

Research & Citizen Types

This section provides information on the framework we used to guide our research. It also includes an overview of the research we completed and an outline of the different types of citizens in the community.



HAPPINESS & WELL-BEING FRAMES

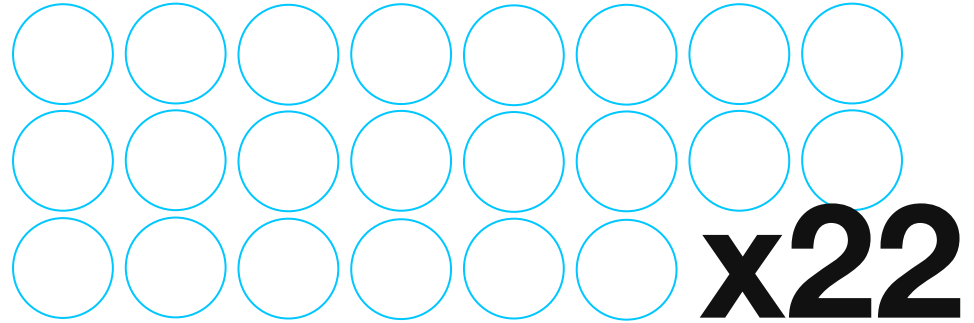
We used the following frames to focus our research questions and observations. Each component is a valuable part of understanding citizen well-being.



Citizen Conversations

We interviewed 22 citizens in-person for approximately 1 - 1.5 hours. These citizens varied by ...

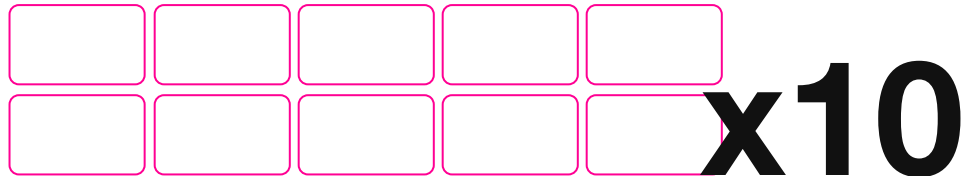
Age, medical condition, race, socioeconomic status, county of residence, and place of work ...



Observations

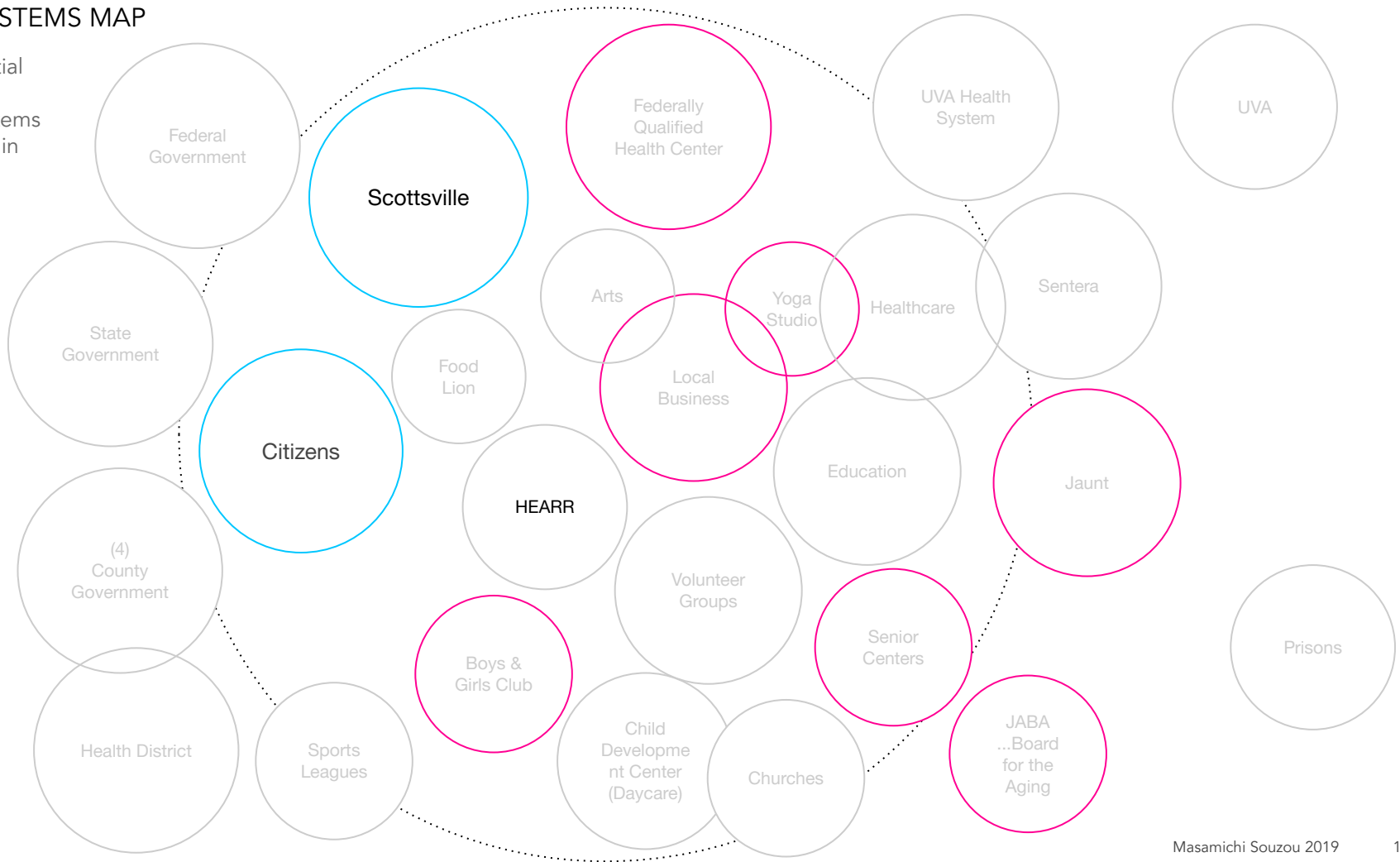
We observed several different areas to gain additional insights and spoke with many locals regarding the project. These included ...

Parks, gas stations, medical facilities, areas of worship, food establishments, and walking around neighborhoods.



INITIAL SYSTEMS MAP

This is an initial map of the different systems and services in and around Scottsville



CITIZEN TYPES

We identified three important differentiators among citizens - their relationship to the community, life stage, and socio-economic status. Five types of citizens became important to highlight when thinking about how to design for their happiness & well-being.

Relationship to Community



Life Stage



Socio-economic





Struggling

Overview

These individuals struggle to make money and survive in the area. Food options are hard for them to find, and most are on SNAP. It's hard for them to get around, because if they don't have a car, and the public transportation is not great. Most live in small apartments or trailer homes.

Needs

To find better ways to make money, sustainable living

To figure out ways to get to work and attend medical appointments



Coming Home

Overview

These are citizens who grew up in the area, left to work in different cities, but then decided to come home to their roots. They value the town even more, now that they are back. They are fully reaping the benefits, getting back involved in the community.

Needs

To see what the their community now has to offer

To get involved in volunteer events and activities



Area Native

Overview

These are citizens who were born in Scottsville and grew up here their whole lives. They have seen the community grow and change over time. They have history here, stories to share, and feel deeply connected to the town.

Needs

The ability to still feel connected to the community
The community to continue to feel unique and quaint



Senior Set

Overview

This group has come to Scottsville to live out their golden years in a peaceful and beautiful town. They are thinking about where they will spend the rest of their lives.

Needs

Access to medical care, especially emergency care
Create and sustain friendships



Young Families

Overview

These are young families who have moved to the area from other cities to start a new life and raise a family. A life of simplicity with a rural setting appealed to them, and now they want to get to know the town and learn all about what it has to offer. They want to be informed about any services in the area that would be of value.

Needs

To see what the their community now has to offer (e.g. walking trails, etc.)
To find activities for their kids & with other parents



Up & Comers

Overview

These are young individuals who live a free-spirited life. They came to the area to be creative or potentially start a business from home. They have energy, yet there is not much in town for them to put that energy to use. They are focused on healthy living and are interested in shaking things up.

Needs

To find more options of things to do and support their work (e.g. better internet)
To socialize with other people there age

Summary

Scottsville, and the ten mile surrounding radius, is a beautiful rural community (falling over 4 counties, diverse socio-economic population, connected to Charlottesville, many new & returning residents.)

- *People love living here and find it to be a special and unique place (Quiet, Clean Air & Water)*
- *A diverse citizenry have unique needs and perspectives on the community (From young families to an older retired set to those struggling economically)*
- *Some citizens lead healthy and happy lives; however, not everyone feels they can live the way they would prefer (geographic challenges, service access challenges, etc...)*
- *There are several opportunities where the surrounding area can design solutions to optimize for well-being and community (building stronger ties among the diverse residents, new services, access, etc...)*