

# Concepts

This section provides an overview of where we focused our designs and a detailed outline of seven concepts that address the primary opportunity areas identified by citizens and by the HEARR team.



HAPPINESS & WELL-BEING FRAMES



After a prioritization exercise with the HEARR team and the MMSZ team’s analysis of interviews, we created seven concepts to build out in more detail.



**Co-Working  
Scottsville**

**Cooking fresh,  
eating well**

**HEARR  
Guide**

**Neighbor by  
Neighbor Exercise**

**Local  
Growth**

**The Service  
Brigade**

**Around Town  
Clinics**

# CONCEPT : ARTIFACTS

The following slides include concept boards, storyboards, and inspiration pages for each concept.

**CONCEPT**

**NAME**  
**Co-Working Scottsville**

**PRODUCT & SERVICE DESCRIPTION**  
Jobs are important but can be difficult to come by in Scottsville, often requiring people to drive to Charlottesville, and remote work is difficult because of lack of internet access.  
Co-Working Scottsville is a small space in Scottsville with computers, internet, and office space. Supporting small business, remote working, etc.  
*(Can you repeat the product and services in a sentence?)*

**SKETCH**  
*(Can you give the concept a name? Can you give it a logo?)*



Internet Access      Cafe Like Space      Community Meetings

**BENEFITS / FEATURES**  
*(Can you think of other uses for the new concept?)*

- Space is open 7 days a week and can be booked online.
- Funding support from University of Virginia or other local University.
- Could host business workshops and encourage entrepreneurship.
- Open space for community groups, clubs, reading groups to meet-up in.

*(How do you envision how each point, etc...)*

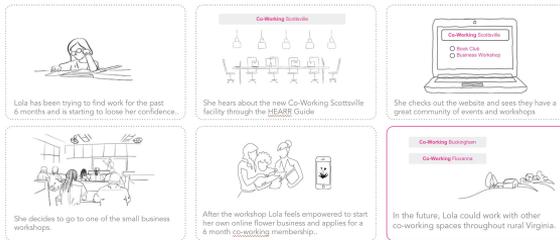
Masamichi Souza

## Concept Board

This page shares a basic overview of the concept and its potential benefits

**STORYBOARD**

**Co-Working Scottsville**



Lula has been trying to find work for the past 6 months and is starting to lose her confidence.

She hears about the new Co-Working Scottsville facility through the HEASE Guide.

She checks out the website and sees they have a great community of events and workshops.

She decides to go to one of the small business workshops.

After the workshop Lula feels empowered to start her own online flower business and applies for a 6 month co-working membership.

In the future, Lula could work with other co-working spaces throughout rural Virginia.

*(Can you tell the story of the Problem, our solution, and what's best for the user/individual?)*

Masamichi Souza

## Storyboard

The storyboards share how these concepts might work and how people would engage with them.

**INSPIRATION**

**SMALLBUSINESS.com**

**NextSpace**

**CENTER for RURAL AFFAIRS**

**Why Small Town Co-Working is a Great Idea, and How to Get Started**

"If you are trying to encourage the creation of new small businesses in your town, coworking is a smart place to focus."

"Coworking spaces aren't just for work. They are places where members network, learn and socialize together."  
- Emergent Research

<https://smallbusiness.com/trends/small-town-coworking/>

**NextSpace Co-Working**

NextSpace is a co-working space in California whose mission is to create vibrant, highly engaged communities where our members feel connected and supported to do their best work. They employ a community manager and coordinator to help with programming, etc.

<https://pacifcoworkplaces.com/nextspace-coworking/>

**Center for Rural Affairs**

Is your community "entrepreneurial"? Do you welcome and encourage small business existence and development? In rural areas, small businesses drive the economy. Yet it's not easy to start a business - they often begin on a "wing and a prayer."

<https://www.cfa.org/renewrural/entrepreneurial-communities>

Masamichi Souza

## Inspiration

Areas where we got inspired from real-world examples or different iterations of our concepts

# CONCEPT : Co-Working Scottsville

NAME

## Co-Working Scottsville

*Can you give the concept a name? Can you give it a tagline?*

PRODUCT & SERVICE DESCRIPTION

Jobs are important but can be difficult to come by in the area, often requiring people to drive to Charlottesville, and remote work is difficult because of lack of internet access.

Co-Working Scottsville is a small space in Scottsville with computers, internet, and office space. Supporting small business, remote working, etc.

*Can you explain the problem and solution in a sentence?*

SKETCH



High Speed Internet Access

*Can you draw a picture of the new concept?*



Cafe Like Space



Community Meetings

BENEFITS / FEATURES

Space is open 7 days a week and can be booked online.

Funding support could come from local government or possibly University of Virginia or other local University.

Could host business workshops and encourage entrepreneurship, as well as connect people with remote working opportunities.

Open space for community groups, clubs, reading groups to meet-up in.

*Benefits, features, key touch points, etc...*

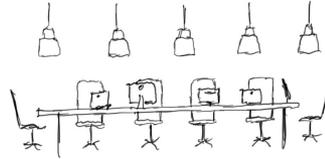


# STORYBOARD : Co-Working Scottsville

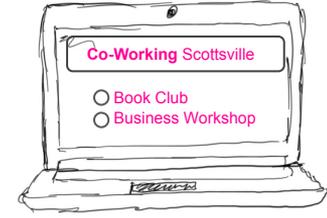


Lola has been trying to find work for the past 6 months and is starting to lose her confidence.

## Co-Working Scottsville



She hears about the new Co-Working Scottsville facility through the HEARR Guide.



She checks out the website and sees they have a great community of events and workshops.



She decides to go to one of the small business workshops. She loved the free high speed wi-fi.



After the workshop Lola has met new friends and advisors, and feels empowered to work on her own flower business.

## Co-Working Buckingham

## Co-Working Fluvanna



In the future, Lola could work out of other co-working spaces throughout rural Virginia.

*Can you tell the story of the Problem, our solution, and what it does for the users resolution?*





## Why Small Town Co-Working is a Great Idea, and How to Get Started

“If you are trying to encourage the creation of new small businesses in your town, coworking is a smart place to focus.”

“Coworking spaces aren’t just for work. They are places where members network, learn and socialize together.”  
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<https://pacificworkplaces.com/nextspace-coworking/>



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Is your community “entrepreneurial?” Do you welcome and encourage small business existence and development? In rural areas, small businesses drive the economy. Yet it’s not easy to start a business – they often begin on a “wing and a prayer.”

<https://www.cfra.org/renrewrural/entrepreneurial-communities>



# CONCEPT : Cooking fresh, eating well

NAME

## Cooking fresh, eating well

*Can you give the concept a name? Can you give it a tagline?*

PRODUCT & SERVICE DESCRIPTION

Fresh food can be difficult to find, and people aren't always sure how to cook in a healthy fashion.

Cooking Fresh, Eating Well is a service that invites a different chef to give an easy and fun cooking class, focusing on healthy, local comfort foods, every week at the local farmers market.

*Can you explain the problem and solution in a sentence?*

SKETCH



Invite



Chef doing class



*Can you draw a picture of the new concept?*

BENEFITS / FEATURES

Chefs invited from local restaurants in the area or from out-of-town (Charlottesville) to come and teach healthy cooking.

*Benefits, features, key touch points, etc...*

Two types of classes offered: a free demo or a paid workshop.

Invite people to join the classes at various local venues (Food Lion, Luckys, and local restaurants, etc).

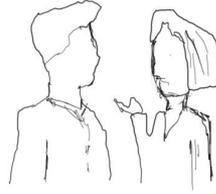
SNAP benefits could be used to buy ingredients, and then people could go to the demo and leave with a meal that they have cooked.



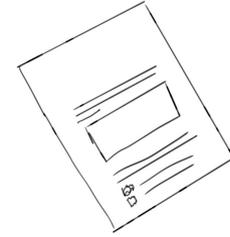
# STORYBOARD : Cooking fresh, eating well



Molly doesn't cook very healthfully at home and usually buys processed foods.



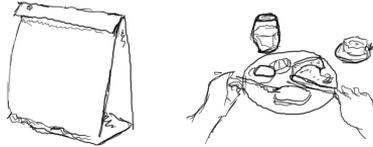
Molly hears from a friend, Frank, who also has SNAP that there is a new nutritional cooking class offered.



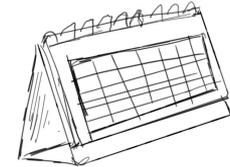
The next demo is at the local Farmer's Market with a chef from a local restaurant, so she decides to go with Frank.



Molly learns some nutrition and cooking tips at the demo and meets new friends trying to get healthier.



Molly feels empowered by knowing how to cook healthier and was excited to take home some new meals for her family.



In the future, Molly runs her own monthly nutritional cooking classes near where she lives to share what she has learned.

*Can you tell the story of the Problem, our solution, and what it does for the users resolution?*



## Loudoun Hunger Relief (LHR)

For 26 years, Loudoun Hunger Relief (LHR) has served as Loudoun County's primary emergency food pantry. They provide fresh groceries and nutritional meals for those who need it. Through other network partners they also offer nutritional cooking classes.

<https://www.loudounhunger.org/>



## From CATCH to C.H.E.F.

A program run in the rural counties of Lincoln, East Linn, and rural Benton in the northwest part of Oregon. Two programs were applied at a local level to provide physical activity, nutrition, and culinary education in the school and community setting.

<https://www.ruralhealthinfo.org/project-examples/841>



## Farm Fresh Favorites

The Farm Fresh Favorites cooking class is part of A Taste of Kentucky cooking series presented by The Center for Rural Development's Business & Community Training Center and Kroger Marketplace in Stonegate Center.

<https://centertech.com/event/farm-fresh-favorites-cooking-class/>

# CONCEPT : HEARR Guide

NAME

## HEARR Guide

*Can you give the concept a name? Can you give it a tagline?*

PRODUCT & SERVICE DESCRIPTION

There are a lot of services in the area that people are unaware of what is available.

The HEARR Guide is a dynamic list of important health related resources in the area.

*Can you explain the problem and solution in a sentence?*

SKETCH



Paper & Digital Formats



Community members update yearly



Citizens passing out the guide to new and current residents

*Can you draw a picture of the new concept?*

BENEFITS / FEATURES

Electronic and paper formats for easy use and distribution.

Includes information about affordable housing, walkable areas, volunteering and events in the community, etc.

Could be kicked off each year with an event to spread the word about local health access, and shared with new community members when they arrive.

Updated by a network of community members and the HEARR group on a yearly basis.

*Benefits, features, key touch points, etc...*



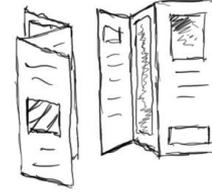
# STORYBOARD : HEARR Guide



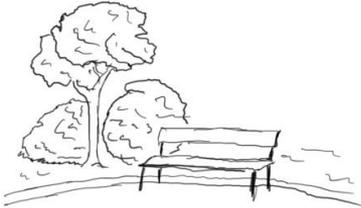
Sam and Wendy just moved to Scottsville and want to learn more about the community.



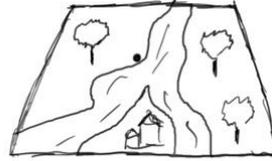
While shopping at a local grocery store, the cashier welcomes them to Scottsville and points out a stand with the HEARR Guide.



They read through parts of the guide and find community volunteer opportunities and events where they can get to know everyone.



Sam and Wendy also learned about a park nearby that they can take their kids to.



Sam and Wendy are really grateful to have the guide, and feel it has helped them become a part of the community.



In the future, Sam and Wendy utilize the HEARR Guide website to request space in the fitness center for their kids birthday.

*Can you tell the story of the Problem, our solution, and what it does for the users resolution?*



## Visit Granby and Get Fresh Guide

A brochure and map built as guide to some of the town's farms, hiking areas and art studios. This map was produced collaboratively by the Granby Agricultural Commission, the Granby Land Trust and the Granby Artists Association.

[https://www.granbylandtrust.org/fresh-granby\\_outdoor\\_map\\_lowres.pdf](https://www.granbylandtrust.org/fresh-granby_outdoor_map_lowres.pdf)



## Welcome to Stockholm

Visit Stockholm is a well-designed, friendly website that allows people to explore maps and activities in and around Stockholm, Sweden.

<https://www.visitstockholm.com/guides/explore-the-surrounding-areas/>



## Healthy BR

Healthy BR is a website dedicated to health resources, tips, and activities in Baton Rouge, Louisiana. This was created by The Mayor's Healthy City Initiative.

<http://www.healthybr.com/>

# CONCEPT : Neighbor by Neighbor Exercise

NAME

## Neighbor by Neighbor Exercise

*Can you give the concept a name? Can you give it a tagline?*

PRODUCT & SERVICE DESCRIPTION

Exercise tends to not happen because of lack of facilities, or is individualized.

Neighbor by Neighbor Exercise is where small groups can come together to socialize and exercise, and is built around different interest areas for community members.

*Can you explain the problem and solution in a sentence?*

SKETCH



Start in a meeting space

*Can you draw a picture of the new concept?*



Group activities

- ✓ Could start in Empty Spaces or Outdoors
- ✓ Meetups Listed in HEARR Guide
- ✓ Exercise paired with local Interests
- ✓ Weekly Meetups

BENEFITS / FEATURES

Led by HEARR committee members or other community members.

Start classes in empty space for indoor warm ups, or meet-up at local restaurants, or parks.

Exercise is paired with an interest group (Bible Read & Walk, Swing Dance night, Wine & Walk, Gardeners warmup, Healthy Potluck, Local 5k Walk & Run, etc.)

Annual celebration for all those that participated and led groups.

*Benefits, features, key touch points, etc...*



# STORYBOARD : Neighbor by Neighbor Exercise



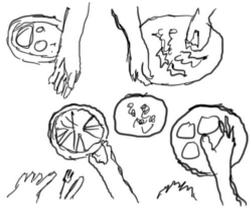
Judith has been walking her dog in the area for years, and has always wanted to go with others.



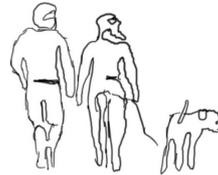
Recently Judith was invited to a potluck where they go for a short walk before enjoying a meal together.



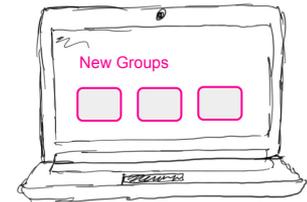
Before everyone eats, the group goes on a 30 min. walk around the area with stops to do simple exercises if people choose to.



After the walk, Judith meets new people while sharing a quick meal together.



Judith had a great time at the event and walks home with a few friend!



In the future, Judith goes to the Neighbor by Neighbor facebook group to set up her own dog walkers meet-up.

*Can you tell the story of the Problem, our solution, and what it does for the users resolution?*





### Albert Lea, MN Walking Groups

In an effort to increase accountability and incentive to get active, community members were encouraged to create informal walking groups. These small groups of 5-10 people, called walking moais, can be found in neighborhoods, worksites, and social groups citywide.

<https://www.ruralhealthinfo.org/project-examples/812>



### I Wish I Was In Dixie County Walks

Dixie County Walks is a six-week walking challenge held every fall in northern Florida to encourage the area's rural residents to make physical activity a routine part of their lives.

<https://www.ruralhealthinfo.org/rural-monitor/dixie-county-walks/>



### Meet-Ups

Meetup is a service used to organize online groups that host in-person events for people with similar interests.

<https://www.meetup.com/>

# CONCEPT : Local Growth

NAME

## Local Growth

*Can you give the concept a name? Can you give it a tagline?*

PRODUCT & SERVICE DESCRIPTION

Opportunities for community gardening are currently lacking, and answering this can be an amazing catalyst for exercise, healthy eating, and beautifying the community.

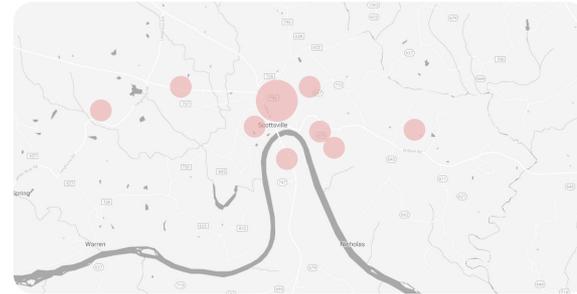
Local Growth creates community gardens near the walking paths and around the local towns that allow people to come and pick herbs or fruit when needed.

*Can you explain the problem and solution in a sentence?*

SKETCH



*Can you draw a picture of the new concept?*



Map of all the community gardens and fruit trees planted throughout the area

BENEFITS / FEATURES

Raised beds set up around the town with herbs, flowers, along with some fruit trees.

Areas could be provided by the city or donated by local community members and businesses.

A volunteer group of all ages working together to help maintain the beds.

A visible way for community members to learn more about nutrition through their local food, beautifying the community

*Benefits, features, key touch points, etc...*



# STORYBOARD : Local Growth



Kevin has always wanted his community to be more involved in cooking and eating food from the area.



Kevin's wife recently told him that there are new area gardens that provide fresh, free food to the local residents.



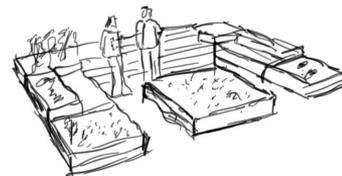
Kevin decides to help volunteer to plant basil in the local gardens throughout the area.



While volunteering one day, Kevin sees a child coming up to him asking what he is doing.



Kevin explains that he is planting fresh basil and the child asks him if he can have some to bring home to their family!



In the future, the gardens grow as a way for individuals from the community to learn about and grow some of their own food.

Can you tell the story of the Problem, our solution, and what it does for the users resolution?



## Community Garden Builders

Community Garden Builders is a Vancouver-based social enterprise with a mission to transform vacant property into temporary community gardens and growing spaces.

<https://www.communitygardenbuilders.com/who-we-are>



## Local Foods, Local Places in Williamson

In Williamson, West Virginia, Williamson Health & Wellness Center, an FQHC, created a community garden, launches a weekly farmers market, and connected local farmers to food entrepreneurs, and created a hub that launches ideas for healthy living.

<https://www.ruralhealthinfo.org/project-examples/1037>



## Moab Community Gardens

Moab Utah is home to a community garden “with plots available for folks who need some land to grow on!” This group of volunteers work to promote and build sustainable, organic community gardens for the benefit of Moab and Spanish Valley Residents. Another volunteer group in the city called the “Gleaners” pick and distribute fruit from local fruit trees.

<https://www.facebook.com/mocomgardens/>



# CONCEPT : The Service Brigade

NAME

## The Service Brigade

*Can you give the concept a name? Can you give it a tagline?*

PRODUCT & SERVICE DESCRIPTION

Many elderly citizens have difficulty with transportation for running errands, and feel disconnected with the younger community members.

The Service Brigade invites citizens to befriend, run errands for, and support seniors in the community in various ways.

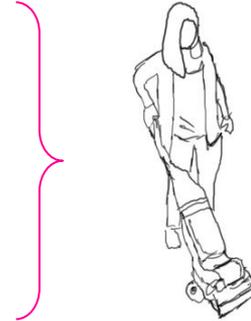
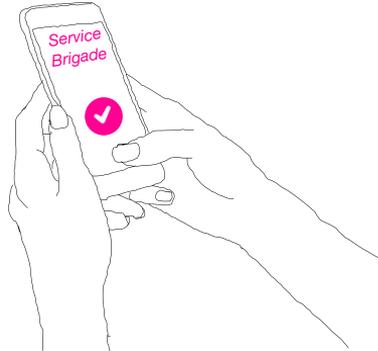
*Can you explain the problem and solution in a sentence?*

SKETCH



*"I'd really like some help with some light housekeeping."*

*Can you draw a picture of the new concept?*



*"It feels great to be able to give back and I've made a new friend ... do you need help with anything else today?"*

BENEFITS / FEATURES

Pool of younger citizens (e.g. high school +) and others are given schedules and errands for assigned seniors in the area.

*Benefits, features, key touch points, etc...*

Funding support could come from the Churches and town, to perhaps help with things like gas money for the volunteers.

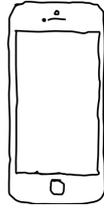
Marketed by local networks, through the HEARR Guide, and newsletters.

Focused initially on friendship, groceries, and medications. Could be expanded to light housekeeping or yard work.

Creates new relationships between the elderly community and the younger generation of the area.



# STORYBOARD : The Service Brigade



Joanne heard that there is a new service to order food at the local Food Lion, but doesn't know how to use it.



Joanne spoke with her friend George and heard that someone had helped him figure out how to order from Food Lion.



*"Hi could someone come help me with my phone!"*

Joanne calls the Service Brigade number and asks if someone can help her.



Sarah answers the call and arrives at Joanne's house later in the day to help her figure out how to order from Food Lion.



Joanne is excited that she was able to meet a new member of the community and learn something new.



In the future, Joanne can call the Service Brigade to assist with home care and medical needs.

*Can you tell the story of the Problem, our solution, and what it does for the users resolution?*



# honor

## Honor Home Care

Honor's mission is to help more people live safely at home as they age. In addition to other services, they offer help with personalized care plans and daily activities, such as companionship, transportation, and light housekeeping.

<https://www.joinhonor.com/find-care>



## Great Plains Senior Services

Volunteer Companions in North Dakota — provide social engagement and help with household chores.

<https://www.lutheranservices.org/content/lutheran-services-america%E2%80%99s-great-plains-senior-services-collaborative-boosts-senior>



## CAPABLE

CAPABLE is a five-month home visit program that helps low-income seniors age in place. This program was developed by the Johns Hopkins School of Nursing.

<https://www.ruralhealthinfo.org/project-examples/1064>

# CONCEPT : Around Town Clinics

NAME

## Around Town Clinics

Can you give the concept a name? Can you give it a tagline?

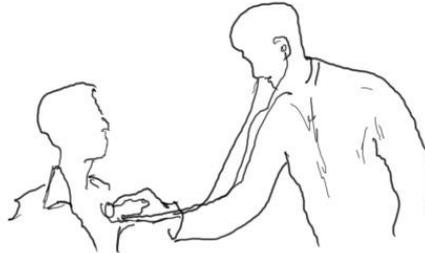
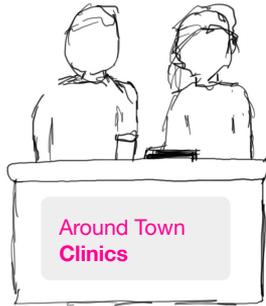
PRODUCT & SERVICE DESCRIPTION

It is difficult to make it to clinics in available hours for simple health questions.

Around Town Clinics are visits from health care providers every quarter to the Farmers Market and the local grocery store for free basic health checks and answering of questions.

Can you explain the problem and solution in a sentence?

SKETCH



Some sponsors could include ...



Can you draw a picture of the new concept?

BENEFITS / FEATURES

Gives more people access to quick healthcare assessments and answering of questions.

Benefits, features, key touch points, etc...

Easy access and free assessments, with accessible hours in visible local spots.

Service could be provided by several different health care provider organizations (UVA, Sentara, and FQHC, etc.).

Can get more people engaged and inquisitive about their health, provide a visible access to other available care.



# STORYBOARD : Around Town Clinics

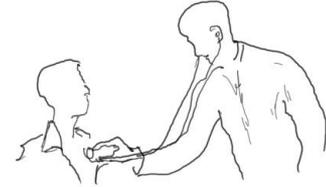


Frank is worried about a cough he has had and wasn't sure if he should go to the doctor.

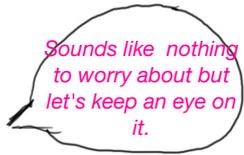


**Around Town Clinics**

Frank sees a sign saying that there will be free health check ups at the farmers market that weekend.



He visits the new "Around Town Clinic" and gets a quick recommendation from the provider on site.



Frank was told to take some cough medicine and schedule a doctors appointment if symptoms persisted.



Frank was glad that he could ask someone quickly and informally about his cough without having to schedule an appointment at the Clinic.

**Around Town Clinics**

**Open Every Weekend**



In the future, Frank has the option to go to the local Food Lion every weekend for quick healthcare advice from a visiting nurse.

Can you tell the story of the Problem, our solution, and what it does for the users resolution?



## RAM Clinics

Remote Area Medical Volunteer Corps (**RAM**) is a non-profit provider of mobile medical **clinics** delivering free dental, vision, and medical care (as well as veterinary services when available) to under-served and uninsured individuals.

<https://www.ramusa.org/>

## THE WALL STREET JOURNAL

### Pop-Up Health Clinics Fill a Void in Care

A Wall Street Journal article describes the benefit of nonprofits using volunteers to allow patients to see a doctor or dentist - even if it's only for a day.

<https://www.wsj.com/articles/pop-up-health-clinics-fill-a-void-in-care-1455592277>



## Cleveland Clinic

### Cleveland Clinic's Farmers Market Program

Cleveland Clinic sponsors farmers markets in Northeast Ohio in several locations. The open-air markets are enriched by events and programs promoting healthier lifestyles, like cooking demonstrations and health screenings and check-ups.

<https://newsroom.clevelandclinic.org/2016/06/01/cleveland-clinics-farmers-market-program-ripens-wellness-crusade/>

