

# Hackathon

*Intersection*

# Storyboards

The following three personas help to isolate some of the challenges related to building a sense of community among residents, students and businesses in Midtown



This is Karthik. He's a new graduate student at Georgia Tech. He's new to the United States. He wants to walk to a local place where he can get the best spring rolls.

*Karthik*



This is Regina. She and her husband just moved to Midtown from Boston. (Her husband's new startup just located here.) She would like to know where people who speak English as a second language congregate, so she can practice her recently acquired Spanish.

*Regina*



This is William. He owns a neighborhood bar, pub. He knows he gets a lot of student business; however, he's unsure about how much penetration he has among his resident neighbors.

*William*

# What do these stories reveal?

Synthesis: Midtown is perhaps Atlanta's most diverse community (in every sense of the word); Midtown's inhabitants are also disconnected.

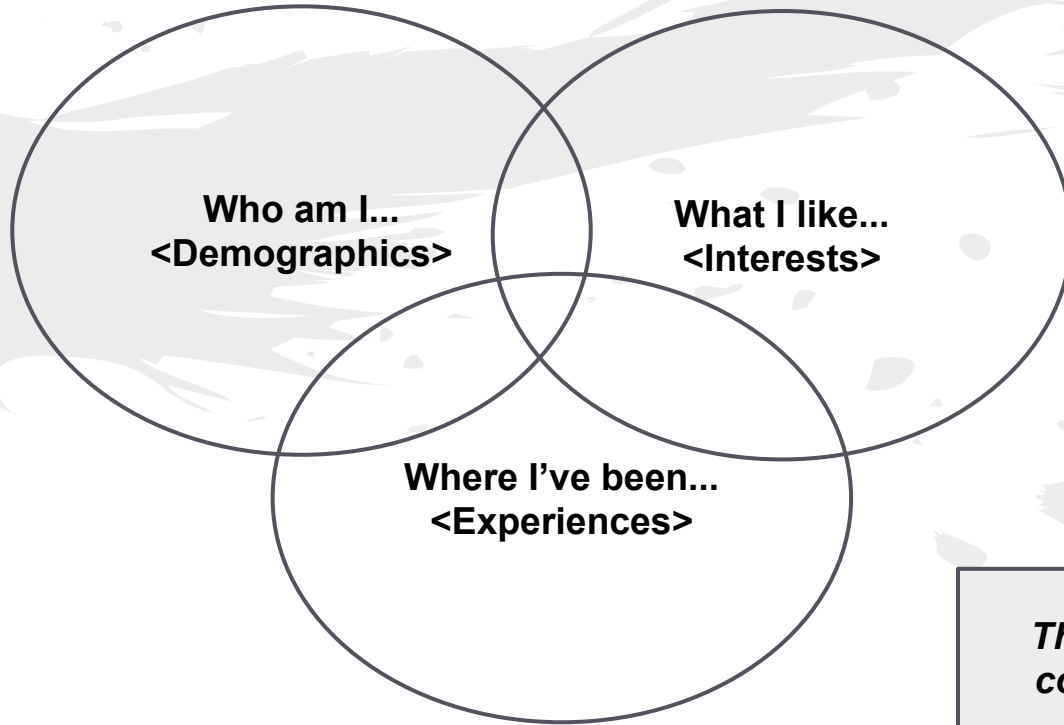
# Solution Hypothesis

The ability to overlay the “communities people belong to” on top of the physical place in which they live can help residents interact more intelligently and more purposefully, thereby facilitating their feelings of a broader *neighborhood community*

Right now, our lot of social tools do not facilitate our ability to:

- Know what communities we **actually** belong to
- Discover things we didn't know about previously
- Aggregate data across these platforms to enable the previous two goals

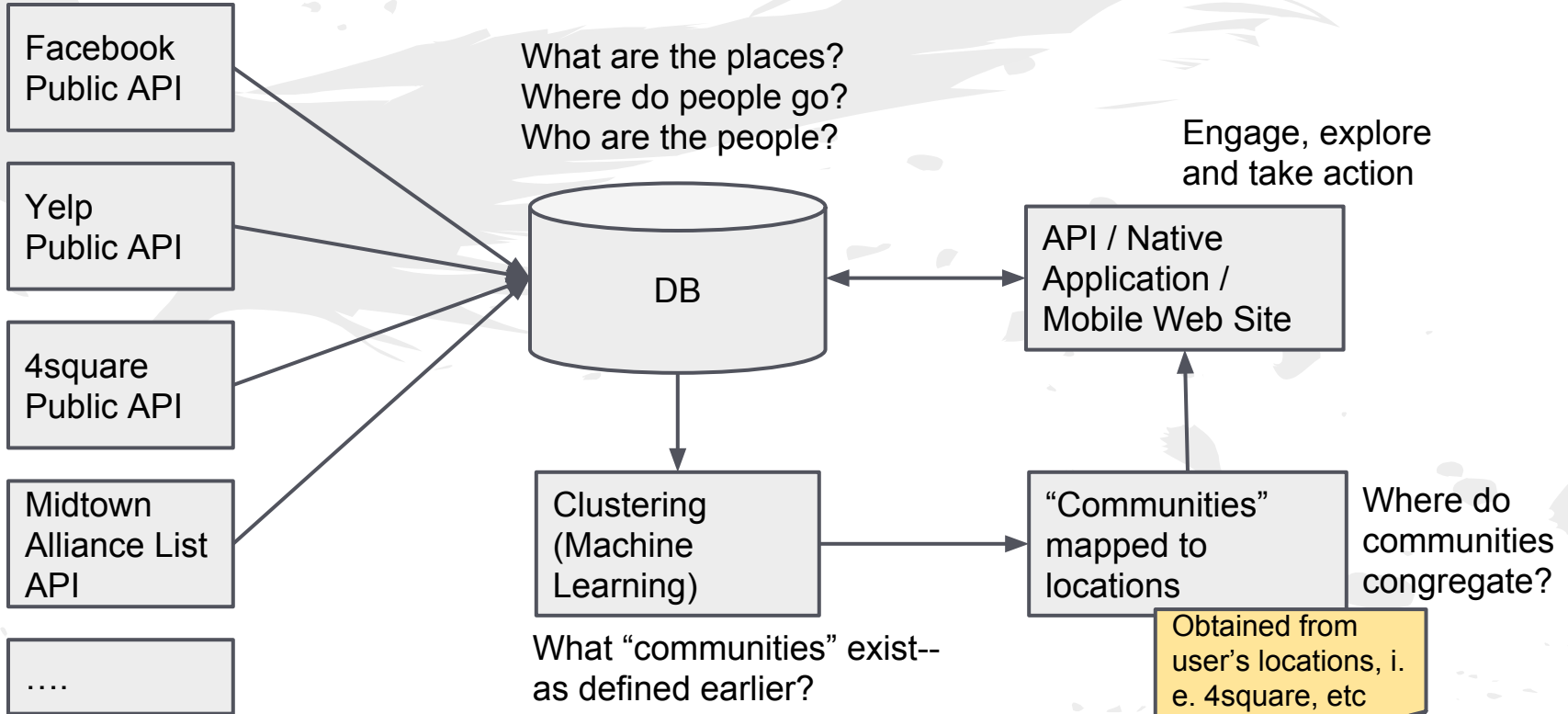
# People are defined by...



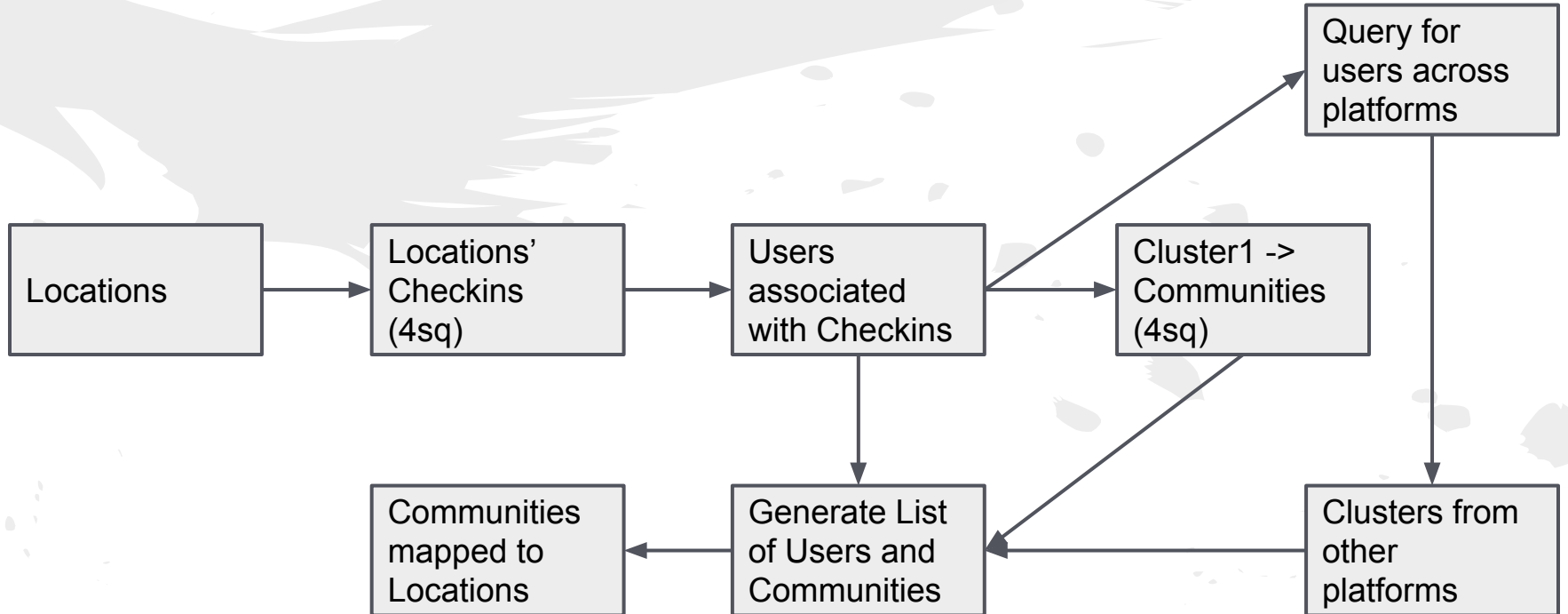
*This is how we define  
community personas*



# Solution...



# Process Flow

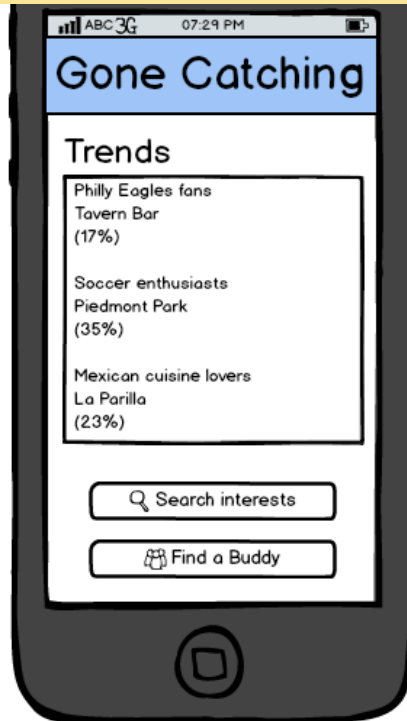


# UI Views - Users

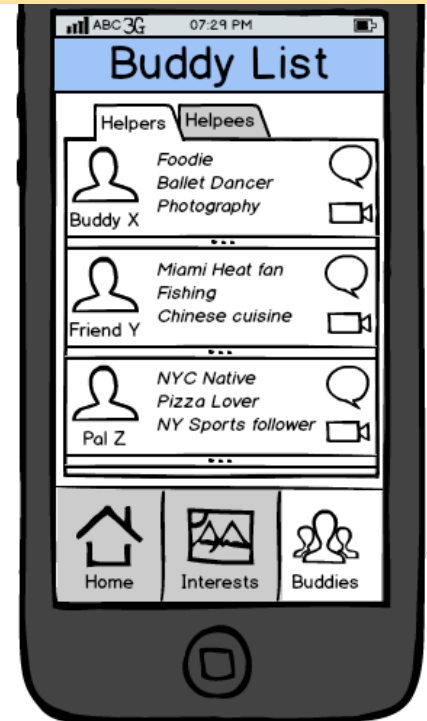
Where does this community hang out?



Where do my communities exist in the neighborhood?



Who are ambassadors / buddies for these communities?

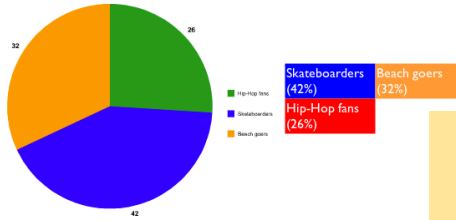


# UI Views - Merchant

Who is my competitor reaching?

**Business Savvy** Identify your local market

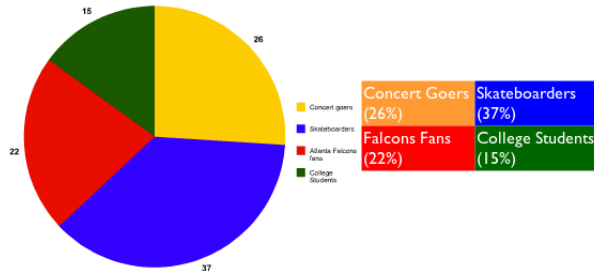
Company X's customer base...



Who visits complementary businesses to mine?

**Business Savvy** Identify your local market

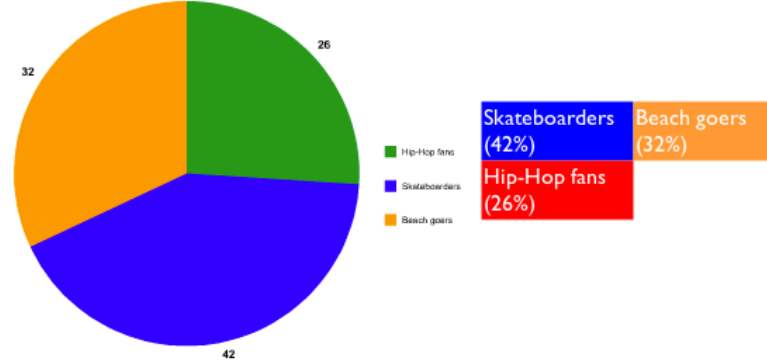
Company Y's customer base...



Who are my customers?

**Business Savvy** Identify your local market

Your customer base...



# Semi-Complete List of Possible Data Sources

- Midtown Alliance Membership List
- 4 Square
- FaceBook
- Google Plus
- Yelp / OpenTable - reviews of merchants are a secondary indicator of attendance
- Secondary data sources - membership lists of Midtown Alliance members and corresponding attendance data.
  - Example: Membership list of Botanical Gardens and corresponding individual member visitation data

# Privacy and Security...

Protect individual user privacy by:

- Pursuing publicly available data first
- Anonymizing user data after obtaining location information
- Aggregating data across large time windows to prevent possible malintent, i.e. racial, ethnic targeting

# Future Directions

- Obtaining real-time presence (realtime checkins via iBeacon/BT or WiFi connectivity)
- Pursuing purchase history as an additional source of location and community data
- Use cases for commercial needs
  - Redemption program and analytics
  - Micro-network marketing