



girl scouts

**Bonello + Burke**

# *Girl Scouts Goal*

**To build girls of courage, confidence,  
and character, who will make the  
world a better place.**





***Problem***

**Troops are  
declining due to a  
lack of volunteers**

***Solution***

# diggi scouts



***Call to Action***

**Get  
Connected**



## ***Campaign Goal***

**Increase enrollment and  
accessibility outside of  
troop meetings.**

**Create a campaign that empowers and teaches girls new progressive skills.**

**T**ar**g**et

**parents + daughter**



## Daughter - Harper

Age: 12

School: Middle school

Family: 2 Parents and 2 siblings

### Characteristics

Curious, tech savvy, goal oriented, charismatic, fun loving, high energy, responsible

### Bio

Harper is a middle schooler currently enrolled in her local Girl Scout troop. She loves collecting badges and spending time with her friends every week at her troop meeting. Her favorite badges to collect are in tech, science, and adventure.

### Goals and Needs

- More progressive badges
- Connect with her friends in the troop
- Keep track of badges she already earned



## Parent - Steve

Age: 35

School: Bachelor's degree

Family: Wife and 2 kids

### Characteristics

Family oriented, always busy, organized, smart, tech savvy, involved, patient, socially concious

### Bio

He does his best to make sure his daughter is involved in extracurriculars bust doesn't always have the time to help volunteer with activities. He wants to make sure whatever organization she's involved with will allow her to explore ALL her interests.

### Goals and Needs

- Stay connected with his daughter even with his very busy work schedule.
- For his daughter to explore all her interests and learn new skills outside of the classroom.
- Support his daughter and empower her through knowledge and learning.

## ***Phase One: Experiential***

**Girl Scouts will create a bus that travels to schools teaching girls new skills and letting them experience a digital version of Girl Scouts**

# Mobile Troop

travels to middle schools across the country





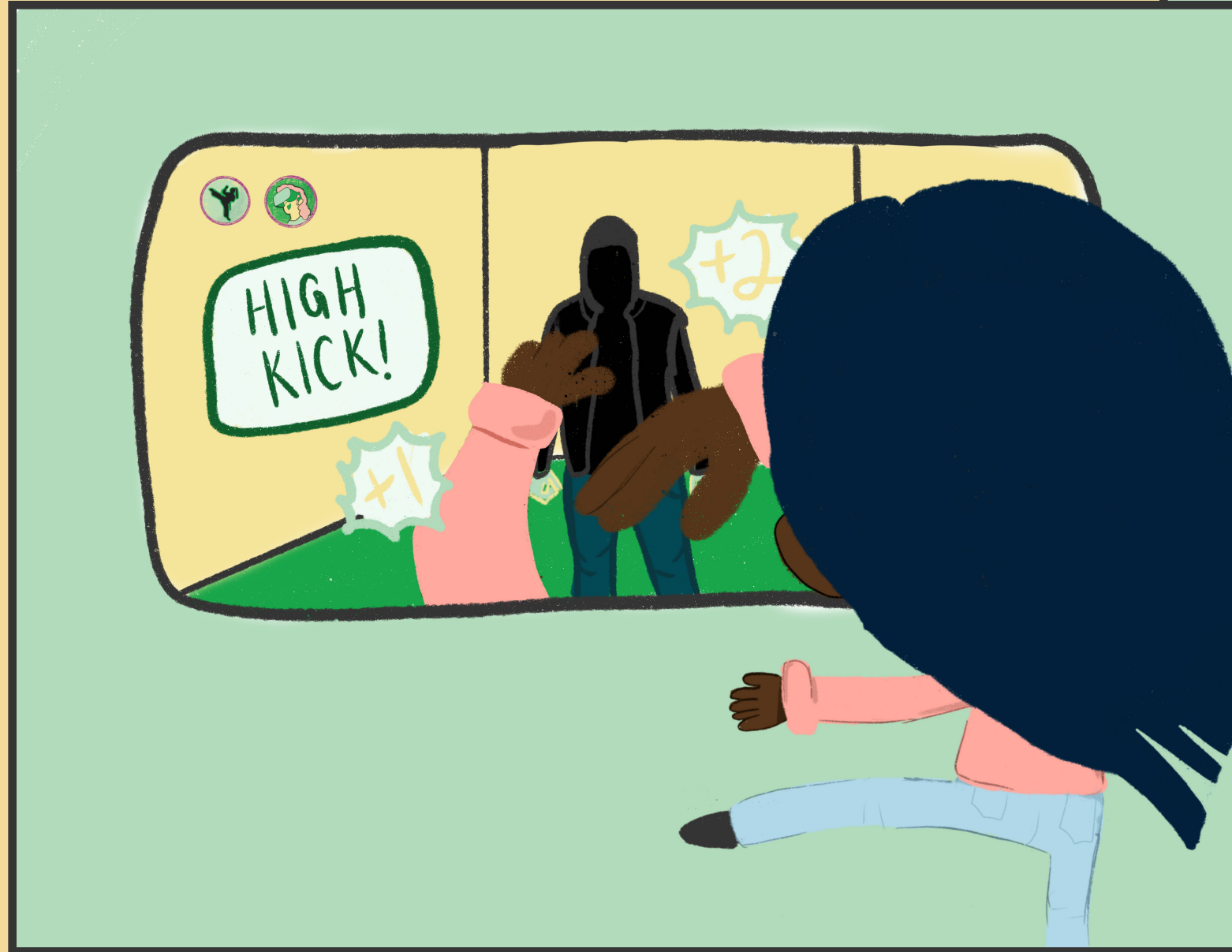
## Inside

earn new  
progressive badges

explore new  
technology

sign up for our app

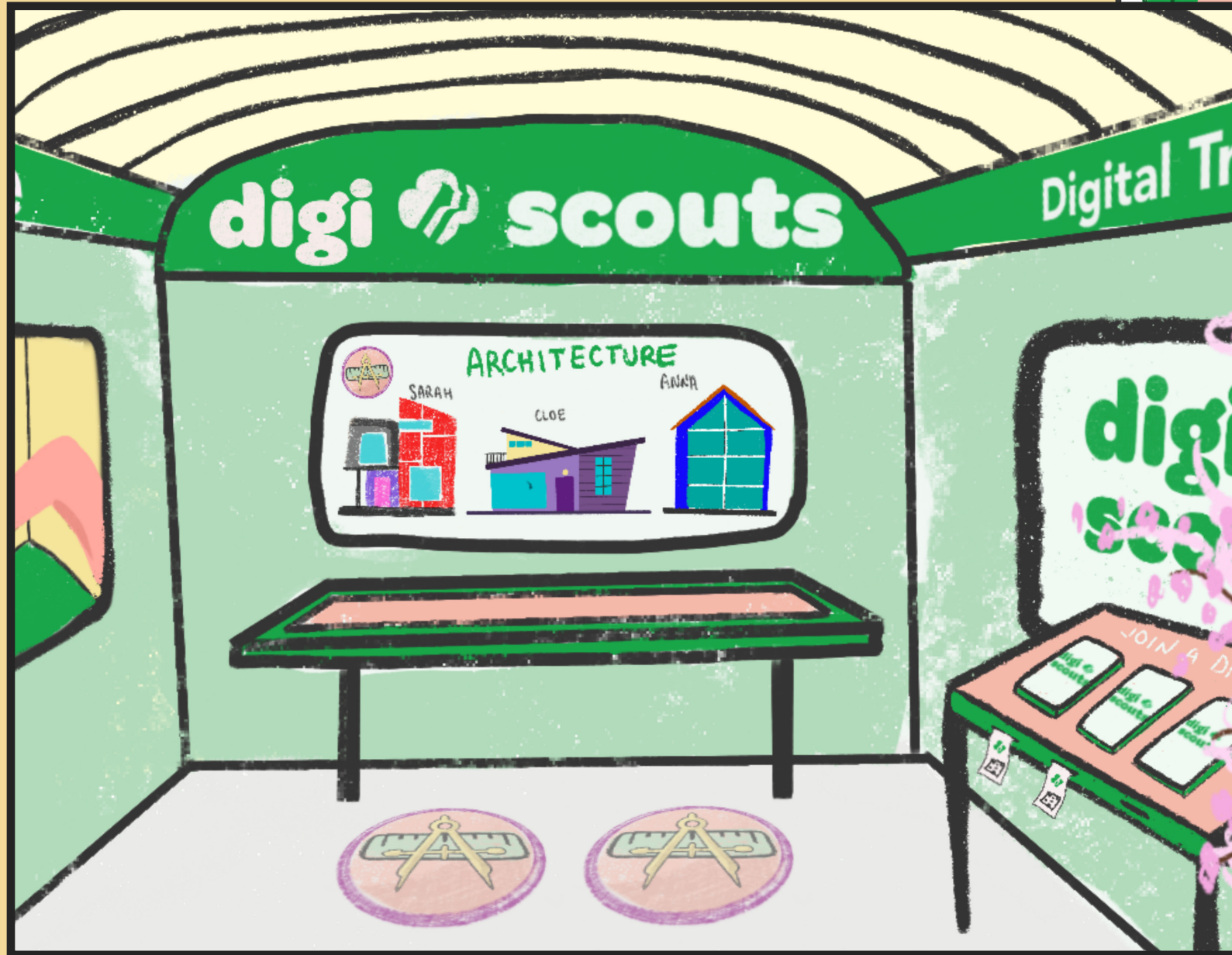
**VR**



**Windows act as screens so all your friends can see what you can.**

**Challenge your friends for 1st place as you earn points**

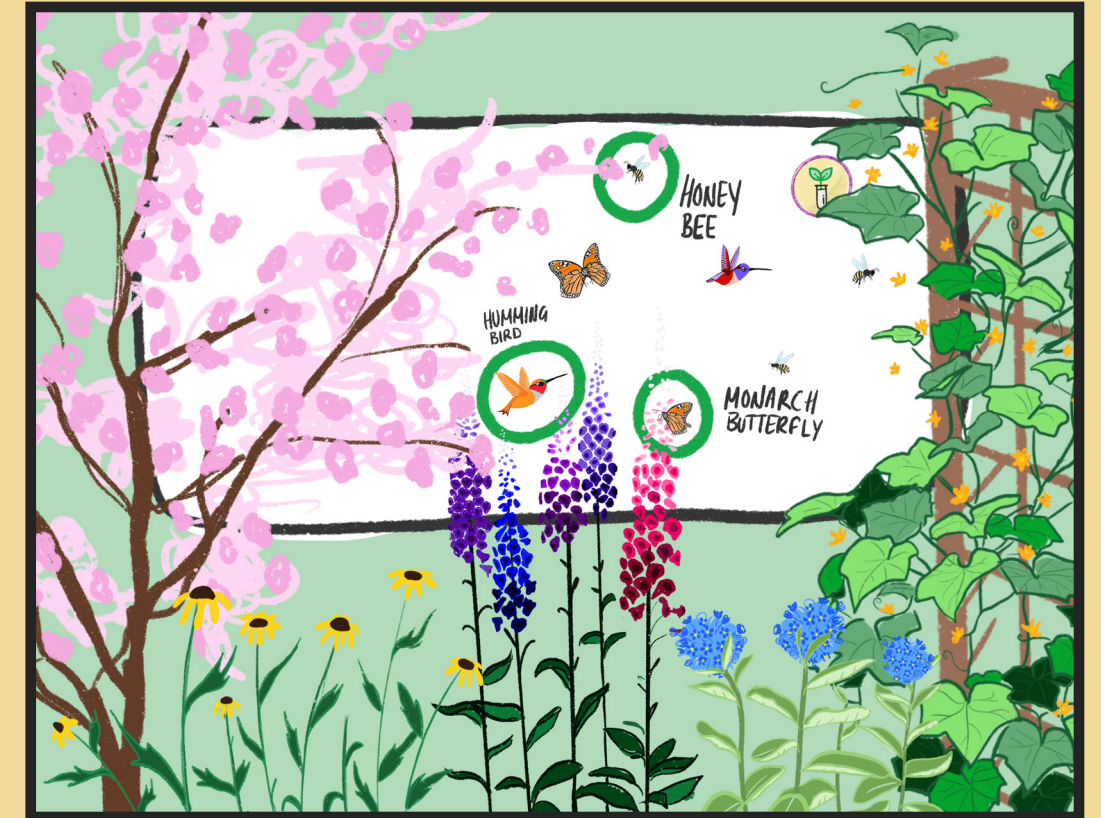
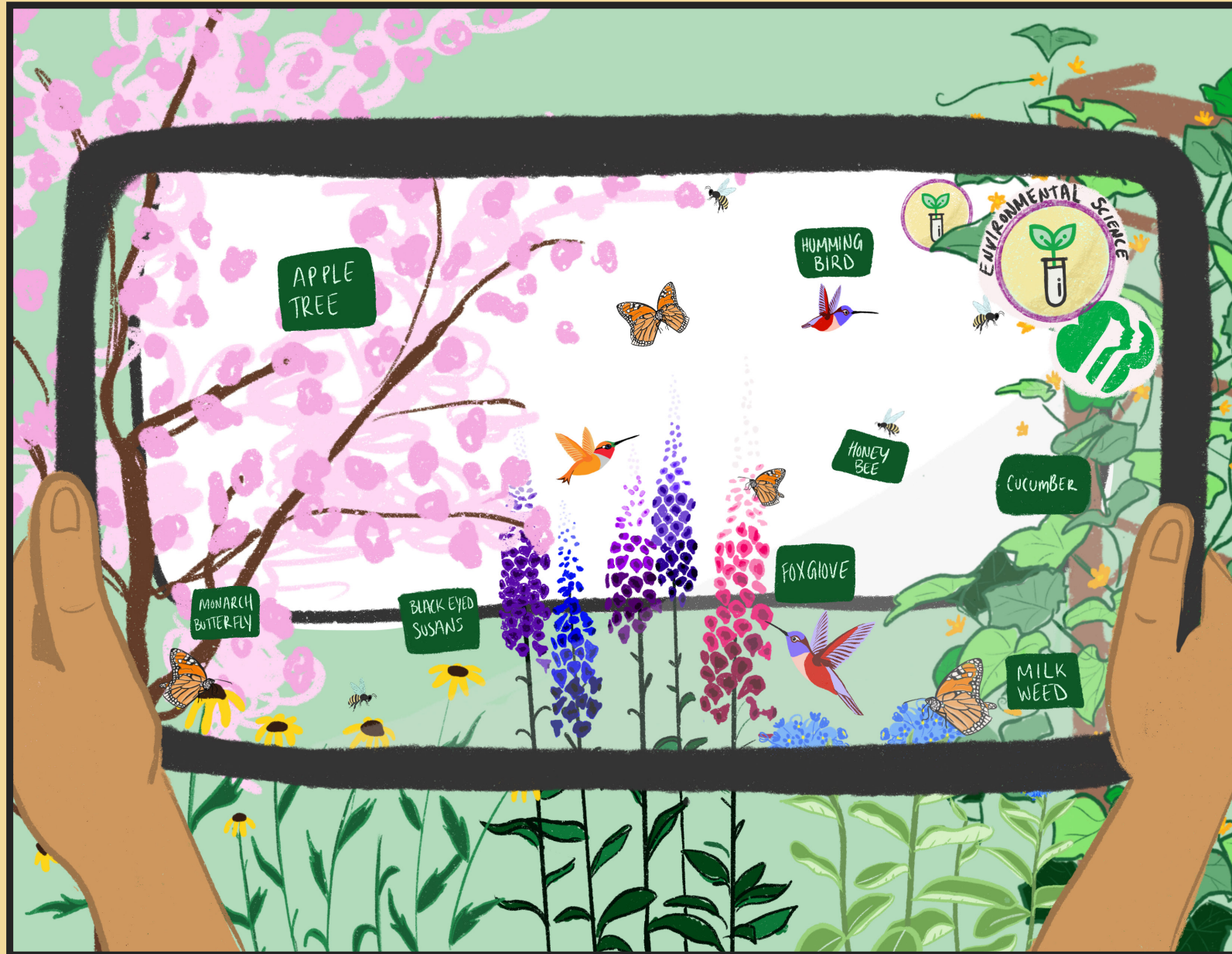
# Architecture Digital Board



Learn two point perspective  
Window shows off the girls designs

# Pollination Station

## AR



Windows will show pollinators flying to each plant & give facts about the creatures

Tablets scan the area, AR shows more pollinators & girls have to label the scene

# Sign Up

Join a troop or  
add your current  
troop

Start earning  
your digital  
badges

Table prints  
personal QR  
codes for easy  
sign in at home

**digi scouts** APP

*Your daughter joined a digi troop today! She can now earn badges where/when ever she wants! Making her Girl Scout experience as unique as she is!*

*Scan personal QR Code to login*



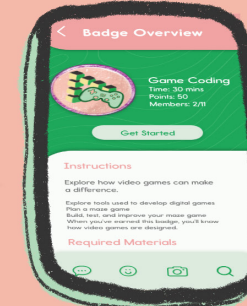
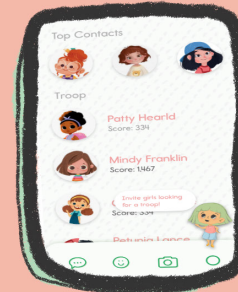
**digi scouts**



JOIN / ADD YOUR TROOP

EARN BADGES WHERE / WHENEVER

MEET NEW FRIENDS



# Take Home



## Includes:

Badges

Seeds to attract  
pollinators

Personal QR Code  
to log in app

fix the car

self defense

digi scouts

sign up

pollination station



## ***Phase Two: App***

**Girl Scouts creates an app that helps girls earn badges outside of troop meetings.**



# Digital Troop

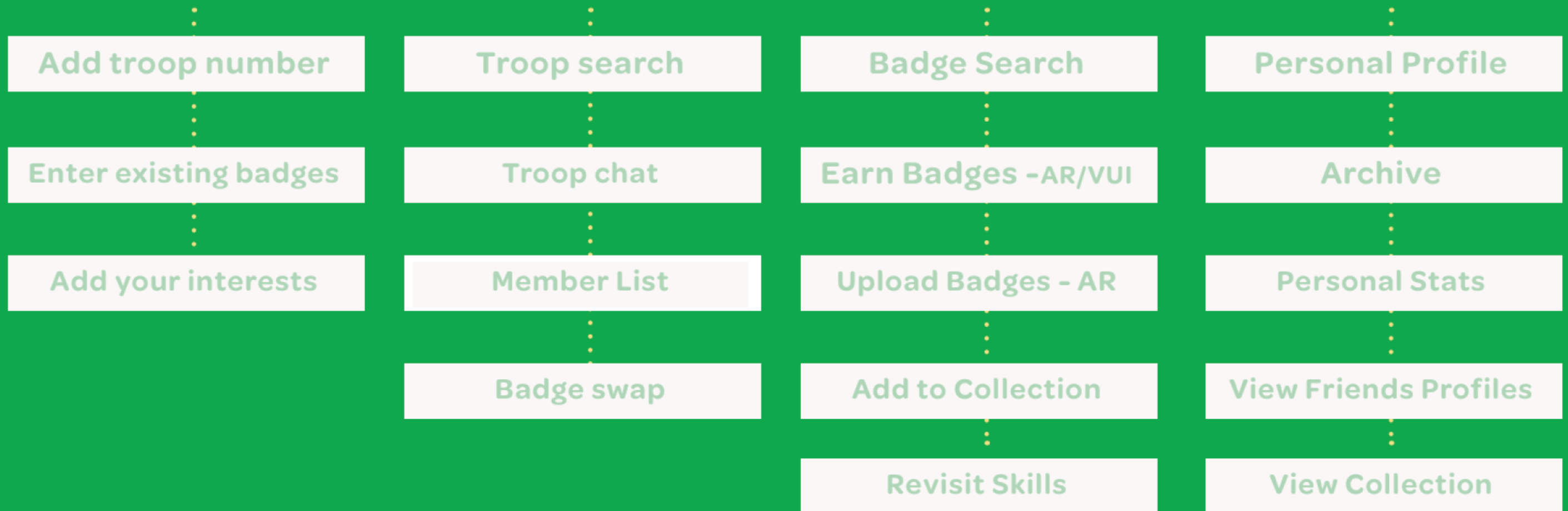
**Connects girls based off their shared interests**

**Uses augmented reality to help girls learn new skills**

**Zoe, the digital troop mom, is always on screen to help**

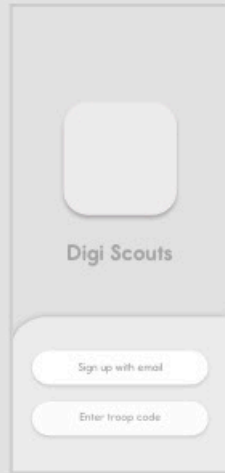
# Information Architecture

## Login ..... Connect ..... Badges ..... Profile

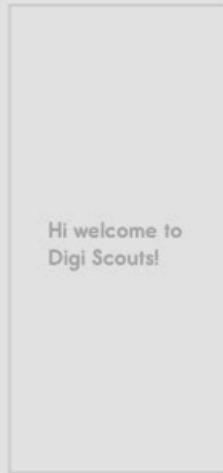


# Wireframes

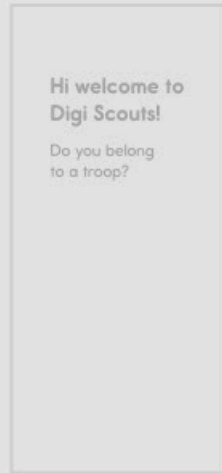
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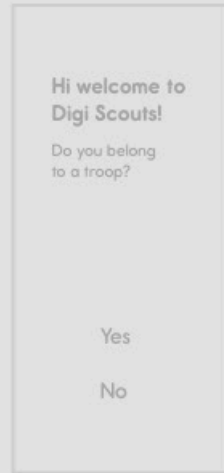
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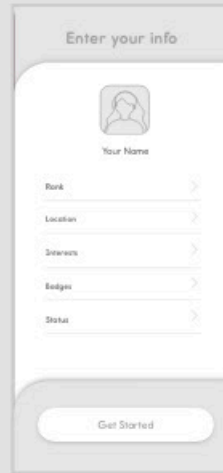
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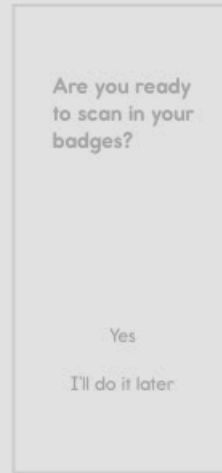
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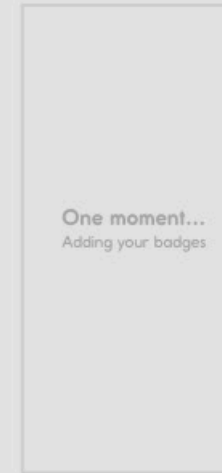
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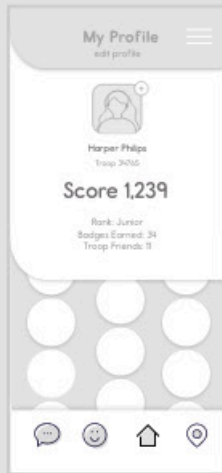
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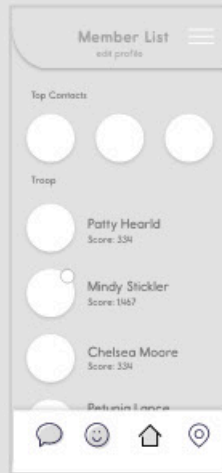
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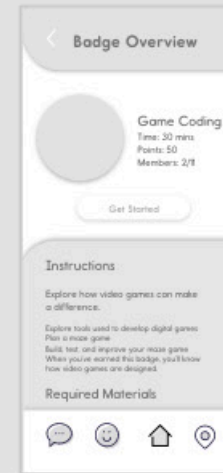
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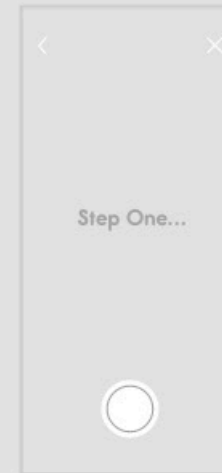
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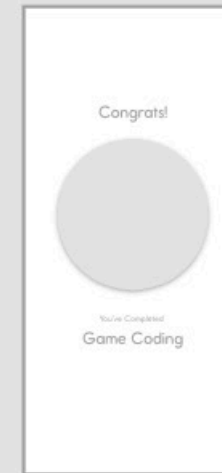
iPhone X/...



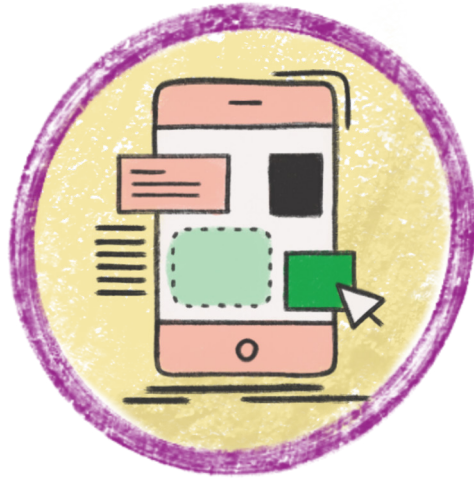
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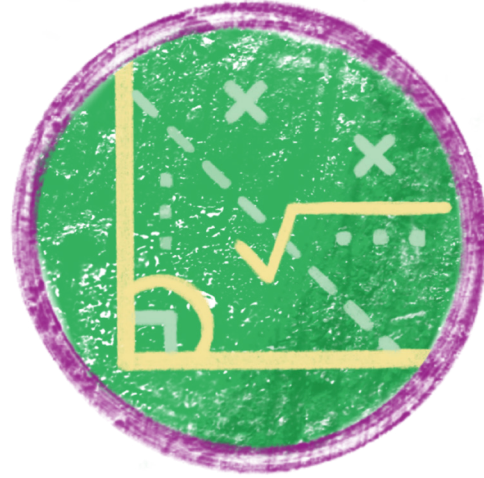
iPhone X/...



# A Few Digital Badges



**UX/UI**



**Applied  
Mathematics**



**Bio  
Chemistry**



**Environmental  
Science**



**Criminal  
Justice**



**Astronomy**



**Game Coding**



**Scouts earn their badges on their own time.**



## VUI Persona - Zoe

### Abilities

Helps you step by step to complete badges  
Keeps you learn new skills  
Discovers new badge tasks to complete  
Reminds you if your upcoming meetings

### Values

Approachable  
Organized  
Encouraging  
Trustworthy  
Friendly

# Earn badges where//when ever

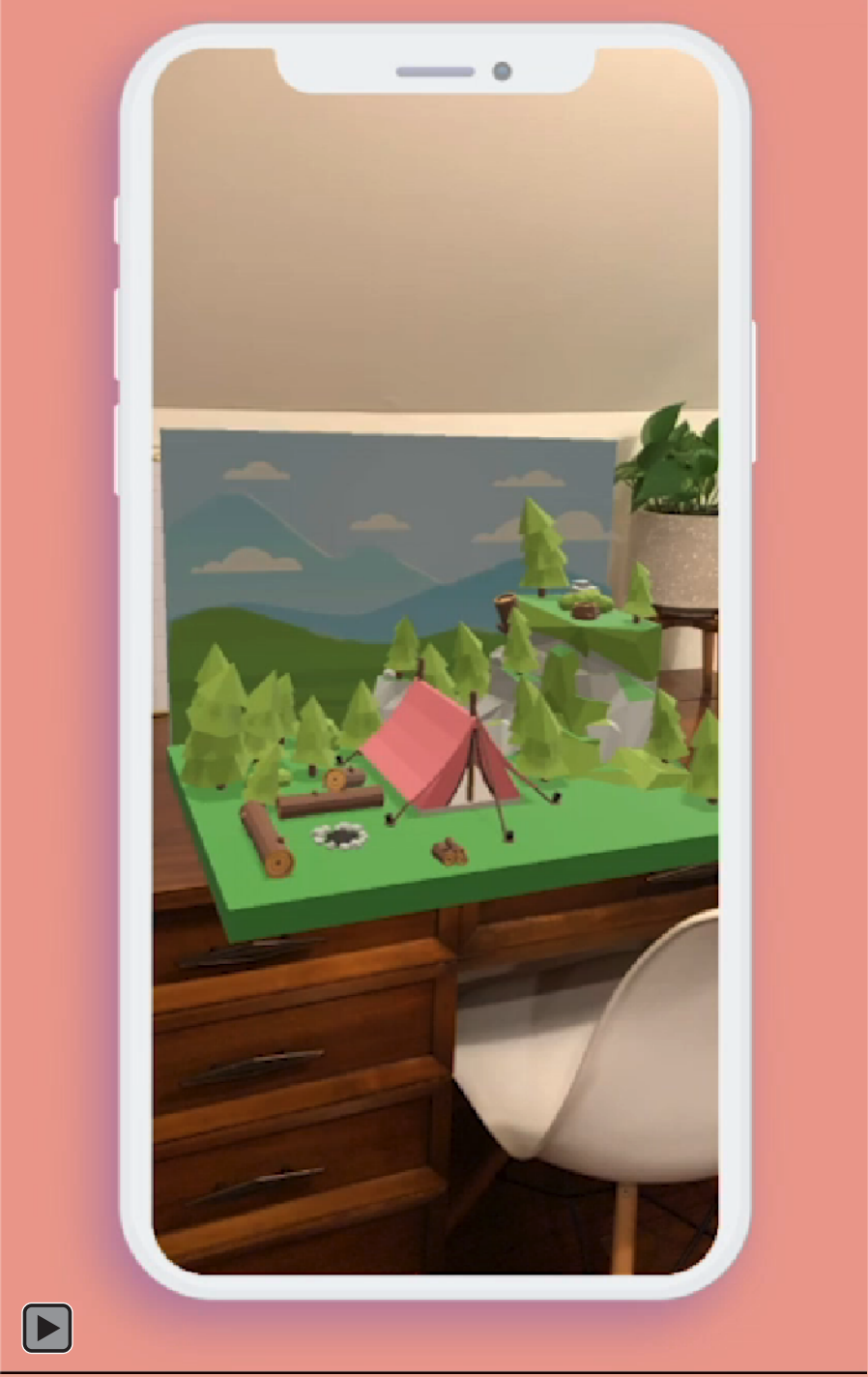
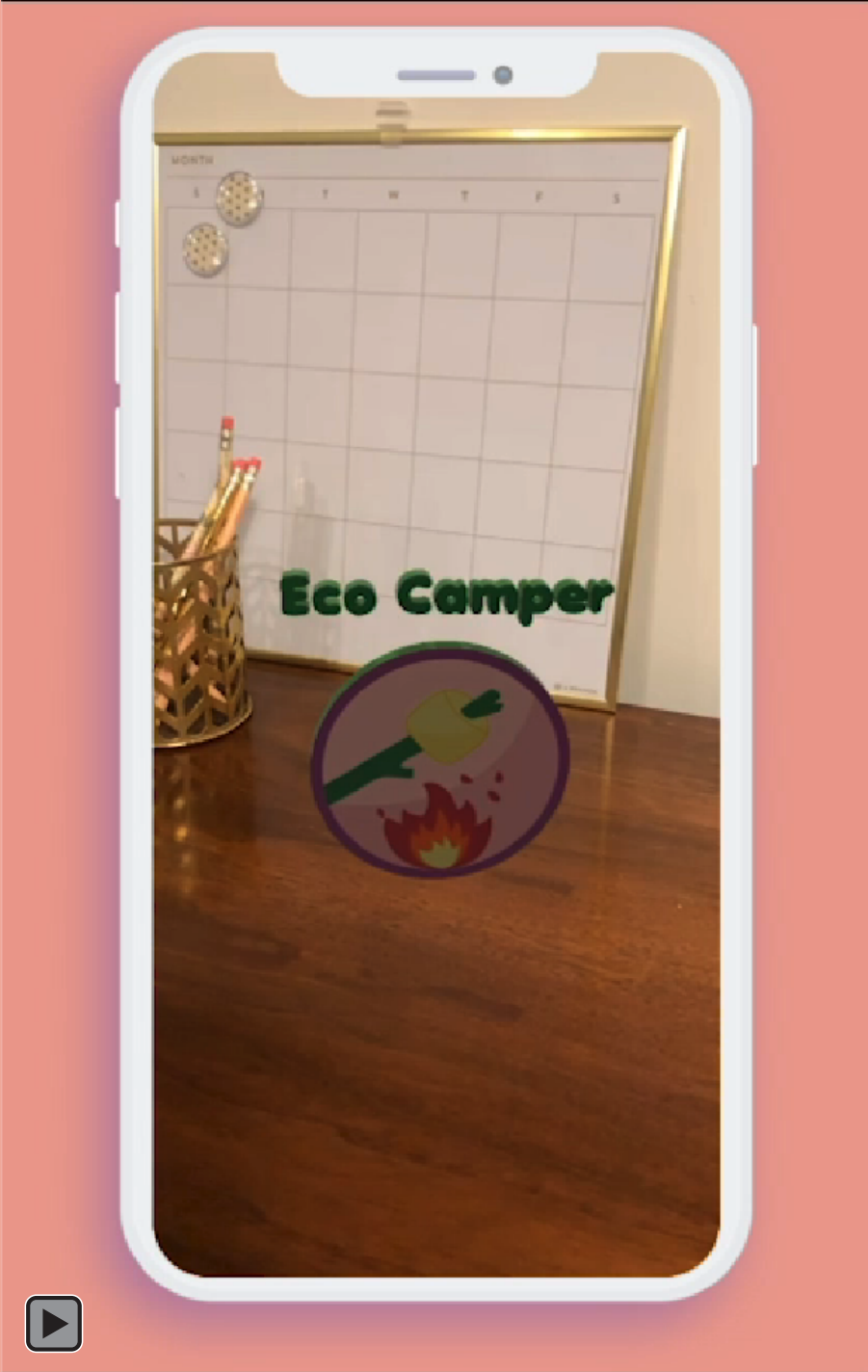
**select your  
next badge**

**meet new  
friends**

**keep track of  
your progress**



# AR



## ***Phase Three: Social***

**Girl Scouts connects  
with Snap Chat so you  
can easily share badges,  
progress, and filters.**



Share filters  
and stickers  
created from  
the badges  
you earn

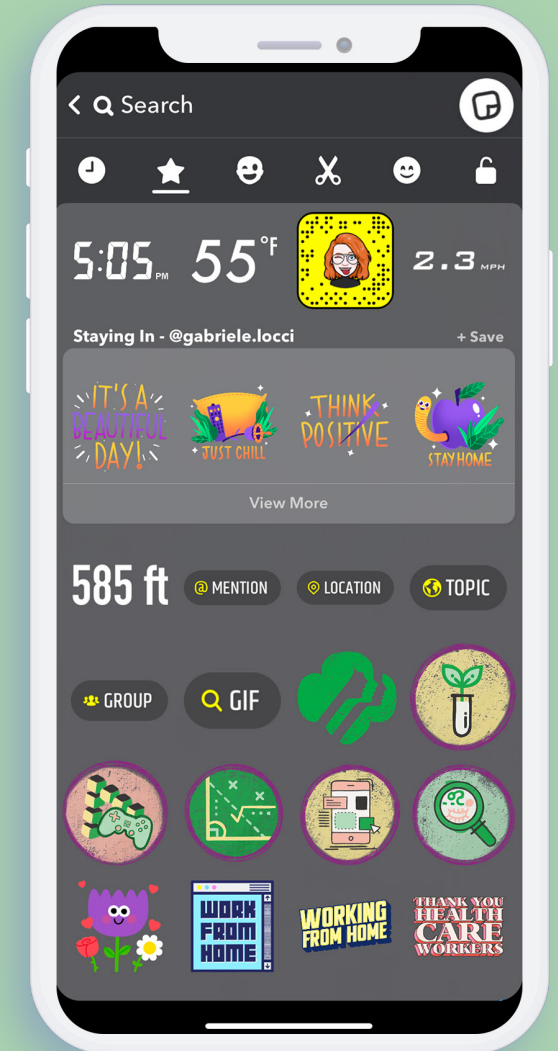
## auto maintenance



## self defense



## stickers



# Campaign Journey



# Case Study



# Thank You

