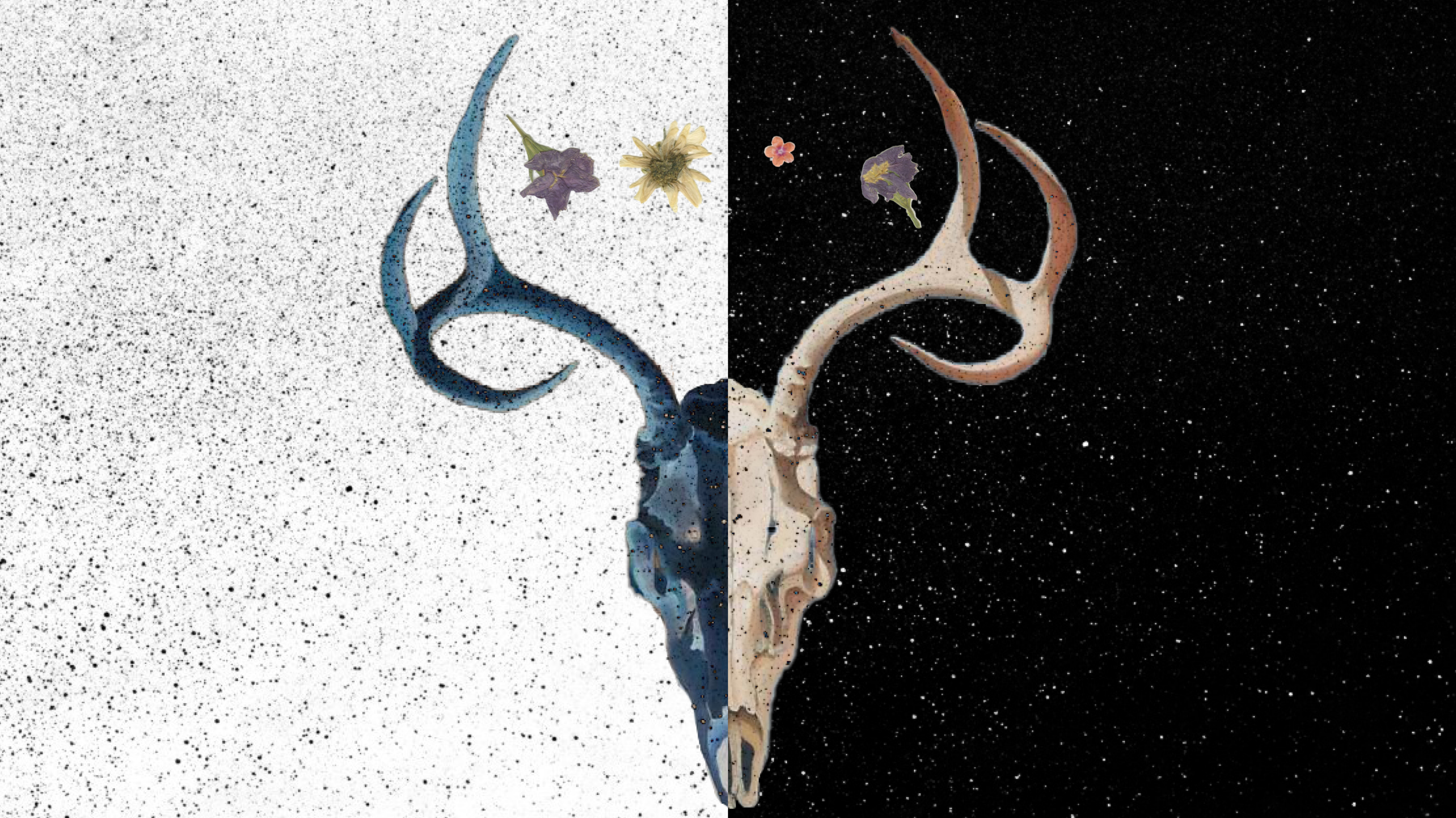


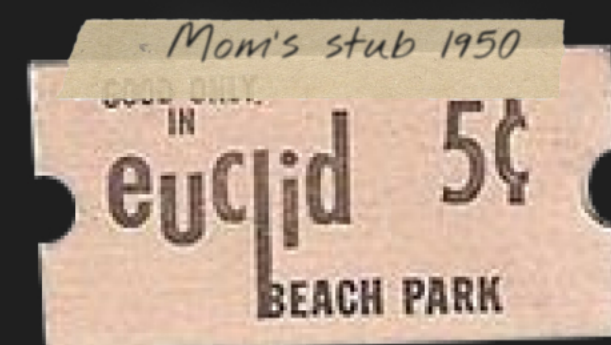
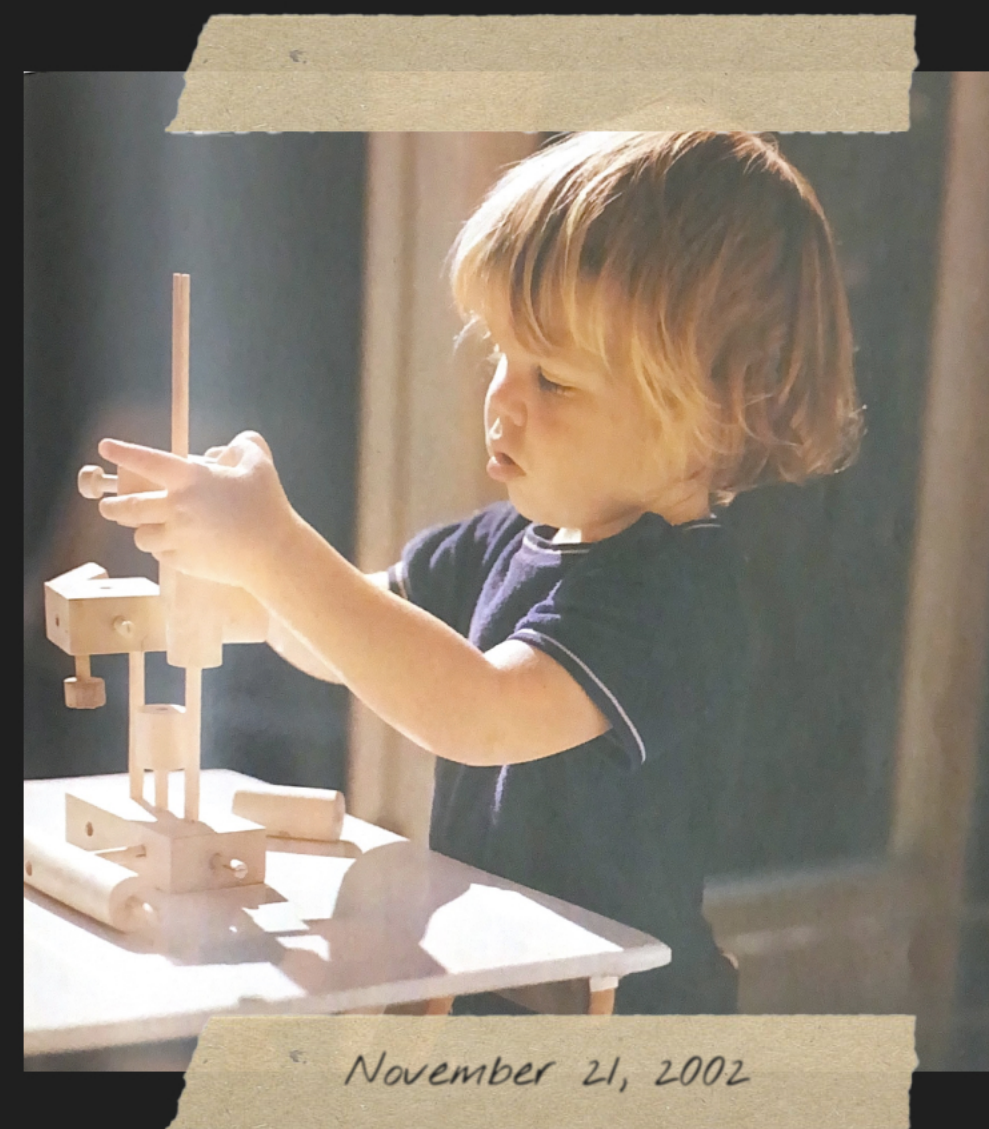
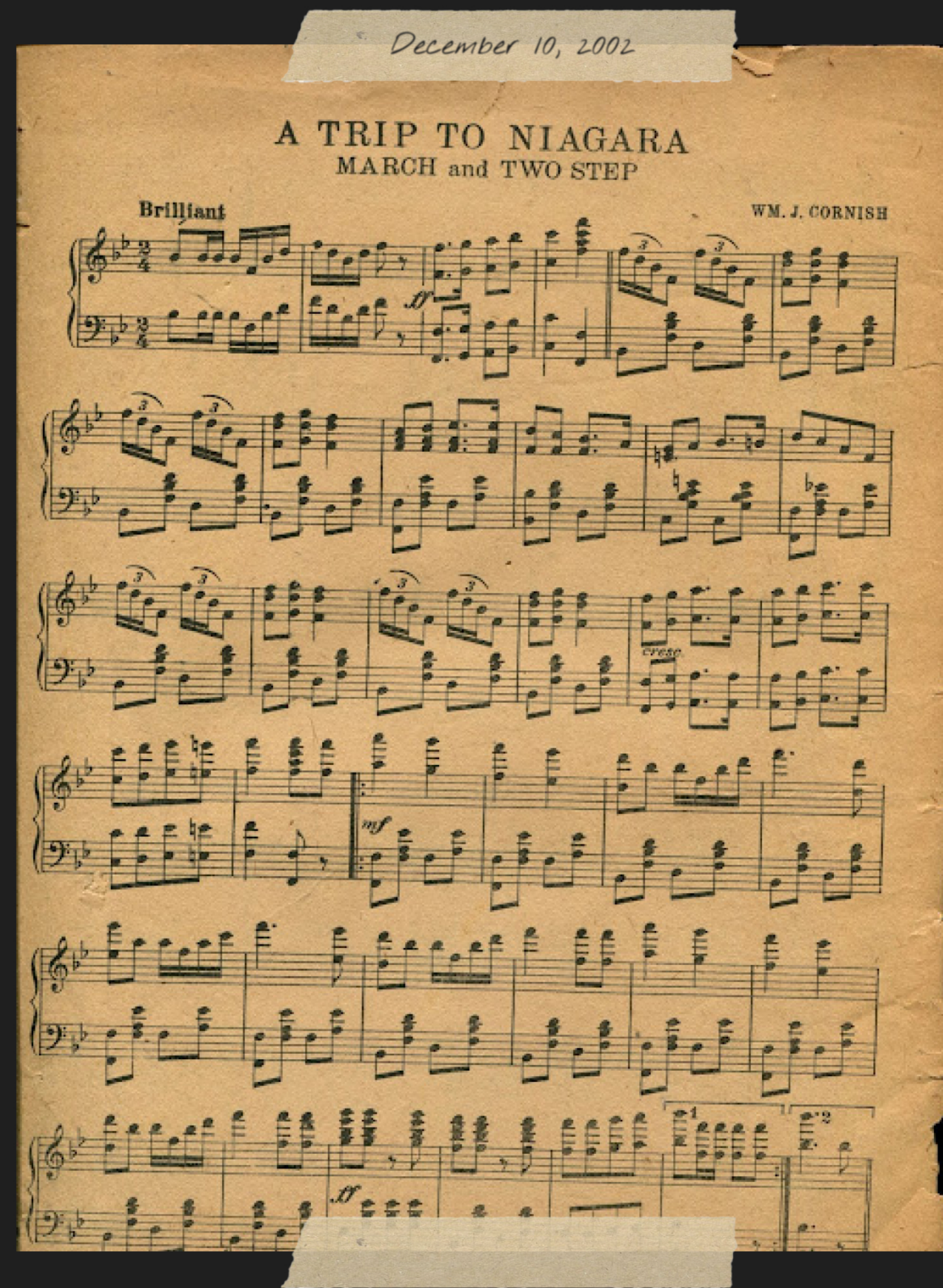
PROJECT Loom



Once you post on an internet platform, you hand away control over what happens to that content. It can be shared, removed, saved. It could be forever, or it could have an unknown expiration date. That date could be correlated to when that platform shuts down, or if they decided to delete inactive accounts.



Dead or alive, these posts make up your legacy. They tell the story of your presence. Despite, knowing the consequences that come with the internet, it's hard for it to feel real. There is a separate digital and physical life that we live.



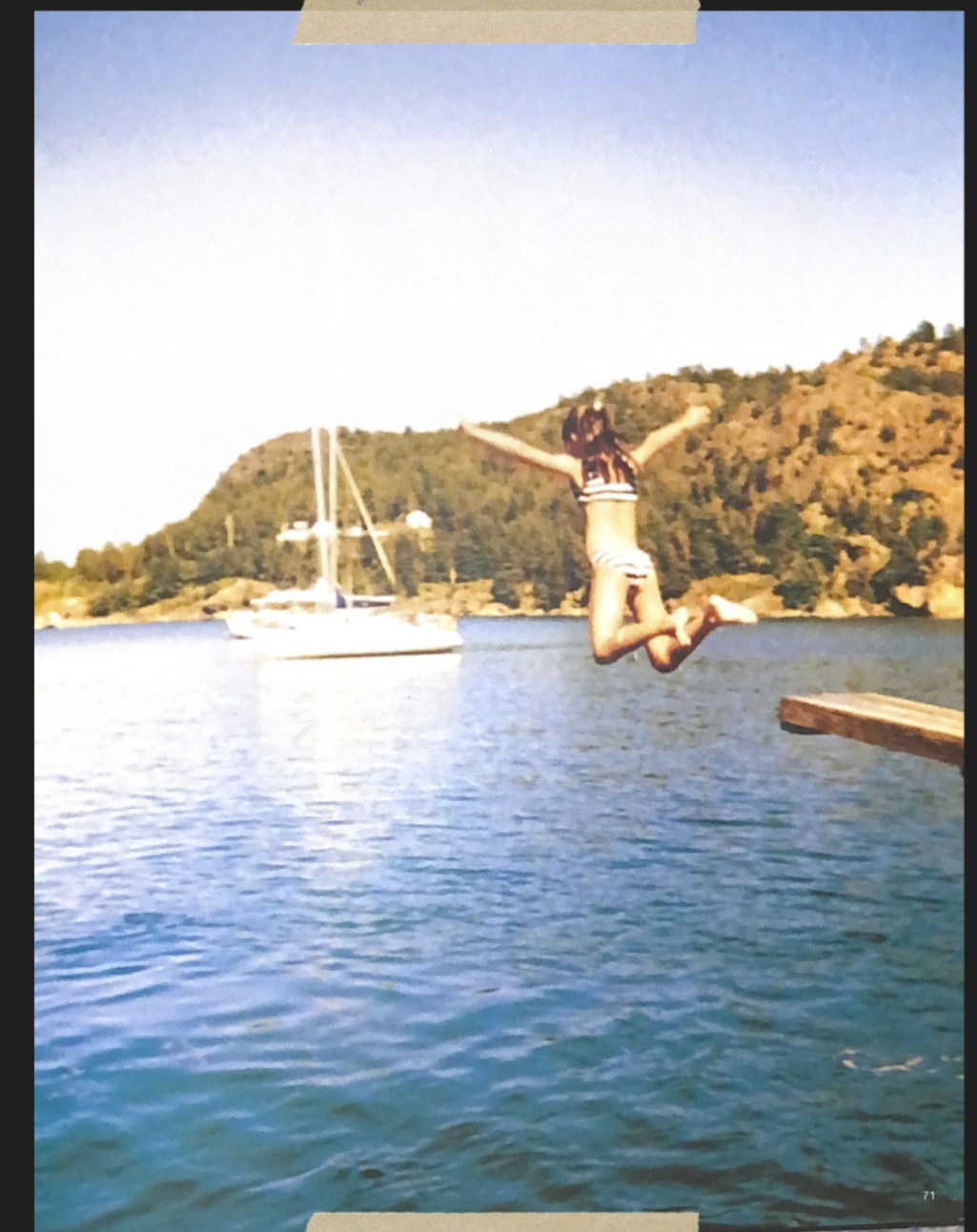
50 years ago, documentation was very different. People took photos and crafted their stories in scrapbooks, and they passed this down their family line.



As time has passed, we are primarily documenting our lives digitally. But that's not all that we keep. We are hoarding virtual assets. From photographs, to music, to memes, you name it. We want to keep it all. And have it easily accessible.



This makes it difficult to distinguish the things that really matter. Our memories. Our stories. Our lives.



We post the things we like to share. We post the things that represent our best selves. But we have no control over what happens to them after we post. We can't control how long they will be online. We can't control them after we die.



LOOM

We wanted to design for this. So without further ado, we present to you: Loom.

HOW MIGHT WE

encapsulate digital legacies to feel **as real as** they might as **a physical momentum?**

clearly **communicate someone's wishes** to the person left to access their accounts?

demonstrate the value of storytelling and **motivate non interested users** to take part in creating a digital legacy, if not for them, for their loved ones?

accurately represent someone's life and the **impact they had on others**, while still allowing for a **control** over their narrative?

secure people's private life so that they feel comfortable with their digital legacy?



We challenged ourselves to create a legacy that felt as real as a physical Heirloom.
Something that could spark the conversation of what we leave behind.
Something that could communicate the user's wishes.
Something that could show the value of storytelling in the grand scheme of things.
Something that can accurately represent our users and their impact on others.
Something that would last.



We started with making these memories feel real. Something that could break the boundaries of the digital world, and could break through to our everyday. We introduce to you the “I was here” memory mark.

I WAS HERE.

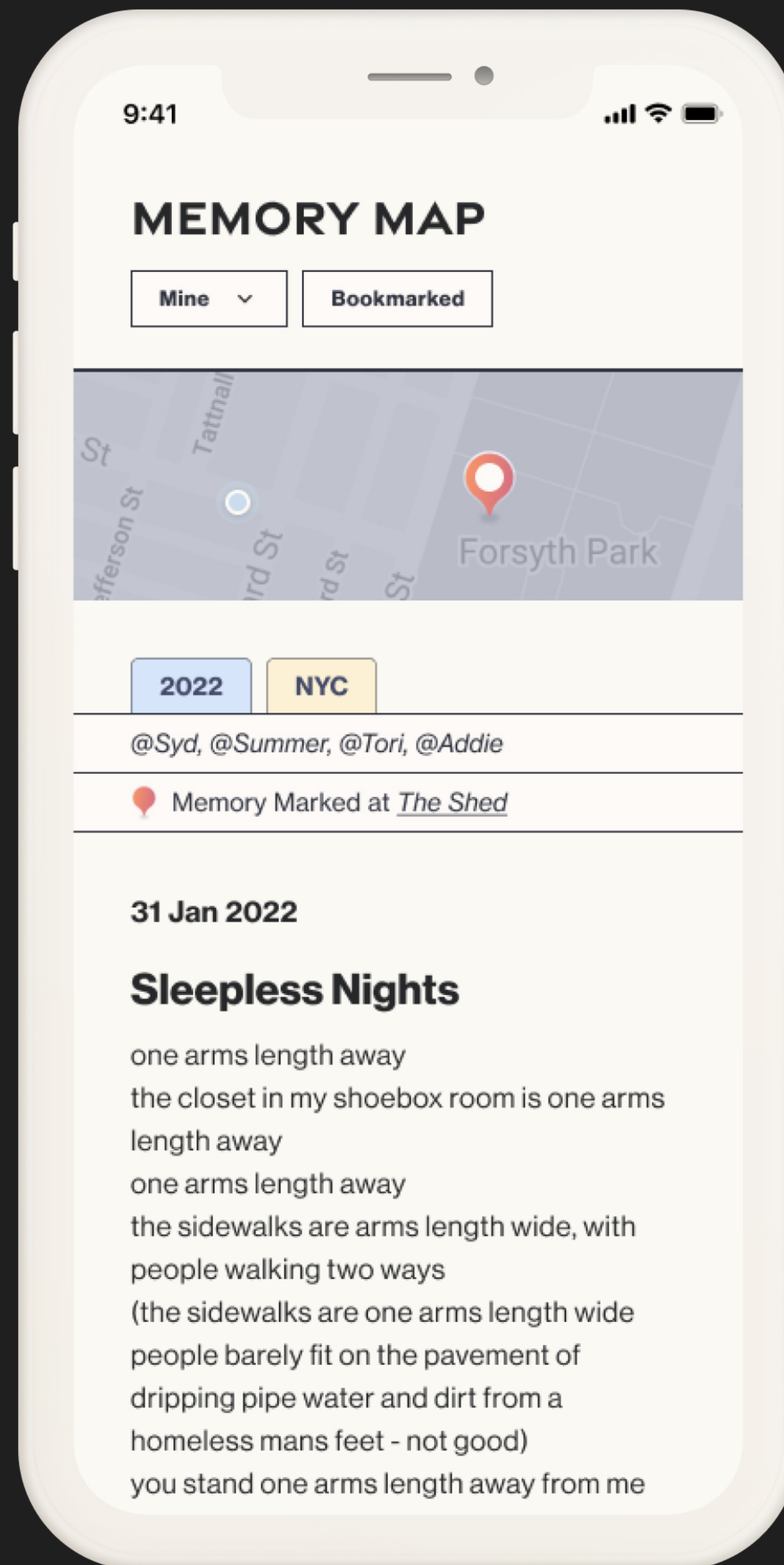


Who remembers writing “I was here” on their classroom whiteboard? It’s human nature to want to leave your mark.

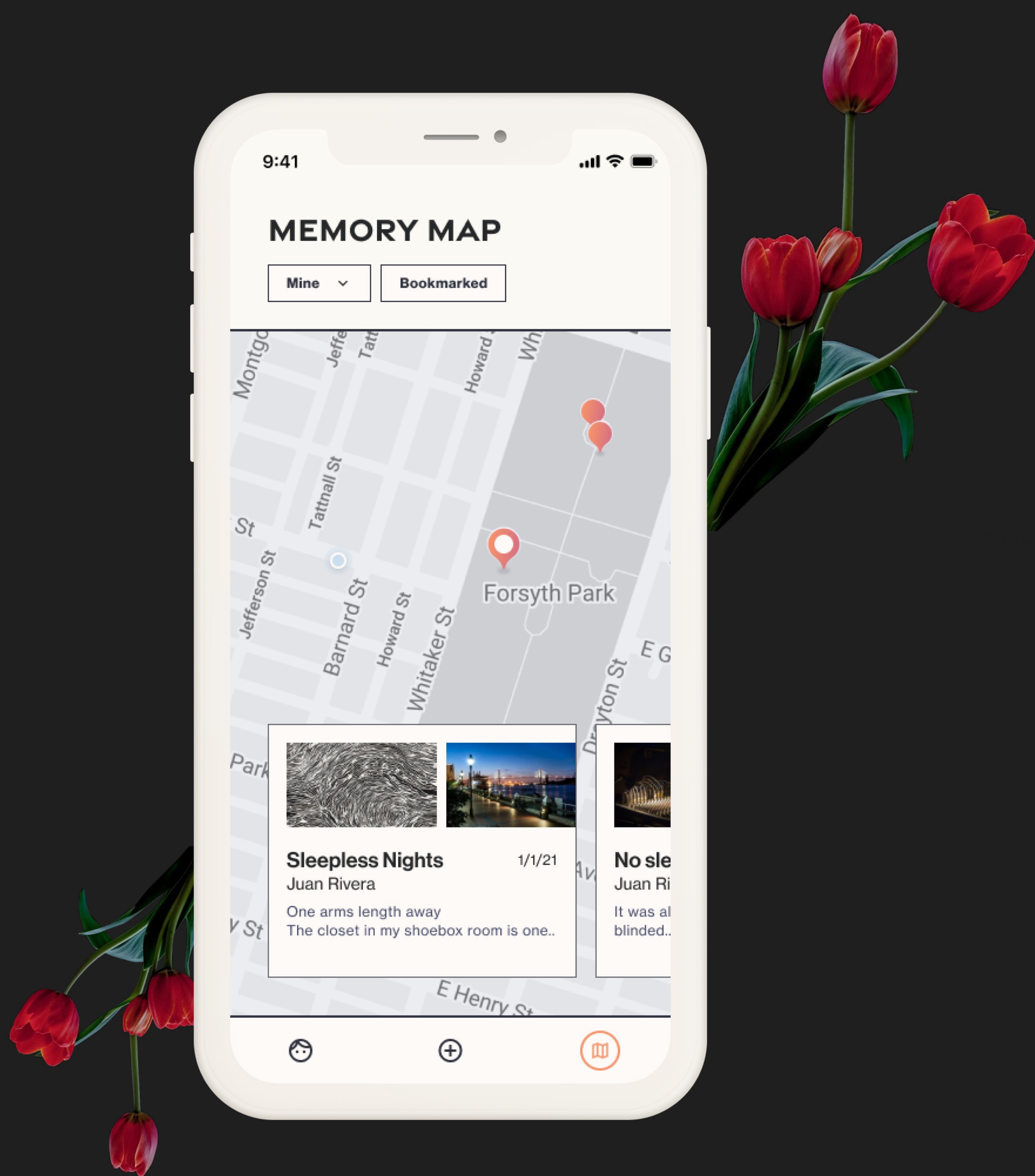
It dates back to the beginning of human history. Cavemen created images deep in caves, and were able to share their presence to the world, centuries later.



The “I was here” sticker is how we leave our impressions on the world. Tell the story of what happened in a specific location. We, the team behind Loom, believe in the power of storytelling. And we want to share the stories of our generation with the ones to come.

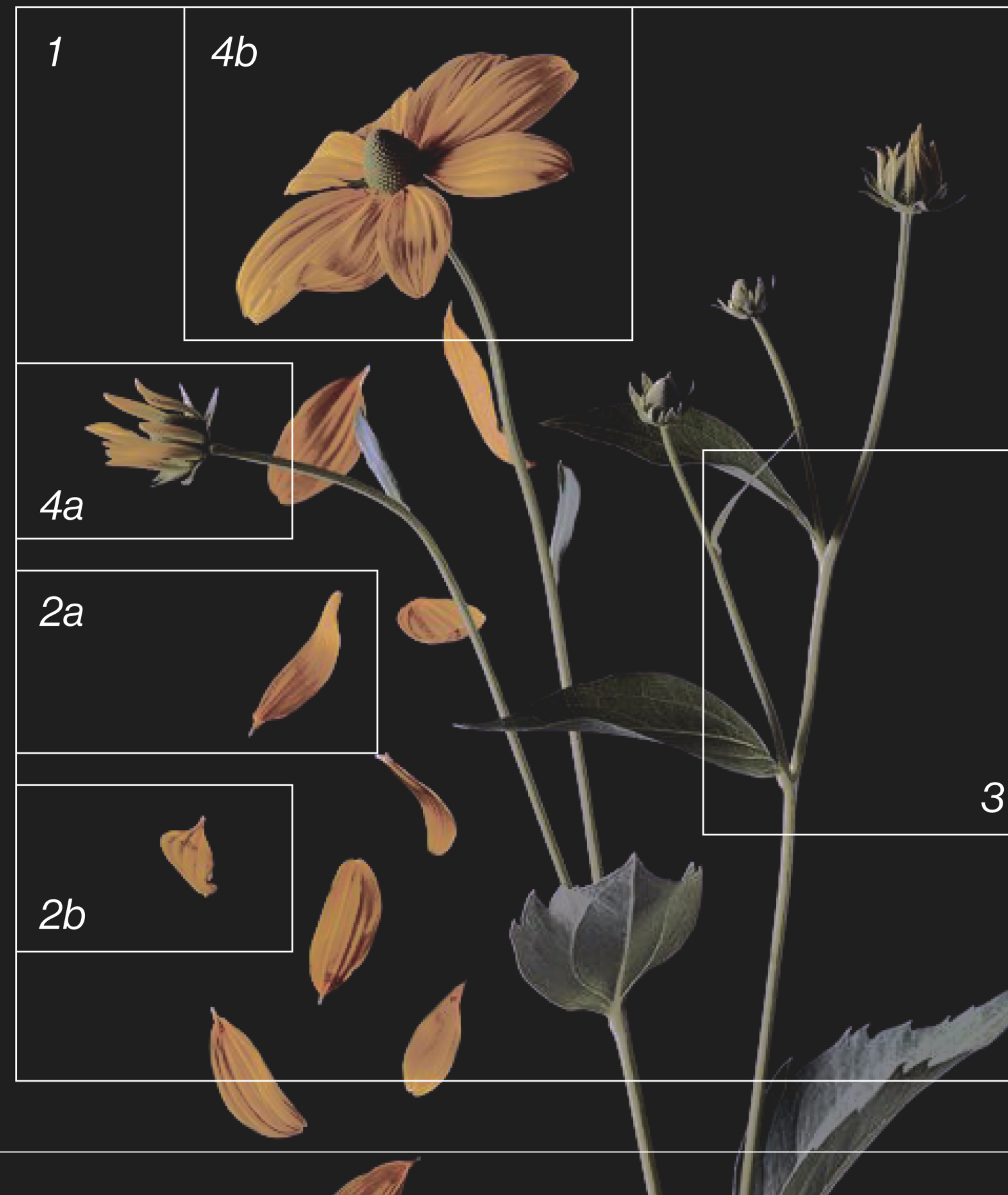


Memory Marks do not link to our entire story, just the event that happened in that location. Stickers can be hard to remove, but it's possible. So what happens if they are removed? Well that's a part of life right? That can already happen with anything we put out in the world. They are a metaphor for what we post online. Once it's out there, we hand over our control of what happens to it.



We mentioned that Memory Marks tie the physical world to the digital. We are able to see the stories connected to the stickers. And we get a map to visualize all of the stickers that we place. Stickers are our main source of revenue. User's get a free set of stickers for signing up, and then can buy more to continue placing them. This doesn't limit usability of the app, as users can add memories not attached to stickers.

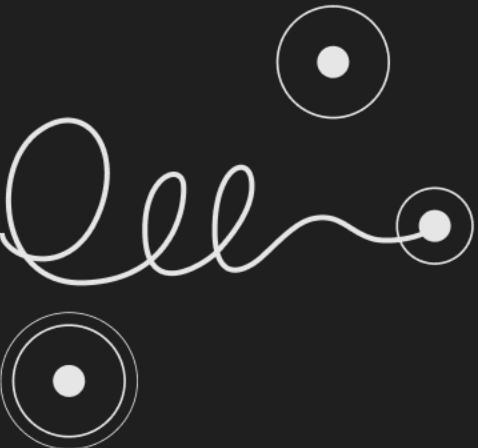
- 1 Legacy
- 2a Memories
- 2b Memory Marks
- 3 Chapters
- 4a Draft Memories
- 4b Published Memories



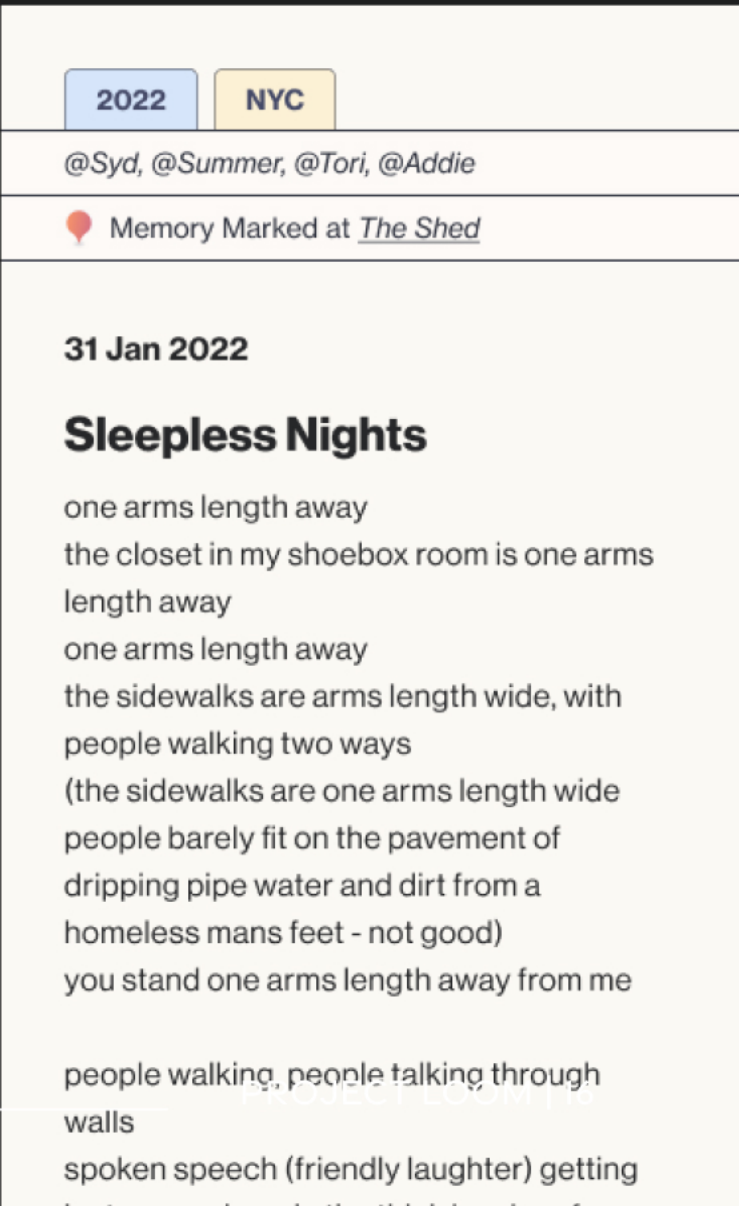
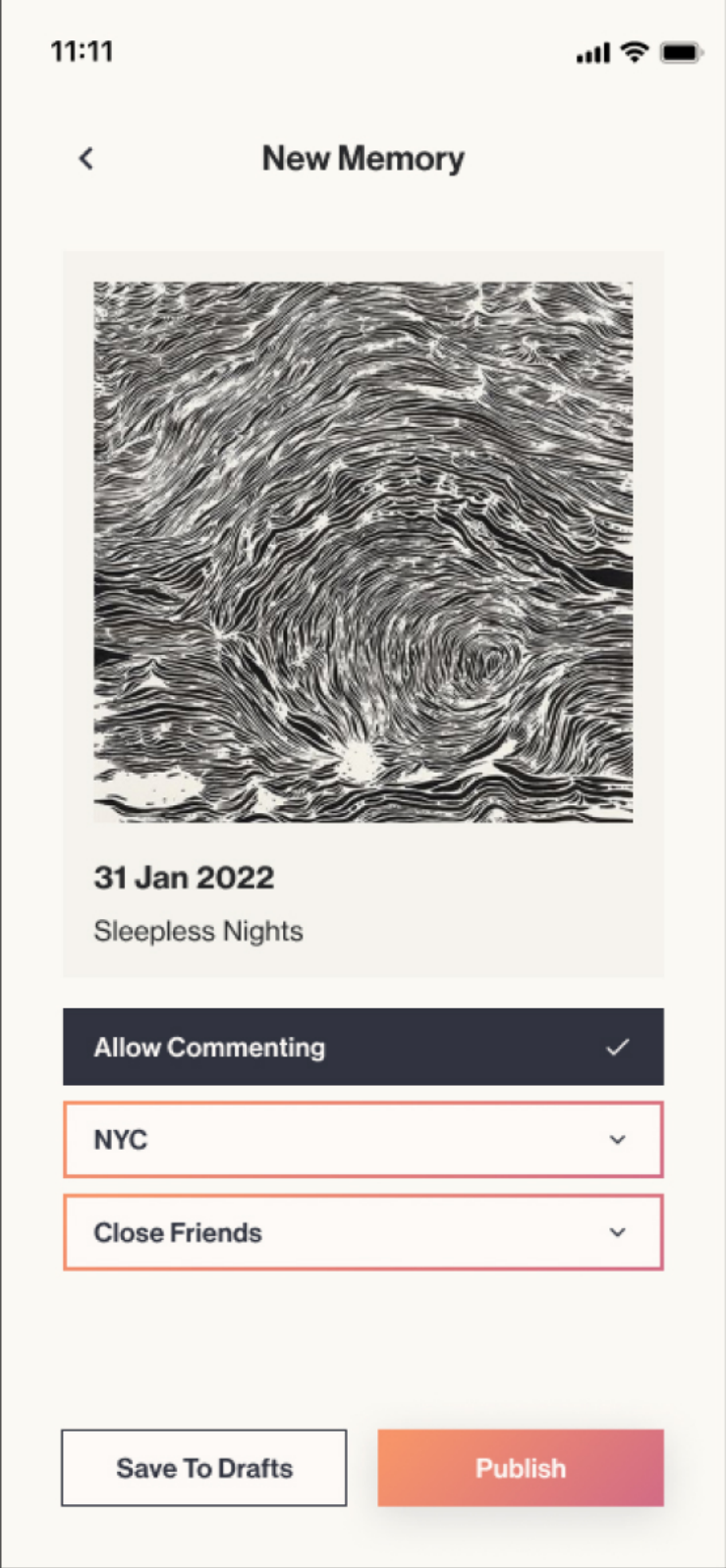
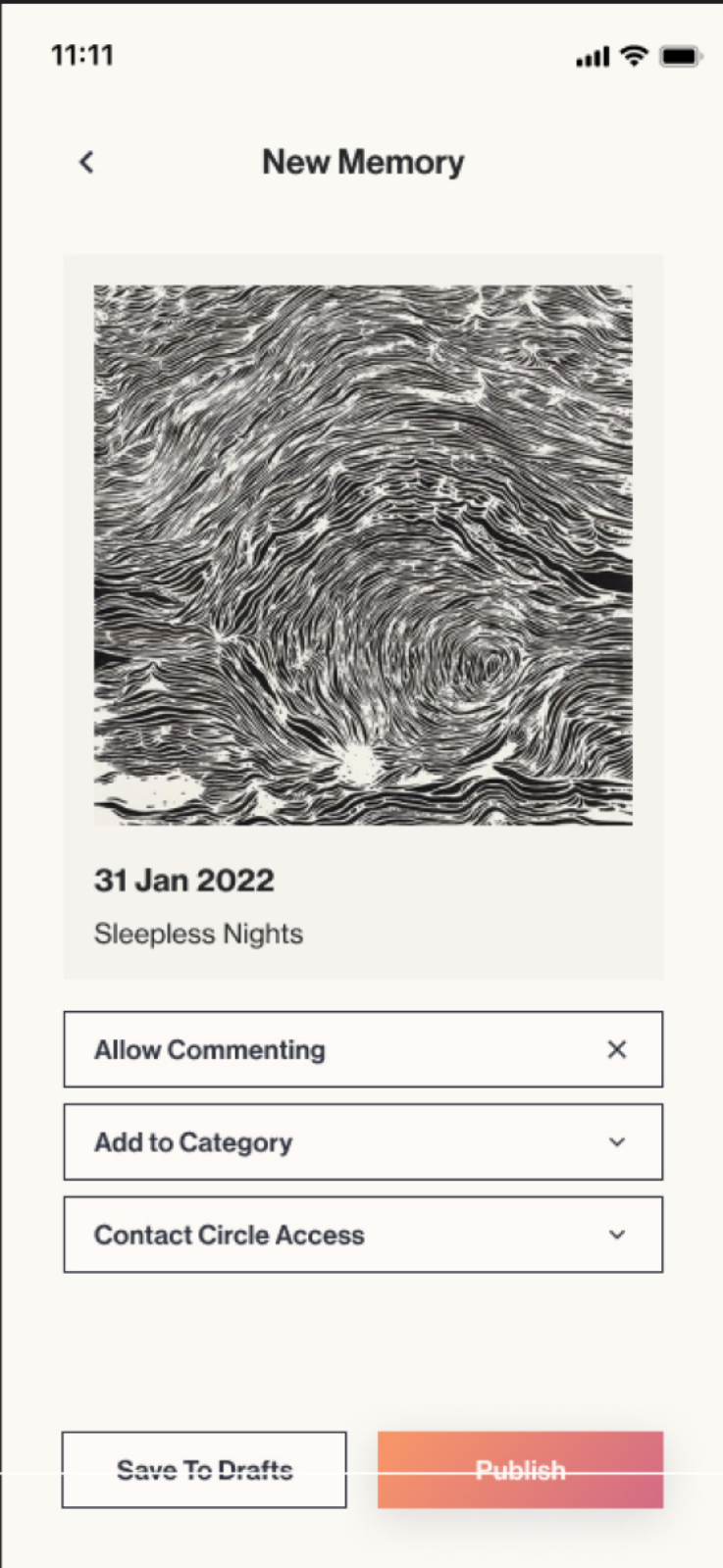
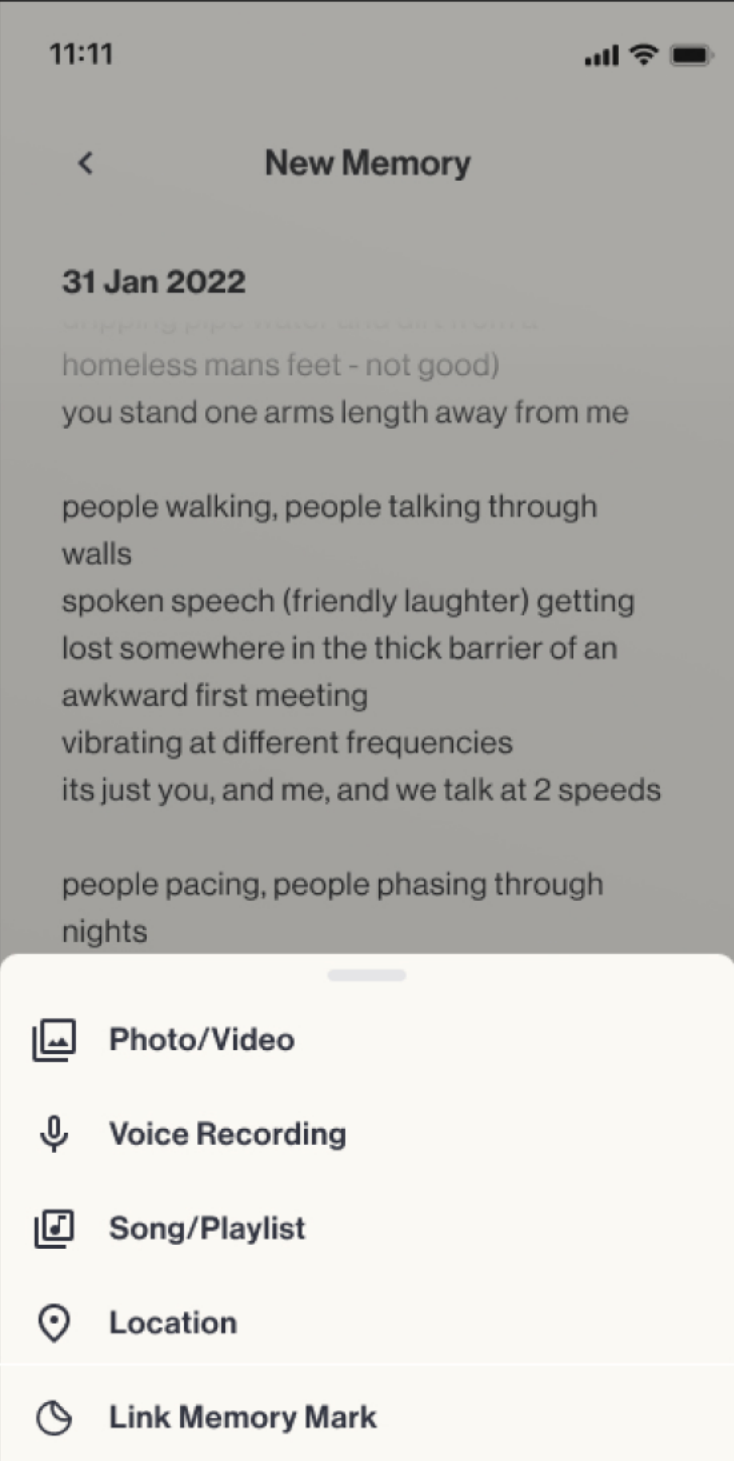
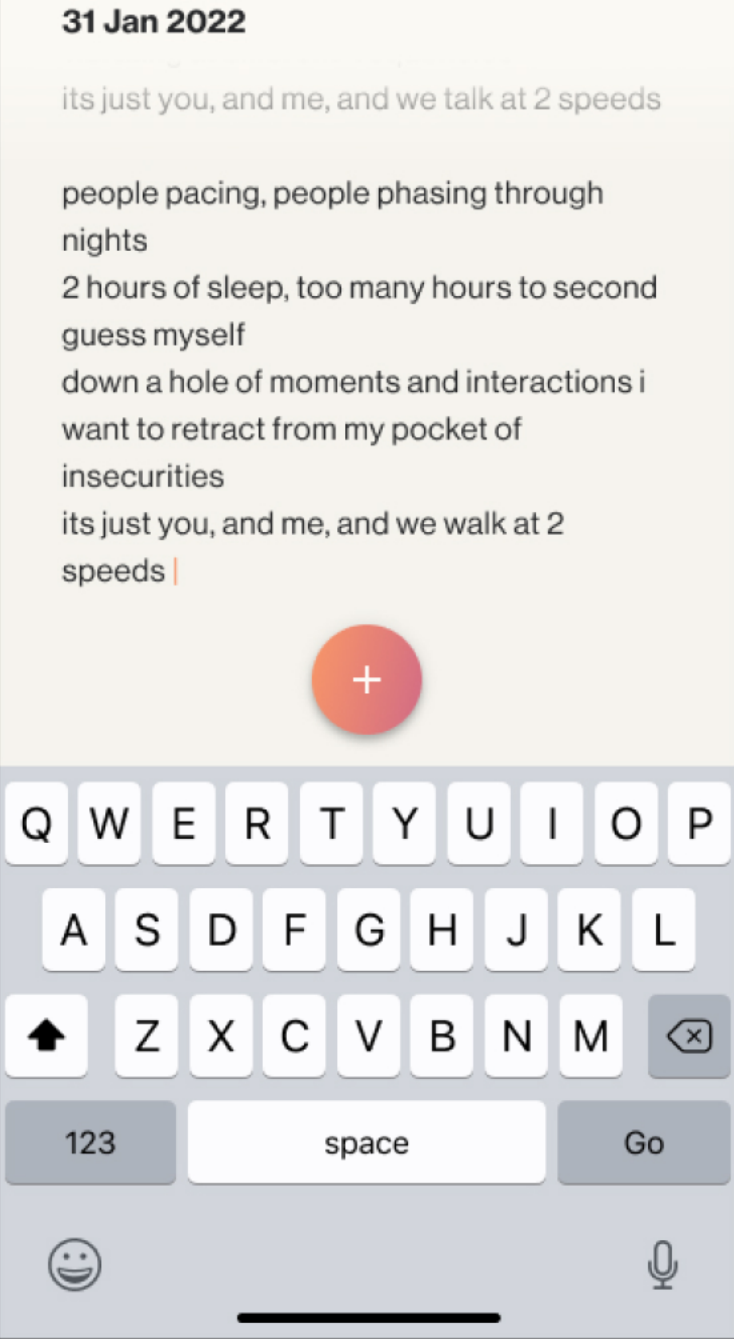
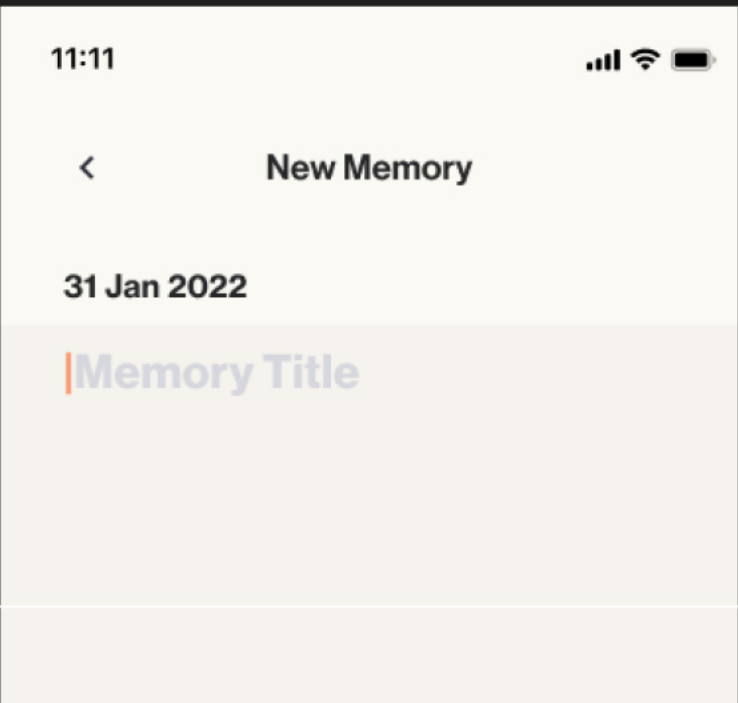
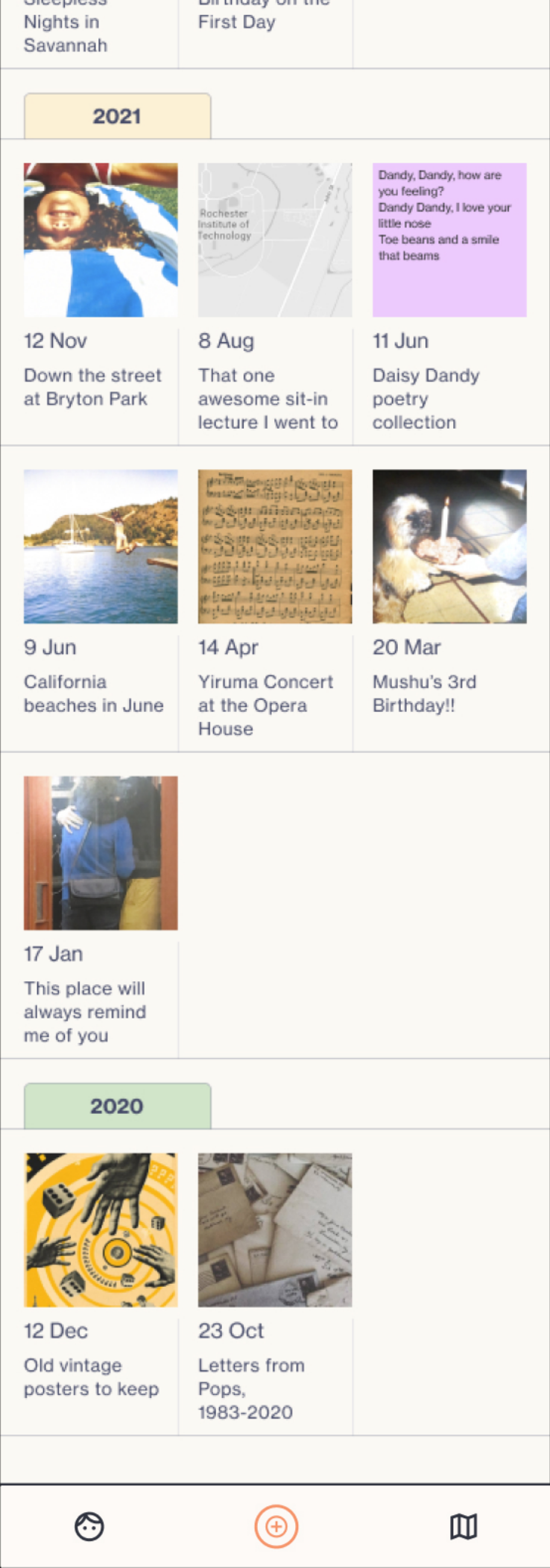
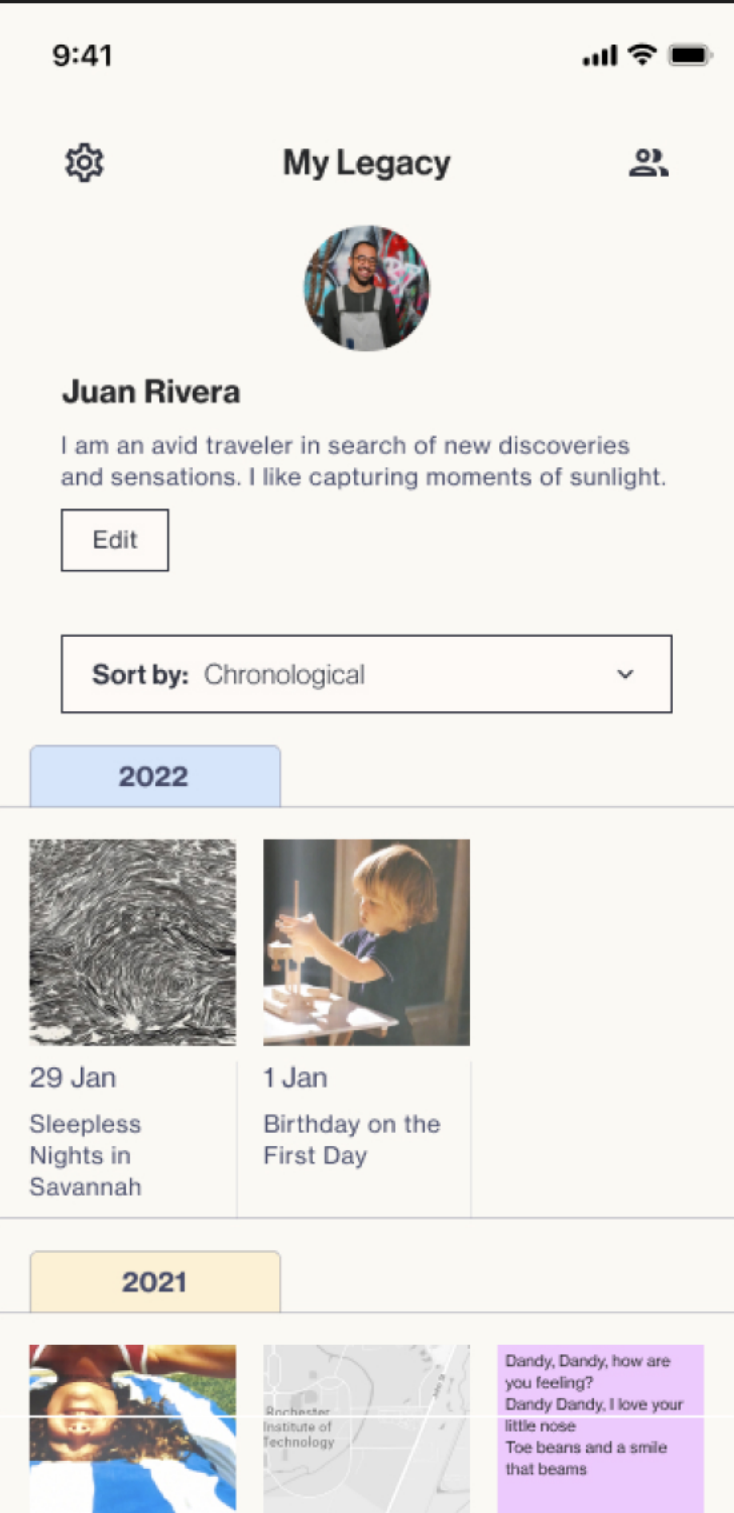
Not all memories happen in a place that is physically markable, but that's okay. Loom is your legacy. Every memory, every sticker, every shared experience that you want memorialised can be attached to your Loom. Write your story in chapters of your life, and cultivate your Loom with budding memories and publish them when you're ready.

Craft a digital legacy with authenticity to your voice. Plan what you leave behind. Create categories and tag your loved ones to share with.

MAKING A MEMORY

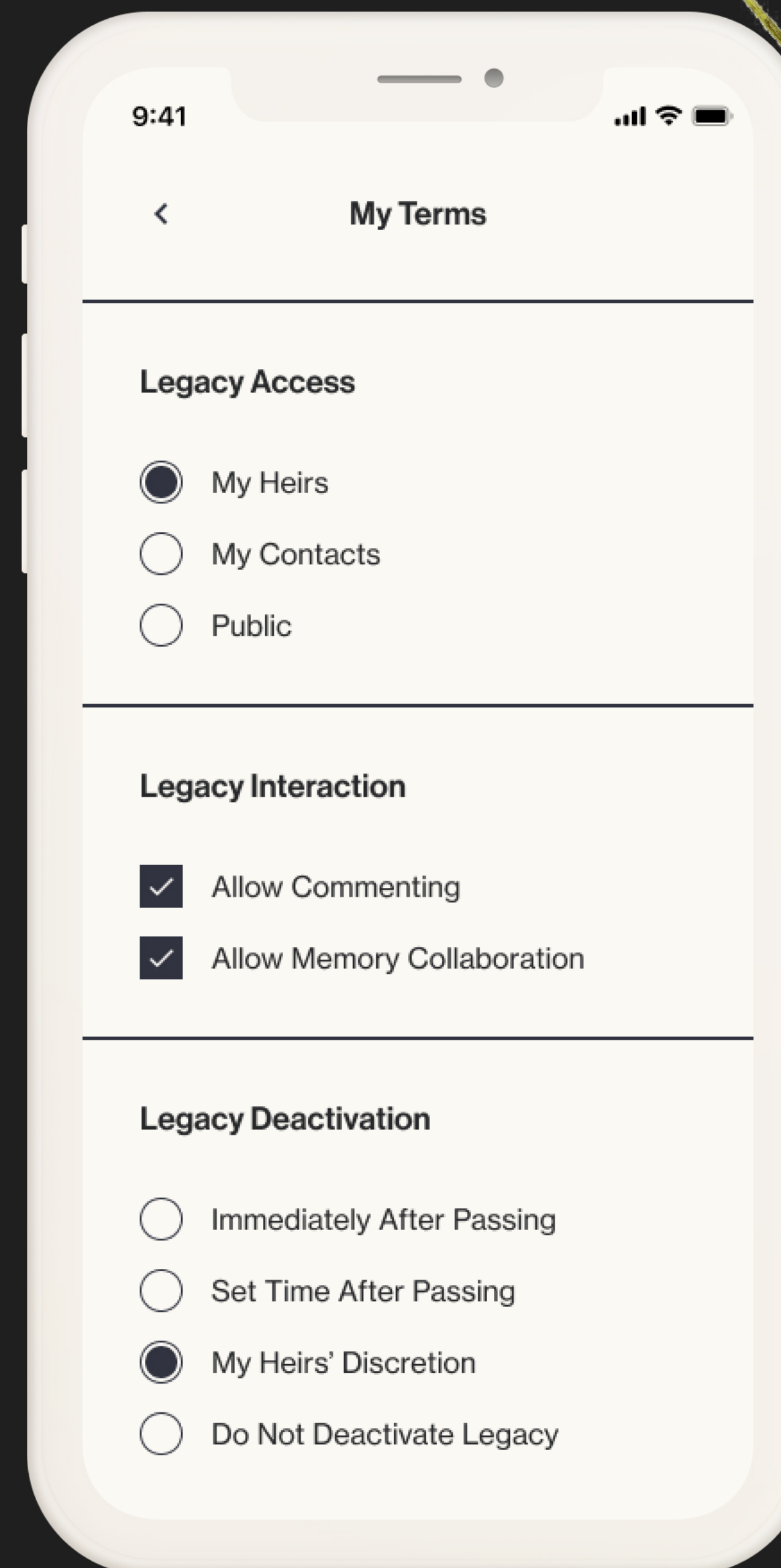
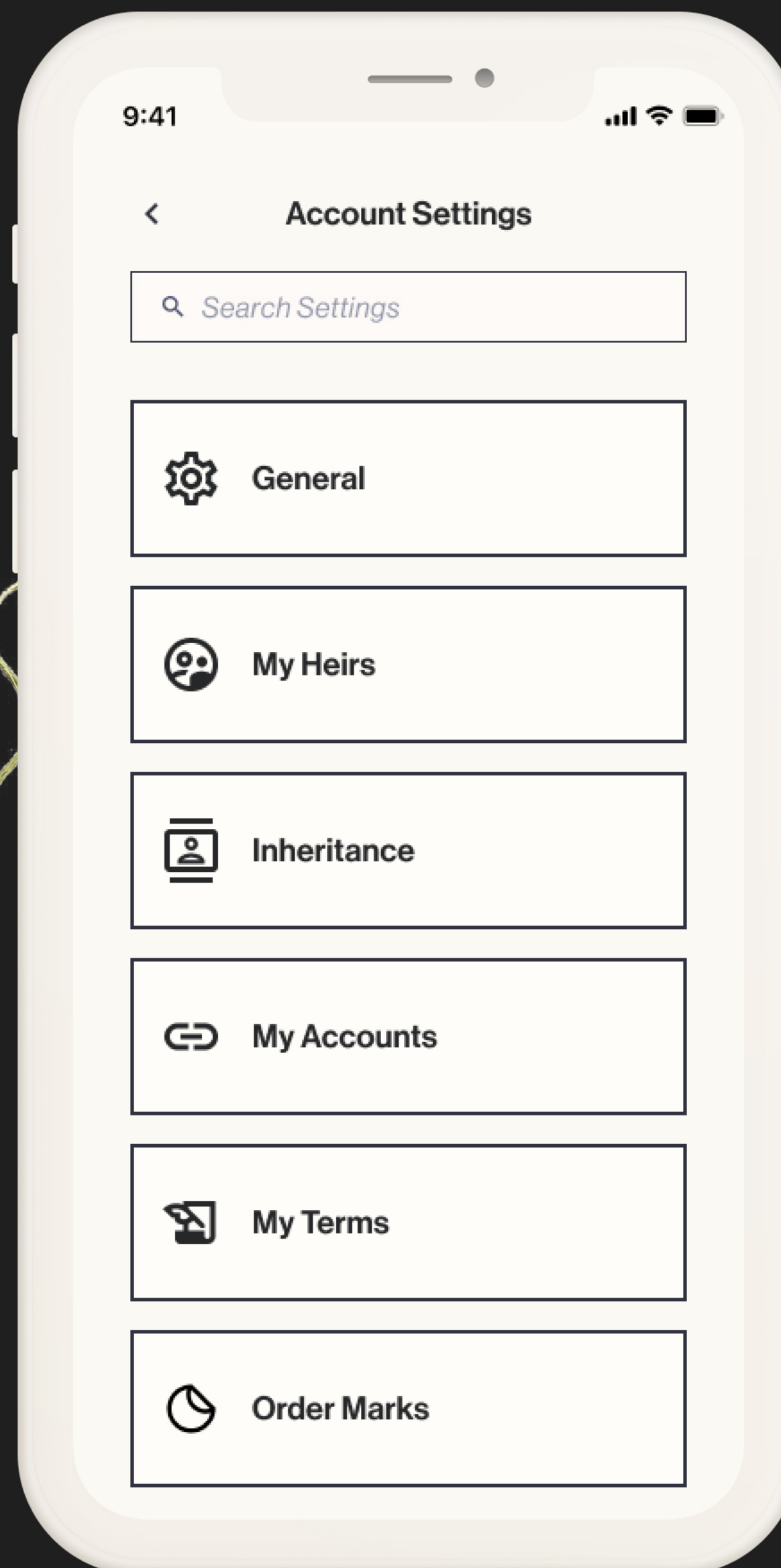


UXDC 330 | STUDIO I | FALL 2021 | PROF BC



Setting a profile in loom is not like social media, we write for permanence. We write because we want to pass down moments of value to our future generations and share it with those we learned to love in our life. Our bio helps identify us, draft your thoughts, images, audio, choose who to share it with, and publish memories to make up your legacy. Your loom profile is personal.

MY TERMS



A top priority for Loom is ensuring people feel comfortable with the level of control and privacy of their legacy, so Loom is respectful of giving options to set those terms. Who has access to your legacy post-mortem, the level of interaction from others with your legacy, and when you may wish for your legacy to deactivate whether that is from the moment you pass, or 5 generations down the line. Loom is here for you and respects your wishes.



As thorough as Loom could be setting your terms, it is prefaced that your legacy is planned to be held and managed by another individual.

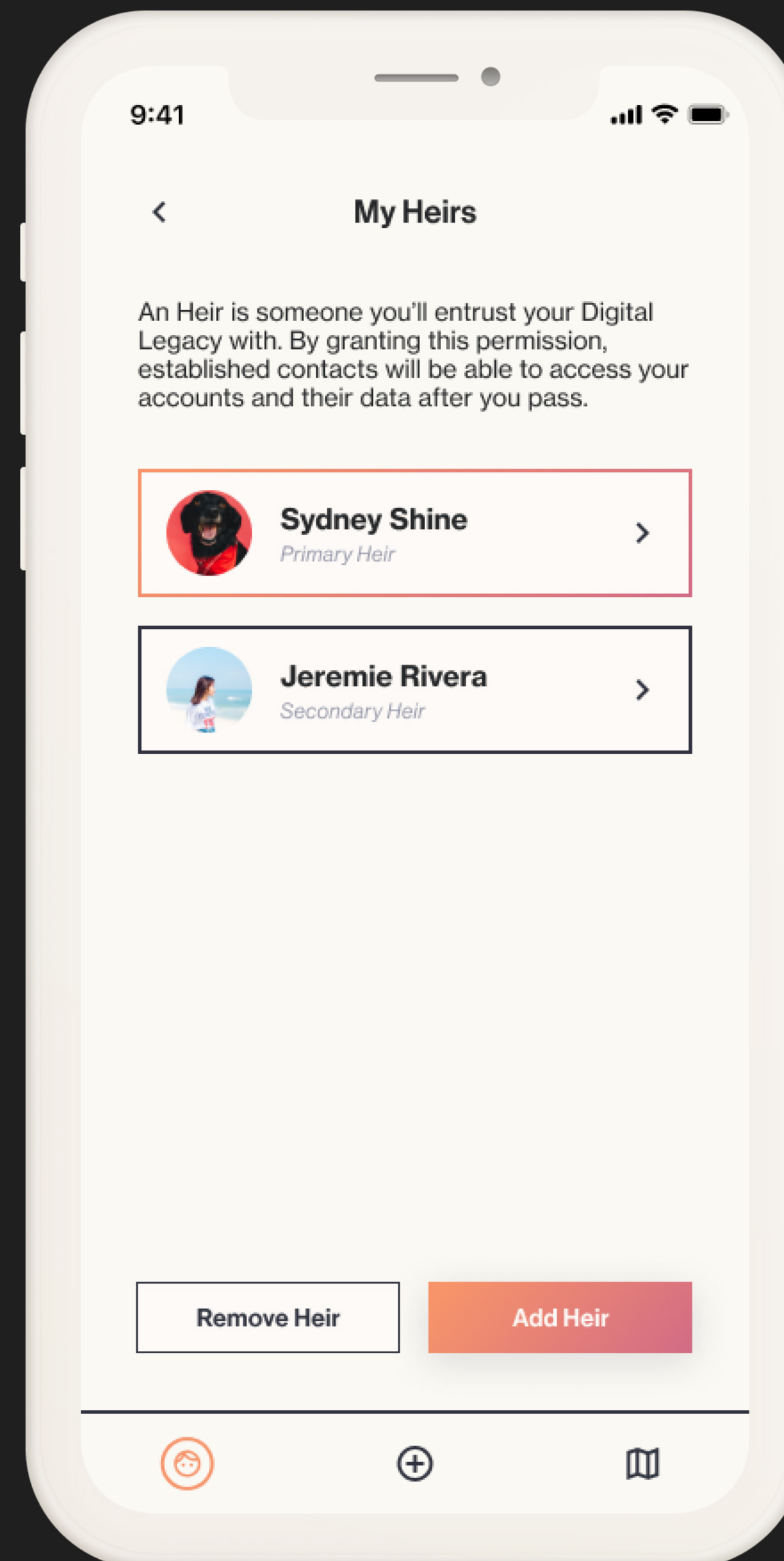
Who do I trust to hold my legacy?

Who do I trust to act in my best interest and respect my terms?



MY HEIRS

Set your Heirs. They hold your legacy, they respect your terms and wishes.



An Heir is someone you'll entrust your Digital Legacy with. By granting this permission, established contacts will be able to access your accounts and their data after you pass.

Setting an heir takes a good amount of consideration so we want to communicate that this should be an intentional process with a primary legacy holder.

MY INHERITANCE



What about those who had set me as their heirs, my elders, maybe my parents, or my best friend. When someone passes, an heir may memorialise the account. Because of the weight that this holds, and how much time this may take in reality, as we have learnt through an interview with a probate lawyer, memorialising an account is at the heirs discretion and timing.



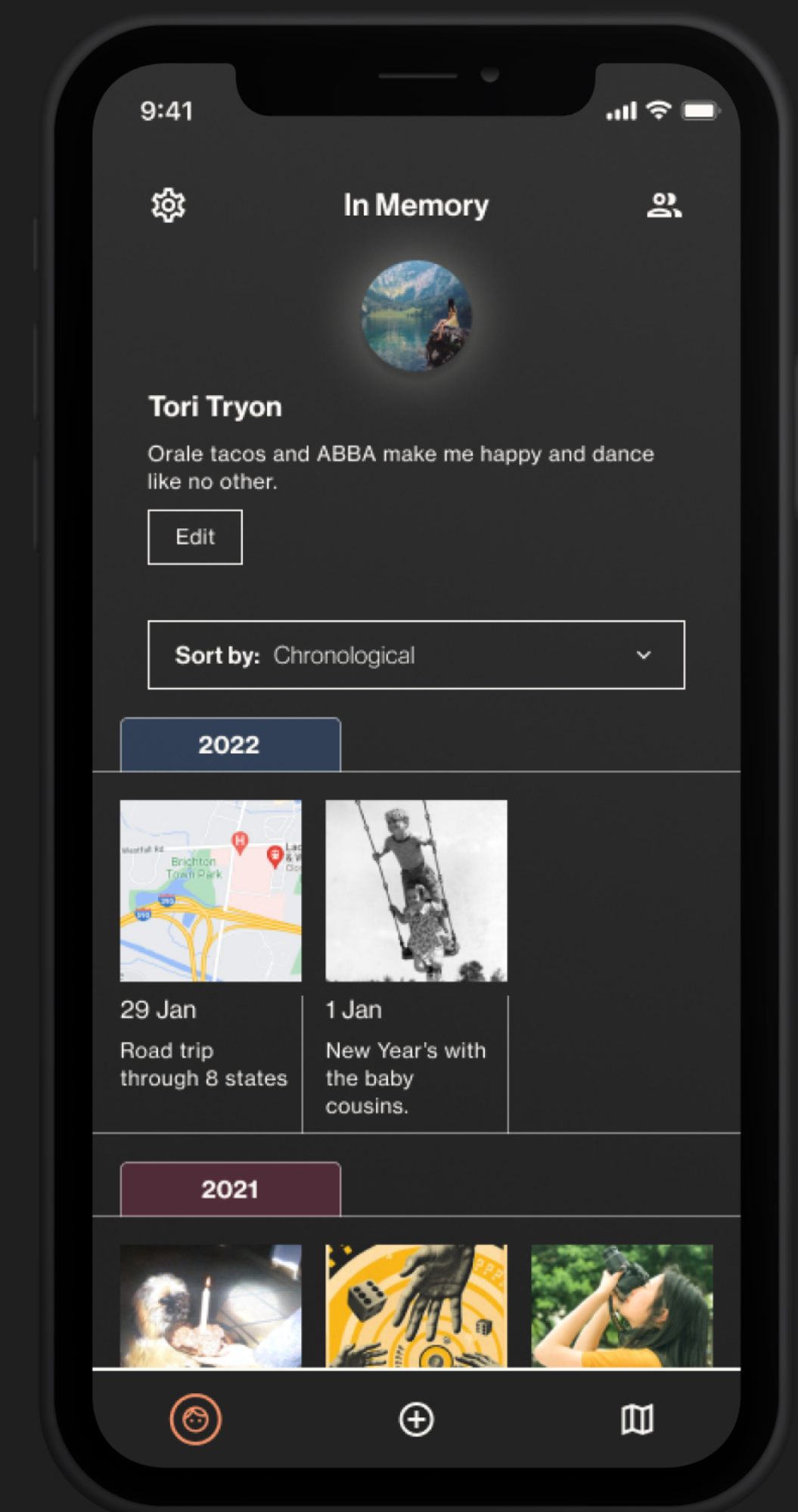
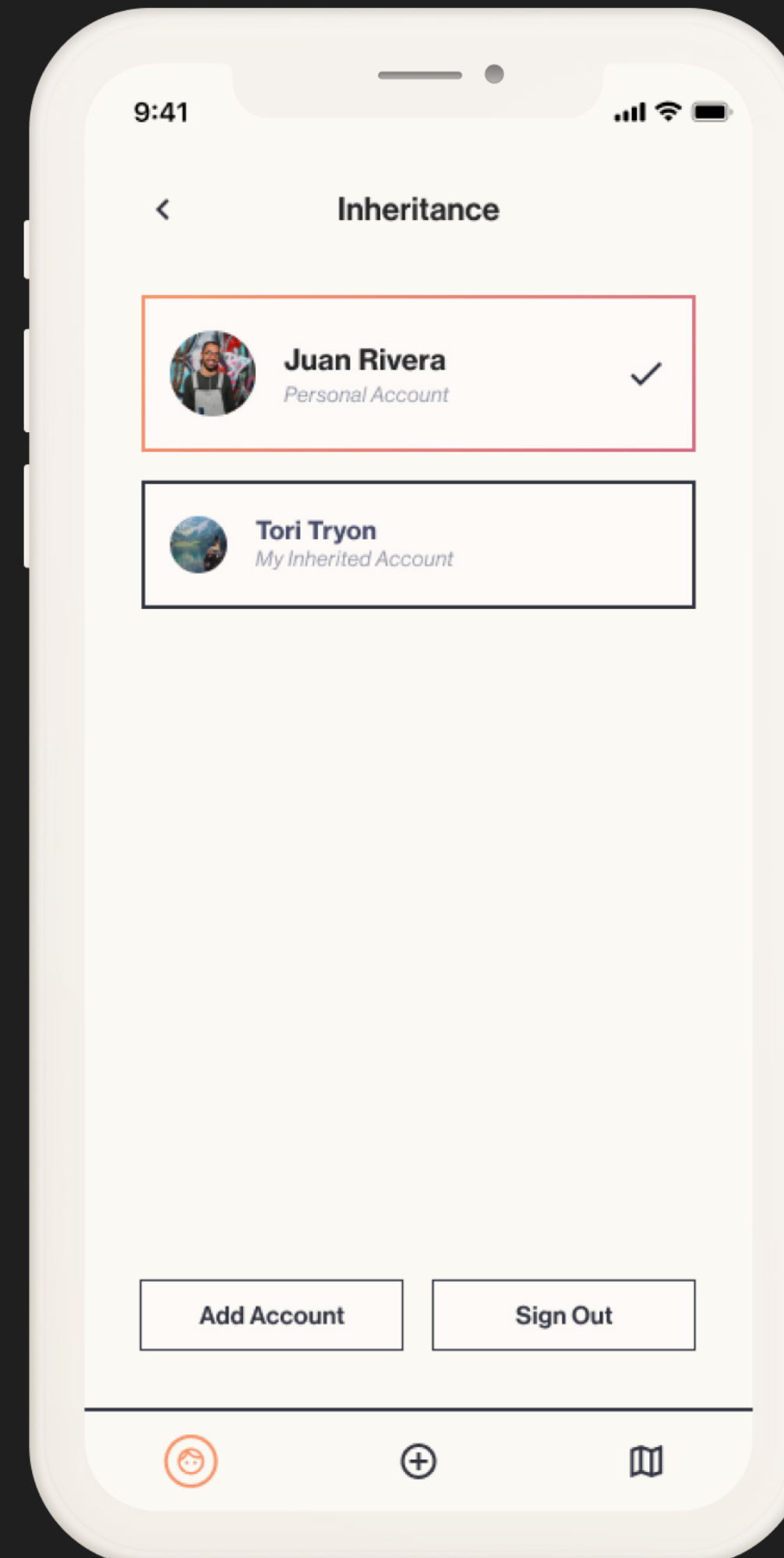
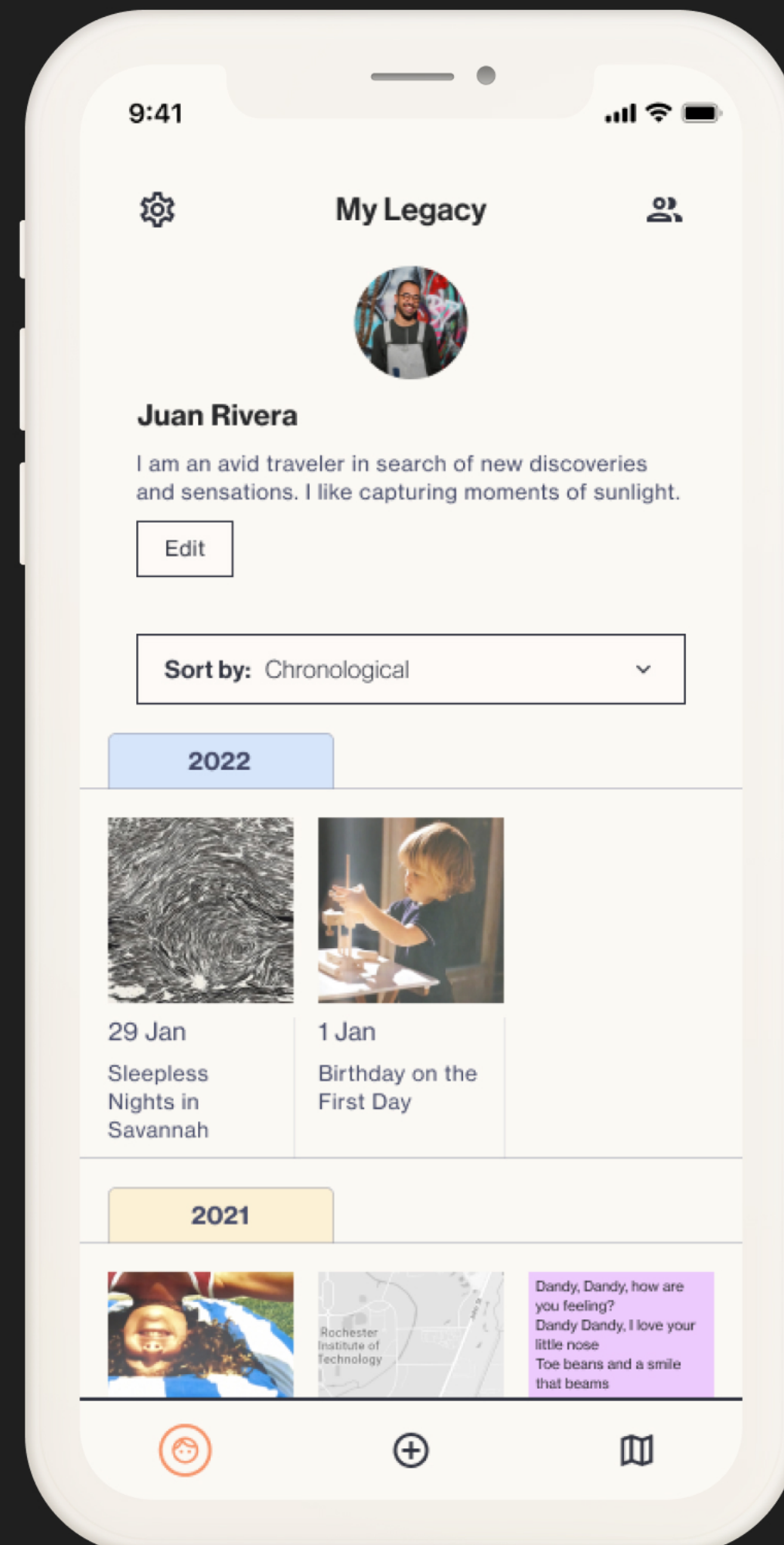
PASS DOWN
THE GIFT



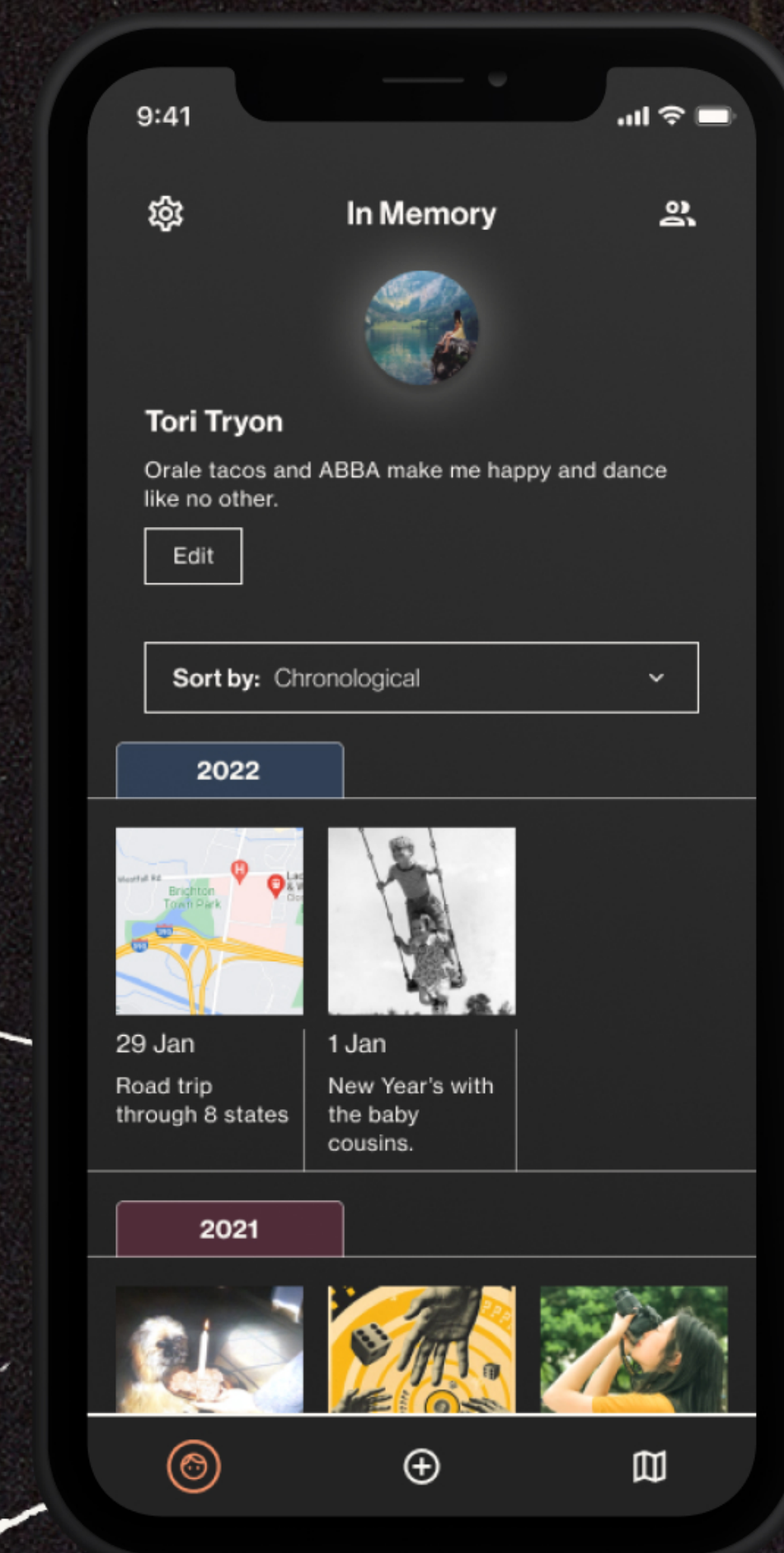
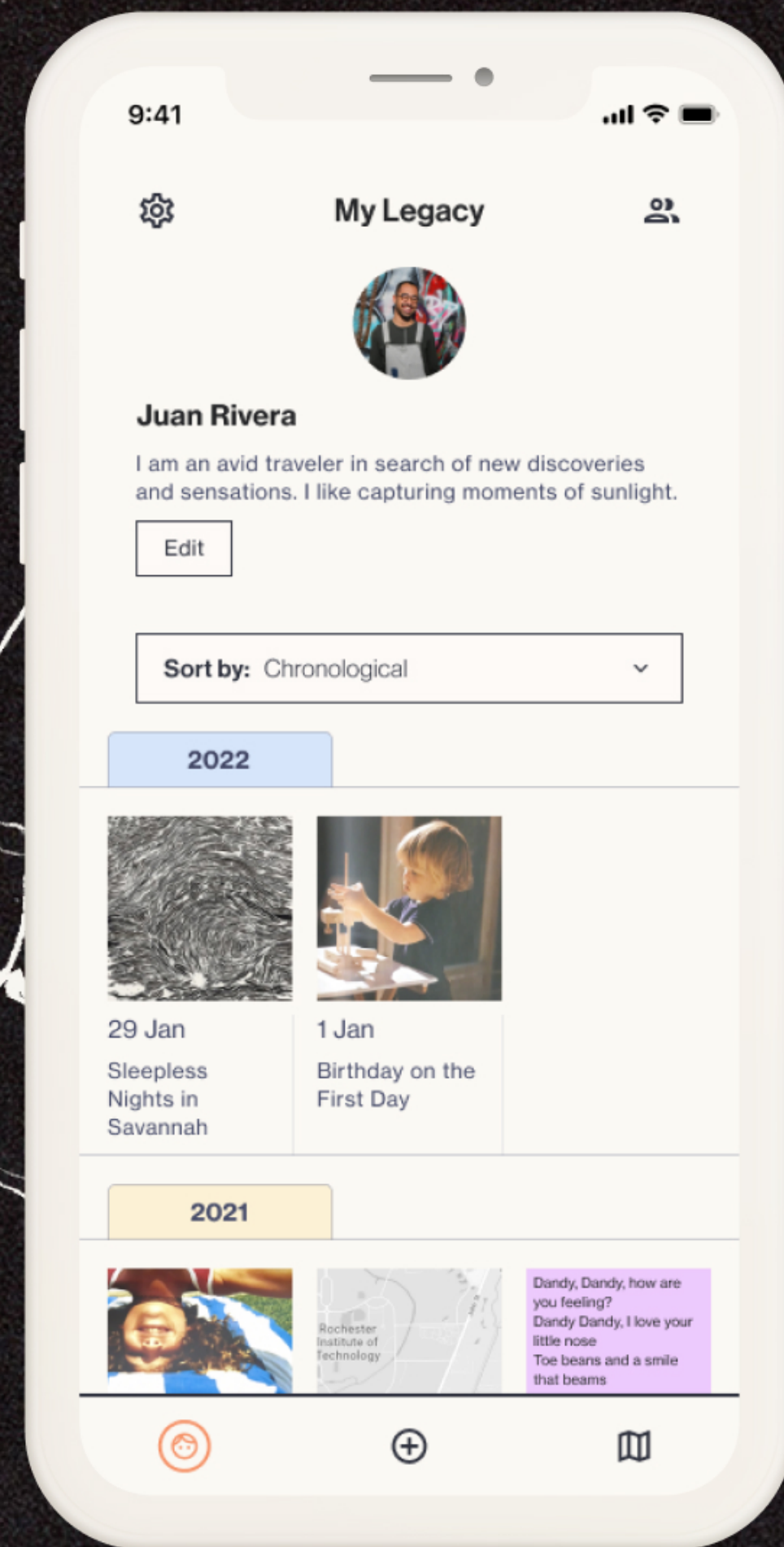
HOLD YOUR
HERITAGE

MY INHERITANCE

Inherit an account to memorialise another's legacy, protect their terms, feel their presence.

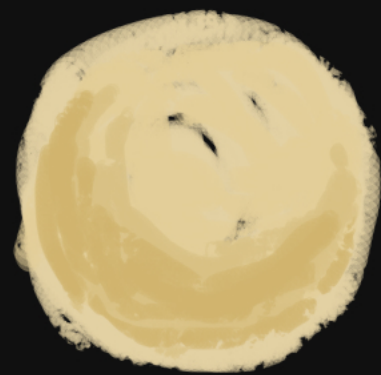


Loom is concerned with the level of control that me, as an heir, has inherited. The terms of another is set once an account is memorialised and is not editable so my functionality is dependent on what access I have been allowed. But in general, I can post memories to their Loom contacts, deactivate their Loom if allowed, and redefine contact circles as relationships change and family trees grow post-mortem.



Loom is a place for your legacy, to write your legacy, tell your story, but also a place to hold to protect the legacies of loved ones.

THE GENERATIONAL INTERACTION MODEL

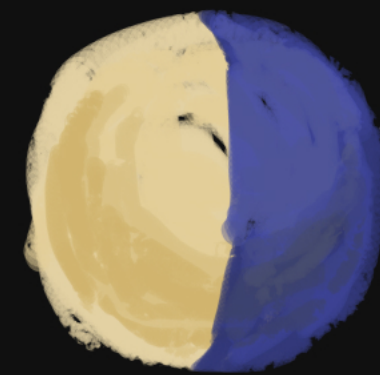


LOOM

Your Loom is your story.

Document moments with the intention of permanence.

"I was here" memory marks tie our stories to the physical world.

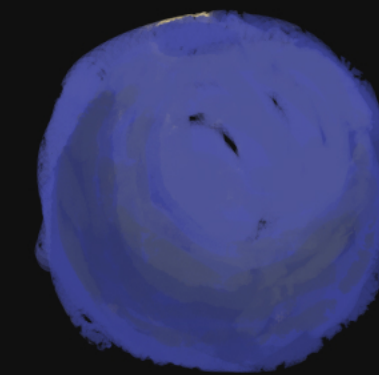


HEIR

Your Heirs are about planning.

Heir Contacts are the people who you trust to preserve your story, and honor your wishes.

Set these wishes in stone, and communicate them clearly.



INHERITANCE

An Inherited Loom is a story memorialized.

Once designated as an Heir Contact, you are set to honor their legacy after the passing of the original owner.

Loom is your story. Document your permanence. Mark them in physical locations.
Heirs are your legacy holders, heirs respect your terms.
Inheritance accounts are yours to memorialize, to protect for those you're an heir to.



“Documenting memories is very important. It is how I make and understand meaning in my life.”

Through the UX research and designing process for this project, we have had some lovely conversations with people and, these are some of the things they said:

“Documenting memories is very important. It is how I make and understand meaning in my life.”

For the ones who want to write their own legacy, who value keeping their tone of voice in their story, we hope your dashboard is a sacred place to house your memories, your legacy.

“It's just a digital way to leave flowers on someone's grave. It seems it would help their family. To see that her passing has affected so many people that they commented.”



“It's just a digital way to leave flowers on someone's grave. It seems it would help their family. To see that her passing has affected so many people that they commented.”

For the ones who lie in the middle wanting their legacy to be a collaboration, we hope the commenting, tagging, and memory marks make the world your treasure hunt of special moments.

“If you write about yourself, about how you think you are, you might end up with something not very realistic, more idealistic. I think it would be better for someone who really knows me well to determine who I am.”



“If you write about yourself, about how you think you are, you might end up with something not very realistic, more idealistic. I think it would be better for someone who really knows me well to determine who I am.”

For the one who puts more faith in others than themselves, we hope your loved ones fill your legacy pages with love.

“I am a perfectionist. It would be hard for me to misstep in taking care of someone’s digital legacy.”



“I am a perfectionist. It would be hard for me to misstep in taking care of someone’s digital legacy.”
And for the ones who've loved and lost, we hope setting your terms and wishes are most valuable to you.

BUSINESS MODEL

Key Activities:

- Consolidating the digital lives of those now passed.
- Crafting your own story to be memorialised by loved ones.

Key Resources:

- Strong legal understanding of ownership and privacy of the deceased.
- Knowing our rights within wishes of the deceased, and wishes of the family.

Key Partners:

- Funeral Directors.
- Intellectual property lawyers.
- Social media companies.

Value Proposition:

- Provide comfort for the living, to commemorate a loved one.
- Peace for the dead, knowing they could plan how they want to be remembered.
- A celebration of their life, to uplift in an emotional time.

Cost structure:

- Extensive research into the death industry and internet security.
- Printing of memory marks and heirloom books.

Revenue streams:

- A subscription to stickers.
- Limited edition stickers with collaborating artists.
- Heirloom book that tells a story of a completed legacy.

Customer Segments:

- The preneed stage who have some experience with death.

Channels:

- Primarily digitally online.
- Physical memory marks linking to a memory on their legacy, placed in a place of significance.

Customer Relationships:

- A lifelong relationship. A place to reflect and remember.

To wrap all of this up, we have revised our business model. Mainly, we want to provide comfort for the living, to commemorate a loved one; peace for the dead, knowing they could plan how they want to be remembered; and for Loom to be a celebration of their life, to uplift in an emotional time.

Project Loom Design team

WITH LOVE,



Sydney Shine

sydneyshineco
@gmail.com



Tori Tryon

tryontori
@gmail.com



Addie Benson

addisonsbenson
@gmail.com



Jeremie Rivera Doi

jriveradoi5
@gmail.com



Angelia Gan

angeliaganko
@gmail.com

Our Helping Hands

EXTRA CREDITS

Deliverable	Role	Name	Contact
Vision Video	Actor	<i>Claire Lefort</i>	clairelefort9@gmail.com
Vision Video	Actor	<i>Blade Lopez</i>	clopez25@student.scad.edu
Vision Video	Music Composer	<i>Miles Kredich</i>	nkredi20@student.scad.edu