



playdate!

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01

**Project name and
problem solutions**

Project Name

- Wanted to capture childlike energy
 - Emphasize in person interactions
 - Liked one HMW statement about making adult playdates
 - Settled on using playdate as the name!
- 

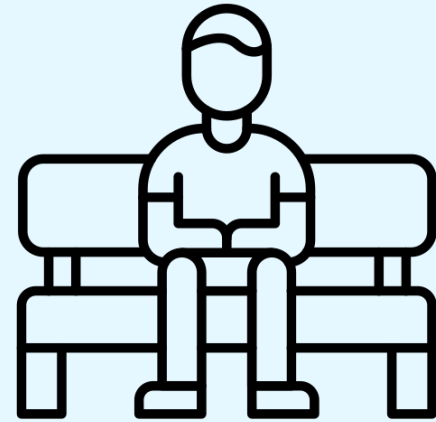


playdate

Strengthen your friendships, today!

The Problem

Young adults in their 20s struggle to maintain **friendships** across new environments, often because they are unsure how to make novel plans or reach out





Our Solution

Strengthen young adults' friendships by providing them with unique experiences and **giving them a deadline** to do them

Contribute, share, and browse **fun and niche plans** for both themselves and others to **complete together**



02

Market Research

Nudge

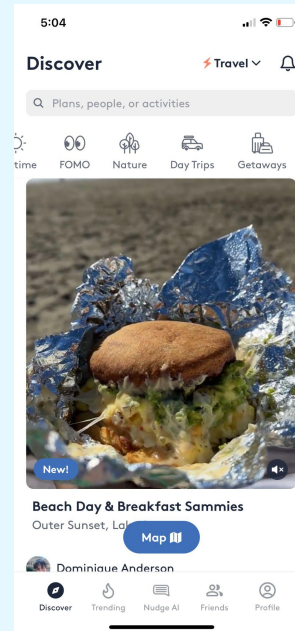
A platform where people share fun things to do locally

What works for our problem space

- Easy and quick filtering of tasks catered to one's preferences
- Engaging video posts and high-quality planning
- Effective search engine for niche requests

What doesn't work

- Privacy and limited visibility settings
- Friends and trending page is cluttered and visually confusing
- User activity and retention are poor



Lessons from nudge

Filtering

Giving users the power to filter plans is huge

Privacy

Users value only sharing what they're doing with close friends

Locket

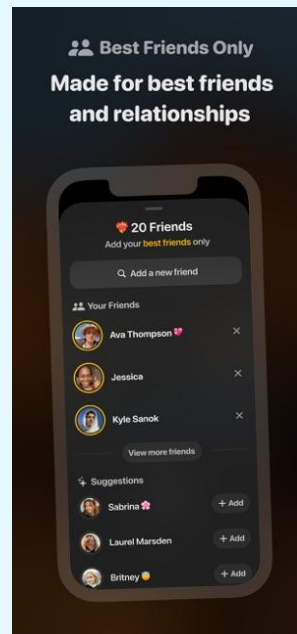
Live pictures from your best friends

What works for our problem space

- Maintaining close friends/family
 - Limit of 20 friends
- Low effort engagement
 - See pictures of what friends are doing and start conversation over it
- No public friends count

What doesn't work

- Can only limit widget to either one person or everyone (no groups)
- Very little customization
- No lasting convos (only about current photos)





Locket Takeaways:

Customizable plans and lasting conversations
are what we should strive for

Garden

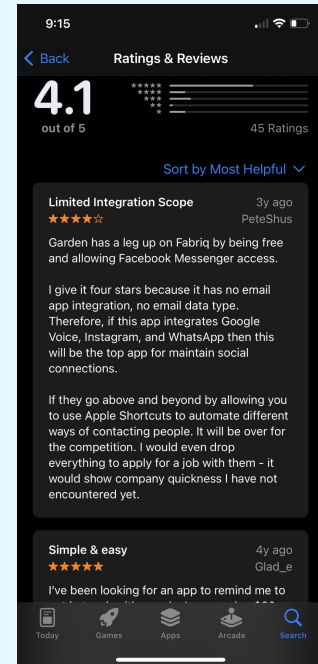
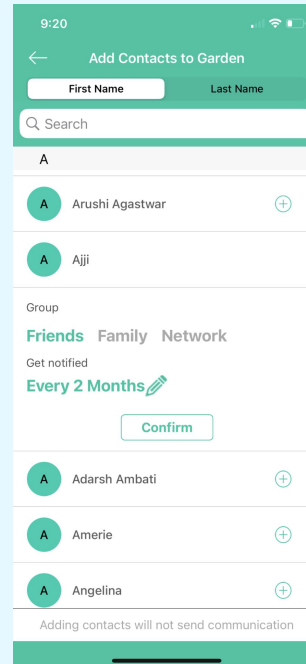
Personal Relationship Management

What works for our problem space

- Sets up regular reminders to meet up with friends
- Simple way to turn online relationships into in person connections
- Can log notes or put in media documenting each interaction

What doesn't work

- No sense of urgency to make good on the nudge to reach out
- No interactivity with other users





Garden Lesson

Have users interact with each other
and keep a record of what they've
done either through posts or
something else

Clay

Customer Relationship Management

What works for our problem space

- Integrates with all of your contacts
- Can find out when you last hung out with someone
- Enables logging interactions and saving notes about them

What doesn't work

- One person can have 1000 other people in their network
- People use this more professionally and as an opportunity to expand their social network
- \$20 a month



Clay Takeaways

Contacts

Integrating easily with contacts you already have is huge

Network

We want to avoid having playdate become an in-person version of LinkedIn

Bumble Friends and Bumble IRL

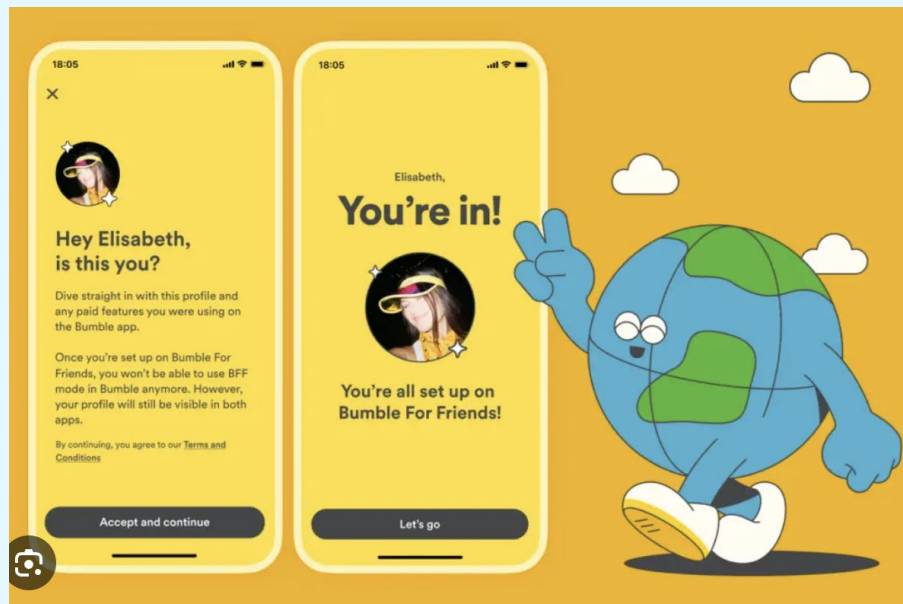
Meet new friends in your area

What works for our problem space

- Specific to your interests or hobbies
- Bumble IRL lets people know about events happening that are specific to their location

What doesn't work

- Strangers rather than friends
- People are matched based on compatibility of a person rather than planning around an activity
- No crowd-sourced knowledge for plans





Bumble Lesson:

Crowd-sourced knowledge is how
playdate can distinguish itself



Find events in your area



Reminds you to hang out with people



Filter plans based on interests



Look back on what you've done



Private profiles can still easily use app



Keep in touch with close friends





How we differentiate

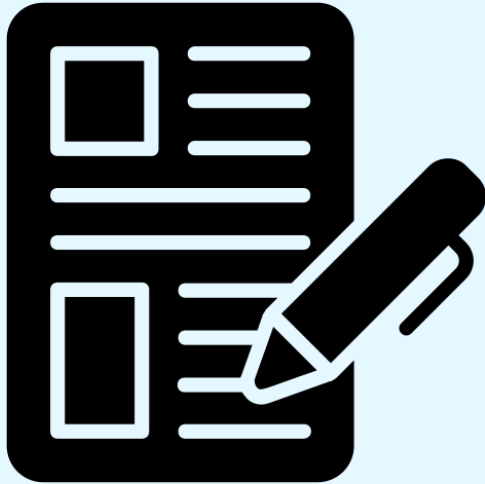
Playdate gives a sense of **urgency** to
friendship that other apps don't



03

**Stakeholders
and Ethics**

Direct Stakeholders



Actual users and people who contribute to making plans on the app. Also, **friends** and **family members** who join in on the playdates!

Indirect Stakeholders

Companies who want to plug niche experiences that use their product and **mental health professionals** who might have fewer clients needing their services due to users strengthening their friendships






Ethical Implications

Ethical Implications

By giving people an easy template for how to create an interesting, meaningful experience with a friend, we might **diminish the value in being a thoughtful planner**. Taking the time and energy to be creative about planning an event won't be a skill that our app encourages because people will have crowdsourced, high quality plans at their fingertips, which **might make friends bitter** towards people who aren't willing to put more effort into a friendship than our app might provide.






Ethical Implications


By having features that allow one to see events local to a specific area, we might leave out **rural users**

Encouraging solely in person interactions leaves out friendships that can only interact **online**

Potential Solutions

We plan on having the majority of the plans that playdate proposes be **activities that one could do anywhere** to account for rural users. We also hope to give people enough freedom to still be creative in the plans that playdate suggests so that **friends can still be thoughtful** and show their care for each other. We finally hope that online friends can **save plans** so that they can execute them when they meet in person.





04

Tasks





Simple Task: Find new ideas

Audrey wants to **brainstorm new ways** to connect with her friends in person, but she isn't sure where to start

playdate solves this simple task by **showing videos and ideas** that other people have had for platonic dates and suggesting them to people



Moderate Tasks

See what friends are doing

Akshay wants to know what his friends are doing, but doesn't want to see superficial experiences that he could find on social media


Make novel plans with friends

Nicole wants to have carefully planned out activities to do with her friends that she only knows in one context.

Moderate Tasks Explanation

Seeing what a friend is doing requires that a person either sees them in-person or sees experiences that aren't just superficial social media posts. Rather than seeing someone's highlights from the entire year (as one might see on Instagram), we hope that playdate can make these highlights more frequent and therefore more indicative of what a person is actually doing by putting them into a scrollable format.

Making novel plans with others requires brainstorming what to do, finding a place to do it in, finding people to do it with, and finding a time. Playdate aims to solve this by setting a deadline for people to complete an activity (that could be specific to their area).



Complex Tasks

Filter Ideas Based on Interests

Kaitlyn is looking for elaborate ways to connect with others but Nicole A. might be looking for low stakes ways to keep in touch

Share experiences with others

Nicole T. wants to share the things with friends that are important to her in a way that isn't obnoxious



Complex Tasks Explanation

Filtering plans based on budget, interest, or other constraints can be difficult to find the perfect match. Playdate aims to make this process easy to do by putting all of these variables in one place and giving the user the **ability to filter out different plans.**

Sharing experiences with others can be difficult if you never see that friend in person. **By posting one's "playdate"** and sharing their ideas with others, we hope to facilitate the process of sharing experiences with all of our users.



05

Video Storyboard



Scene 1 voiceover →

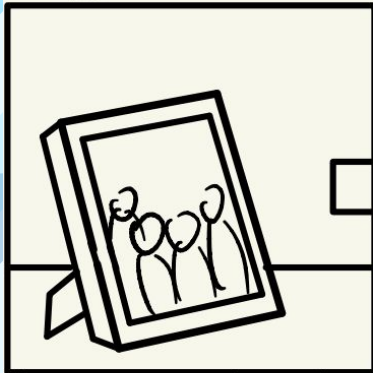


Photo w/old friends

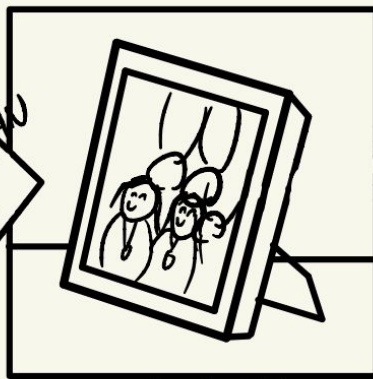
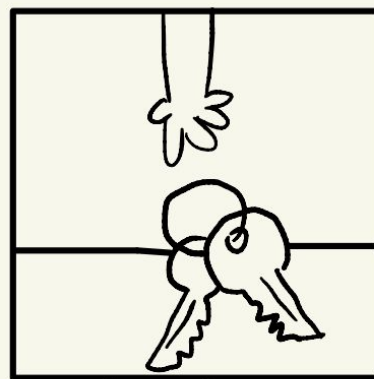
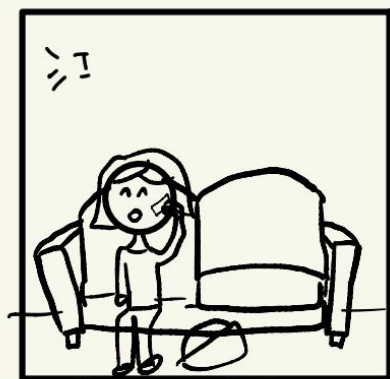


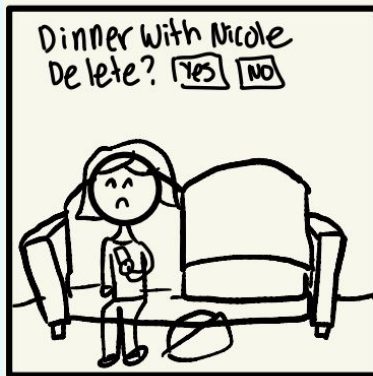
Photo w/ FRIEND 2



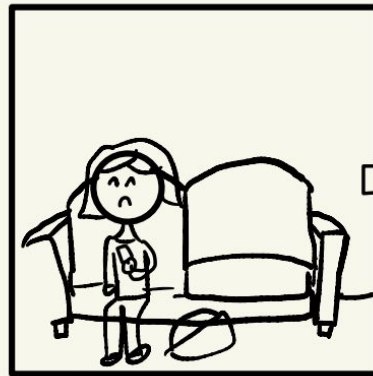
Keys dropped on table



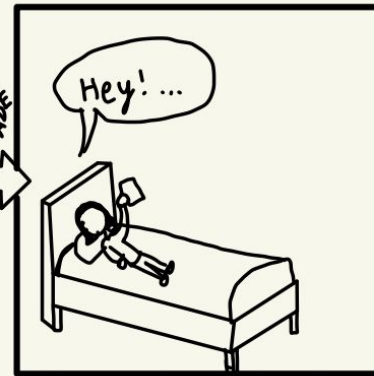
Friend 1 talking to friend 2



Friend 1 deletes calendar event



Friend 1 stares at her phone & is sad



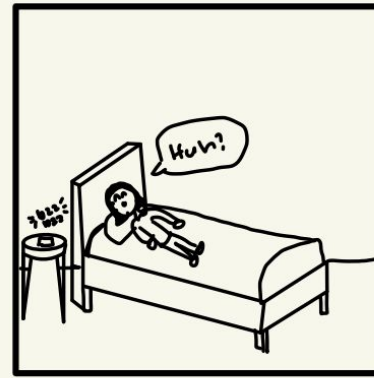
Friend 2 calling Friend 1



Friend 1 types out I miss you then deletes



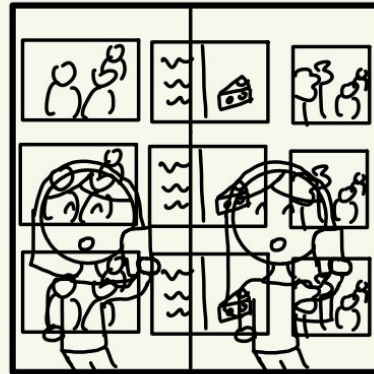
Friend 1 types out Are you free then deletes



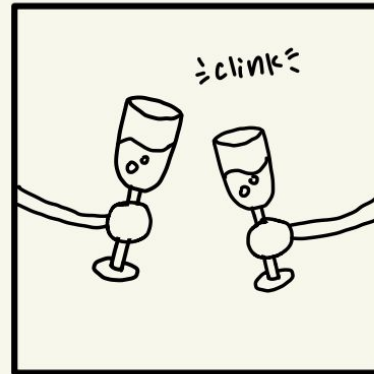
Friend 2 wakes up to phone buzzing



Friend 1 also wakes up to phone buzzing

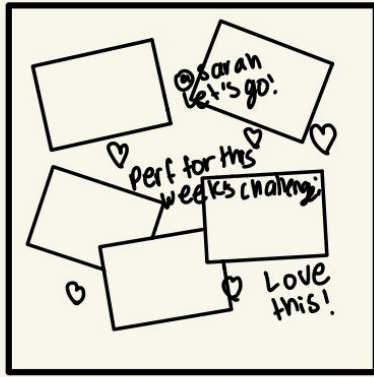


Friends calling while videos / pictures/articles appear & fade They decide where to go





camera clicking noise



Collage of photos w/
people liking, commenting,
sharing



06

Video Link



Appendix

Appendix Links

[Recording Photos](#)

[Recording Videos](#)

[Tentative App Logo](#)

[Brainstorm Document](#)

[Video Music](#)

