



# **HOBOKEN APP PROJECT**

Research Synthesis & Empathy Map Results

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## Insight

Residents miss out on joining events, organizations and leagues they are aware of and want to participate in when they miss emails or getting the info to sign up took extra steps they didn't register in time.

## Need

Residents need to be alerted about signing up for events in a clear and easy way.

## Pattern - COMMUNICATION - NOT AWARE

Many emails



Miss out joining events, organizations and leagues



## Insight

There are events and city services people want to use that they don't even know exist. They don't go to the website to seek out this information, rather they find out through social media, word of mouth or seeing it in-person.

## Need

People need to be aware of events and city services they would be interested in.

## Pattern - COMMUNICATION

### Found out on Social Media

Finds out what is going on in town thru Facebook

If wasn't scrolling thru FB wouldn't know about huge things in town

Found out Hop running again on Reddit

Found right dog parks thru trial & error, on social media reading discussions

### Word of Mouth

heard about green team thru word of mouth

found league thru word of mouth, would have been nice if the city had promoted

"I feel like a lot of times in Hoboken, in my experience with recreational sports in particular, it's kind of like a word of mouth thing"

Neighbors offered help for Covid Vac in Bulletin boards

### Discovered an event / service in person

we don't go to church Square Park, because there is no separation. Okay, it's just, it's just one big dog park there

Saw hop at path thought about trying

know from regular route which streets have bike lanes

Didn't know about hop until driver told him (while walking down street)

Saw band & parade going down street & joined in

would show up and couldn't get into facility, it was closed

## Insight

Residents go to the city website because they need info to abide by city rules to do things legally and follow process to register for services & organizations.

## Need

Residents need to find info in clear way that explains unknown terms and processes and has few steps.

## Pattern - DOING

### Using online Hoboken Site

Looks up on website street cleaning, parking passes

applied parking permit online, fairly simple

Signed up in may for Son to attend soccer in the fall, have not heard back so assume nothing happening

Signed up for Nixel alerts but never gets text

"I'm like a stereotypical person in which I don't want to wait on a line and if I don't have to."

### Multiple steps difficult

was hard to join green team, private link, had to email and get added to list (several steps)

Getting parking passes hard finding where to go, takes you to a second site

### Website difficult to navigate

website not easy to use

couldn't figure out resident/non-resident passes, not clear which to use

Website difficult to navigate all parking permit info

## Insight

There is no way to find detailed information about some city services & requests online.

## Need

Residents need to easily get information for city services & requests.

## Pattern - COMMUNICATION

Aware of Event / Service, Don't know Status



## Insight

Parking permit applications that have circumstances not explained online or otherwise unclear will prompt residents to call or walk-in for assistance.

## Need

Residents need an easy way to get their questions answered quickly.

## Pattern - THINKING

Info on Web not clear



## Insight

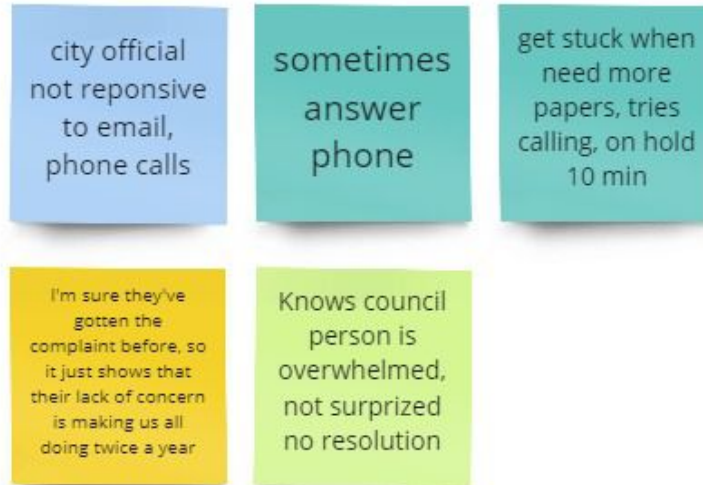
People get frustrated when they can't get ahold of city officials / employees for requests and questions, and do not get a resolution.

## Need

People need a response to their questions and requests.

## Pattern - FRUSTRATIONS

City Officials not responsive



## Insight

People don't feel valued when their needs are not addressed.

## Need

People want their needs to be addressed.

## Pattern - FEELING

Don't feel valued

no reply = feel like not a valued member of Hoboken Community

Most attention is falling onto people like young families

Older mother can't use tech, she has to use park mobile app for her

There are local people and organizations with knowledge the city could better utilize rather than hiring 'experts'

afraid to ask for reservation because told no many times

## Insight

People feel positive about communication when they make contact with an official or employee who relays information quickly and resolves or has suggestions to resolve their request.

## Need

People need to know their questions and requests will be resolved.

## Pattern - POSITIVES

Positive Communication w/ city

Answered phone first time called

If City cancelled game would find out from rec league

Emailed Stevens pool coordinator and got answer

Stirred up a hornet's nest, got politicians attention and then got positive result.

floated idea to green team / mayor's assistant and they were receptive, said send proposal

in-person employee was really nice, said 'if someone tells you otherwise say you talked to me'

Your cousin was telling me about this... Just send me the form

## Insight

When residents know who to contact at the city for information on their recreation league, parking permits, city projects or requests they have a quicker resolution.

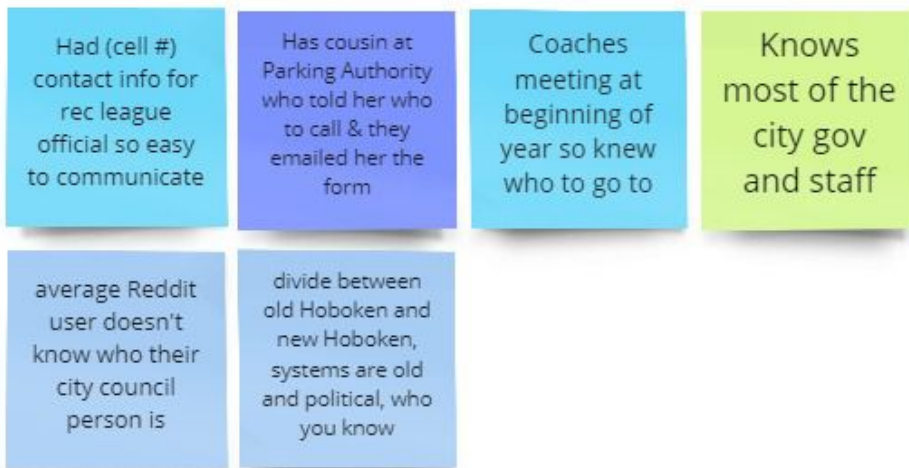
## Need

Residents need to know who to contact at the city.

## Pattern - COMMUNICATIONS

Positive Communication w/ city

Knows who to talk to



## Insight

Nixel alerts get read more than an email, but users don't click on alerts not relevant to them

## Need

Residents need to see the notifications for events/ emergencies/ issues they want to sign up for and news that is important to them, and not the irrelevant ones.

## Pattern - COMMUNICATIONS

Nixel alerts get attention, but not all relevant

Get Nixel alerts on phone, good during covid

"I don't check them as often anymore, just because I feel like after a whole year of the pandemic and like through it I just don't feel like clicking on every single news or updates anymore"

Nixel alerts for, construction & pothole info more for ppl who have cars, not all relevant (to me)

want to opt into alerts and not get bombarded by everything & all emails

text messages or notifications come up very easily on my phone, so it's just kind of a quicker access.

## Insight

Hoboken city coordinates and promotes some outside non-profit organizations but there is no centralized record of which ones the city works with or endorses.

## Need

Residents need to know which non-profit organizations are legitimate and be aware of them when choosing services to use or donate time/ money to.

## Pattern - COMMUNICATION

Legitimatization

