Neighbors help one another.
Problem statement

Urban condo residents need a way to get connected with their neighbors, so that they can ask for favors from their neighbors and offer to help their neighbors.

Audience

Residents of condominiums and cooperatives in an urban environment.
### User research

**Method: four in person interviews**

<table>
<thead>
<tr>
<th>What</th>
<th>Why</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who are your neighbors? Do you want to know them better?</td>
<td>Why do you want to know your neighbors?</td>
<td>How would you approach a neighbor and ask for help?</td>
</tr>
<tr>
<td>What help would you like to receive from your neighbors?</td>
<td>Why have you never asked your neighbors for help?</td>
<td>How do you get connected with your neighbors?</td>
</tr>
<tr>
<td>What kind of help you would like to offer your neighbors?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How close do you want to be with your neighbors?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Interview subjects include people of various ages and genders living in a condo complex.*
User research interviewees

“Borrowing something isn’t such a great way to start a relationship.”

Daniel, 29, San Francisco

“I thought about just showing up with cookies at my neighbor’s door and saying “Hi, we’re new!” but I’ve never actually done it.”

Sophie, 24, San Francisco

“I’ve been living in the same building for almost 3 years, and I only know one of my neighbor’s names.”

Alice, 28, San Francisco

“I’d love to get to know my neighbors more.”

Joanna, 37, New York City
User research results

- 4/4 want to know their neighbors
- 4/4 want to offer help to their neighbors
- 3/4 want to ask favors from their neighbors

**Ideal level of closeness to neighbors:**
How close you want to be with your neighbors on a scale of 1 to 5? 1 = not close at all, 5 = very close

[Chart showing the distribution of ideal closeness levels]
User research

Insights

• Users need reasons to get to know each other
• Users are curious about their neighbors, but don’t know how to start a conversation
• Most users believe in helping others or getting help, but don’t take actions
• Some users want to be close with their neighbors, while others don’t

User goals

• Asking for favors and returning favors
• Engaging with each other

Original goal

• Building a sense of community
Hypothesis

Nocnoc will help residents engage with each other.

We will know this to be true when the active user number grows and tasks are completed within the app.
Persona

Lindsey Wang, 32
Elementary School Teacher
Annual Income: $70,000

Lindsey lives in an apartment by herself. There are 60 units in her building. She has been living in her apartment for 3 years but she barely knows her neighbors.

Frustrations

• Packages delivered to her building are not safe in the lobby when she is away.
• She wants to get a pet, but is concerned about the responsibility that would require.
• She wants to make extra money.
• She wants to get to know her neighbors, but there are not many opportunities.

Goals

• She can ask her neighbors to keep her packages while she is not around.
• She can have a cat and know that her neighbors will cat sit when she’s out of town.
• She can help her neighbors and get paid.
• Through helping each other, she and her neighbors can become closer.

“I’d love to know folks in my building, but I don’t know how.”
## Competitive analysis

<table>
<thead>
<tr>
<th>Feature</th>
<th>Nextdoor</th>
<th>NEIGHBOR FAVORS</th>
<th>mycoop</th>
<th>craigslist</th>
<th>slack</th>
<th>General communication tools can be used in a neighbor scenario.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feed of posts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Categorized content</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Direct message</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social profile</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hide profile info</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Closed circle</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Geographic requirement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Competitive analysis

**Nextdoor**

Pros:
- Great user experience

Cons:
- Too much information
- Topics are too broad
- Not a private social network

**NEIGHBOR FAVORS**

Pros:
- Tasks centered

Cons:
- Not a closed circle
- Reviews show the app is not usable

**mycoop**

Pros:
- Requires geographic location
- Close circle by each complex

Cons:
- Desktop only
- Users are not very active
Competitive analysis

Exchange market

Private network

Community

Neighbors help one another.

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Feature prioritize

<table>
<thead>
<tr>
<th>Must</th>
<th>Should</th>
<th>Could</th>
<th>Won’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post a task</td>
<td>Leave a review for a completed task</td>
<td>Create a group</td>
<td>Offer money transaction</td>
</tr>
<tr>
<td>Assign a task to a taker</td>
<td>Filter tasks</td>
<td>Advertise</td>
<td>Send out alarms</td>
</tr>
<tr>
<td>Make an offer to a task</td>
<td>Friend/follow people</td>
<td></td>
<td>Start a poll</td>
</tr>
<tr>
<td>Bookmark a task</td>
<td>Search</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct message</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Browse neighbor profiles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mute my profile</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Neighbors help one another.  
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Information architecture

Launch page

Log in

My tasks
- Taken by me
- Posted by me

All tasks

Inbox

My neighbors
- Profiles

My profile

Tasks

Taken by me

Posted by me
Neighbors help one another.
Neighbors help one another.

Lo-fi prototype

1. All tasks
2. Create
3. Take an offer
4. Task details
5. Make an offer
6. Make an offer

- Weekend cat sitting
- Need a garage to store a motorcycle for a week
- Wedding venue

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<table>
<thead>
<tr>
<th><strong>Task</strong></th>
<th>You are going out of town for vacation, you need to find a garage to store your motorcycle. Use Nocnoc to find a solution.</th>
<th>You see Daniel’s post that he wants someone to take care of his cat at home while he’s traveling next weekend, volunteer.</th>
</tr>
</thead>
</table>
| **Feedback** | • “Assigning a task to a neighbor” from the posting process is confusing  
• The language used in the app is not friendly  
• Font size is too small | • Update language to be more friendly  
• Icons are too small |
| **Changes** | • Remove “assigning a task to a neighbor” from the posting process  
• Revise voice of tone of the work flow  
• Font size is at least 14pt |  |
| **System Usability Score** | 92.5 |  |
Neighbors help one another.  

Hi-fi prototype

1. All tasks
2. Task details
3. My profile
4. My tasks
5. Create
6. Landing page

View prototype
Thank you!