WHO WE ARE

Tyler Hong
Ricky Grannis-Vu
Jennifer He
Danielle Tang
OUR PROBLEM DOMAIN

Increasing Community Engagement
WE MET...

Kiana, a college freshman who is interested in classics, ultimate frisbee and (secretly) calligraphy
WE MET...

Kiana, a college freshman who is interested in classics, ultimate frisbee and (secretly) calligraphy

WE WERE AMAZED TO REALIZE...

although she wants a calligraphy community, she won’t start one because she is afraid no one else will be interested in it
WE MET...

Kiana, a college freshman who is interested in classics, ultimate frisbee and (secretly) calligraphy

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IT WOULD BE GAME-CHANGING TO...

help people become confident enough to start niche communities
EXTENDED NEEDFINDING
Tony
Resident Fellow

Physical proximity doesn’t guarantee community

Shared experiences, good or bad, bring people together
LISA
Teacher at Online High School

Many students want to be engaged in online communities.

But they find it difficult to stay motivated to keep engaged.
WILSON
Undergraduate Senior

Low barrier of entry helps community grow quickly

But attracts less engaged people, who leave soon after
REVISED POV’S
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Lisa, a teacher at an online high school who volunteers as a club advisor
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WE WERE AMAZED TO REALIZE...

students want to engage more with their communities but don’t because there aren’t any consequences for disengaging
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IT WOULD BE GAME-CHANGING TO...

hold people accountable for remaining engaged with their communities
WE MET...

Tyler, a former teenage political activist from Iowa
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WE WERE AMAZED TO REALIZE...

he feels disconnected from his activist community because he feels that online communication is impersonal
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IT WOULD BE GAME-CHANGING TO...

make online engagement feel more intimate
Selected HMW’S
HOW MIGHT WE...

easily facilitate community member reunions
(POV 3 -- Tyler)
HOW MIGHT WE...

connect people to others who want to start niche communities
(POV 1 -- Kiana)
HOW MIGHT WE...

learn about other people’s niche interests
(POV 1 -- Kiana)
Rekindle
Because friendship is forever

Add your friends, both present and past

Get notified when they are in the area

“Danielle is in the area!”
Rekindle
Our experience prototype

Oscar didn’t know who was nearby

Held up sign when Oscar got close to community member
Rekindle
Our experience prototype

What worked: “Very useful for connecting with old friends”

What didn’t: Would prefer **advance notification** so he can plan ahead
Rekindle
Our experience prototype

Surprises: Spontaneity not always valued

New Learnings: **Planning** valuable for community
Rekindle
Our experience prototype

Was our assumption valid?
Not quite....

New assumption: People want to plan for meeting old friends
Niche
Be weird together

Swipe on your weird or uncommon interests

Meet local people who share your interests
Niche
Our experience prototype

Made 20 flash cards of relatively niche interests

Raj selected interests by swiping right or left on them
Niche
Our experience prototype

What worked: Liked discovering all the weird communities

What didn’t: No guidance after matching with communities
Niche
Our experience prototype

Surprises: Swiped on more niche interests than expected

New Learnings: People want help initiating interactions
Niche

Our experience prototype

Was our assumption valid? Yes!

People feel more comfortable knowing others share interests
AMA
(Ask Me About)

Add your interests to our service

Point camera at people to see their interests
AMA

Our experience prototype

Walked around area near Alita

Held up paper showing interests when Alita pointed camera at us
AMA

Our experience prototype

What worked: “Pretty cool to see people’s interests”

What didn’t: Felt **uncomfortable**, called it *Black Mirror*-esque
AMA
Our experience prototype

Surprises: Participant’s consent didn’t resolve discomfort

New Learnings: People think scanning people is dehumanizing
AMA

Our experience prototype

Was our assumption valid?

Unproven

Solution introduced new discomfort, confounding our test
And the winner is...
And the winner is... Niche!
Niche
Be weird together

“Pretty cool to see people’s interests”

People feel more comfortable knowing others share interests
SUMMARY

1) App interface is **comfortable** for users

2) Swiping makes it easy to discover **shared interests**

3) Will explore helping users **initiate** interactions