

Creating presence digitally in your friends' environments

Assignment 4

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Problem

Friendship requires a level of presence in each other lives. But with deadlines, work schedules, and lifestyle changes, friends are finding it difficult to show presences in each other lives with these responsibilities.

Primary Users

College Students, people who share a city or neighborhood.

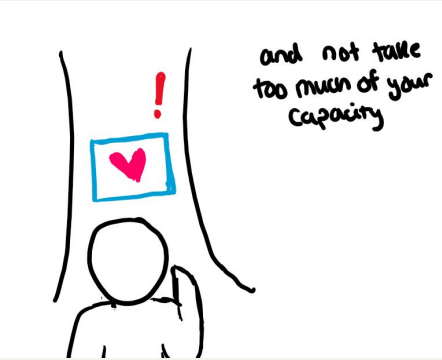
Heypoint

Creating presence digitally in your friends environments

Inspiration

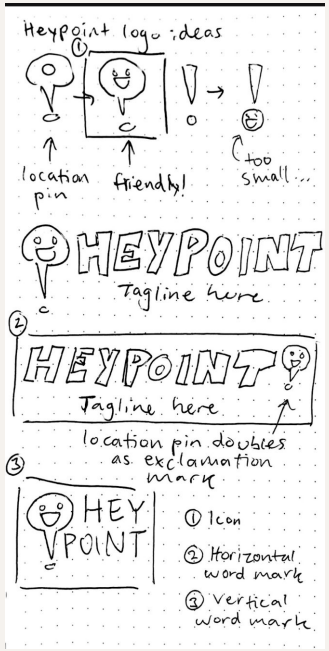
We were inspired by when we were creating our storyboard of a scene on where a friend is showing up for their busier friend, combining it with the term “waypoint”.

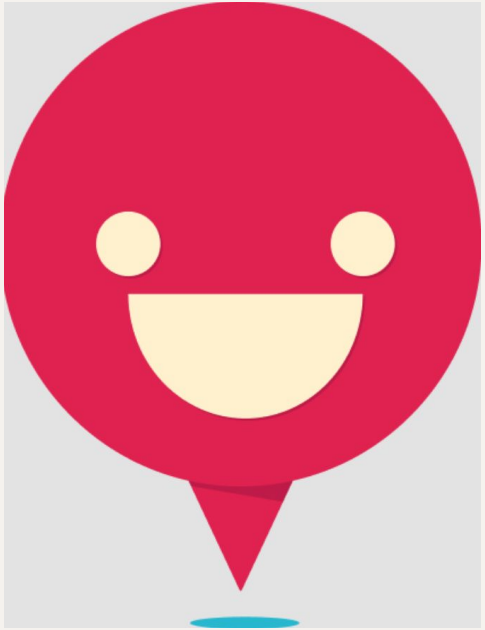






Heypoint: Creation of Logo











HeyPoint

Allows you to create tags containing mixed media information all over an area as a way to send your friends environmentally-associated messages.

Stakeholders

Direct:

1) Media Creators
2) Media viewers
3) Friends of Users receiving notifications
4) Content Moderators for the App

Indirect Stakeholders:

1) Local Businesses
2) University and Campuses
3) Property Owners
4) Public Space Managers

Tasks

Tasks

Simple:

- **You see something that reminds you of your friends and you want to preserve it in some way (0:26)**

Moderate:

- You want to reminisce about and remind your friends about memories you've made together (0:34)
- **You want to preserve memories in response to ones preserved by your friends (1:17)**

Complex:

- **You want to explore memories alongside your friends in real time (1:05)**

Tarot Cards of Tech

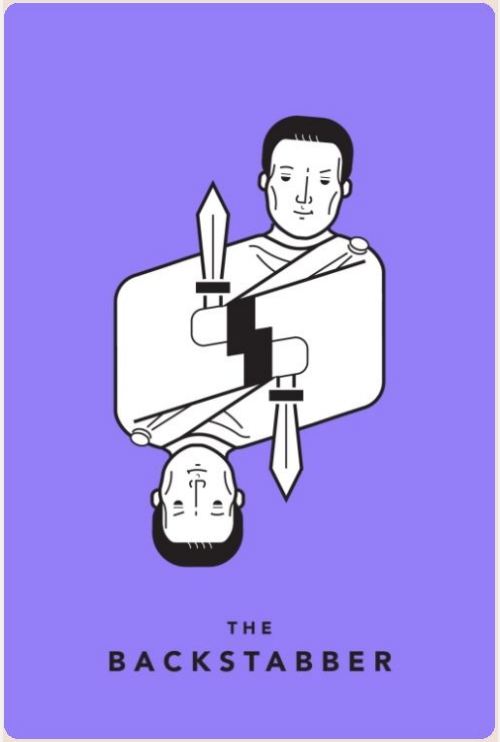
The Scandal: What's the Worse Headline of your product?



Reflections

1) **Underlying Value of Friendliness:**
   a) HeyPoint assumes that everyone will create media to uplift friends
   b) HeyPoint can be misused to place inappropriate and harmful content
   c) HeyPoint can be used to make people targets of harmful jokes about people

The BackStabber:



What Could Cause People to Lose Trust in the product?

Reflections

1) **Survelliance:** Since HeyPoint allows for people to tag common spaces, it tracks the spaces that the user is in and information about the users.
2) **Data Leaks:** HeyPoint should be developed so that the messages that are sent stay between the friends
3) **Exclusion:** HeyPoint can unintentional cause tensions between friendships when it comes to creating exclusive messages

The Siren: What would using your product “too much” look like?



Reflections

1) **Core Assumptions Made:** We assume the product will help promote conversation and not impede on people’s daily lives
2) **Overdependence:** Incessantly using the product could detract from the overall goal of socializing with friends offline
3) **Harassment:** People can use the product to constantly deliver things to their environments
4) **Screen time:** People could spend too much time on the device/app to satisfy their loneliness

The Catalyst:

How might cultural habits change how your product i used?



Reflections

1) **Core Assumption:** Heypoint assumes that the users like having friends who initiate a lot and maintain presence digitally
2) **Screen Time Reduction:** As people move towards reducing their screen time, we lose a focus on connecting digitally. HeyPoint thrives on digital engagement and friendships through that way
3) **Reciprocity in Friendship:** friends that do not need to stay constantly in touch as requirements for their friendship won't find HeyPoint useful

Market Analysis

Find My

Similarities

- Help develop a presence between friends and family
- Engage in messaging after seeing friend
- Sharing information on environments with each other

Differences

- HeyPoint allows users to send messages to develop a presence
- Users can interact with friends more directly on the app
- Find My is used for helping friends locate each other in environments
- Find My requires an external app for connection

HeyPoint Opportunity

- HeyPoint allows for users to directly make a mark on their friends lives by sending messages
- HeyPoint does not mandate a follow-up from both parties for connection

Snapchat

Similarities

- Create mixed media to send to friends
- Allow for friends to discover each other in environments
- Sending mixed media to friends is low-stakes

Differences

- HeyPoint utilizes the environment that friends are in to create media for them
- Snapchat limits content creation to the users location
- Snapchat has a static map/environment system

HeyPoint Opportunity

- HeyPoint allows for friends to be able to create immersive digital media that are present in friends lives
- HeyPoint creates persistent memory that lives beyond a gated time

Instagram

Similarities

- Allow users to create content to update friends on life
- Communicate messages through symbols and media
- Curate memories for users

Differences

- HeyPoint utilizes the environment that friends are in to create media for them
- Instagram allows for subscription based and metrics like likes to value user
- Instagram showcases its users all over friends
- HeyPoint allows for more one-on-one

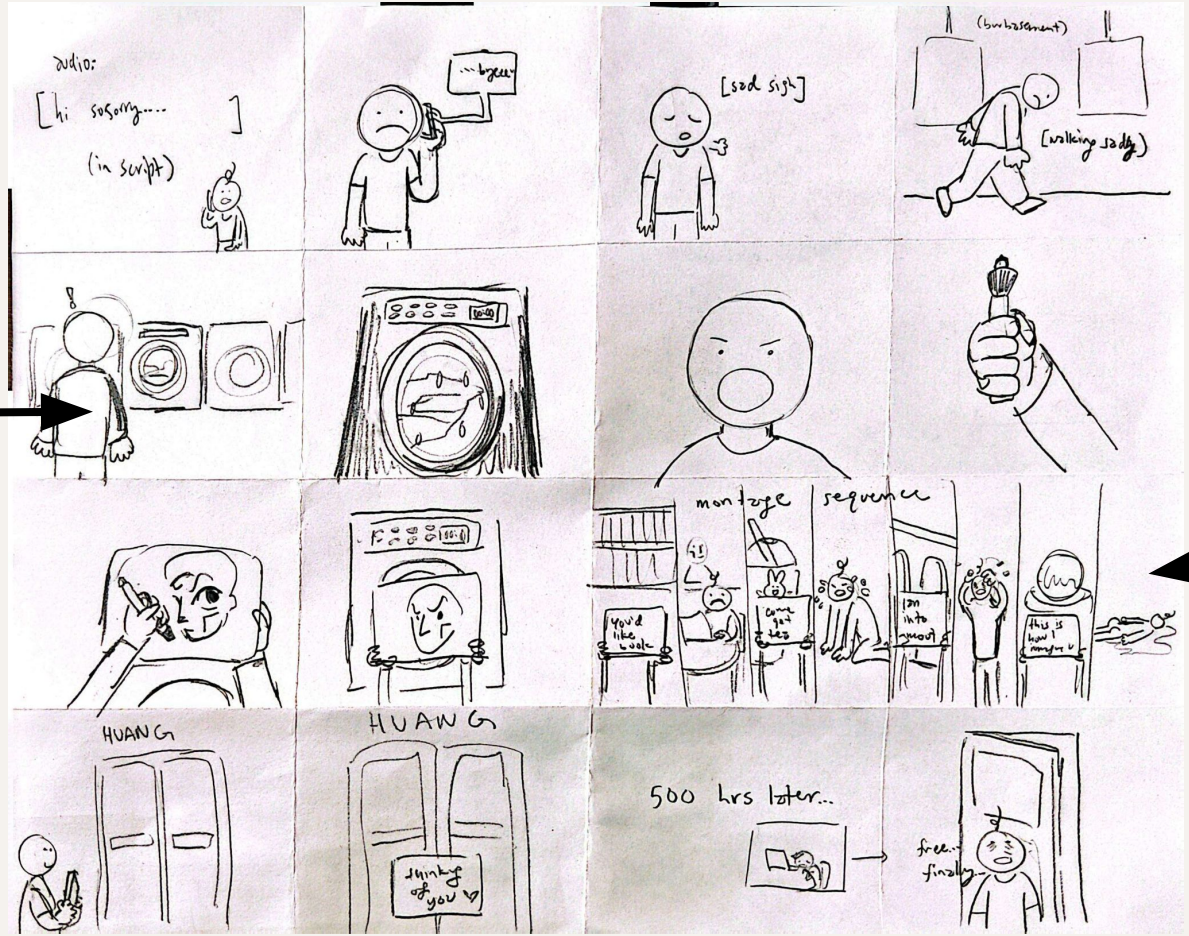
HeyPoint Opportunity

- HeyPoint allows for friends to be able to create immersive digital media that are present in friends lives
- HeyPoint values sole friendships over metrics
- HeyPoint helps strike up conversations with mixed media reminders

Immediately Connect with Friends Offline	✓	✗	✗	✗
Sending Interactive Messages to Friends	✓	✗	✓	✓
Developing a presence in your friends environments without physically being present	✓	✗	✗	✗
Low barrier way of interacting with friends	✓	✗	✓	✓
Create meaningful media to be shared and preserved in friends environments	✓	✗	✗	✗
Inititate exploration of memories together	✓	✗	✓	✓

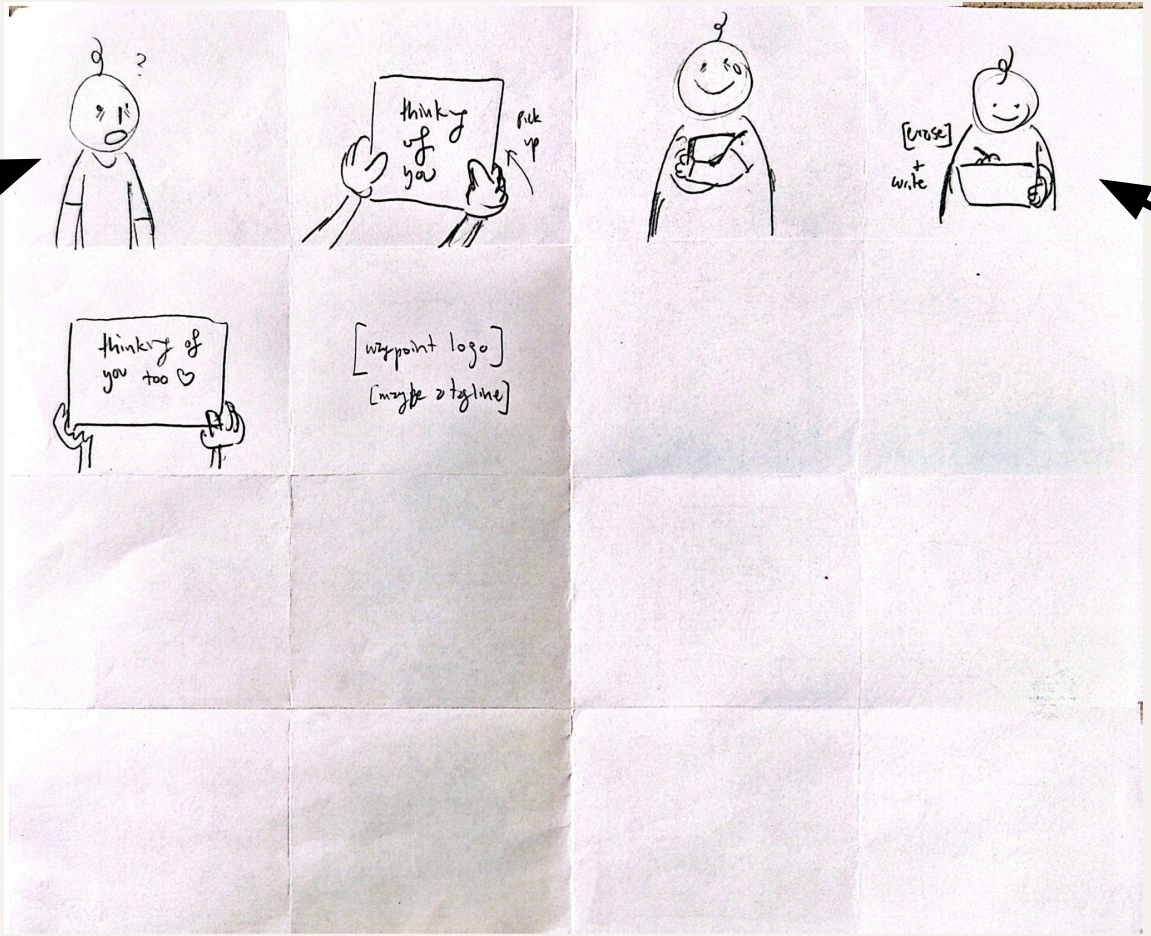
Video StoryBoard

You see something that reminds you of your friends and you want to preserve it in some way



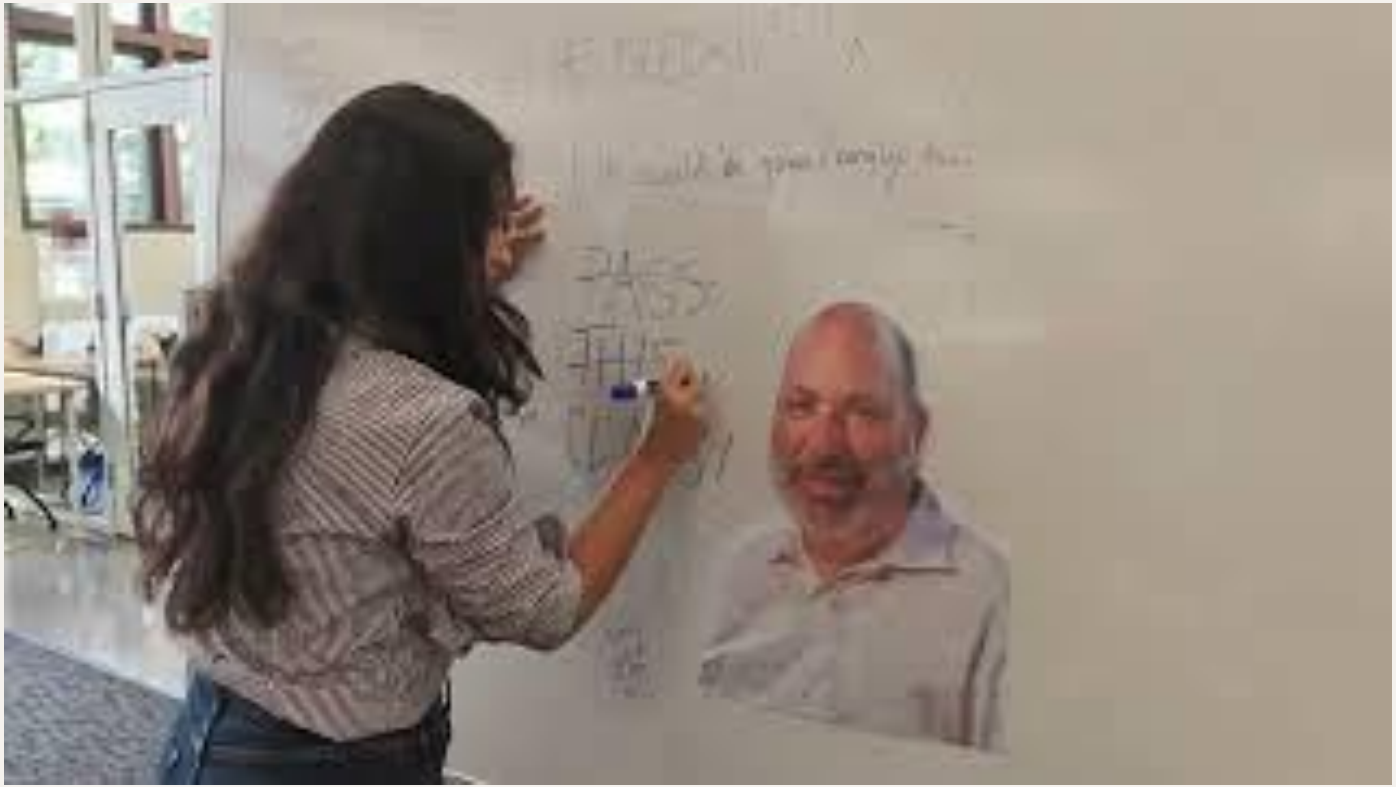
You want to explore memories alongside your friends in real time

You want to explore memories alongside your friends in real time



You want to preserve memories in response to ones preserved by your friends

Concept Video



Appendix:

- Concept Video (here on Youtube) (google drive link)
- Video Script and Audio links (here)