

What should we do tonight in Springfield?



About Our Work

The following work was conducted at the request of the Springfield News-Leader as they were interested in learning more about what it takes to get people “off the couch and out of the house.” They were particularly interested in helping people uncover new activities and events that would appeal to them.

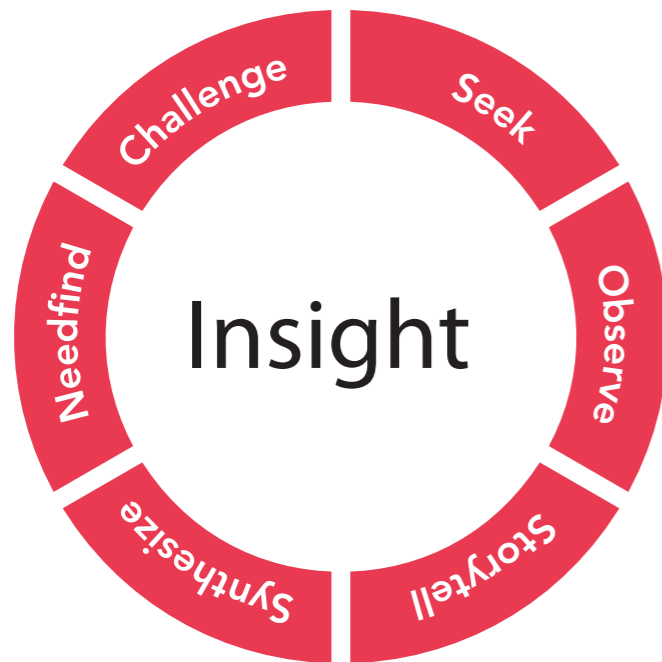
In their initial research, the Springfield News-Leader identified a gap in the local marketplace when they concluded that there was no standout resource for things to do in Springfield. Seeing an opportunity that had a broad overlap with their core competencies, they decided to take a closer look at how people in Springfield choose what to do with their free time.

While the team in Springfield developed the “extreme” personas, created the discussion guide, and conducted the interviews, 11g helped facilitate synthesis, brainstorming, and prototyping.

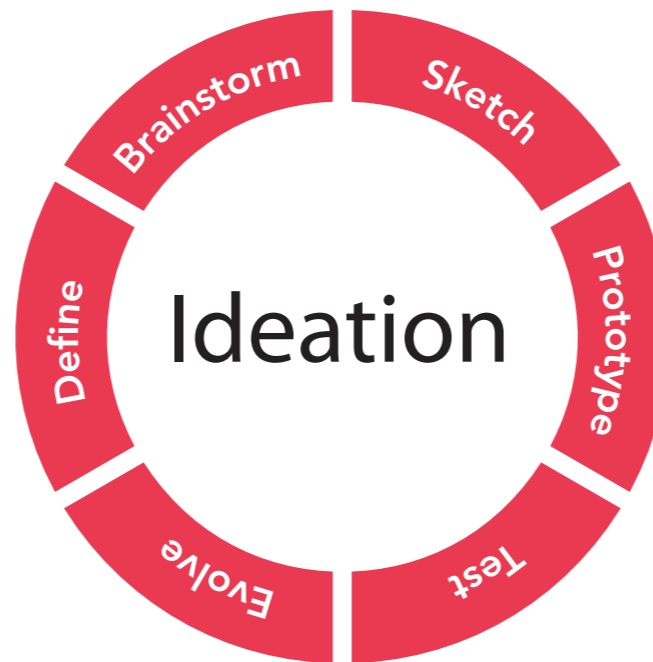
Guiding us was the question:

How might we become the region’s most valued, comprehensive, and engaging source for discovering things to do?

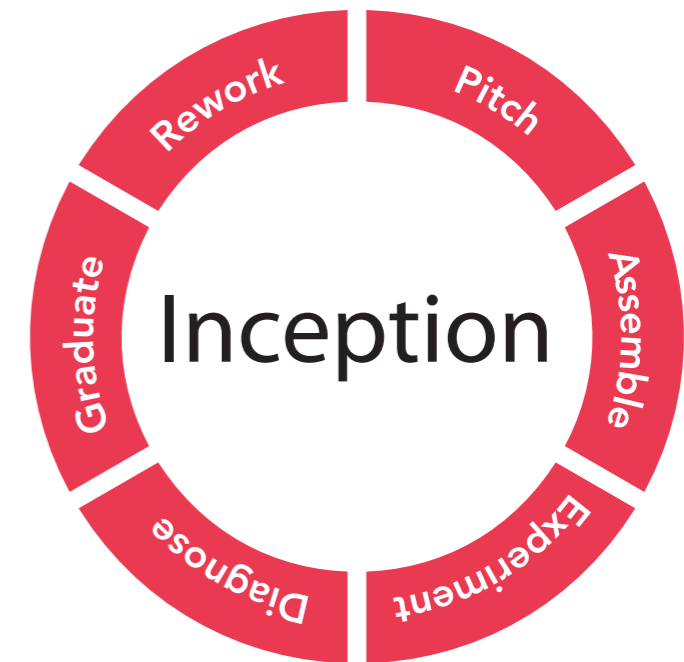
Gannett Innovation Process



Identify the best problem to tackle and look for new, compelling opportunities using ethnographic research



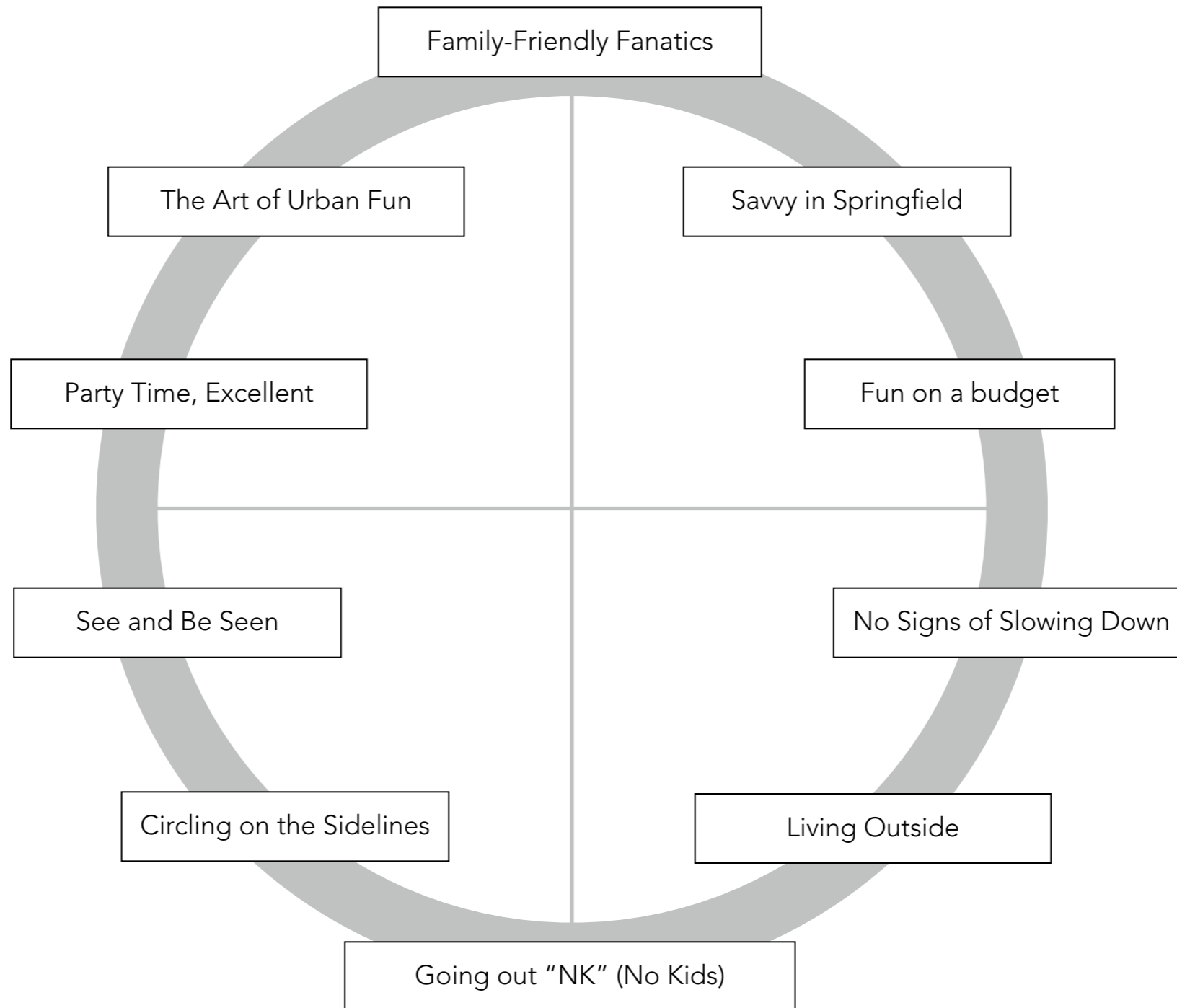
Create hundreds of possible solutions then refine and evolve them through user testing and experimentation



Expand the product concept into a full business model and create a minimum viable product

This report covers the Insight and Ideation phases. First, we identify a set of extremely different personalities to interview about a particular subject. We analyze their stories with the goal of identifying new insights and unmet needs that will be our foundation for the next phase. In Ideation, we brainstorm ideas that address the needs we've established, then prototype and test those ideas with the goal of defining a product or service that will be successful in the marketplace.

Extreme Interviews Overview



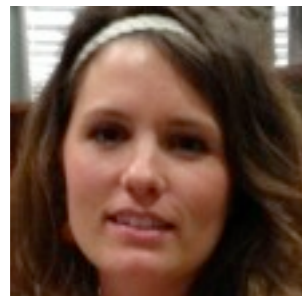
Who We Spoke To



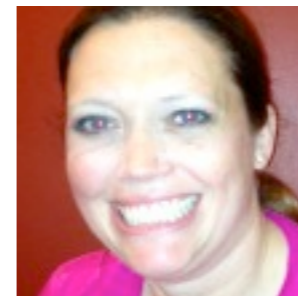
ALEX
Party Time, Excellent!
"Greeks are more plugged in, frosh don't know much at all."



HALLIE
Circling on the Sidelines
"I used to know everything going on... less so now, but with my new job I'll be plugged in again."



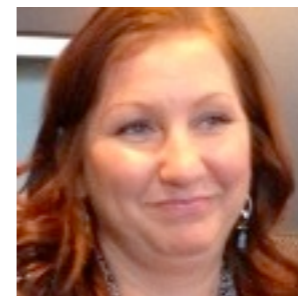
LIZ
Living Outside
"I am the planner in my family."



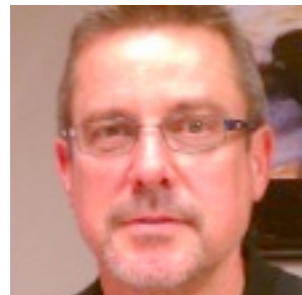
ERICA
Fun on a Budget
"Cost is a factor for a family of five."



KRISTIN
Savvy in Springfield
"I like events with lots of people - you know it will be a fun crowd and you'll see people you know."



AMY
Family Friendly Fanatics
"If we're going to spend money on it, we're going to plan it!"



JOE
No Signs of Slowing Down
"For me, quality events aren't overly noisy or crowded."



MORRIS
See and Be Seen
"I find out about a lot [of events] through meetings and lunches."

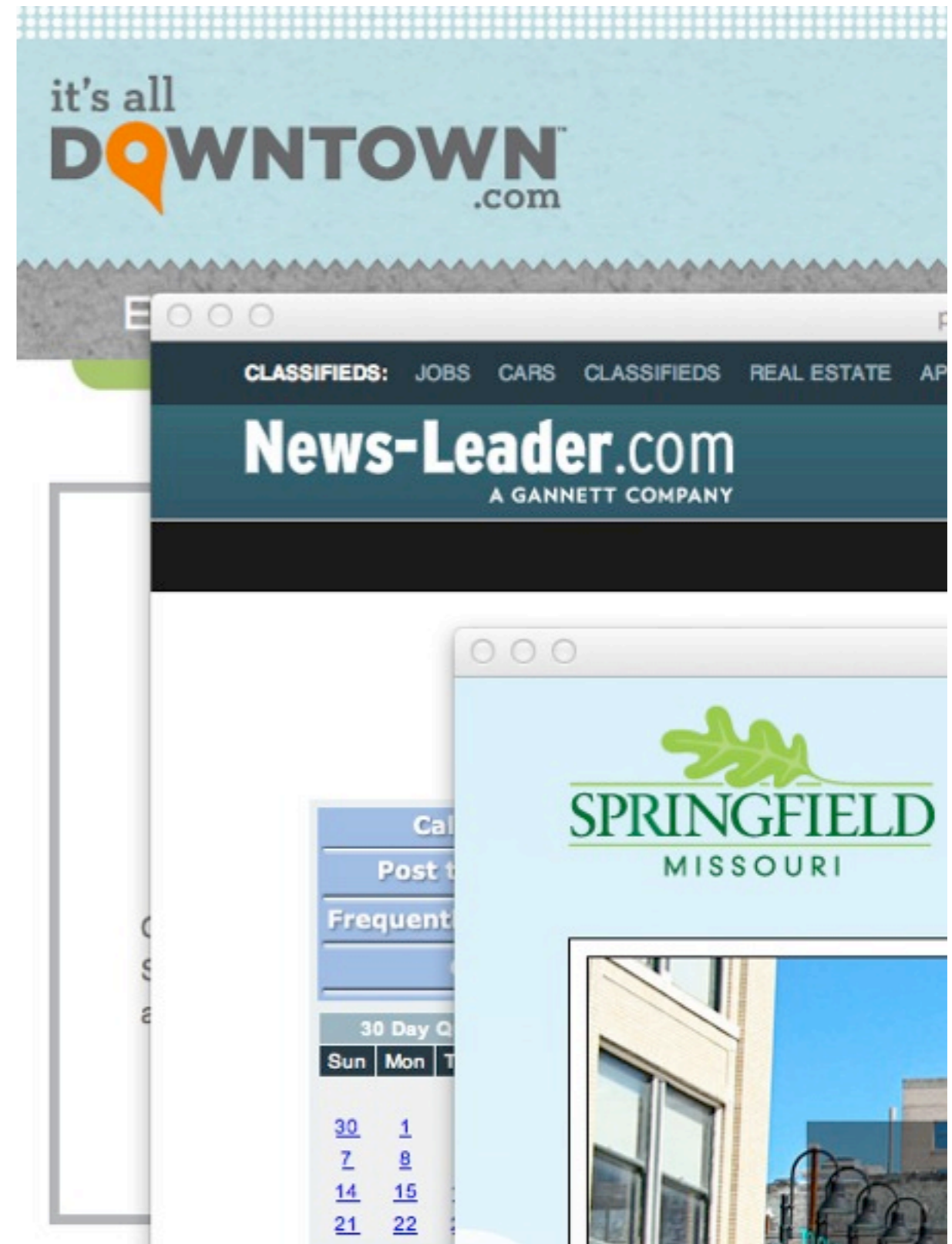
What We Learned

Figuring out something to do with a companion or group is a project on its own. The first task is to find something good, but where? Unless you've received a personal recommendation, you have to do some research, and none of our participants could agree on a satisfying resource for events, much less activities or destinations. Next, one must consider the tastes, quirks and schedules of their companions, and factor in practical matters such as cost, weather, transportation, crowd, reviews, and so on. Even once the seemingly perfect plan is reached, it must be convincingly socialized and agreed to by all parties. It's almost like the planets need to align to make a group outing come together smoothly. Plans remain fragile as many factors can derail a group activity. Despite all these obstacles, people want to get out and enjoy what Springfield has to offer with the people they care about.

Insights

There is no single, go-to source for events in Springfield

While larger cities may have multiple comprehensive event guides, Springfield has no single resource for things to do. Several online and paper-based guides exist for Springfield, and while there is some overlap, each is frustratingly incomplete. The burden is on the individual to consult multiple sources to get a full picture of what Springfield has to offer.



Event listings are notoriously unhelpful

Event and activity listings are often text-only, and don't give a satisfying explanation of what to expect. They are either too vague, too verbose, or read like an advertisement rather than a description. Photos are very helpful if they convey look and feel of an event so people can know what to expect, but videos were considered too time-consuming to watch. People want a good visual coupled with a concise and objective description they can scan that will help them decide if they want to learn more about the event.

Adult Poetry Slam! - May. 16, Jun. 20, Jul. 18, Aug. 15, Sep. 19, Oct. 17, Nov. 21, Dec. 19, - Audie only. No Censorship! Doors at 7pm, show at 7:30pm. Enter at East entrance. To compete, visit www.m...

Bellydance Show Featuring Ruby Beh - Aug. 24 - Celebrate the beauty and elegance of bellydan Beh from Portland, Oregon! Enjoy exquisite dancing from local, regional, and national bellydancers in

Blind Council Performance - Aug. 19 - Each month Conservatory of the Ozarks provides a musica

Buckets N Boards Comedy Percussion Show AREA APPRECIATION - Jun. 7, Jun. 14, Jun Boards Comedy Percussion Show is great entertainment for the Entire Family! Clean Comedy, Amazing Talents!!! Back in Branson for the summer after performing as a Hea... [more info](#)

Flash Mob - Aug. 2 - Be part of a Flash Mob in Springfield on Aug. 2. Specifics of the Flash Mob will b July 21, July 24, July 31. Cost \$5/individual or \$10/family to register for p... [more info](#)

Flash mob practice - Jul. 17, Jul. 24, Jul. 31, - Be part of a Flash Mob in Springfield on Aug. 2. Spec practices are available: July 17, July 21, July 24, July 31. Cost \$5/individual or \$10/family to register f

Home for the Holidays Matinee - Dec. 14 - Come join the Springfield Symphony for this free holid

Ice Cream Social Performance - Aug. 18 - Conservatory of the Ozarks students will be performi

Johnny Mathis Christmas Show - Nov. 15 - Nov. 16 - Join the Springfield Symphony for a cheer-f he covers all the holiday greats! Don't miss this incredible way to kick-off the holiday season.... [more in](#)

KIDZ ROC - Jul. 27 - Jul. 28 - KIDZ ROC is an explosion of dance, singing, cirque performances, mu blow you away. The GoPro dancers, the rock band Armonia, Voltz the LED robot and a cast of ... [more |](#)

Level 1 Improv Classes - Jun. 8, Jun. 15, Jun. 22, Jun. 29, Jul. 6, Jul. 13, Jul. 20, Jul. 27, - The \$ It will run for two hours once a week for the duration of 8 weeks June 8 - July 27, 2013. The class will t

Luke Sherman Senior Recital - Jul. 27 - Come and hear the very talented Luke Sherman perform l

Springfield Symphony Orchestra presents An Evening in Italy Concert - Feb. 15 - Celebrate Italy. We start with the suite from Stravinsky's Pulcinella, a charming ballet based on characters from

Springfield Symphony Orchestra presents Classical and Neo-Classical Concert - Jan. 11 orchestra. From the classical period, the Mozart G Major Violin Concerto is upbeat, elegant, and virtuos

Springfield Symphony Orchestra presents Fairy Tales and Legends Concert - Oct. 19 - Jo legend of Swan Lake in Tchaikovsky's famous ballet suite and the exciting prelude to the opera of Han

Springfield Symphony Orchestra presents Folk Art Concert - Nov. 23 - The orchestra brings and popular dances. Márquez's audience-thrilling Danzón no. 2 has, since its debut in 1994 in Mexico l

Springfield Symphony Orchestra presents Love at First Sight Concert - Sep. 28 - Come ind concert as our new Music Director! The first half of the evening will feature Strauss's lush suite from hi

Springfield Symphony Orchestra presents Russian Fireworks Concert - Apr. 12 - Hold onto opener, full of sizzling and soaring strings. We are pleased to present our 2013 Hellam Competition Wi

Springfield Symphony Orchestra presents Silver, Seville, and Sibelius Concert - Mar. 15 - popular and easily-recognized works for orchestra. We are also thrilled to welcome to our stage for the

“Things to do” are more than just events

When a person is looking for something to do with a companion or group, an event listing alone isn't going to cut it. People also want to know about standing activities, places to visit, and new shops, restaurants, or bars around town. Oftentimes, people don't know what they want to do until it catches their eye. A diverse set of options should be laid out so a person can decide what's right for them.



You are either a Word of Mouth Broadcaster or Receiver

A Word of Mouth Broadcaster is the person who is “in the know” and recommends things to their friends. This person is in high demand for their local knowledge. Most people consider themselves somewhat out of the loop and would much prefer a personal recommendation over a review by a stranger, which they take with a grain of salt. Word of mouth is the number one reason someone will consider an activity, particularly if they hear about it from multiple sources.



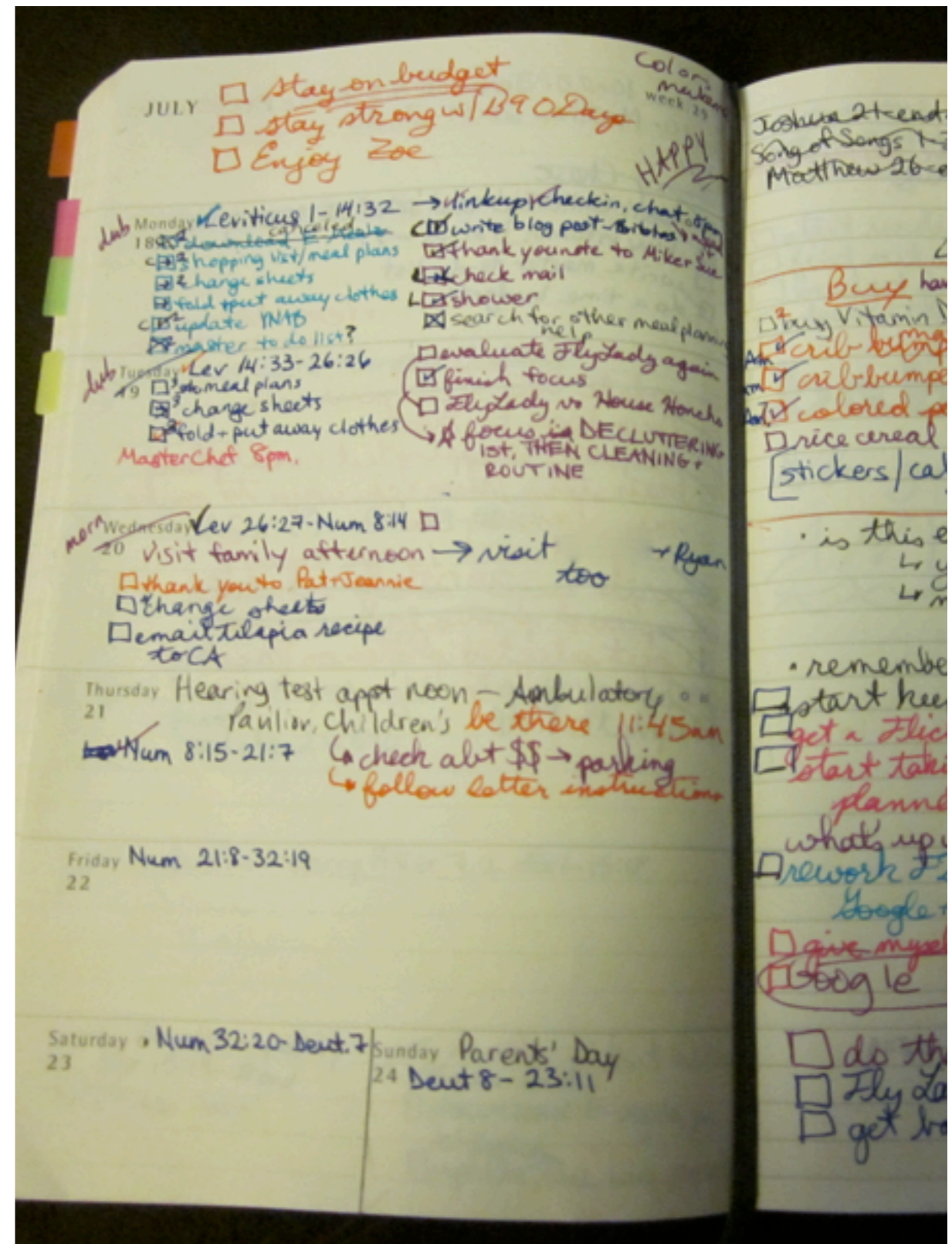
What I want changes with whom I'm with

Events, activities, and places to visit are not one-size-fits-all. The same person could be looking for a rollicking girl's night out on Thursday, a romantic date night on Friday, a kid-friendly family outing on Saturday and a refined classical music concert on Sunday. Time of day, energy level, the people you are with and their ages and tastes are some of the many factors that determine an appropriate outing.



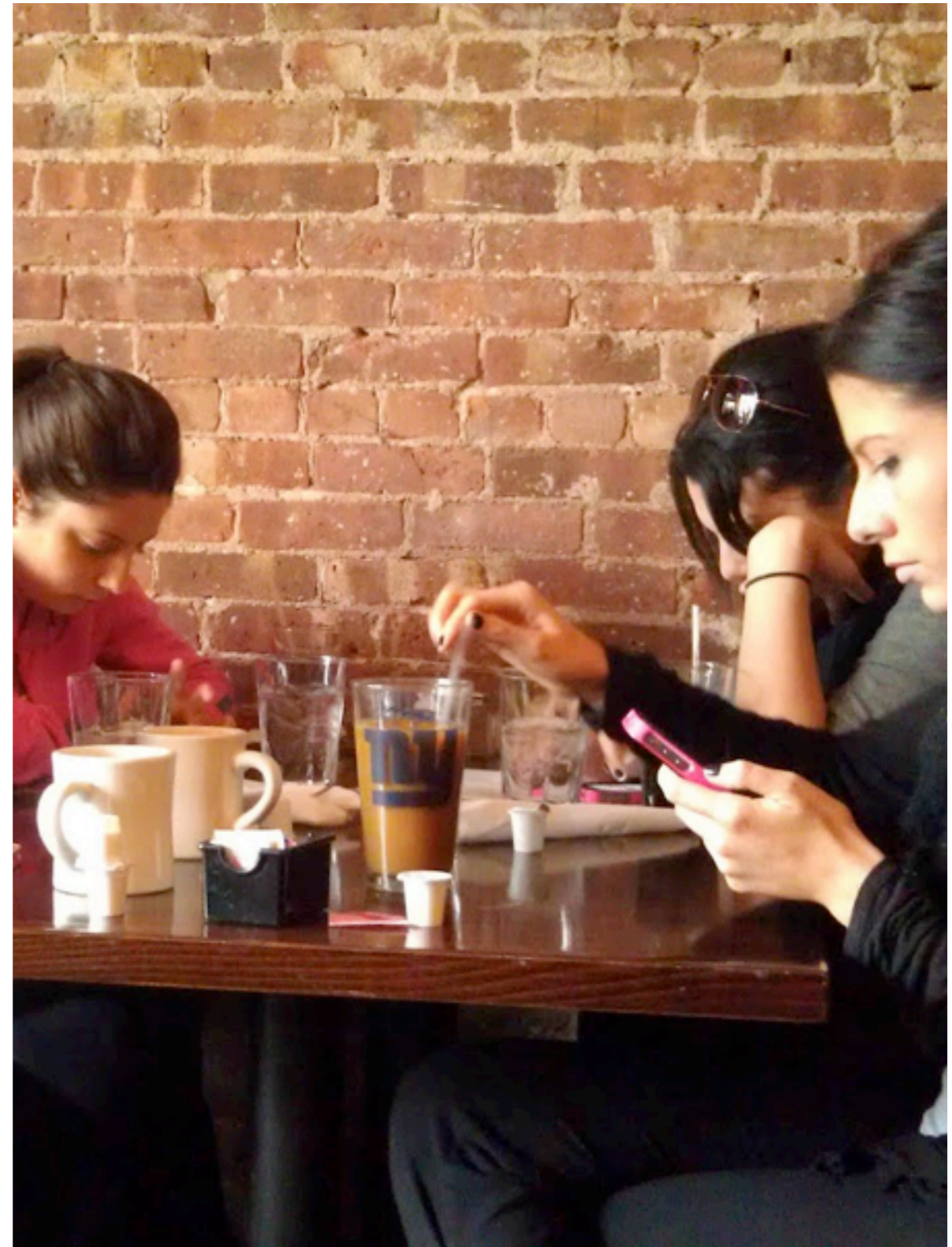
If I can't go, I don't want to know

Everyone has a different schedule, filled with personal and work obligations...not everyone works a 9-5 job and has free evenings and weekends. Part of the hassle of sifting through event listings is repeatedly coming across items that a person is unable to attend. People want a system that knows when they are free and presents them with workable options, whether they're a weeknight club kid, a weekend warrior, or a nightshift worker.



The show must go on

Mood, weather, availability, transportation issues and a host of other variables can ruin a planned outing. When this happens, it's crucial to make new plans on the fly. All the factors that can make a plan go awry are the same factors that must be agreed to in a new plan: it should be close by, affordable, appealing, and so on. It's essential for the planner to keep the momentum going by finding and agreeing to a new plan as quickly as possible. By offering a small number of options to choose from, the planner can prevent the group from being overwhelmed.



People want great events to drop into their laps

People want to have it both ways: They want to know about the can't-miss events in advance but don't want to put in the time to research what's coming to town. They like the idea of a recommendation service that would let them know when an event or activity is approaching, but are extremely wary of too-frequent reminders which they dismiss as noise. The ideal solution is a trusted source who knows your tastes and will notify you in advance about an upcoming event.




Opportunities

The most fertile areas for concept exploration were taken directly from the preceding insights. We crafted “How might we..?” statements to focus our brainstorming efforts:

- 1.Recommendations through social connections: How might we facilitate and accelerate the discovery of things to do through personal relationships?
- 2.Fear of Missing Out: How might we help people not miss out on things to do that would likely appeal to them?
- 3.Recommendation wizard for your situation: How might we help people discover the most relevant things to do for their circumstances?

Prototypes

The Event Wizard

 **THE EVENT WIZARD**

WHO'S GOING?

BY MYSELF	WITH PALS	WITH FAMILY	KIDS	DATE
-----------	-----------	-------------	------	------

WHEN

NOW	TONIGHT	TOMORROW	WEEKEND
-----	---------	----------	---------

WHERE

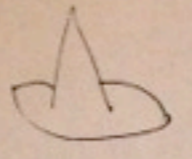
N.E. SPRINGFIELD	DOWNTOWN	N.W. SPRINGFIELD
S.E. SPRINGFIELD	CHRISTIAN CO/BRAWSON	S.W. SPRINGFIELD

WHAT

OUTSIDE ACTIVE	ARTSY	MUSIC
OUTSIDE MELOW	EDUCATION + CULTURAL	FOODIE

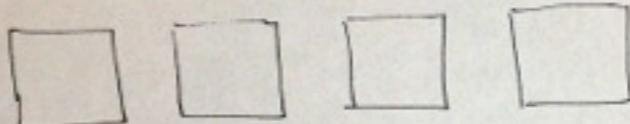
WIZARDRY

COMPLETE LISTING	SURPRISE ME
------------------	-------------

 **THE EVENT WIZARD**

WIZARD'S PICK

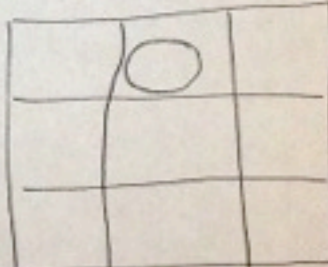
MAY 27, 2013
SPRINGFIELD CARDINALS
VS
MIDLAND ROCKHOUNDS



THE SPRINGFIELD CARDINALS TAKE ON THE MIDLAND ROCKHOUNDS AT HAMMONS FIELD.

TIME: 6 P.M. - 9 P.M.
LOCATION: 955 E TRAFFICWAY
PHONE: 417-863-0395

PARKING TICKETS



TRY AGAIN!

The Event Wizard

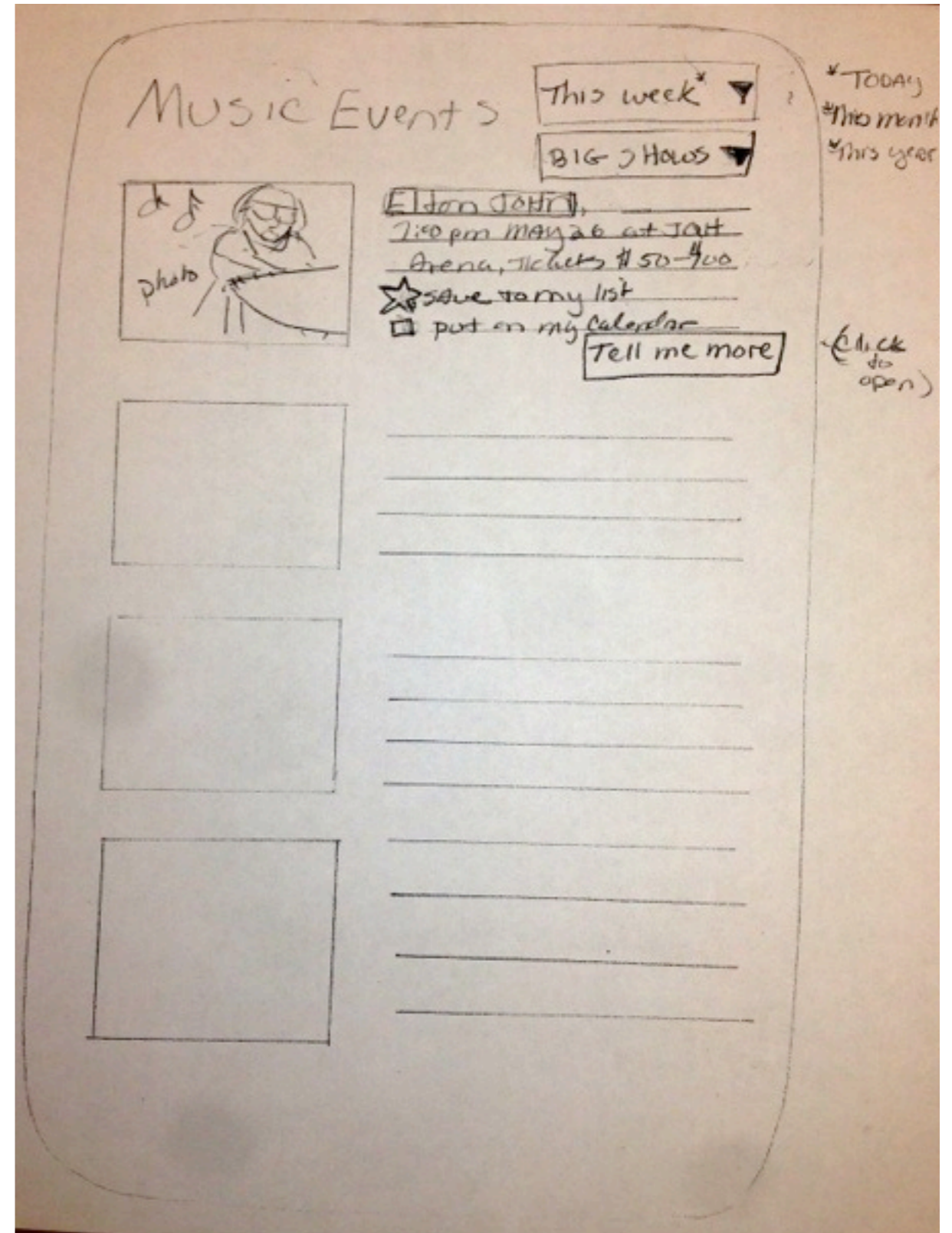
THE CONCEPT

The Event Wizard is an app that suggests things to do through a process of narrowing down options based on a set of filters. The user can choose who's going, when, what part of town, and what sort of activity they're interested in. After the user has made their selections, they can choose to view a listing of recommended events and activities, or click a "Surprise Me" button that presents a detailed screen focusing on one choice, similar to Google's "I'm feeling lucky" button. The service also enables the user to buy tickets directly for a specific event without leaving the app.

THE REACTION

People found the narrowing-down process innovative but overly complex and time consuming, complaining that there were more filters than necessary. It was suggested that it would be useful if the options were trimmed down. Some liked the spontaneity of the "Surprise Me" button while others said they would never use it. Being able to buy tickets directly was a definite plus.

Choose by Genre



Choose by Genre

THE CONCEPT


Choose by Genre presented users with a screen full of tiles, each a specific type of activity (Music, Outdoors, Sports) or filters such as “No Kids” or “Family Friendly”. Selecting a tile or multiple tiles brought the user to a screen of descriptive listings, each with a photo, and options to save the event to a list and export it to the user’s calendar.



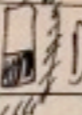

THE REACTION

People loved the simplicity of this concept, appreciating both the categories and the ability to choose multiple categories to filter the listings. They also liked the ability to bypass any filtering by choosing the “Everything” tile. A few people mentioned they would use this over the Events Wizard.




Once they arrived on the Listing screen, people responded very positively to the use of photos, the sorting options, and an “Add to My Calendar” button.

My Bucket List

My Bucket List  38% COMPLETE

EVENTS  ACTIVITIES  PLACES  DINING 

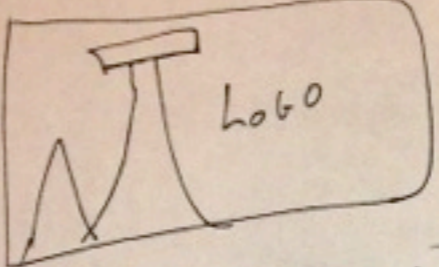
NOT FINISHED YET



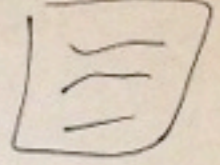
	WHEN ▼	MY RANK ▼
<input type="checkbox"/> ARTSFEST	MAY 10	1
<input type="checkbox"/> JOHN TESH AT JQH 	* TOMORROW *	2
<input type="checkbox"/> BEARS VS. MIZZOU	NOV. 15	3
<input type="checkbox"/> HALLOWEEN PUB CRAWL	OCT.	4
<input type="checkbox"/> FLOAT TRIP ON BUFFALO RIVER	MAY-OCT.	5
<input type="checkbox"/> PYTHON CASTLE	ALL YEAR	6
<input type="checkbox"/>  GALLOWS STATION 	CLOSING FRIDAY	7

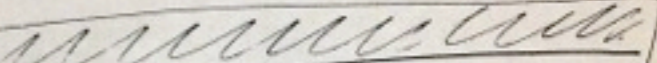
COMPLETED

	WHEN ▼	YEAR COMPLETED ▼
<input checked="" type="checkbox"/> FIREWORKS ON THE FIELD	JULY 4	2012
<input checked="" type="checkbox"/> ST. PATRICK'S DAY PARADE	MARCH	2011
<input type="checkbox"/>		

2

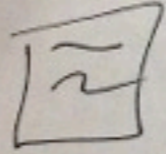


LOGO 

ANGER ZONE 

EVENTS YOU'VE FAVORITED ARE ABOUT TO HAPPEN

- ARTSFEST - TOMORROW
- JOHN TESH AT JQH - SUNDAY

3

My Bucket List

THE CONCEPT

My Bucket List is a resource where you can save events and activities so you don't forget about them, and more importantly, so that you don't miss them. The listings can be sorted by date or rank, and any event that is coming or ending soon gets siren graphics alongside it to get the user's attention. Users can check the items off, increasing their "Completeness" percentage. An abbreviated version of My Bucket List is a "Danger Zone" panel that could appear on the homepage of another app, making My Bucket List a feature of another service.

THE REACTION

People particularly liked the "Danger Zone" idea as a satisfying attention getter. Some commented that they were "list people" and liked to check off items. The screen was criticized for being too busy, dismissing the meters and ranking and "Completed" areas as superfluous. Most people felt My Bucket List made more sense as a feature in another app like Choose By Genre or The Event Wizard.

Moving Forward

Evolutionary vs. Revolutionary

The Events/Activities Guide space is a crowded one, and it may be tempting to just make a “really good” Listings app.

In our testing, participants remarked that all three paper prototypes seemed like good features to be combined into one product. But don't just recombine the most successful features and call it a day. This is your opportunity to go further and brainstorm new approaches to this space with what you've learned. Start with the insights and challenge yourselves to come up with a fresh take on how people can get off the couch and out of the house.

Next Steps

1. Regroup and review the quadrant sheets from all three paper prototypes and brainstorm new iterations. Think of this as a fresh start where anything is on the table rather than just refining what you started with. One of the biggest opportunities identified from synthesis was the value of personal recommendations, but none of the prototypes addressed this.
2. Start the prototyping and test cycle again: develop two or three new iterations as paper prototypes and test them with users.
3. After a few cycles of prototype testing, you'll know what's attractive to consumers and why. Define your product using the "Distill The Essence" exercise on pg.103 in The Orange Book. This will act as a rudder going forward, allowing you to focus on what features will make a difference and what is superfluous.

11g