



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.

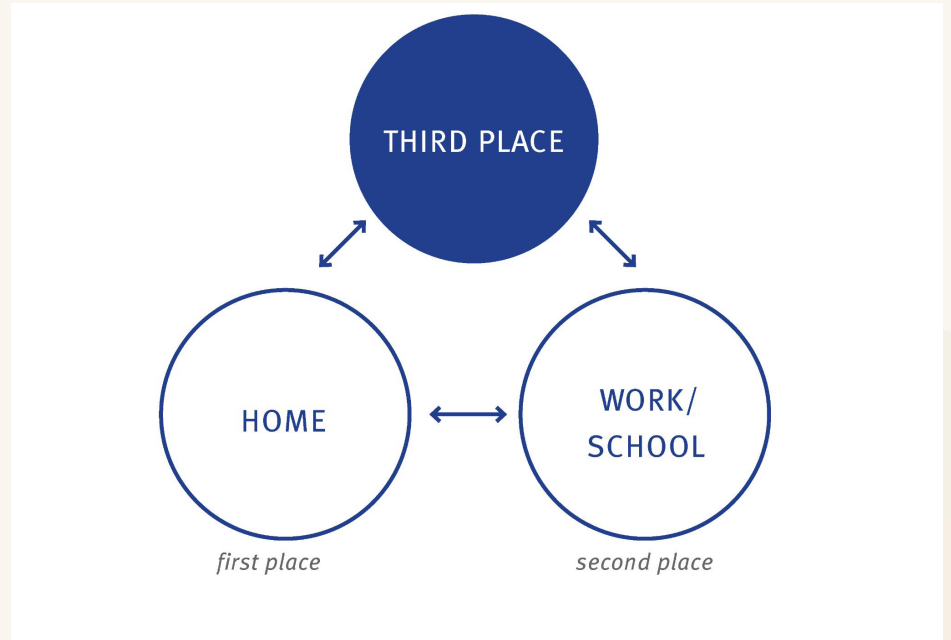


Diffuse Ownership

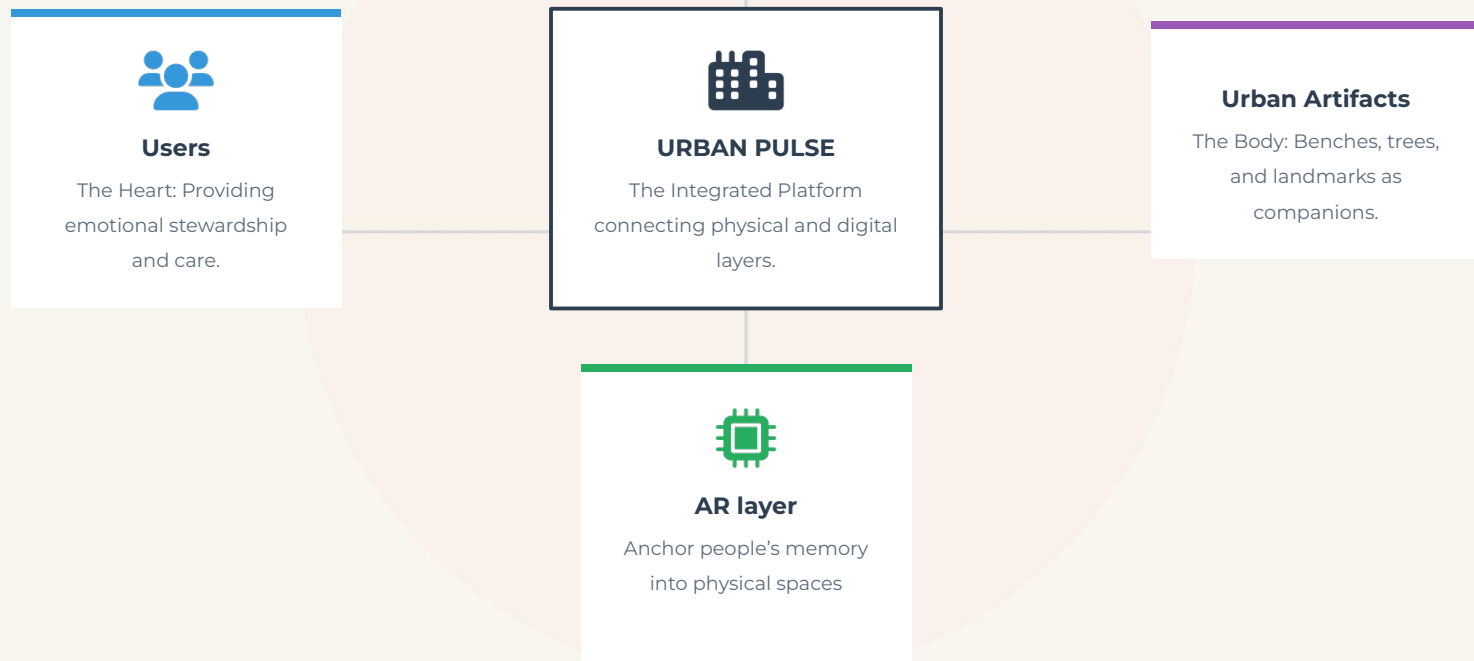
Responsibility for public space is abstracted through institutions, weakening individual sense of care and belonging.

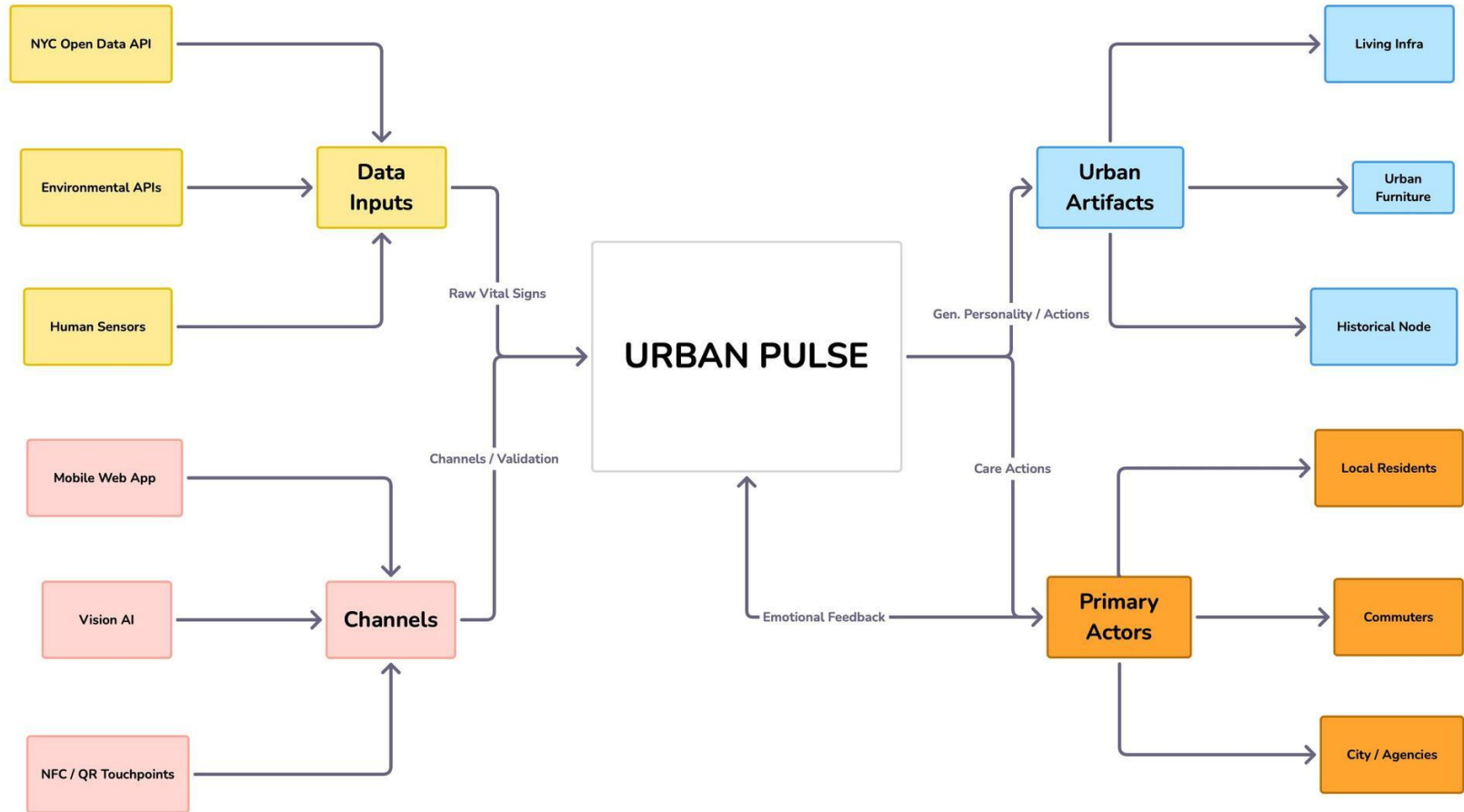
Third space

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.

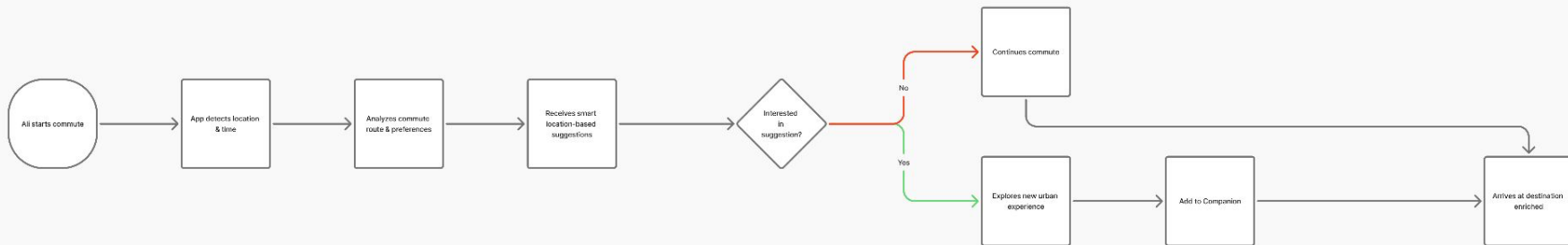


Resistance

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.

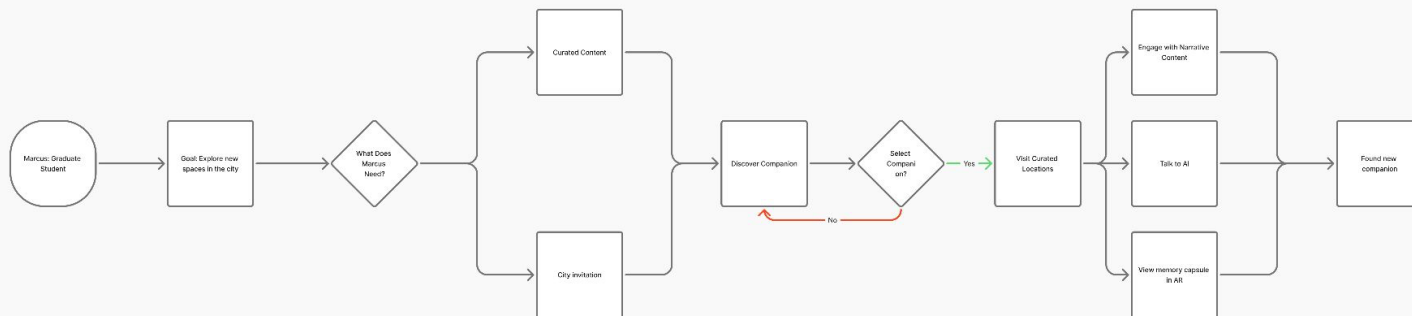


Resistance

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.

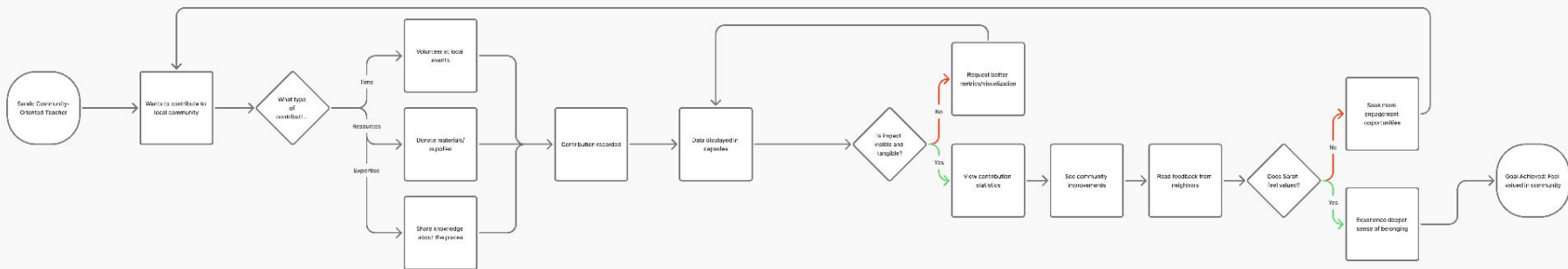


Resistance

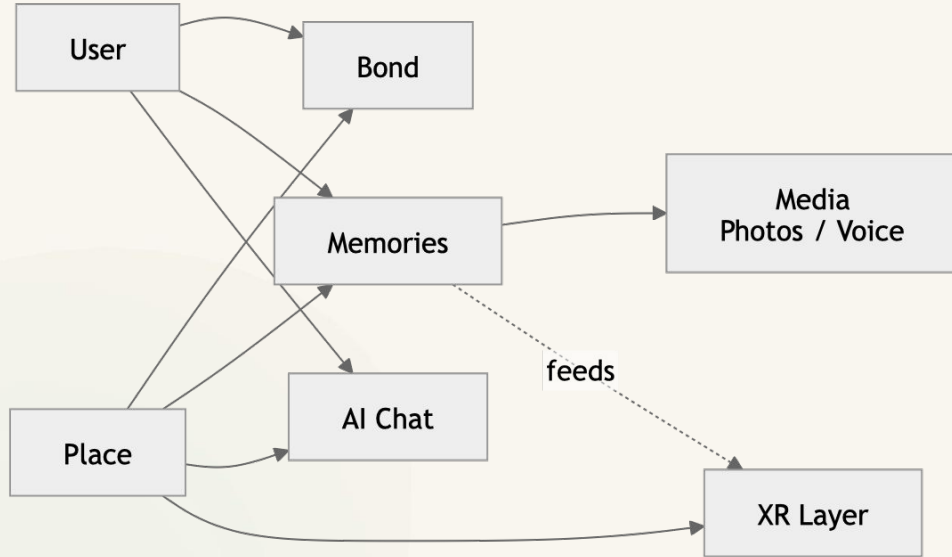
Extremely limited time; **skeptical of technology** that lacks verifiable real-world impact.

AGILE USER STORY

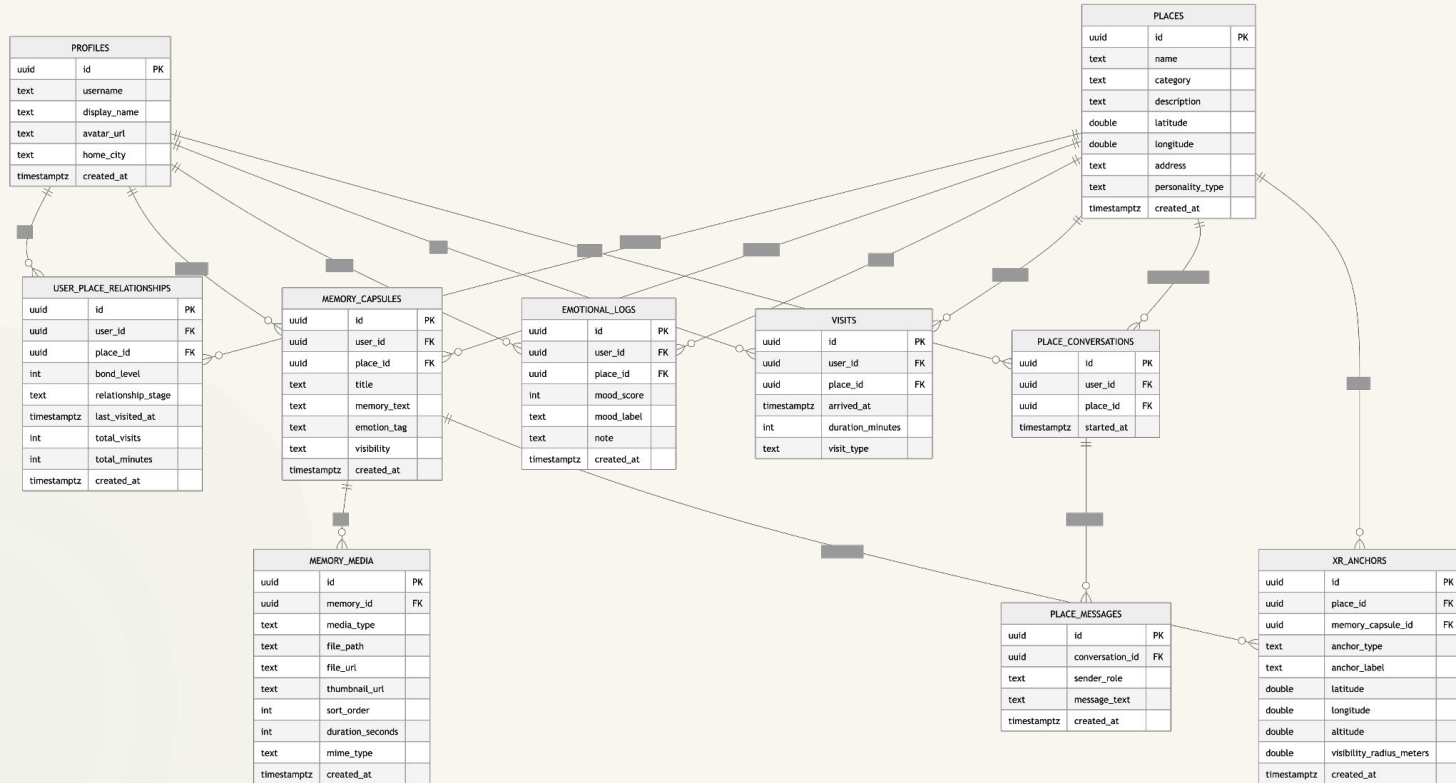
"As a community-oriented volunteer, I want to see the tangible impact of my local contributions on a neighborhood board so that I feel a deeper sense of belonging and value in my community."

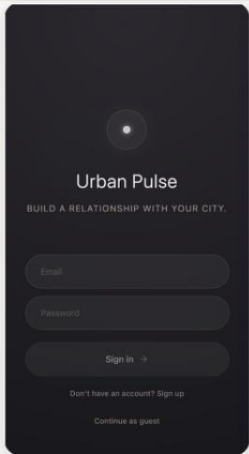


CMS data outline

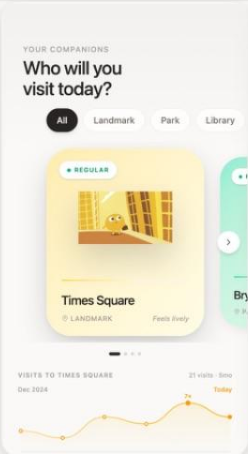


CMS data outline

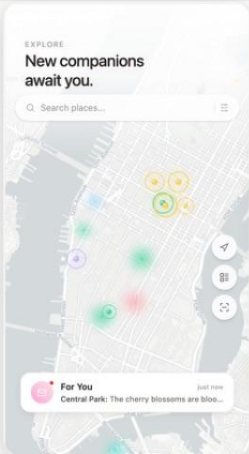




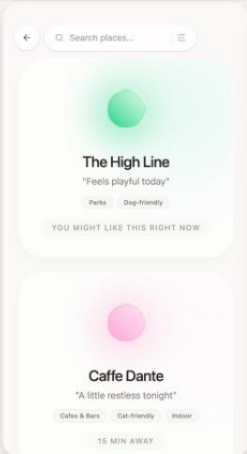
SIGN IN



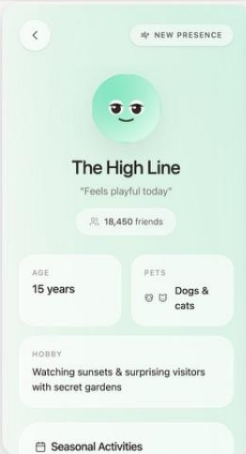
HOME



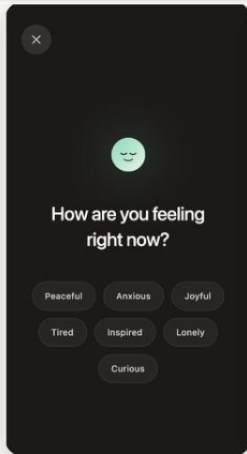
CITY MAP



DISCOVER — PLACES



PLACE COMPANION



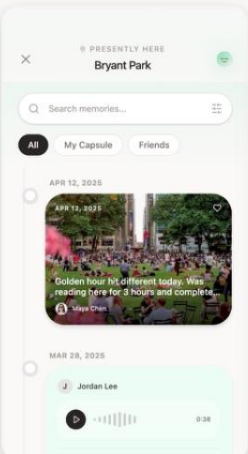
CHECK IN



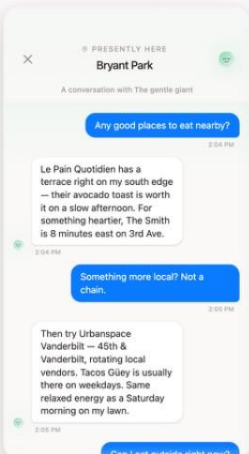
PROFILE



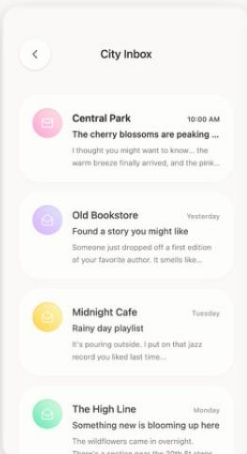
COMPANION — DETAILS



CAPSULES



CHAT



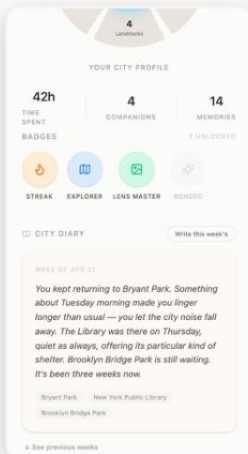
CITY INBOX



MEMORY JAR



MEMORY — CAPSULE



PROFILE — STATS