

+

Playpan.co

REIMAGINING SOCIAL IMPACT
#PLAYFORGOOD



The Team



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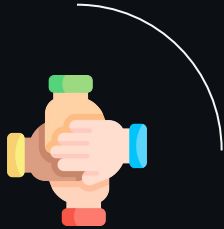


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About Playpan



Community Building

People and social businesses can exchange ideas



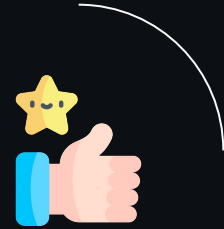
Social Support

Encourage users (Gen Zs and others) to support social causes



Improving Awareness

Platform for smaller organisations to advocate their cause and get their name out.



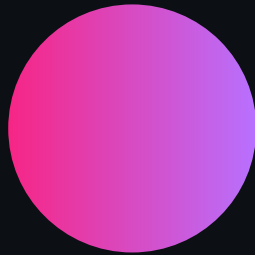
Do Good, Feel Good, Look Good

Encourage people to do better in all ways possible, in all ways re-imagined.



Our Hypothesis

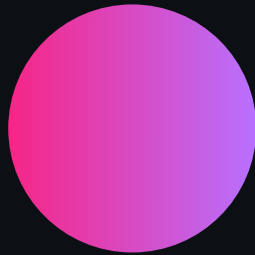
Pulling people and organizations together in **FUN** and non-traditional ways (phygital ways) will motivate users and create synergy for more impactful outcomes.





Our Assumptions

- 01** A digital platform is useful to engage the target audience
- 02** People who are not interested in social events can be motivated by a digital product



Research Methods

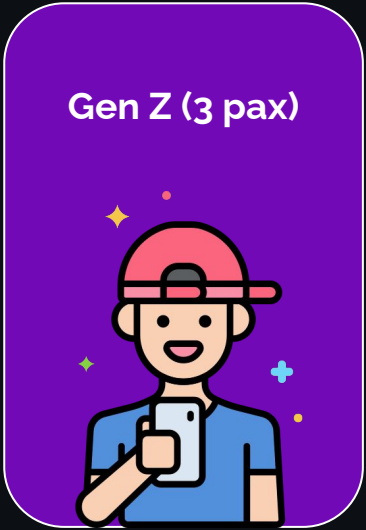
Qualitative Interview with target users:

- Gen Z, ≤24 years old (3 pax)
- Playpan's stakeholder (1 pax)
- Volunteers/Social Workers who have been consistently doing good (3 pax)

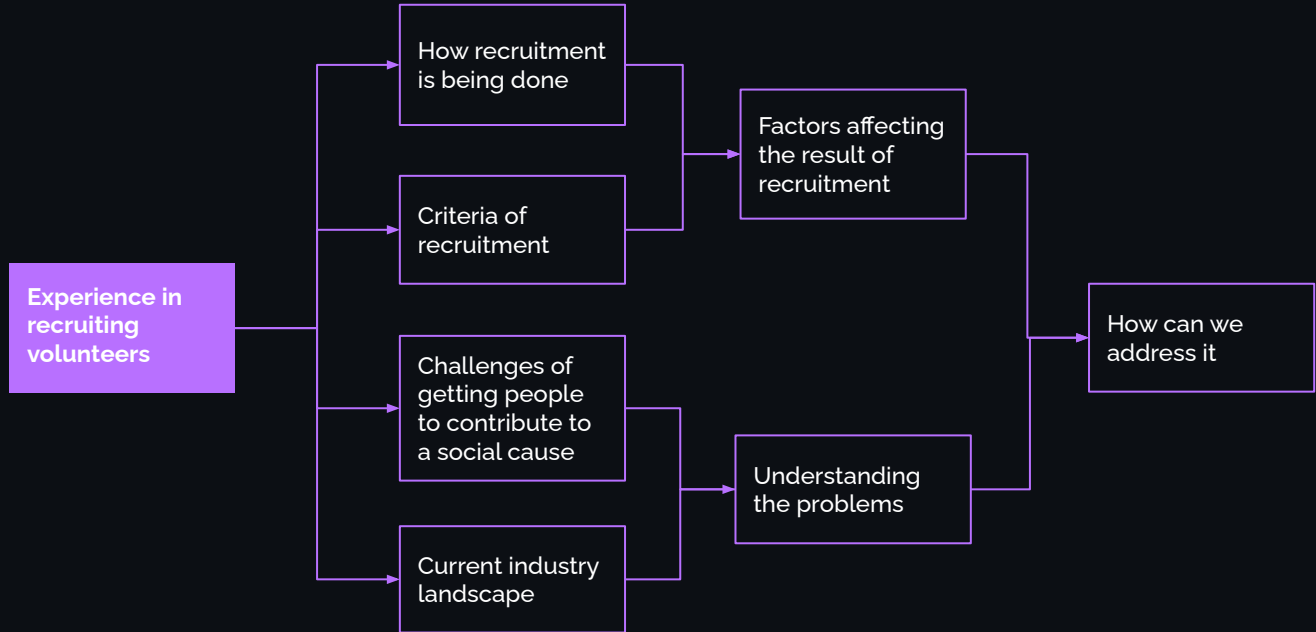
Goals:

- To understand users' definition and views on social impact
- Identify needs and opportunities on how we can encourage young people to attend events and esp events relating to social impact
- To understand the problems faced by the stakeholders in promoting the causes they are supporting.

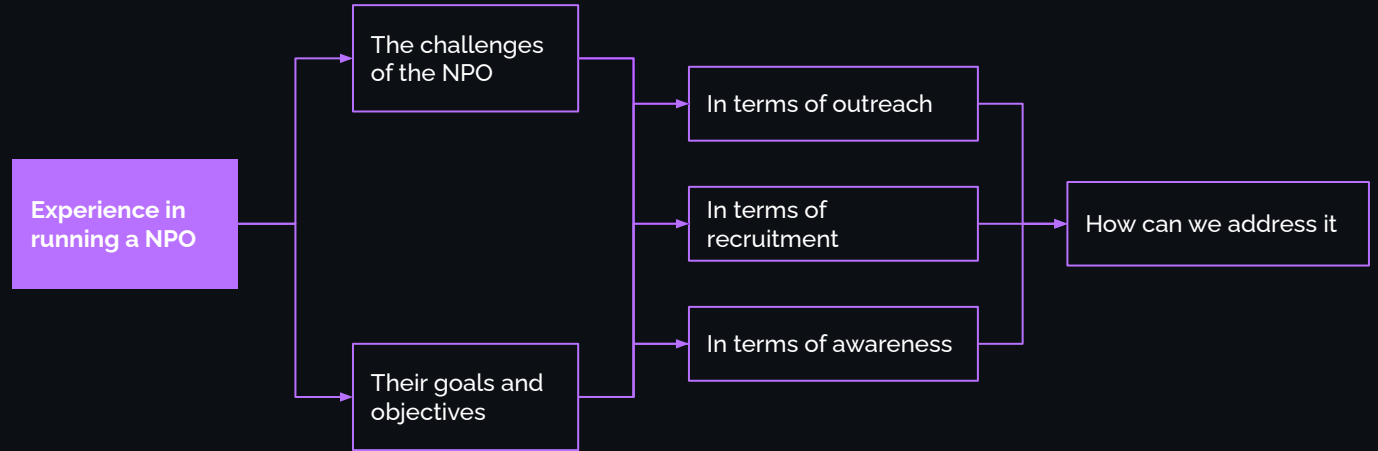
Research Questions



Research Questions



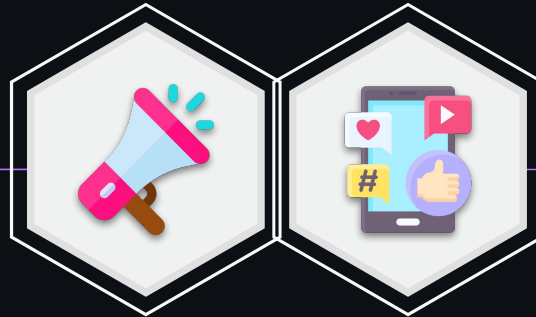
Research Questions



Research Findings

More marketing efforts (both digital & physical) & consistency is required to **promote & educate social causes to create awareness and plant a seed in people**, in hope to get some positive actions in future.

- "social causes are not publicised enough..."



There's a need to attract users to **share their experiences on social media** to tap into their network to create greater awareness.

- "finds IG sponsored ads informative and will notice it if his friends posts about it even if it is not targeted"

- "likely to go to events if my friends mention about it via a whatsapp group"

- "gathers information of events from social media, esp instagram"

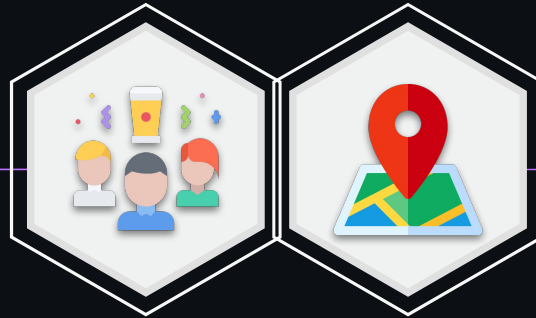
Research Findings



Many users would not participate in an event if it is solely for creating social impact & doing good. However, they are **drawn by engaging activities that appeals to them.**

- "It needs to be fun! Performance, food, marketplaces, pretty things are all the fun things we want"

- "We want to find a place to relax with friends"



Gen Zs normally won't go out of their way to support a cause **unless it is of their interest** and also be more likely to participate in an event knowing that the location is **easily accessible and convenient for them.**

- "Went to pet fair at expo 2-3 months ago as I love pets"

- "I will go if it is easily accessible and nearby"

- "location itself need to be clear - a preview of the location, landmark etc would help"

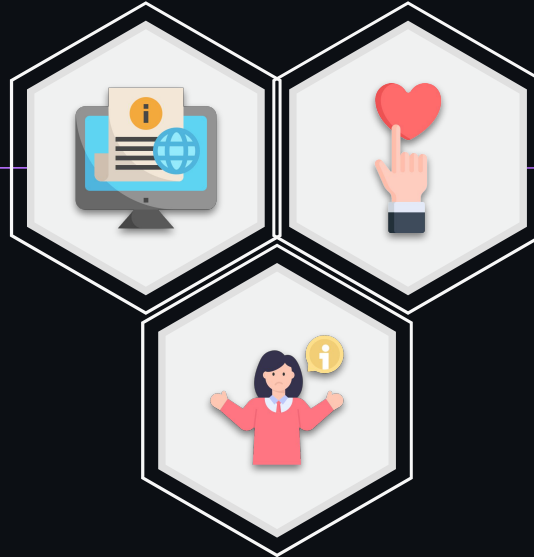


Research Findings

Users **need transparent information** as to how their contributions can create a meaningful difference, and thereby building trust with the organisation & social causes.

- "be transparent with where the money go"

- "like Artbox, they have a website and its more trustable and easier to find information if they have an official website"



Users face **difficulty in identifying social initiatives that align with their interests** and hard to establish **trust with smaller organisations**, thus reducing their inclination to contribute.

- "when doing good, he looks out for key players in the industry to establish trust"

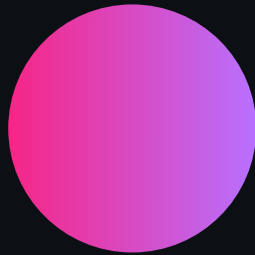
- "contribute to social causes that I can personally relate to."

In the beginning, users might wish to contribute for the 1st time but finds it **hard to sustain their motivation** through continuous opportunities for involvement.



Problem Statement

We need to develop a platform that showcases Playpan's engaging and share-worthy activities while leveraging emotional appeal and interests to drive participation across both digital site and physical events.



Persona 01

ALTRUISTIC ALVIN

Intrinsically Motivated Gen Z
25 years old



Behaviour

- Genuinely wants to help out and volunteers in the industry of their interest

Goals

- Hoping their actions will help people
- **To inspire people around them** to help out together

Needs

- **Need more support** from more volunteers/those in the industry to make the work less hard for them

Pain points

- Sometimes they feel drained from helping out and wishes there were more **long term and consistent support system** in place

User Journey Map : Intrinsically Motivated Gen Z

Stage	Awareness	Consideration	Decide/ Participate	Learn	Advocate
Behaviour	Currently already actively follow events for social causes and participates in them.	If time and money allows them to do so.	Will only participate in social causes that interests/relates to them	Not a lot of things to learn for them.	Getting others involved by being the living example.
Thoughts	Their participation would have helped those in need	Time, effort, if there's people coming with me, location.	Generally would not consider another cause since they are already involved.	How to share their knowledge with people who are aiming to do the same.	how to get them involve how to build a community of supporters to advocate the cause
Goals/Needs	To contribute and gain personal satisfaction	Credible information, trustworthy organisations and the causes.	To help people	Sharing knowledge and skills	Educating and spreading awareness of the cause.
Opportunities	<p>HMW help users stay connected and be informed of opportunities to support social causes?</p> <p>HMW represent good endeavours visibly to encourage similar behaviour from others?</p>	<p>HMW inform on different ways of contribution?</p> <p>HMW present credibility of the benefiting organisation?</p> <p>HMW provide feedback or confirmation of impact upon doing good?</p>	HMW allow users to have fun while participating	HMW enable a community for mutual encouragement and knowledge sharing	HMW sustain their passion to allow others to do the same?

Persona 02

FUN LOVING FIONA

Extrinsically Motivated Gen Z
23 years old



Behaviour

- She is **only interested in social causes that appeals to her** or that **her friends are interested**
- She uses **social media** to share and **catch up with new things** happening around her

Goals

- She is interested in everything that gives her a good time - performances, music, food, shopping
- Stay up to date to the **latest trends**

Needs

- She needs to have **activities that keeps her engaged** during her free time.
- She needs to socialise on digital platforms with her friends

Pain points

- Have only **limited time and money** to contribute back to society
- Even if she wants to, she is **not sure how to do it**
- But she is open to participate if a **friend** is going with her

User Journey Map : Extrinsically Motivated Gen Z

Stage	Awareness	Consideration	Decide/ Participate	Learn	Advocate
Behaviour	Occupied with school and not a lot of time.	Won't take action if no friends showed any interest in this events.	Will only participate in social causes that interests/relates to them	Not a lot of things to learn for them.	Joins friends to post about this.
Thoughts	I have no time to participate in social causes and am only interested in things that I like.	If the event is fun and engaging, friend influence, time and effort.	How can I find out more about this place How can I navigate to my interested spot How can I take part in this with my friends? How can my friends and I enjoy this?	The event is interesting and just nice I've also learnt something new.	Just sharing to their friends to feel good
Goals/Needs	To de-stress from academics	Have fun whenever time allows take part in similar activity as friends	To have a fun day out.	Sharing knowledge and skills	Educating and spreading awareness of the cause.
Opportunities	How might we help users de-stress or provide entertainment? How might we plug Playpan's activities in users' schedule or present it as convenient-to-attend?	How might we engineer share-worthy moments for attendees? How might we incorporate social media and influence in Playpan?	How might we facilitate navigation and exploration by interest? How might we tap on friendships or relationships between attendees to advocate participation?	How might we present outreach of social causes interestingly? How might we extend engagement beyond the physical location and onto the digital site?	How might we facilitate or incentivise sharing of the event?

Persona 03

CHARLIE THE CHARITY

Participating
Social Enterprises



Behaviour

- Reaching out to everyone who might be drawn by the concept of thrifting
- Actively looking out for spaces to sell their products and **spread awareness** for their organisation.

Goals

- To **increase sales** of the thrift shop
- To **spread awareness** of the organisation and **convert users**
- Educating the public about their initiatives and building trust with the users.

Needs

- **Need more crowd** to visit Peace Center so they get traffic from a different location
 - To increase awareness
 - To increase sales

Pain points

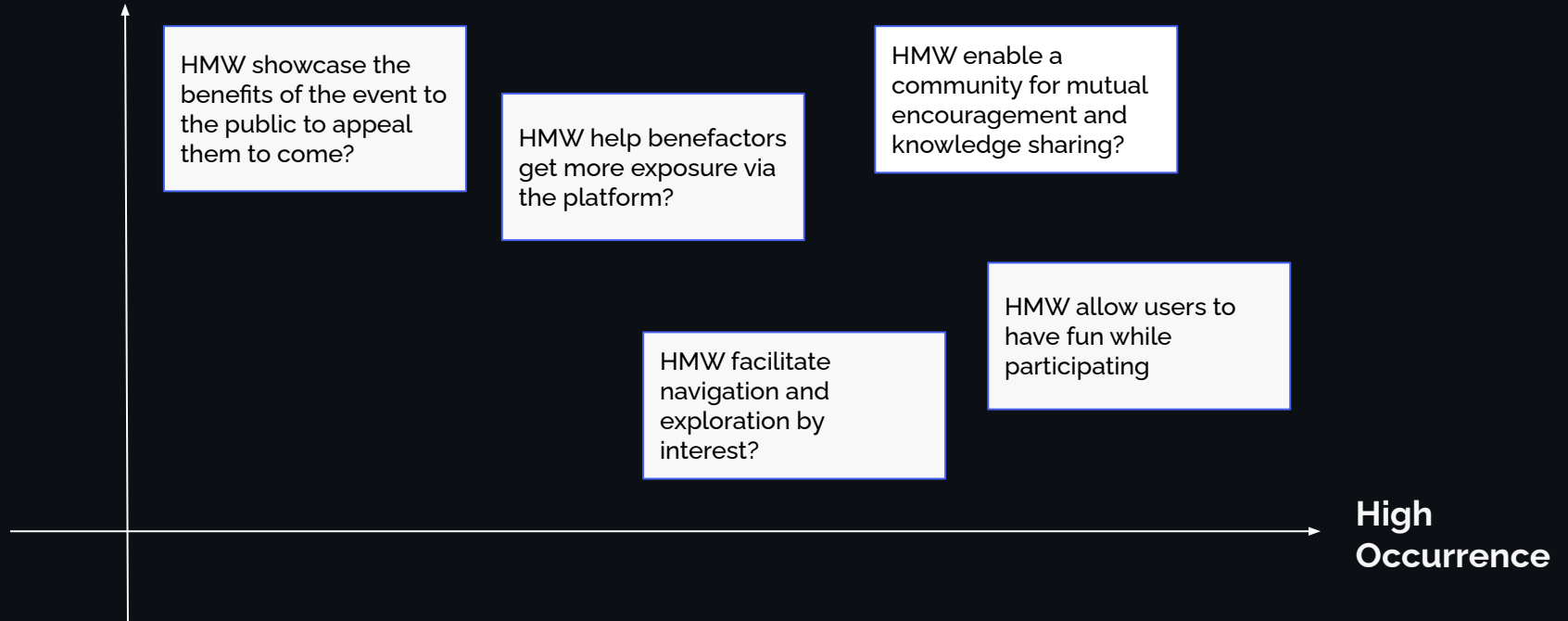
- **Hard to get their names out** so that more people would have supported them
- **Inadequate channels** of reaching out to new people

User Journey Map : Social Enterprises

Stage	Awareness & Consideration	Decide/ Participate	Learn/Advocate
Behaviour	<p>Considers if Playpan's vision aligns with their social cause</p> <p>Considers participating requirements and logistics</p>	<p>Advocates for social cause and raise contributions through shop offerings</p> <p>Arranges for logistics in manpower or inventory</p>	<p>Advocates for continued support and contributions post-Playpan</p>
Thoughts	<p>Is this a good opportunity to increase my outreach?</p>	<p>How can I attract people to my shop and raise awareness of my cause?</p> <p>How can I motivate people to make contributions?</p>	<p>How can I stay updated on any events that's similar in nature?</p> <p>How can I stay in touch with attendees?</p>
Goals/Needs	<p>To ensure participation is feasible and easy</p>	<p>To raise contributions to aid social causes</p>	<p>To raise contributions to aid social causes</p>
Opportunities	<p>HMW ensure Playpan's vision is clear to the public?</p> <p>HMW earn credibility of the event to attract enterprises?</p>	<p>HMW use storytelling to showcase social causes to the public?</p> <p>HMW showcase their shop offerings in ways that attract/appeals to the target audience and encourage contributions?</p>	<p>HMW display contact information so the public may get in touch for enquiries/donation/etc?</p>

Opportunities Prioritisation

High Impact



Solution Statement Objectives

We need to create a platform that encourages participation of Playpan's activities while inspiring users to uplift social causes. The platform should:

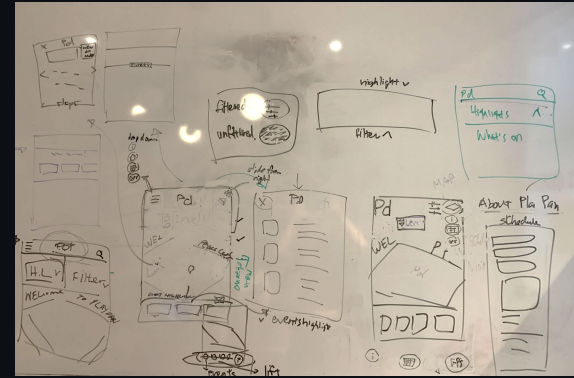
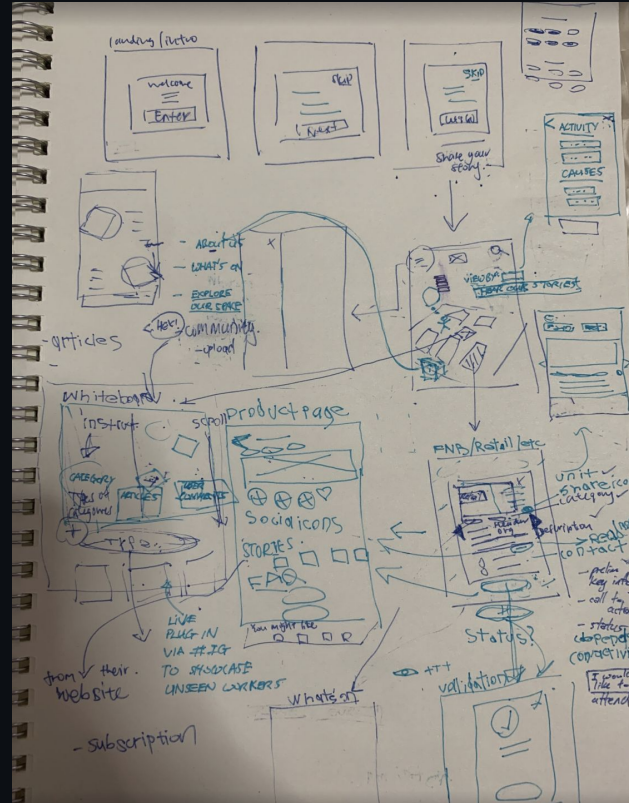
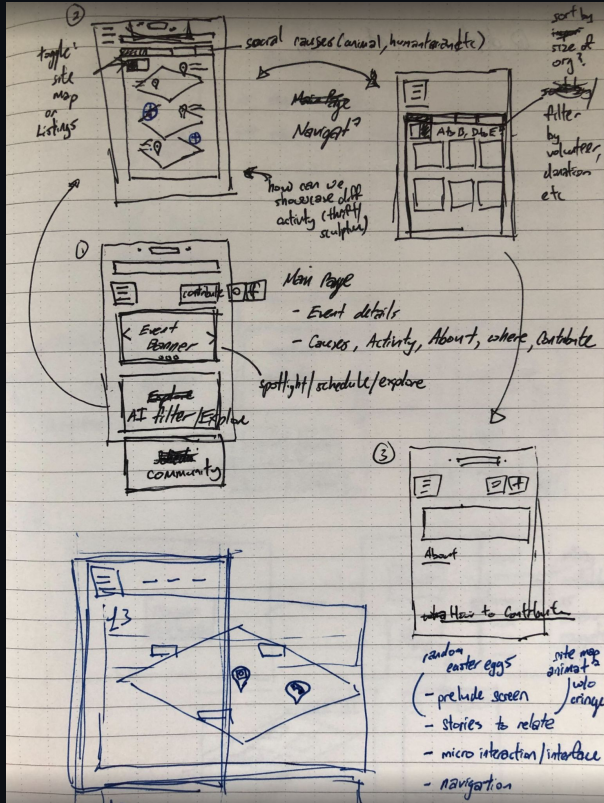
01 Facilitate the discovery of activities and appeal to user interests in activity and social causes

02 Motivate and guide users to attend Playpan by providing convenience to users to take actionable steps

03 Leverage on emotional appeal by storytelling and sharing of relatable experiences

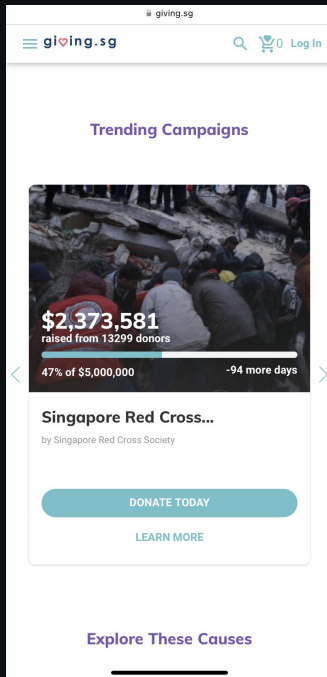
04 Appear credible by displaying sufficient information of participating enterprises

IDEAS IDEAS IDEAS - sketches

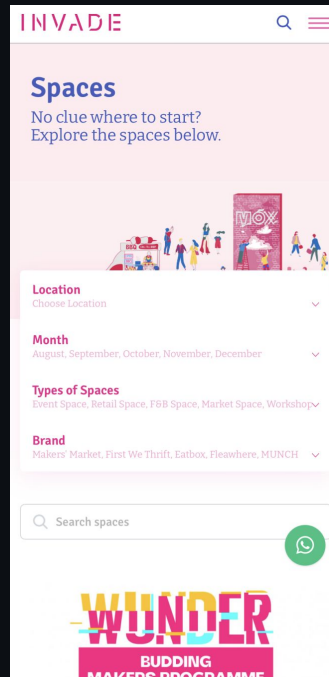


Competitive & Comparative Analysis

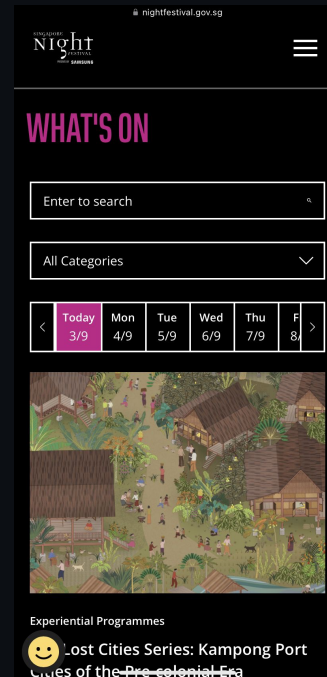
Social cause campaigning website



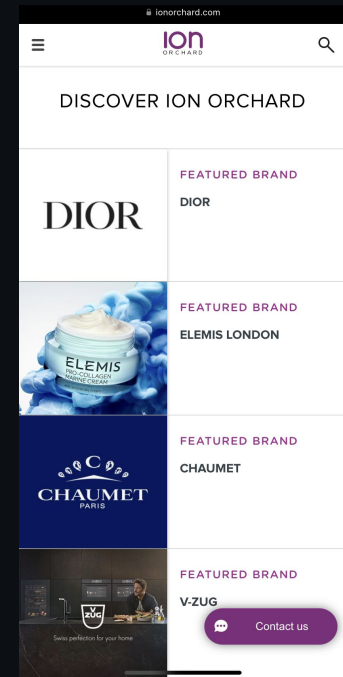
Event space rental



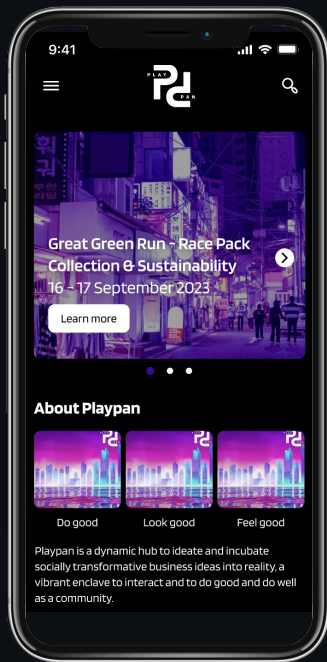
Event website



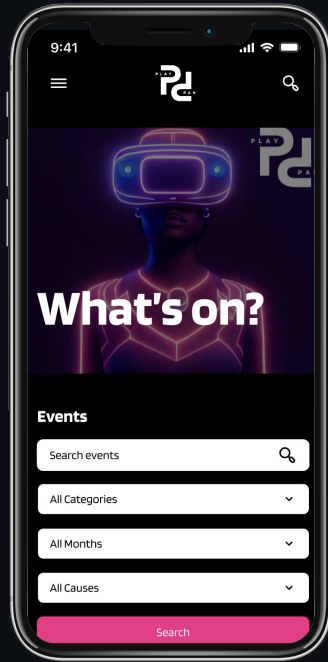
Shopping malls



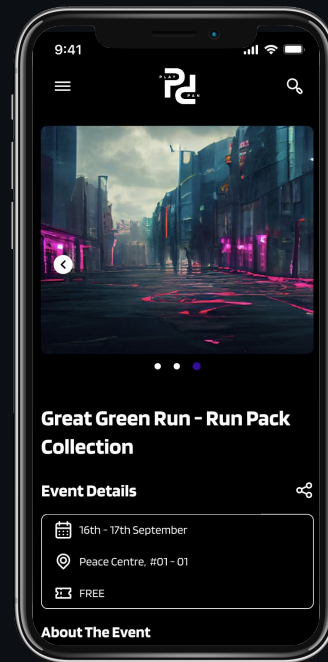
Prototype V1



Main page



Events page



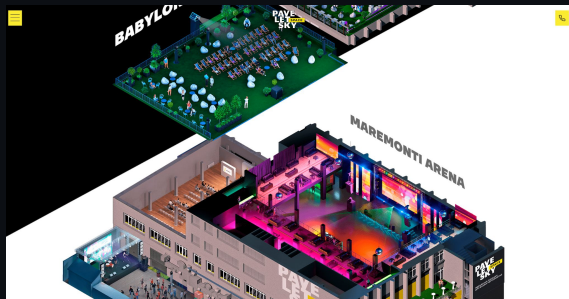
Information page

Competitive & Comparative Analysis

Map Websites:
Showcasing Physical Spaces by Interactions



<https://www.borraginol.com/town/>

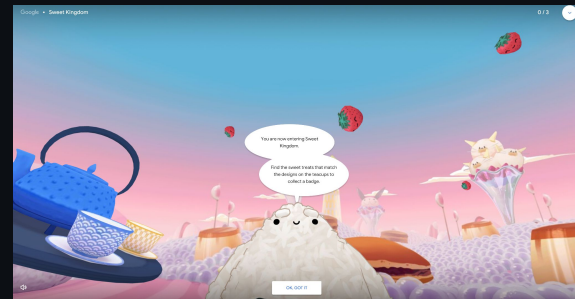


<https://paveletsky.org/babylon/>

Educational Websites:
Learning through storytelling and interactions

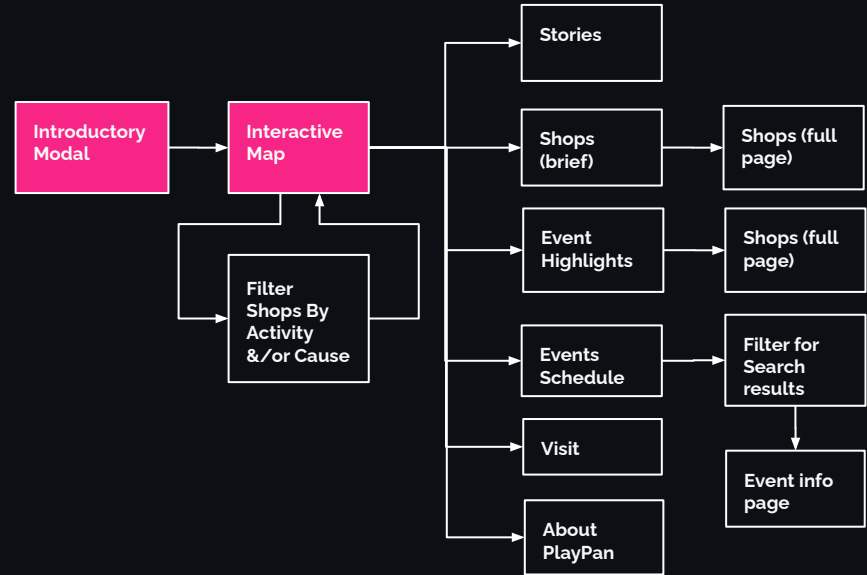
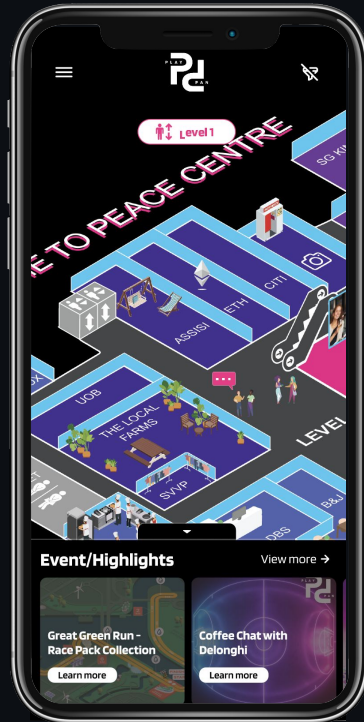
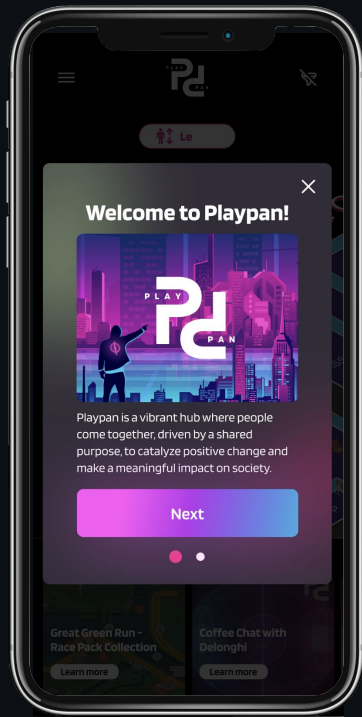


<https://whocares.bigbump.fr/>



<https://umamiland.withgoogle.com/en/world/>

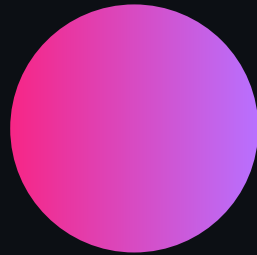
Prototype V2





Design solutions for Objective 01 :

Facilitate the discovery of activities
and appeal to user interests in
activity and social causes





Solution Objective 01 :

Facilitate exploration of activities that resonate with user interests in both engagement and social causes.

- Graphical sitemap to trigger visual interest
- Graphical objects to showcase events and activities for easy understanding
- Animated objects to hint on actionable buttons



Solution Objective 01 :

Facilitate exploration of activities that resonate with user interests in both engagement and social causes.

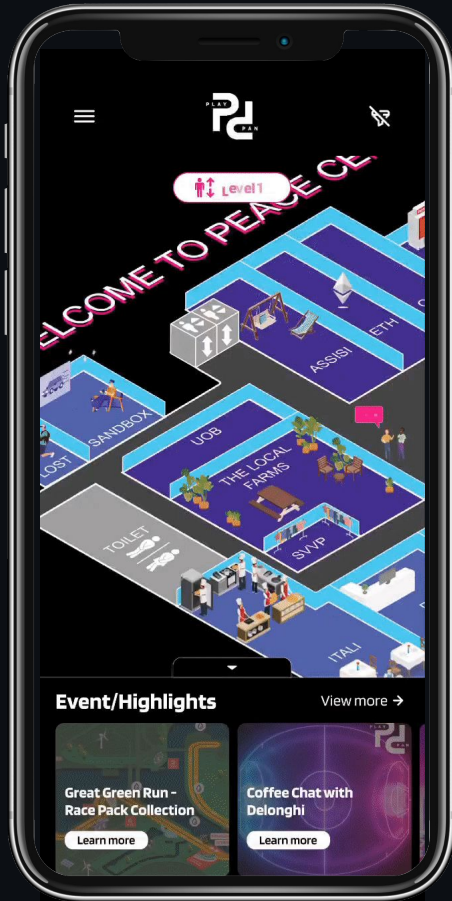
- Users can search and filter events/stores based on social causes and activity type
- Search results are presented clearly via greyed out portions on Map or as list on Events Calendar
- Filter functions apply to both map view and Events Calendar



Solution Objective 01 :

Facilitate exploration of activities that resonate with user interests in both engagement and social causes.

- Highlight banner prominently displayed at landing page to hook users to spotlight events/activities
- Horizontal scrolling to view more highlights
- Minimizing function to facilitate map exploration



Solution Objective 01 :

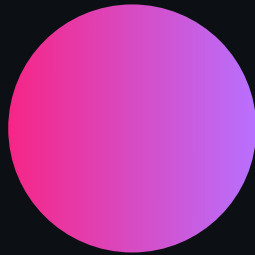
Facilitate exploration of activities that resonate with user interests in both engagement and social causes.

- Horizontal scroll of the pop-up modals to switch between shops for quicker exploration.
- Creating tags associated with the store/event to have an overview of the details to determine interest.



Design solutions for Objective 02 :

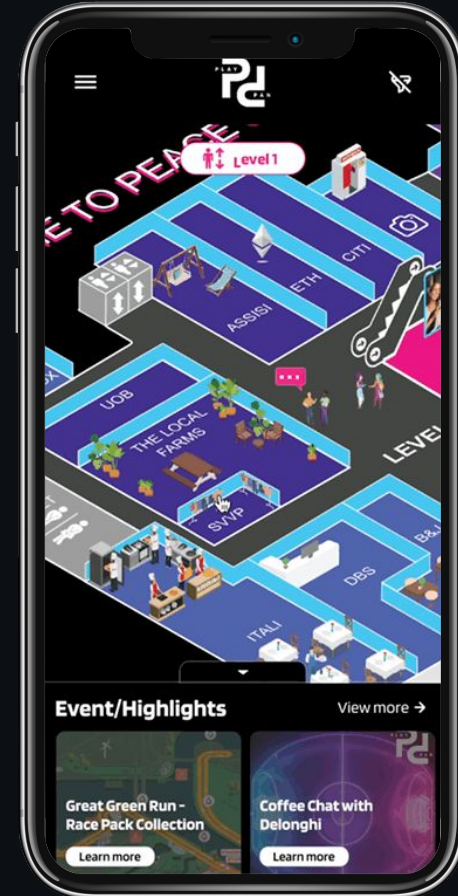
Motivate and guide users to attend Playpan by providing convenience to users to take actionable steps



Solution Objective 02 :

Motivate and guide users to attend Playpan by providing convenience to users to take actionable steps

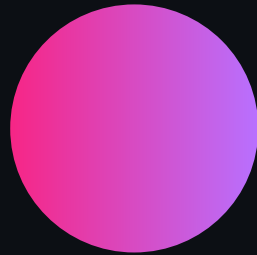
- “Share” button is prominently displayed at every modal and product page
- “Add to calendar” button allows saving of activities in user calendars and remind users to attend when available
- Location information is included to facilitate visitation

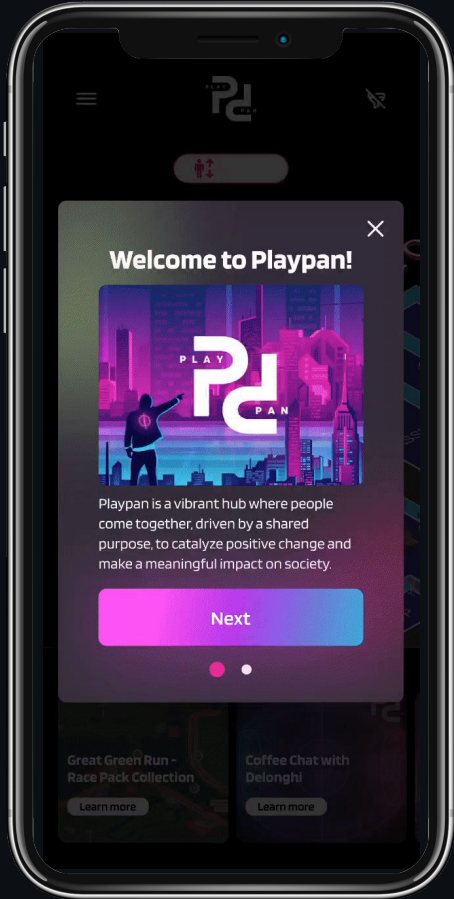




Design solutions for Objective 03 :

Leverage on emotional appeal
by storytelling and sharing of
relatable experiences





Solutions for Objective 03

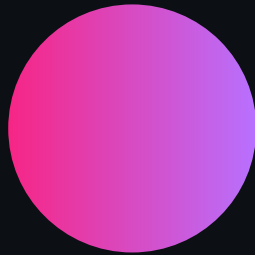
Leverage on emotional appeal by storytelling and sharing of relatable experiences

- Introductory pop-up to contextualize event with Playpan's vision
- Speech bubbles on the interactive map expand to conversations surrounding social impact
- Stories from social enterprises are nested within the product page to create relatable experiences.



Design solutions for Objective 04 :

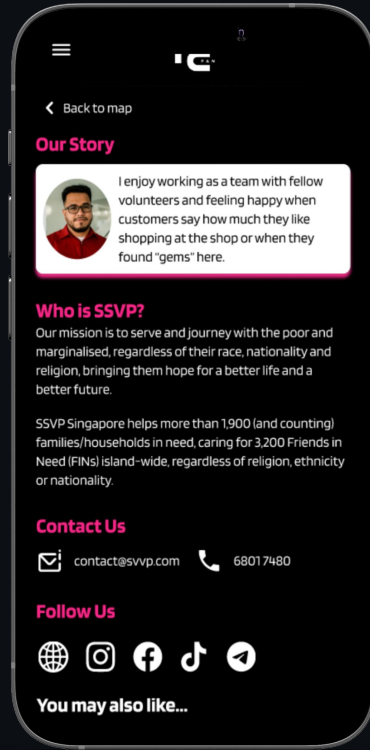
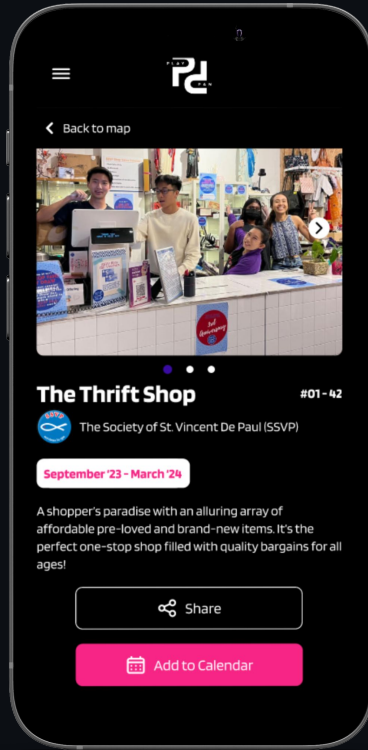
Appear credible by displaying
sufficient information of
participating enterprises



Solutions for Objective 04

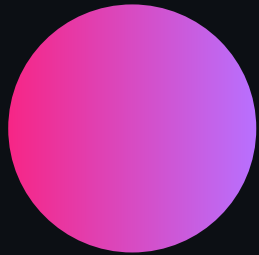
Appear credible by displaying sufficient information of participating enterprises

- Clear display of logo and name of participating vendors
- Write-up of vendors is included below shop description to contextualise offerings to social causes and draw significance to user contributions
- Contact information and official social media accounts are displayed for further verification & engagement.





Improving our design



Usability test

Objective:

To test the functionality of the website
with the Gen Zs

Tested Users:

- 2 students from SMU, 23 and 20 yo
- 2 students from NAFA, 23 and 20 yo
- 1 student from NTU, 20 yo



Test Tasks

01

You've chanced upon Playpan website on social media and you want to explore the page.

02

You want to find out more about the retail options in this map.

03

You love to read and there's a second hand bookstore called Thryft. You would like to find out more about the store and share it with your friends about it.



Goals

- Playpan Stories
- Navigating the interactive map.

01

- Functionality of the filtering options

02

- Locate store @ L2
- Locating store information page

03

Test Tasks

04

You are looking for thrift events and are wondering if there are any scheduled in September. How would you locate the event?

05

There's a race pack collection happening for Great Green Run.. How would you find out about the Great Green Run?



Goals

- Find event schedule

04

- Locate event and information page

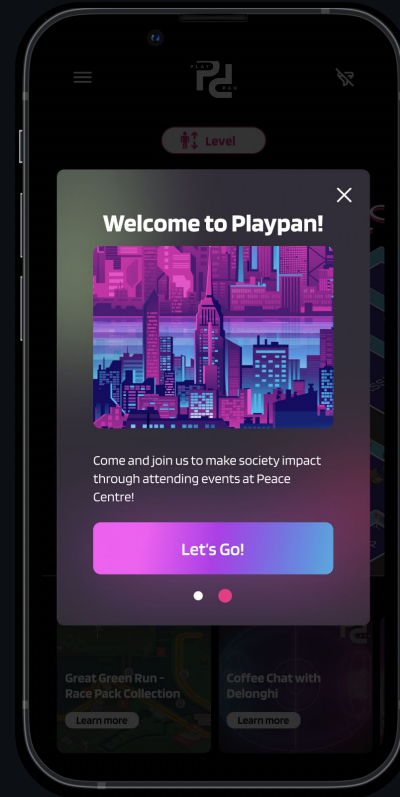
05

Usability issue #1

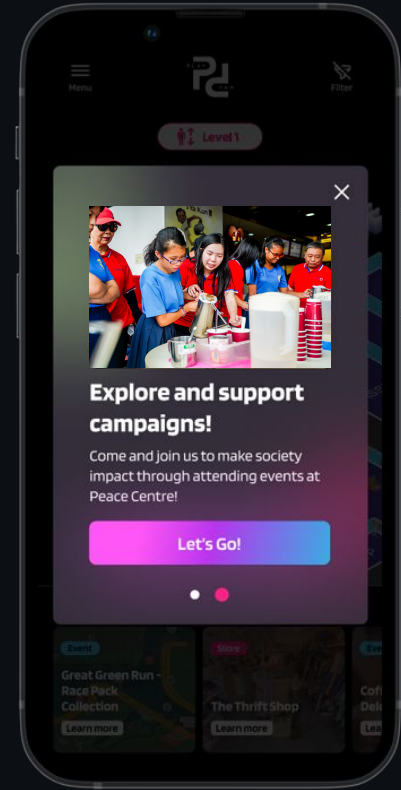
80% User either skipped the introductory modals or didn't read and notice only photo and header

Iteration

More relevant images and headers were introduced for easy comprehension at first sight



Before



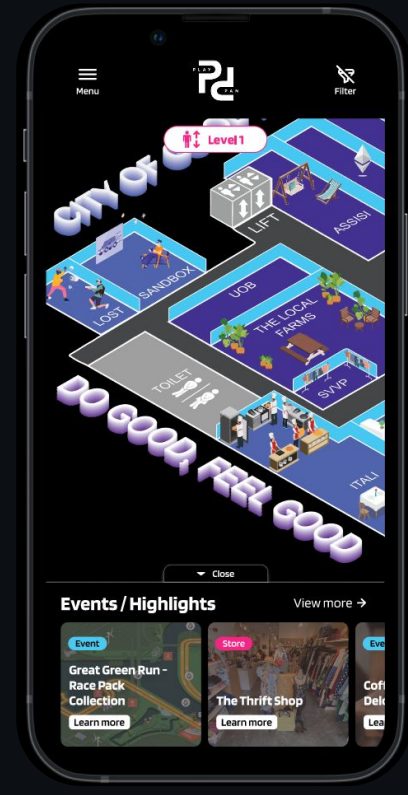
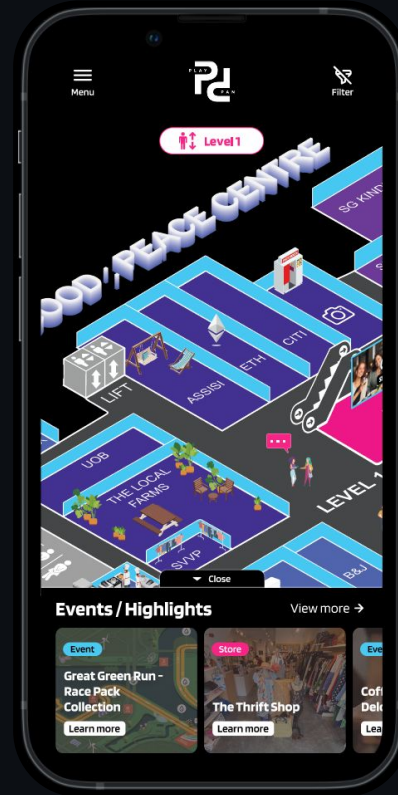
Iterated

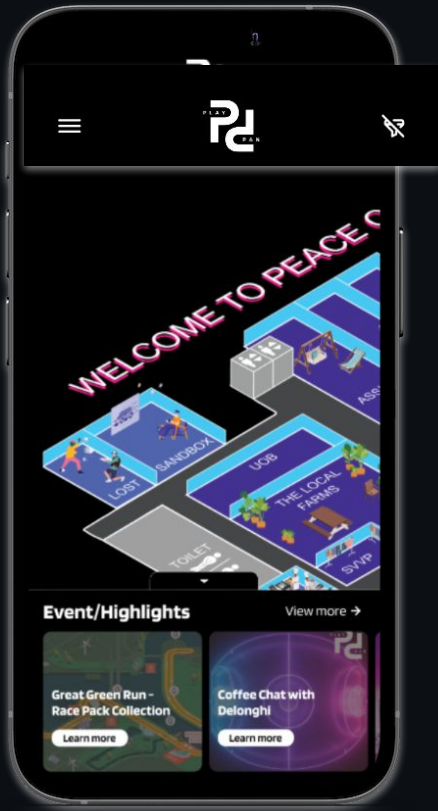
Usability issue #1

80% User either skipped the introductory modals or didn't read and notice only photo and header

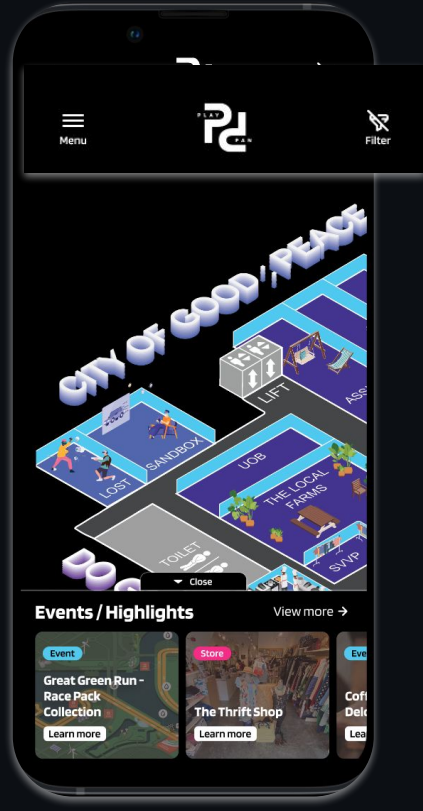
Iteration

Slogan of "Do Good, Feel Good" were introduced on the interactive map to contextualise the event





Before



Iterated

Usability issue #2

80% users either did not notice the filter icon on landing page or did not know they can filter according to the activity type.

Iteration

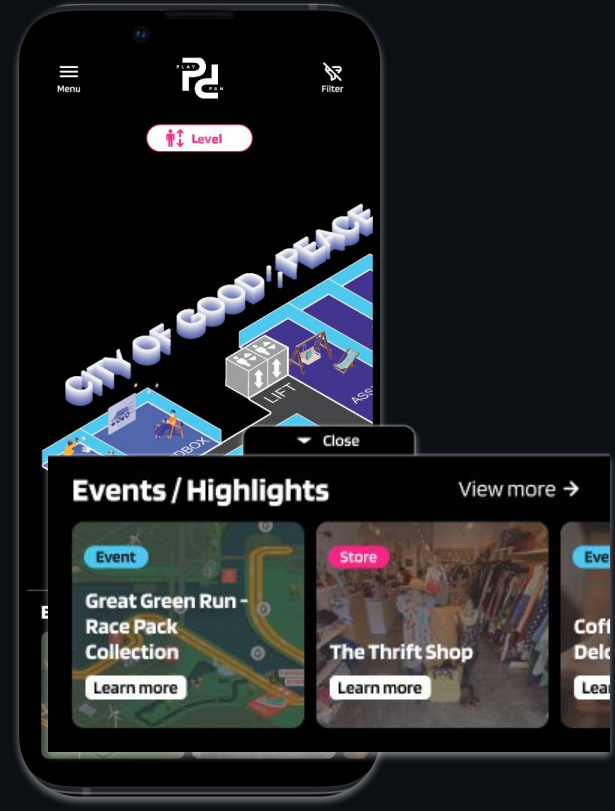
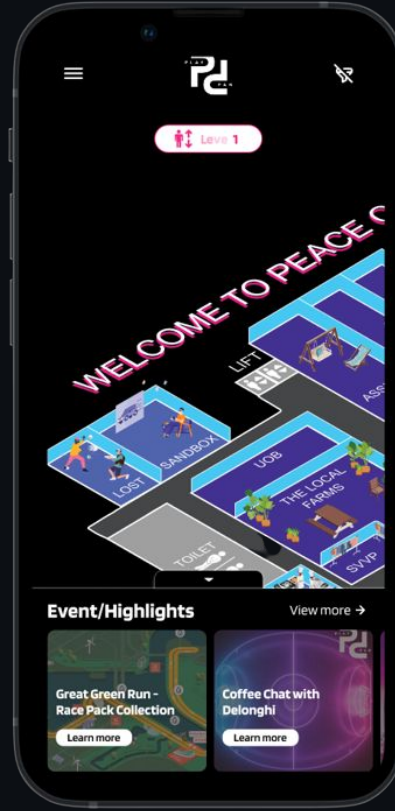
Added text below the filter icon so that feature is clearly labeled

Usability issue #3

60% users thought “Event highlights” bar is a pull up gesture

Iteration

Labeled the interaction to let user know that clicking on it will minimise the bar



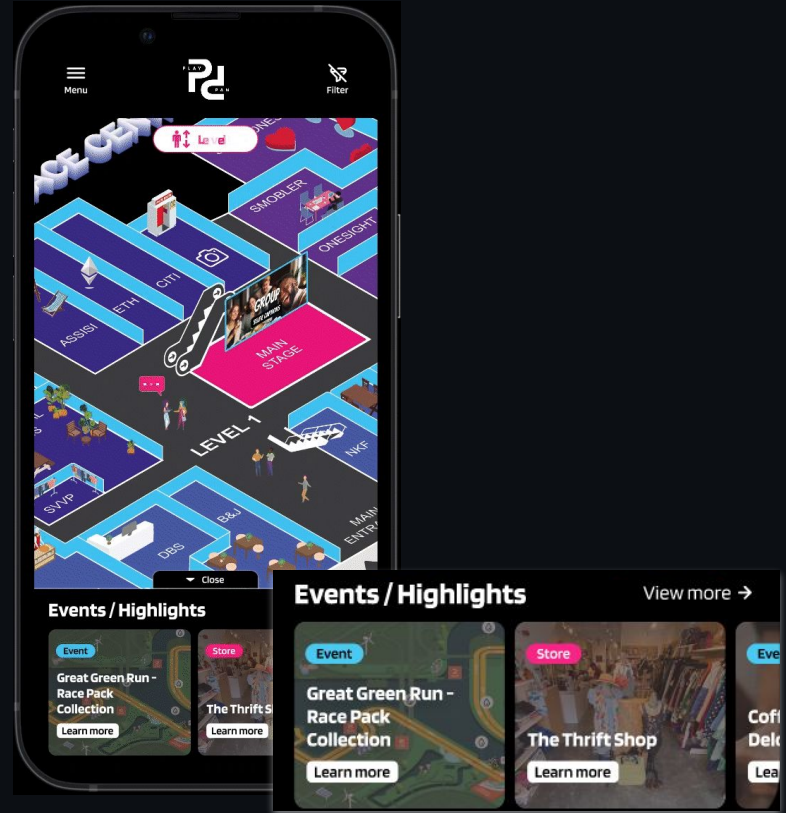
Iterated

Usability issue #4

40% users had difficulty deciphering between stores and events. They went for the menu bar or highlights to find out more.

Iteration

- Introduced more tabs - highlights, events and stores for clearer differentiation.
- List view of stores which can be navigated from the menu.
- Included tags for each activity for clearer understanding.



Usability issue #5

40% users want to see more information on product page

- What the shops are selling
- Reviews from public and owner stories.

Iteration

- Changed photo of the shop and products in the carousel
- Introduce a review section

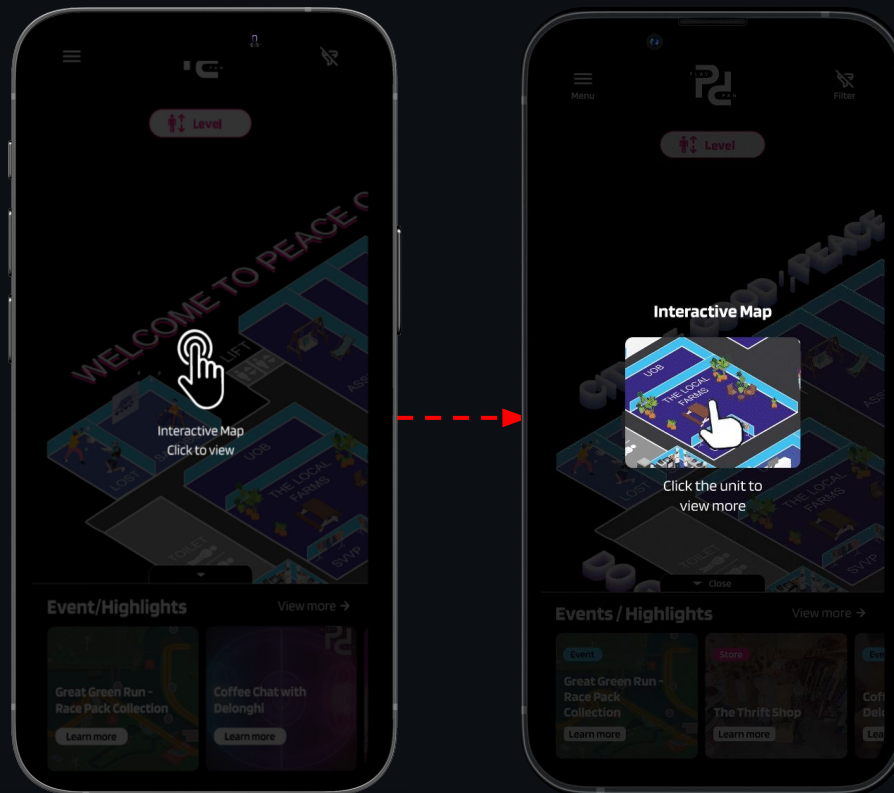


Usability issue #6

40% users did not know that the map was interactive as they misunderstood the instruction.

Iteration

Clearer and animated prompt to show that the map can be clicked to explore.



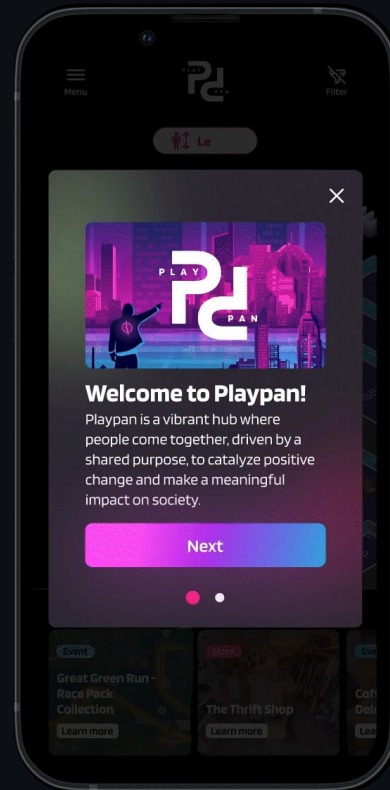
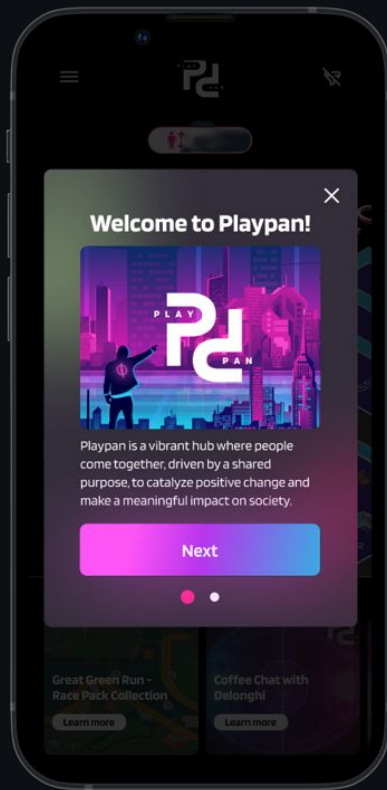
Iterated

Usability issue #7

40% users tried to swipe the introductory pop-up to view what's next

Iteration

Added swipe interaction to align with users' preferred actions



Iterated

Usability issue #8

40% users suggest to have a way to view all the stories instead of just from the animated speech bubbles on map.

Iteration

Added a page of all stories where users can find a list of stories to read



Good takeaways



100% users expressed interest to go for the event as they were intrigued by the interactive map.

60% users found the map useful and are motivated to explore more shops on the website as it is interactive

60% users understand what the event is about through different causes, such as search by cause on 'event schedule' or on shop page

Our limitations



Technological Constraints

- Our designs are based on user research findings and opportunities, without consultation with IT/Engineers, and hence it is limited in terms of feasibility.



Information Constraints

- Due to the nature of Playpan's project being very fluid, we are constrained by the given information and made room for the website being more agnostic.

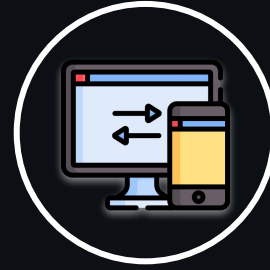
Next Steps



Test prototype with shopowners and understand if the page serves them well



UX & A/B testing incorporating site statistics



Expand prototype to web-responsive website to view on both phone and desktop

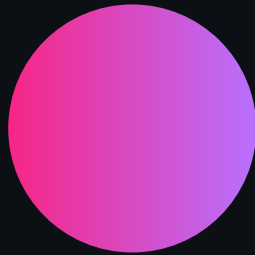


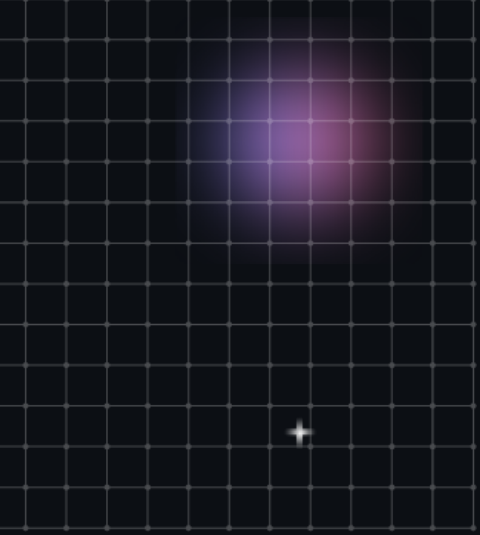
Expand on phygital experience (social media plug-ins, screen spotlights of participants etc.)



Thank You!

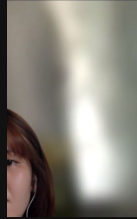
View prototype: <https://tinyurl.com/4p7n7jhy>





For reference



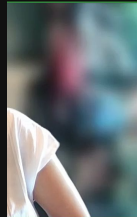


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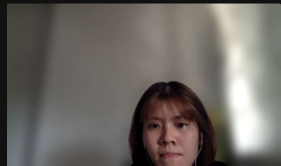
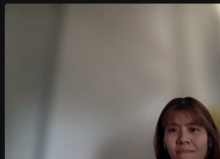


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Links

Documentation (Figjam):

<https://www.figma.com/file/RGzI9Kt3YbQBs4UBOi9BXO/UXDI-Project-5?type=whiteboard&node-id=0%3A1&t=wzxr3w96NtUfRxjS-1>

Usability test:

https://docs.google.com/document/d/1Cmz32TUqwi44_NZka6k5JCntBUqYfrPc/edit?usp=sharing&oid=114533652034075540365&rtpof=true&sd=true

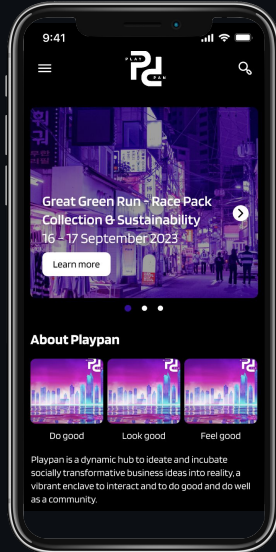
Usability test

Objective: To assess the usability of the high-fidelity prototype

Users: Gen Zs and students from nearby institutions (5 pax)

	Task 1	Task 2	Task 3	Task 4	Task 5
Questions	You've chanced upon Playpan website on social media and you want to explore the page.	You want to find out more about the retail options in this map.	You love to read and there's a second hand bookstore called Thryft participating in this initiative. You would like to find out more about the store and share it with your friends about it.	You are looking for thrift events and are wondering if there are any scheduled in September. How would you locate the event?	You love to run, and you signed up for the Great Green Run, and there's a race pack collection happening. How would you find out about the Great Green Run?
Metrics	Learn about Playpan and stories, and explore the virtual space by clicking on interactive map	Find the retail options using filter	Locate specific store @ L2 and information page	Find event schedule	Locate event and information page
Task type	Problem 1 & 3 - Test the sitemap	Problem 1 - Discover stores using filter	Problem 2 & 4 - Evaluate information and share	Problem 1 - Discover events schedule page	Problem 4 - Evaluate information

Prototype V1

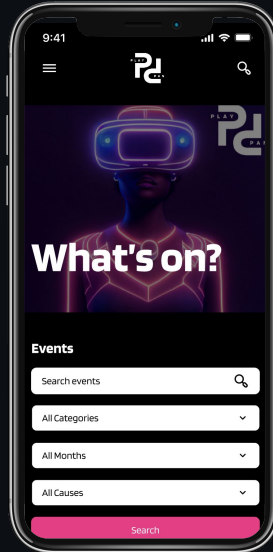


Home Page:

- Promotion carousel
- Playpen concept

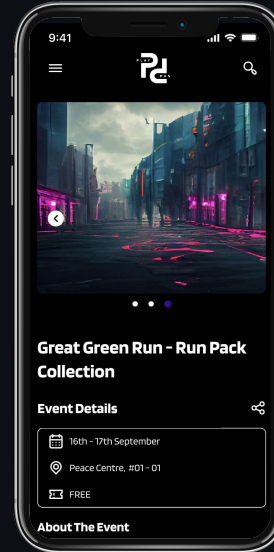
Links to:

- Event Calendar
- Festival Map
- Visit Us



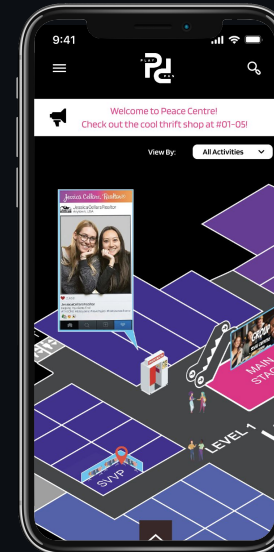
What's On:

- View event calendar
- Search bar
- Filter via causes
- Filter via activity type
- View of



Event/Shop Page:

- Date
- Unit no.
- About the organisation
- "Share" button
- Social links
- Filter via causes
- Filter via activity type

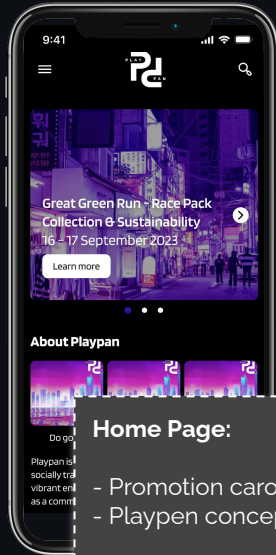


Festival Map:

- Shop locations
- Graphic of shop content
- Filter by causes
- Filter by activity type
- Navigation to level 2
- Social media plug-in
- Interactive speech bubbles

But where is the fun and learning...?

Prototype V1

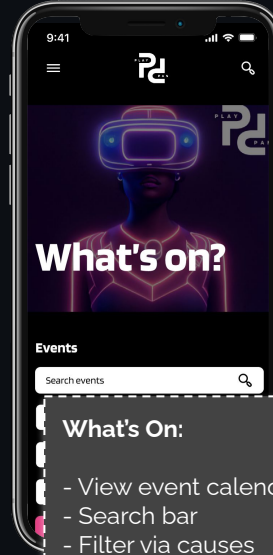


Home Page:

- Promotion carousel
- Playpen concept

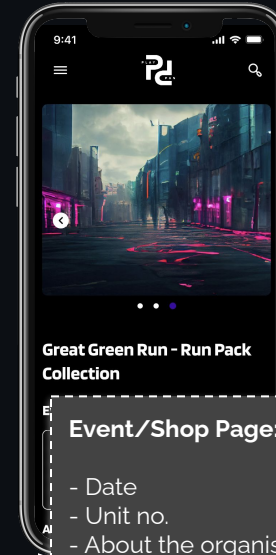
Links to:

- Event Calendar
- Festival Map
- Visit Us



What's On:

- View event calendar
- Search bar
- Filter via causes
- Filter via activity type
- Filter & search results

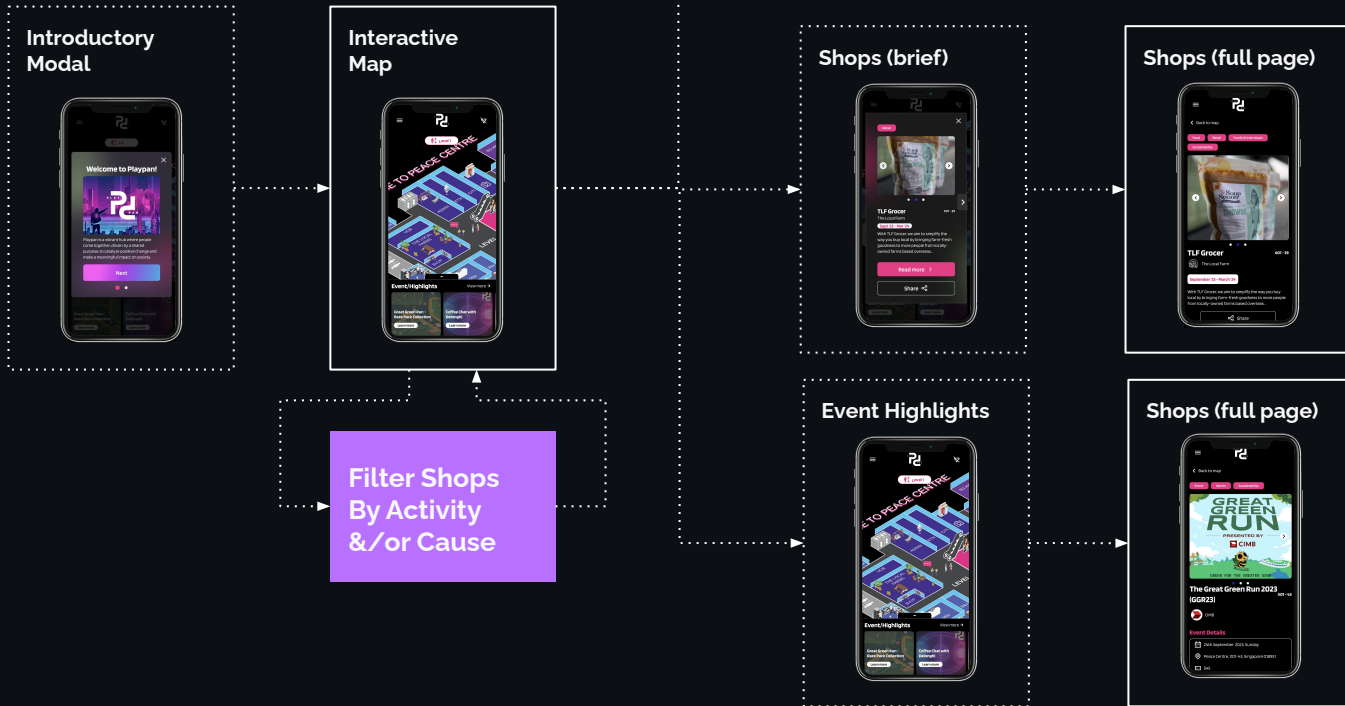


Event/Shop Page:

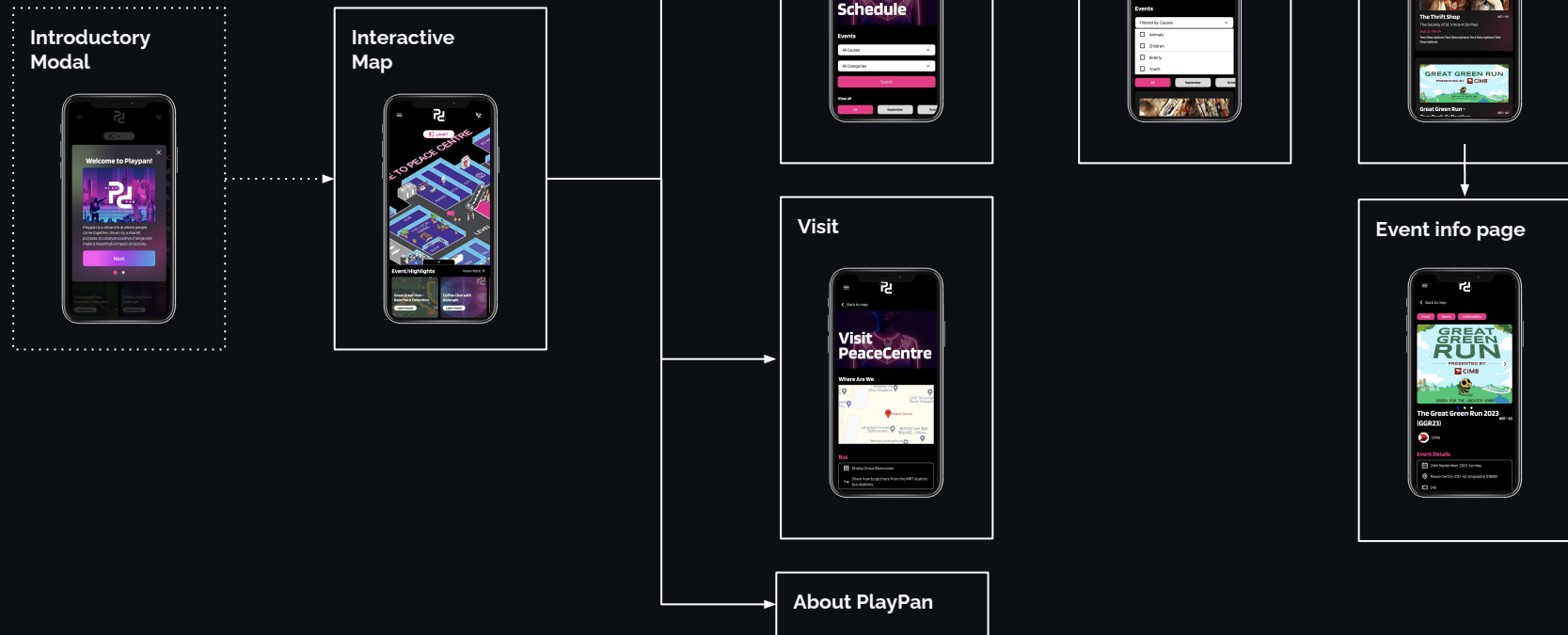
- Date
- Unit no.
- About the organisation
- "Share" button
- Social links
- Filter via causes
- Filter via activity type

But where is the fun and learning...?



Prototype V2



Prototype V2



Usability test results

	Task Success	Completion	Improvement / Feedbacks
Task 1		5 out of 5	<p>User does not know the map is clickable if they skip the introduction</p> <p>User tried to swipe the introductory pop-up to go to next</p> <p>User thought 'event highlights' bar is a pull up</p> <p>User suggests to add a page collating all stories incase they missed it on the interactive map</p>
Task 2		4 out of 5	<p>User either did not notice the filter icon on landing page or did not know they can filter according to activity types</p> <p>User had difficulty finding retails and either tried to look for it under "Event Schedule" or look for it on the map</p>

**** Legends for Task success:**



= coped at the first attempt






= coped but with difficulties



= couldn't cope at all

Usability test results

	Task Success	Completion	Improvement / Feedbacks
Task 3		5 out of 5	Users expect to have a shop list nested in the hamburger menu User wants to know what the shops are selling User wants to view both story from shop owner (product description) and comments by public
Task 4		5 out of 5	User suggests having the events on events schedule to be viewed in order of date
Task 5		5 out of 5	User cannot decipher between shops and events

**** Legends for Task success:**



= coped at the first attempt



= coped but with difficulties



= couldn't cope at all