WAYN

together, even when apart

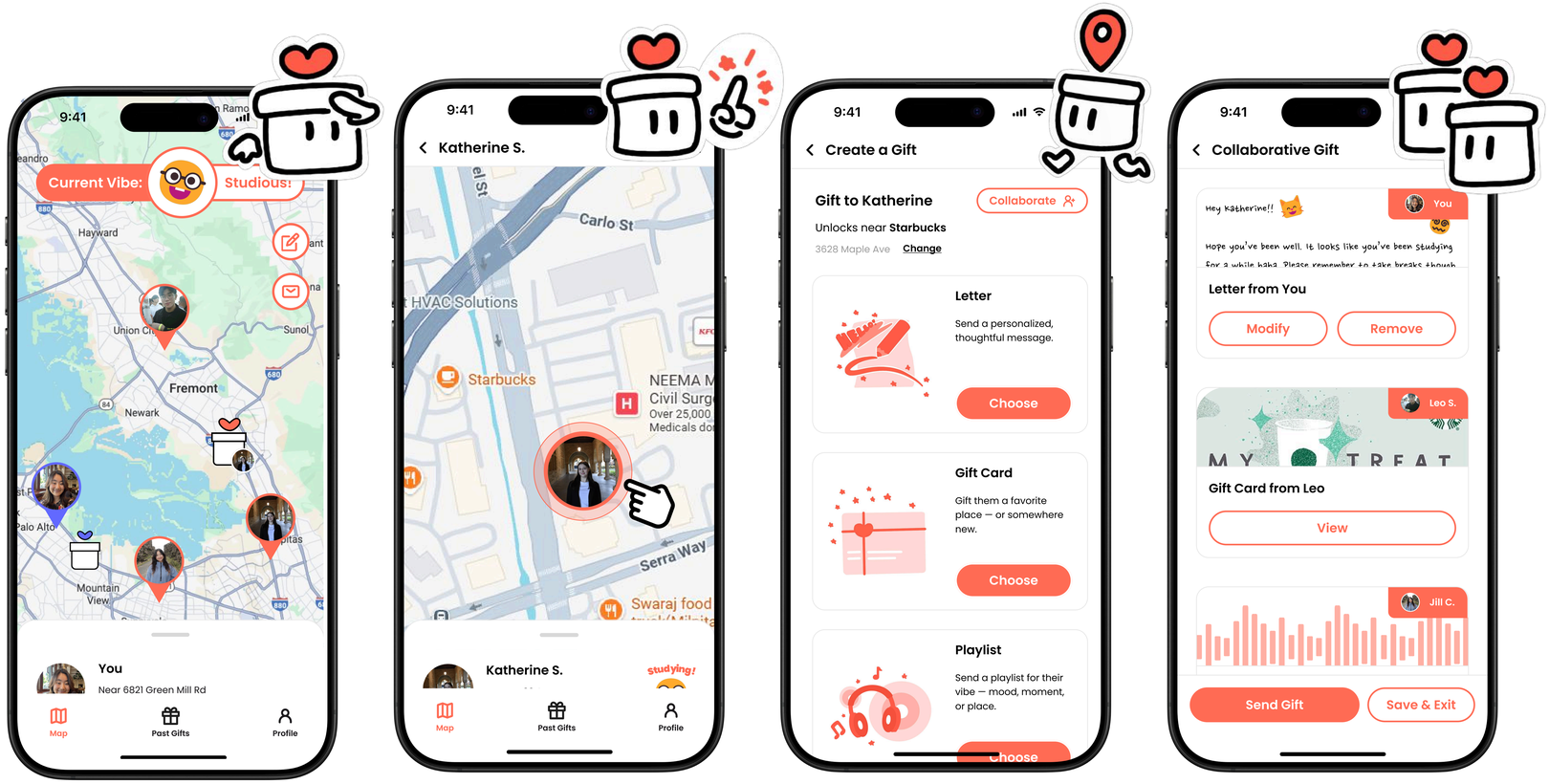
Problem

Young adults struggle to recreate the emotional presence of in-person friendships due to distance and schedules

Solution

WAYN recreates the feeling of physical presence by sending digital gifts tailored to your friends' location

Let your friends know you're thinking of them



See where your friends are at any moment

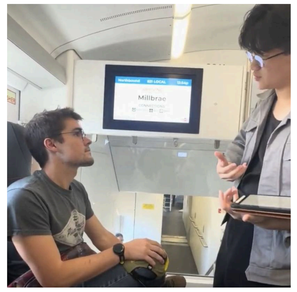
Nudge them after seeing what they're up to

Send gifts that unlock when friend arrives at a location

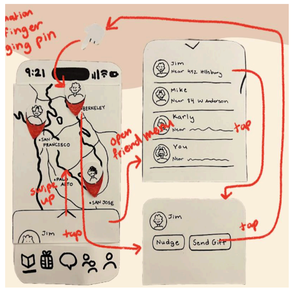
Collaborate with friends to build a gift

Our Process

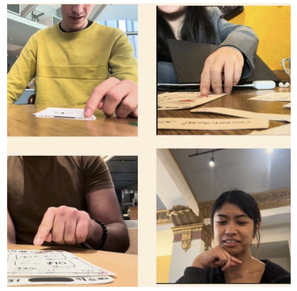
Uncover Needs



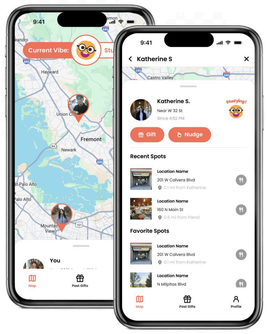
Lo-Fi Prototype



Usability Testing



Med-Fi Prototype



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