



DESIGN, RESULTS, AND CHALLENGES

SAVI COMMUNITY PROFILES

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Polis Center, Indianapolis


Purpose

- Community Profiles was second most common use of SAVI.
- But the tool was not as fast or user friendly as it could be.



Advisory Committee

Input from user interviews





“Data can be the catalyst that convinces others to make a difference in their communities”

Abbie Holt-Park
Age 28
Location: Indianapolis, IN
Work: Entry-Level Case Manager
Family: Recently Married, No Kids
Living Situation: Apartment in the Clifton 47th Neighborhood of Indy
Phone: Samsung Galaxy S7
Car: 2016 Honda Accord
Drink of Choice: Martini
Hobby: Traveling with her husband

Client | Research | Account

Personality
Practical | Strategic
Business | Technical
Data | Analytical

Technology
Desktop: Dell
Mobile: iPhone 7
Wearing: Smartwatch




“We work with communities, so we need community level data. Simple as that.”

Carol Larson
Age 40
Location: Carmel, IN
Work: Community Planning
Family: Married, 2 children
Living Situation: 3 BR home on the Northwest Side
Phone: iPhone 7 plus
Car: 2015 Nissan Rogue
Drink of Choice: White Wine
Hobby: Reading Mystery Novels

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“I don't do things the 'standard way' so I need a data tool that can accommodate that.”

Adrian Beccera
Age 31
Location: Zionsville, IN
Work: Metropolitan Development
Family: Single
Living Situation: Rent 1BR home in the Eagle Village Neighborhood
Phone: Google Pixel
Car: 2016 Jeep Wrangler
Drink of Choice: Craft Beer
Hobby: Hiking

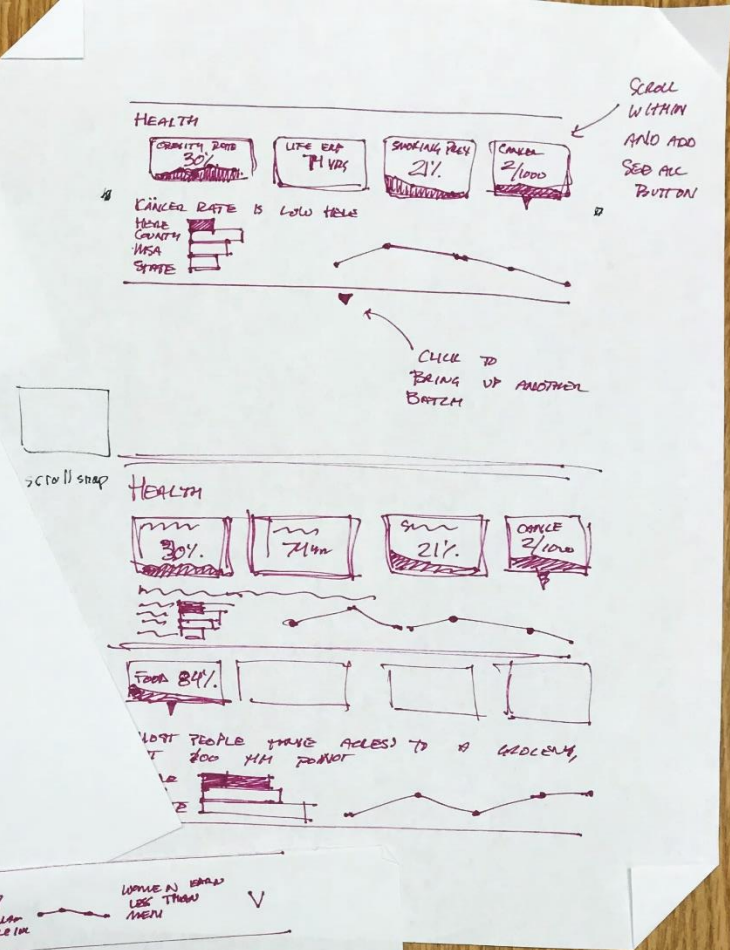
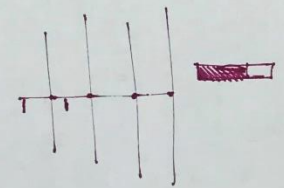
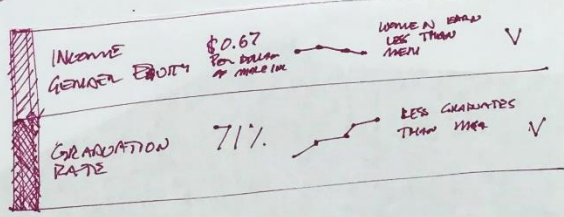
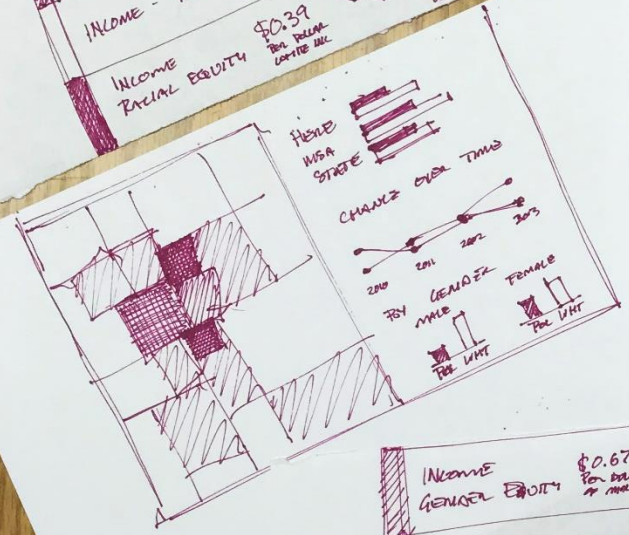
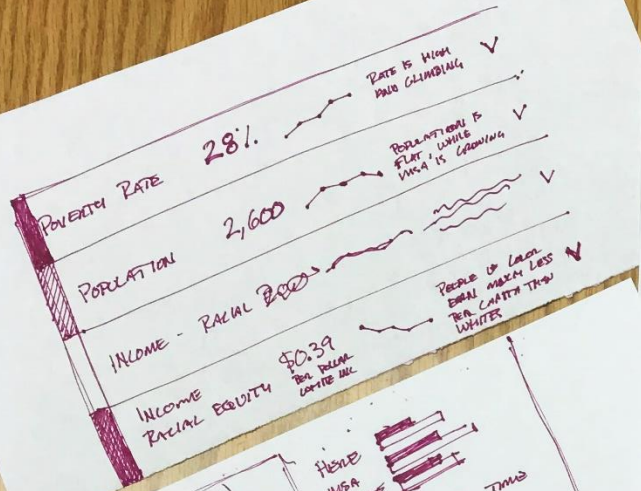
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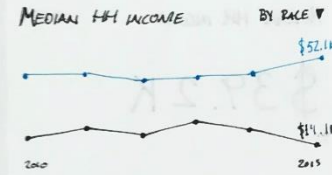
Lots of drawing!



④ / ⑤

MY AREA'S COMMUNITY PROFILE

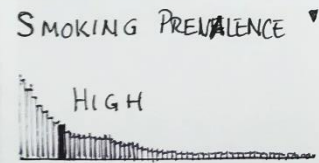
OVERVIEW



HIGH SCHOOL GRAD RT STAT ▾
75% OF SWEDEN LEAVES
GRADUATE

POPULATION STAT ▾
2,600 PEOPLE

INCOME INEQUALITY STAT ▾
RACE
\$0.39 OF INCOME FOR PEOPLE AT BOTTOM
\$1.00 OF INCOME FOR LEAST
GENERAL
\$0.67 OF INCOME FOR LEAST
\$1.00 OF INCOME FOR MOST



REPORTING POOR MENTAL HEALTH STAT ▾
HIGH

AVG DAYS ON MKT STAT ▾
21 DAYS ON MARKET



Paper
prototypes

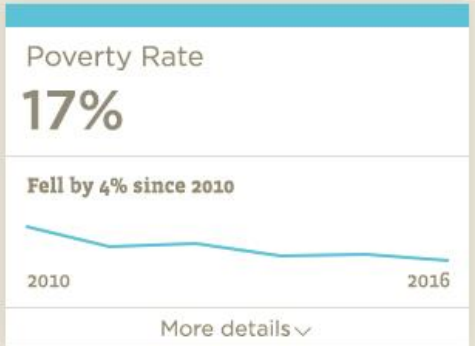
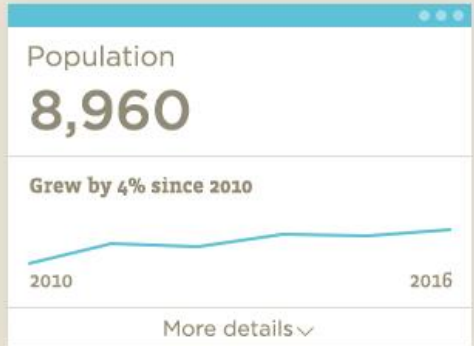
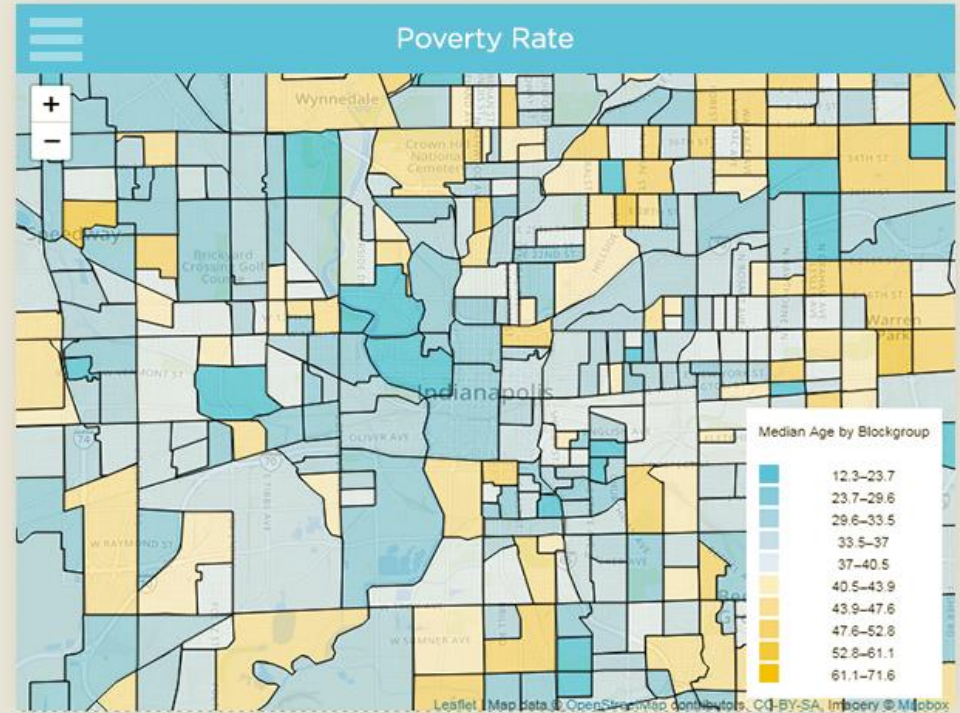
My Area

Click "My Area" to change your title

Community Profile



Digital prototypes



Facts and History

You selected 3 tracts. They are in Fountain Square, in Marion County.

Fountain Square was settled starting in 1864, when the Traction Street Railway Company built a turn-around at the intersection of Prospect, Shelby and...

More details v



User-centered design is
difficult in practice.



When you build in-house,
there are dozens of details, ideas, and bugs that
you don't have time to get to.



No matter how user friendly you make the tools,
geo-spatial analysis is a foreign concept to many
people.



profiles.savi.org

