Connect4-H

IxD 330 Design for Social Change

18 USC 707

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Problem Statement

The problem occurs between the ages of 14 and 18 years old. The 4H program struggles with retaining and recruiting the high schoolers who show a lack of interest.

18 USC 707

Research

Over 10 weeks we´ve had...

11 Interviews

7 Boys - 4 Girls

2 4H Members

9 Kids unaware of 4H

Research Analysis

2 types of high schoolers in interviews

Type 1, who only communicate electronically through text, snap chat, and once in a while instagram messenger.

And **type 2**, who communicate through Discord and team speak, and actively speak to each other through calls.

Type 1 showed signs of their friend groups **falling apart** while **type 2** kept their social relationships **in tact.**

Meaningful vs Hollow Online Interaction

There are people on the internet who stay friends even when they are millions of miles away. The evolution of the internet has allowed people from the farthest distances to connect closer than ever before.

Meaningful interactions: Interactions that emerge the user into what ever is happening online. While these don´t replace real life interaction, they strengthen them when they occur.

Hollow interactions: Interactions that feature very little depth to the conversation and present a lack of connection in alternative ways.

Proposed Value Proposition

App for all 4h members to interact.

Non members can also join.

Safe place to communicate where there is a reasonable amount of adult supervision.

Apathetic Alex

Nerdy teenager with unique hobbies.

Age: 15

Occupation: Student

Location: NY, Long island

Hobby: Video games and watching anime

Bio:

Alex is a sophomore in high school who has nothing going on after school. She has never heard of the 4h program prior to learning about it while volunteering. She´s a studious girl who has interests in video games, computers, and anime.

Pain points:

Lack of social interaction because of COVID-19

Puberty Changes

Doesn´t have many people she can relate to with her set of interests.

She´s falling out of touch with any friend she did have because of Covid-19.

Goals:

Increase overall social interaction in real life and online.

To find something to do after school

Get community service hours for school and get good grades.

Find someone with her similar interest about video games and anime.

"I want something fun to do after school."

Motivators

Her strong internet presence.

Covid-19 makes her stressed.

Loves discussing her interests.

Not sporty in the slightest.

She´s a kind kid so she tries to do good.

Behaviors

Interacts with people on Twitter and Instagram.

Browses TikTok.

Watches anime.

Plays video games.

Hates sports.

Says

"Look at many likes I got on TikTok."

"Going to some farm sounds like a waste of time."

"I hope COVID ends soon."

"I´m all caught up on the manga."

"I want people to play games with."

Thinks

"Is there anything to do?"

"This game sucks"

"Covid makes everything such a hassle."

"This homework is gonna take all night to finish"

"I´m so bored"

Does

Watches Anime

Sit at home

Scroll through social media

Goes to school

Reads books/manga

Plays video games

Feels

Nervous

Unambitious

Indifferent

Lonely

Introverted

Lazy

Scenario: Alex is gaining interest in a newly found program that will push her limits and break out of her comfort zone.

Expectations: Gain and develop a long-standing relationship with the program and it's members.

Opportunities:
· Intermingle with other kids her age at 4H
· Learn more about various animals and 4H culture.

Learn	Opportunity	Participate	Commit
1. Alex enters class for the school day. 2. She over hears some mutuals talking about a volunteer event and she is reluctant at first to join. 3. After some thought, she decides to get more information on it.	4. Alex finds out that there's a 4H event at her school during her lunch. 5. She attends the event and is able to converse with many 4H admins and members. 6. After discussing with the members of 4H, she develops interest in the program and can't wait to tell her parents.	7. When she gets home, she tells her parents about 4H and her experience at the event. 8. Her parents enthusiastic about their daughter's new found interest, help her enroll in the program. 9. After connecting with them on Facebook, her daughter is eager for her first day.	10. When Alex shows up to 4H for the first time, she has the biggest smile on her face. 11. She spends the entire day interacting with the animals and learning many new skills. 12. After a long and tiring day of 4H, she leaves happier than she arrived and is energetic about the next meeting.
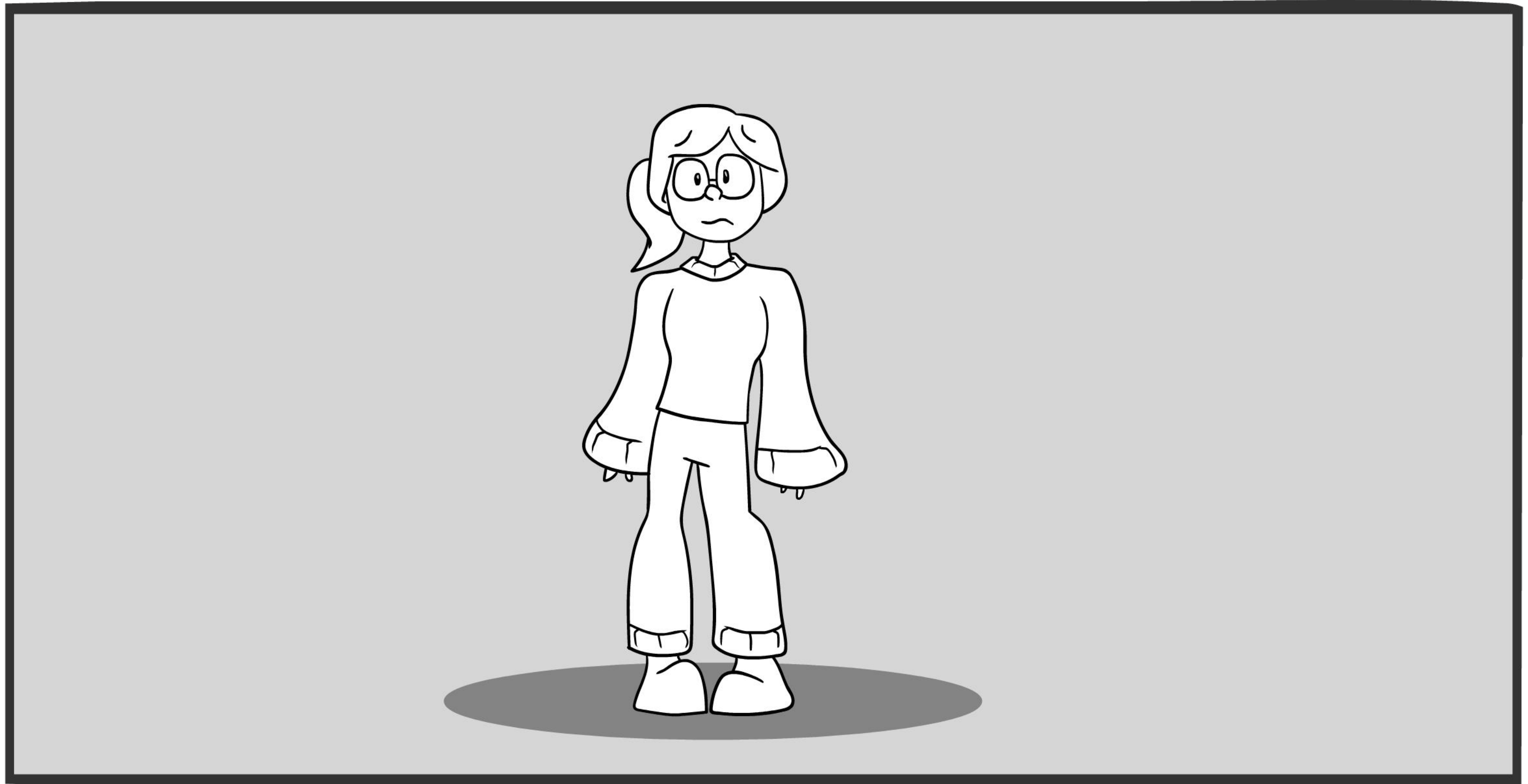
Story Board
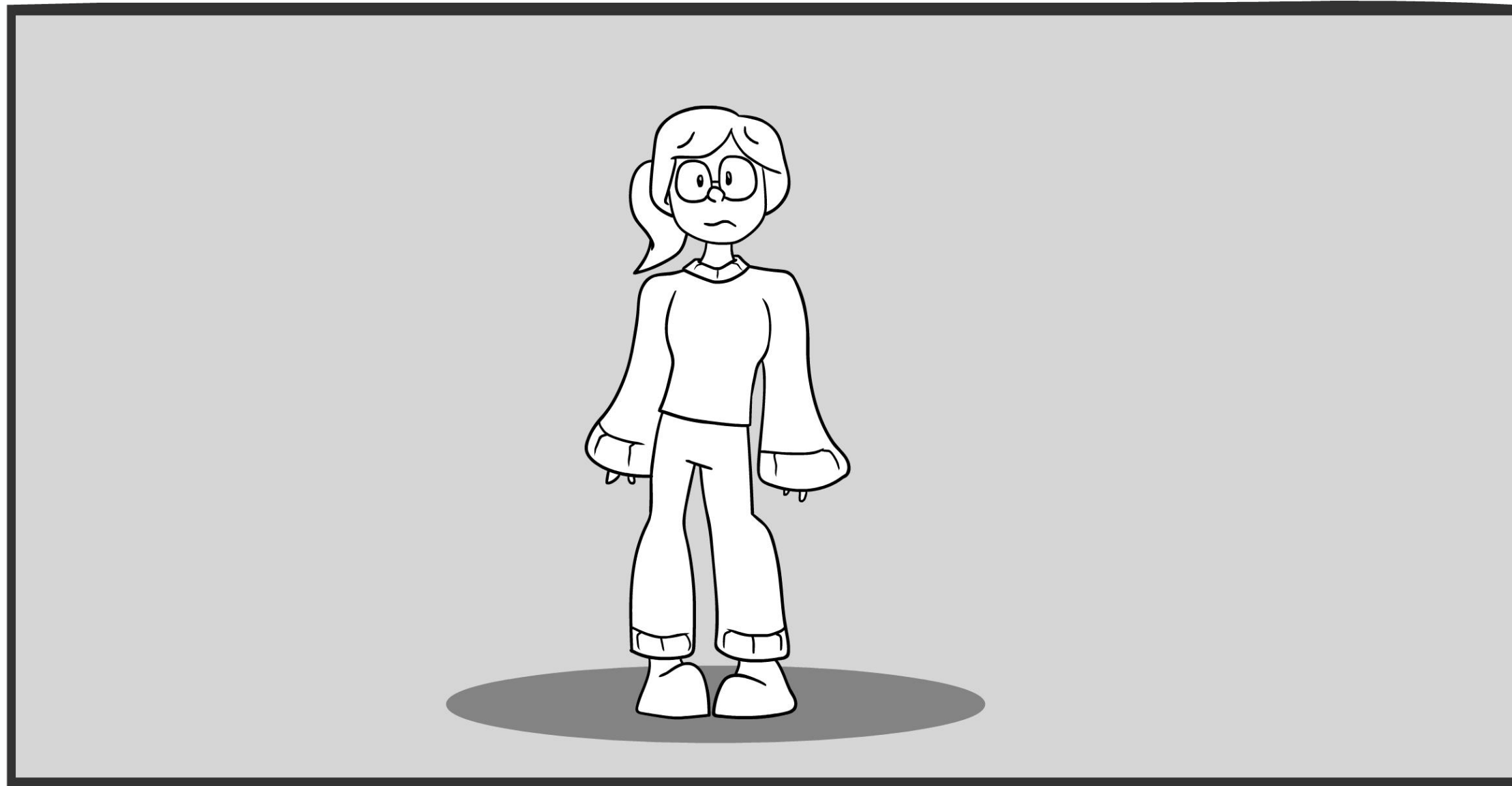
THIS IS ALEX. SHE IS A STUDIOUS SOPHOMORE IN HIGH SCHOOL. SHE ENJOYS THINGS LIKE VIDEO GAMES AND ANIME, WHICH MAKES THINGS LIKE SPORTS AND MOST AFTER SCHOOL ACTIVITES SEEM UNINTERESTING TO HER.
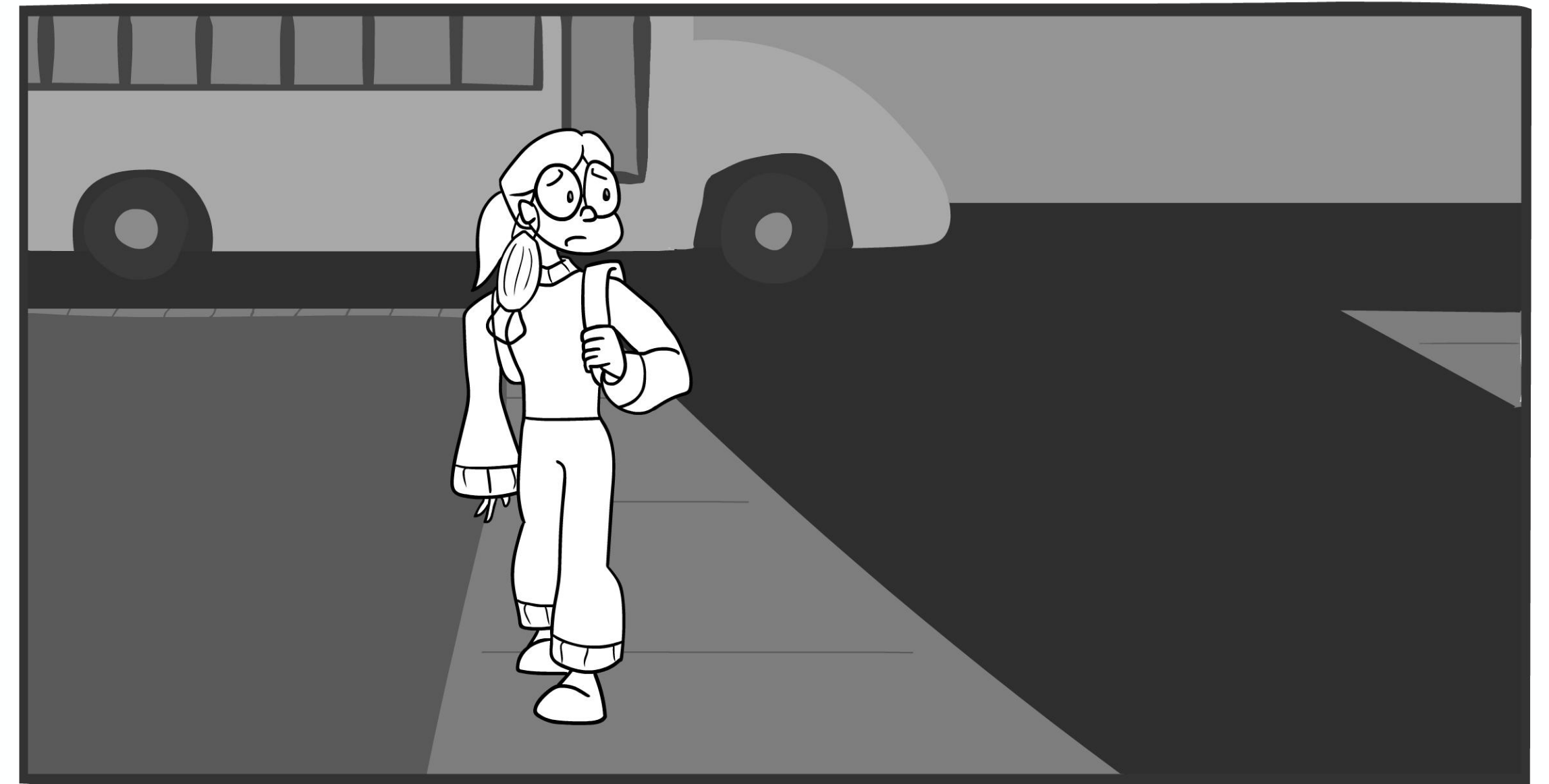
BECAUSE OF COVID, ALEX FEELS THAT HER FRIEND GROUPS ARE FALLING APART. SHE NEVER SEES THEM AFTER SCHOOL ANYMORE, AND THE FRIENDS SHE DOES HAVE ALSO AREN'T VERY TECH SAVY, SO SHE ENJOYS HER HOBBIES ALONE FOR THE MOST PART.
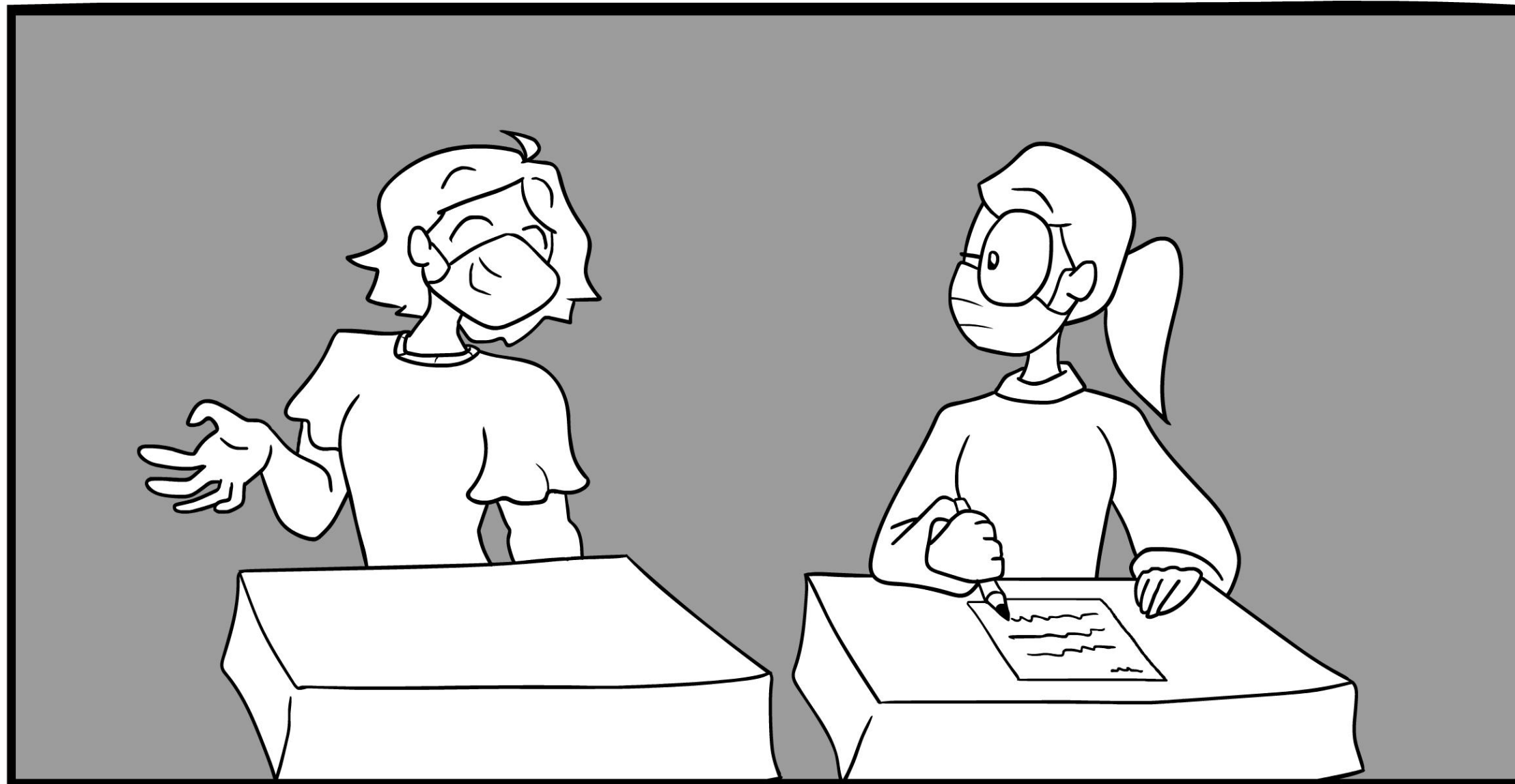
ONE DAY IN CLASS, SHE OVER HEARS HER CLASS MATE TALKING ABOUT A VOLUNTEER EVENT THAT'S HAPPENING SOME TIME AFTER SCHOOL. SHE GETS INVITED SO SHE CAN GET SOME VOLUNTEER HOURS.
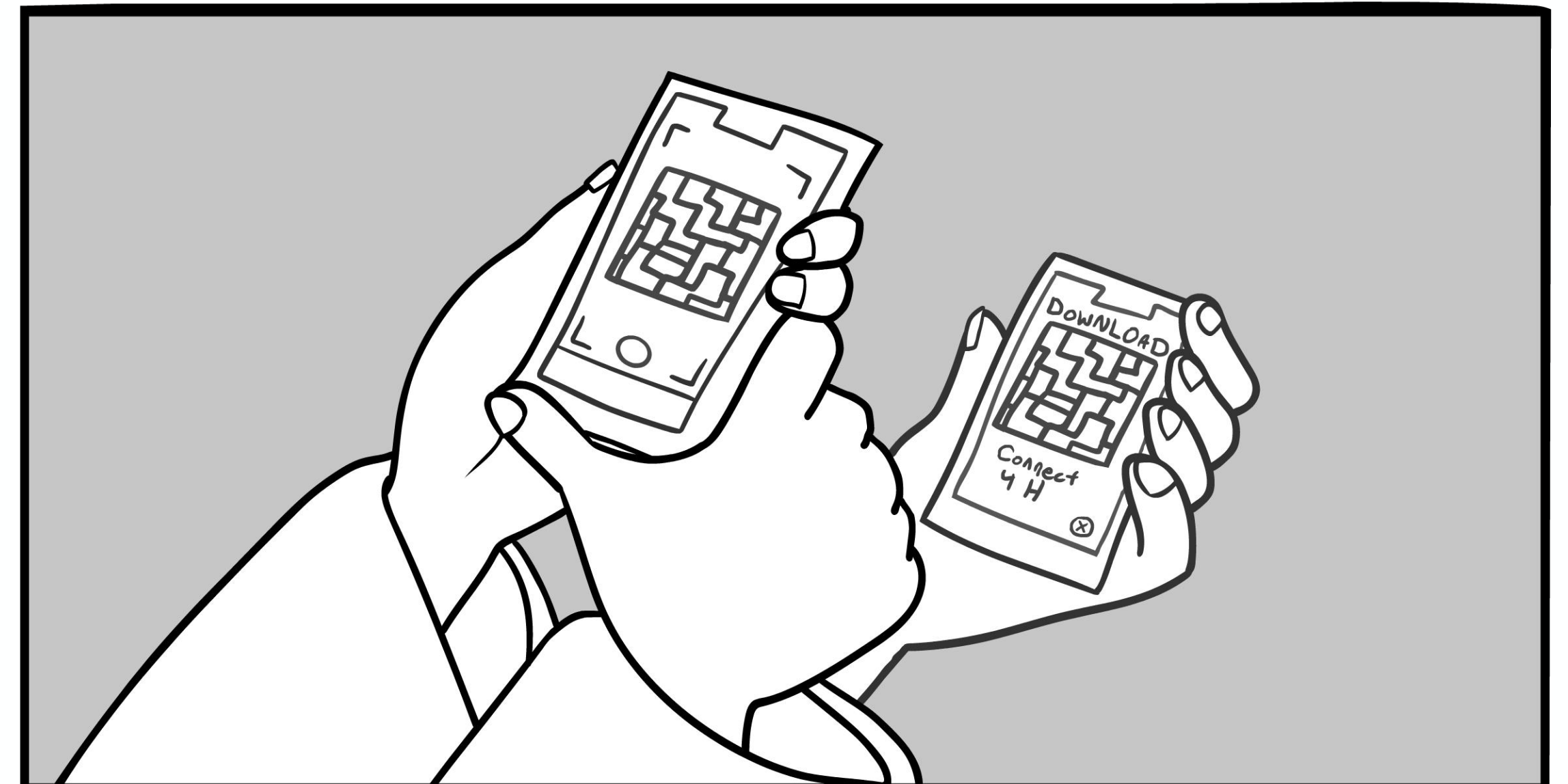
IN ORDER TO PARTICIPATE SHE IS INFORMED SHE NEEDS TO SIGN UP ON THE 4H APP. HER CLASSMATE WOULD GO INTO THE SECTION OF THE CONNECT 4 APP WHERE YOU CAN PULL UP A QR CODE, AND ALEX SCANS IT TO DOWNLOAD.
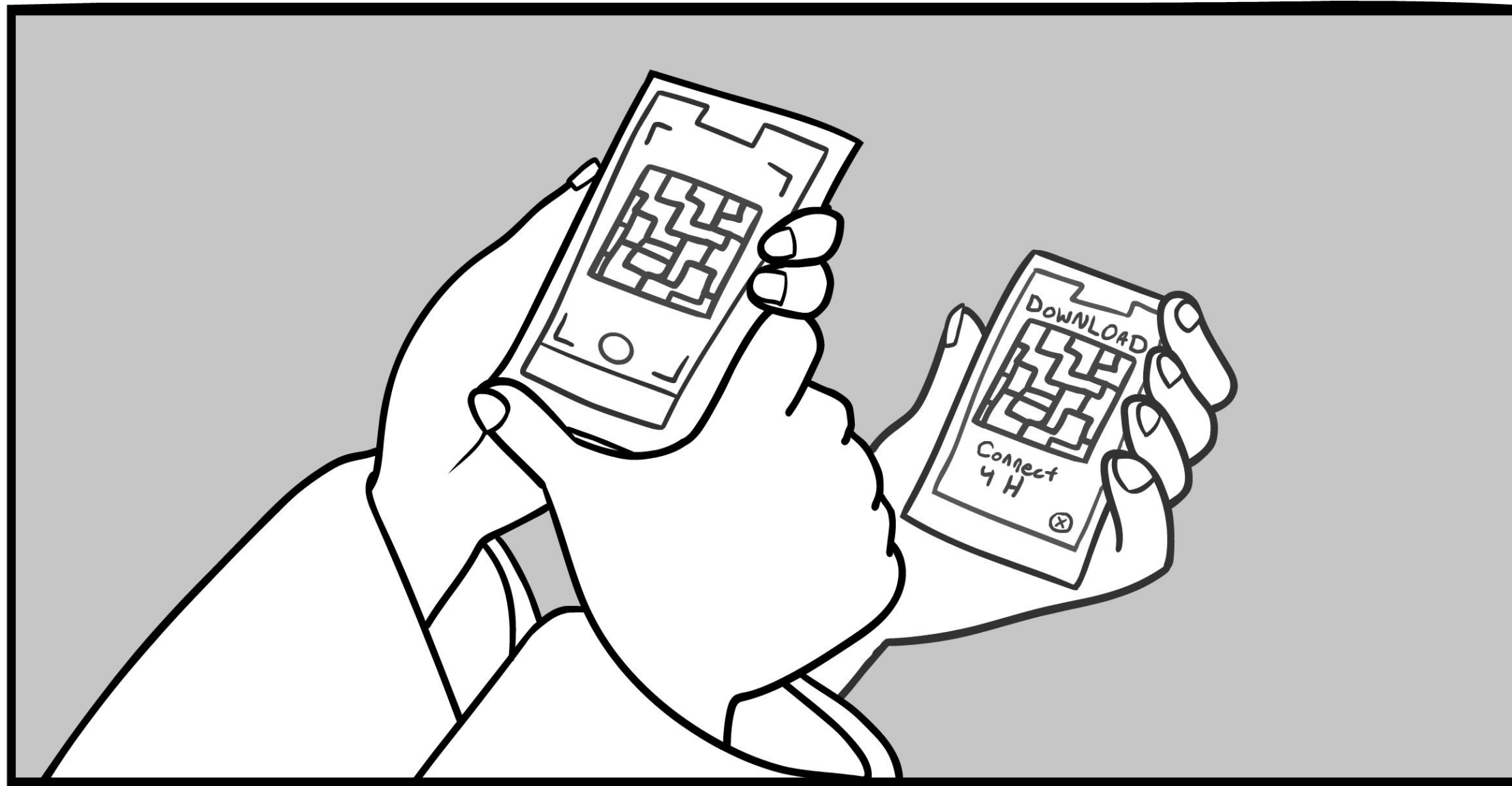
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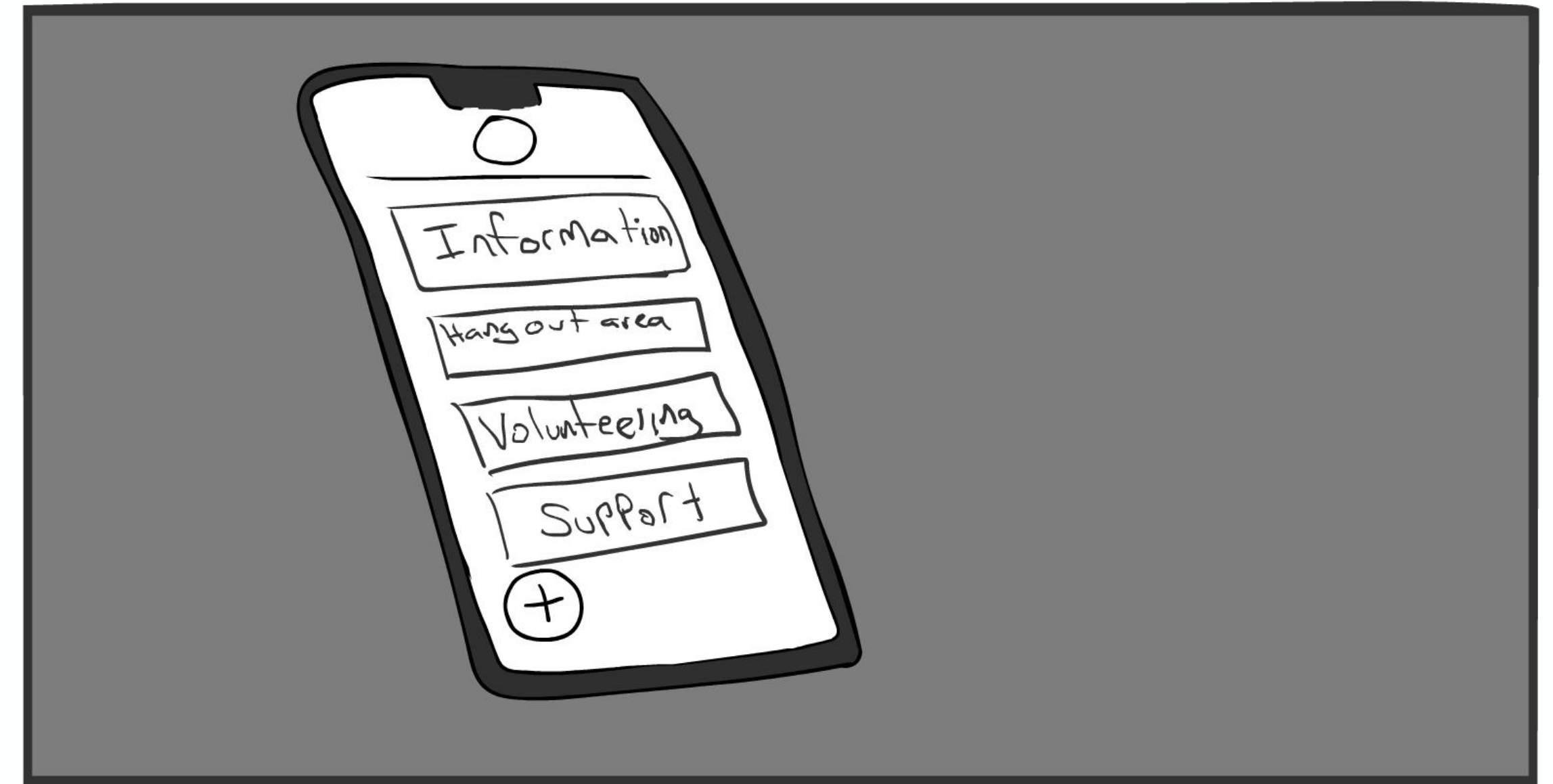
SHE GOES STRAIGHT TO THE VOLUNTEER BUTTON WHICH IS IN THE MIDDLE OF THE LANDING PAGE, AND INSERTS HER INFORMATION IN ORDER TO SIGN UP.
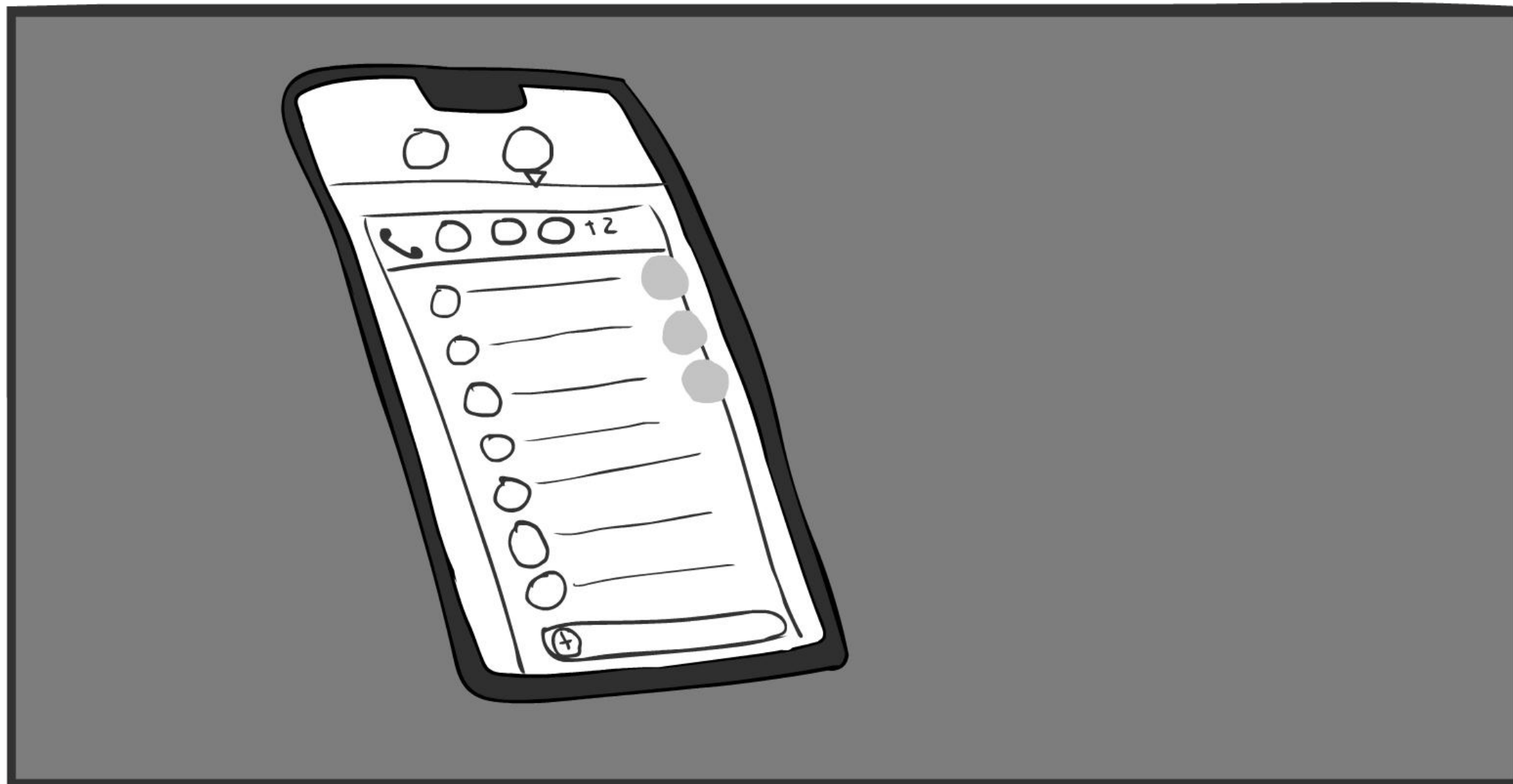
SHE ALSO SEES THE APP HAS A SECTION WHERE SHE SEES PEOPLE HAVING GENERAL DISCUSSIONS ABOUT VARIOUS TOPICS. THERE'S A GENERAL, AND DIFFERENT CHATS ABOUT VIDEO GAMES, AND TV SHOWS. SHE JOINS THE CALL TO SEE WHAT'S UP.

IN THE CALL SHE PLAYS GAMES WITH OTHER KIDS. SHE HAS A FUN NIGHT OF GAMING AND SHE BONDS A LITTLE WITH THE KIDS SHE'S MET ON THE APP, EVEN THOUGH SHE'S NOT IN THE PROGRAM YET.
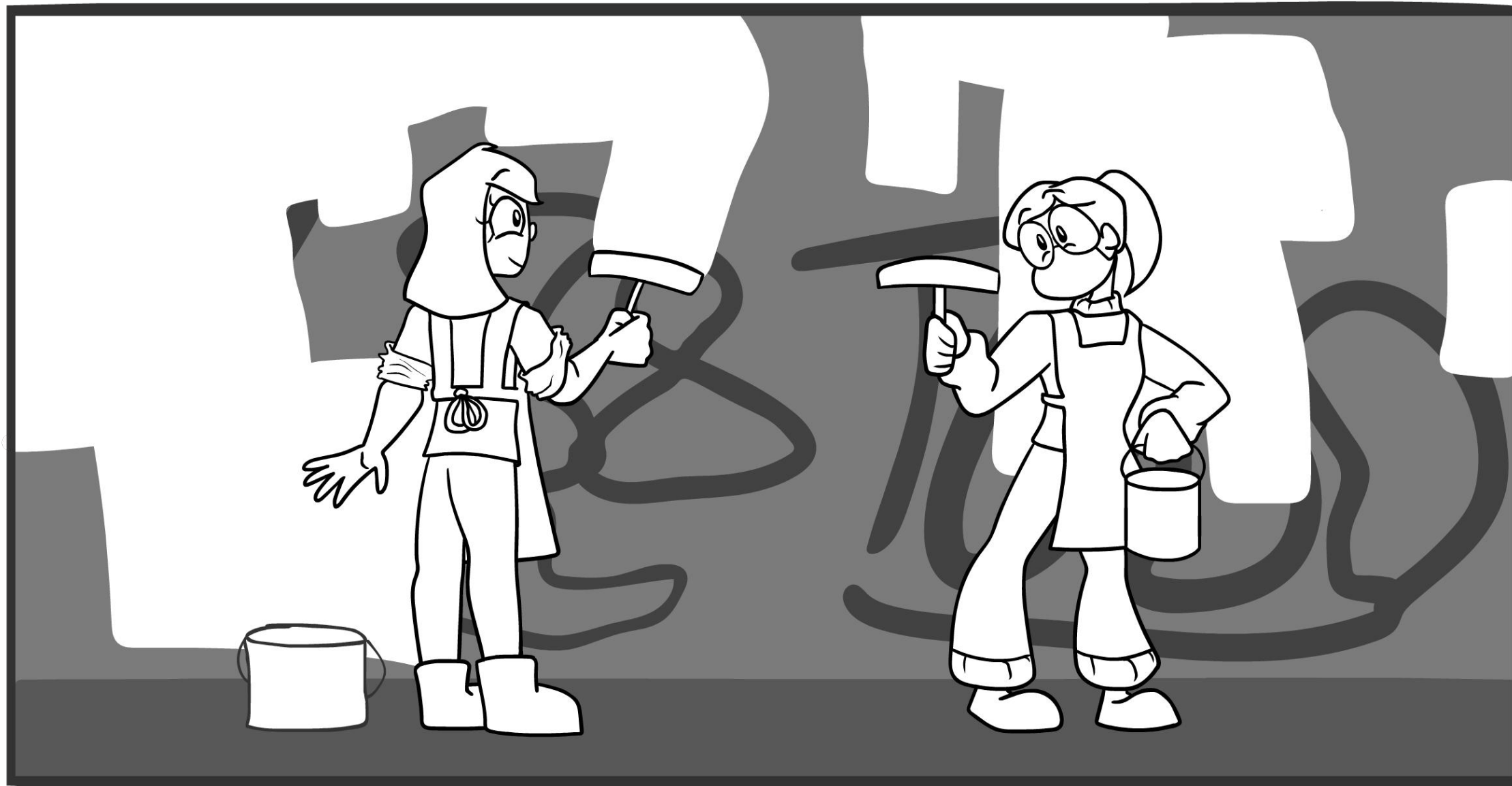
A FEW DAYS LATER SHE GOES TO THE VOLUNTEERING EVENT AND HAS A GREAT TIME. SHE WAS ORIGIONALLY DREADING NOT HAVING ANYONE TO TALK TO BECAUSE A LOT OF THE KIDS ARE FROM DIFFERENT SCHOOLS, BUT SHE RECOGNIZES SOME KIDS FROM THE GROUP CHATS IN THE CONNECT 4H APP.
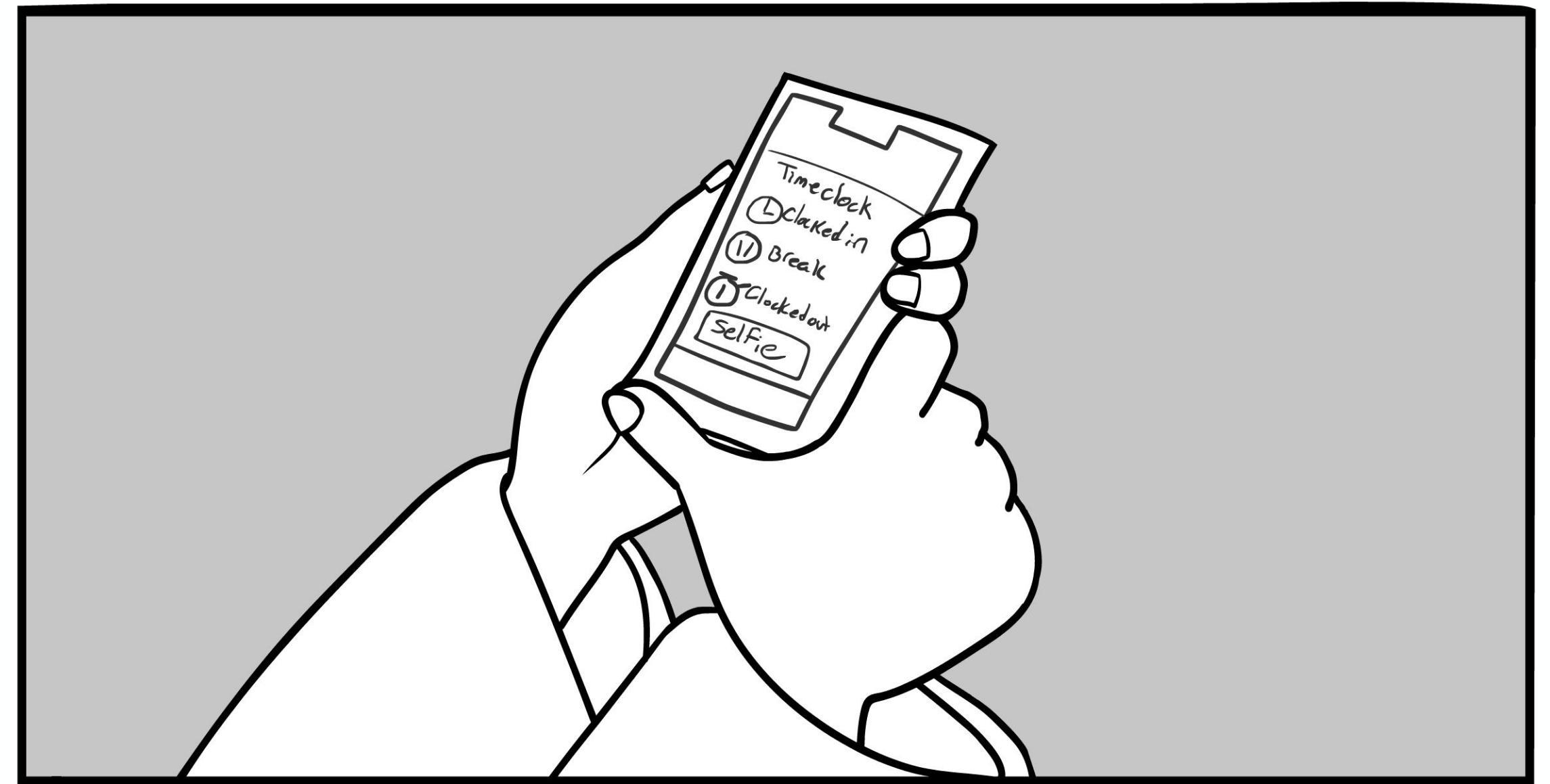
ONCE THE EVENT IS DONE, SHE WOULD CLOCKS IN HER HOURS VIA THE APP, AND TAKES A SELFIE AS A QUIRKY LITTLE WAY OF PROVING THAT SHE WAS AT THE EVENT. THE INFORMATION GOES STRAIGHT TO THE EVENT ORGANIZER.
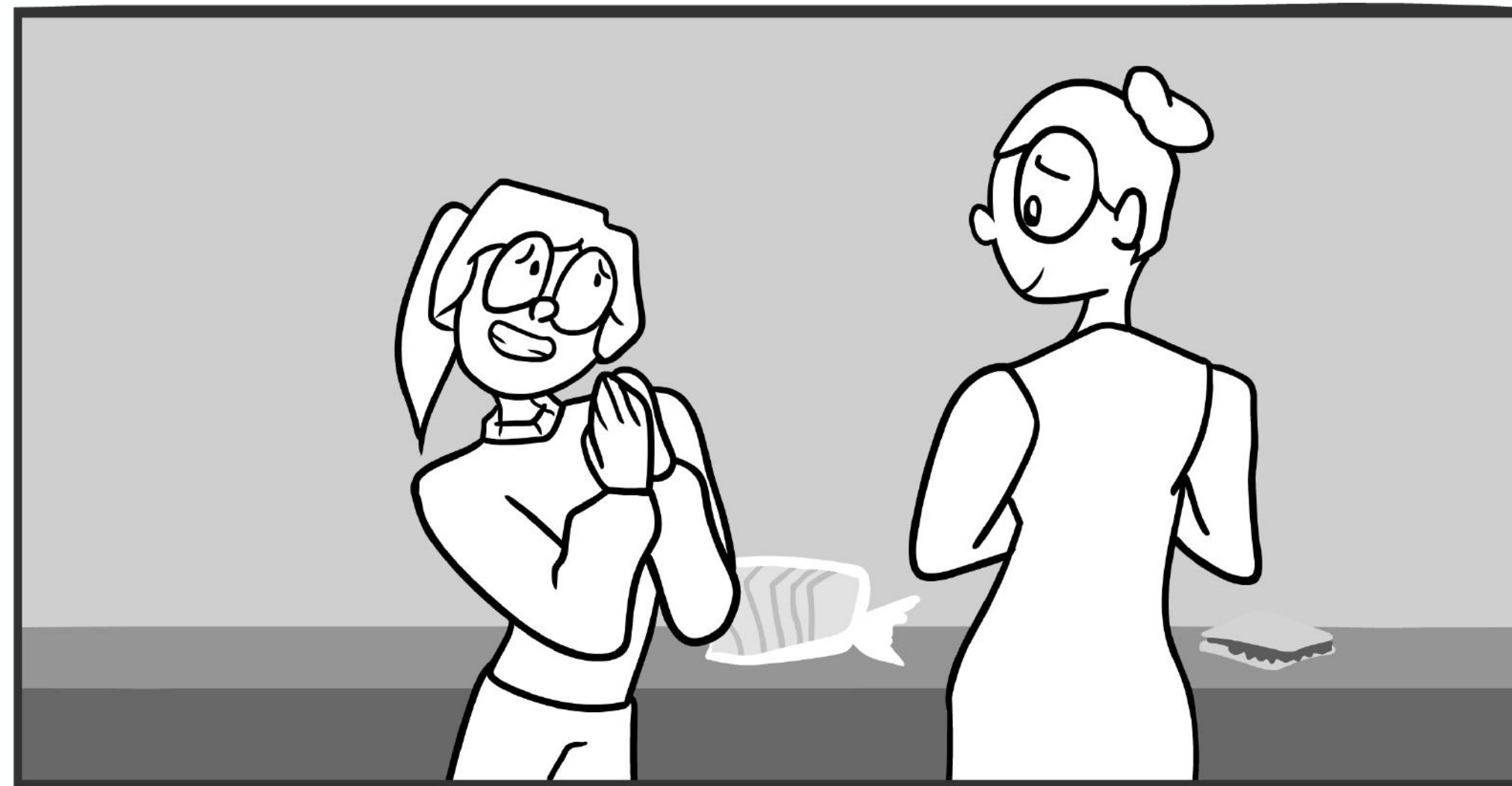
AFTER GOING TO THE EVENT AND SPENDING MORE TIME IN THE GROUP, MAKING FRIENDS AND PLAYING GAMES, SHE ASKS HER MOM IF SHE CAN JOIN THE 4H PROGRAM SO THAT SHE CAN BE MORE INVOLVED WITH HER FRIENDS.

WireFrames
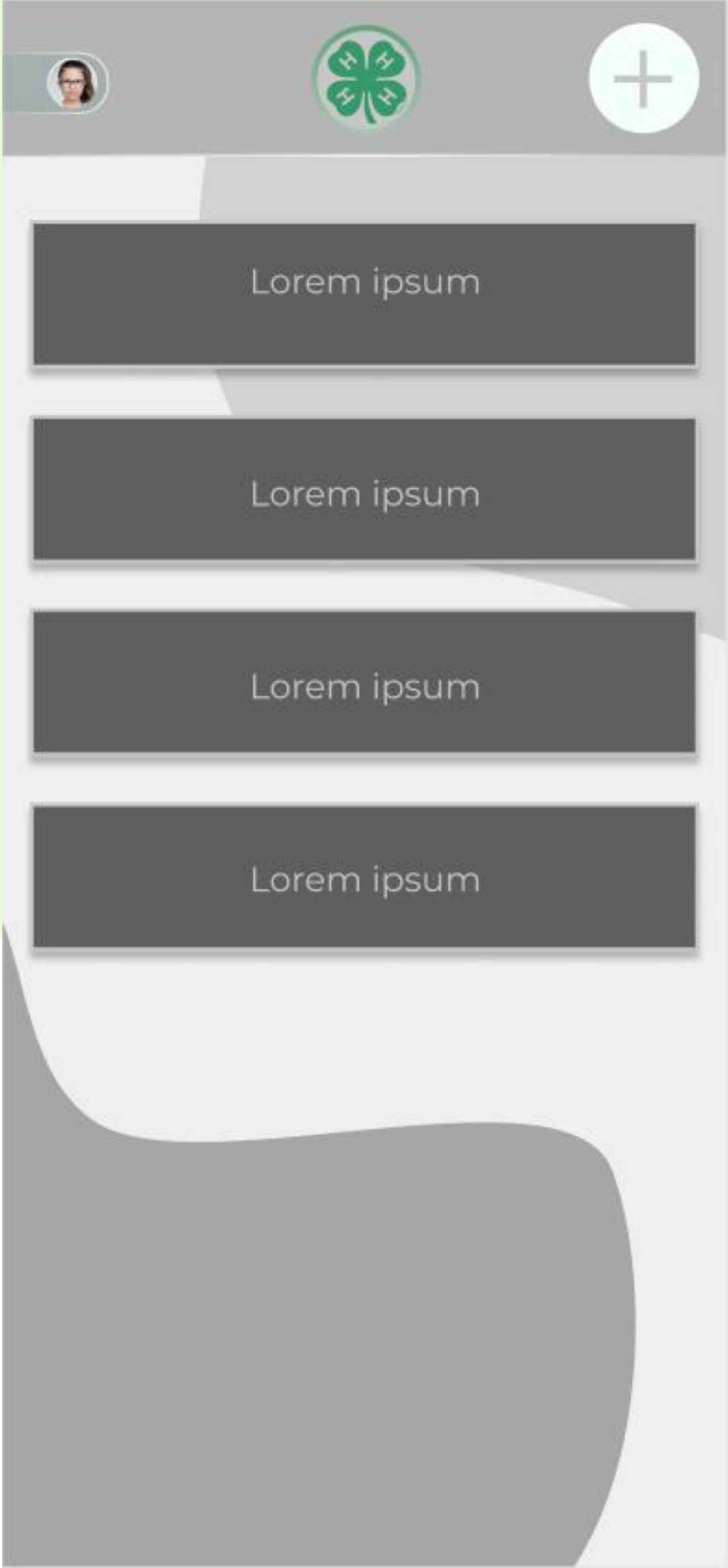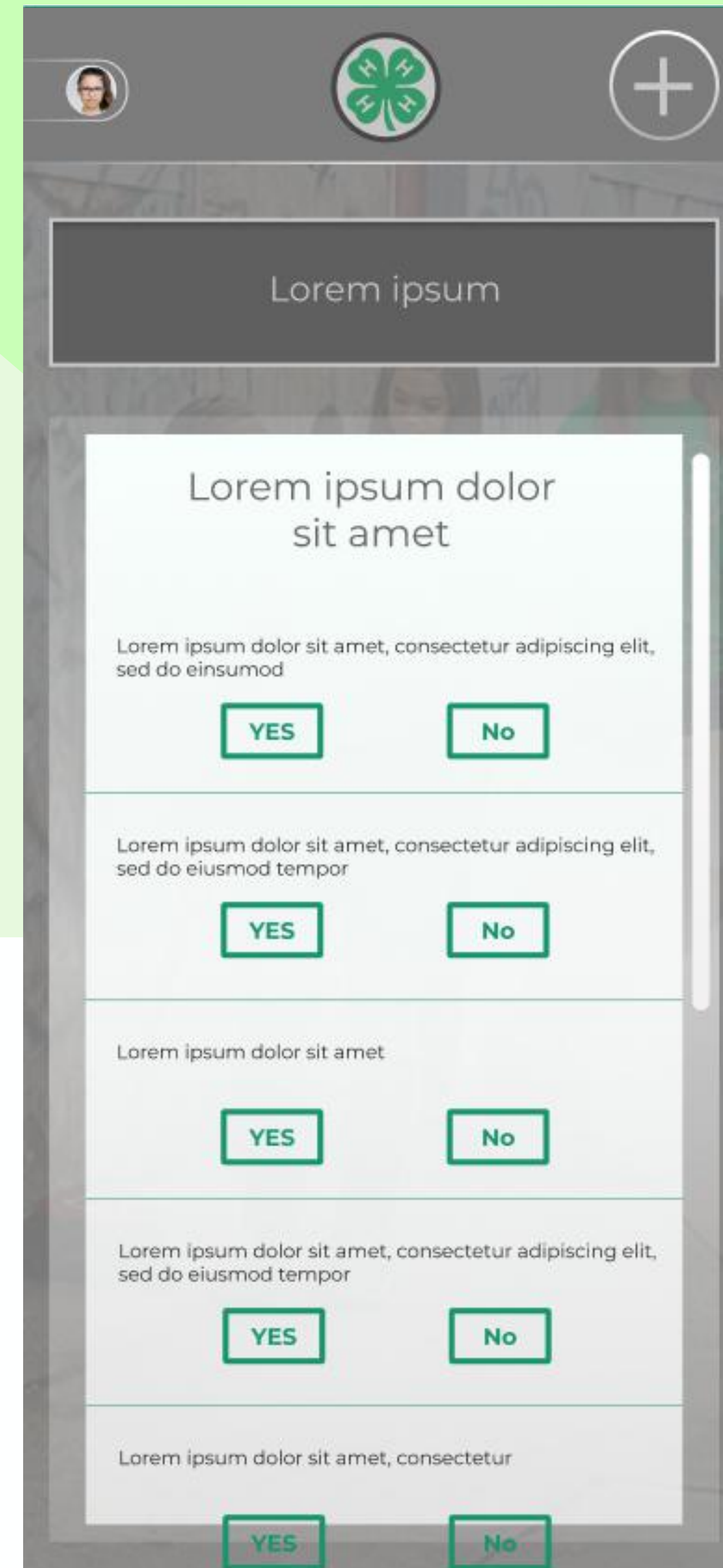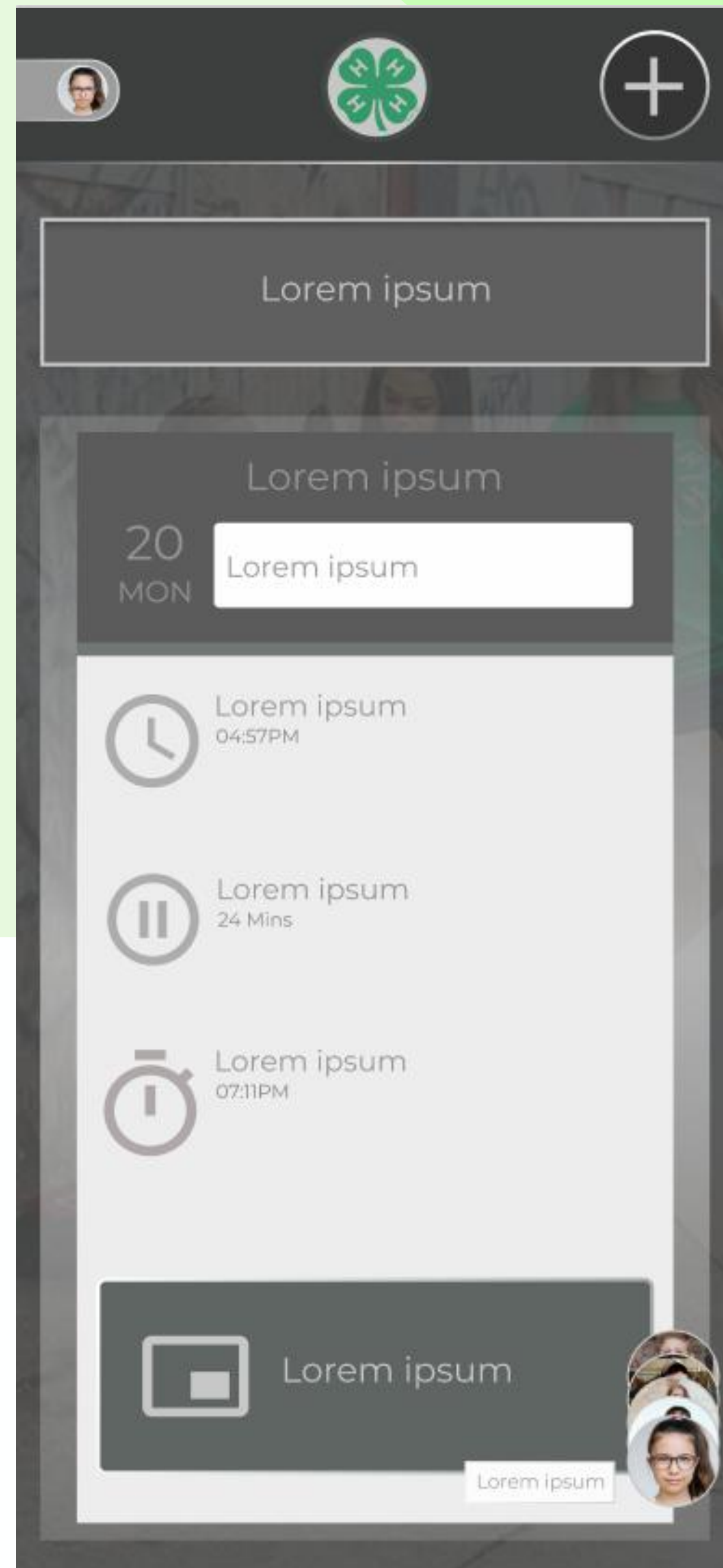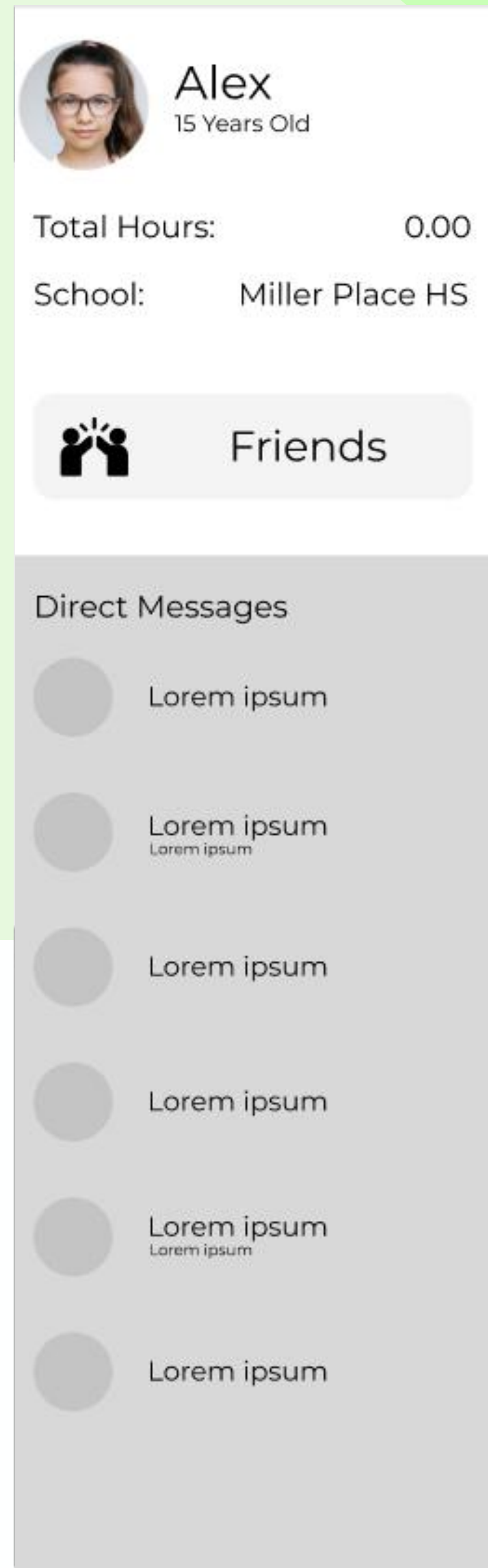
WireFrames

WireFrames
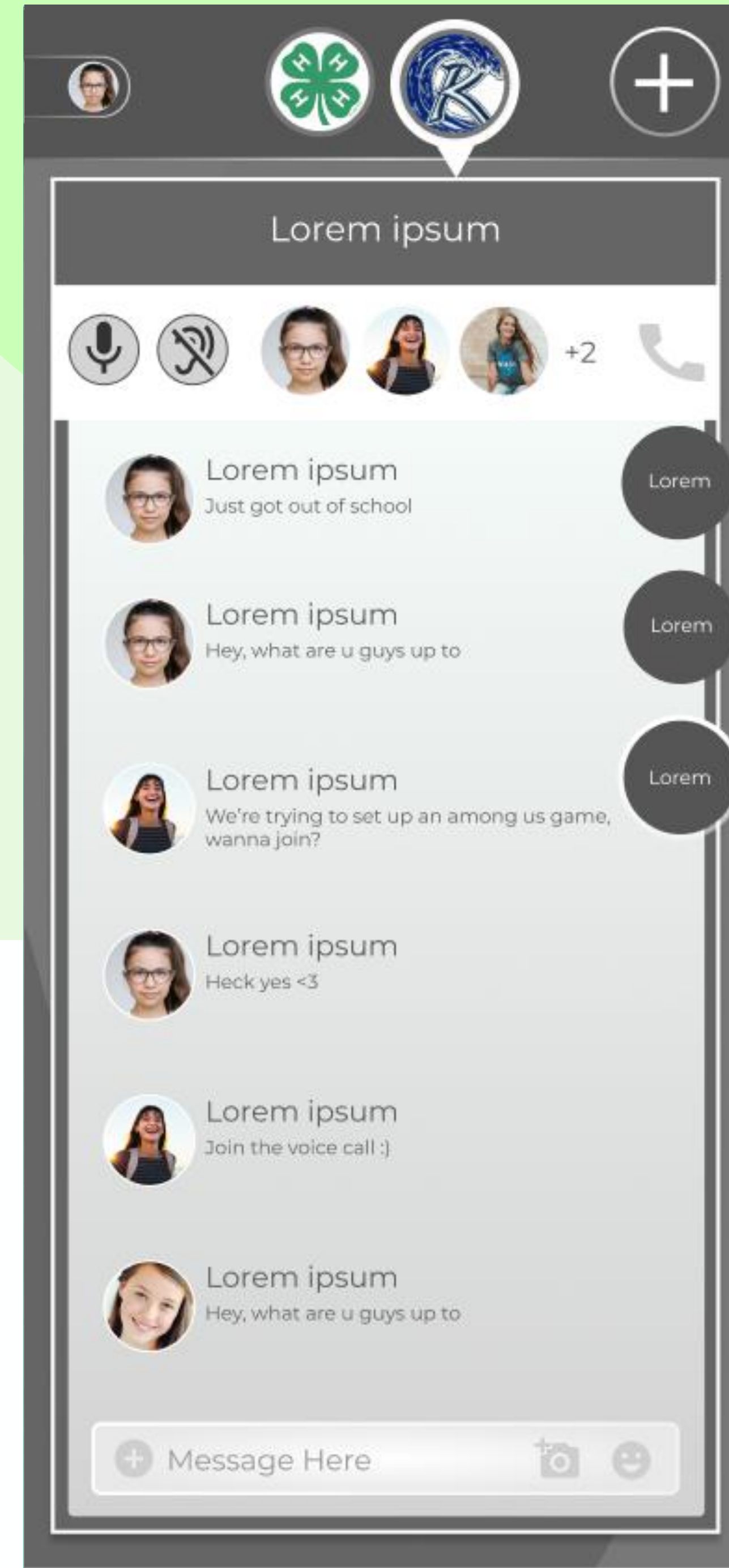
Alex
15 Years Old

Total Hours: 0.00

School: Miller Place HS

Friends

Direct Messages

Lorem ipsum

Lorem ipsum
Lorem ipsum

Lorem ipsum

Lorem ipsum

Lorem ipsum
Lorem ipsum

Lorem ipsum

Do y
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Are
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Do y

Any
ups

Lorem ipsum

+2

Lorem ipsum
Just got out of school

Lorem

Lorem ipsum
Hey, what are u guys up to

Lorem

Lorem ipsum
We're trying to set up an among us game, wanna join?

Lorem

Lorem ipsum
Heck yes <3

Lorem ipsum
Join the voice call :)

Lorem ipsum
Hey, what are u guys up to

Message Here

Interactive Prototype
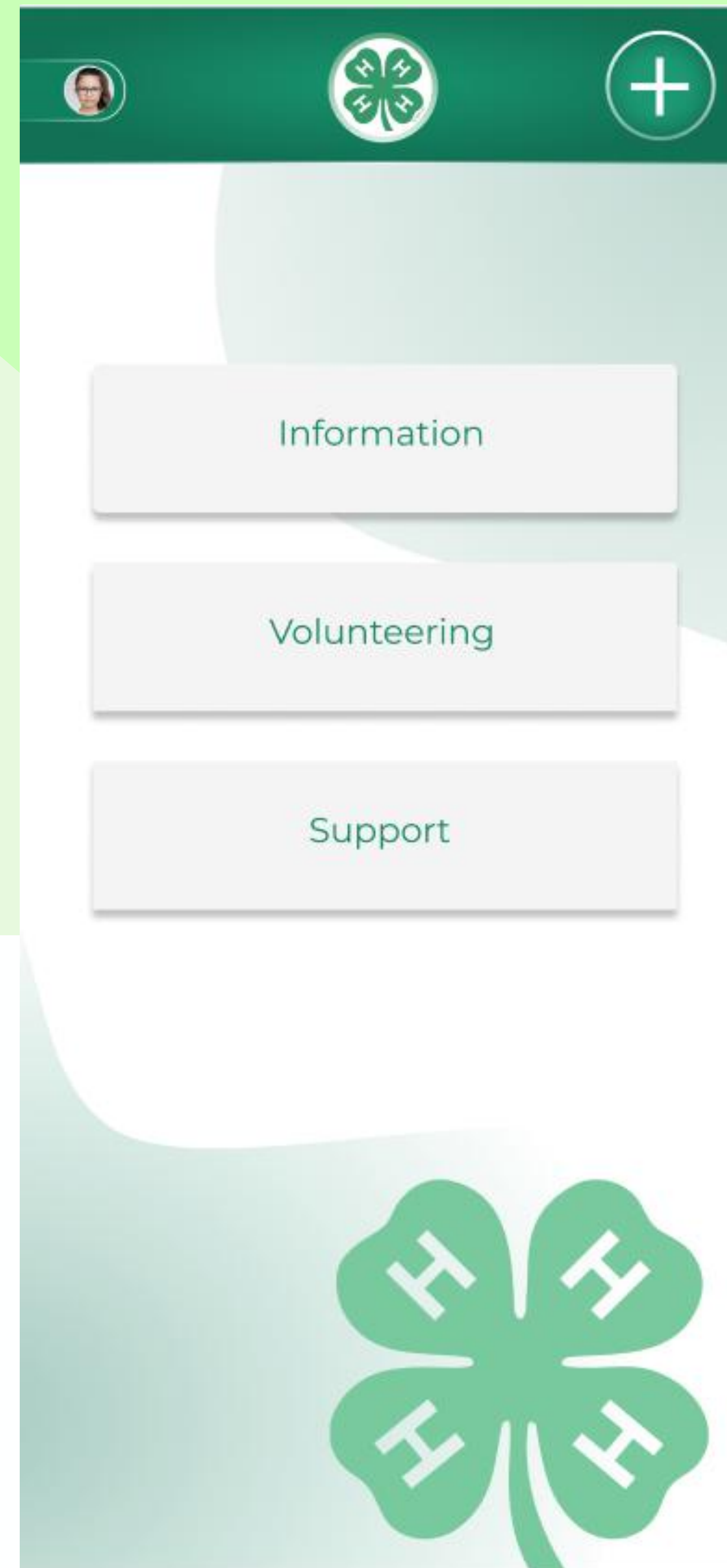
Splash Page

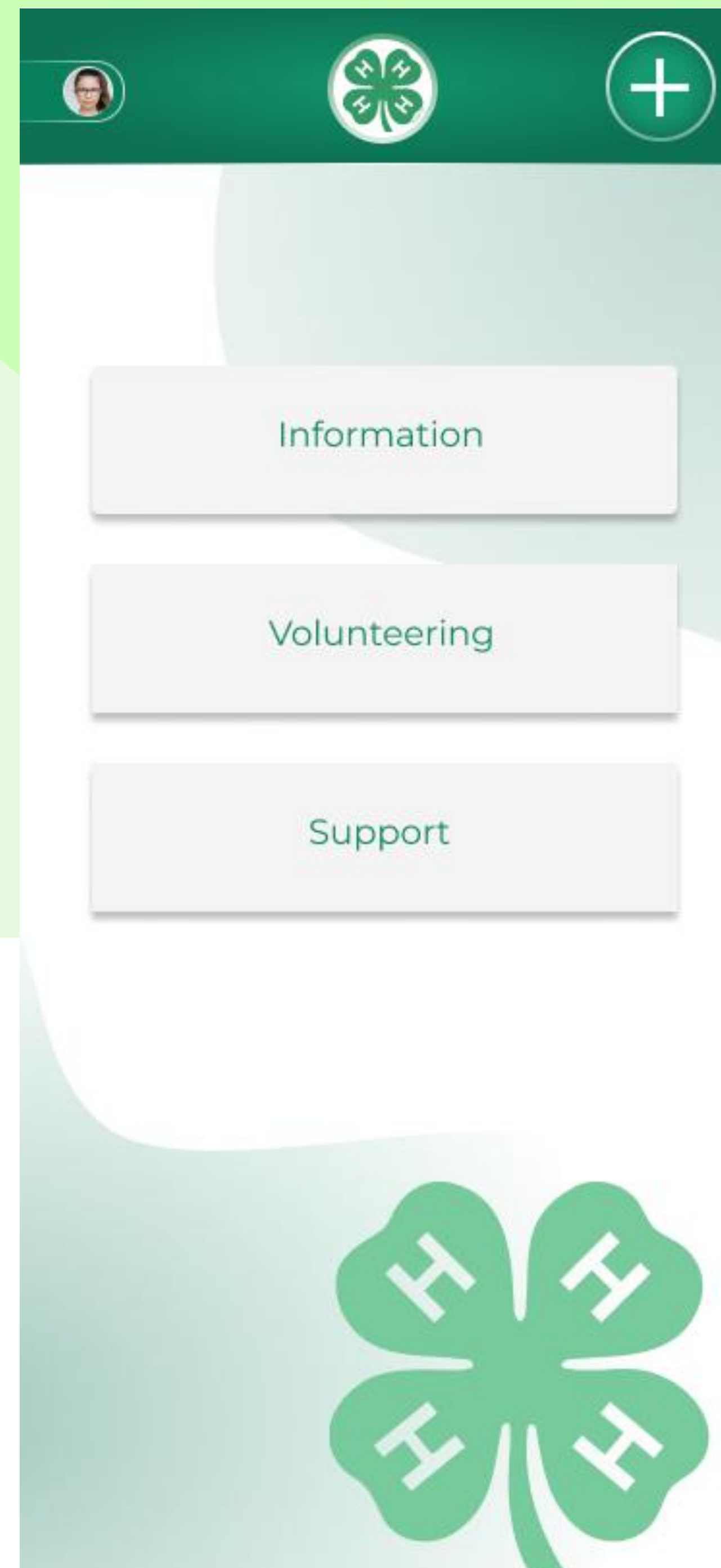This is the loading page while pulling up the app.

Landing Page

Before joining any groups, first time users see these options displayed.

Most will go to the volunteering page first, which is why it´s in the middle of the screen.

Information

Volunteering

Support

Volunteering Event Info

🍀 The bottom left shows all of the kids who have RSVP´d coming to the most recent volunteering event. You can click on this and see their profiles.
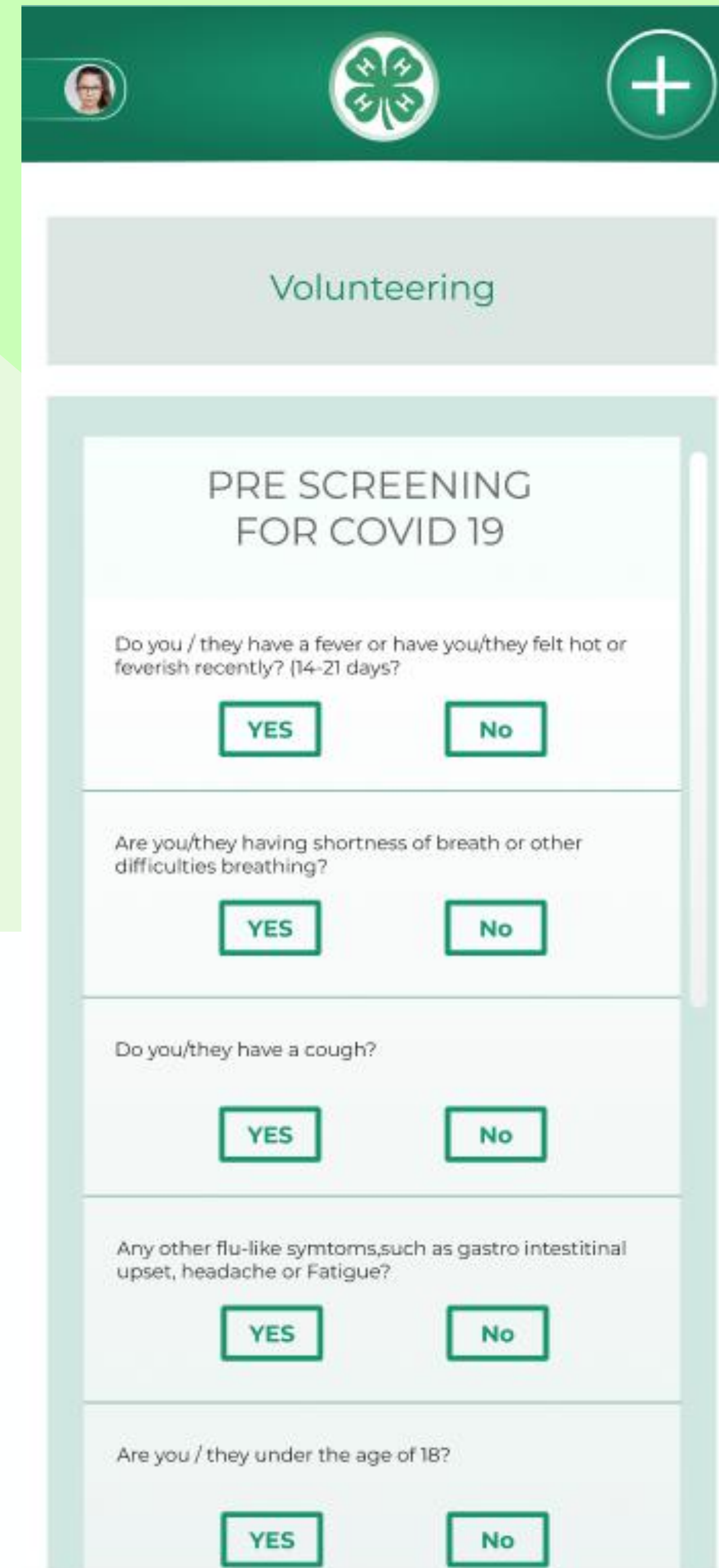
🍀 Clicking on the bottom right button will bring you to the appropriate place to sign up for the event.

Pre-screening for Covid-19

This is a mandatory Covid-19 form every kid needs to fill out before coming to keep everyone safe.
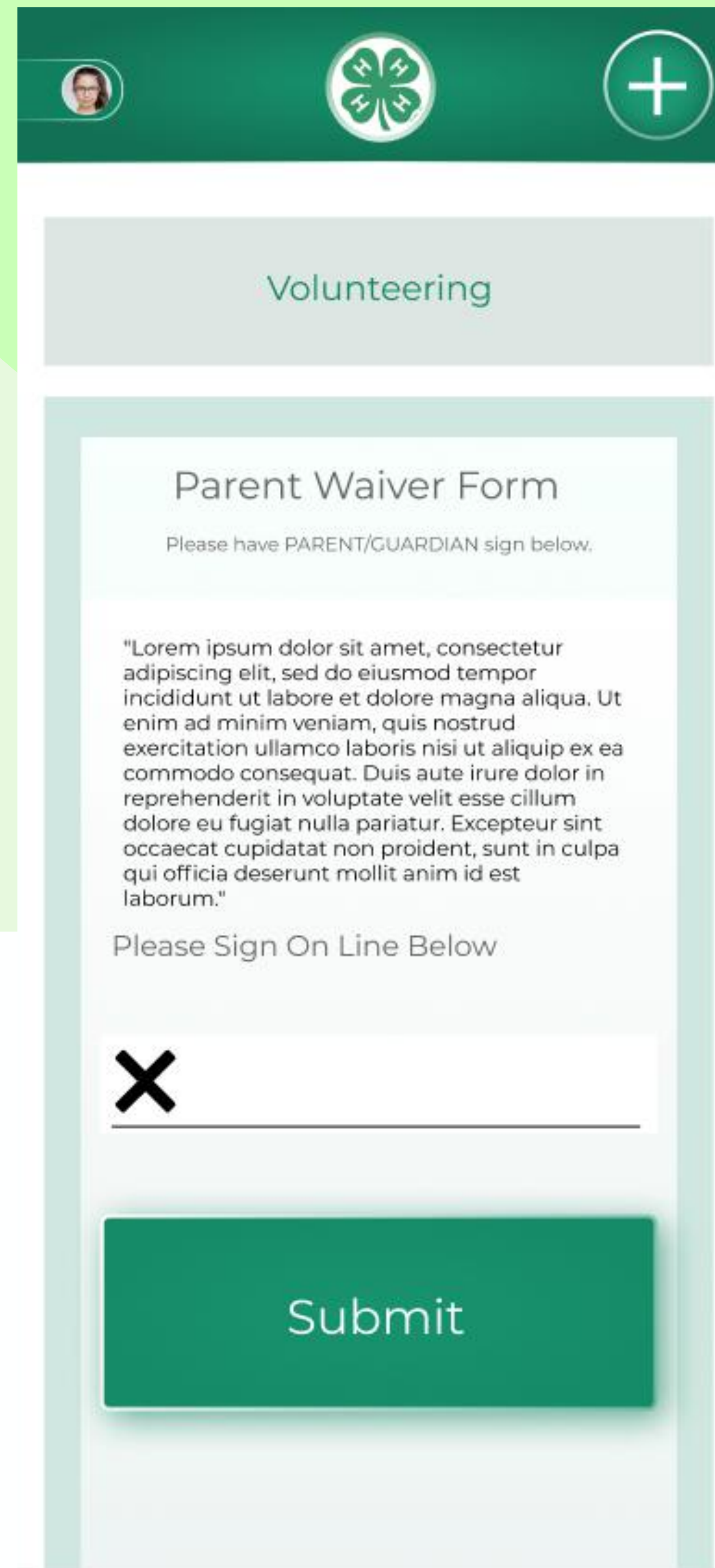
Parent Waiver Form

These are the forms for parents to sign.

The signature can be written on the app electronically. It will not save so kids can't use their parents signature for anything.

Additional Information Form

You enter information here that your profile doesn´t cover, like if you need special accommodations.

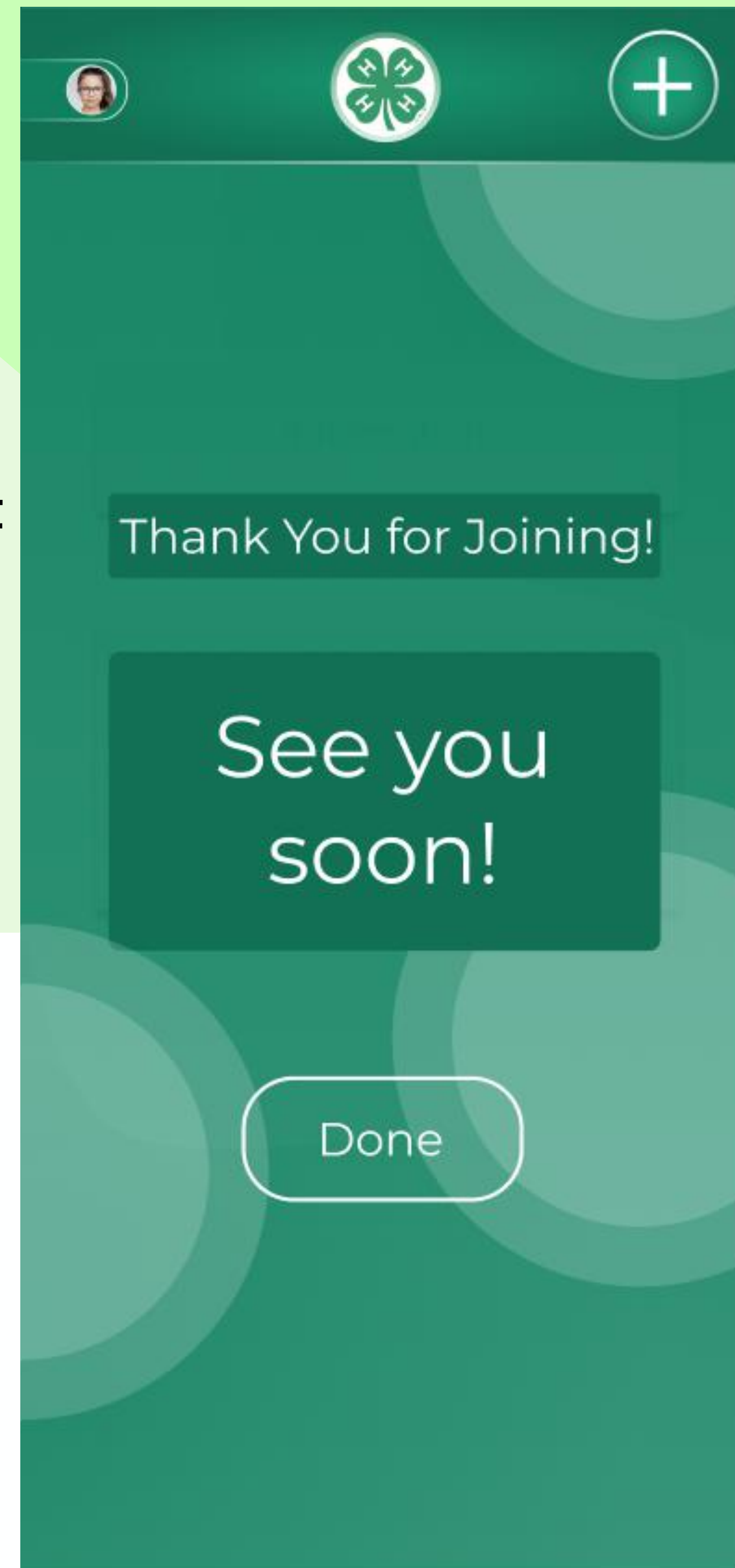# Additional Information Form

You enter information here that your profile doesn´t cover, like if you need special accommodations.

Thank You Screen

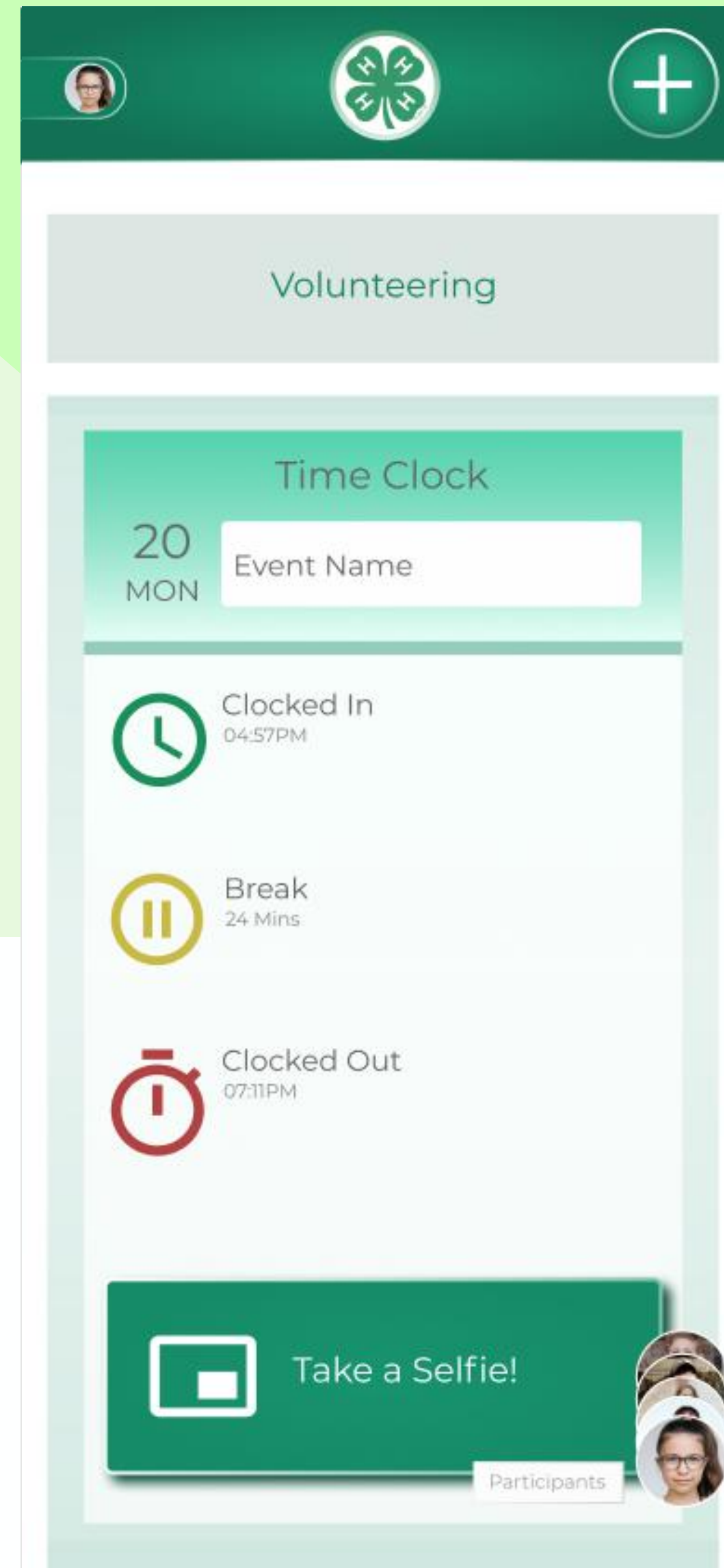Very simple, if you sign up for a Volunteering event you get this pop up before going back to the home screen.

Clocking into the Event

🍀 This is a handy clocking in function that will let the 4h leaders know their times.

🍀 There´s also an "Add a selfie" function as a quirky way of showing proof that you were there.

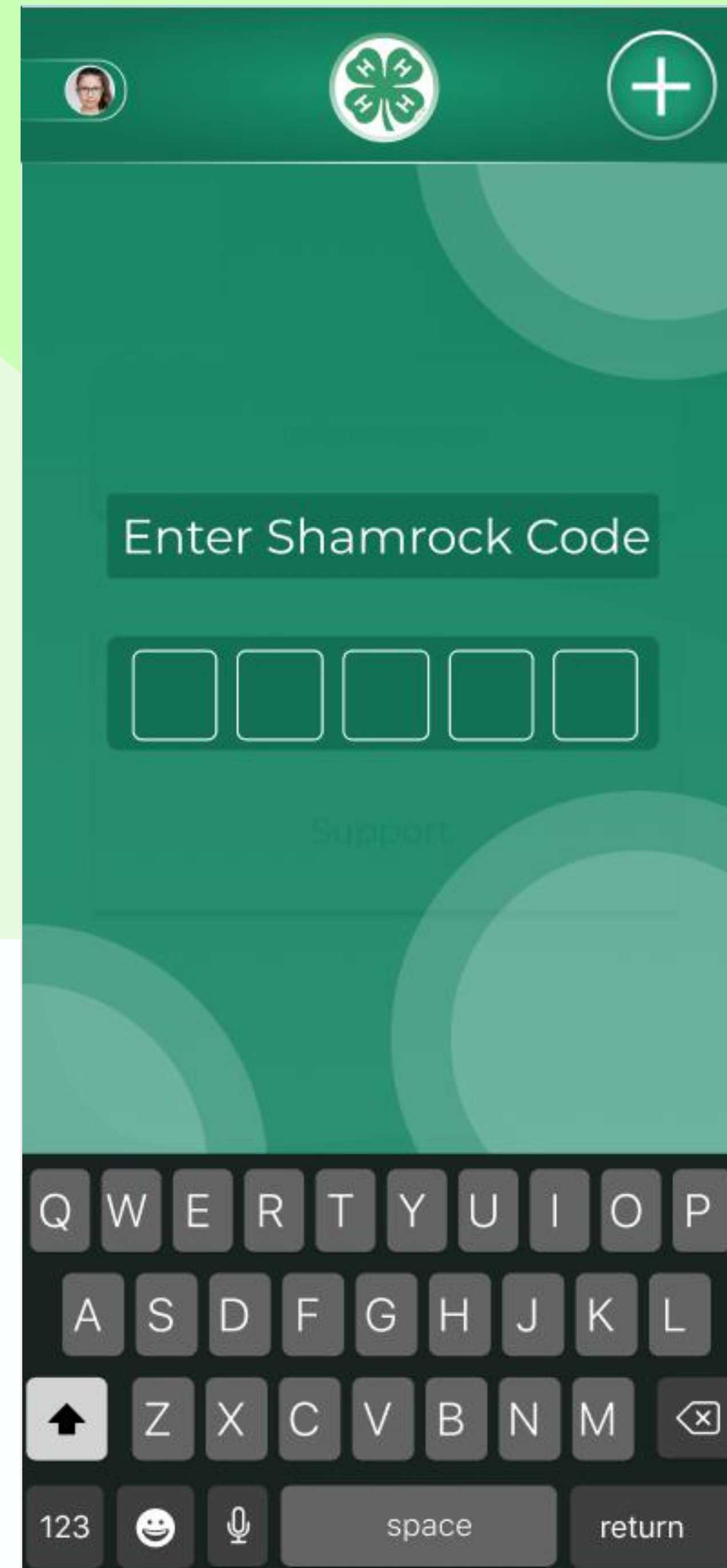# Shamrock Code

Teens can enter a 5 digit code in order to join a Shamrock Group. There are individual groups for each 4h team.

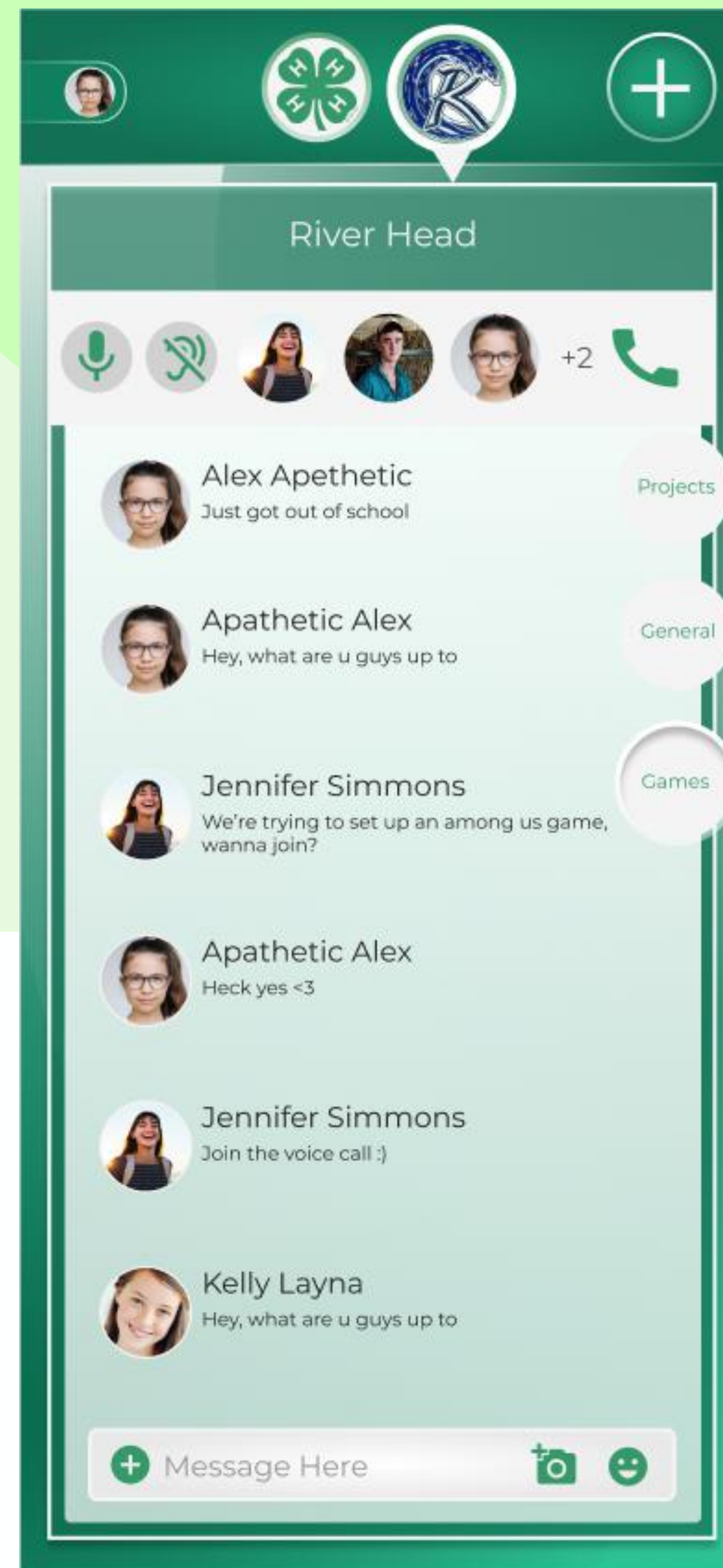The circle icon at the top represents a group.

Enter Shamrock Code

Shamrock Groups

This is where the kids will mainly be hanging out. Kids can share the code so that people can enter.

There are text chats to the right and the voice call is always displayed at top.

Profile´s function

🍀 Profiles will not only show information about the student, but how many hours they have volunteered. Also their status as a member of 4H.

🍀 It will also show where to access friends and direct messages. Sometimes kids will want to privately message each other rather than speaking in a group chat.

Alex
15 Years Old

Total Hours: 0.00

School: Miller Place HS

Friends

Direct Messages

John Derenes

Kelly Layna
Feeling good :)

Ashley Mertins

Jennifer Simmons
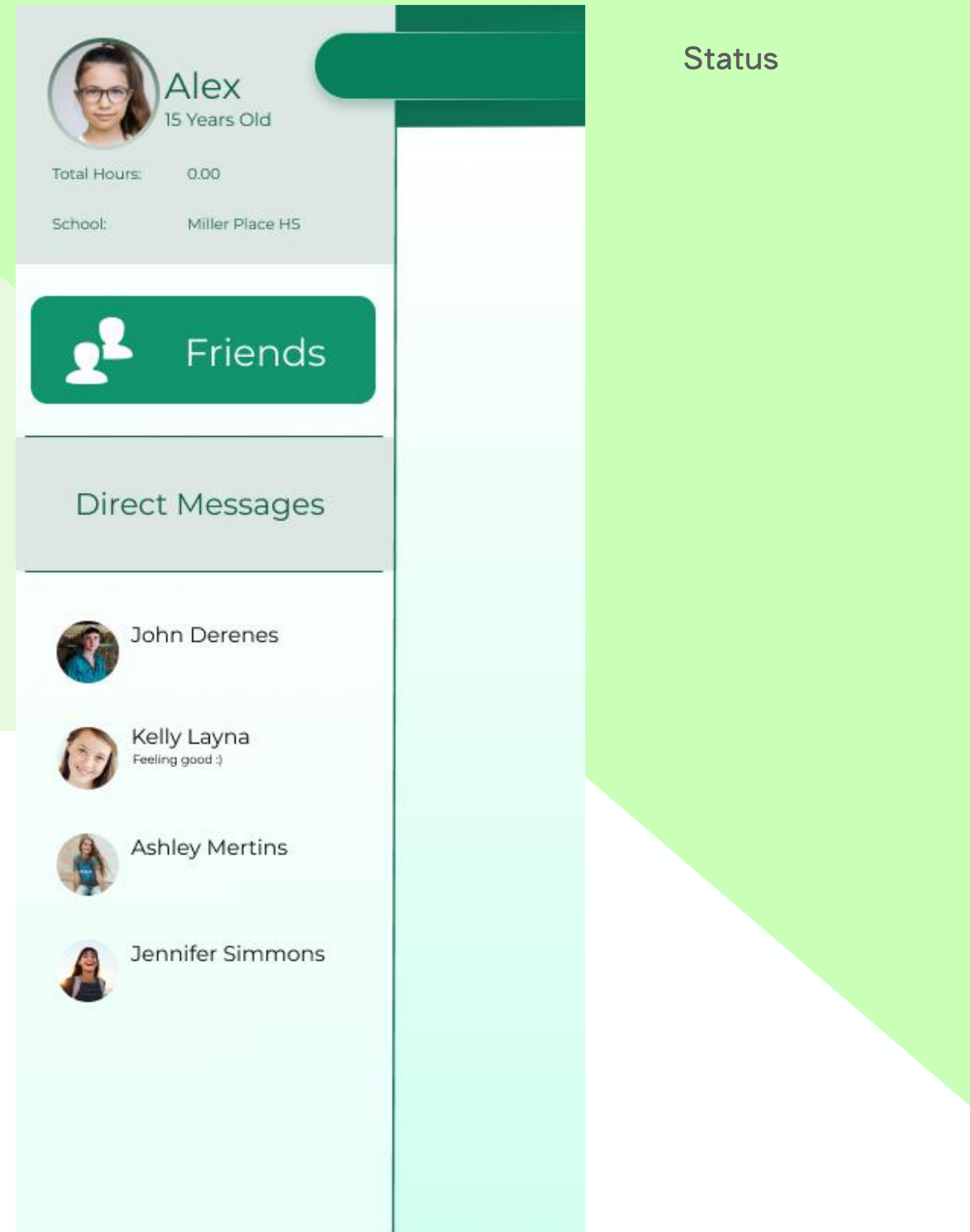
Conclusion

The way that high schoolers maintain their interest and investment in the 4H program is by having a platform to interact with the group members even if they live in different schools. The goal is to prove to the kids that the 4H program is worth investing their time into for the fun memories and opportunities it will provide them.

If this sort of interaction works for people who live millions of miles away it will work for people who live half an hour away.

Future Work

In the future, we would like to analyze the behaviors that teens make on Connect4 and use it to improve the quality of the service. We'd want to shift our focus to what teens enjoy about the 4H program and work with them to constantly update the app to keep up with the purposes that the organization and students need it for.