Prototype Précis

Name of the Prototype: QuikGuide to Community Services

Team Members: Rachel Brainard, Alysia Brooks, Bridget Byquist, Shahn Ijaz, Devin McDonald, Michael Michalopulos, Eric Ray, Rhonda Sullivan, and Meredith Talley

Value Proposition: We will help needy members of the Tulsa community access existing community resources and social services through the publication of a unique, pocket-sized map showing the locations and types of services offered. These maps will be distributed at various public locations, including our community partner QuikTrip.

Customer Segment(s): This prototype is designed for low-income and newly needy Tulsans who are unaware of available community resources and social services to help them. It will be designed and distributed in partnership with local Tulsa business QuikTrip. During the prototyping process, our group called 2-1-1, the Tulsa Day Center for the Homeless, and other local support services and discussed what resources and information were available to direct needy Tulsans to support services. We found that none of the available resources contained a map of available services and that either phone or internet access was needed to locate services. Our pocket-size map helps direct people without phone or internet access to available community resources and services.

What pain is being endured by the Customer Segment(s) due to the current situation? Many Tulsans, especially those without phone or internet access, lack knowledge of and access to existing community resources and social services that might help improve their health, living conditions, or financial situation. This causes unnecessary suffering that is due simply to a lack of communication and coordination to direct them to resources that can help.

What gain could be appreciated by the Customer Segment(s) if the Value Proposition under consideration were implemented? Tulsans, particularly those who fall in the low-income socioeconomic class, will be able to find the location of and gain access to appropriate community resources and social services that can help meet their needs simply by consulting our pocket-size map, which will be free and widely available at public locations in Tulsa. This is better than the current reality, where community members may be unaware of available resources or unable to find them without making numerous phone calls or accessing information on the internet. More people in need of community resources will be more easily connected with those resources. We are striving to improve the efficiency of accessing social services.

Describe the Prototype that will be created to demonstrate the salient features of the Value Proposition to the target Customer Segment(s): Our minimum viable product is an 11x17 folding map that contains the locations, names, categories, and phone numbers for each public service available to our consumers. The map would be our main product, featuring coupons or advertisements from any funding partners, and it would have labeled locations that coordinate to the service centers on the back for easy to access information.

Champion: Shahn Ijaz and Alysia Brooks

Administrative Facilitator: Meredith Talley

Key Partner(s):
QuikTrip – Distribution of maps at their locations and helping finance the project
2-1-1 – Information and other resources
Bedlam Clinic – Distribution of maps
Various community organizations and social services – Distribution of maps and providing information about their services that will be on the map
**Brief interpretation** - This project was perceived to be the most feasible of the projects proposed which is readily discernible in the middle plots. Physicians were split with respect to the financial model as were social work students.
Wonderful idea!!! Money, money, money may be a problem, but I have faith you can pitch this to corporations.

Very cool idea! Love how patients/clients are the number one in this idea

App would work well for advertising

possibly use stickers that can be placed on bus stop glass etc. my concern is 1200 copies x 100 wouldn't be enough. stickers could be located where people could access them and could be updated.

Start up money?

i like the connection with quick trip

Need to identify ongoing source of funding to produce the cards

Nice prototype.

I think there is a huge need for your idea, there are so many people that don't know about the resources that are available to them. this will also be beneficial to social workers and doctors

Sounds like a fantastic plan!

great idea! you could put online links on the booklet as well!

This is a simple effective idea. I like it!

So easy to do. Great idea. Will be very helpful and pays for itself.

I was skeptical at first but I very much like the final product!

Good idea...man power plan to sustain it is lacking so we will again be left with flyers that are out dated and unusable. You should merge with Tulsa Service Vine.

Good idea