GRASSROOTS

giving neighbors a sense of community

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Research
Survey
40 respondents
Interviews
7 average neighbors, 6 experts
Co-Design Workshop
10 participants
Storyboards
12 concepts
User Testing
6 prototypes
Unexpected Insights

1. **Pioneers**
central neighbors take the initiative to build community

2. **Involvement**
neighbors want to be involved, but are held back by logistics

3. **Sharing**
people trust their neighbors, even if they don’t know them

4. **Technology**
pople want to use technology to improve their neighborhoods
Trillions of Sensors
The Opportunity

- Personal
- Home
- Neighborhood
- City
GRASSROOTS

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GrassRoots Sensor Kit

Personal
Home
Neighborhood
City
GrassRoots Sensor Kit
GrassRoots Sensor Kit

Neighborhood

- **GrassRoots Sensor Kit (Plants)**: Use this sticker anywhere to measure the health, growth, and type of greenery.
- **GrassRoots Sensor Kit (Weather)**: Use this sticker anywhere to measure weather conditions and changes in the neighborhood.
- **GrassRoots Sensor Kit (Pedestrians)**: Use this sticker anywhere to measure pedestrian and foot traffic on the street and sidewalk.
- **GrassRoots Sensor Kit (Cyclists)**: Use this sticker anywhere to measure bicycle traffic on the street, sidewalk, and bike-related data.
- **GrassRoots Sensor Kit (Animals)**: Use this sticker anywhere to measure the presence of animals or pet activity in the neighborhood.
- **GrassRoots Sensor Kit (Cars)**: Use this sticker anywhere to measure noise levels and frequency on the street or sidewalk.
- **GrassRoots Sensor Kit (Air Quality)**: Use this sticker anywhere to measure air quality around the neighborhood.
- **GrassRoots Sensor Kit (Public Transportation)**: Use this sticker anywhere to measure public transportation usage on the street and sidewalk.
- **GrassRoots Sensor Kit (Traffic)**: Use this sticker anywhere to measure the possibility to another object or create a boundary.
- **GrassRoots Sensor Kit (Wildlife)**: Use this sticker anywhere to measure wildlife, location, and frequency in the neighborhood.
GrassRoots Sensor Kit

Neighborhood
1 Gather Data
1 Gather Data

My Neighborhood

My Data
2 Create Recipes
Create Recipes

Recipe Maker
3
Share & Grow

My Recipes
Share & Grow

My Recipes

Cookbook
View our Video Sketch at http://vimeo.com/101175552
Melissa
New Neighbor and Mom

Rick
Neighborhood Organizer

Scott
Pittsburgh Bike advocate

Improving neighbor connections
Rallying a neighborhood together
City-wide community advocacy
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School of Design 2014

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