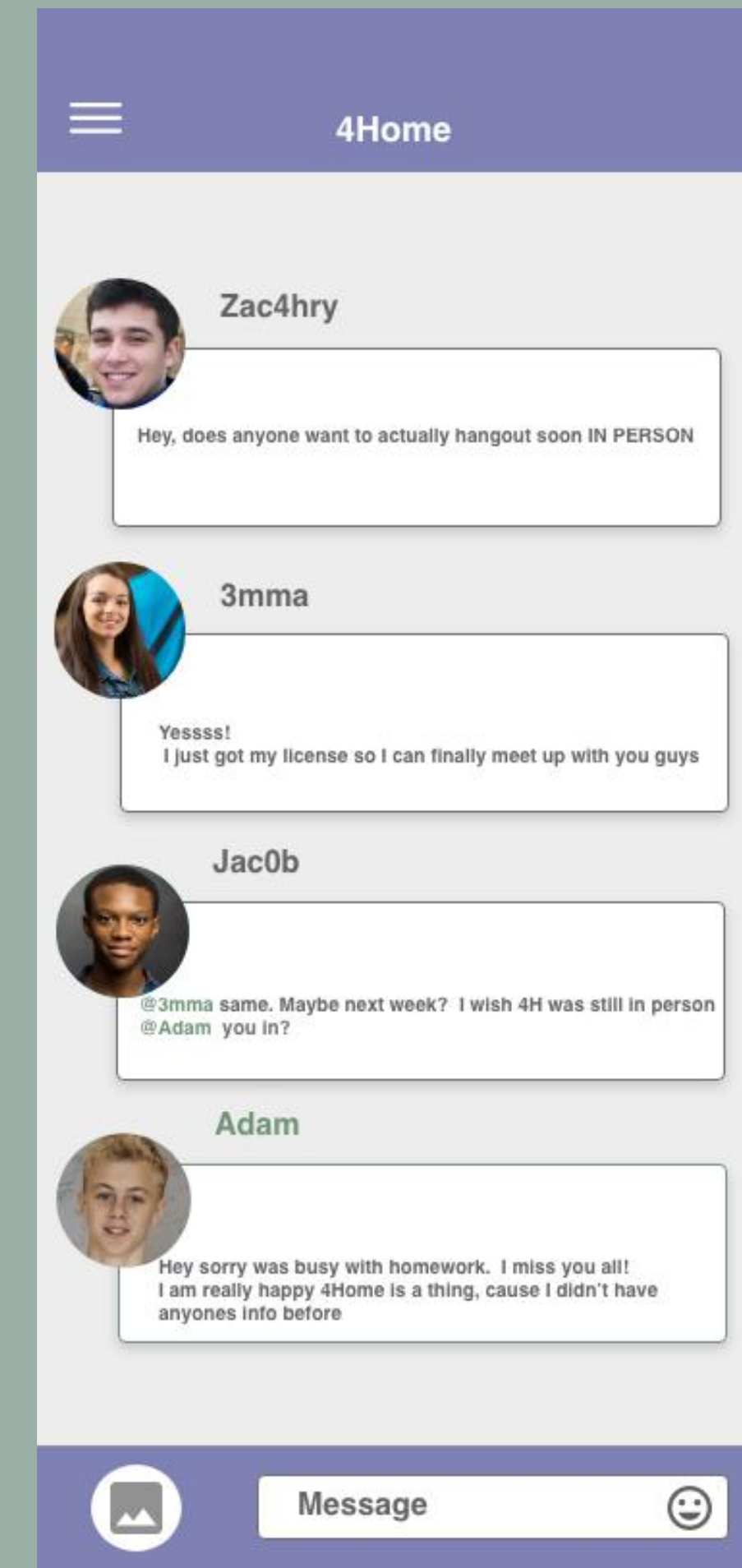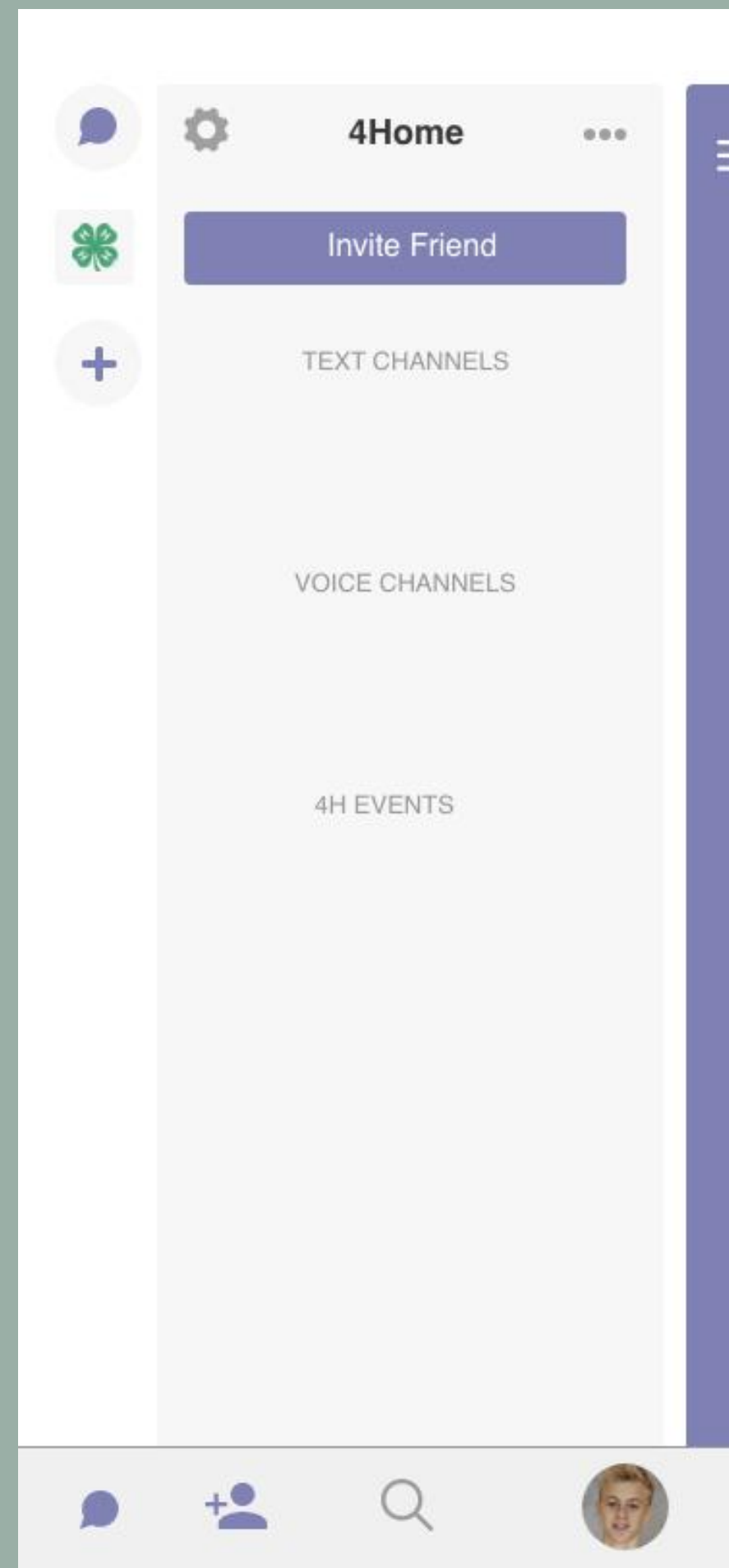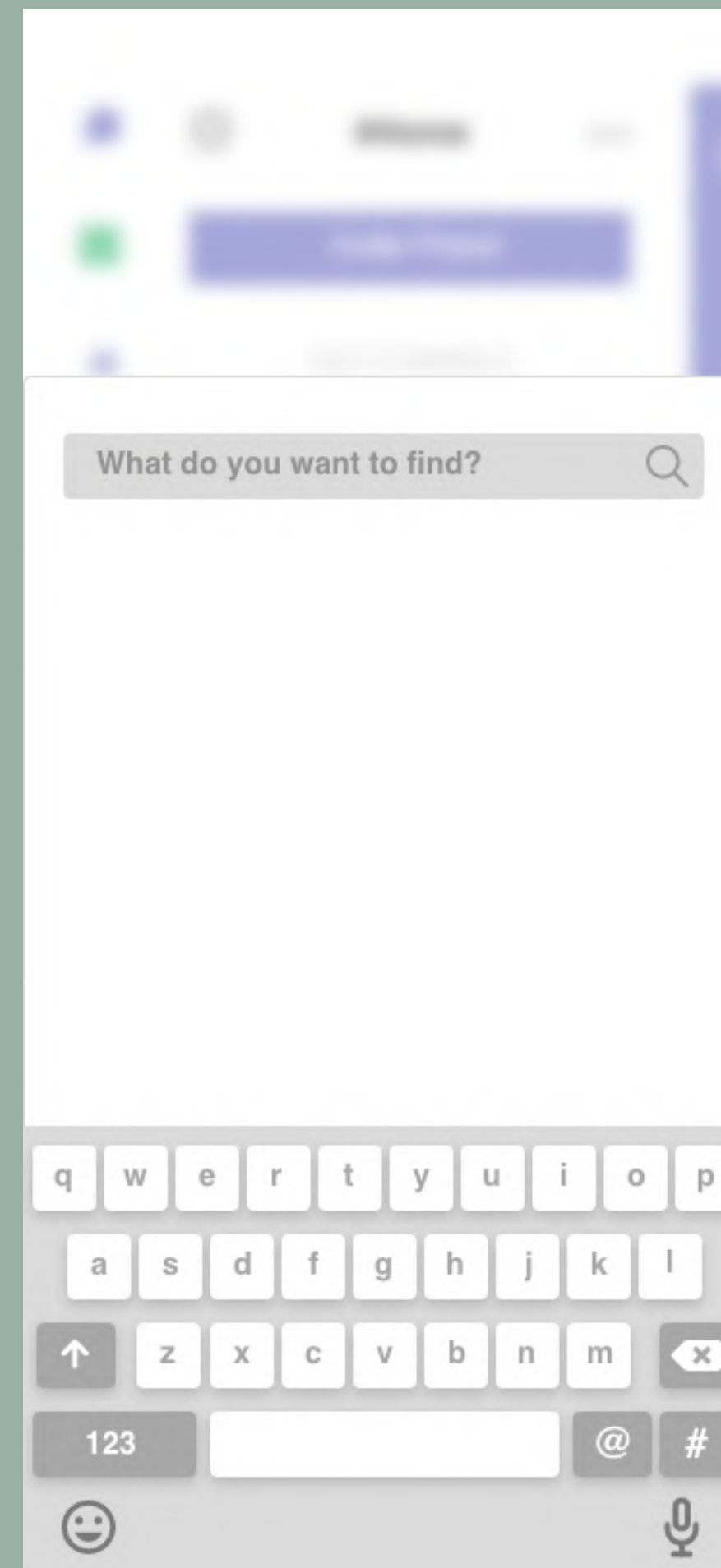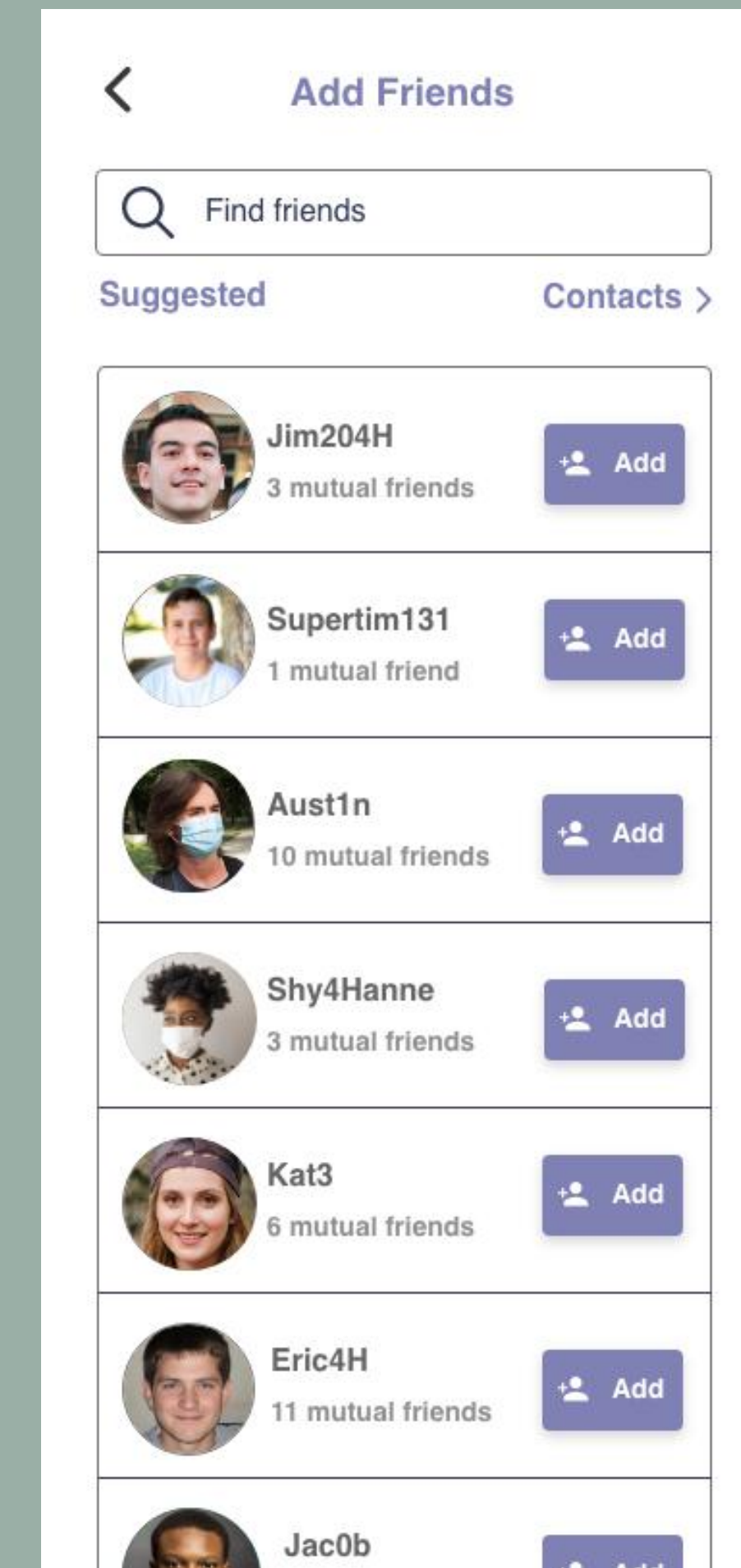Full name

Username

Password

Sign up

Loading

Warning

Home/Feed

Warning

There are certain words and content that are **NOT** allowed within these text channels. If you try to use certain words or share content that is inappropriate you will automatically get kicked out of 4Home, and your account will be locked for 3 days.

4Home

Zac4hry

Hey, does anyone want to actually hangout soon IN PERSON

3mma

Yessss!
I just got my license so I can finally meet up with you guys

Jac0b

@3mma same. Maybe next week? I wish 4H was still in person
@Adam you in?

Adam

Hey sorry was busy with homework. I miss you all!
I am really happy 4Home is a thing, cause I didn't have anyones info before

Message

Menu

Search

Add Friends

4Home

Invite Friend

TEXT CHANNELS

VOICE CHANNELS

4H EVENTS

What do you want to find?

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123 @ #

Add Friends

Find friends

Suggested   Contacts ›

Jim204H
3 mutual friends   Add

Supertim131
1 mutual friend   Add

Aust1n
10 mutual friends   Add

Shy4Hanne
3 mutual friends   Add

Kat3
6 mutual friends   Add

Eric4H
11 mutual friends   Add

Jac0b
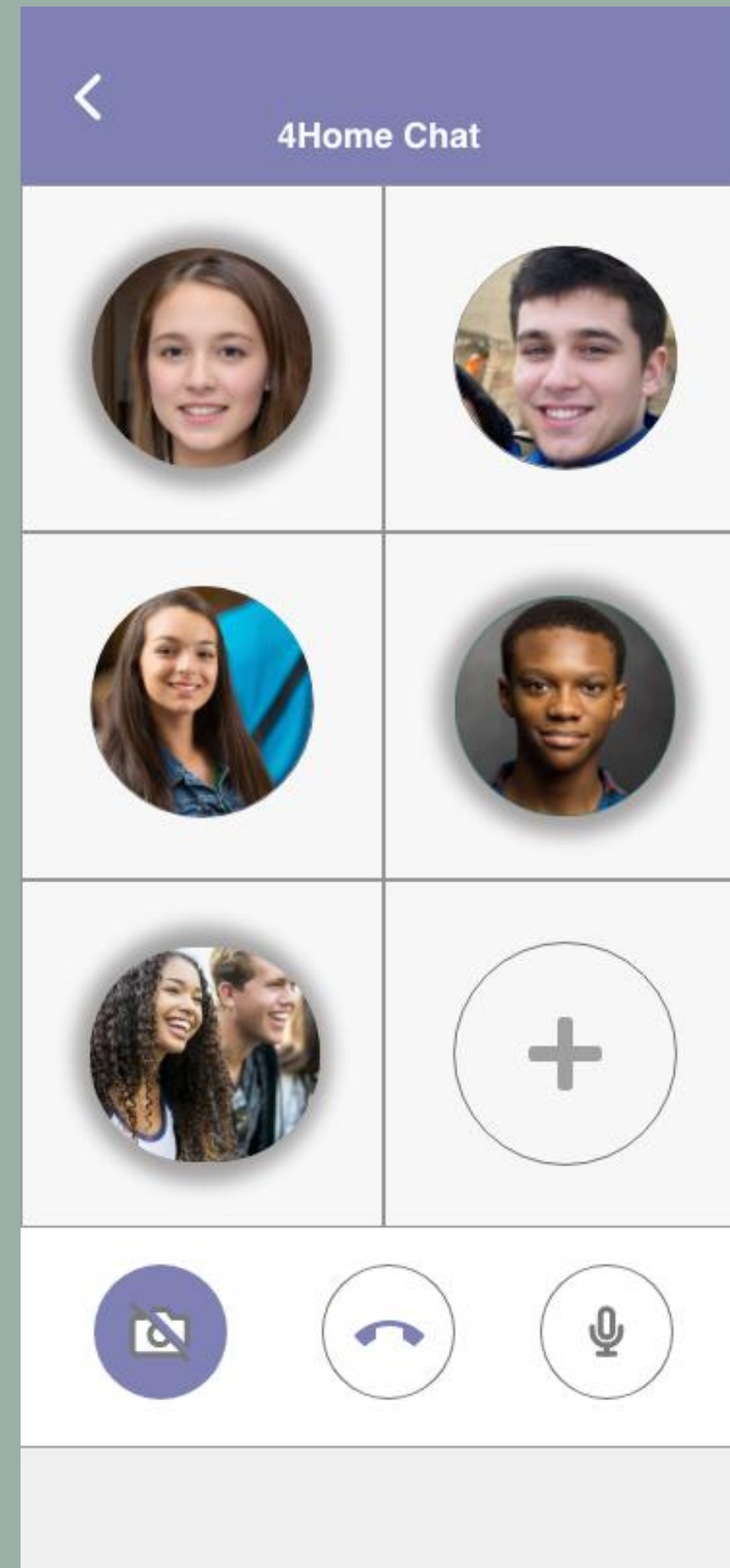   Add
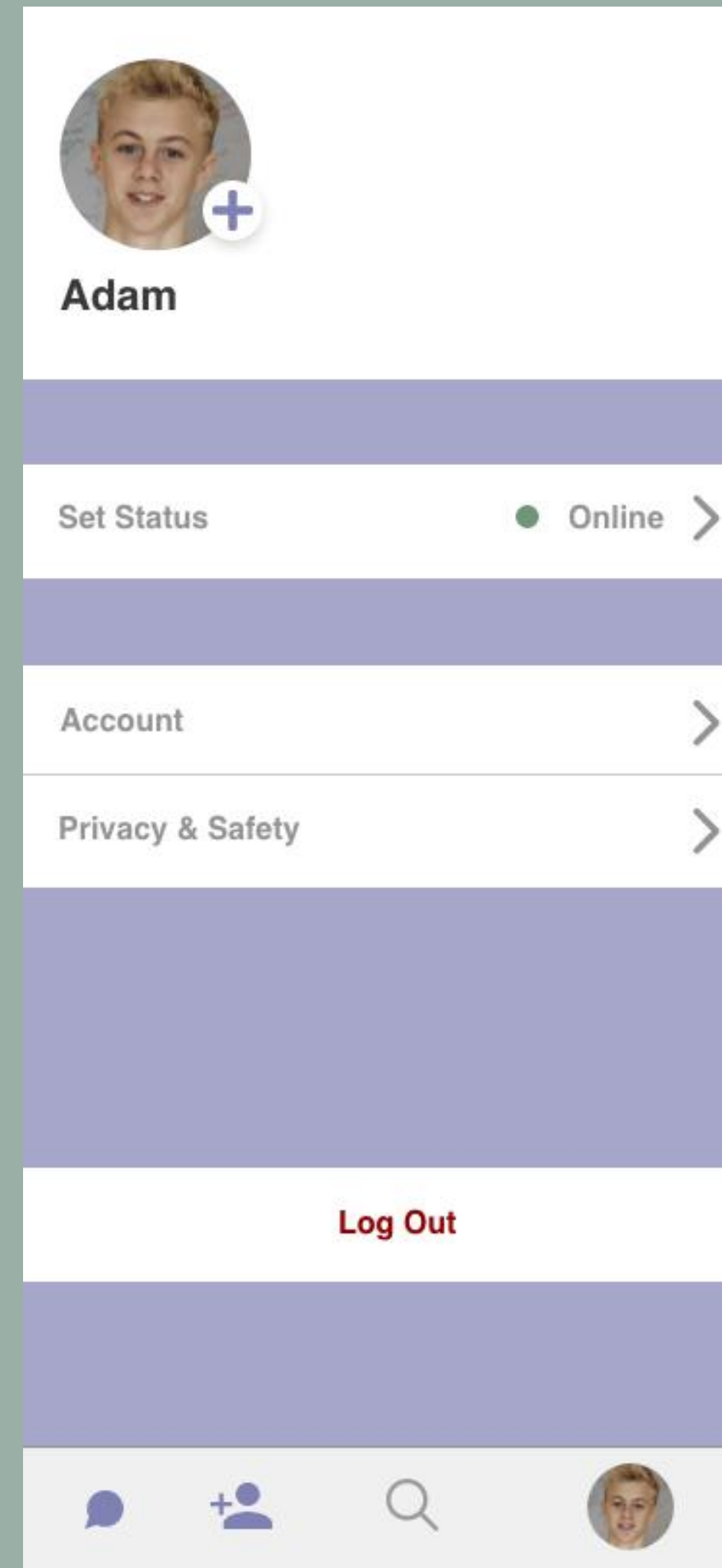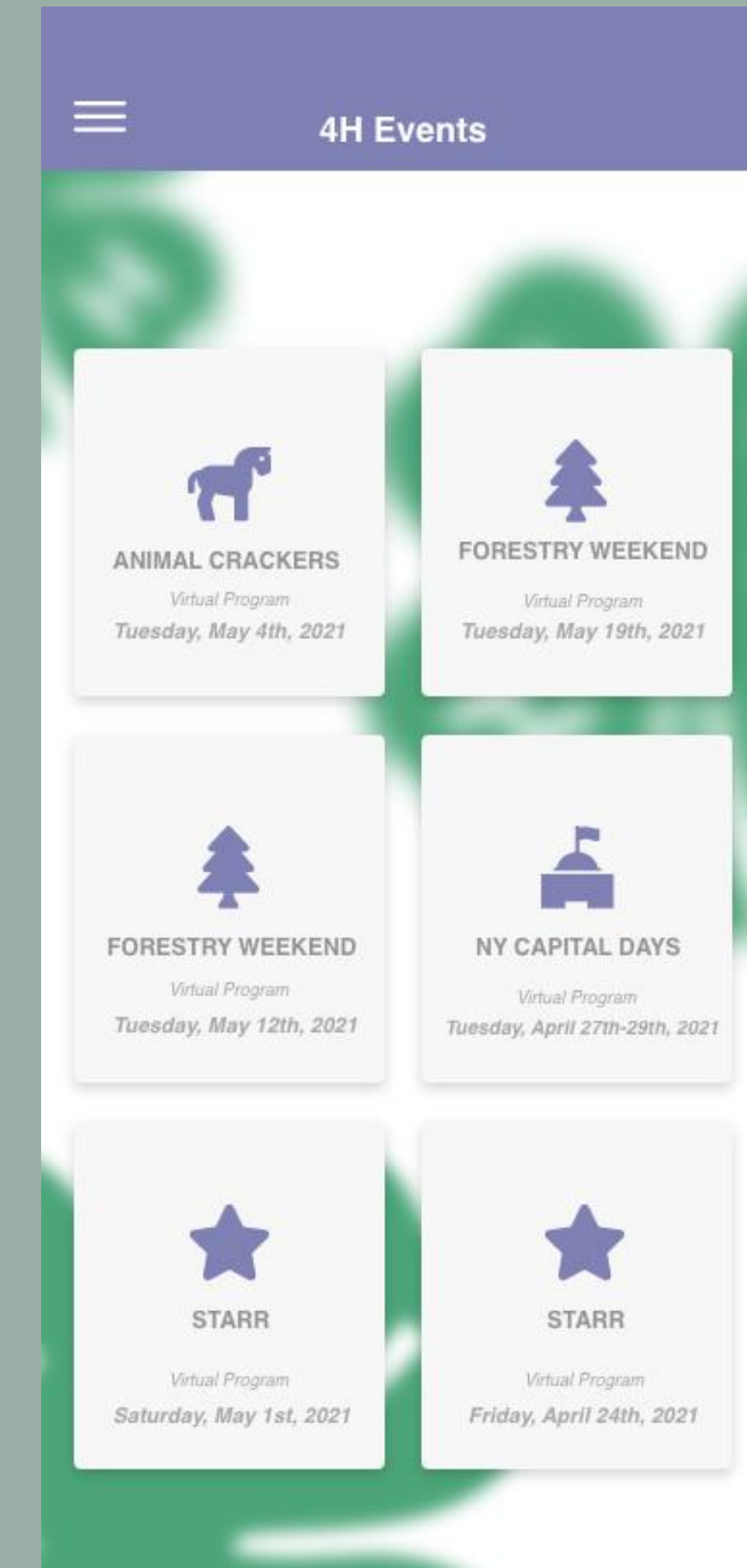
Voice Chat

Profile

4H Events

Prototype

4Home

Username

Password

Forgot password?

Log In

Don't have an account? **Sign up**