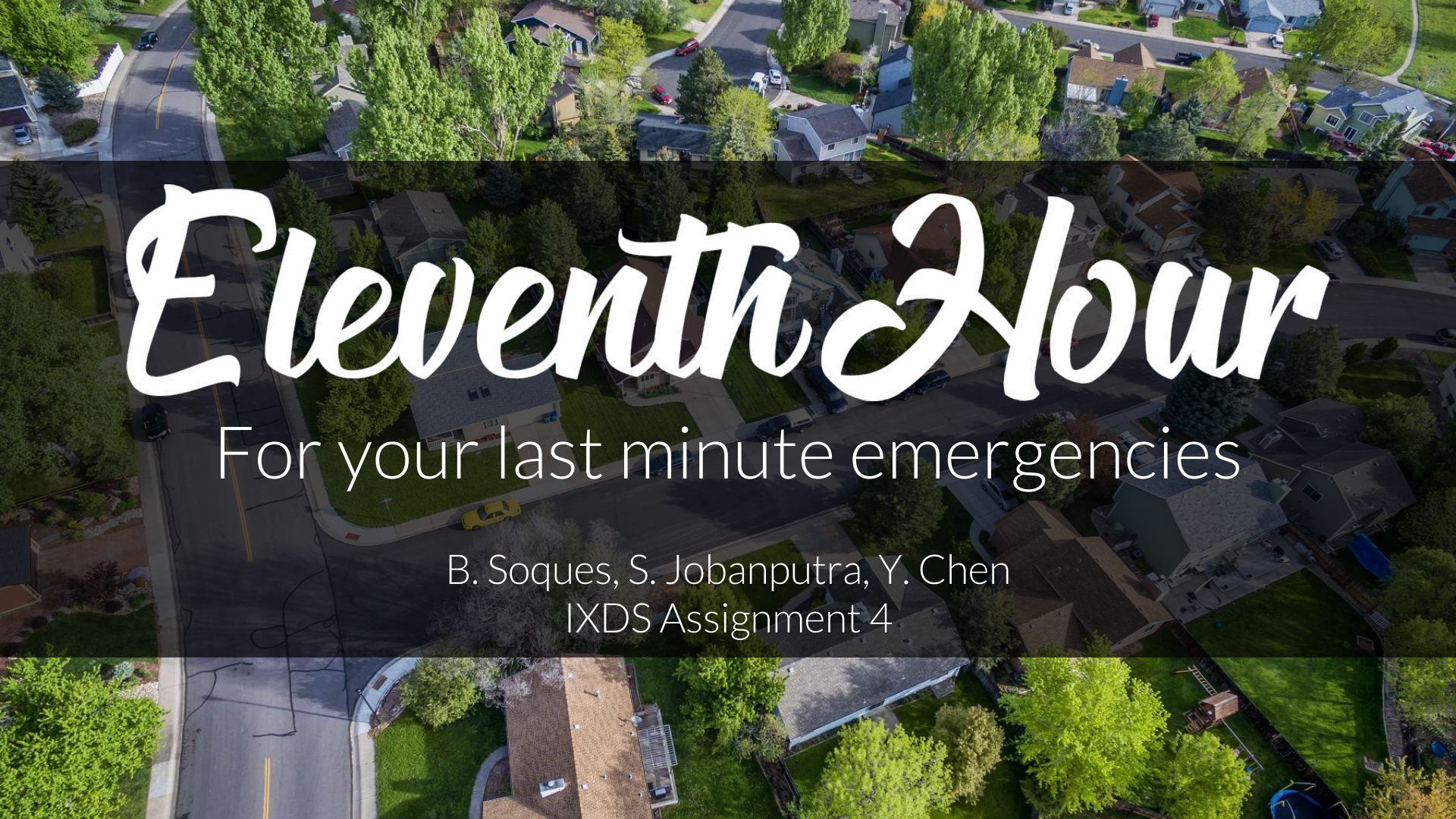

Eleventh Hour

For your last minute emergencies

B. Soques, S. Jobanputra, Y. Chen
IXDS Assignment 4

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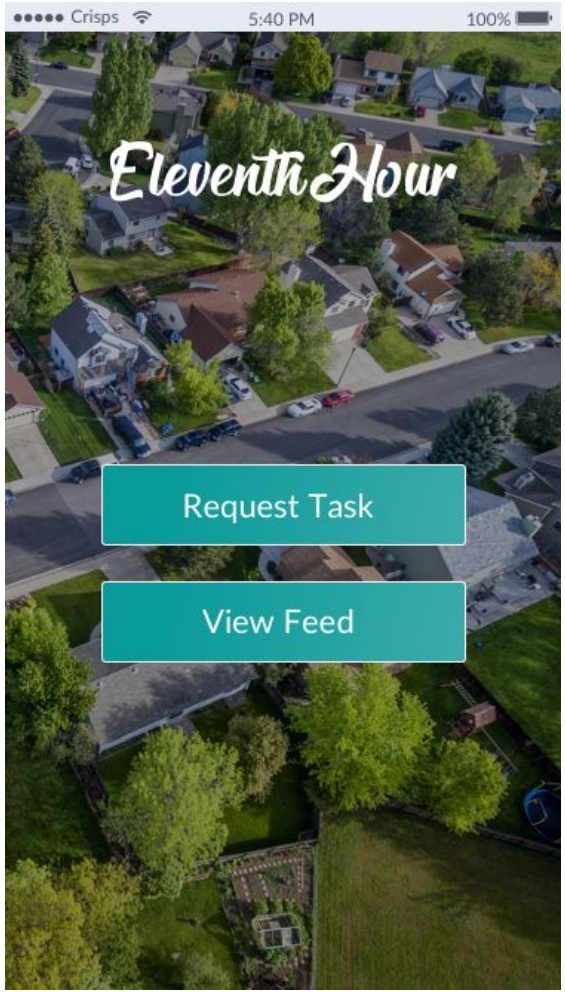


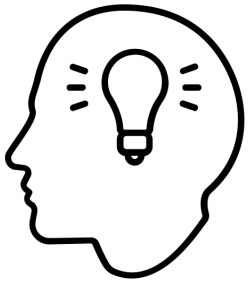
Introduction

Problem & Domain Selection

Among the three main business domains to select from, we choose to focus on **neighborhoods**. Neighborhoods have a wide range of opportunities for peer economy applications and presented a source of problems that we were familiar with, having grown up and lived in neighborhoods ourselves. We recognized that with the advent of the Internet, the **hyperlocal connections** within neighborhoods **had disappeared.** We perceived this as a **space of opportunity**: where we could **revive the old neighborhood spirit.**

Brainstorm

We began our ideation process by **brainstorming different ways to help a neighborhood thrive through an app**, moving beyond organizing a crime watch to solving other problems such as creating a system of safe rides, organizing garage sales or giveaways, and **creating a unified platform** for typical neighborhood-oriented services, like babysitting and housesitting. We focused on opportunities for a **peer economy** where neighbors help neighbors, and how we might create a **system for a two-way street** of exchanging value between service providers and consumers.



Neighborhood Tasks

We brainstormed a list of tasks involving neighborhoods to come up with a **theme** on the types of tasks we wanted to create a **peer economy** for.

Giveaways

Help for the elderly

House sitting

Picking up mail/packages

Borrowing (clothing, food)

Last minute urgent care

Babysitting

Menial Labor

Driving

Cleaning

Plant watering

Petsitting

Borrowing (tools)

Garage sale

Tutoring

Gardening/Lawn

Peer Economy App Research

We began our research process aiming to **understand peer economy applications**. More specifically, we wanted to understand how we could **facilitate the interaction** between two neighbors.

We noticed pretty quickly that most of the peer economy apps involved **monetary exchange**. However, based on our brainstormed list of tasks, we realized that a lot of our **exchanges were subjective** (ex: borrowing sugar or a hammer) and it was difficult to put a price to these tasks.

We decided to rely upon a **“Karma” points system** to motivate our users and service providers to exchange tasks. Combined with reviews and ratings, this would still provide a comprehensive platform for our neighborhood app.

Neighborhood App Research

We continued our app research with a greater focus on what existing **neighborhood apps** offered. Most our competing apps and websites are **designed for social networking or organized crime watch**, like Nextdoor and other neighborhood specific apps, like the New Orleans Task force.

We wanted to create something that really made use of neighboring resources and **couldn't be offered through another app**.

Inspired by **TaskRabbit**, where you post about an activity you need help with (i.e. assembling furniture), we came up with the idea of creating a **hyperlocal** tasking app, making use of the localized network of neighbors. Taking advantage of the proximity of neighbors, we also realized we could focus on the **niche space of urgent or emergency tasks.**

Competitor Analysis

craigslist	Nextdoor	TaskRabbit	FQ TASK FORCE NEW ORLEANS
• **Classified advertisements** for jobs, housing, personals, for sale, services • Monetary exchange • Divided based on **city**	• Free private **social network** of your **neighborhood** • Connect with people who live close to you • Not focused on tasks	• Task Rabbit is a marketplace that **matches freelance labor with local demand** (“handyman”) • Monetary Exchange • Divided based on **city**	• Allows people living in the French Quarter to **report crimes and take photos of suspicious people** • Off-duty police officers are paid **$50/hour** to check reports

Birth of Eleventh Hour

There is currently **no offering in the market** that allows for **completing urgent or emergency** tasks. Hence, we came up with the idea of EleventhHour—helping you fulfill your needs last minute.

We serve the following competitive advantages:

- **Last Minute** - complete tasks that need to be done within minutes from now
- **Hyperlocal** - this means your task will be done on time since it relies upon the proximity of your neighbors
- **Secure** - since our network is small and focused, we can use the resources that are most closely accessible
- **Task Oriented** - unlike other neighborhood services that promote social networking, through our feed feature and ability to request tasks, we provide the ability for neighbors to help each other

Eleventh Hour

Ideation

Types of Tasks

We **narrowed the scope** of our app to tasks that would be required in urgent or emergency situations.

Help for the elderly	Cleaning
House sitting	Driving
Picking up mail/packages	Petsitting
Borrowing (clothing, food)	Borrowing (tools)
Last minute urgent care	Babysitting

Scenarios

We drafted **20 scenarios** (see Appendix) to **better understand** the **consumer** and **service provider** perspective, as well as understand how well the tasks we selected could be conducted in a peer economy. It was **much harder** to provide scenarios for **service providers.** We realized the only benefits for the service provider were:

- Having something done in return
- Gaining service hours if a student

Thus, we created we continued the **“Karma” points system,** by which service providers can earn local and overall rewards.

Personas

From our scenarios, we identified three key demographics for EleventhHour: students, elderly, and parents of young children. We selected one scenario for the **consumer** and one for the **service provider** that illustrated both our demographics and our purpose.

Consumer Scenario [Brian: Family Emergency]

Service Provider Scenario [Vaishnavi: Service Hours]

Brian, Consumer

Brian just received a phone call that his Aunt Esmeralda is really sick and in the hospital and he needs to take a flight to Atlanta immediately. However, Brian has two young kids and his wife is out of town for a business conference for two more days. He opens his EleventhHour app to see if any neighbor is available to live in the house for two days or if he could drop his children to a neighbor he trusts for two days, until he gets back from Atlanta.

Age: 35
Occupation: Tech Consultant at Accenture
Bio: Brian is a family oriented person but also a busy, working father of two and a dedicated husband to his wife. Due to his busy schedule, he is constantly struggling with balancing work and life and is traveling a lot. Brian prefers efficiency in his life; he likes to get the job done and frets when things are out of place or don't go as planned. His goal is to finish work quickly and spend as much time with his wife and kids as he can.

Quote: "I need to make sure everything's taken care of for my family, regardless of the situation"*

Personal Relationships:
Anna, Wife - Age 32
Kate, Brian's Daughter - Age 5
Billy, Brian's Son - Age 8

Goals:
- Solve problems quickly and efficiently
- Spend time with family as much as possible
- Be a strong care provider

Frustrations:
- Often worried about kids not being taken good care of when he's busy
- Being stuck at work when a problem comes up
- No time for household chores or errands
- Can't find babysitters at the last minute

Motivations: [1-9, 5 is middle]
- Efficiency (9)
- Convenience (7)
- Family (9)
- Safety (7)
- Money (2)

Personality: [1-9, 5 is middle]
- Extroverted (7)
- Optimistic (6)
- Goals-Oriented (8)
- Anxious (9)
- Organized (6)
- Confident (7)

Vaishnavi, Service Provider

Vaishnavi is in her school's National Honor Society and needs to earn service hours before the end of the semester in a few days. Without any volunteer events coming up, she makes an account on EleventhHour and spends her afternoons after school doing tasks like shoveling snow from neighbors' driveways, babysitting neighbors' kids, and using her newly-earned drivers' license to run errands for busy or elderly neighbors. Because she earns Karma points and not money through EleventhHour, she is able to count all her time spent helping her neighbors towards her service hours and meets the NHS requirements by the end of the semester.

Age: 15
Occupation: High School Student
Bio: Vaishnavi is a busy, high-achieving high school student involved in multiple extracurriculars. While she enjoys spending time on her activities, her jam-packed schedule and inability to drive herself places often means that she's stuck at home while needing help for homework, rides to activities with her friends, or opportunities for volunteer hours. Vaishnavi wants to be independent.

Quote: "I have so much to do but I can't do it all myself, even though I want to"

Personal Relationships:

- Her parents, who have high expectations for her success
- Her peers, who are her friends and also competitors
- NHS, the organization that influences her to do good and take part in service

Goals:

- To find convenient volunteering
- To maximize her efficiency completing the activities
- Be independent from parents

Frustrations:

- Hard to find volunteer opportunities
- Difficult to motivate herself for community service
- Can't drive herself to volunteering events

Motivations: [1-9, 5 is middle]

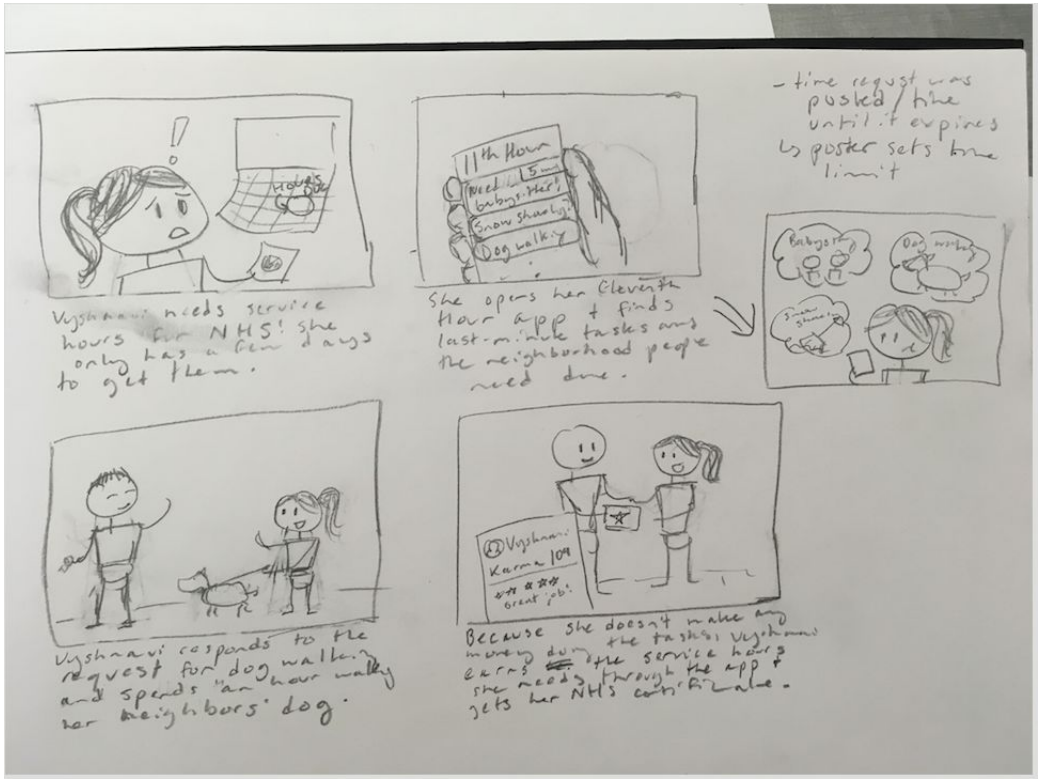
- Efficiency (7)
- Convenience (8)
- Power (8)
- Family (5)
- Safety (8)
- Money (9)

Personality: [1-9, 5 is middle]

- Extroverted (8)
- Optimistic (6)
- Goals-Oriented (7)
- Anxious (5)
- Organized (3)
- Confident (6)

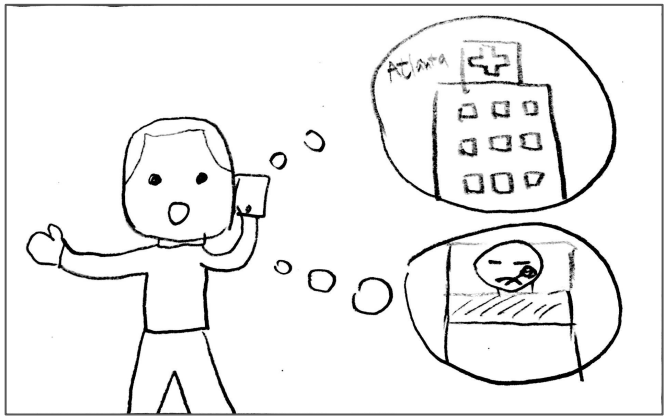
Storyboarding

We created **two storyboards** to exhibit to our peers in an attempt to gain feedback on how we could improve the **clarity** of our service idea. Through **speed dating**, we were able to assess how we could make the application more **user friendly** and cater better to the **purpose** we wanted it to serve.

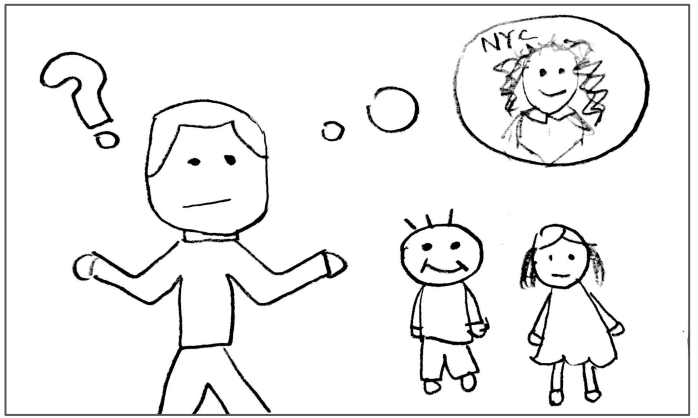


Draft Storyboard for Vaishnavi

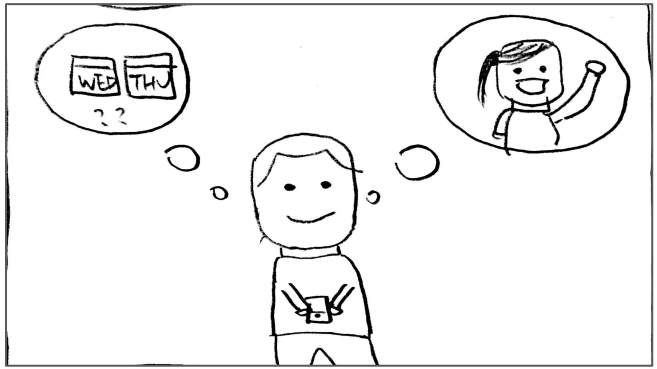
Final Storyboard: Brian



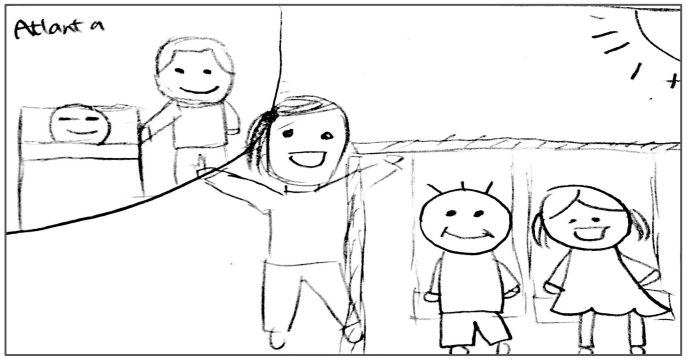
Brian just received a phone call that his Aunt Esmeralda is really sick and in the hospital and he needs to take a flight to Atlanta immediately.



However, Brian has two young kids to take care of and his wife is out of town for a business conference for two more days.



He opens his EleventhHour app to see if any neighbor is available to take care of his kids. Soon Vaishnavi volunteered to help.

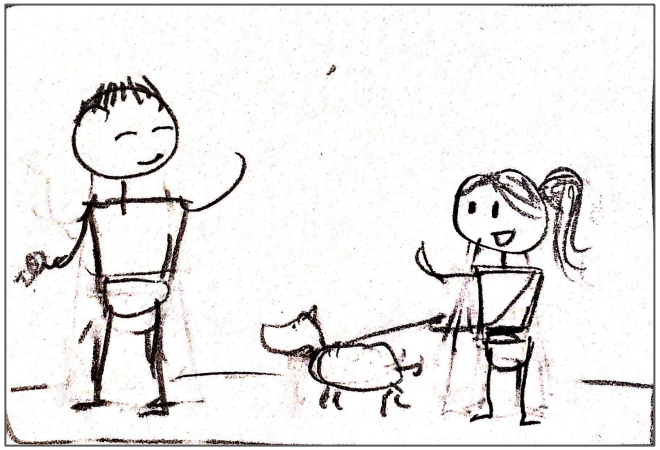


Vaishnavi took Brian's kids out to the playground, while Brian was able to fly to Atlanta to take care of his aunt.

Final Storyboard: Vaishnavi

Vaishnavi needs service hours for NHS! She only has a few days left to get them.

She opens her EleventhHour app and finds last-minute tasks that she can do in her neighborhood.



Vaishnavi spends the next few days responding to various requests throughout the neighborhood.

Because she doesn't make any money through the app, Vaishnavi earns the service hours she needs to get her NHS certificate.

Speed Dating

Our target audience **loved the concept of EleventhHour** and the scenarios we presented, agreeing that our service would help them in these and other situations they've experienced before.

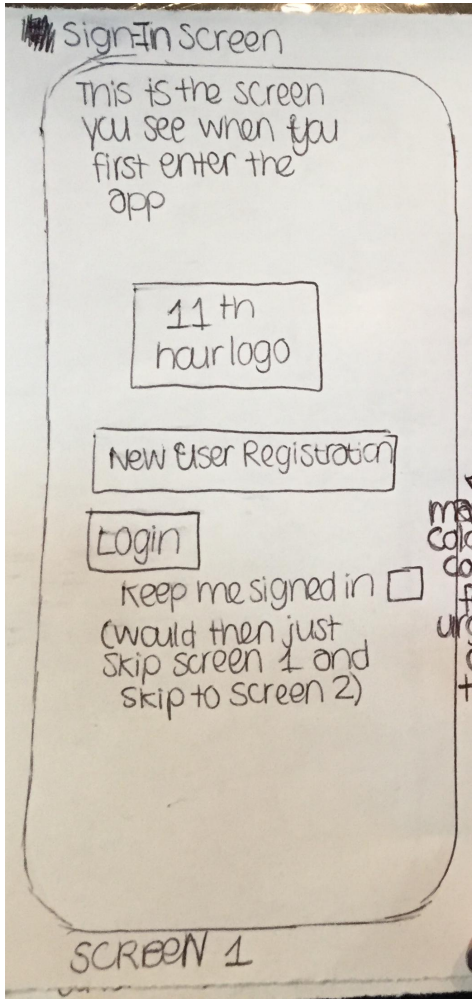
The main feedback we received was that it was **difficult to envision how to use the screens** to request tasks or ask for help. We also received questions on the **length of our tasks**--how safe would it be to leave your children with someone for a couple days?

We decided to **limit the length** of tasks to several hours at maximum, and **fleshed out the screens** we wanted for someone to request or accept tasks.

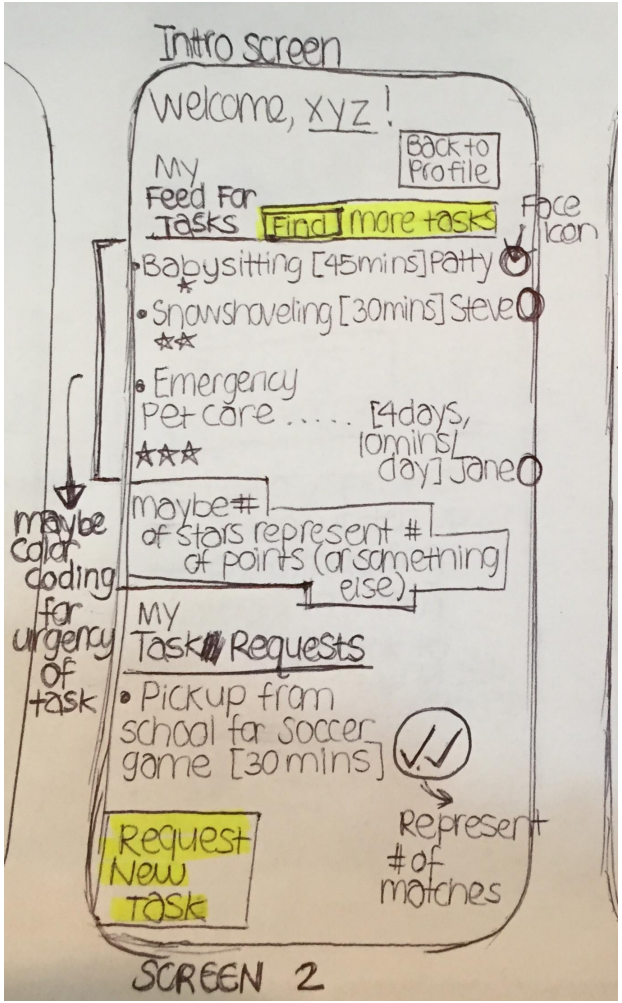
Key Screen Elements

Based on our storyboards and feedback from speed-dating, we brainstormed the **key screens** needed for our service, as well as the information and elements for each screen. While we had a **responsive website design** in mind for our final version, we focused on designing **mobile first**, which would force us to strip down our screens to just include the necessities. With our app's purpose in mind, we came up with the following key screens, which are listed below and illustrated in the following pages.

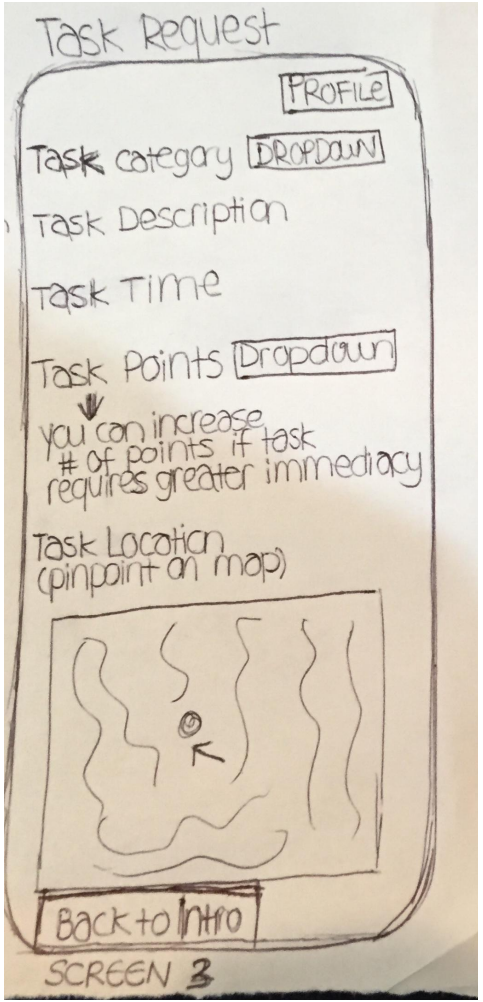
1. **Sign-In:** Log onto the app
2. **Intro/Home:** View a feed of tasks that need to be done, as well as the tasks you've posted
3. **Request Task:** Fill out the necessary information to post a task request
4. **Match Selection:** View the people who have accepted your task and choose one to complete it
5. **Accept Task:** View more details on a task and volunteer to complete it
6. **Profile:** View your or a neighbor's profile, including how other neighbors have rated them
7. **Rewards:** View ways to redeem your Karma points



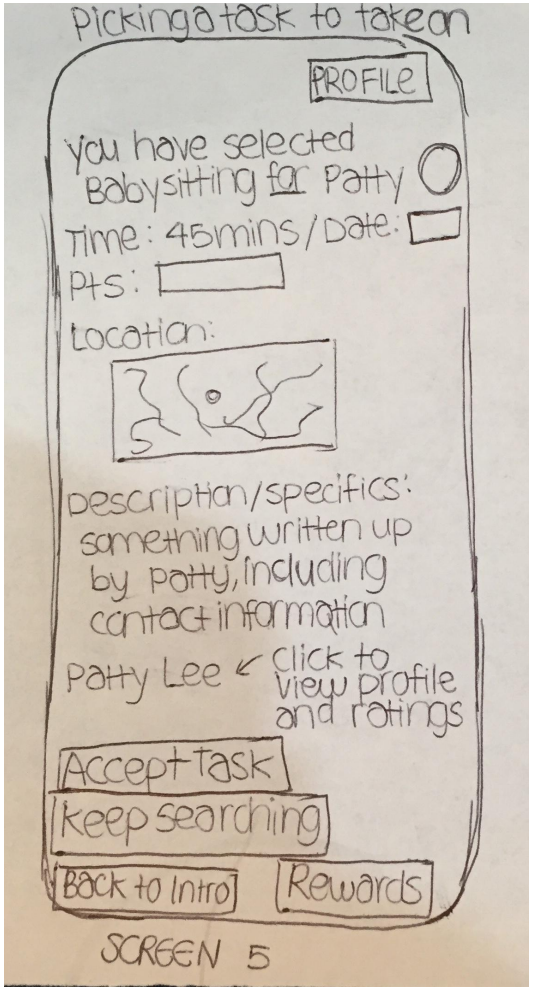
Sign-In Screen



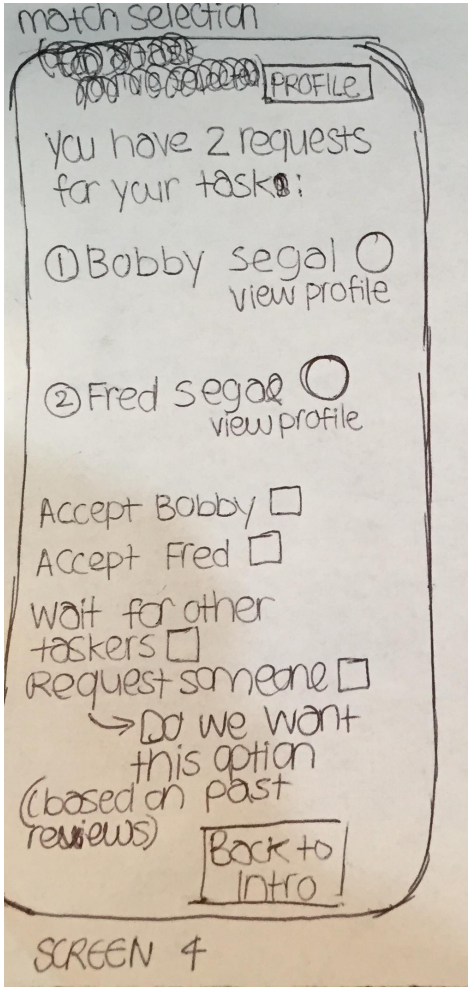
Intro/Home Screen



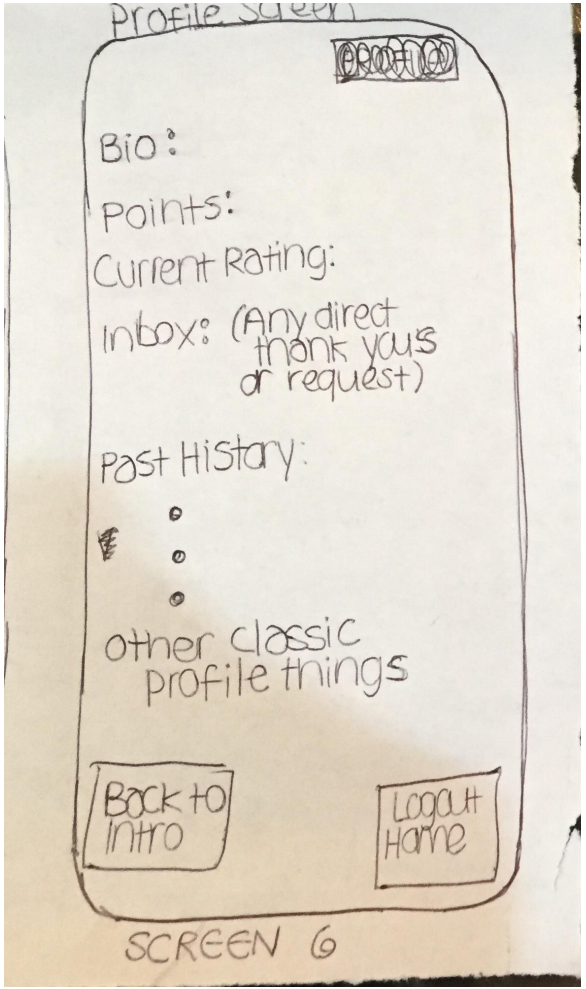
Request Task



Accepting Tasks



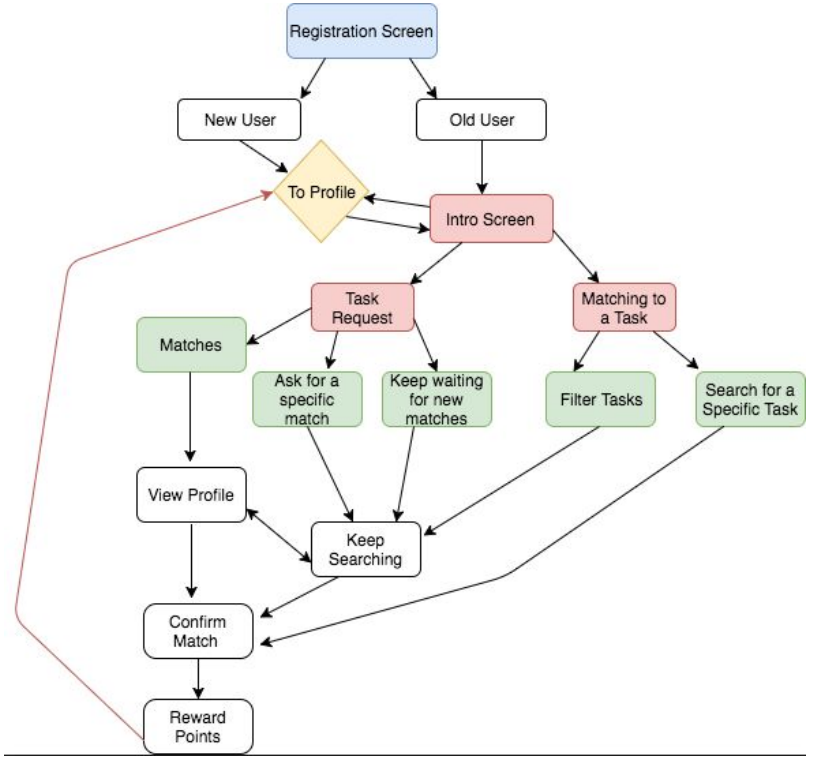
Match Selection



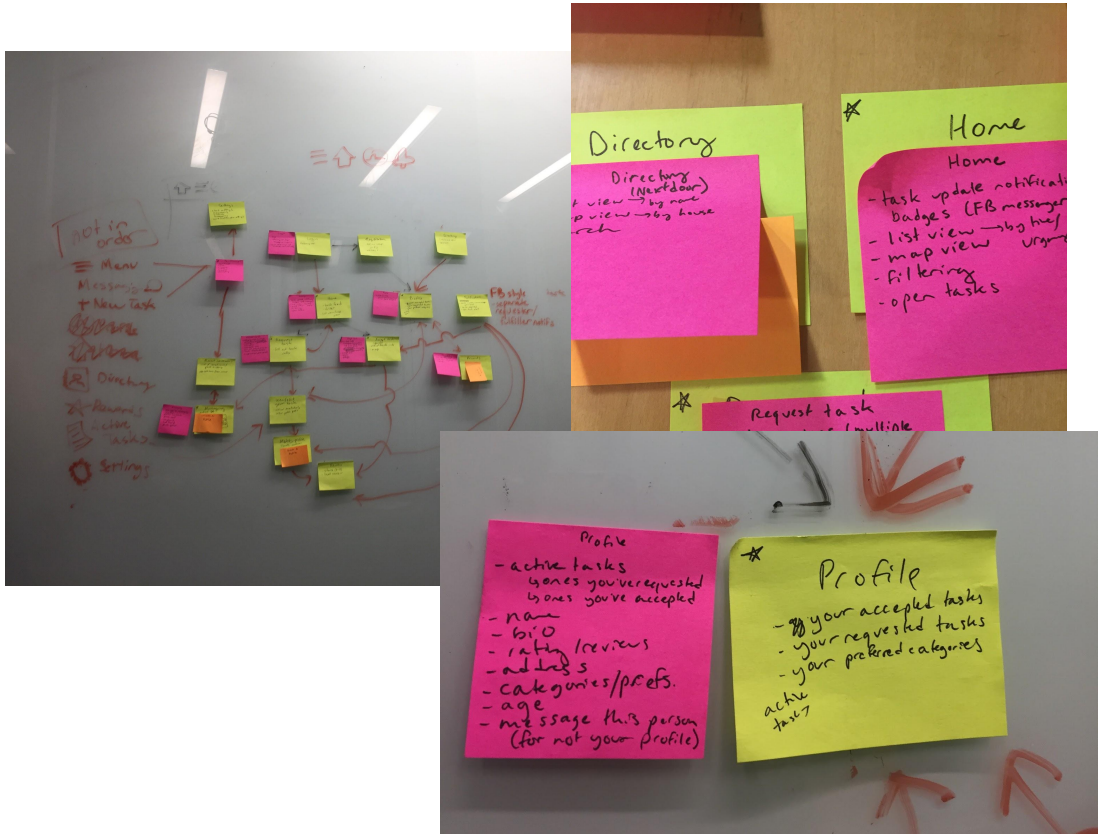
Profile Screen

Initial Screen Map

As we developed the key screens for EleventhHour, we also considered how those **screens would connect** to each other to create a sensible flow for the user. In addition, we brainstormed **other screens and activities** the user would need in order to get the best use of our app. We created a first draft of a screen map to illustrate the overall layout of our app.



Screen Map Brainstorming: “Fleshing out Screens”



We **revisited our initial drafts** of the screens, screen elements, and screen maps to more thoroughly flesh out what we’d need for our app. We developed **several additional screens** in addition to the seven key ones we identified earlier, including a **messaging screen** for task requesters and volunteers to talk without leaving the app.

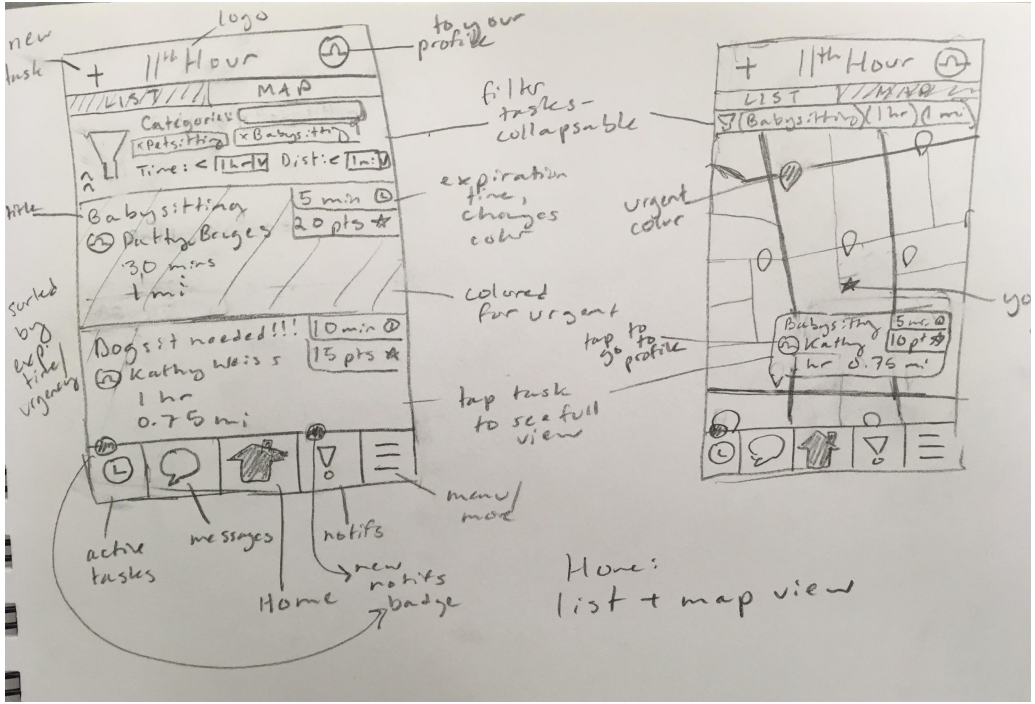
Redefining 6 Key Screens

Based on the map and screens we developed earlier, we decided to focus on further developing and wireframing out the following six screens:

1. **Home:** Browse available tasks via a feed (to see the most urgent tasks) or a map (to see nearby tasks), and filter the tasks you see by category, distance, or other features
2. **Request Task:** Fill out the necessary information to post a task, including task category, urgency, time it'll take to complete, and location
3. **Accept Task:** View task details and volunteer to complete it
4. **Profile:** View your (or a neighbor's) profile, including your reviews and preferred task categories
5. **Messaging:** See a list of your neighbors and contact them via text message or voice call
6. **Menu**: View the other screens that cannot be accessed from the main screen, like Rewards and Settings

Iteration

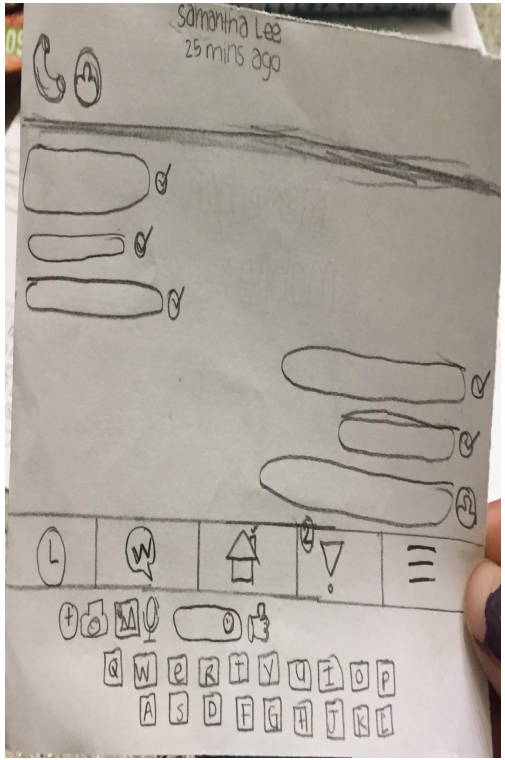
Low-Fidelity Mobile V1



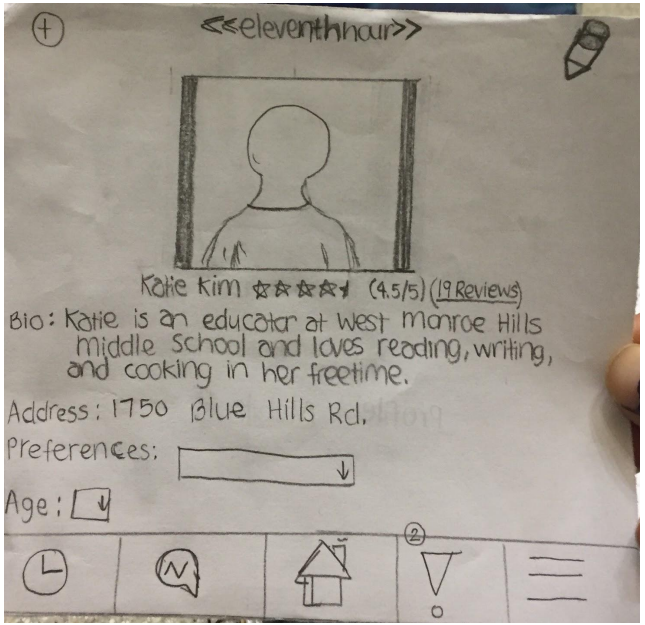
Home: Feed and Map View

Our first round of low-fidelity wireframes for mobile included the screens we'd decided on earlier, which we based on existing mobile app designs that worked well and were similar to our own. We included links to active tasks, messages, the home screen, notifications, and the menu on the bottom of every screen.

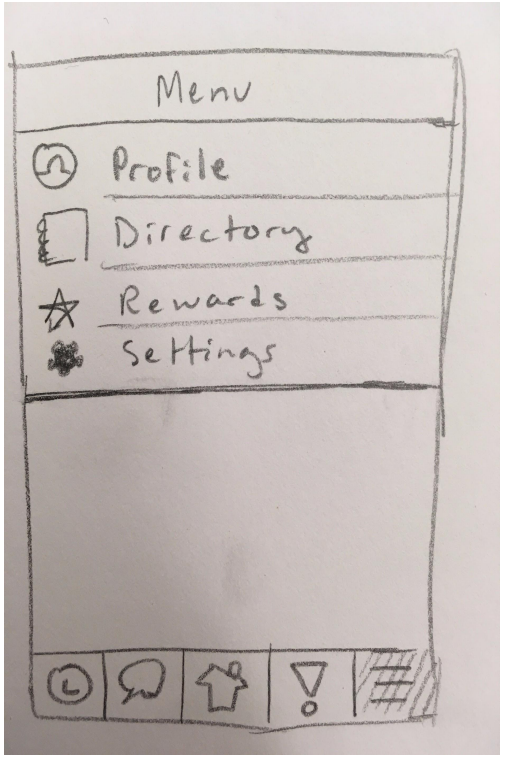
Low-Fidelity Mobile V1



Messaging

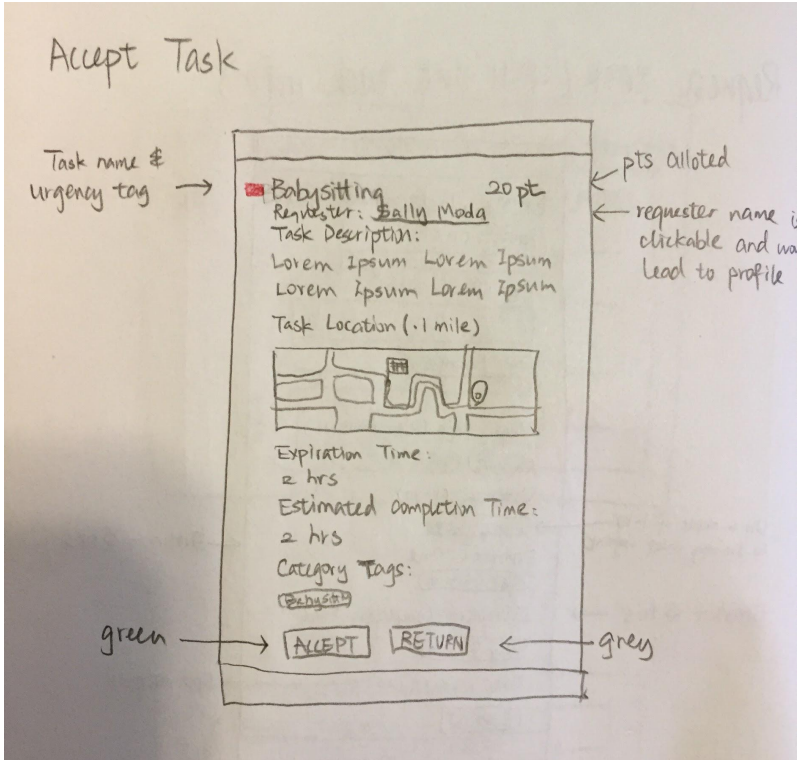


Profile

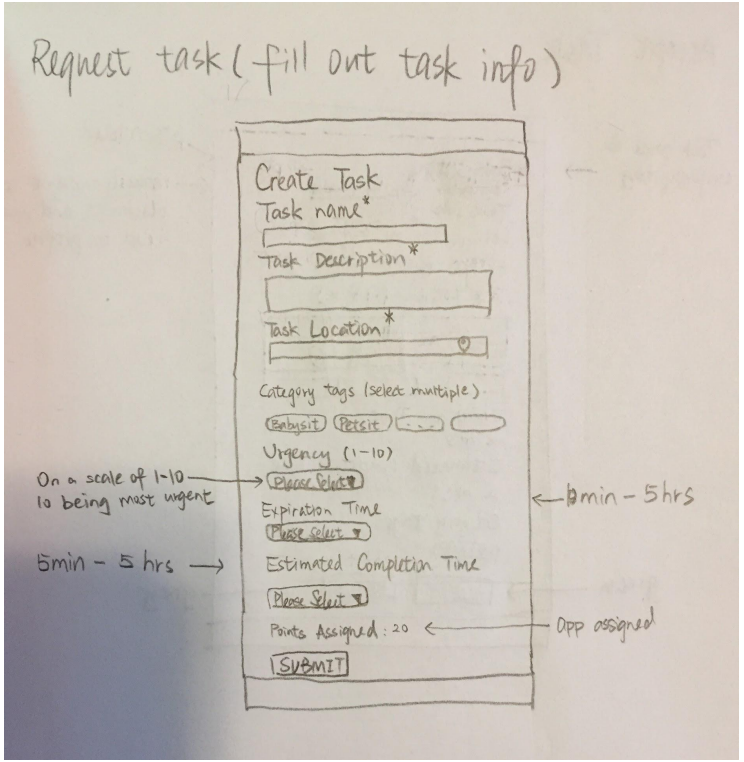


Menu

Low-Fidelity Mobile V1

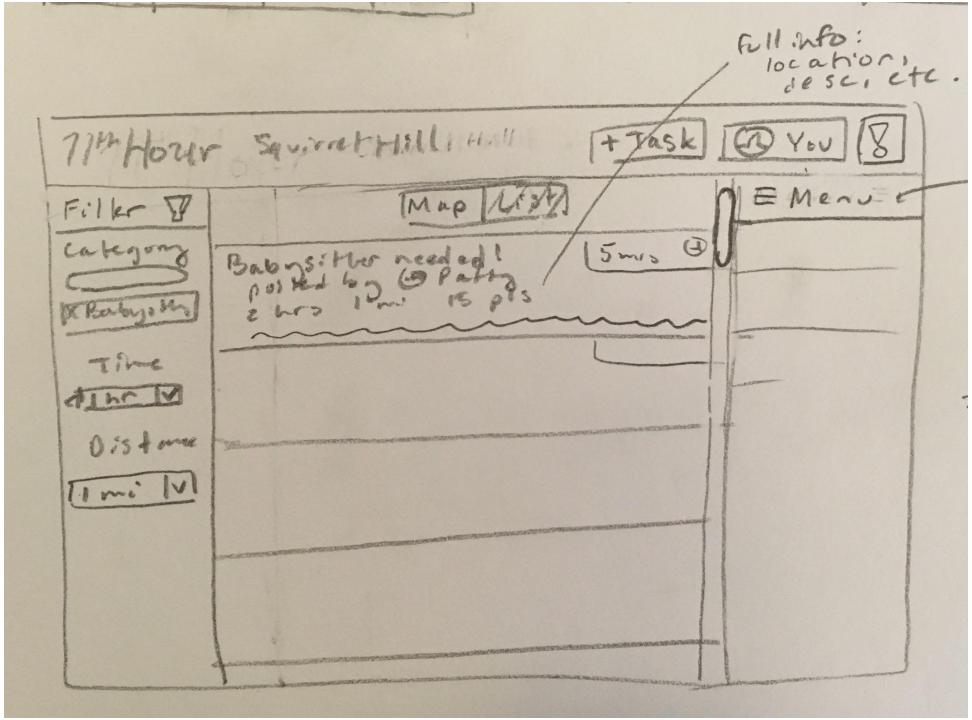


Accept Task



Request Task

Low-Fidelity Desktop V1



Home and Menu

In our first draft of a desktop screen, we sought to include the **same features we had on mobile** and use a similar layout, while adopting it for a larger screen. We moved the buttons from the bottom bar to the top of the screen, turned the menu screen into a collapsible pop-up column, and changed the filter on the home screen to be ever-present instead of collapsible.

Low-Fidelity V1 Critiques

There were a few key things we decided to change based on initial critiques.

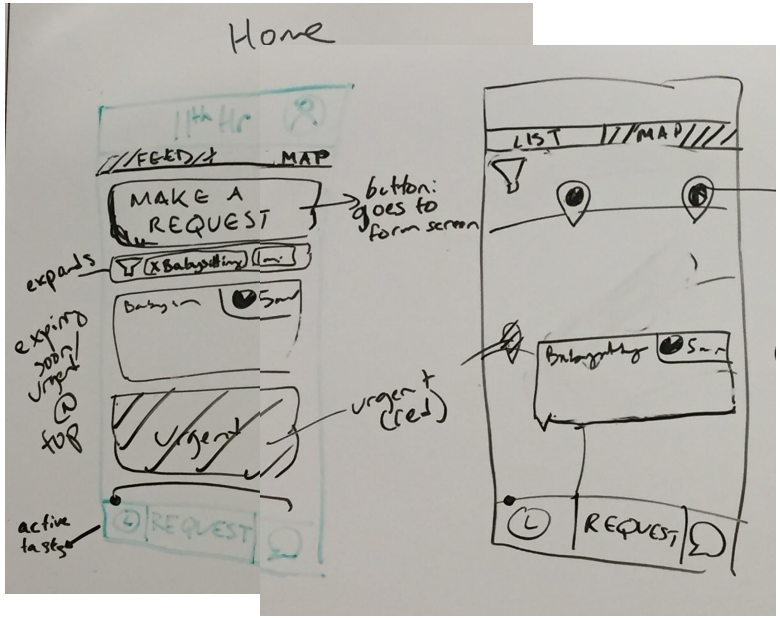
One of the central parts of each screen in V1 was the hamburger menu and storing different links in the hamburger bar. However, that was confusing since the user would have to search for screens. We **eliminated the hamburger menu** in our final low fidelity models in order to make the app flat and easier to navigate.

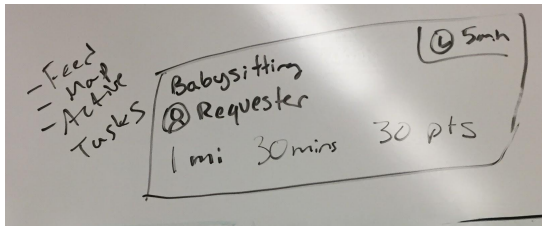
The **key feature** of our service is around **tasking,** which got lost behind all the other buttons and screens we created. We decided to make **request task easy and always accessible**, at the bottom bar.

Another change we made was have the **tasks be on cards** in the feed. That way, users can **easily scroll** through the feed.

Additionally, we added a **recent contacts** section to our messenger, so users could **have faster communication** with their current taskers.

Low-Fidelity Mobile V2





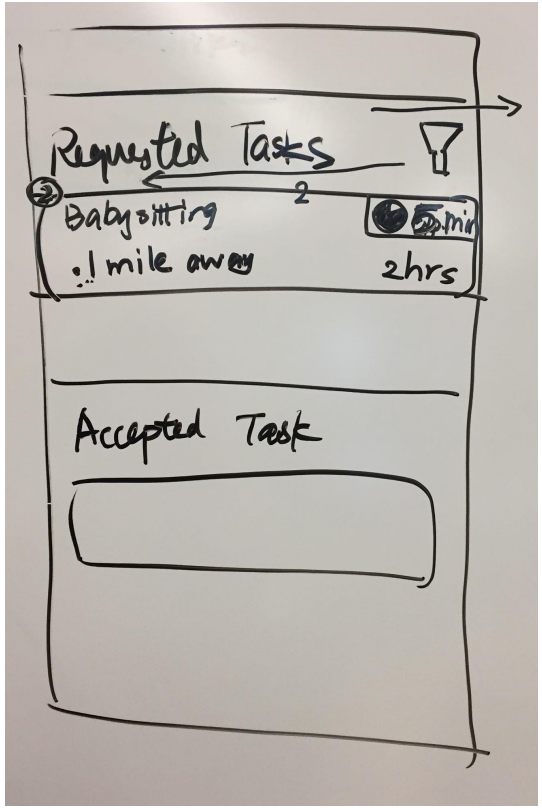
Above: Home, Feed and Map View

Left: Task Card

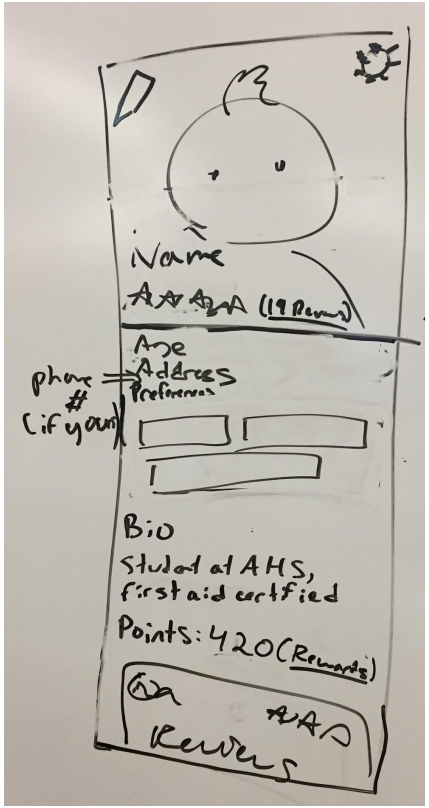
In our second round of low-fidelity wireframes, we **incorporated the critiques** we received previously as well as a few design changes of our own. We **simplified the buttons** on the bottom screen to active tasks, request task, and messaging, and put the links to the profile and home (through the logo) at the top.

On the home screen, we focused on making it easy to scroll through tasks by only including the **most important information** on each task card, and placed the request task button prominately at the top of the screen for users to quickly access.

Low-Fidelity Mobile V2



Active Tasks

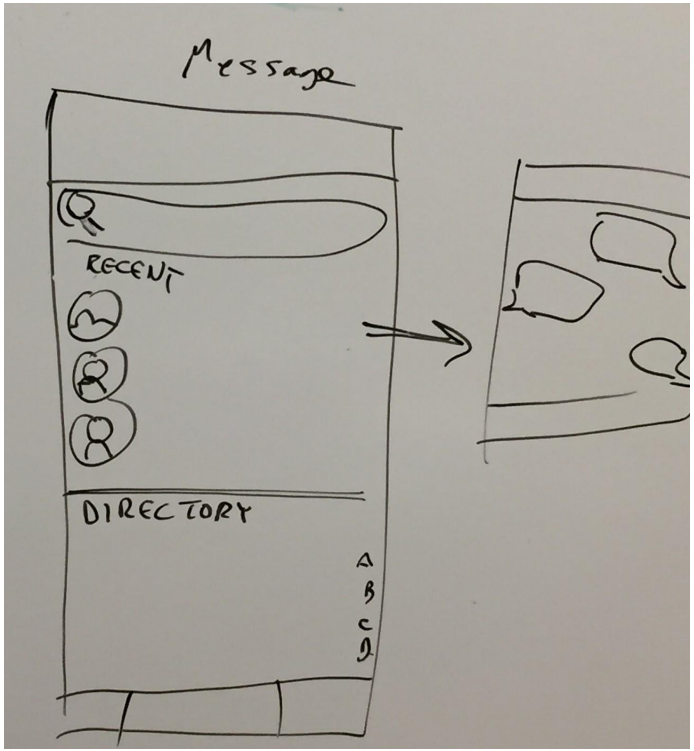


Profile

We designed the active tasks screen to look like the task feed, for the sake of **consistency and coherency**. Like on the home screen, a user can tap on a task card to view more details.

We designed the profile to work well with an i**nfinite scroll,** including the most important information, like **name and rating** at the top. More detailed information, like the **bio** and and specific **reviews**, could be accessed by scrolling down.

Low-Fidelity Mobile V2

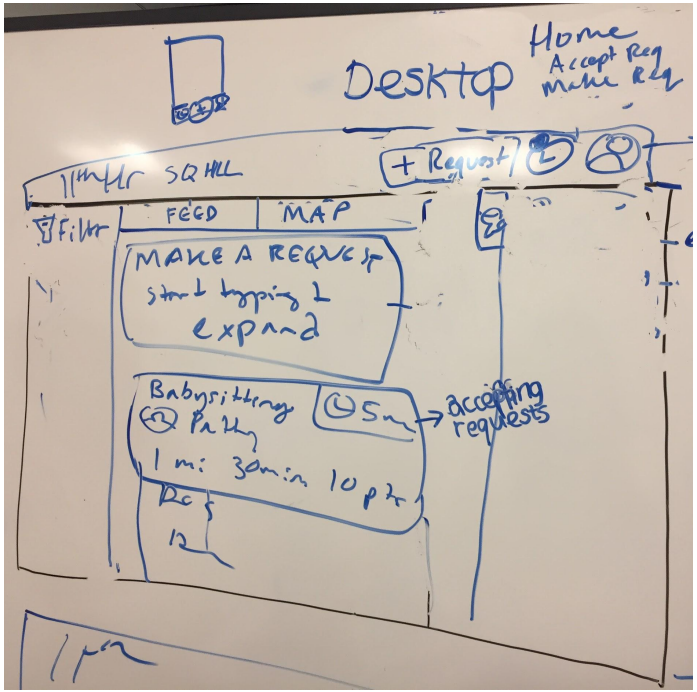


Messaging

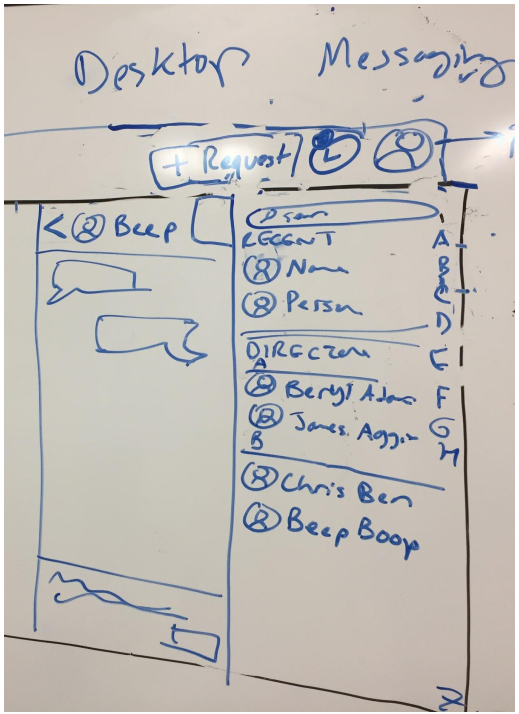
As part of our overall design to make the app more flat, we **folded the directory into the message screen**. When a user taps on the name of a neighbor, they are taken to a full-view messaging screen.

We included a section of **recent contacts** at the top of the directory, so that the user can talk to the tasker or task requester they are currently or last worked with. We also included a **search** feature and **alphabet** for the user to quickly and easily find and message any of their neighbors, whether they've worked on a task or not.

Low-Fidelity Desktop V2



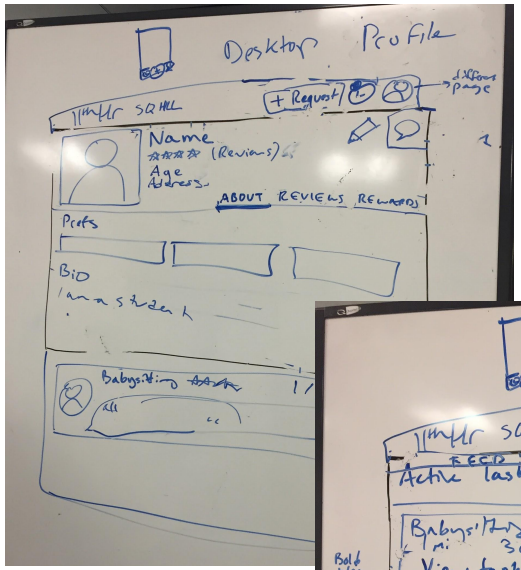
Home: Feed View



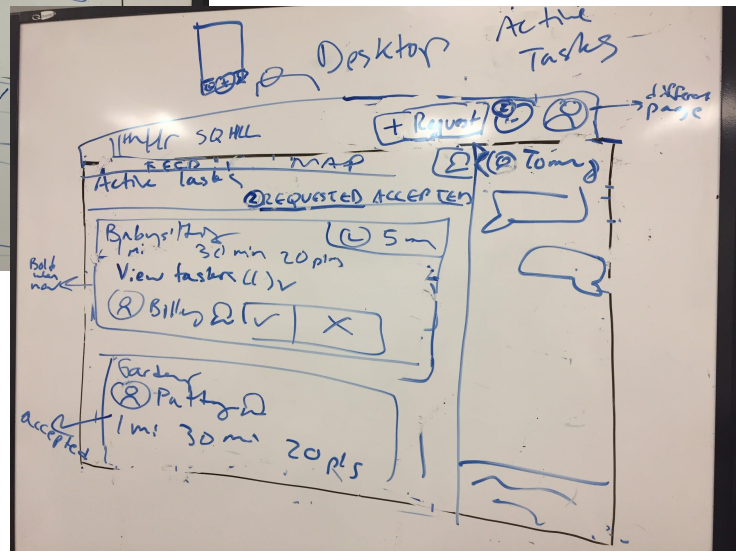
Messaging

In our second version of the desktop version of EleventhHour, we kept roughly the same layout as the first but changed the content. Instead of a pop-up menu we designed a **pop-up messenger** column, enabling users to message their neighbors regardless of whether they were scrolling through their task feed, viewing their profile, or checking their active tasks.

Low-Fidelity Desktop V2



Left: Profile

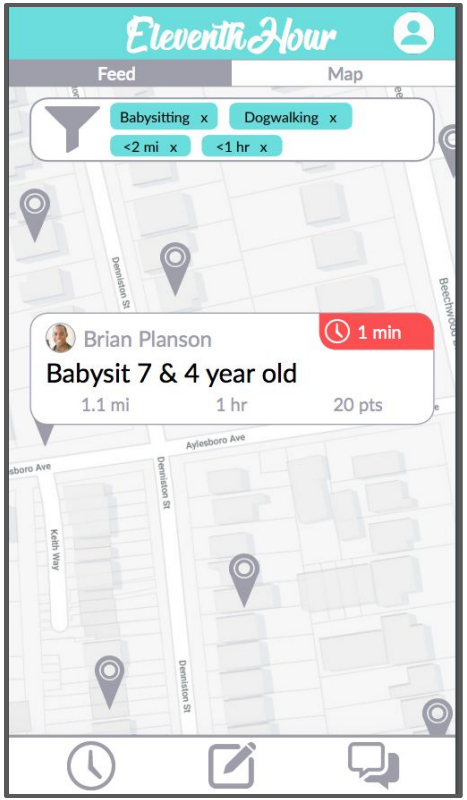


Right: Active Tasks

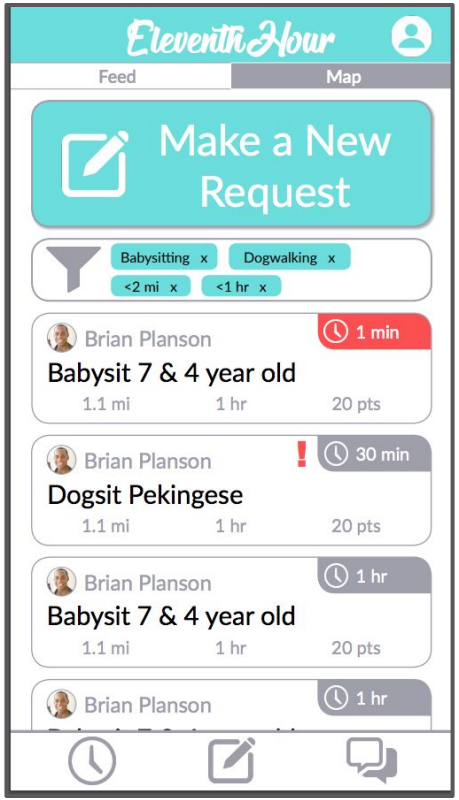
In the desktop version of the profile screen, we took advantage of the **increased horizontal space** to move the information previously contained in an infinite scroll into **tabs**. In this way, we could make previously hidden screens like Rewards easier to see and access.

We carried this tab layout into the active tasks screen, where it enables users to **easily switch between seeing their requested and accepted tasks** without having to scroll like they do on mobile.

High-Fidelity Mobile V1



Map Mode



Feed Mode

Our initial high fidelity models were created using **InDesign.** We created two modes for the home screen:

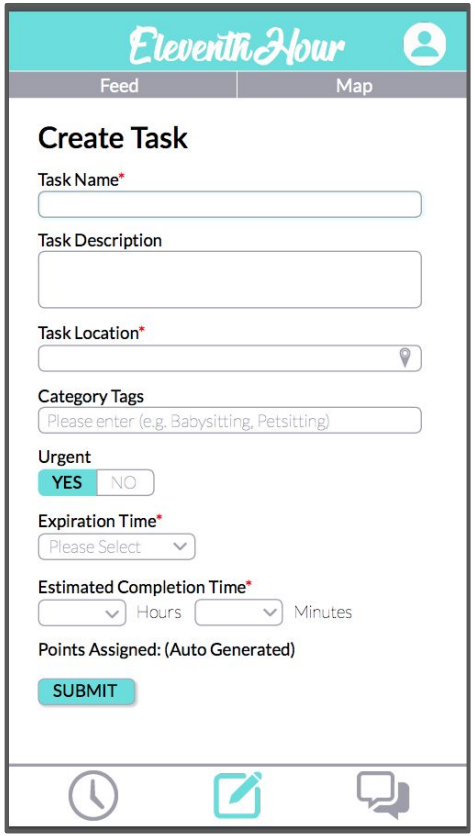
The **Map** Mode allows you to **view the proximity of urgent tasks** around your neighborhood.

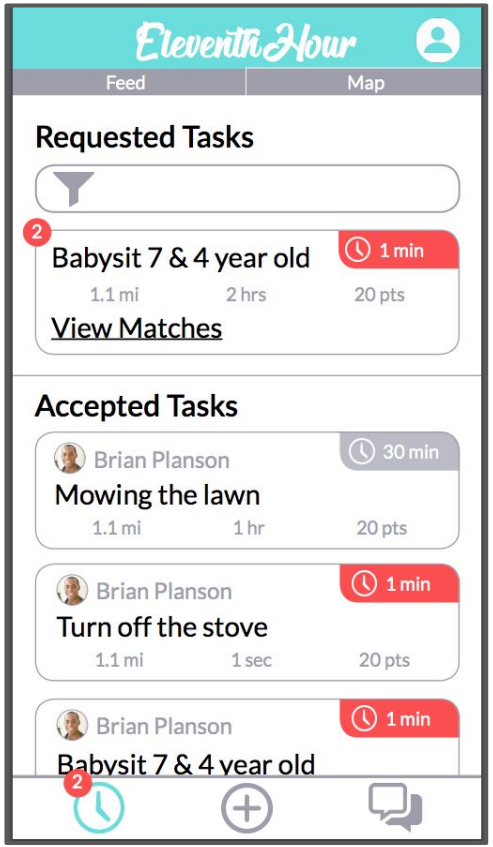
The **Feed Mode** allows you to scroll through all the types of tasks that need to be accomplished.

Urgent tasks are marked with a **red exclamation point,** while **expiring** tasks are marked with a **red timestamp.**

We also purposefully made a **large "New Request"** because that is the central goal of the app - to be able to receive help when you need it the most.

High-Fidelity Mobile V1



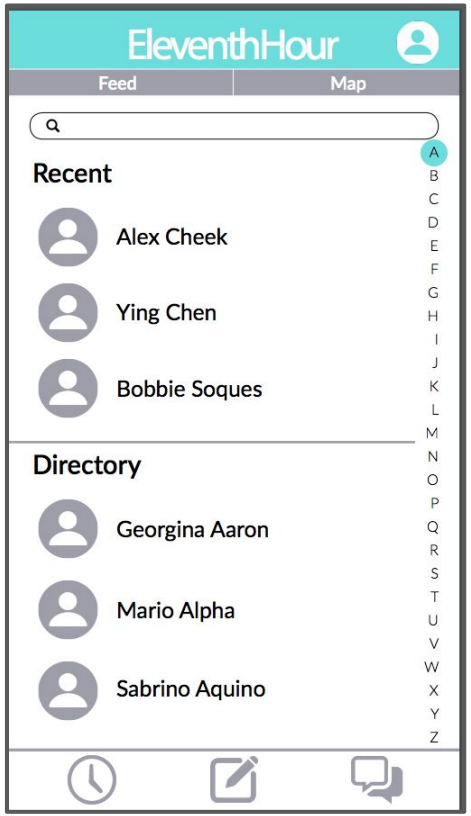


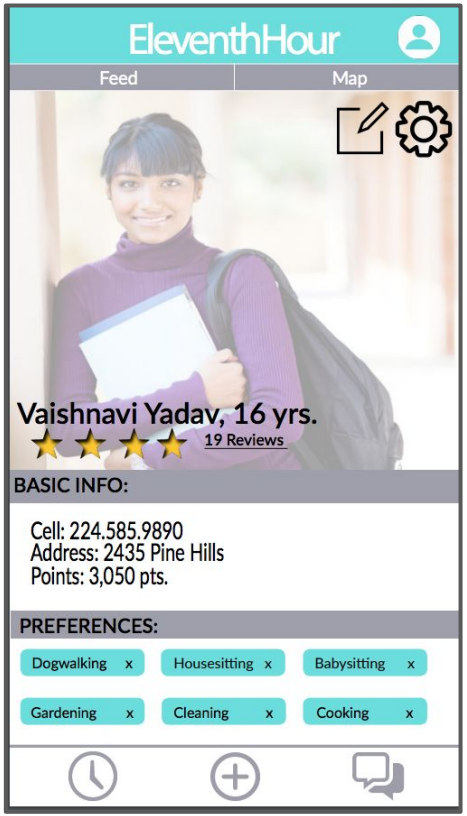
The Request Task (Create Task) and Requested Task Screens are elemental to make our **peer economy** properly function

On the **Create Task** screen, the user can input important information that they want the service provider to know, including **task requirements, urgency of a task, and required completion time.** We used a multitude of drop downs, toggles, and paragraph entries for the Create Task screen.

On the Requested Tasks screen, users can **view their matches for a certain task,** evident in this case by the red 2, signifying 2 matches. Then, users can **proceed to view match profiles** in order to determine if they want to accept a service provider.

High-Fidelity Mobile V1



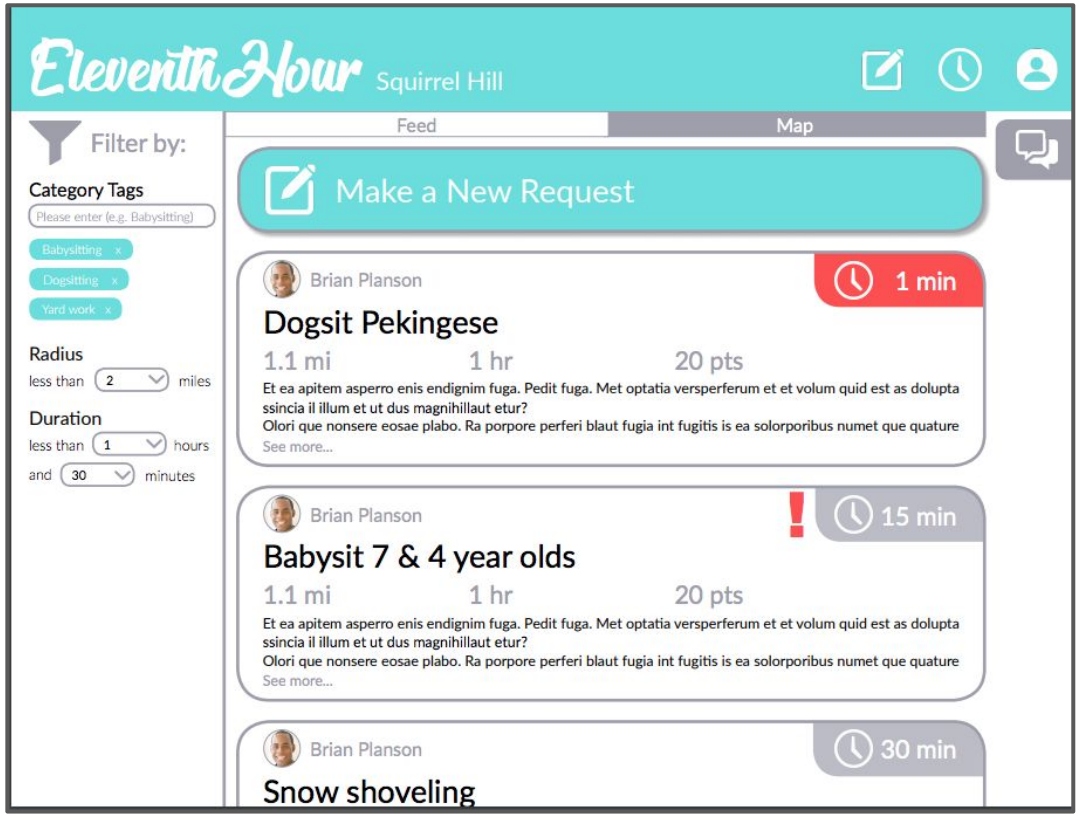


Once you have matches, the next step is selecting the **desired match** for your task.

The **profile screen** is elemental to your selection process. Profiles are **both private and public**. Public profiles are ones that can be viewed by others, but **only certain information is present** till someone accepts you as a tasker (such as phone number). The other view is **private**, which is how you can **edit your preferences** or view your points to redeem prizes.

The **messenger app** is important both during selection as well as once you've matched in order to **keep in touch** about the task at hand and any problems that arise.

High Fidelity Desktop V1



To switch from mobile to desktop, we **moved the bottom bar to the top.** We also created a larger feed and a popup messenger.

We looked at several different types of desktop feeds, such as **Instagram and Facebook** feeds to understand the structure of **responsive design.**

At the end, the Desktop seemed rather **disproportionate** to be viewed on a computer screen and that's something we took into account for the final model.

Critiques for High Fidelity V1 Mobile and Desktop

The overall critique we received on our high fidelity screens was that it was **difficult to understand what the main actions were** on the app, since the request task was a part of the feed [Karen]. Thus, we came up with a new idea of creating an **initial screen prior to going to the feed**, that allows you to select from two options: request tasks and view feed.

This directly correlates to the **two central actions** of our service and makes it more clear how **we want our service providers and requesters to interact.**

Switching to Sketch

The many features in InDesign made it a **major learning curve** for two of our team members. The results we got from InDesign weren't quite what we expected — the interface looked **too busy and distracting**.

We wanted to have **clean screens** that illustrate our **ideation clearly**, and that's when we made a risky decision: start our high-fidelity wireframes **from scratch** and **switch to Sketch.** Making wireframes became a lot easier with the help of Sketch App sources as well as the **clean and easy-to-learn interface** the Sketch possesses. **We quickly wireframed 8 screens on mobile and 1 desktop screen.**

Final Design

Standardizing Buttons

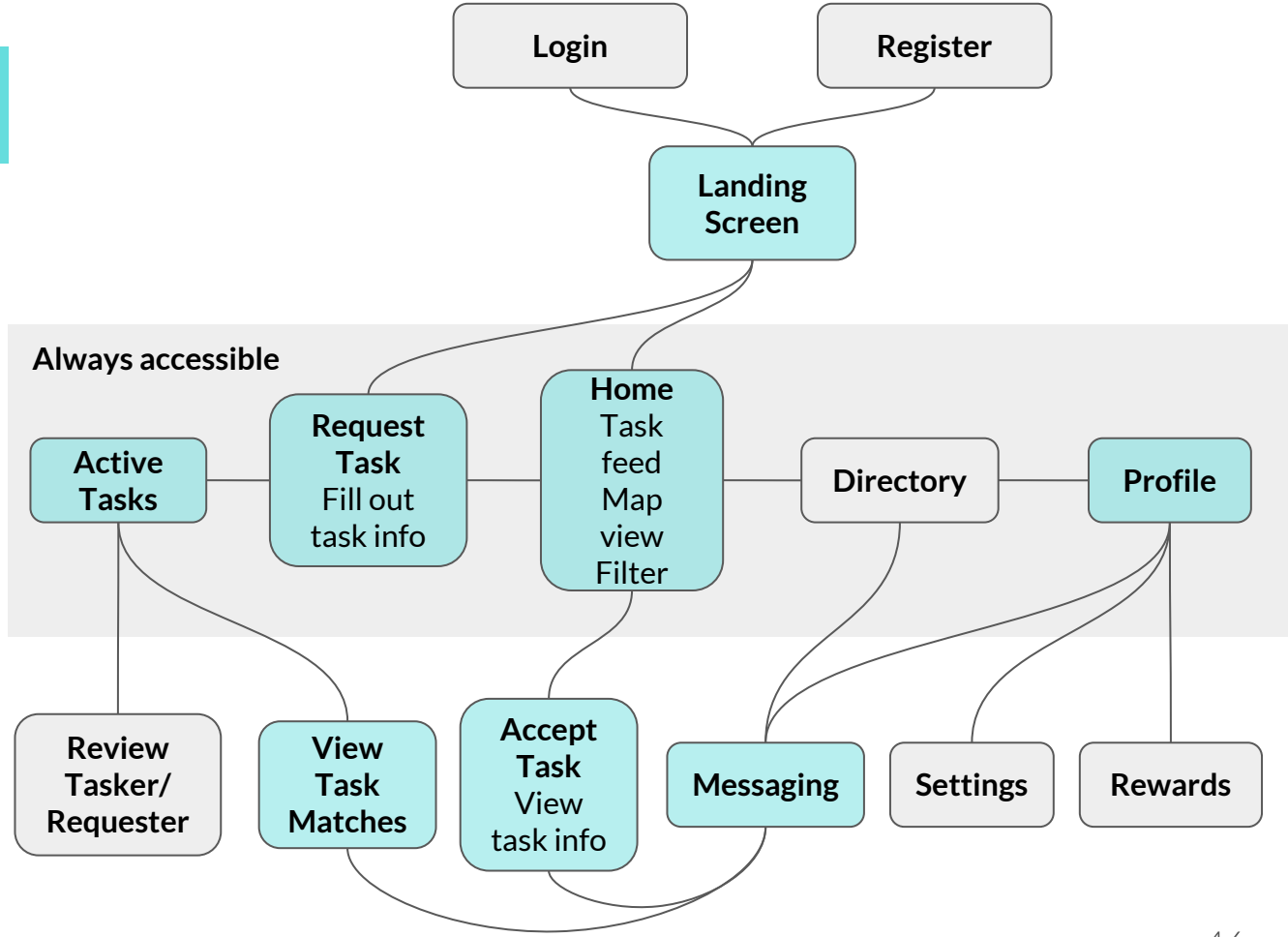
Before creating our final wireframes, we decided upon a set of buttons to have present on every screen. These buttons would link to our **key activities and screens,** since the user would need to access those the most often.

On the bottom bar, we placed buttons related to time-sensitive activities. We made sure that the user could **request a new task** at any time, for those tasks that are truly urgent. We also made sure that the user could **view their active tasks f**rom any screen on the app, so that they could quickly check updates and accept or reject matches for a posted task. We included a **messenger** button so that users could easily communicate.

On the top bar, we placed buttons to return to the **home** screen and to view the user's **profile.** While less urgent than the buttons on the bottom bar, these screens are still key to using the app and need to be **easily accessible.**

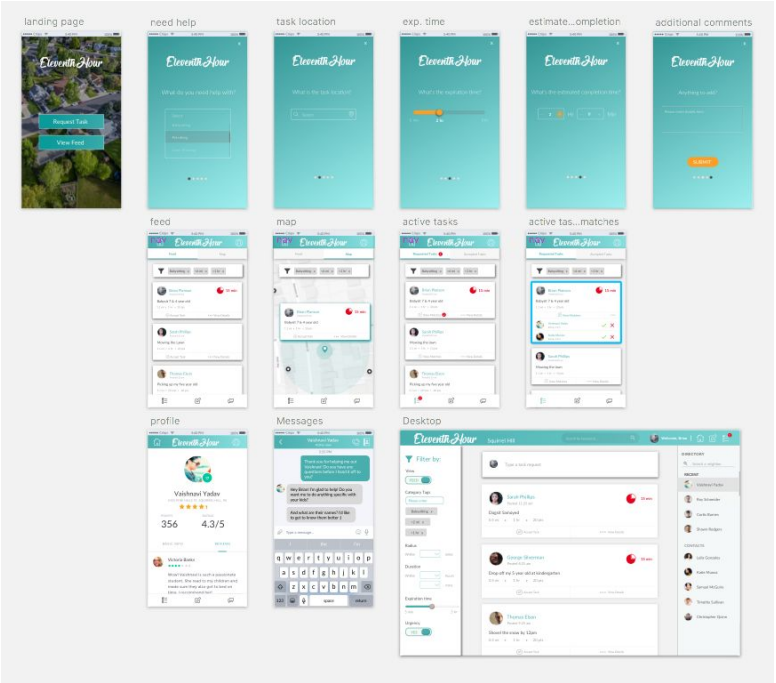
Final Screen Map

In our final map, we tried to keep the screen connections **as flat as possible,** rather than burying screens under menus. Here, blue screens indicate those we chose to illustrate in our final wireframes.

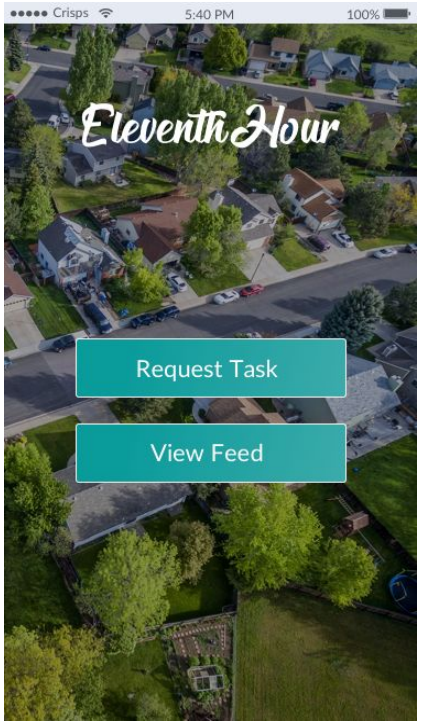


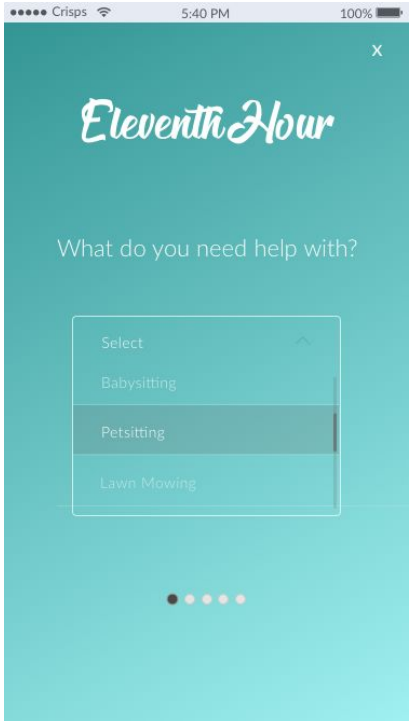
Final Wireframes

Brian and Vaishnavi co-created values through EleventhHour App. After Brian requests a task through a simple five-step process, Vaishnavi quickly accepts the task when it appears on her screen. Brian finds the perfect match to babysit his kids by looking through his other option and Vaishnavi's profile. He then opens the messaging feature to sort out the details with Vaishnavi.



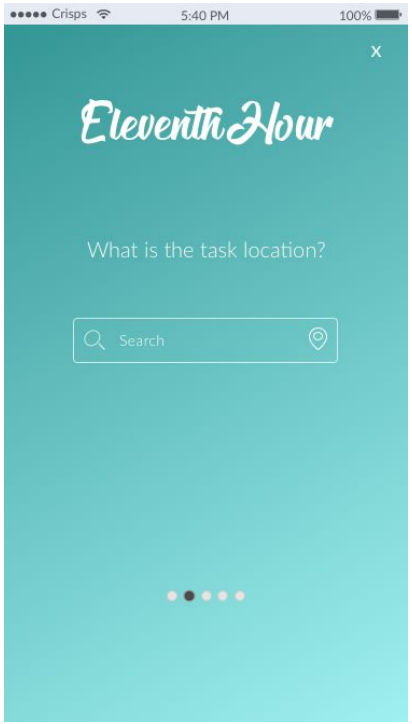
Request a task (Brian's view)

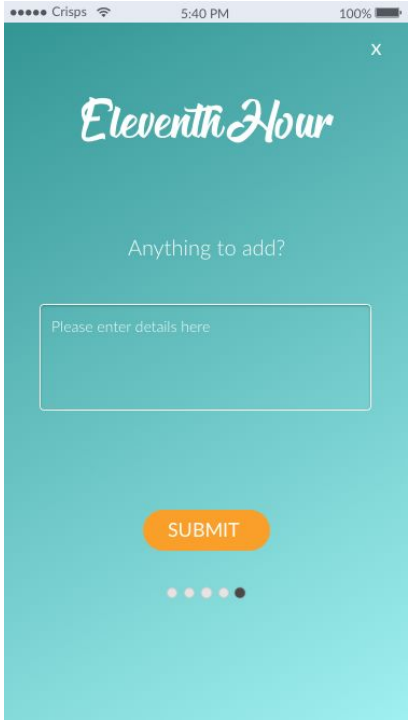




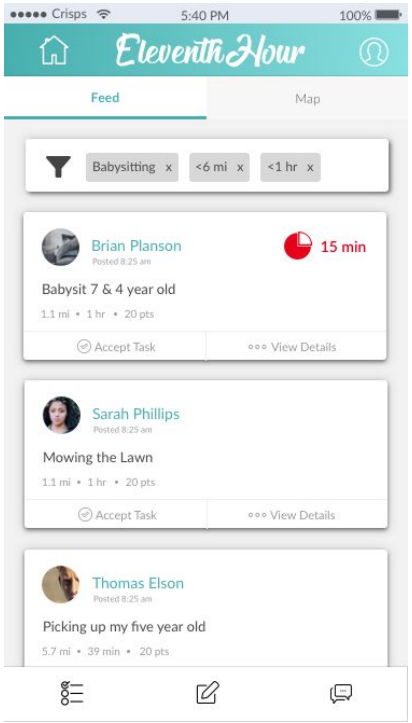
Post-login, Brian is led to a screen with two options: **Request task and View feed.** After clicking on Request Task, Brian is directed to a set of **swipe through screens**. There Brian can select the task type, provide task address, estimate task urgency as well as completion time. Brian is also given the option to add any additional details of the task.

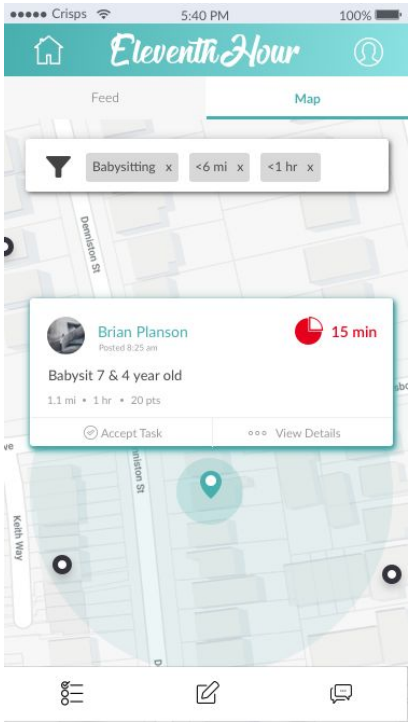
Request a task (cont.)





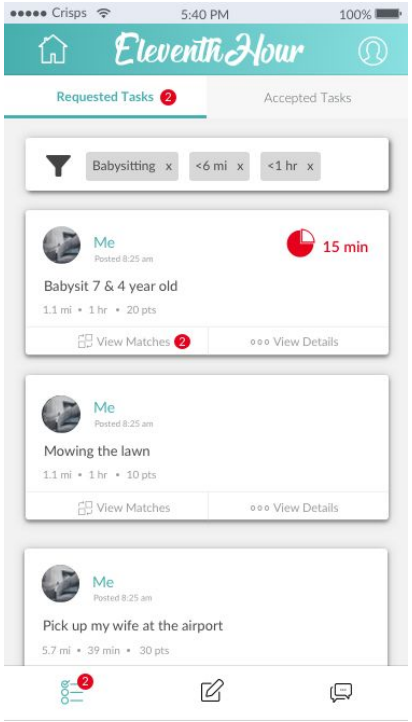
View feed & accept a task (Vaishnavi's view)

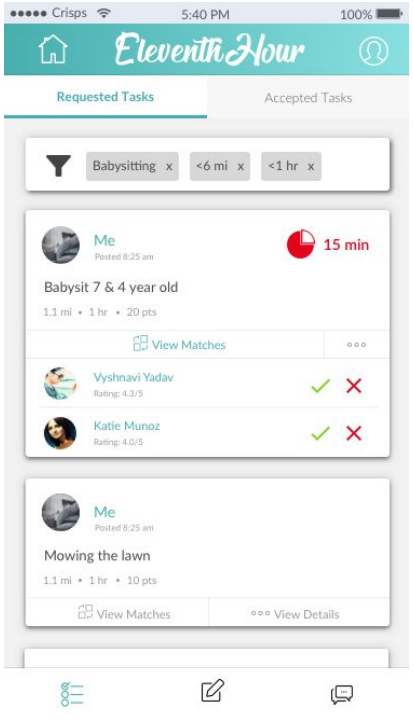




When Vaishnavi clicks on **View Feed** on the landing screen, she is directed to the feed. She can also choose to view the feed in a **Map view** where she can easily identify the location of the task. She can also **filter** the feed by customizing task category, distance, and estimated completion time. By clicking on the task **requester's name**, Vaishnavi will be led to the profile page of the requester can see more information about him/her. If a task is about to expire, there would be a **red signal on the top right corner** showing the time remained. Through the feed, Vaishnavi can either **accept the task** or **view details** of a specific task.

Matching & Chatting (Brian's view)

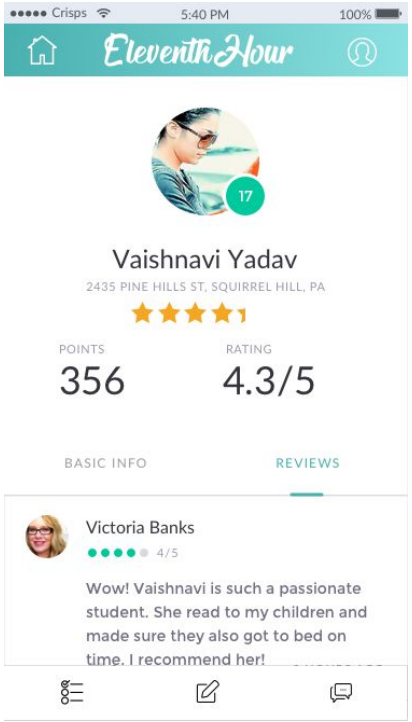




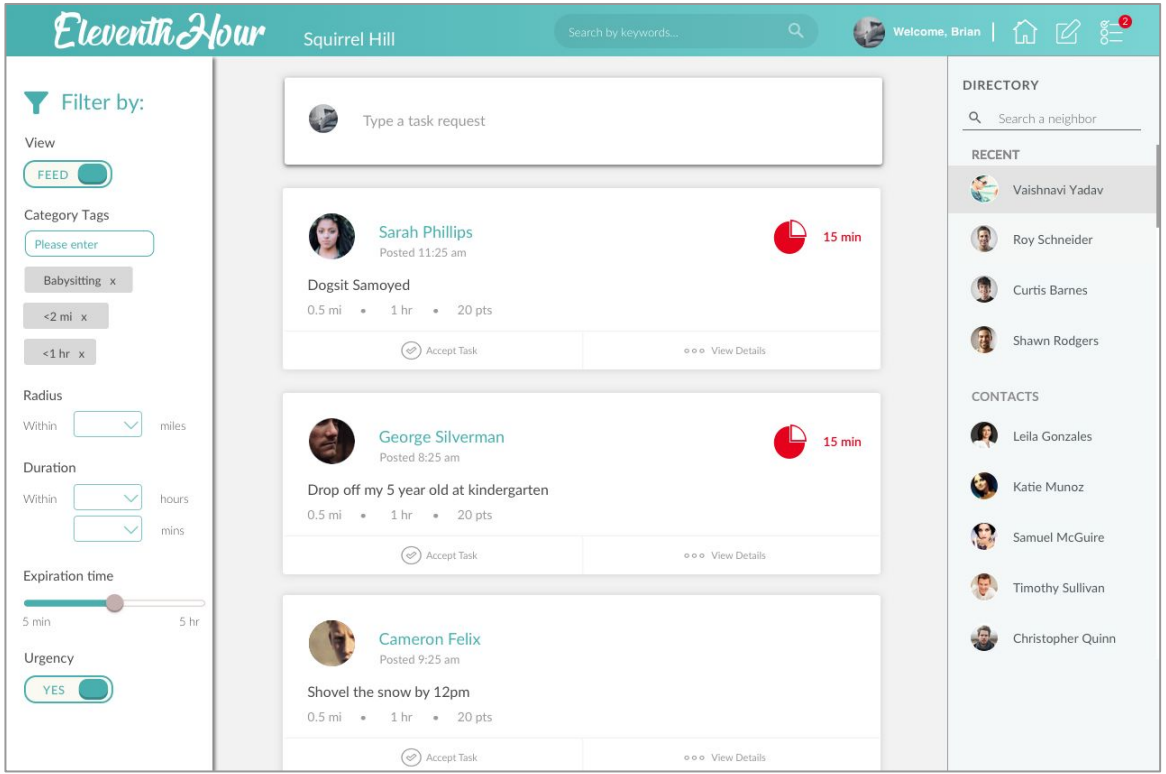
After people accept the task, Brian receives a **notification** indicated by the red dot with the number of matches he receives. He can then view both the **number of matches** as well as a quick view of the **ratings** of the taskers. Brian can either do a quick judgement by clicking on the **check or "x"** to accept a tasker, or he can go a step further by clicking on the **names to view taskers' profiles** to get more information. Besides viewing his requested tasks, he can also see the tasks that he has agreed to do by clicking on the **Accepted Tasks** tab on top.

Matching & Chatting (Brian's view)

Brian chooses to view Vaishnavi's profile. He can get a glimpse of Vaishnavi's **rating and reviews** to confirm her abilities. He can also check in with her service provider through the **messaging feature** to determine if there are any concerns to be addressed. Vaishnavi can use the messenger feature to chat with the task requester and get more details of the task. On the top of the messenger screen, Brian can also **call** Vaishnavi or go to the **neighborhood directory.**



Responsive Design



In the desktop view, icons used on mobile are consistently used on the top of the top navigation bar. Brian can access the **filter** on the left, the **neighborhood directory** on the right and the **feed** in the middle. He can start typing a task on top of the screen and a quick form will pop up for him to fill out more information, without taking him to a different screen (not illustrated).

Conclusion

Through working on and designing our neighborhood task-oriented service, we learned about **user research, responsive design, and design tool**s. Primarily, we learned that **mobile-first design**, while challenging, is a straightforward and rewarding way to design for a responsive site. It forced us to **focus on the features** of our service that are the most important, and while we at first struggled with translating from mobile to desktop, we were able to keep that same simplicity and focus in our final design.

As **none of us are design students**, we also learned a lot about **design tools**, such as the advantages of **Sketch vs InDesign**. If we were to further develop EleventhHour, we would continue to hone our skills in Sketch and refine our design through not only critiques from designers, but **user testing**--we would love to know if the users who had difficulty understanding the flow in our initial speed dating have a better grasp on the process now. We'd also want to research our audience to further develop and streamline the **tasking categories** to that which are truly needed.

Appendix

Scenarios Exhibit A

Scenario 1: Delayed for Soccer Tournament
Katelyn is at work, in her last meeting. The meeting doesn't seem like it's going to end any time soon. However, she needs to drop her son, Charlie, to his soccer game in twenty minutes. Knowing it will be difficult to get home in that short of a time, she opens her EleventhHour app to request for a neighbor who is relatively free to drop her son off to his game. This way, she can directly meet Charlie at school and cheer him on - right in time for the first split.

Scenario 2: House Cleaning for your Christmas Party
Robert is preparing for his annual Christmas party and everything is almost in place --- when he suddenly realizes he burned the Christmas Turkey and needs to start all over from scratch! He hasn't even gotten the chance to clean his home and people will be arriving at his doorstep within the next three hours. Robert opened his EleventhHour app and crowdsourced help on cleaning his home, just in time for the party!

Scenario 3: Last Minute Groceries
Samantha's grandchildren are visiting for the weekend. Ethan, her grandson, really wants some Dino Chicken Nuggets. However, she can't leave her two grandchildren - ages 4 and 6 -- home alone! Her daughter had asked that she take care of them just for the night, so she could relax and take a well-deserved break. However no fear, EleventhHour is here. Samantha requests for someone to go pick up groceries on the EleventhHour app and within 20 minutes, Ethan is happily sitting on the dining table eating his Dino Chicken Nuggets.

Scenario 4: Homecoming Queen
Stella has Homecoming in two weeks. However, she spent all her allowance and doesn't have enough of a budget to buy a new dress. She opens her EleventhHour app to check if there is something she can borrow or rent for the one night, since there are so many other high school students in her neighborhood. Who knows - maybe she'll even make a new friend out of it.

Scenarios Exhibit B

Scenario 5: Family Emergency
Brian just received a phone call that his Aunt Esmeralda is really sick and in the hospital and he needs to take a flight to Atlanta immediately. However, Brian has two young kids and his wife is out of town for a business conference for two more days. He opens his EleventhHour app to see if any neighbor is available to live in the house for two days or if he could drop his children to a neighbor he trusts for two days, until he gets back from Atlanta.

Scenario 6: From Hoarder to Super Clean
Alyssa is trying to clean her room before moving to the University of Arizona in a week and she has a lot of extra stuff she wants to get rid of - like new shirts and untouched notebooks, and several collectibles from when she was younger. She decides instead of throwing things away she wants to make things useful to others. Alyssa opens up her EleventhHour app and puts her items on sale so she can clean her room and help others in the process.

Scenario 7: Assembling IKEA furniture
Gayathri is new to the neighborhood and just brought a bunch of furniture which she needs to self-assemble. However, she doesn't own any of the equipment necessary for assembly -- she completely forgot to make a Home-Depot run. Gayathri opens her EleventhHour app and requests to borrow a drill and a couple screwdrivers so she can assemble her furniture before starting work on Monday.

Scenario 8: Snowdown
Kim is a senior citizen who relies on community yard services to shovel her driveway for her during the winter months. However, on one particular day, yard services takes a day off due to particularly heavy snowfall. However, Kim still needed to get into the office. Kim takes out her phone and taps the EleventhHour app to see if any local students or parents would be willing to shovel her driveway for her.

Scenarios Exhibit C

Scenario 9: Urgent Care
Anantha lives in a really rural neighborhood where the ambulance takes a while to get to the house. On one particular Sunday, Anantha accidentally slammed the door on his pinky and had to be quickly rushed to urgent care. However, he knew that the ambulance would take forever. He opened his EleventhHour app to see if maybe a neighbor would be willing to quickly take him to the emergency in order to avoid further injury or pain.

Scenario 10: Petsitting
Ken and his family recently found out about a last minute wedding in Colorado. Because of this, Ken has to make last minute arrangements for someone to take care of Odie, his golden retriever. He opens his EleventhHour app to see if any neighbor can take care of Odie during the week.

Scenario 11: Save Date Night!
Leo and Ethan have been married for five years but still like to go on weekly date nights. They usually get a babysitter to watch their daughter, Amy, while they're out, but fifteen minutes before their dinner reservation they get a call from their babysitter saying that she can't make it. Leo quickly opens EleventhHour to see if a neighbor is available to watch Amy for the night and gets a response from a local teenager, who arrives within ten minutes. Leo and Ethan are able to make it to their dinner only ten minutes late, knowing that Amy is being safely taken care of by someone they know.

Scenario 12: Last-minute Homework
Claire has to present a poster in class tomorrow but as she is putting it together, realizes that she is out of glue! The craft store is too far away for her parents to drive, so she posts on EleventhHour to see if anyone has glue she can borrow. A classmate who lives a few blocks away responds, and Claire bikes to their house and back within twenty minutes.

Scenario Exhibit D

Scenario 13: Service Hours
Vaishnavi is in her school's National Honor Society and needs to earn service hours before the end of the semester in a few days. Without any volunteer events coming up, she makes an account on EleventhHour and spends her afternoons after school doing tasks like shoveling snow from neighbors' driveways, babysitting neighbors' kids, and using her newly-earned drivers' license to run errands for busy or mobility-impaired neighbors. Because she earns Karma points and not money through EleventhHour, she is able to count all her time spent helping her neighbors towards her service hours and meets the NHS requirements by the end of the semester.

Scenario 14: Driving Practice
Ella has just gotten her learner's permit and needs fifty hours of driving experience with her dad. They decide a good way to get Ella experience driving is to make an account on EleventhHour and post that she's available on weekends, when her dad's home from work, to do driving-related tasks. Over the next few weeks Ella easily gets her fifty hours of driving practice through getting groceries, picking up kids from school, and other tasks. She's happy to have completed the requirements, her dad's happy to have helped their neighbors, and the neighbors are happy not only to have their last-minute tasks completed but to help their young neighbor.

Scenario 15: Study Buddy
Bailey is working on her homework for her Calculus class that's due tomorrow, but is having difficulty with a particular problem set. She posts on EleventhHour to see if any of her classmates in the neighborhood are also having problems, or if they've solved it, and want to work on the homework together. She gets a response from her classmate Anush, and she bikes over to Anush's house where they spend the evening working their way through the homework together. By the end of the night, both Bailey and Anush have finished the homework, feel like they understand the material better, and have made a new friend in the class.

Scenario Exhibit E

Scenario 16: Housesitting
Mike is on a week-long business trip out of the state when he remembers that he didn't hire anyone to housesit while he's gone. He posts a request on EleventhHour to see if any of his neighbors would be willing to stop by and collect mail, water his outdoor garden, and check for signs of a break-in while he's gone. He gets two messages from Lila and Terry and checks their service profiles. Lila has housesat for other neighbors and gotten good reviews, while Terry has poor reviews complaining that she forgets to bring in important packages or lets their gardens die. He accepts Lila's offer and is able to focus on his business meetings with a clear head, knowing his house is in good hands.

Scenario 17: A Cup of Sugar
Isaac is baking brownies and has already mixed together his ingredients when he realizes he doesn't have enough sugar. He opens EleventhHour and posts to see if anyone nearby can lend him a cup of sugar so that he doesn't have to drive to the store. In a few minutes, he gets an alert on his phone that Randy, who lives a few blocks over, has messaged him saying that he has some sugar he can use. Isaac runs down the street and gets the sugar from Randy. Later that day, Isaac returns Randy's measuring cup freshly cleaned, as well as a few of the brownies--freshly baked--as a thank-you.

Scenario 18: Making friends in the neighborhood
Sherry is an elderly retired woman who doesn't get out of the house much and misses the tight-knit neighborhoods of her youth. She downloads EleventhHour and uses it to complete tasks, like babysit the children of the young couple that lives next door and bake cookies for a student's class party, as well as request tasks, like having her front lawn cut and a new TV installed. Through her interactions with EleventhHour, Sherry gets to meet and spend time with people from all over the neighborhood and builds friendships that last outside of the app.

Scenarios Exhibit F

Scenario 19: Babysitter
Antonio's plans for Friday night fell through, so now he's at home alone, bored. He gets a ping on his EleventhHour app that the Smiths down the street needs someone to watch their kids while they go out for the night. Antonio is used to watching his younger cousins when his family gets together, so he messages the Smiths and arrives at their house within five minutes. Antonio has a fun time playing with the kids that night and the Smiths invite him to their potluck next week. He also starts getting paid babysitting gigs from other neighbors, who saw the positive review the Smiths posted on EleventhHour.

Scenario 20: Video Game Tournament
Sinead is hosting a video game tournament at her house and invited all her friends, but as she's setting up the game, she realizes that she only has three controllers. She posts a request on EleventhHour for a fourth controller and Tommy from down the street responds. Tommy shows up within a few minutes with the extra controller and Sinead invited him to stay and play with her friends. They all have a fun time playing games together, and by the end of the night Sinead exchanges phone numbers with Tommy with plans to invite him to the next video game tournament.