



Relationships Refreshed

Sachin Allums, Mena Hassan,
Nicole Segaran, and Kevin Tran

Our Team



Sachin Allums (he/him)



Nicole Segaran (she/her)

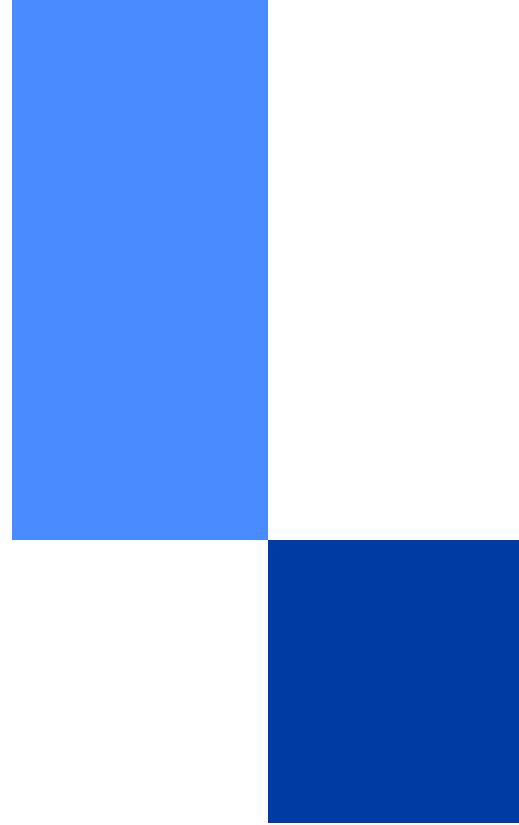


Mena Hassan (she/her)

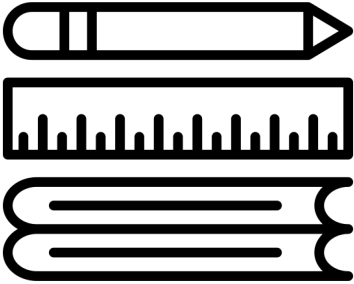


Kevin Tran (he/they)

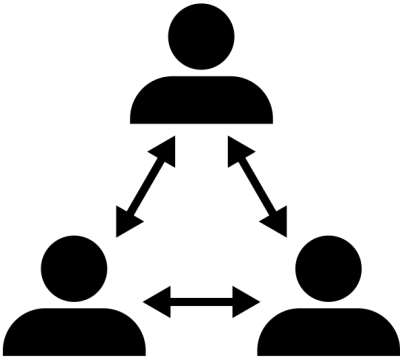
Domain Selection



Education



Relationships



Environments



Friendship in new contexts



Participant Recruitment



Participant Selection

- **Target Users:** Post grads and young people
- **Extreme Users:** Married with children
- **Non-users:** Young people uninterested in new friendships

Who We Talked To



Murat (he/him)
Academic and Startup Owner



Nicole T. (she/her)
Stanford Physics Grad Student



Nicole A. (she/her)
Healthcare Management

Who We Talked To



Audrey (she/her)
Education Technology



Nikhil (he/him)
Software Engineer

Empathy Maps and Takeaways



Murat

Say

If you want to know someone well, play sports or go on a trip with them

Kids' approach to friendship is very different from his and each others'

Has students in one of his companies meet in person

"Don't expect much from friendship"

"Ask friends for money and see what they do. This will really test a friendship."

Your best network is long term friends

Give online friendships an environment where they can see more of your life

Good friends are in your routine

Even if you can't talk all the time, friends are always in your heart

Background in science, education, technology, business

Think

Believes friendship should be natural and genuine

Friendship shouldn't require effort

Friendships can evolve if put into different contexts

Friends have to get along with one's family at later stages in life

Friendships that start online are too unrealistic

Close friendships should undergo tests to prove themselves

Do

Responds to friends when they reach out

Call friends during holidays

send friends a card on a birthday

Not actively searching for friends at this age

Apologizes and gives a hug when he messes up

Called friends on Skype or Zoom

It's difficult to keep up with friends who aren't in your area

This generation needs communities to feel listened and heard

Friendship dwindles in importance as someone ages

Fighting over every battle isn't worth it

Skeptical of how much you can learn about someone online

content with the current friends he has

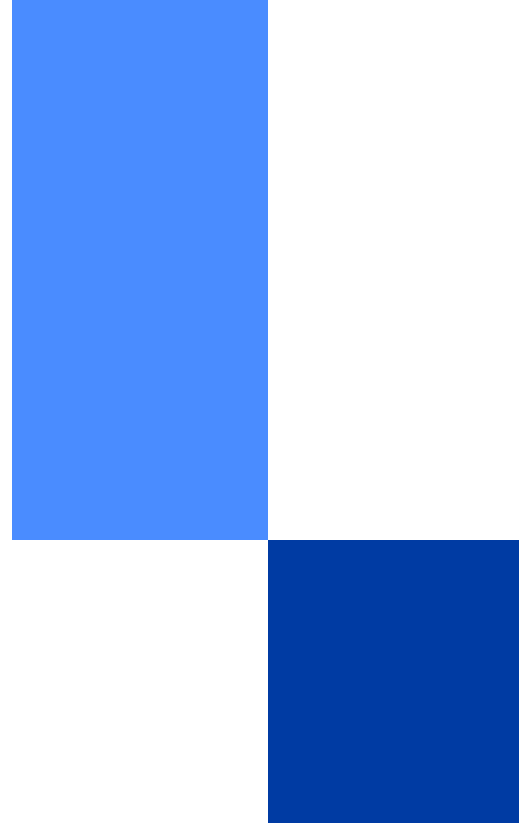
Feel

**Has students
in one of his
companies
meet in
person**

**Friendships
can evolve if
put into
different
contexts**

**It's difficult to
keep up with
friends who
aren't in your
area**

**Friendship
thrives off of
in-person
interactions**



Insight

Friendships
thrive off of
in-person
interactions

Need

People want to
see online
friends in different
contexts

Nicole T.

Say

It doesn't take much to impress me

Friendship is very circumstantial

As my interests converged, my friends started to reflect those interests

"I want to be the kind of friend that I would want to have."

Friends shouldn't be afraid to share their excitement about things

All of her friends were in a Stanford context

Haven't been put in a context where she did not have a natural environment for meeting new people

"Sports is a sacred activity for me."

Parents from Romania didn't do a good job of making non-Romanian friends

"I look for friends who, when they care about something, they care about it with all their heart."

"Friends usually reinforce what you know and want to make you the hero of the story when this could very easily not be the case."

Think

Other people around her are more comfortable being alone

Romantic relationships can have many aspects of friendship

Online friends aren't people she cares about

It might take more effort to impress other people

Friendship depends on trust

Seeing friends outside of a sports context helped the relationship

Some people don't have the capacity for new friends

Sometimes strangers or people online can be more honest about situations than your friends

That friendships are all too often not diverse enough

People may not feel comfortable expressing all of their interests

Do

Paused a lot to think about her friendships

Makes time for the friendships that are important

Made friends in sports communities like swimming and running

Made friends online but did not ever turn to them for help

Considered her romantic partner to be a friend

Wants to make friends with a more diverse group of people with some shared interest

Afraid of meeting someone online because she doesn't know them yet excited to meet new people

wants to know whether people are interested in the same things as you and if they are interested in friendship

Belonging on sports teams

Made friendships so that she could have a life outside of her family

Uses Strava to connect with runners

Apologized after spreading gossip

Threw herself into activities to cope with a loss of a friendship

Use Tumblr for entertainment purposes

Feel

In person communities are important to fill in the gap where a close friend once was

Wistful for times when her friendships were supportive

As if she is part of a bigger community when using Strava or other media

Intimidated by others who might appear to have lots of friends

Values novelty and thoughtfulness in experiences (i.e. making cheese waffles after hearing a friend's story about it)

Reflective and interested in looking back on her different friendships and relationships

**Parents from
Romania didn't do a
good job of making
non-Romanian
friends**

**Made
friendships so
that she could
have a life
outside of her
family**

**People often
don't have
diverse
social circles**



Insight

People often
don't have
diverse social
circles

Need

People want to be
friends with
diverse people,
but might not be
sure how to make
this happen

**Values novelty and
thoughtfulness in
experiences (i.e.
making cheese
waffles after
hearing a friend's
story about it)**

**Close
friendship
thrives on
novelty**



Insight

Close
friendship
thrives on
novelty

Need

People are
looking for
creative ways to
make their
friendships fresh

Nicole A.

Say

Most friends are people she has been friends with for a long time: school, community groups, work, family

Background in healthcare improvement from Australia

Married with 2 kids: 16 and 19 years old

Very close to her siblings: 3 brothers

Online friendships: hard to figure out whether you actually vibe or not when you meet in person

Other kind: for ex, people you are friends with from school and connection you had might be broken when you don't see them anymore

Looks for friends who are low maintenance, happy in their own skin, no jealousy, honesty & trust

One type of friend: Might not see them often but when you do it's like nothing has changed

Can't remember a time when she went out specifically to find friends: it just happens

When married: friends with kids parents, maintain old friends, don't meet many new ones

Seek advice about friendship: mom, other friends, husband, never online but says its a "reflection of her age"

Takes less energy to surround yourself with people more alike yourself, reason for lost friends

Think

Believes friendship should form naturally

People haven't really thought about how to transform social interaction digitally for the workplace

Friends should be people that celebrate good things with you and help you through bad times

For a lasting friendship, you should have similar values

As people grow older, they might find that they don't have as much in common

Good friendships don't need alot of maintenance

Her sons probably look for the same things but in different ways

Online friendships are easier to make but could be more shallow

Hard to create safe spaces if they're completely open

In online settings, easier to be misunderstood bc no nonverbal cues

Calls/texts her friends to stay in touch

no snapchat or other social media

Discovered that her son has a gf who he's only met a couple times in person but they just talk online

Parents nervous about online spaces and therefore moderated youngest son's social media use more

Old friend that she grew distant from recently reached out through social media

Content with the friends she currently has

Believes in the power of the internet for online friendships

As a parent, scared for the safety of her children when using online sources

Feels a click with people she's friends with

It's not necessarily a bad thing to grow apart from childhood friends

Husband uses digital tools for work (international trade) but not for social use

Husband does common interests (such as watch sports) with friends

Spent lots more time with family and therefore less with friends as you get older

Looked fondly on all friendships, even lost ones

Son who is a gamer keeps in touch with friends online

Calling is a more authentic interaction than texting

It's natural for this generation to be online all the time

Seems to separate "family" friends from HER friends

Likes very straightforward advice

Passes down values about friendship to her children

Do

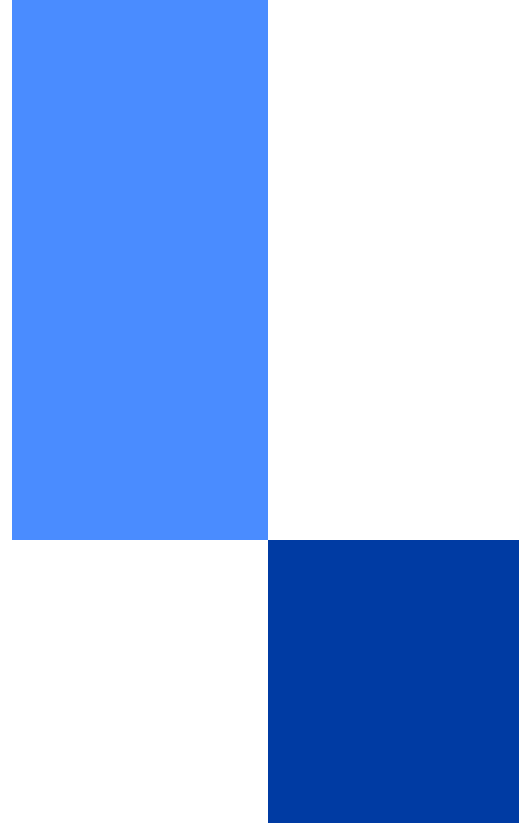
Nicole A.

Feel

**Parents nervous
about online spaces
and therefore
moderated
youngest son's
social media use
more**

**Hard to create
safe spaces if
they're
completely
open**

**Friendships
must be safe
spaces**



Insight

Friendships
must be safe
spaces

Need

Reassurance that
you or your kids
won't be in
danger in online
communities

Nikhil

Say

"Close friends are ones who understand each other on an unspoken level"

"I don't feel like I need to make a bajillion friends which is really nice. Like it's a nice feeling to have."

"Nowadays it feels like friendships just like happen"

"I already have some many friends who don't necessarily happen to live here but we stay in touch...I don't feel lonely"

Think

Friendship is something that just happens and there's an implicit connection

Being receptive is key to healthy friendships

He doesn't need a lot of friends to be happy, just ones he feels close to

Meets friends primarily through other friends

Really reflects when a friend gives him feedback and uses that info to influence his future actions

Doesn't get into significant conflicts with friends

Treated someone similarly to a previous friend they reminded them of

Feels responsible for treating someone with kindness and care, and making up for when he has wronged them

Feels more comfortable to act certain ways around friends he met through other friends

Feels content with the friendships he has

Do

Feel

**Putting it
together**



**New
Contexts**

**Safe
Space**

**Shared
Aspects**

Diversity

Novelty

Thank you!



Appendix



Links to documents

[Brainstorming for Domain and Questions we asked](#)

[Audrey Interview Notes](#)

[Nicole A and Murat Notes](#)

[Nicole T Notes](#)

[Nikhil Notes](#)

[Nicole A recording](#)

[Nicole T recording](#)

[Murat recording](#)