CAPSULE

Sharing insights, one prompt at a time.

CS 147 Autumn 2023
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Value Proposition and Team

Project Name

Capsule

Value Proposition

Sharing insights, one prompt at a time.

Team Members and Roles

Julia Markel: User Researcher and UX Designer
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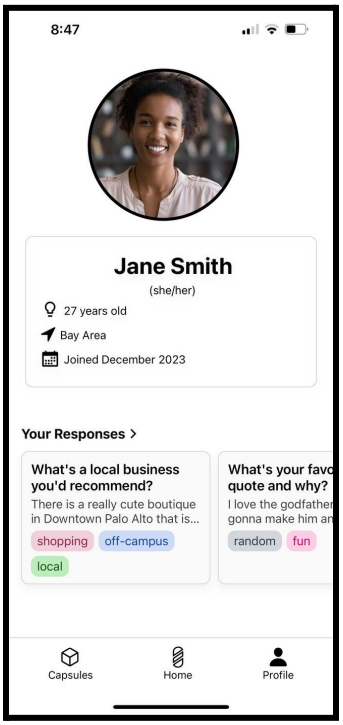
Problem and Solution Overview

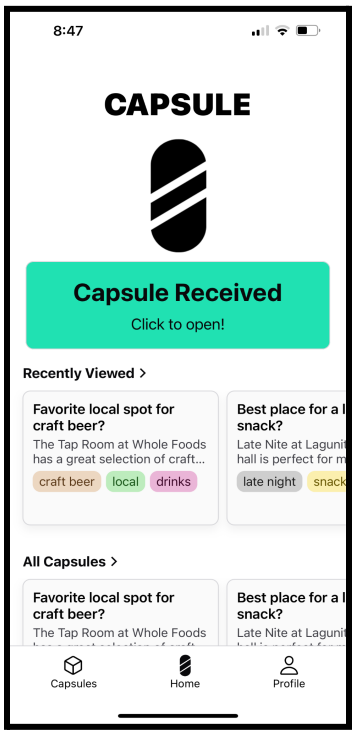
Problem

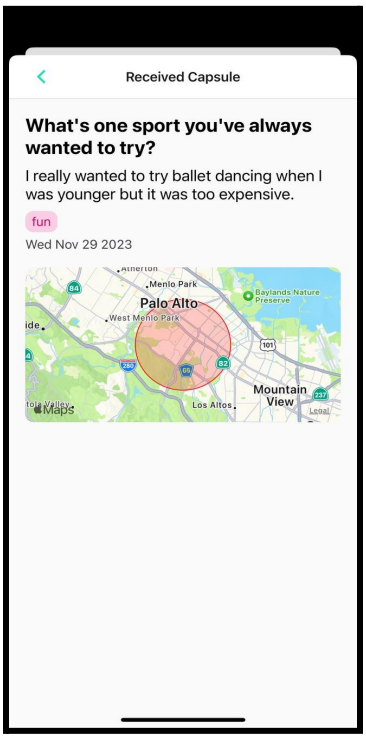
How might we empower people to share knowledge with others in their community? Members of proximal communities, such as neighborhoods or college campuses, often would like to share and learn insights from their neighbors, classmates, or fellow community members. In particular, they're interested in local wisdom (e.g., best eats, study spots), seeking social connections (e.g., feeling part of the community), and need lightweight, fun interactions to fit their busy schedules.

Solution

To address this problem, we have developed an app that prompts users to share their knowledge and insights (e.g., fun facts, something learned today). Capsule encourages the sharing of knowledge and community building through capsule collections which contain various community-based insights.







Needfinding

Our initial topic of interest stemmed from *Threads and Trends,* where we were specifically looking at the themes of social media, community building, and knowledge sharing. We chose these initial themes as stemming points for who to interview and what kinds of questions to ask, choosing these particular domains because they aligned with our studio theme, our team interests, and important opportunity spaces.

Interviews

As part of our needfinding process, we interviewed a total of 6 people with a diverse variety of personal backgrounds and experiences. Our interviewees' ages ranged from early 20s to late 40s and came from all over the world, from the US (California, Ohio, Utah) to South America (Brazil) and India. Moreover, our interviewees also had a variety of different occupations and interests, from software engineering to student to legal executives. It was important for us to select participants with

We recruited participants from public spaces in our community, in particular because we were interested in community building and valued reaching individuals who are part of a community. More specifically, we went out to restaurants, downtown Palo Alto, campuses across the bay, and coffee shops to seek our interviewees. We asked a variety of questions pertaining to relationships with social media, sentiments toward fun facts and learning, and definitions of community.

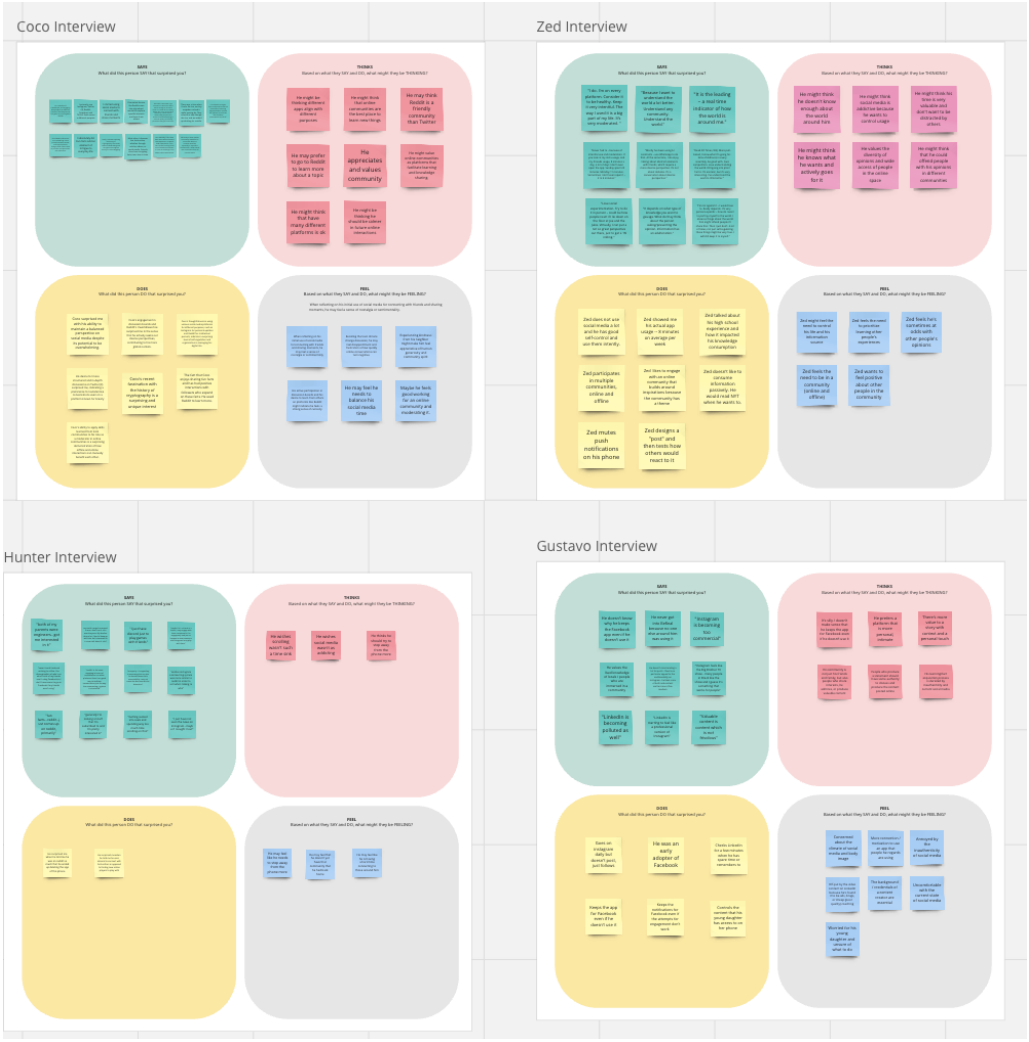
In our first round of interviews, we talked with Hunter, Coco, Zed, and Gustavo. Hunter was an average social media user who predominantly used Reddit on a daily basis. Coco was a strong, or extreme, user, who used Reddit very frequently (multiple times a day) as well as other forms of social media like Facebook. Zed and Gustavo were both light users who spent infrequent, low amounts of time on social media such as Instagram and LinkedIn. It was important for us to get interviewees with a range of experiences using social media, because we wanted to gather insights from all kinds of potential user groups. In our second round we spoke with Ava and Shinjin, who in different periods of their lives ranged from average to strong/extreme users of social media (Instagram, Twitter/X).

Synthesis

For each of the 6 interviews we synthesized our interview notes into empathy maps, drawing out particularly interesting gems and noting any surprising information. After generating the empathy maps, we chose one or two most interesting insights from each section (says, thinks, does, feels) to highlight and focus on (see Appendix). Through this process, we discovered striking similarities, as well as noteworthy differences, amongst the needs and preferences of our interviewees.

We found generalizable key insights surrounding 1. things people value and are looking for [in social media] and 2. how people feel during and after using social media. Specifically, we found that our participants were looking for community, learning opportunities (via facts, bits of knowledge, or tips and tricks), as well as authenticity. We also learned that in general our participants felt concerned, intrigued, and as though they wasted time after using social media. These general themes and findings informed the app we built, but most importantly the values we wanted to embed in Capsule.

Figure: Empathy maps for Coco, Zed, Hunter, and Gustavo interviews.



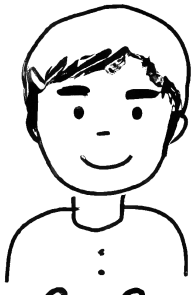
Point of Views and Experience Prototypes

Following the empathy mapping and synthesis of our interview findings, we created Point of View statements (POVs) for four of our interviewees, finally consolidating them into three POVs for Ava, Coco, and Zed. The POVs each consist of four main components: who we met, what we were surprised to hear/learn from them, what we wonder this surprising finding might mean, and something that would subsequently be "game-changing". For each of the three POVs we generated 10-15 How Might We statements (HMWs), which helped us frame specific questions to focus on, to eventually help us generate solutions. For each of the final three HMW statements, we brainstormed 10+ solutions.

POVs

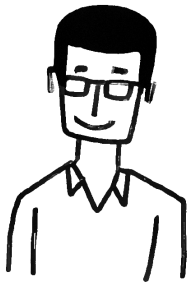
Ava:

- **We met Ava**, a junior at SJSU who only recently connected with her school's community after a year of being a commuter student.
- **We were surprised to notice** that she uses social media as a way to share her thoughts but also to connect and stay in touch with those that she doesn't get to see on a day to day basis.
- **We wonder if this means** Ava has trouble expressing her feelings and thoughts in her everyday life and is on social media for fear of eventually losing that connection if she were to no longer engage.
- **It would be game changing** to bring that sense of security to Ava and find a healthier platform to allow her to share her thoughts.



Coco:

- **We met** Coco, a Junior STS student at Stanford who is active in online community based forums and uses these communities to learn about different interests of his.
- **We were surprised** how dedicated he was to the communities he was a shareholder in and the responsibility he had in them when moderating.
- **We wonder** if this means Coco finds the same level of community whether if it is online or in person.
- **It would be game changing** to bring this level of community to others in search of community but who can't find it as easily in person and to lower the barrier of entry to these communities.



Zed:

- **We met** Zed, a data scientist in his late 20s, who earned a master's degree in computational mathematical engineering at Stanford, and currently living with his girlfriend in Palo Alto.
- **We were surprised** to notice that although Zed does not use social media often, he wants to learn more about the community around him and likes communities that share a positive message.

- **We wonder** if this means Zed has a desire to curate information for himself, wants to be mindful of what he engages in, and feels insecure to share his opinions or thoughts openly.
- **It would be game changing** to allow Zed to access a larger community that is built around positive interactions.

HMWs

Some of our top pick HMWs for each POV…

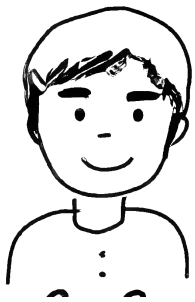
Ava:

HMW…

- Help Ava to meet new people?
- Find new methods for Ava to connect with people?
- Restructure the class community to encourage community building?
- **Teach people to not be afraid of losing connections because they don't see them every day?***
- **Help people stay connected without continual engagement?***

**We combined these to create one final HMW:*

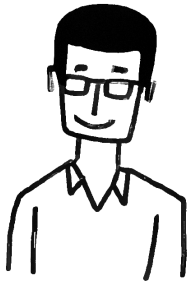
How might we help people stay connected (not fearing loss of connection) without continual engagement (e.g., seeing each other every day)?



Coco:

HMW…

- Help people feel included in an online community?
- Merge online and in-person communities?
- Make knowledge finding on an online forum easier and faster?
- Make online forums adapt to the community's needs?



Zed:

HMW:

- Give people more agency over the content they consume?
- Help people understand community norms?
- **Create an online community that is relaxing and positive?**
- **Empower people to share knowledge with others in their community?**

From 25+ how might we statements, we narrowed it down to a top three. In order to do this, we used a heatmap voting system where each of our four team members were designated three stars and could distribute these votes across all the HMWs. Following this first round we narrowed it down to 12 top HMWs and three "dark horse", or unexpected/unconventional HMWs. Next we conducted one more voting round, where we each had only two stars to vote on HMWs with. The final three HMWs we selected are the following:

1. **How might we help people stay connected (not fearing loss of connection) without continual engagement (e.g., seeing each other every day)?**
2. **How might we empower people to share knowledge with others in their community?**
3. **How might we create an online community that is relaxing and positive?**

Figure: HMW Final round heatmap

Solutions

In the first round of voting on the 30+ solutions generated, we selected the following solutions.

1. **How might we help people stay connected (not fearing loss of connection) without continual engagement (e.g., seeing each other every day)?**
    - An app that has you exchange daily media w your friends or a single friend (e.g., pic, audio, vid, drawing)
    - An app that randomly sends your location to a friend at random times of the day
    - An app that sends a random photo a day

2. **How might we empower people to share knowledge with others in their community?**
    - An app centered around sharing one thing you learned today
    - An app centered around sharing something pertaining to a specific prompt daily. (e.g., one day fun, interesting, personal, food related)
    - An app that shares news that relates to a specific community
    - An app centered around sharing what's on your mind in one sentence or less
3. **How might we create an online community that is relaxing and positive?**
    - An app that shares music and images based off the vibe the user is currently in
    - An app where people can share their accomplishments

Looking at the heatmap generate, we ended up with our 3 favorite solutions:

1. **An app centered around sharing something pertaining to a specific prompt daily. (e.g., one day fun, interesting, personal, food related)**
2. **An app that has you exchange daily media w your friends or a single friend (e.g., pic, audio, vid, drawing)**
3. **An app centered around sharing one thing you learned today**

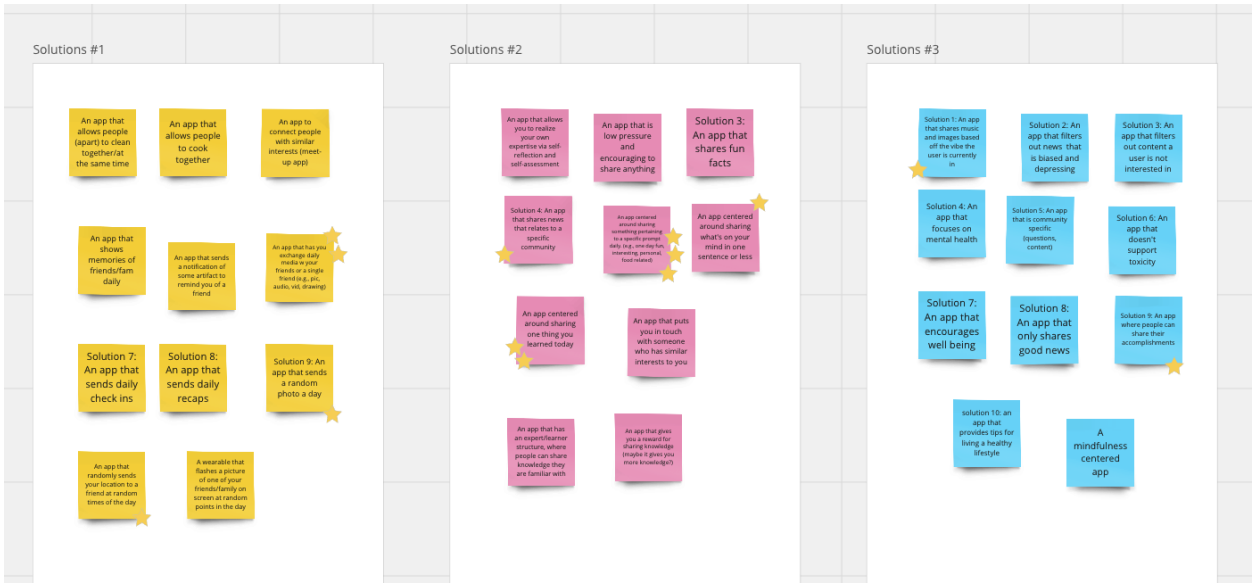


Figure: Solutions heatmap

Experience Prototypes

For each of our final three favorite solutions we generated a list of assumptions and came up with an experience prototype to test these assumptions with participants.

1. An app centered around sharing something pertaining to a specific prompt daily. (e.g., one day fun, interesting, personal, food related)

General assumptions:

- Users have something to say for various different prompts
- Users would want to participate every day (or multiple times a day)
- Users would take the time to thoroughly complete the prompts

Experience prototype:

Our experience prototype was made up of flashcards with different themed prompts, such as “share something… fun, that you learned today, you did that was kind”.

Assumptions being tested:

- Users have something to say for various different prompts
- Users would take the time to thoroughly complete the prompts

Participants and task:

The task was for participants (three) to write down on a sticky note what came to mind when they read a given prompt (where we showed one card at a time).

Results:

We found that people were able to come up with responses rather quickly (within 10 sec) of reading the prompt. Nevertheless, we also found that people wrote few words / only key phrases that didn’t seem to capture their visible emotional response. These results prompt us to wonder if there is any other way we could add a personal touch. Later in the implemented solution we will solve this problem with the use of flairs and map location.

2. An app that has you exchange daily media w your friends or a single friend (e.g., pic, audio, vid, drawing)

General assumptions:

- Users would have the time to draw a picture
- This wouldn't be too time consuming for the user
- Users are okay to share something with just one friend

Experience prototype:

The experience prototype was made up of asking people to draw something "quick" and then see how long it takes as well as have people record (video or audio) something "quick" and see how long it takes.

Assumptions being tested:

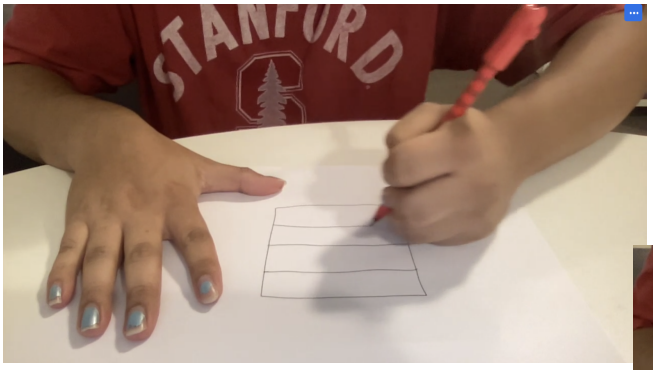
- Users have the time to draw a picture

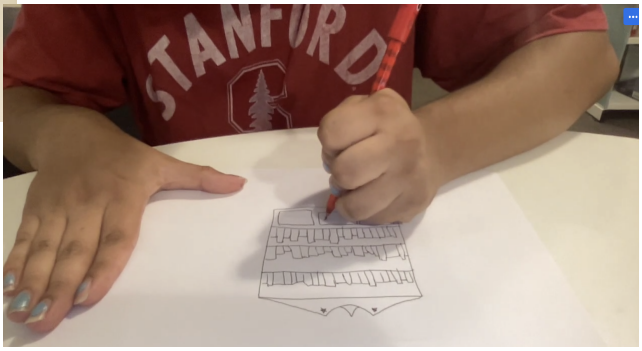
Participants and task:

The task was to imagine an app that asks you to draw something that will be shared with your friends or strangers who live in your community. You can draw whatever you want and can be for them, for yourself, anything. We had two participants for this test.

Results:

We found that participants were in the library and were inspired by all the books - it seemed that the physical environment they were in made a difference in terms of media they produced. We also found that participants needed a table (flat surface) and space to draw, which might be limiting.





3. An app centered around sharing one thing you learned today

General assumptions:

- Someone learned something today and would want to share it/remember it
- The user has someone to share with
- The user values sharing what they've learned
- The user would share a quick 1-2 lines
- If we limit character count users will have different kinds of answers

Experience prototype:

The experience prototype was designed to see if people have anything they learned to share (on the spot) and to ask people to write down what they learned on a sticky note vs piece of paper

Assumptions being tested:

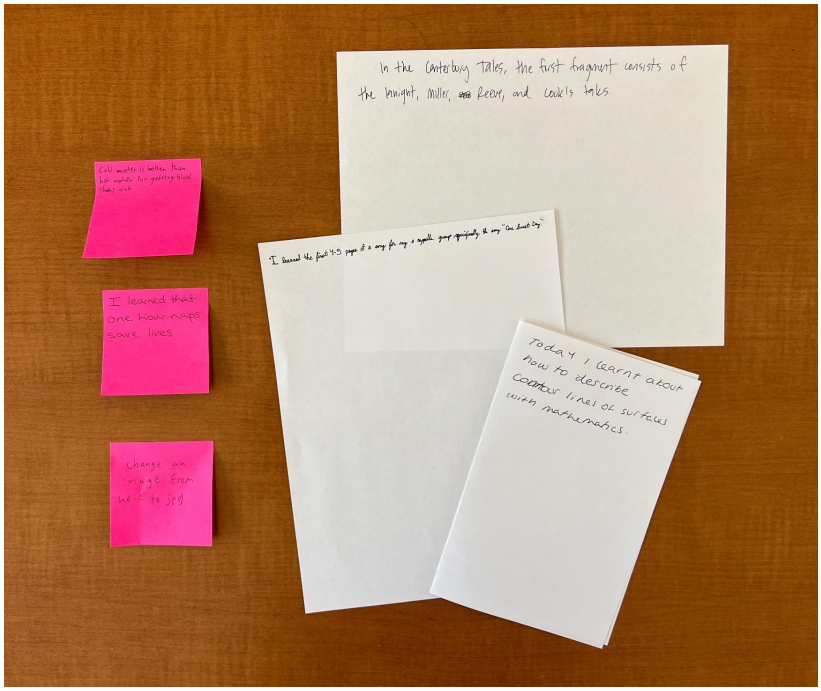
- Someone learned something today and would want to share it/remember it
- If we limit character count users will have different kinds of answers

Participants and task:

For this task we had participants (six) respond to prompts on a standard sheet of paper vs sticky note.

Results:

We found that participants all came up with something they learned and no one felt restricted in what they could write about. A potentially limiting factor we found was that it took some people some time to think of something to write about.



Design Evolution

Final Solution

Following our ideation, initial prototyping, and testing phases, we landed on a final solution. We chose this solution for a number of reasons, including successful prototype testing, value alignment, and target audience.

Description

We decided on Capsule, an app encourages the sharing of knowledge and community building through capsule collections which contain various community-based insights. This comes from solution #1 from our experience prototype tests that followed our brainstorming sessions.

Rationale

We chose this solution because it showed the best reception within our experience prototype testing. Further, another one of the solutions we prototype tested (#3: An app centered around sharing one thing you learned today) was a sub-solution of the larger solution #1, and the prototype testing there was successful as well. We wondered whether solution #3 was too specific, and we found that indeed it was. Likewise, we wondered if solution #1 was too broad, but ended up finding that it was not the case, so with support and evidence from the subcase in solution #3 testing, as well as #1 testing going well, we decided to move forward with #1 (An app centered around sharing something pertaining to a specific prompt daily. e.g., fun, interesting, personal, food related). Specifically, we found that participants enjoyed participating in sharing something about their day. We also found that everyone had at least one thing to share, even given a random prompt, within a short amount of time (~30 seconds). Moreover, this solution supports the needs we found within our needfinding interview process. We added some features and functionality to the app to further support the use case found during the needfinding and ideating process. We also felt that this solution aligned well with our community and knowledge sharing values that we thought would align with our target users (info acquired from the needfinding process).

Tasks

We originally came to three core tasks which were #1 Receive a prompt to respond to (simple), #2 Receive someone else's prompt + ranking (medium), and #3 organize my collection of capsules (complex). Throughout the process we redefined what our taks would be as we did value analysis and honed-in on our app brand.

Initial tasks

The initial tasks came from our initial set of tasks that we brainstormed, which were as follows:

Simple:

- *Receive a prompt to respond to*: based on the prompt, the user can brainstorm some knowledge or insight about the community they live in.
- *Respond to a prompt, or send off a capsule*: the user sends their response in the app – can be a form of audio message (less than 1 minute) or a text message (with character limit).
- *Receive someone else's prompt, or receive a capsule:* the user will receive a capsule from another user within the community after they respond to a prompt. This is to encourage send/receive knowledge behavior.

Medium:

- Share a capsule with a friend (via text, Instagram, etc): to foster long-distance connections, users can share a fun insight/knowledge with their friends – mostly to reminisce about their time together in the same community, OR to learn about each other's community.
- Rate/rank a received capsule: to foster long-distance connections, users can share a fun insight/knowledge with their friends – mostly to reminisce about their time together in the same community, OR to learn about each other's community.

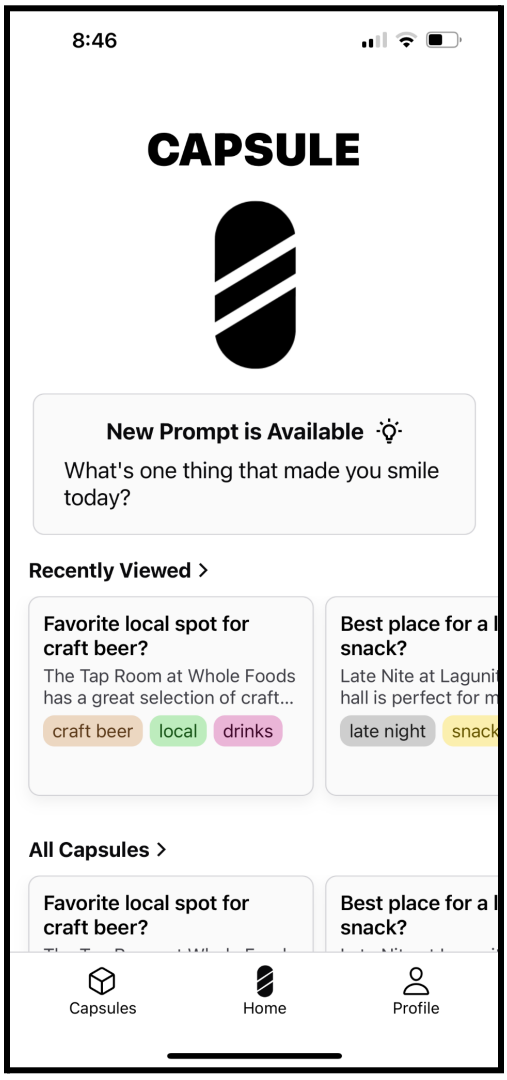
Complex:

- Organize collections of capsules (both authored and received): after repeated engagements with the app, a user will slowly build up a collection of capsules (imagine your own subreddit or saved TikTok videos). They can organize and review their collection of capsules so that they can find relevant information/knowledge/insight faster.

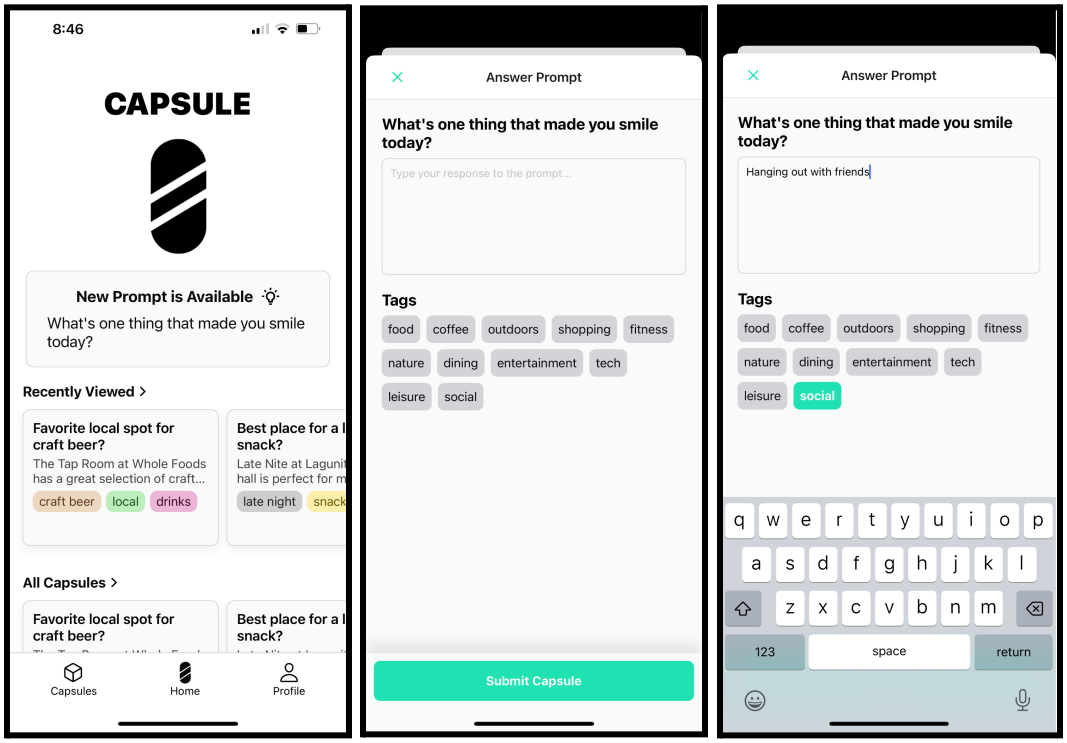
Task iteration

Our final tasks that we actually landed on ended up being #1 receiving a prompt (simple), #2 responding and sending a capsule (medium), #3 receiving a capsule (medium), #4 organizing capsules in the cabinet, or saved capsule section, (complex), and #5 viewing capsule map location (complex).

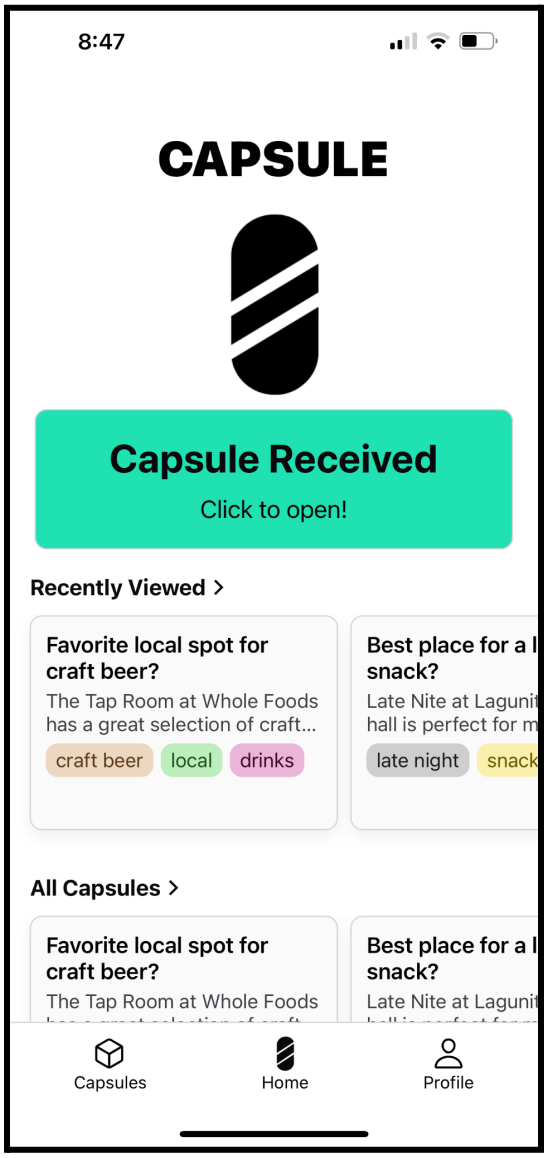
1. Receiving a prompt (simple): this task is essential to our user base - it is the core of the entire application. Receiving a prompt is the first step in sending off a prompt, where prompt sharing is the basis of the interactions within the app.



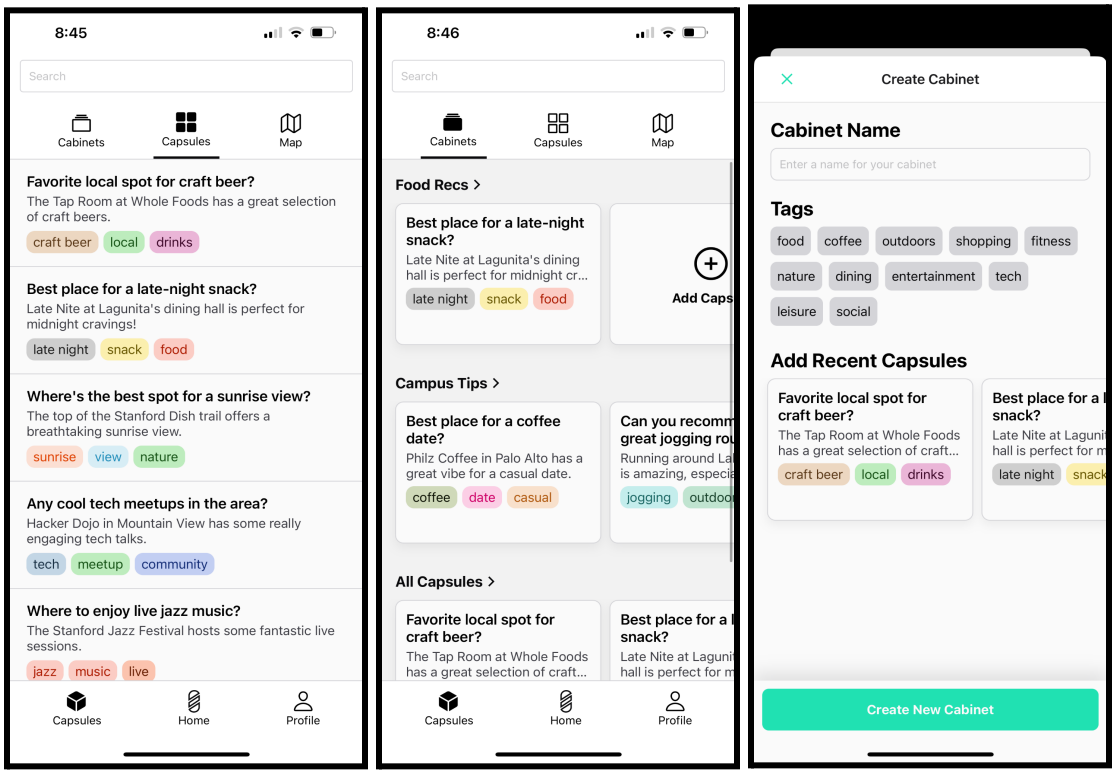
2. Responding and sending a capsule (medium): this task is the next step in the essential value of our app - not only is it important for users to receive prompts, but in order to share their knowledge and insights with their community, they must be able to respond and send off their capsule.



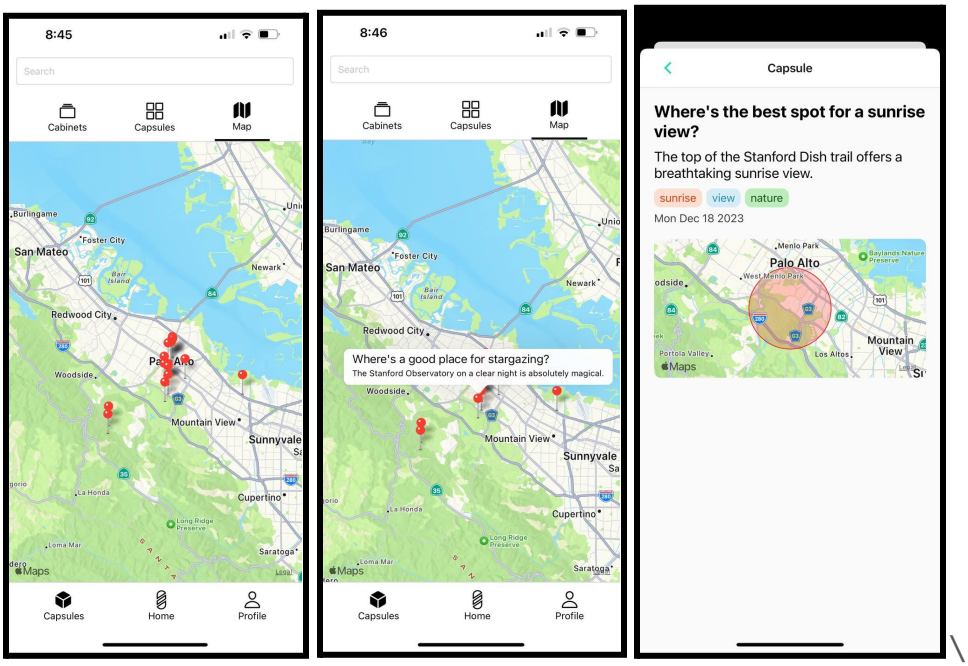
3. Receiving a capsule (medium): this task completes the essential task flow for the core value provided by our app (community-based knowledge sharing). With users receiving capsules, they can view other people's insights.



4. Organizing capsules in the cabinet (complex): though this task is not *essential* to use of our app, it is important because it helps our users make use of the insights they receive from their community members by organizing the capsules to find and sort through later.



5. Capsule map location (complex): this task is also not essential to user utilization of the app, but is important because it allows for users to make spatial sense of where their insights are coming from.



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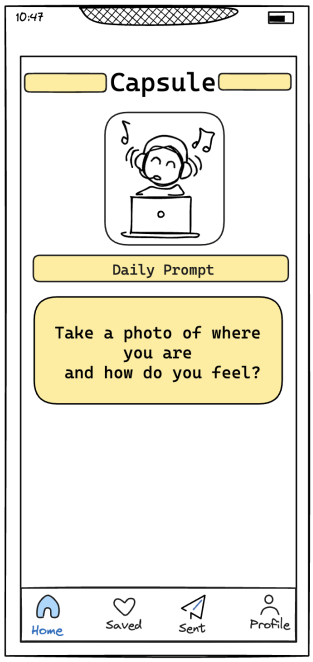
Design Iteration

Initial interface changes

1. Theme redesign



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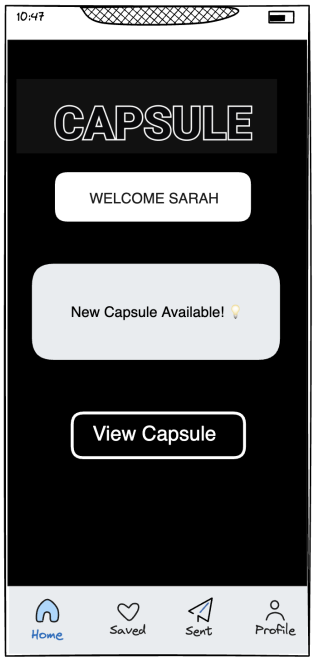
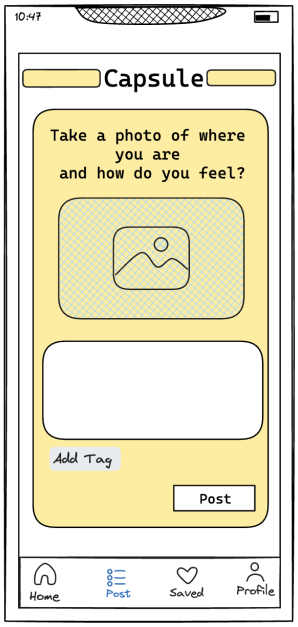


Our previous design was retro-themed. Our new design became more black-white modern. We made this change because modern design feels more slick. Cleaner interface leads to less cognitive overload, which leads to higher efficiency.

2. Flairs not tags



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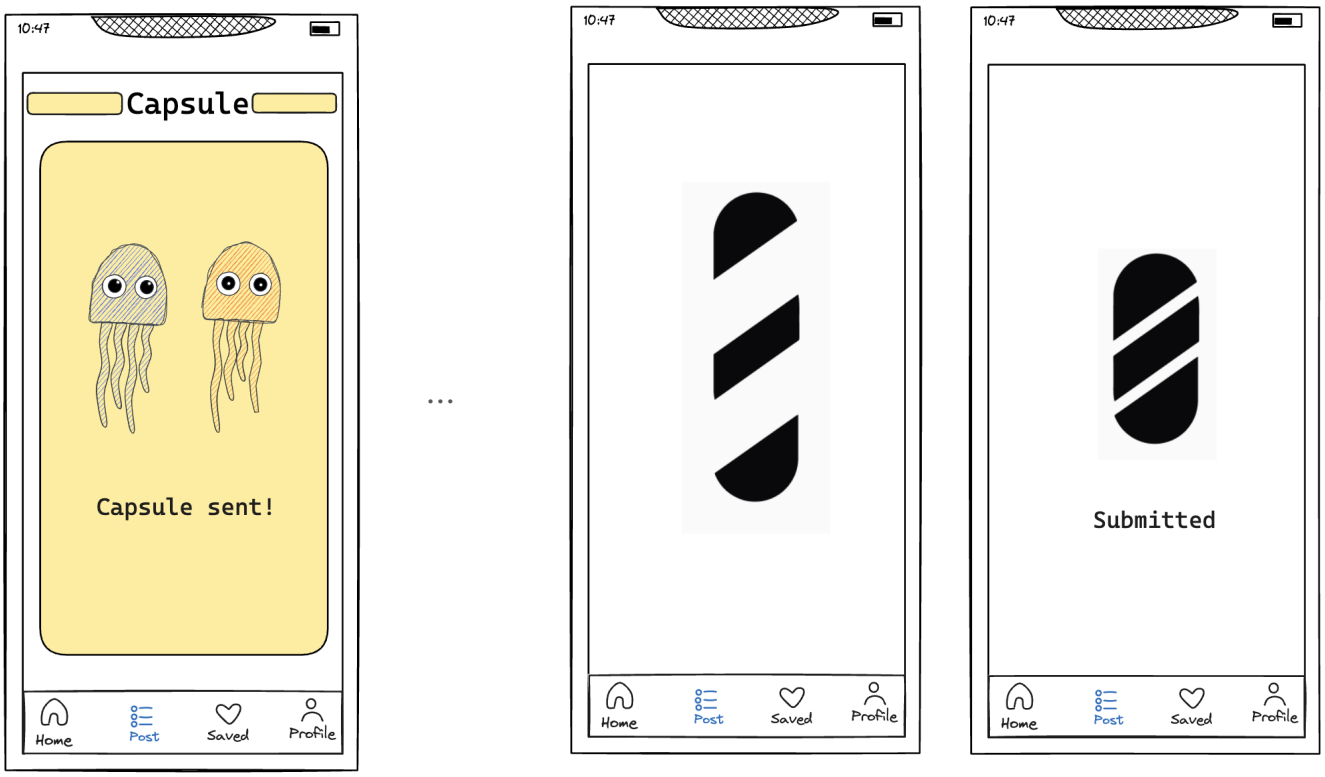
Instead of “tags” that mark meta-information about the content, we decide to use “flairs” that indicate emotions. We decided to make this change because we received feedback that tags are unclear, as in users don’t know what to “tag”. Also, tag is overused in social apps. However, “flair” that indicates how the user feels when they make the knowledge capsule can be refreshing and fun. This is more compatible with our usability goals.

3. Animation after sending

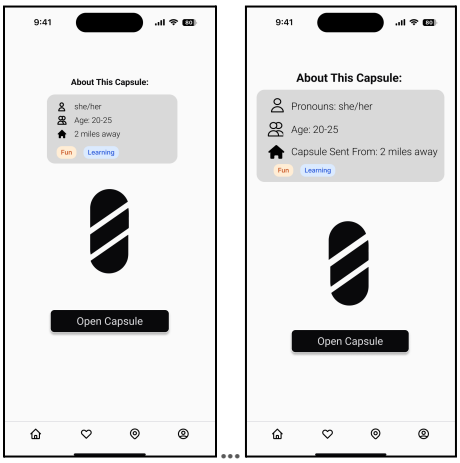


After sending a capsule, our previous design just shows a picture. Our new design has an animation of a capsule being assembled. We added an animation because it makes task completion more rewarding, engaging with the dopamine circuitry in the brain – making knowledge sharing more fun and exciting.We made this change after receiving feedback that jellyfish might be too casual and unrelated to our usability goal.

Changes following heuristic evaluations

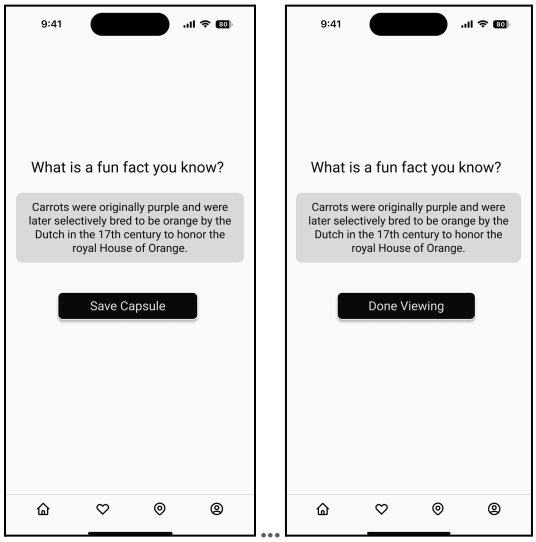
We had a team of nascent design *experts* provide a heuristic evaluation of our design. Following their heuristic evaluation report, we made changes to our prototype to address violations that were reported.

1. Capsule available screen - accessibility violation



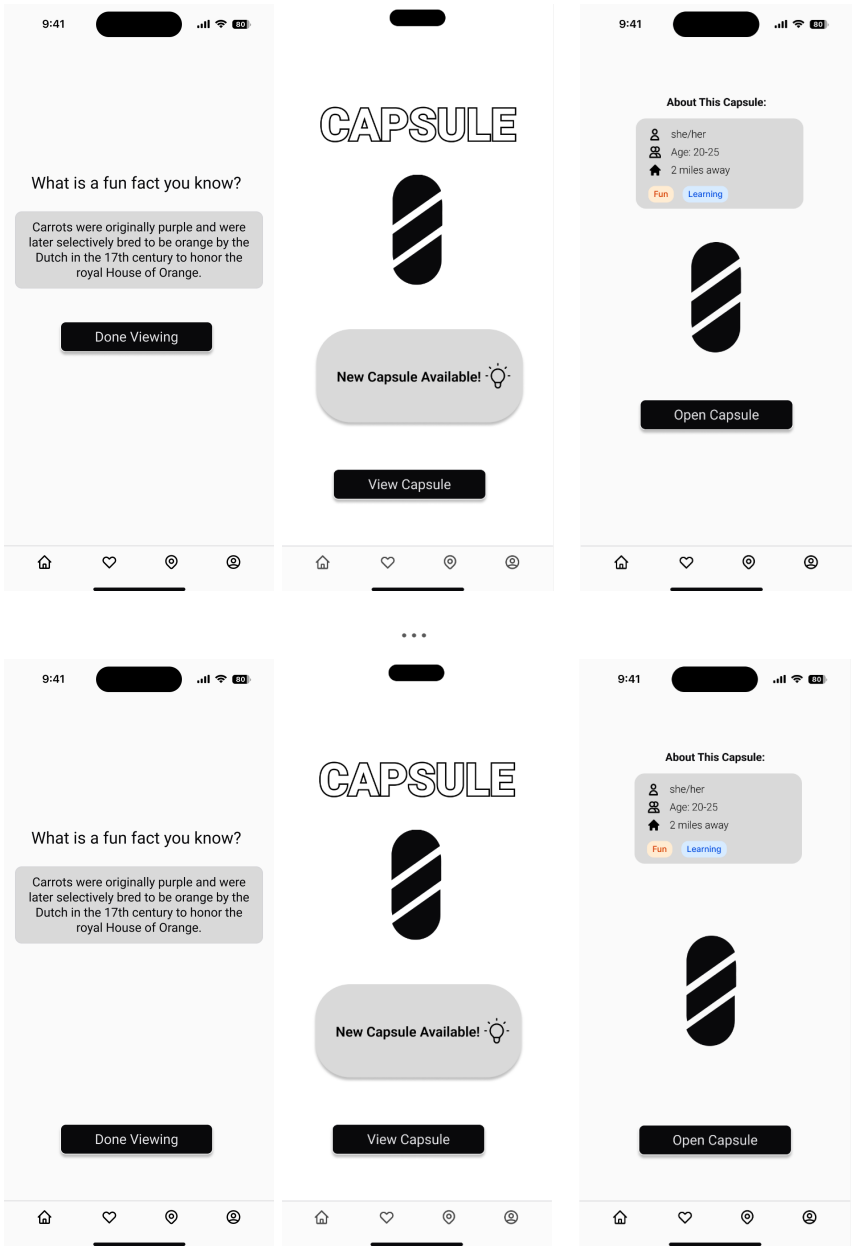
We implemented a larger font size for improved visibility and user accessibility.

2. Capsule opened screen - system status violation



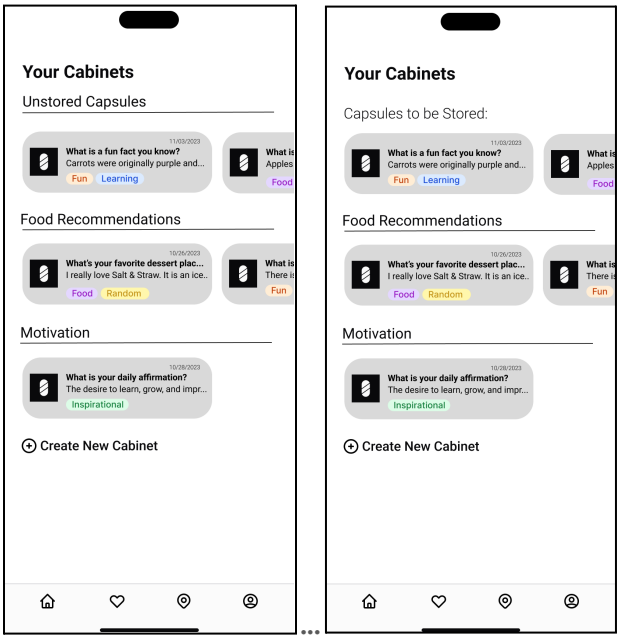
We replaced "Done Viewing" with "Save Capsule" for clarity on capsule management. We also enhanced capsule management; users can now delete unwanted capsules from their saved list.

3. Buttons - consistency violation



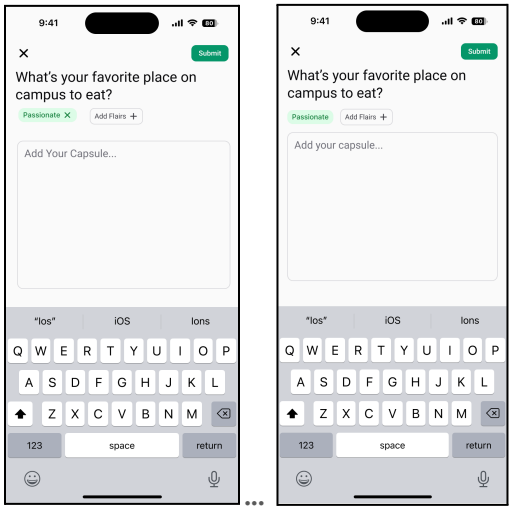
We addressed inconsistent placement across the app and positioned progress buttons in the same spot across screens.

4. Cabinet screen - consistency issues



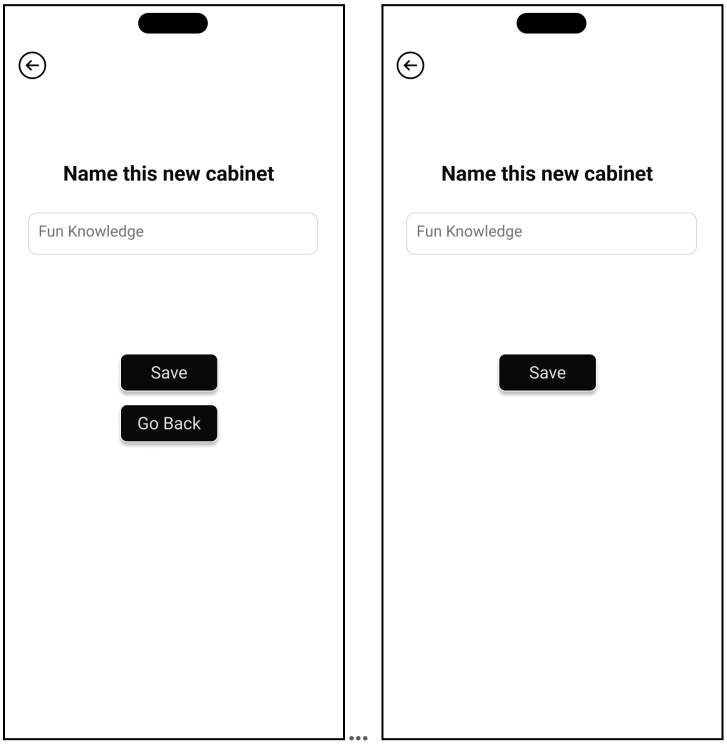
We improved clarity in the user interface by removing the bar under "Unstored Capsules". We changed the font weight to avoid confusion with other "shelf/cabinet" sections.

5. Respond/flair screen - flexibility violation



We added a delete option (an 'X') to the flair feature, allowing users to remove flairs that were added mistakenly or deemed unfit for the capsule.

6. Create cabinet - error prevention, consistency violation



We eliminated the "Go Back" button to prevent confusion caused by having two buttons with the same functionality on a single screen.

This is a review of our violations - in total our evaluators found 49 violations from our initial prototype. 14 of them were of severity 1, 21 severity 2, 10 severity 3, and 2 severity 4. We focused on resolving the most severe ones, as well as the generalizable ones.

Values

We used a variety of methods to decide our product and team values. Amongst these were stakeholder identification and the use of Tarot Cards of Tech. During our stakeholder brainstorming, we identified three main direct stakeholders: app users, content moderators, and platform owners (Apple, Google). In terms of direct stakeholders, we found the main players to be the general public, community authorities, and the family and friends of users. We kept these main stakeholders in mind as we considered our key values and ethical implications of our application.

We also explored value tensions, such as fun activities for community building versus safety and privacy, and utility versus over-dependence + disruption of real-life responsibilities.

The two Tarot Cards of Tech that we used to consider ethical implications were “The Scandal” and “The Siren”.

With the first card, we explored *Safety and Privacy.* Two worst headlines we imagined for a scandal were “App leads to tragic drowning incident”, and “App prompts rise in stalking concerns on campuses”. We believed these to be two important potential safety and privacy incidents to address within the app values and design. In response to these considerations, we decided to incorporate safety guidelines, provide user feedback mechanisms to report behaviors, as well as potentially set up incident report hotlines to address acute crises.

The second card allowed us to explore the possibility of over-dependence on the application. The potential issue that came up regarding “the siren” was the problem of users prioritizing the app prompts over real-life responsibilities. In order to address this concern, we decided to limit the number of prompts per day, avoid over-engaging reward systems (such as upvotes), and provide well-being tips within the app (e.g., messages such as “thanks for sharing that insight, go out and find some more for tomorrow’s prompt!”).

We also identified some value tensions, or values that were seemingly conflicting, at odds, or potentially in contention. The first tension we identified, through the “Scandal” card from the Tarot Cards of Tech: fun activities for community building and safety and privacy. We want to encourage fun activities and community building within the app, but we want to ensure the safety and privacy of our users over everything. To resolve this tension, we prioritize safety and privacy through a variety of moderation techniques to prevent safety and privacy violations, while promoting fun activities that build community. The second tension we identified also through The Tarot Cards of Tech with the siren card: utility versus over-dependence + disruption of real-life responsibility. We want users to be able to use our app and find value in it, but we do not want them to be so dependent on the application that they are unable to fulfill their

real-life duties. In order to address this concern, we employ various methods to ensure that the app is useful, but not addictive or designed to be used for long periods of time. The central pillar of our app is the sending and receiving of capsules (which contain prompts and responses to prompts) - we commit to limiting the number of capsules per day, such that users are not able to stay on all day receiving and sending off insight capsules.

Our app and team's core values are the following:

1. *Community building*: The goal of Capsule is to build a community of people who are passionate about sharing their thoughts and experiences with others.
2. *Inclusivity*: We believe that everyone has a unique perspective to share, and we want to provide a platform for people to do so.
3. *Knowledge sharing*: Capsule is a place for people to learn from their community and foster a sense of curiosity.
4. *Positive online experience*: We want to create a space where people can feel comfortable sharing their thoughts and experiences with others.

**With special consideration for safety and privacy, as well as a commitment to avoid overreliance and dependence.*

Final Prototype

On our way to our final prototype we used several different tools and techniques.

Tools

We used a couple main tools to make our prototypes.

First, for the Lo-Fi renderings of our prototype we used the application *Excalidraw.* The pros to using this tool were that it was easy to navigate, the look maintained a hand-drawn feel while keeping files and visuals neat and organized, and it made it easy to convert to the Med-Fi prototype. The biggest con with this tool was that it was not collaborative, so it was difficult for multiple people on the team to work on this prototype at the same time.

For our Med-Fi prototype we used the tool *Figma.* There were many pros to using Figma. Notably, the tool allowed us to animate screens and activities in the way that we

would want the app to actually function. Additionally, the tool supports collaboration so multiple team members were able to work at the same time. Further, the components feature made component/element reliability very simple and quick. The biggest con to using this tool was the strong learning curve: it took time for novice team members to learn special functionality such as how to animate and how to properly make and use components.

Finally, for our High-Fi prototype and actual application, we used *ReactNative*. There were several pros to using ReactNative, such as the power and flexibility of the framework (with many possible functionalities easily available), extensive documentation, and ease of simulation. A con with ReactNative and our development in it was setting up the development environment - our team had some difficulties with reconciling versions and development environments.

Techniques

We used various hard-coded features within the final version of the prototype and the application. More specifically, we hardcoded a few saved capsules (pre-populating the cabinets) as well as user profile. We initially hardcoded some of the available flairs, and later created search functionality for the flairs. The wizard of Oz component for our app was the prompt and capsule receiving functionality - we did not have a network of users so had to imitate that.

Reflection and Next Steps

Key Takeaways

1. **Empathize with users - they know best**
   We learned to really listen to our prospective users rather than making assumptions of what they would like. This class and the needfinding process taught us to question our assumptions, as well as put them aside to listen and empathize with our users/interviewees. We learned to build an application not for ourselves, but for our target audience.
2. **Be problem versus solution oriented**
   Our team learned to focus on the problem and user needs rather than jumping straight to a solution. At first we struggled with putting aside our “cool app”

ideas, and focusing on the problem and user needs. Slowly, we learned to stick to the phase of the design thinking process, knowing that we would get to brainstorm ideas in the ideation phase. By separating the process into clear phases, we were able to focus on identifying the real problem during needfinding, to more clearly and effectively come up with a relevant solution that addressed real user needs.

3. **Don't underestimate the power of feedback and iteration**
   It can often feel like the first version of something, such as an idea or prototype, should be the final version. This quarter, we learned to challenge this tendency and assumption, and learned that with just a few feedback/iteration cycles we could make drastic improvements to our app. This was an important learning for us, particularly since we wanted to make everything perfect the first time. This process allowed us to be creative, generative, and still create an overall high quality product (over time). We also learned to apply feedback in a productive manner.

Next Steps

There are a few clear next steps for this project which include further development and testing. We would like to build out a backend for the app and then do a series of pilot studies and iteration. Eventually, it would be great to do a field launch and see what we can learn from the real deployment. Another future step our team will take is using the takeaways from this course and applying them to our personal work.

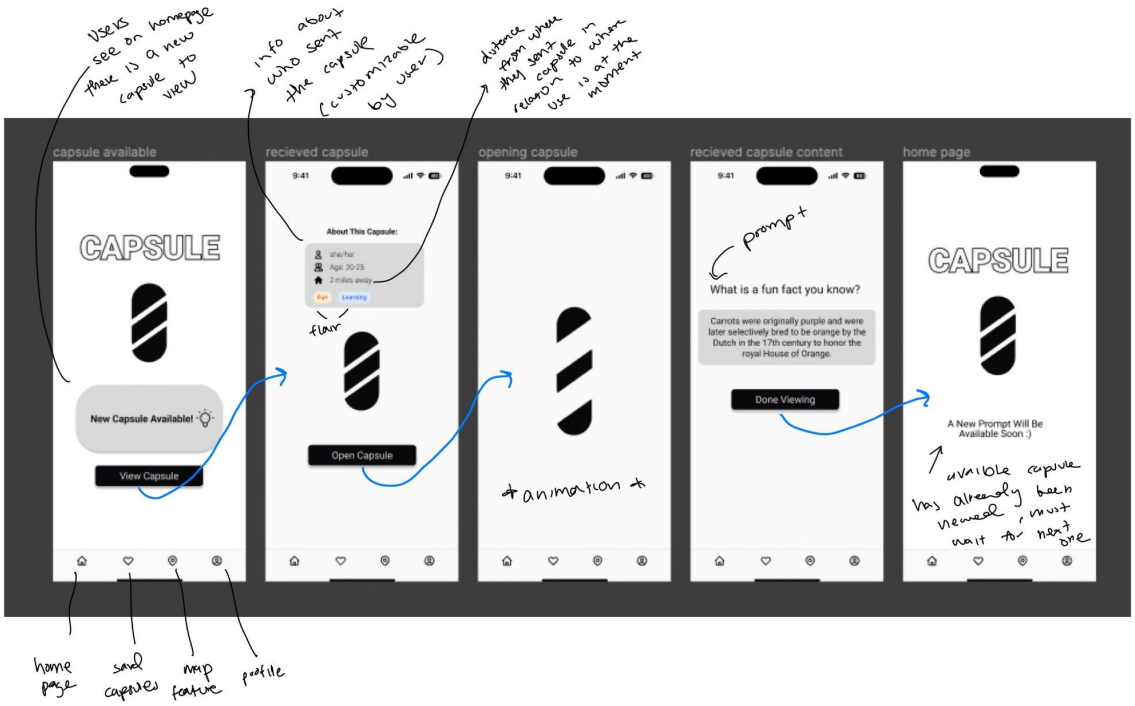
Final Remarks

Thank you so much to Professor Landay, the whole teaching team, and our TA Star Doby for a fun and impactful quarter! We learned so much and had a great, albeit at times challenging, time along the way.

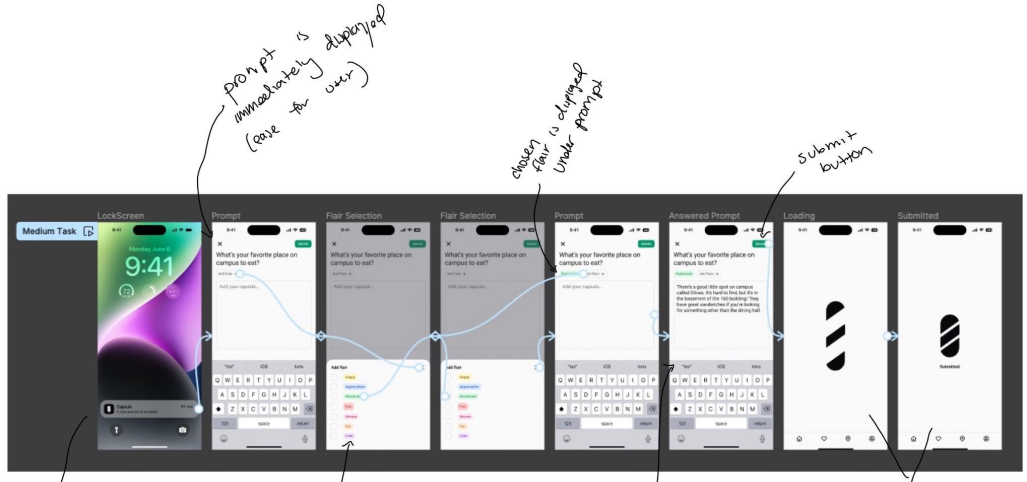
Appendix

Task Flows

Simple Task

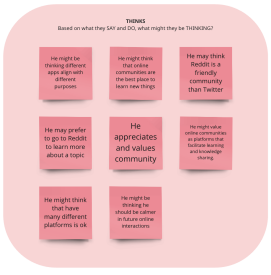


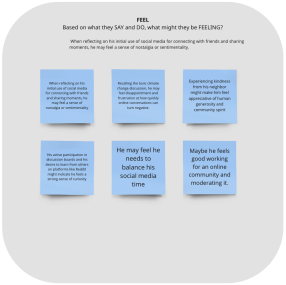
Complex Task



Complex Task

Needfinding Miro Board - Empathy Maps





Selected examples, see link for full board.

Ideation Miro Board - POVs, HMWs, Solutions

Process overview - see link for full board.

BeReal

Description: BeReal is a social media app with a daily feature that prompts users to share a spontaneous photo of themselves and their surroundings within a randomly allocated two-minute timeframe.
Why is our solution different from this: Our solution is different from BeReal because we are *focusing on community building* (based on proximity) and providing *prompts* to respond to at random times in the day.
Takeaway/implications on our design: Lightweight interaction is great, authenticity is good. A solid takeaway here is maybe to find some way to limit how long a user can take responding to each prompt, to encourage authenticity and lightweight-ness.

Fizz

Description: This app allows students to connect with their university's private community. Fizz is a platform designed specifically for schools and provides a range of features, including direct messaging, polls, and image sharing, anonymously.
Why is our solution different from this:
Our solution is *not like a discussion forum*. Like Fizz, it's meant to connect people of a certain community, like a campus community, but it's based on physical proximity rather than credentials. Another difference is that Capsule *sends prompts rather than allowing users to free-flow thoughts*.
Takeaway/implications on our design: It might be nice to have some way of getting a snapshot of the community vibe at one moment in time.

X/Twitter

Description: The X app/Twitter serves as a self-proclaimed trusted global digital town square, connecting people worldwide. Users can use X to share content openly, engage in public discussions, stay informed with real-time news updates, and follow their passions.
Why is our solution different from this: Our solution is quite different from X/Twitter. Rather than allowing users to post free-flow, multiple posts at a time, we encourage users to respond via a prompt at random, but specific times of the day. We also offer less kinds of interactions so as to diminish the time drained on the app. Our goal is not to increase time on the app, but to increase community building.
Takeaway/implications on our design: Some implications of this on our own app and design might be more on what not to do. We don't want an endless stream of information and we want our users to feel safe. Perhaps we could think of a way to easily share capsules.