CS 147

Needfinding for Social Hobbies

Design for Offline Experiences





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The Team



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Domain

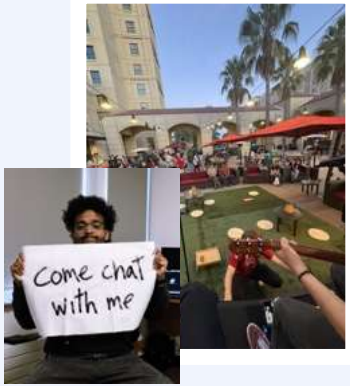
People who practice social hobbies

Why?

- Theme: Design for Offline Experiences
- We agree: Our favorite time we spend off of our phones is doing an activity with other people.



Recruiting Participants



Spontaneous outreach

Hung around social locations like live music venues, parks, and streets with craft and fitness centers.



Leveraging our networks

Connections through friends and mutuals.



Social media outreach

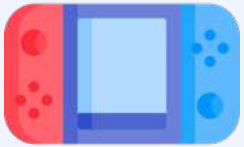
Posted on social media to target extreme users.

Our Participants

Person #1

Internal Audit Analyst at JP Morgan Chase New Jersey, enjoys running





Person #2

Non-Stanford PhD student in Psychology, enjoys playing video games

Person #3

Biomedical device technician, enjoys live music and art





Person #4

SFCU Financial Wellness Lead, enjoys climbing and skateboarding

The Interviewing Process

Locations

Coffee shops, dorms, Zoom.



Questions

Logistical, emotional, and social experiences that come with participating in hobbies.



Transcription

Voice Memos, Zoom.



Types of Questions

Social Experience

How many of your friends do [activity] with you? Do other people in your group approach planning the same way you do?



Logistical Experience

Walk me through the last time you did [activity], from when you first thought about doing it to when you got home.



Emotional Experience

Tell us about the best time you've had doing [activity]. What made it great?



Geographical Experience

How has your relationship with [activity] changed throughout time/location?



Surprises	• Some participants felt that doing activities alone was equally rewarding as doing activities with others. • Even the more outgoing participants felt uncertainty around the “vibes” of a function or event.
Tensions	• Many participants shared that they wanted to try new hobbies, but their schedule, money, or distance made it difficult. • Some participants’ relationships with hobbies changed over time.
Contradictions	• Some participants are willing to spend money on social activities, while others actively claim that it’s a barrier to entry. • Participants will feel guilty about spending money on events, then feel glad after.



Interview #1

What does this person say?

"I definitely try to make the most of my free time even when its limited"

"I'm down for a little bit of everything"

"Number one would be communication"

"Ideally I like being social and seeing my freinds"

"Maintaining connections is very important to em"

"During the week, everything is pretty formulaic. On weekends, it's more spontaneous."

"I don't really know people in my close circle who run [socioeconomically]. I'm not necessarily unhappy with that."

"I personally enjoyed it much more, when I was with someone else"

"Now that I run more individually, that energy gets directed back toward myself. I'm like a one-man team."

"There's days when I dont want to get out of bed"

What might they be thinking?

It's easier to work around your own schedule than plan for others

When traveling with a group, some people take more responsibility

Communication is important for planning outings with many people

It's easier to be spontaneous when it's convenient

Social life post-college is difficult

Groups with less commitment are easier to be a part of

Team-based activities are good introductions to hobbies

Initiating plans can be vulnerable

Using screens has become essential, but can be detrimental socially

Sometimes going out is more energy than it's worth

What does this person do?

Works at JPMorgan Chase

Cooks and preps for the next day in his free time

Makes time for family

Lives in NYC, works in Jersey City

Gets off of work at 6pm

Travels a lot

Calls his girlfriend a lot

Likes to run

Hears about things through his work

Likes to watch movies

What might they be feeling?

Feels **tired** after work

Feels **blasé** about his working day-to-day life

Feels **intent** to plan spontaneous hangouts on the weekends

Feels **comfortable** being alone

Feels **protective** over his time and energy

Feels **open** to trying new things

Feels **nostalgic** about time in college and time spent with friends

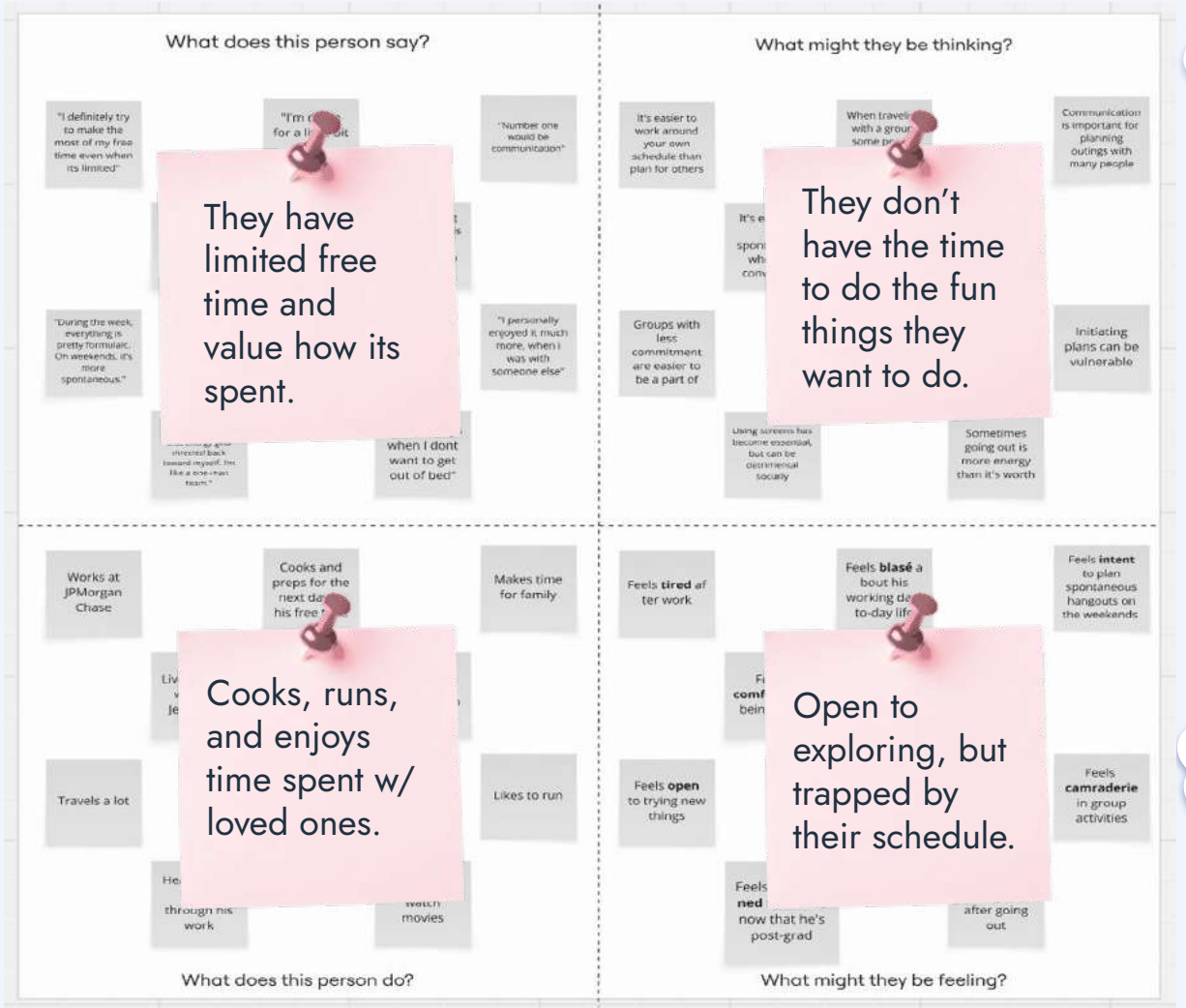
Feels **camraderie** in group activities

Feels **constrained** with time now that he's post-grad

Feels **energized** after going out



Interview #1


What does this person say?
They have limited free time and value how its spent.
What might they be thinking?
They don't have the time to do the fun things they want to do.
What does this person do?
Cooks, runs, and enjoys time spent w/ loved ones.
What might they be feeling?
Open to exploring, but trapped by their schedule.

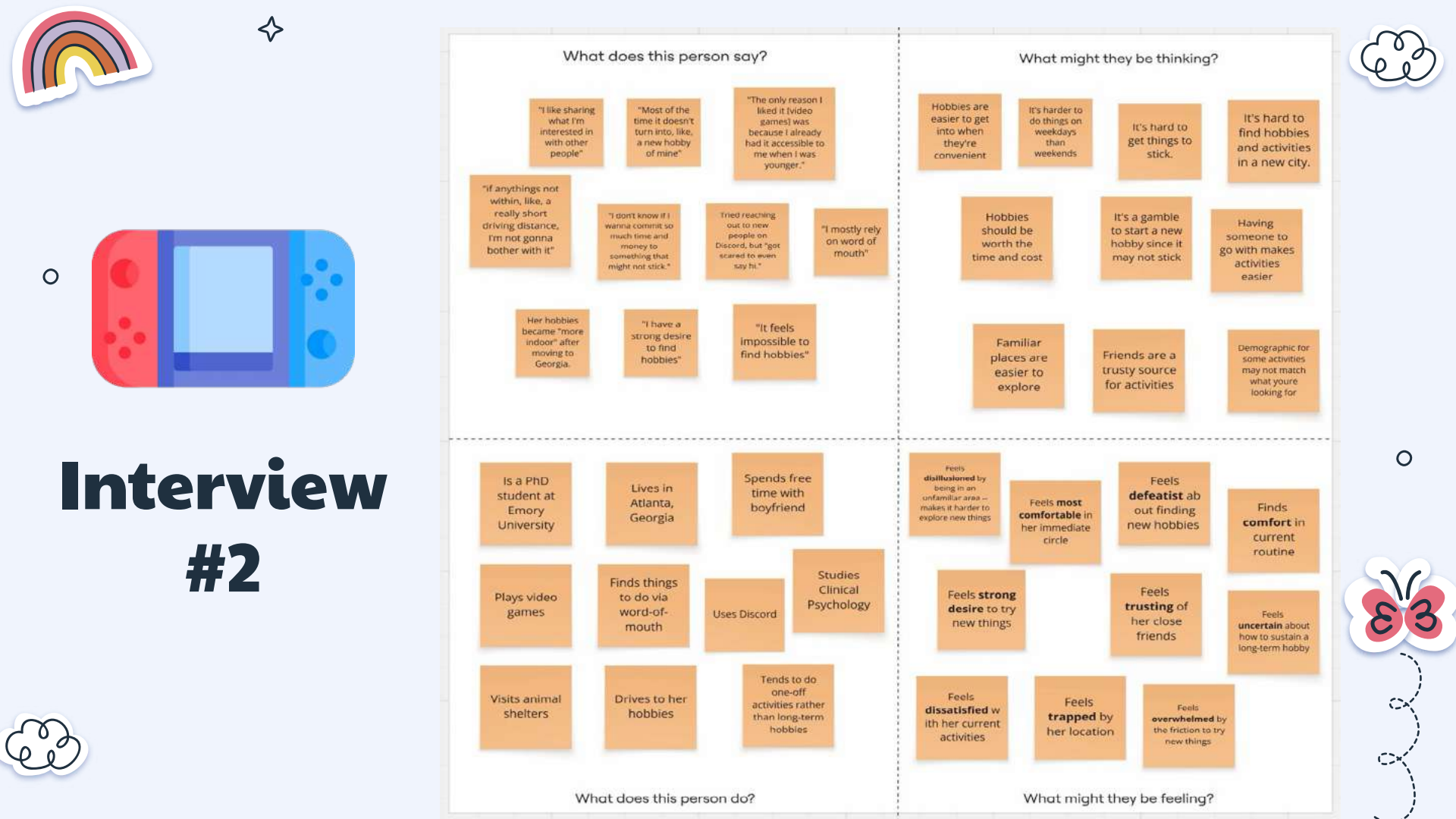
INSIGHT

Spontaneity is perceived as worthwhile but time-consuming.

NEED

People want ways to be spontaneous without it feeling intrusive to their schedules.

Interview #2


What does this person say?
"I like sharing what I'm interested in with other people"
"Most of the time it doesn't turn into, like, a new hobby of mine"
"The only reason I liked it [video games] was because I already had it accessible to me when I was younger."
"if anythings not within, like, a really short driving distance, I'm not gonna bother with it"
"I don't know if I wanna commit so much time and money to something that might not stick."
Tried reaching out to new people on Discord, but "got scared to even say hi."
"I mostly rely on word of mouth"
Her hobbies became "more indoor" after moving to Georgia.
"I have a strong desire to find hobbies"
"It feels impossible to find hobbies"
What might they be thinking?
Hobbies are easier to get into when they're convenient
It's harder to do things on weekdays than weekends
It's hard to get things to stick.
It's hard to find hobbies and activities in a new city.
Hobbies should be worth the time and cost
It's a gamble to start a new hobby since it may not stick
Having someone to go with makes activities easier
Familiar places are easier to explore
Friends are a trusty source for activities
Demographic for some activities may not match what youre looking for
Is a PhD student at Emory University
Lives in Atlanta, Georgia
Spends free time with boyfriend
Plays video games
Finds things to do via word-of-mouth
Uses Discord
Studies Clinical Psychology
Visits animal shelters
Drives to her hobbies
Tends to do one-off activities rather than long-term hobbies
What does this person do?
Feels disillusioned by being in an unfamiliar area -- makes it harder to explore new things
Feels most comfortable in her immediate circle
Feels defeatist ab out finding new hobbies
Finds comfort in current routine
Feels strong desire to try new things
Feels trusting of her close friends
Feels uncertain about how to sustain a long-term hobby
Feels dissatisfied w ith her current activities
Feels trapped by her location
Feels overwhelmed by the friction to try new things
What might they be feeling?

Interview #2


What does this person say?
"If anything's not within short driving distance, I'm not going to bother."
"It feels impossible to find hobbies."
Her hobbies became "more indoor" after moving to Georgia.
"I have a strong desire to find hobbies"
What might they be thinking?
Hobbies are easier to get into when they're convenient
It's hard to find hobbies and activities in a new city.
Familiar places, people, and routines are easier to stick to.
Having someone to go with makes activities easier
Demographic for some activities may not match what youre looking for
What does this person do?
Is a PhD student at Emory University
Spends free time with boyfriend
PHD Student who likes to play video games with bf.
Plays video games
Studies Clinical Psychology
Visits animal shelters
What might they be feeling?
Feels most comfortable in
Finds comfort in current routine
Feels unconfident about starting new routines in new location
Feels uncertain about how to sustain a long-term hobby
Feels dissatisfied with her current activities

INSIGHT

People are more likely to pick up a new hobby if it is convenient.

NEED

People want approachable and low-risk avenues to try new hobbies.



Interview #3

What does this person say?

- "I can usually find someone that has something fun going on or wants to come with."
- She says: "I have big girl money," so she can enjoy live concerts freely.
- She predicted she would "have the worst FOMO ever" if she didn't attend music festival.
- "People are not that down anymore"
- "I like to use my birthday as an opportunity to manipulate people into going out and doing what I want"
- "I'm just open to seeing where the night will go"
- Going out requires a certain amount of "activation energy" that some people don't have.
- In regards to art, she thinks: "I'm okay with not being the best at things, because just doing them is worthwhile."
- "I'm okay with not being the best at things because just doing them is worthwhile"
- "With social media, it's not about actually living and having experiences, it's just like looking like you are"
- "I never regret going out"

What might they be thinking?

- Going out is usually worth the effort
- It's reasonable to want her friends to go out
- Social media is useful for finding things to do.
- If you're bringing people to something, their happiness is your responsibility
- Good company can save a mediocre activity
- Social Media can make people do activities performatively
- You don't need to be good at a hobby to enjoy it
- Perfectionism with hobbies can be a slippery slope.
- Going out can be really expensive
- Hobbies can have a high barrier of entry [time, money, etc]
- Feeling safe and comfortable is essential to having a good time

What does this person do?

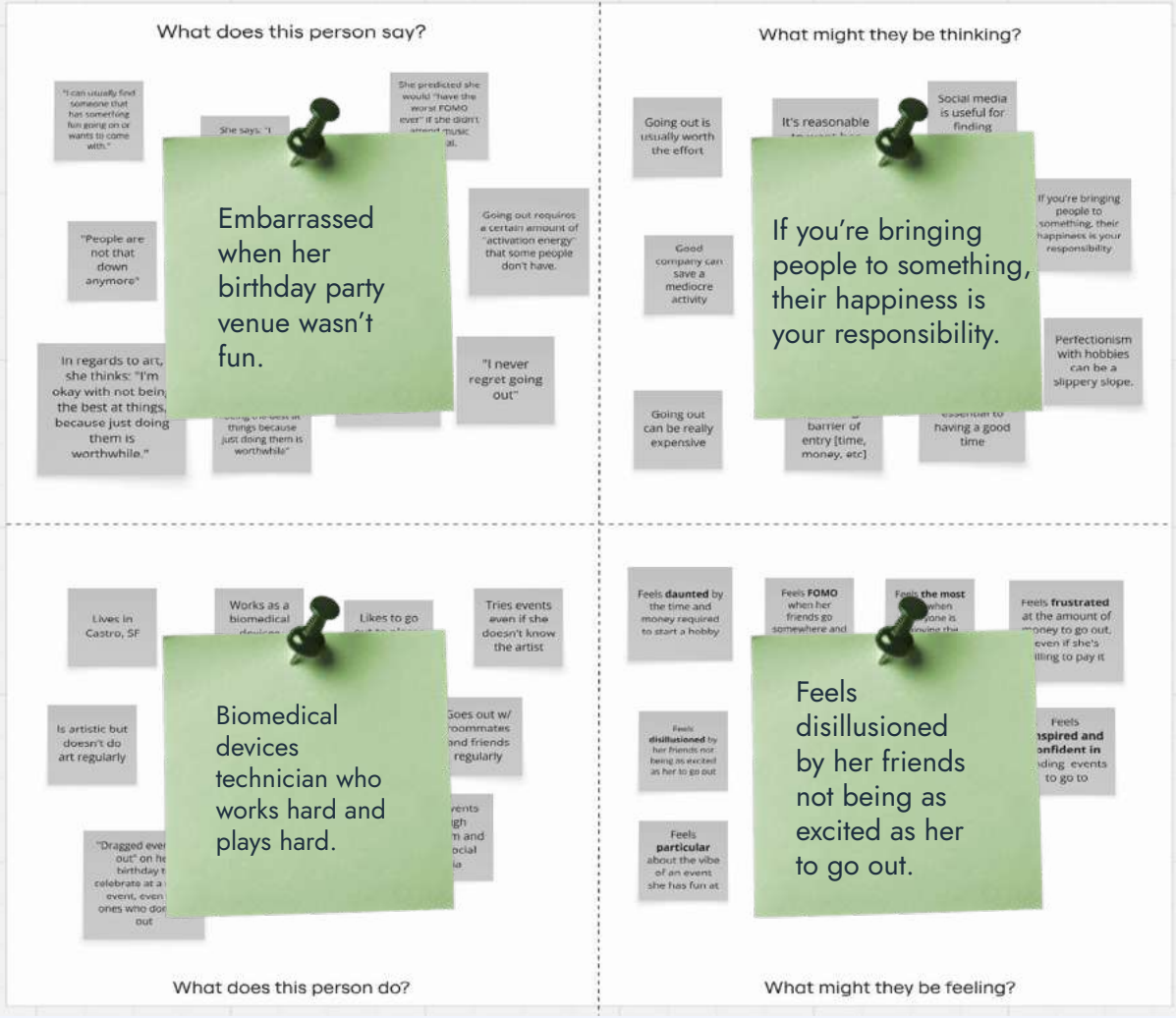
- Lives in Castro, SF
- Works as a biomedical devices technician
- Likes to go out to places that are open late
- Tries events even if she doesn't know the artist
- Is artistic but doesn't do art regularly
- Goes to many musical events
- Played tenor saxophone
- Goes out w/ roommates and friends regularly
- "Dragged everyone out" on her birthday to celebrate at a music event, even the ones who don't go out
- Went to Portola Music Festival
- Finds events through Instagram and other social media

What might they be feeling?

- Feels **daunted** by the time and money required to start a hobby
- Feels **FOMO** when her friends go somewhere and she doesn't
- Feels **the most fun** when everyone is enjoying the mood
- Feels **frustrated** at the amount of money to go out, even if she's willing to pay it
- Feels **disillusioned** by her friends not being as excited as her to go out
- Feels **excited** to be social
- Feels **adventurous** to go to random events
- Feels **inspired and confident in** finding events to go to
- Feels **particular** about the vibe of an event she has fun at
- Feels **pressure** to curate fun experiences to her friends
- Feels **capable** of but **guilty** about spending money on concerts

Interview #3




What does this person say?
Embarrassed when her birthday party venue wasn't fun.
What might they be thinking?
If you're bringing people to something, their happiness is your responsibility.
What does this person do?
Biomedical devices technician who works hard and plays hard.
What might they be feeling?
Feels disillusioned by her friends not being as excited as her to go out.

INSIGHT

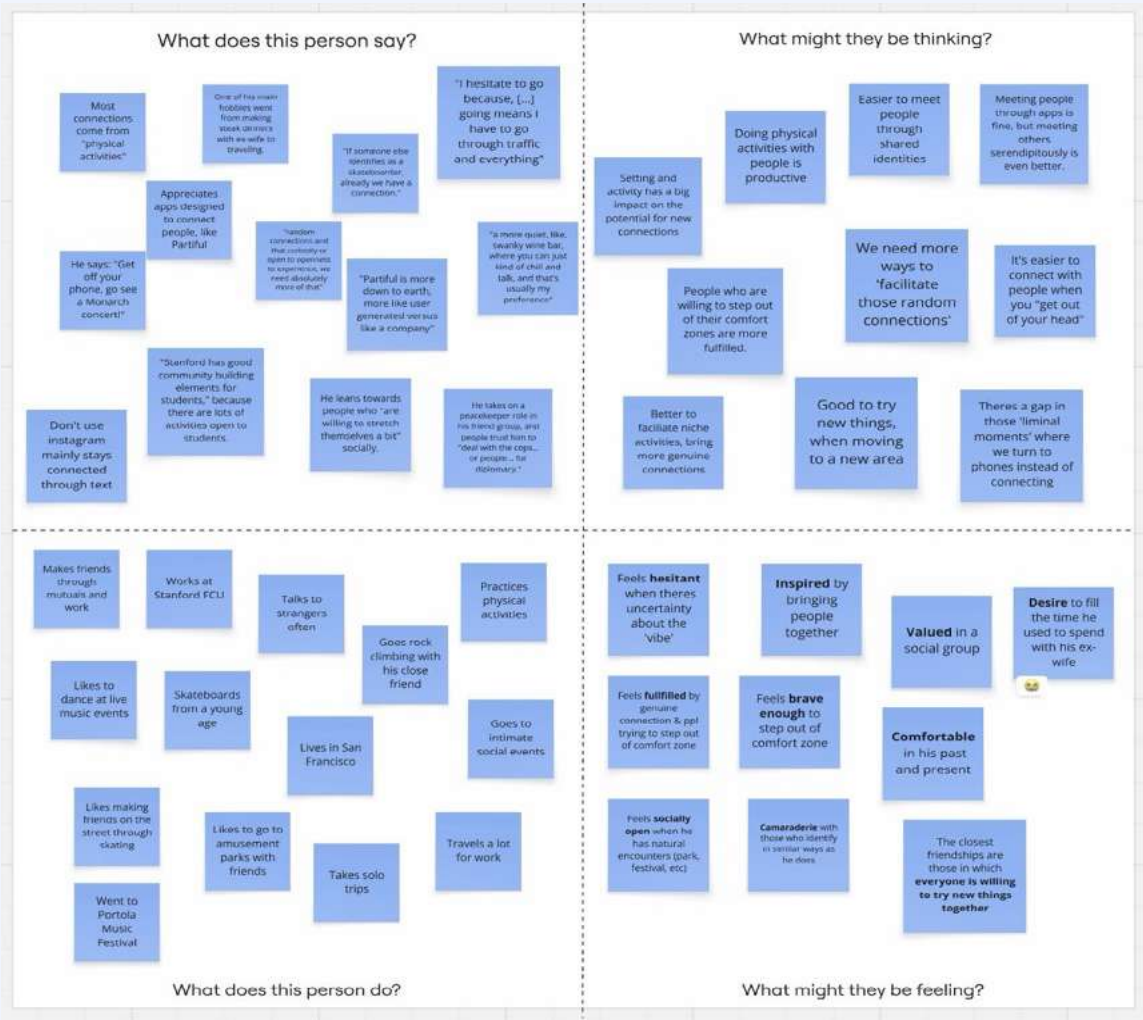
People's sense of fun in the moment is dependent on how much fun they perceive the people around them having.

NEED

People want to feel confident that the events they share with others will be fun.

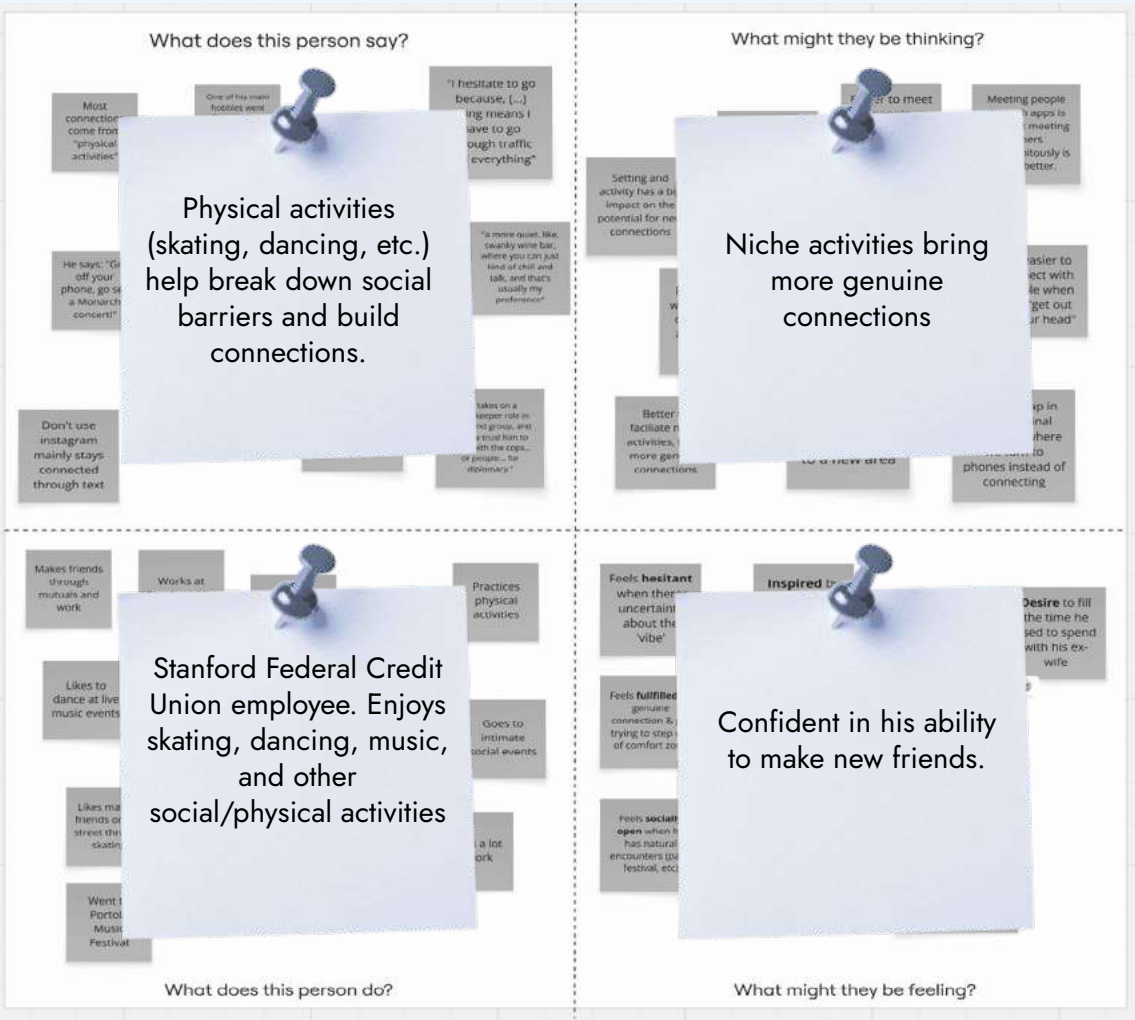


Interview #4


What does this person say?
Most connections come from "physical activities"
One of his main hobbies went from making sleek ukuleles with ex-wife to traveling.
"I hesitate to go because, [...] going means I have to go through traffic and everything"
"If someone else identifies as a skateboarder, already we have a connection."
Appreciates apps designed to connect people, like Partiful
"random connections and that curiosity or open to openness to experience, we need absolutely more of that"
"a more quiet, like, swanky wine bar, where you can just kind of chill and talk, and that's usually my preference"
He says: "Get off your phone, go see a Monarch concert!"
"Partiful is more down to earth, more like user generated versus like a company"
"Stanford has good community building elements for students," because there are lots of activities open to students.
He leans towards people who "are willing to stretch themselves a bit" socially.
He takes on a peacekeeper role in his friend group, and people trust him to "deal with the cops... or people... for diplomacy."
Don't use instagram mainly stays connected through text
What might they be thinking?
Setting and activity has a big impact on the potential for new connections
Doing physical activities with people is productive
Easier to meet people through shared identities
Meeting people through apps is fine, but meeting others serendipitously is even better.
People who are willing to step out of their comfort zones are more fulfilled.
We need more ways to 'facilitate those random connections'
It's easier to connect with people when you "get out of your head"
Better to facilitate niche activities, bring more genuine connections
Good to try new things, when moving to a new area
Theres a gap in those 'liminal moments' where we turn to phones instead of connecting
Makes friends through mutuals and work
Works at Stanford FCU
Talks to strangers often
Practices physical activities
Goes rock climbing with his close friend
Likes to dance at live music events
Skateboards from a young age
Lives in San Francisco
Goes to intimate social events
Likes making friends on the street through skating
Likes to go to amusement parks with friends
Takes solo trips
Travels a lot for work
Went to Portola Music Festival
What does this person do?
Feels hesitant when theres uncertainty about the 'vibe'
Inspired by bringing people together
Valued in a social group
Desire to fill the time he used to spend with his ex-wife
Feels fulfilled by genuine connection & ppl trying to step out of comfort zone
Feels brave enough to step out of comfort zone
Comfortable in his past and present
Feels socially open when he has natural encounters (park, festival, ect)
Camaraderie with those who identify in similar ways as he does
The closest friendships are those in which everyone is willing to try new things together
What might they be feeling?



Interview #4


What does this person say?
Physical activities (skating, dancing, etc.) help break down social barriers and build connections.
What might they be thinking?
Niche activities bring more genuine connections
What does this person do?
Stanford Federal Credit Union employee. Enjoys skating, dancing, music, and other social/physical activities
What might they be feeling?
Confident in his ability to make new friends.

INSIGHT

Strangers with shared identities are more likely to become friends.

NEED

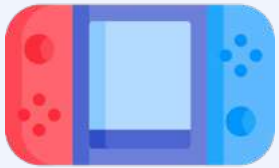
People want to share the the experiences they love with others.

Standouts

"I definitely try to make the most of my free time even when its limited" - Interviewee #1



“I don’t know if I wanna commit so much time and money to something that might not stick.” - Interviewee #2



"the venue was super weird... it was just like really interesting, but not necessarily what I wanted." - Interviewee #3



"If someone else identifies as a skateboarder, already we have a connection." - Interviewee #4



People Want...


Connection
Without Friction


Fun


Confidence


Exploration
Without Risk


Spontaneity

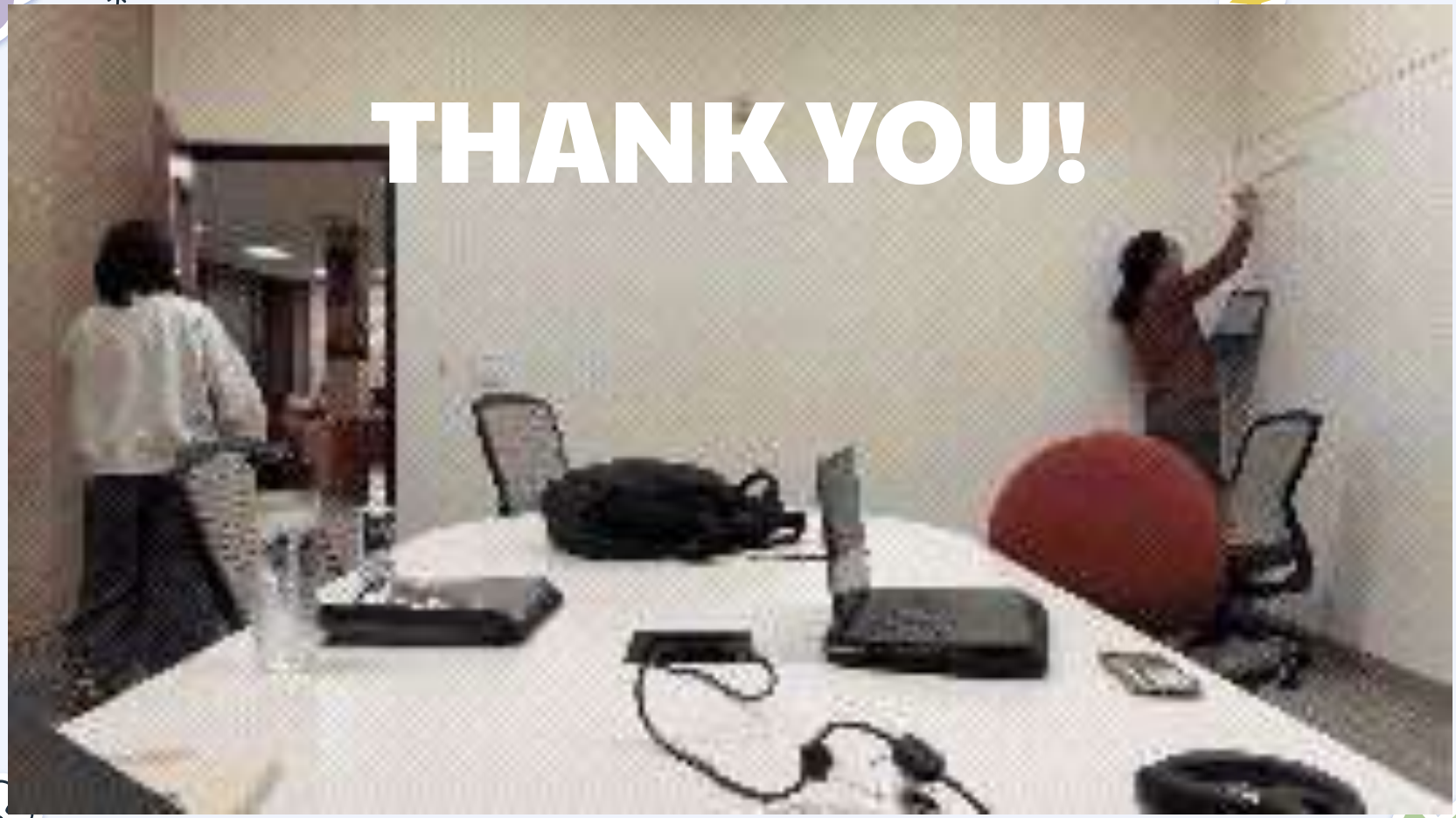

Motivation

Reflections & What's Next

1. Spontaneous outreach oftentimes yielded zero interest, especially once they heard the interview length.
2. Sticking to interview questions was harder than expected.
3. Having a transcript was extremely useful, because we as interviewers wouldn't remember small details from participants.



1. Continuing to diversify our interview data
2. HMW Statements
3. Test w/ Experience Prototypes


THANK YOU!