



URBAN PULSE

Build a relationship with your city



urban alienation

PITCH

Urban Pulse helps people feel connected to their city by turning public spaces into responsive companions that create lasting, visible bonds between people and place.

urban alienation



Disconnection

People lack personal connection and stewardship towards public properties and space.



Lack of Incentive

The absence of tangible rewards or recognition for civic engagement perpetuates apathy and disinterest among residents.

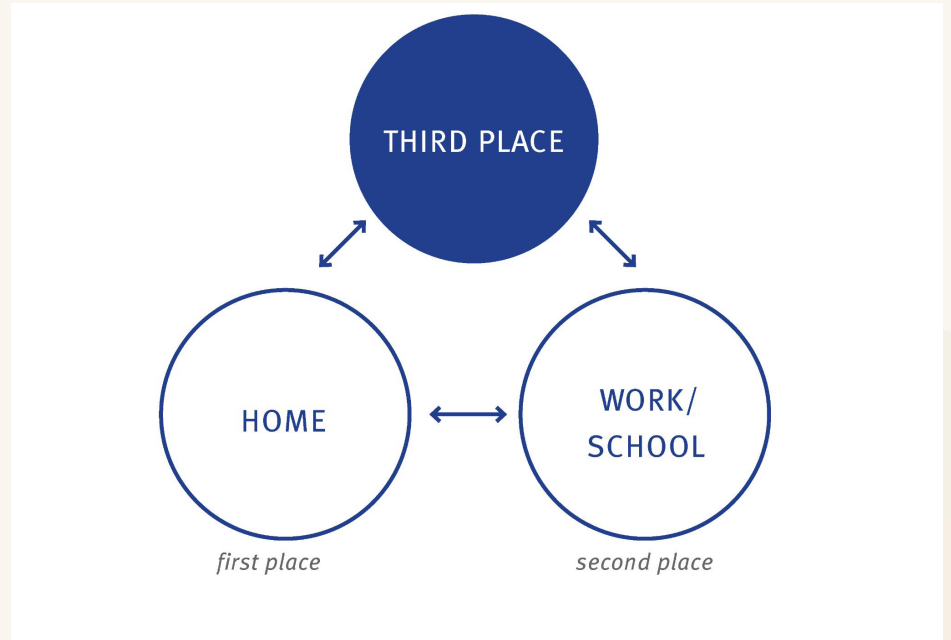


Diffuse Ownership

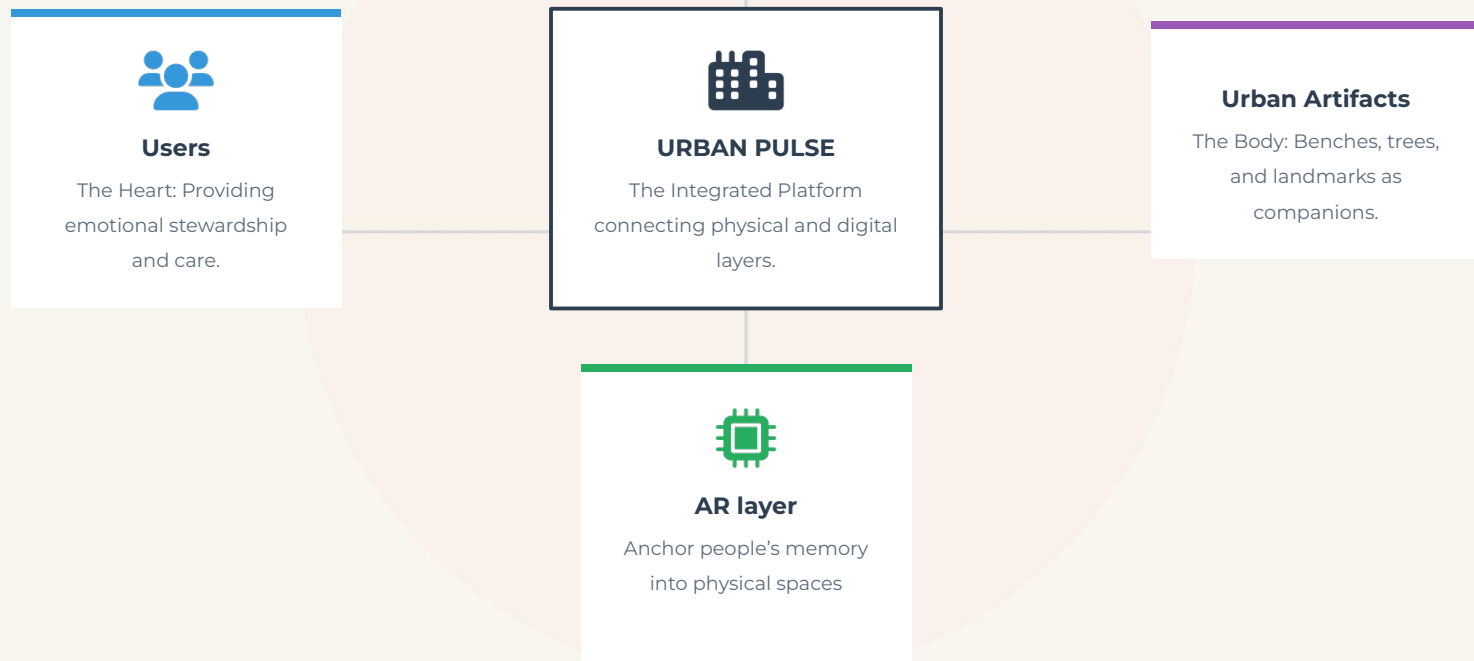
Responsibility for public space is abstracted through institutions, weakening individual sense of care and belonging.

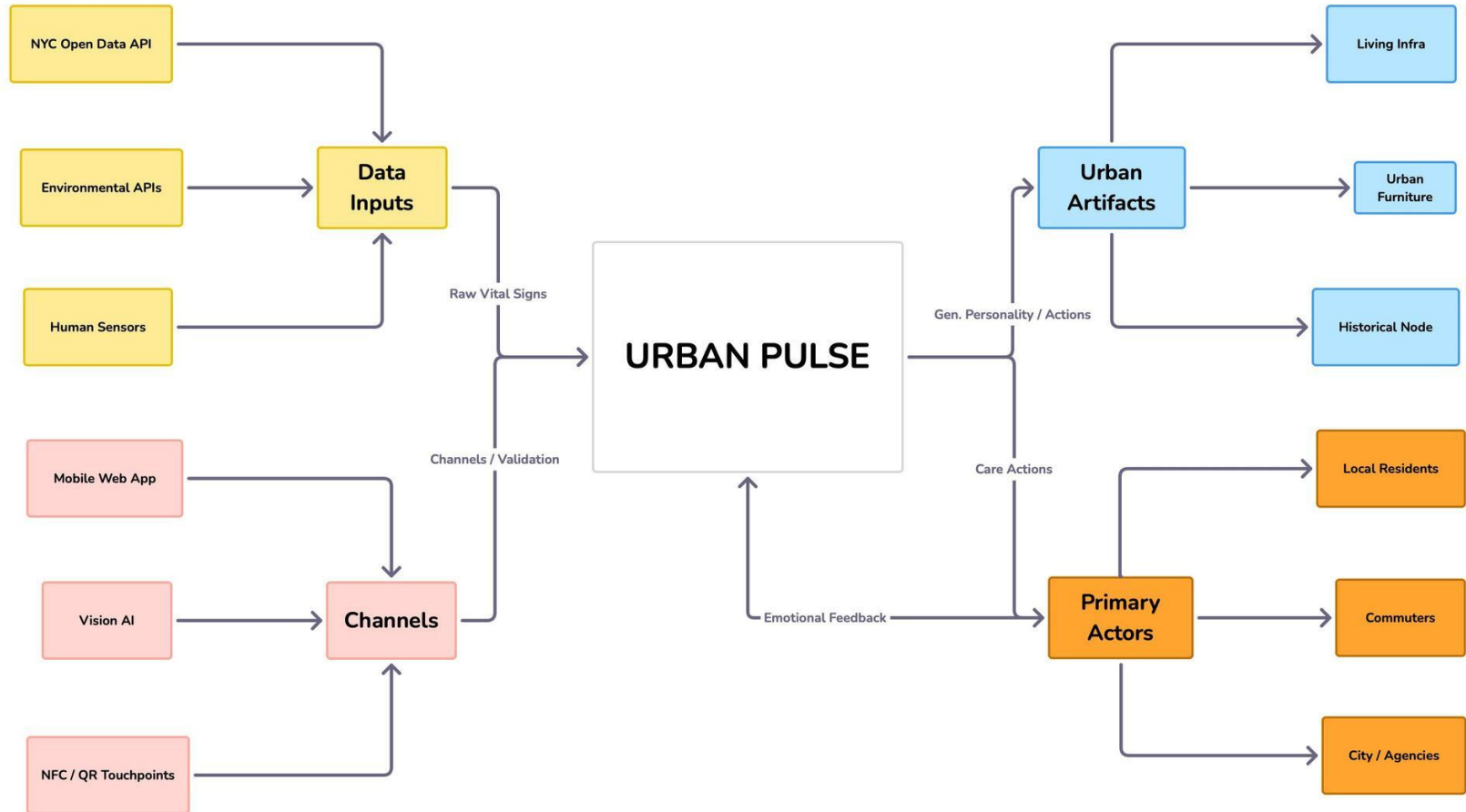
Third space

Third places are "anchors" of community life and facilitate and foster broader, more creative interaction. In other words, "your third place is where you relax in public, where you encounter familiar faces and make new acquaintances."



Ecosystem Map: An emotional infrastructure





Persona

Urban Pulse serves a spectrum of urban relationships, from deep-rooted residents to transient workers to city stewards. Each persona represents a critical user archetype with unique motivations, frustrations, and interaction patterns.



Busy Professional

Ali, 35

Core Need

Low effort discovery



Curious Student

Marcus, 28

Core Need

Exploration/ connection



Passionate Volunteer

Sarah, 42

Core Need

Community building

THE DISCONNECTED PROFESSIONAL

Ali

AGE 35

OCCUPATION: Product Designer

THE STORY

Lives a fast-paced routine in NYC, feels disconnected from the city despite living in it. His daily life is a loop of home, office, and the same coffee shop.

ANALYSIS & DISCOVERY



Pains

Routine loops; emotional detachment; **overwhelmed by infinite choices** in the urban environment.



Needs

Low-effort discovery; emotional connection; **contextual nudges** that fit his existing schedule.

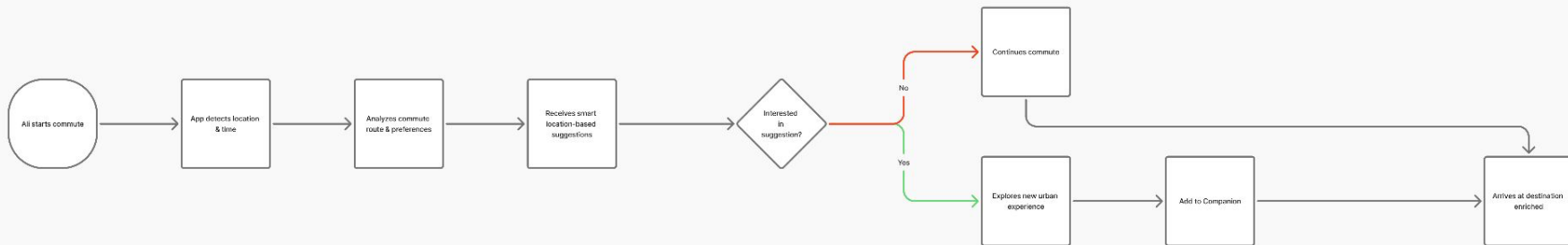


Resistance

No time for complex setups; **avoids effort-heavy or gimmicky** applications that disrupt his flow.

AGILE USER STORY

"As a busy product designer, I want to receive smart, location-based suggestions during my commute so that I can discover new urban experiences without spending time on research."



THE CURIOUS EXPLORER

Marcus

AGE 24

OCCUPATION: Graduate Student

THE STORY

A curious explorer who wants to discover meaningful places but lacks the structure to turn curiosity into action. Driven by history and character.

ANALYSIS & DISCOVERY



Pains

Generic recommendations; choice paralysis; **lack of follow-through** on exploration goals.



Needs

Personalized discovery paths; **a sense of progression**; creating memorable experiences through narrative.

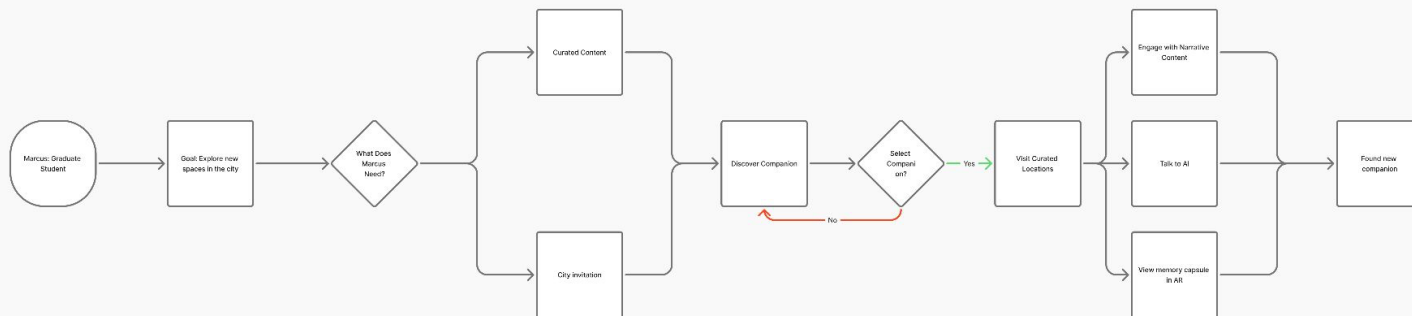


Resistance

Distrusts standard algorithms; **overwhelmed by cluttered** or "soul-less" interfaces.

AGILE USER STORY

"As a curious graduate student, I want to follow curated, narrative-driven exploration paths so that I can experience the authentic soul of the city in a structured and rewarding way."



THE COMMUNITY PILLAR

Sarah

AGE 42

OCCUPATION Non-profit Volunteer

THE STORY

Community-oriented and reliable, Sarah wants to engage more with local spaces but finds current civic engagement fragmented and her impact invisible.

ANALYSIS & DISCOVERY



Pains

Fragmented civic engagement; **invisible individual impact**; lack of continuity in local participation.



Needs

Concrete ways to contribute; **visible impact tracking**; a stronger sense of community belonging.

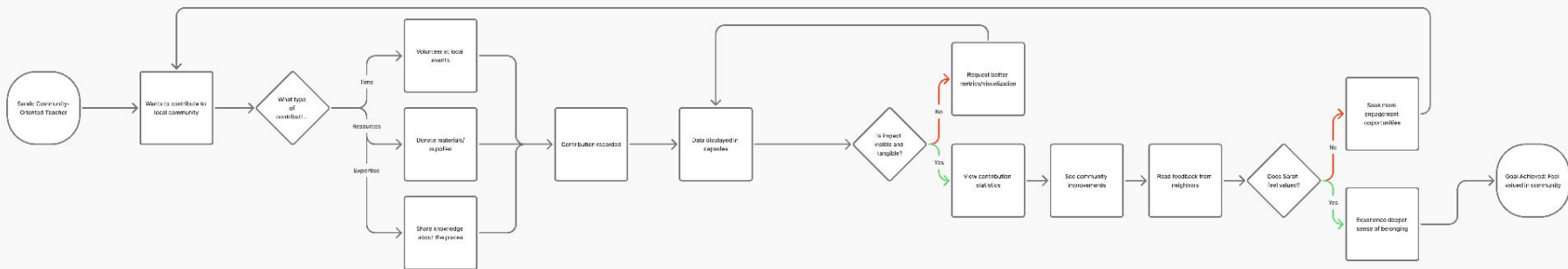


Resistance

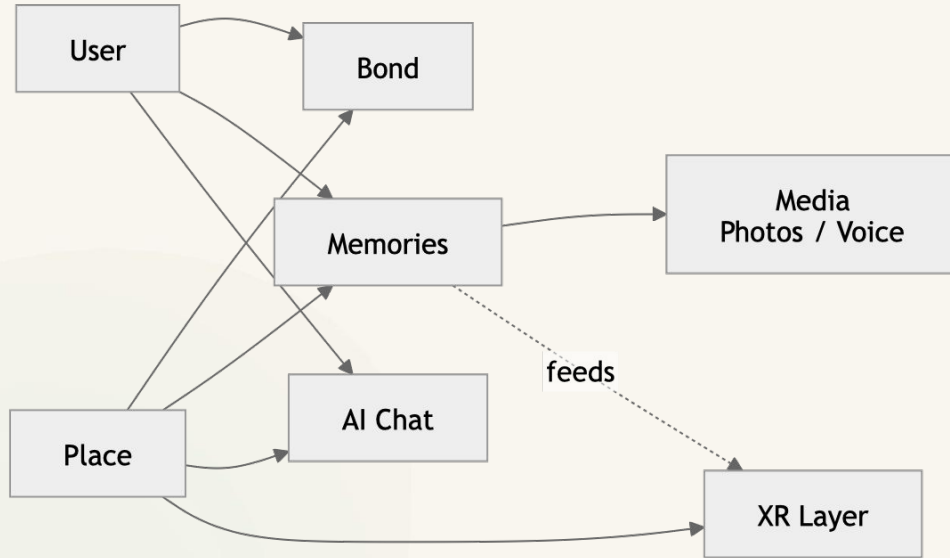
Extremely limited time; **skeptical of technology** that lacks verifiable real-world impact.

AGILE USER STORY

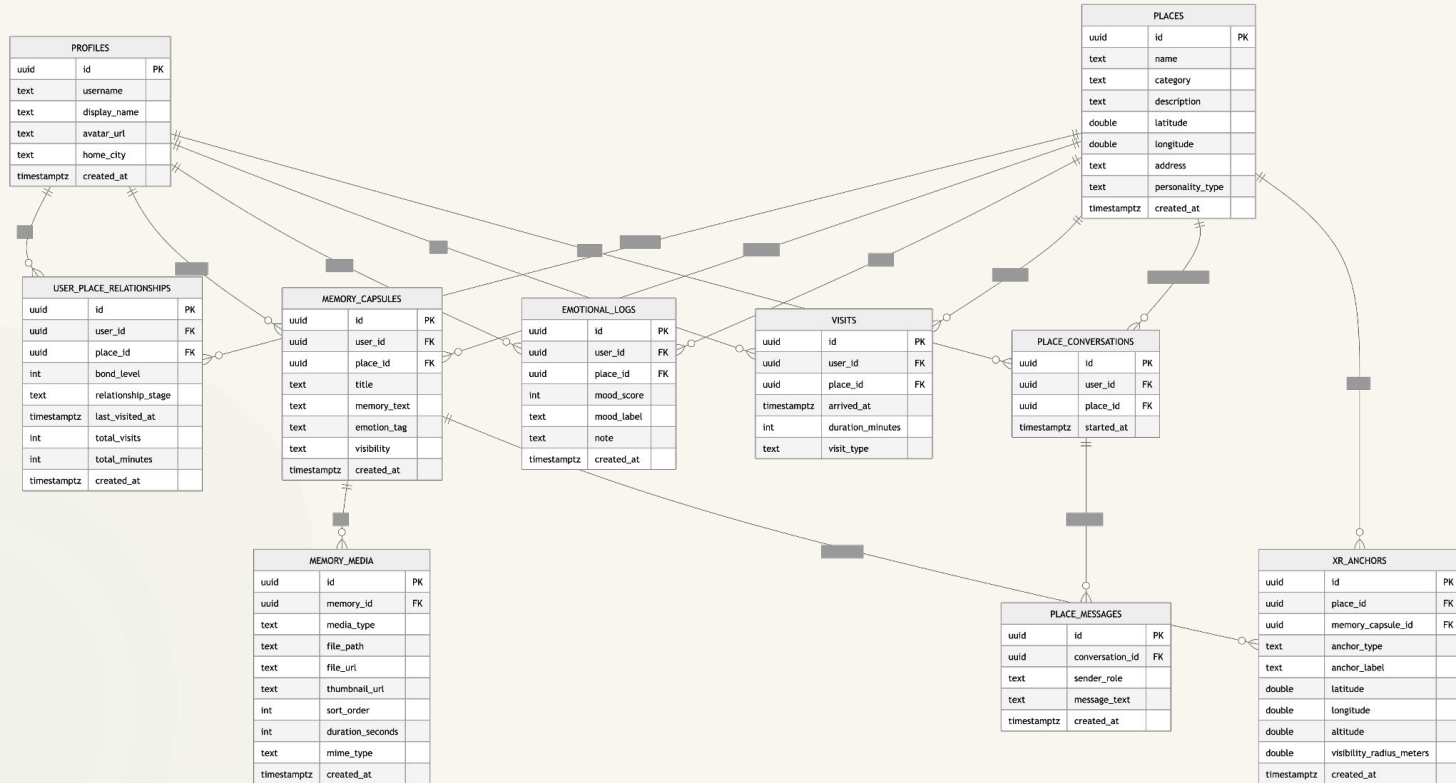
"As a community-oriented volunteer, I want to see the tangible impact of my local contributions on a neighborhood board so that I feel a deeper sense of belonging and value in my community."



CMS data outline



CMS data outline



Urban Pulse

BUILD A RELATIONSHIP WITH YOUR CITY

Email

Password

Sign In →

Don't have an account? Sign up

Continue as guest

SIGN IN

YOUR COMPANIONS

Who will you visit today?

All Landmark Park Library

REGULAR

Times Square

Feels lively

LANDMARK

VISITS TO TIMES SQUARE

10w-2024

21 visits

Feels

HOME

EXPLORE

New companions await you.

Search places...

For You

Central Park: The cherry blossoms are bloo...

Just now

CITY MAP

Search places...

The High Line

"Feels lively today"

Parks Dog-friendly

YOU MIGHT LIKE THIS RIGHT NOW

Cafe Dante

"A little restless tonight"

Cafes & Bars Cat-friendly Indoor

15 MIN AWAY

DISCOVER — PLACES

NEW PRESENCE

The High Line

"Feels playful today"

18,450 friends

AGE 15 years

PETS Dogs & cats

HOBBY

Watching sunsets & surprising visitors with secret gardens

Seasonal Activities

PLACE COMPANION

How are you feeling right now?

Peaceful Anxious Joyful

Tired Inspired Lonely

Curious

CHECK IN

YOUR STORY

Your connection to the city

8 Parks

7 Museums

2 Waterfront

4 Landmarks

3 Cafes

5 Parks

YOUR CITY PROFILE

42h TIME SPENT

4 COMPANIONS

14 MEMORIES

3 UNLOCKED

BADGES

STREAK EXPLORED LENS MASTER BONDED

PROFILE

Cats

HOBBY

Watching sunsets & surprising visitors with secret gardens

Seasonal Activities

Spring Wildflowers

Summer Strolls

People who like this also like...

Chelsea Market

Grand Central Terminal

COMPANION — DETAILS

PRESENTLY HERE

Bryant Park

Search memories...

All My Capsule Friends

APR 12, 2025

APR 12, 2025

Golden hour in Central Park. Was reading here for 3 hours and complete.

APR 12, 2025

Jordan Lee

MAR 28, 2025

CAPSULES

PRESENTLY HERE

Bryant Park

A conversation with the gentle giant

Any good places to eat nearby?

2:04 PM

La Pain Quotidien has a terrace right on my south edge — their avocado toast is worth it on a slow afternoon. For something heartier, The Smith is 8 minutes east on 3rd Ave.

2:04 PM

Something more local? Not a chain.

2:05 PM

Then try Urbanspace Vanderbilt — 45th & Vanderbilt, rotating local vendors. Tacos Gley is usually there on weekdays. Same relaxed energy as a Saturday morning on my lawn.

2:05 PM

Can I eat outside right now?

CHAT

City Inbox

Central Park

The cherry blossoms are peeking ...

I thought you might want to know... the warm breeze finally arrived, and the pink...

10:00 AM

Old Bookstore

Found a story you might like

Someone just dropped off a first edition of your favorite author. It smells like...

Yesterday

Midnight Cafe

Rainy day playlist

It's pouring outside. I put on that jazz record you had last time...

Thursday

The High Line

Something new is blooming up here

The wildflowers came in overnight. There's a section near the 20th St stop...

Monday

CITY INBOX

COLLECTED

Memory Jar

15 memories

Search by place or memory...

Tap a memory to read

Timeline

Jan 1 - Dec 31

2026

MEMORY JAR

COLLECTED

Memory Jar

15 memories

Search by place or memory...

Tap a memory to read

THE STRAND

Feels 2/3

"Left with six books I didn't plan to buy. The staff recommendations are so generous."

MEMORY — CAPSULE

YOUR CITY PROFILE

42h TIME SPENT

4 COMPANIONS

14 MEMORIES

3 UNLOCKED

BADGES

STREAK EXPLORED LENS MASTER BONDED

CITY DIARY

Write this week's

WEEK OF APR 21

You kept returning to Bryant Park. Something about Tuesday morning made you linger longer than usual — you let the city noise fall away. The Library was there on Thursday, quiet as always, offering its particular kind of shelter. Brooklyn Bridge Park is still waiting. It's been three weeks now.

4 See previous weeks

PROFILE — STATS