

# Assignment 4: Concept Video

CS 147 Fall 2025

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Previous solution #1

# Previous solution: Digital Pranks

HMW replicate the feeling of shared joy despite physical distance?



**Our solution:** Send sporadic but harmless digital pranks that cause a fun distraction on your friend's device

## What didn't work?

- Pranks we wanted to implement were not possible to test or implement on iOS due to Apple's heavy restrictions
- Might be possible on Android, but to have a wide variety of pranks, would require 2 physical devices to test their functionalities.

Ultimately, we wanted to showcase a working product by the end of the class, which would be impossible on iPhone. The uncertainty about implementation even on an Android posed as a technical hurdle we did not think would be reasonable.



Idea scrapped

Previous solution #2

# Previous solution: Digital Letters

HMW replicate the feeling of shared joy despite physical distance?



**Our solution:** A platform where senders recreate the process of sending mail (handwriting message, stamping, placing paper in envelope) digitally and send digital letters to friends as a way of communicating care.

## What didn't work?

- Tons of pen pal and letter sending apps already exist, so we would have to be creative with our differentiator
- Concerned about the frequency of usage given the considerable time and thought that goes into creating a meaningful letter

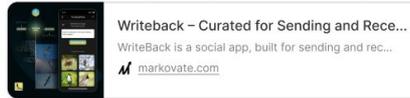
**Next Step:** attempt to pursue the general idea, but must explore a different direction (more novel and ideally higher usage)

# Exploring new directions based on Digital Letters

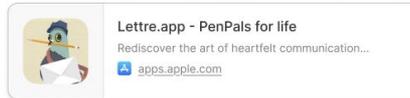
Notable competitors already exhibit hand-written aesthetic



How could we tap into the digital experience of letter sending?



- Sending/receiving scribbles & letters
- Send current emotions with letters
- Image generation with DALLÉ



- Stamps
- Hand-crafted letter aesthetic

**Digital letter tailored to friends' physical location**

(and how can we further develop this idea?)

Interactive voice memo: friends can immediately respond to portions of the voice memo via voice or emoji reactions

Narrating over a slideshow, voice or written caption over images which can be sent as a scrapbook to friends

Digital letters that must be deciphered by solving a puzzle -- dynamically generated, interactive

Adding music elements, for example attaching a song that is recommended based on the friend's location

## Idea refinement thought process

From needing interviews:

Lack of time makes real time connection (phone and video calls) tough, but there is a desire to stay in contact with friends

From prototype testing interviews:

Young adults love the surprise element and feel emotionally moved when receiving something from a friend



As per these insights, we prioritized a solution that:

- Encourages more frequent interaction that isn't high effort but conveys care and thoughtfulness
- Leverages location and timing to create context and meaning

Our idea thus pivoted from purely digital letter sending to a location-based app where users can view friends on a map and send multimodal surprises to friends tied to specific places. Though letters are deeply personal, the new map-centered experience enables quick interactions for ongoing engagement, with the flexibility to send more meaningful messages when desired, keeping friends emotionally close even in busy times.

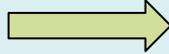
# Rationale Recap

1. Digital prank not technically feasible
2. Original digital letter was shown promising in our prototyping testing, but too similar to existing products
3. Further exploration
  - a. Leaned into digital aspect: what 's only possible to be achieved digitally?
  - b. Leaned into being in the present moment with friends via instant connection
  - c. Leaned into the interactive experience of a social map



# Problem and Solution

**Problem:** Young adults often struggle to maintain friendships when busy schedules make real-time communication difficult.



**Solution:** A map-based social app that helps friends stay connected through surprise, multimodal interactions, even when life is busy. Friends can send notes, photos, or gifts that are tailored to a friend's current location, creating spontaneous moments of emotional presence.

# WAYN

Together, even when you're not

**How we landed on WAYN:** We drew inspiration from the phrase "wya?" (Where you at?), which people use to check in with each other. We wanted something that sounded more pleasant and felt more intentional. WAYN (where are you now?) emphasizes the being present, and feeling close, wherever you are.

# Tasks (Description + timestamps)

Simple

View their friends' location on map  
(0:31-0:33)

Nudge friends after seeing they're at a location  
(0:34-0:43)

Medium

Send multi-modal personalized message to friends based on their location  
(0:43-1:05)

Complex

Collaborating on a message/gift to send with a friend  
(1:05-1:35)

Figure 1

# Competitive Factors

## Market Research

	Price	Service	Quality
<b>Wayn</b>	Free to users (potential brand-partnership monetization)	Slower, designed for meaningful connection	Deeply engaging and fulfilling — layers functional and engaging UX with messages designed for connection
<b>Snap Maps</b>	Free	Casual, convenient	Functional and engaging — customizable, accurate location updates, playful avatars
<b>Instagram Maps</b>	Free	Discovery through posts and stories	Visually rich but content-driven; lacks collaboration and interactions centered on location
<b>Bumps</b>	Free	Digital letter exchange	Thoughtful and reflective, but slow-paced and low frequency
<b>Ping</b>	Free	Simple, real-time friend notifications	Simple and instant, but limited emotional depth; focuses on alerts

# Snap Maps

## Competitor Analysis

**TLDR:** Snapchat Inc.'s location feature. Solves the issue of knowing where friends are to encourage communication or spontaneous interaction.

### Features Include:

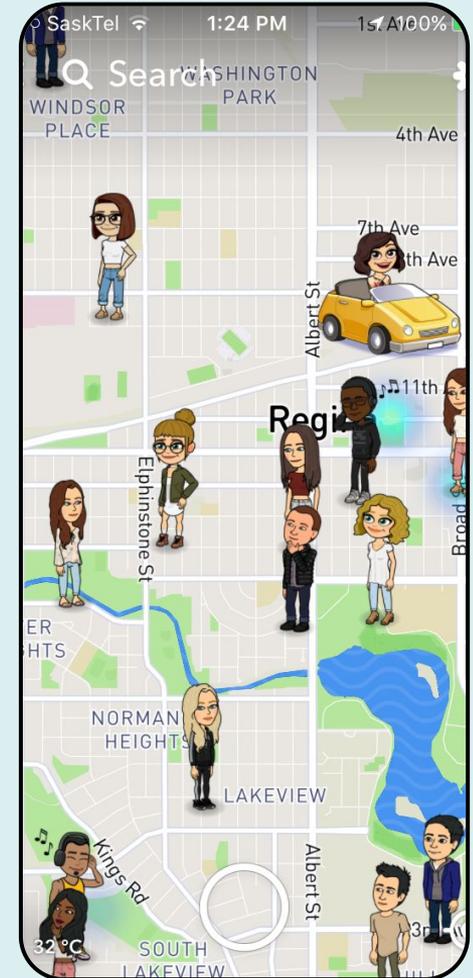
- Real-time location sharing with movement updates
- Ability to customize profiles and avatars with BitMojis
- Share live updates from location through Snap post
- Selective location sharing and "Ghost Mode"

### Missing

- Dedicated features for thoughtful gestures – map interaction is limited to continuing Snap streaks
- Lacks collaborative experiences or co-created gestures

### Our Advantage:

- Intentional moments of connection through nudges, messages, and location-based gifts



# Instagram Maps

## Competitor Analysis

**TLDR:** Instagram's social map feature, which allows users to see where their friends have been and discover popular locations from public posts and stories.

### Features Include:

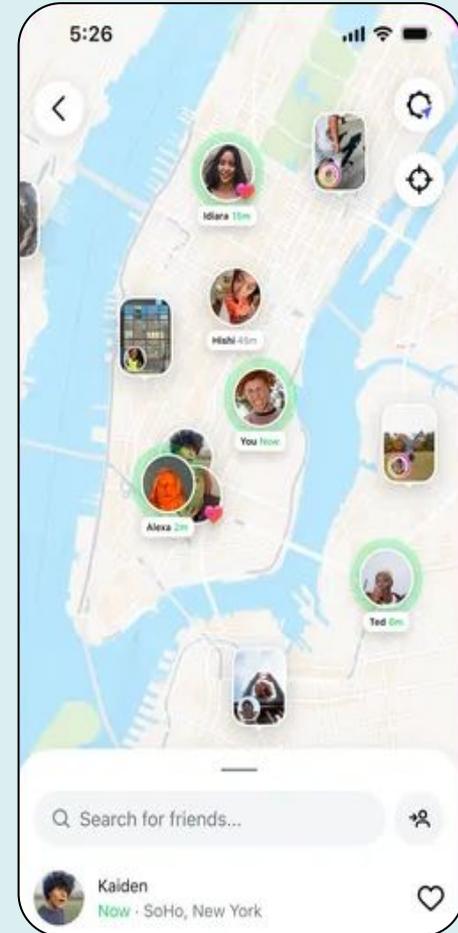
- Real-time location sharing with movement updates
- Encourage discovery by showing stories/posts where they were posted
- Multimodal messaging with Instagram's robust DM system
- Sending and viewing location-centered content

### Missing

- Uninspired UI built upon Apple Maps
- Lack of collaborative experiences
- Emotionally meaningful interactions centered around location

### Our Advantage:

- Location-based gift giving and gift recommendations
- "Mailman" delivery feature to spark delight and anticipation.



# Bump

## Competitor Analysis

**TLDR:** A social map and messaging app built around location-based interactions.

### Features Include:

- Start chats directly from the map
- Make collaborative art and export creations
- Quick on-map stickers, nudges, and reactions
- Gamified map exploration challenges with friends

### Missing

- Emphasis is primarily on friends in the area, rather than long-distance friends.
- Features are tailored to help friends meet up more, rather than helping friends who can't meet up become closer

### Our Advantage:

- Gift and message recommendations based on friend's regular or current location; allowing for tailored messaging no matter how far.



# Ping

## Competitor Analysis

**TLDR:** Simple social map app providing lightweight interactions between friends.

### Features Include:

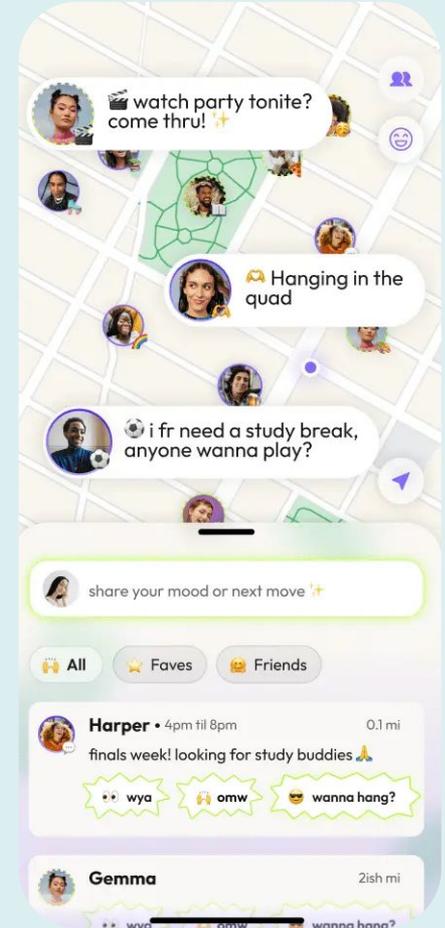
- "Memories" feature; artifacts of recent social events
- Quick reactions, pings, and messaging
- Showing current status to nearby friends

### Missing

- Ways to act upon statuses beyond just messaging

### Our Advantage:

- Info popup of recommended places/gifts when someone on the map is tapped; naturally draws the user towards gift giving.



# Competitive Landscape

	Snap Maps	Insta Maps	Bump	Ping	WAYN
See friends on a map	YES	YES	YES	YES	YES
Friend messaging	YES	YES	YES	YES	YES
Multimodal messaging (audio, letters)	YES	YES	Somewhat, if sending/creating shared artwork is considered multimodal.	NO	YES
Pings/nudges, quick reactions	YES	YES	YES	YES	YES
Collaborative messaging	NO	NO	NO	NO	YES
Location-based gift giving and recommendations	NO	NO	NO	NO	YES
Unique UI (i.e. messages travel along the map and reach your friend in real time)	YES	NO	YES	NO	YES
Location-based content sharing	NO	YES	NO	NO	Unsure if we will add this feature yet.

# Stakeholders

## Direct

Users sharing their location, messages, or gifts

Friends receiving thoughtful messages and gestures

Partner brand that integrate promotions and gift cards

## Indirect

Businesses that users frequent and are displayed on the app

Family members or friends of users who aren't on the app

Non-users whose location could be inferred from friends' data

Local social circles affected by increased prosocial behavior

# The Siren

## THE SIREN



**What would using  
your product "too much"  
look like?**

How does your product encourage users to engage, and how does it make it easy to disconnect?

How does your product respect people's boundaries and the other parts of their lives?

In what situations might it be inappropriate or distracting to use your product?



WAYN encourages people to send regular messages, nudges, and location-based gifts as a form of connection — but receiving too many of these messages this could evolve into blurred boundaries, increased digital presence, and location-tracking anxiety.

**Value Tension:** *Connection vs. Autonomy*

**Risk of Harm:** Overusing location-based features and messaging could create anxiety or reliance surrounding delayed responses, as well as dependency on constant micro-gestures to maintain fulfilling social relationships.

**Addressing Implications:** Introducing "ghost" mode during which users can hide their location from everyone or specific users, status markers communicating availability, or a limit on the number of consecutive messages.

# The Forgotten

## THE FORGOTTEN



**When you picture your user base, who is excluded? If they used your product, what would their experience be like?**

*Whose perspective is missing from product development?*

*Pretend the opposite of your assumptions about your core user are true—how does that change your product?*



WAYN's experience is optimized for users who are comfortable with location sharing and have an existing social circle. This could exclude users who have privacy concerns or limited social contact. Further, users with reduced financial capacity could feel excluded from the gift-based features.

**Value Tensions:** Visibility vs. Privacy, Inclusion vs. Exclusivity

**Risk of Harm:** Could alienate users who are unwilling to share their location with friends. Alternatively, users with a limited social circle may feel isolated upon entering the app if they can't connect with others users on the map.

**Addressing Implications:** Introduce ways of connecting when location sharing isn't feasible, set up flows where users can connect with new people or acquaintances in their contacts, and offer non-monetary gift options (e.g. digital stickers or tokens)

# The Smash Hit

## THE SMASH HIT



**What happens when  
100 million people use  
your product?**

What would mass scale usage of  
your product reveal or cause?

How might a community change if 80%  
of residents used your product?

How could habits and norms change?



Widespread use of WAYN would implicate that many people find themselves too busy to maintain and develop their friendships. For many, the root of this problem stems from unhealthy work culture or a lack of social belonging. Therefore, WAYN may just be a band-aid concealing a larger issue.

**Value Tensions:** *Convenience vs. Connection*

**Risk of Harm:** In a world where face-to-face interactions are already becoming more rare, shifting to a social model where friendships are built through asynchronous, digital interactions could exacerbate this problem.

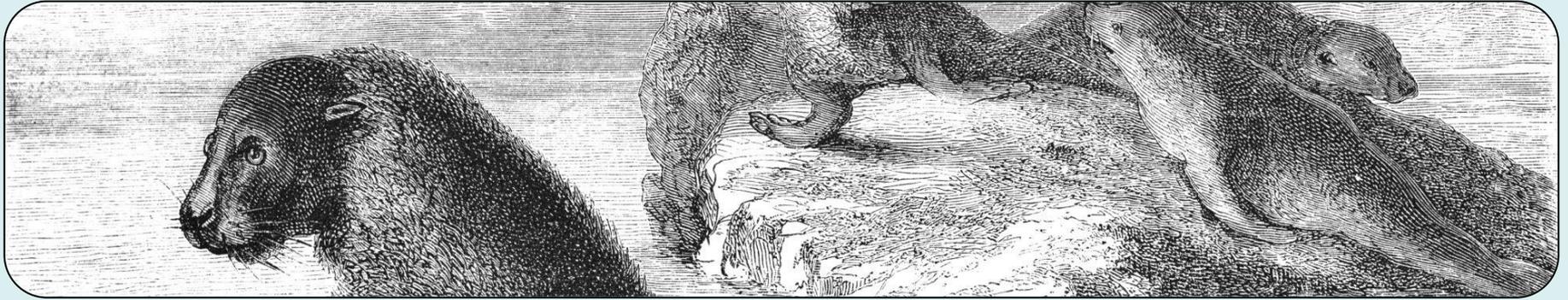
**Addressing Implications:** Introduce WAYN as a supplement, not a substitute, for face-to-face interactions. This app is meant to help preserve and strengthen friendships even when individuals are busy or far away, and when circumstances are better, these friends should continue to meet face-to-face.

**Storyboard**

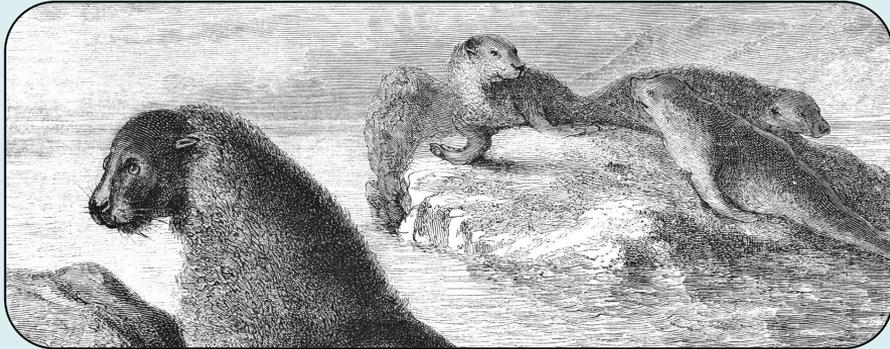
[Storyboard Link](#)

**Concept Video**

**[Video Link](#)**



**THANK YOU**



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