




# playdate!



Sachin Allums  
Nicole Segaran  
Mena Hassan  
Kevin Tran



# Our Team



Sachin Allums (he/him)



Nicole Segaran (she/her)



Mena Hassan (she/her)



Kevin Tran (he/they)



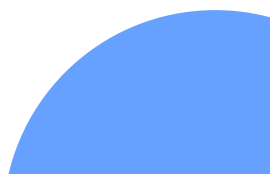
# Problem and Solution

## The Problem

Young adults want to deepen their friendships, but aren't always sure how and when to

## The Solution

Give them ideas and a deadline for a playdate!





# Values

Bringing a sense of  
**urgency** and **importance**  
to close friendships

# Values Continued

## Novelty

Creating playdates that are new and interesting

## Fun

Having fun with other people

## Connection

Deepening friendships



# Today



01

## Concept Sketches

How we narrowed down our idea and task flows

02

## Lo-Fi Prototype

Current iteration of playdate

03

## User Testing

The people we tested with

04

## Implications

Future directions and takeaways



01

# Concept Sketches



# Concept Sketches

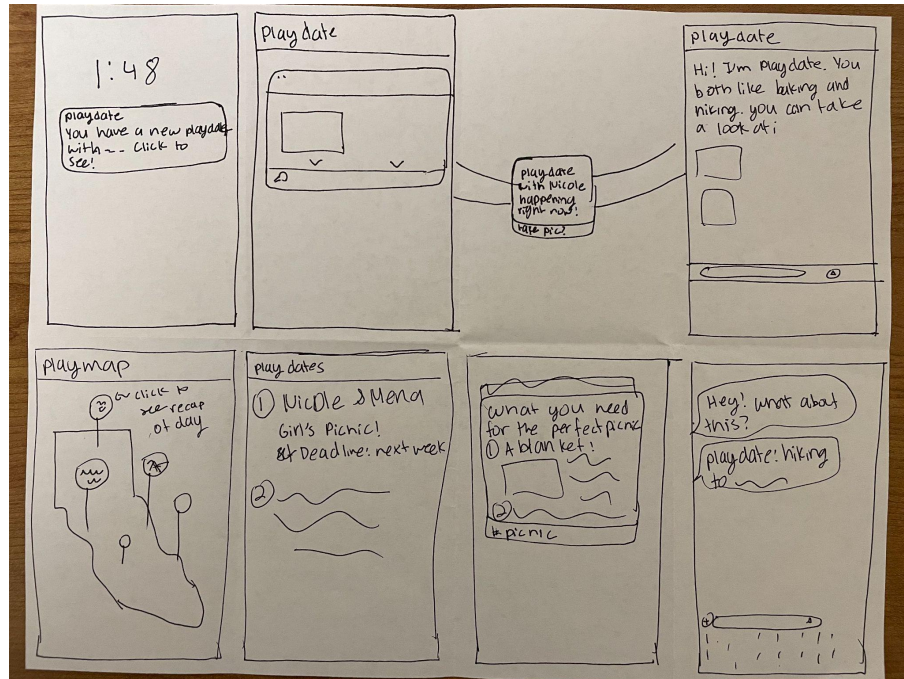
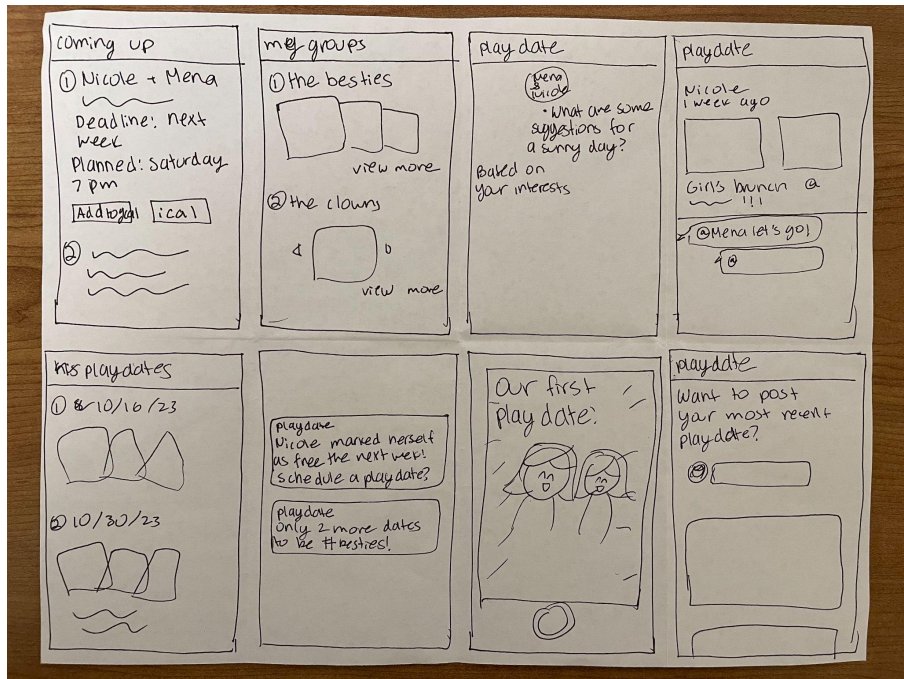
Mobile App

Website

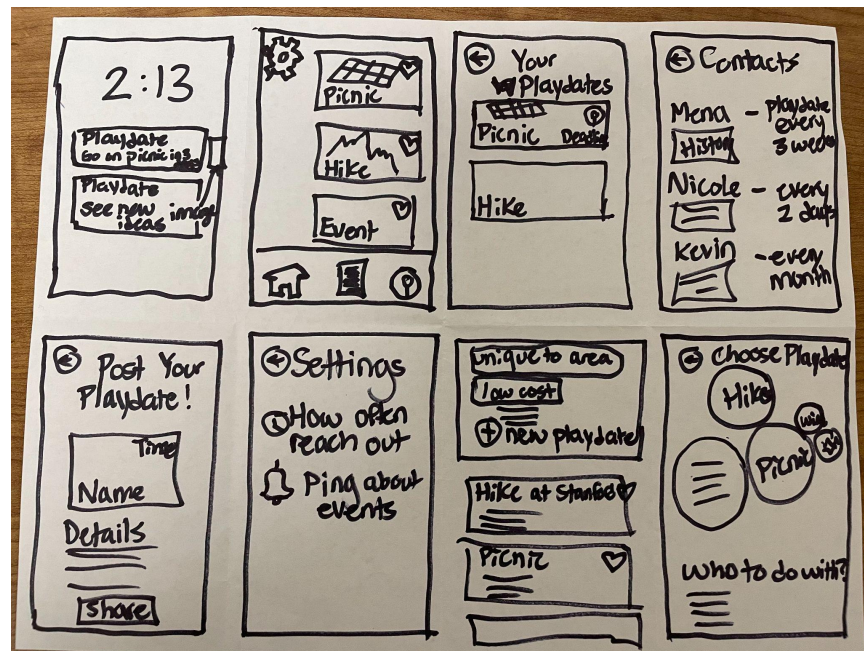
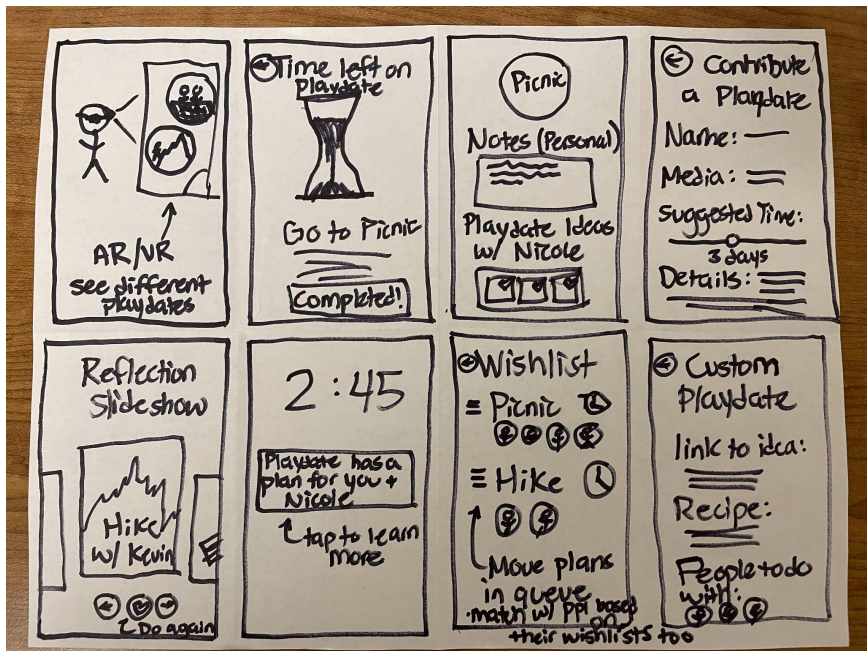
AR

Watch

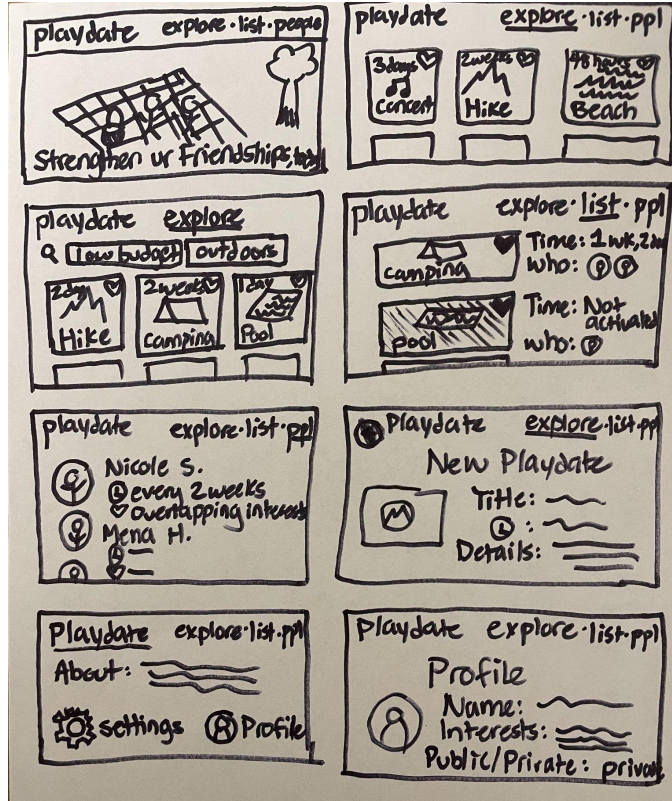
# Mobile App - 1



# Mobile App - 2



# Website

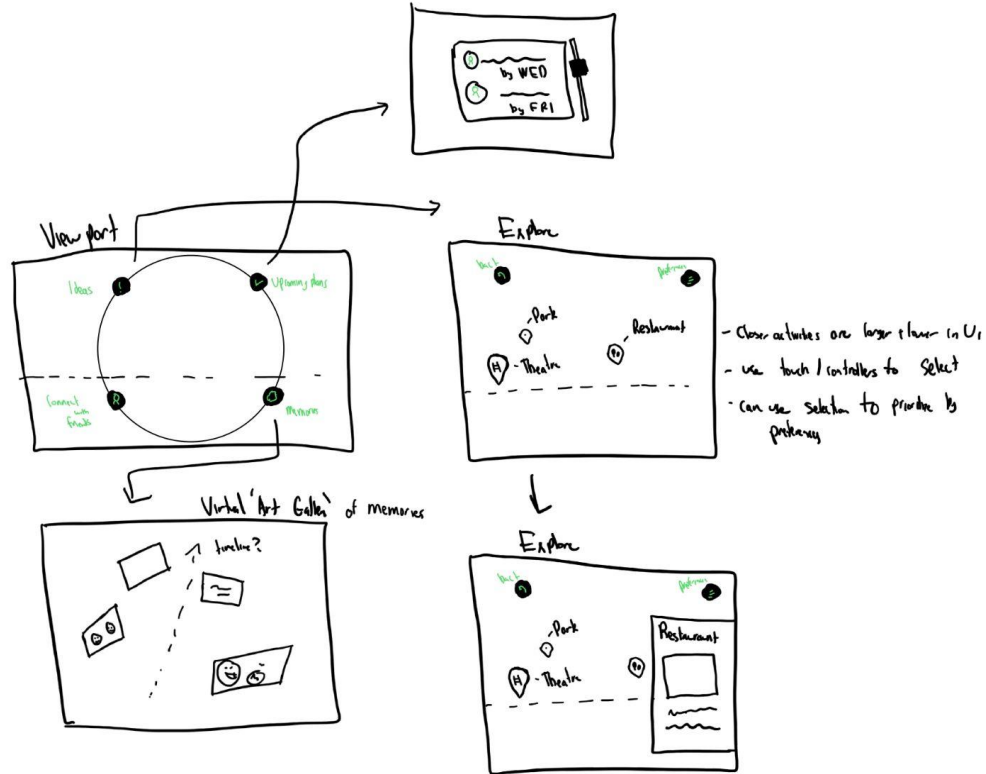


# Augmented Reality

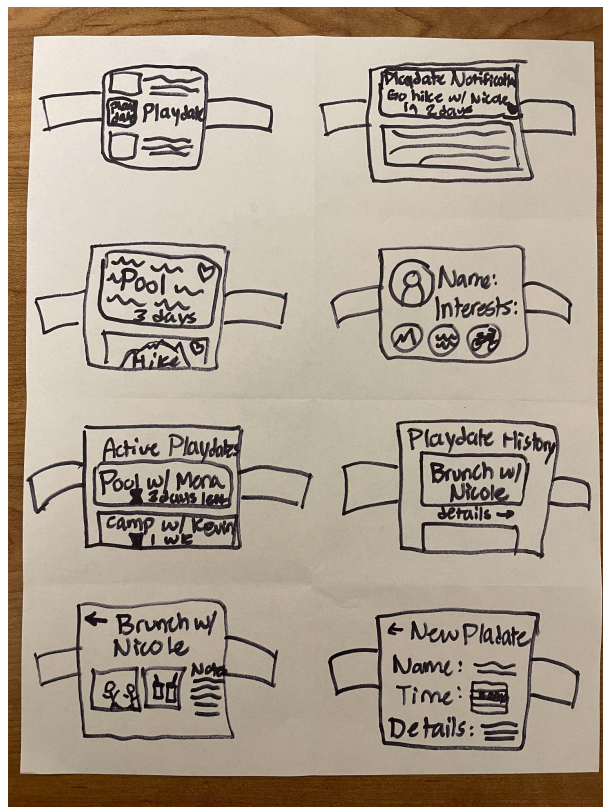
Playdate, AR implementation  
- on phone w/ camera or headset

Idea 1: Recommends ideas based on geographic proximity

Idea 2: Immersive explorer



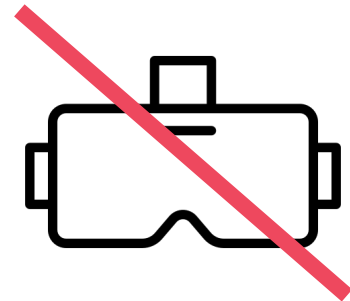
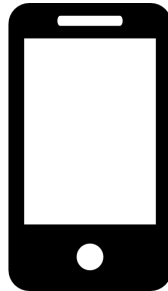
# Watch



# Moving Forwards

Watch and AR have limited reach compared to  
Website and App

Not as flexible for showing multimedia



# Fleshed out realizations

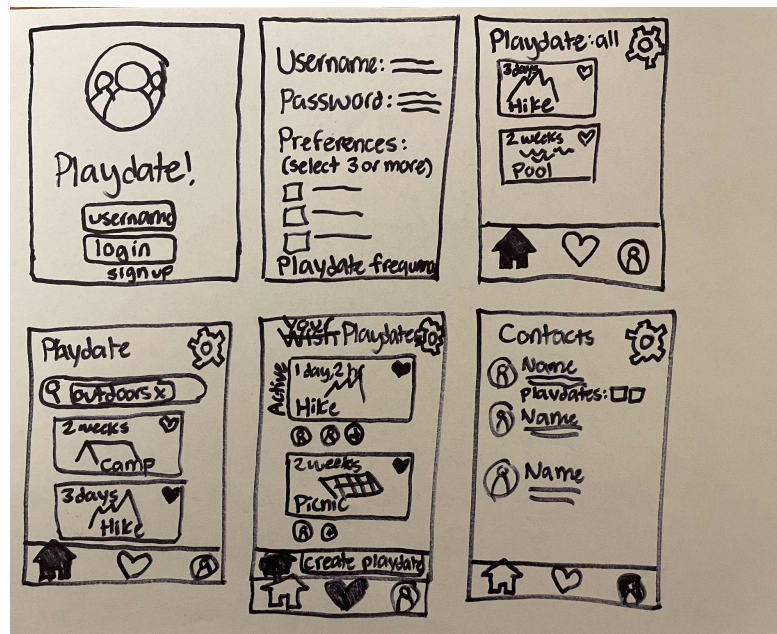
**Website and  
Mobile app**

# Mobile App Key Scenes

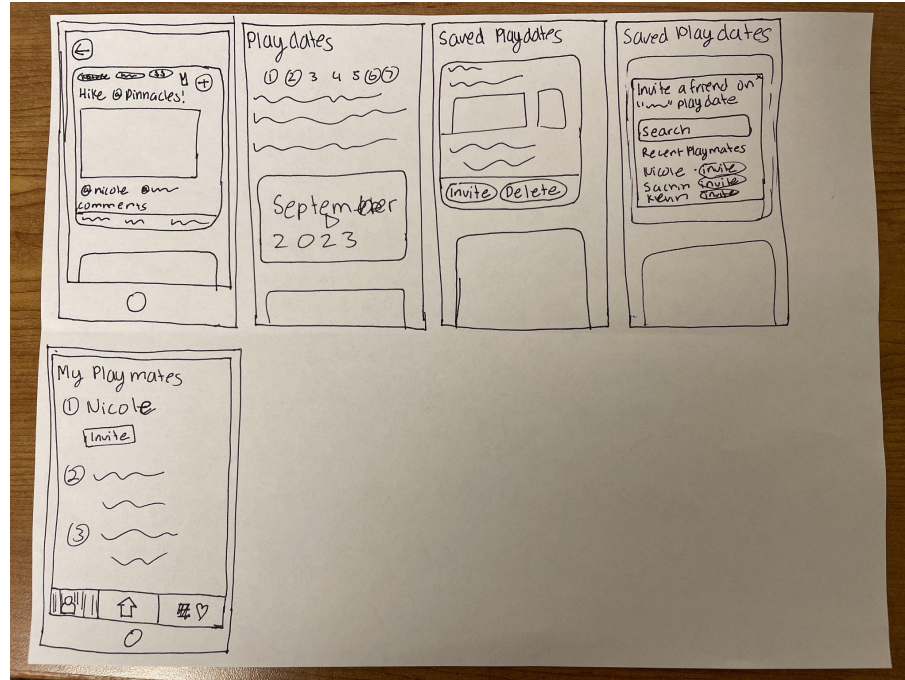
Login page

Navigation buttons

Explore page to find a playdate



# Mobile App Key Scenes



Timeline of playdates  
Saved Playdates  
Playmates

# Mobile App Pros and Cons

## Pros

- Connecting with contacts
- Reminders on the phone
- Sharing media

## Cons

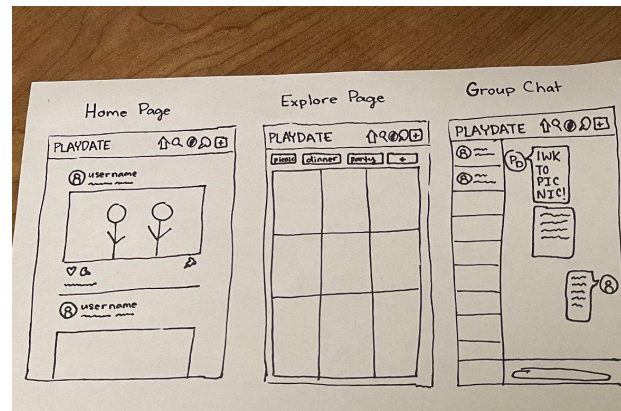
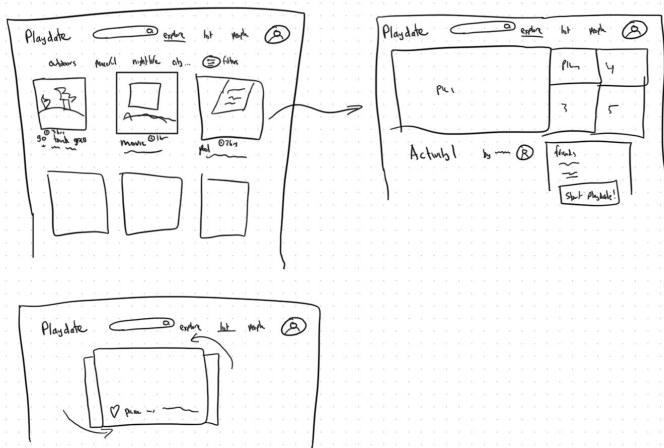
- Barrier of downloading app
- Less space for information

# Website Key Scenes

Chat function

Multiple columns

More detailed information



# Website Pros and Cons

## Pros

- Good screen real estate
- Cross platform functionality

## Cons

- Harder to send notifications
- Less integration with Contacts
- Harder to share content



# Decision Statistics



96


Average number of times that a person checks their phone in a day

3 to 4

Number of times people visit Google, the most commonly used website, per day

# Value Alignment

A mobile app fits our values of fun and connection more than a website would





# Mobile App



We chose this interface because  
of its **usability** and focus on  
**quick notifications**



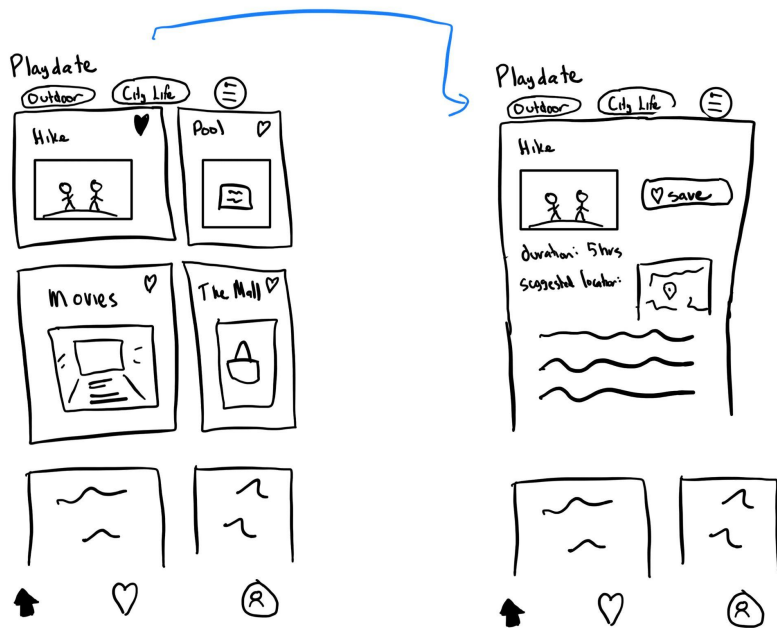
02

# Lo-Fi Prototype



# Task Flows

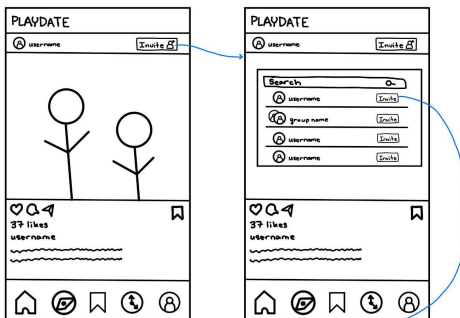
# Simple Task: Save a Playdate



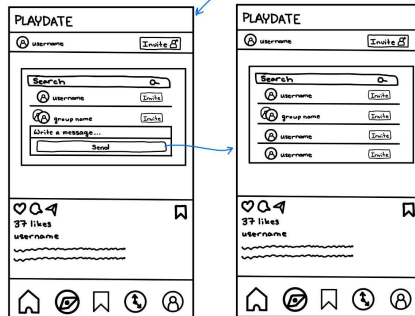
Clicking the heart button adds to your saved playdates  
(heart in home screen to populate in favorites)

# Moderate: Invite Someone on a Playdate

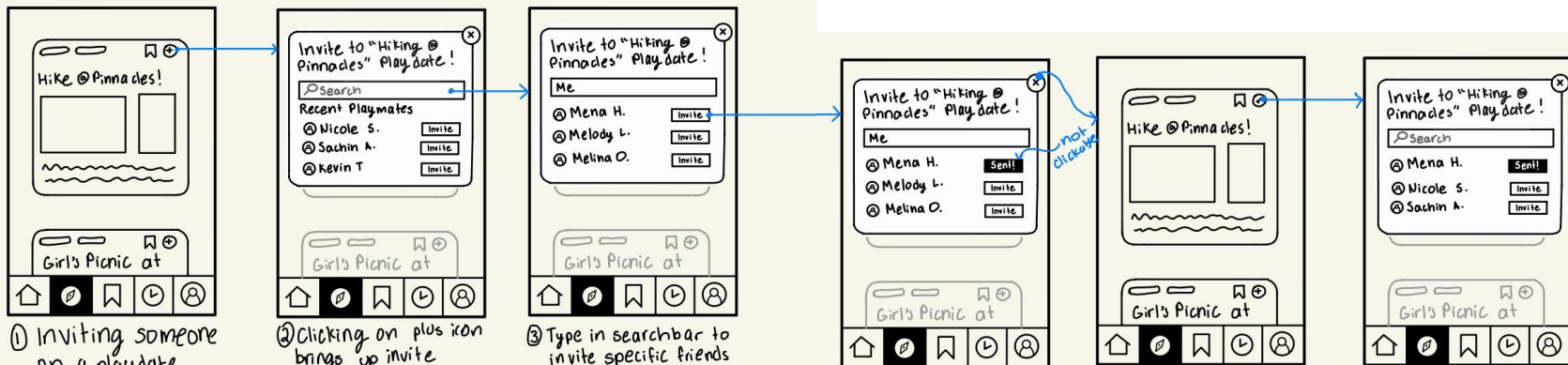
Select a playdate and invite the people you would like to do it with!



A pop up will appear on the home page after clicking invite



# Moderate: Invite Someone on a Playdate Alternative



① Inviting someone on a playdate  
Flow 1:  
Start from explore or home  
(same flow for both)

② Clicking on plus icon brings up invite popup

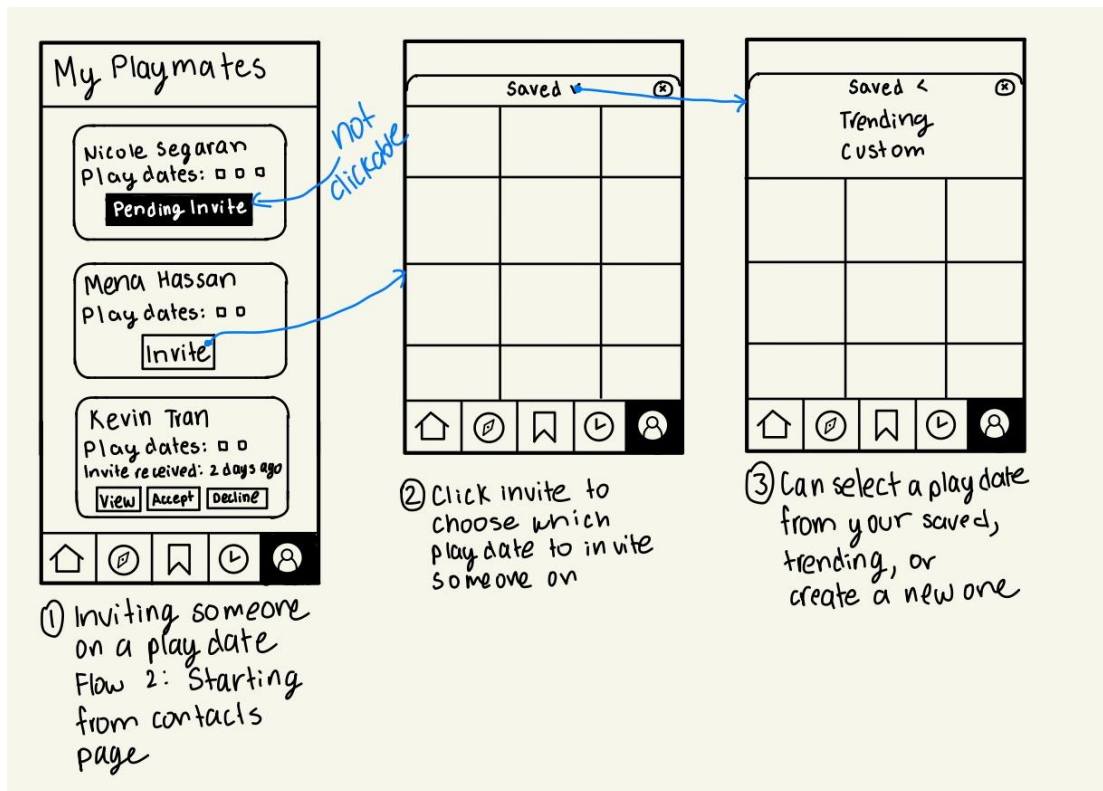
③ Type in searchbar to invite specific friends

④ Invite button changes to sent message when clicked

⑤ Closing popup takes you back to explore page. If at least 1 friend has been invited, plus icon changes to check

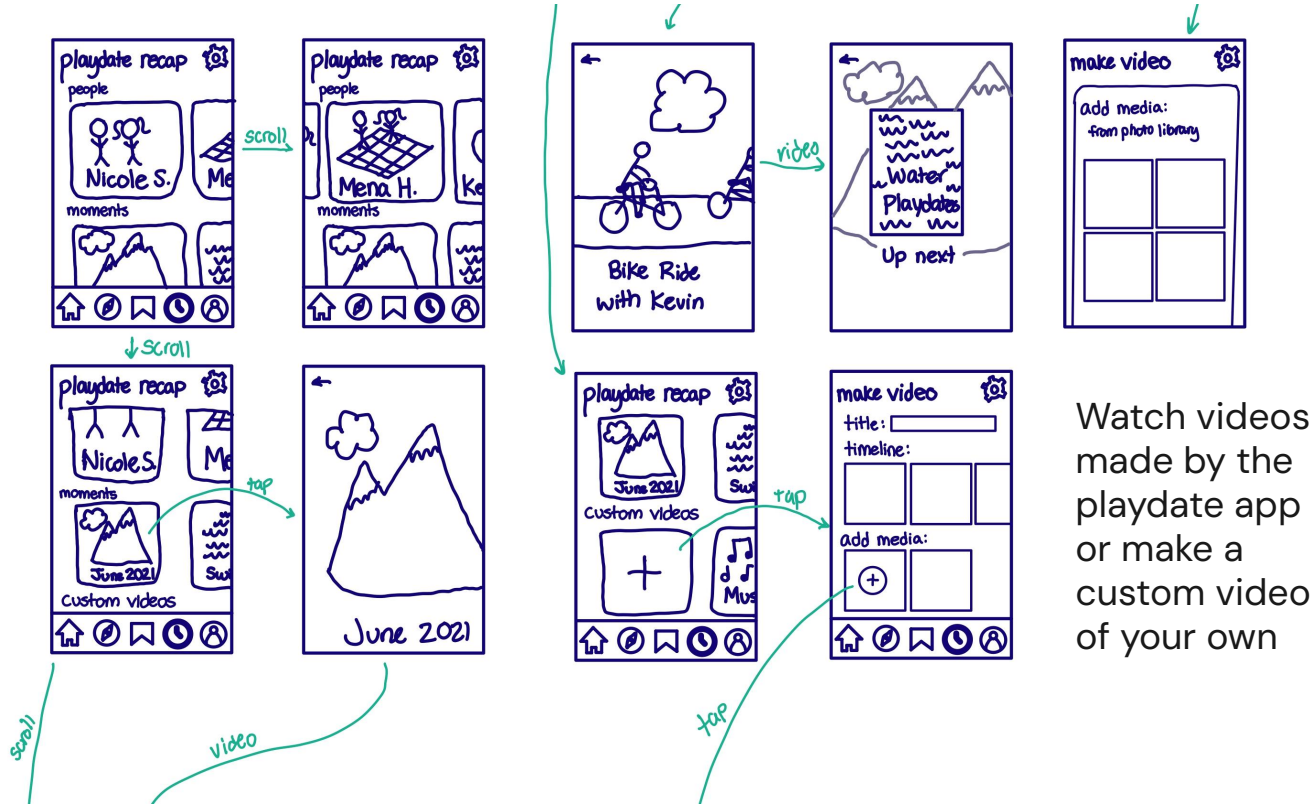
⑥ Can re-open invite popup at any time to invite more people & see who has been invited

# Moderate: Manage Playdate Invites



# Complex: Recap old Playdates

Recaps Page



Watch videos made by the playdate app or make a custom video of your own



# Lo-Fi Prototype

# Account Sign Up

Playdate!

Username

log in

Sign Up

Username

Password

Confirm Password

Preferences (at least 3):

- w w w w
- w w w w
- w w w w

Play date frequency:

1 per week ▾

next

Username

Password

Confirm Password

Preferences (at least 3):

- w w w w
- w w w w
- w w w w

Play date frequency:

1 per week ▾

next

Add Playmates

From contacts:

w w w w Add

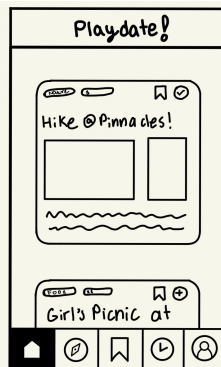
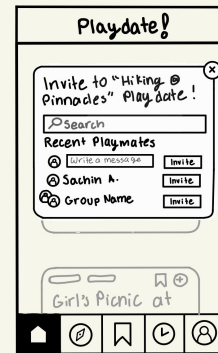
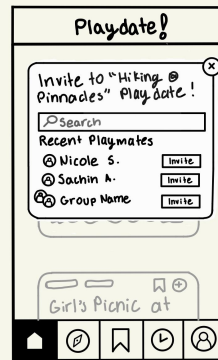
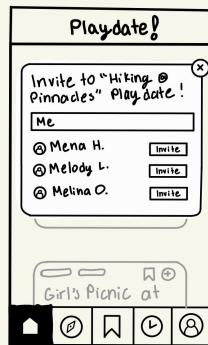
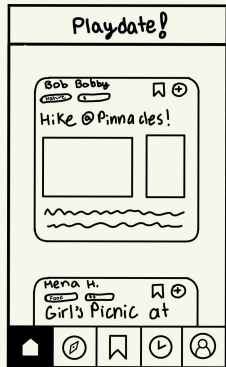
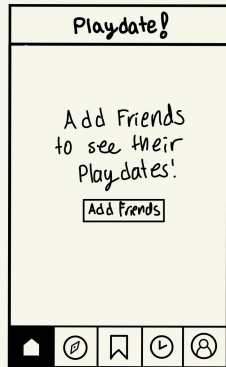
w w w w Add

w w w w Add

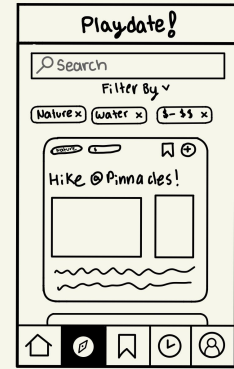
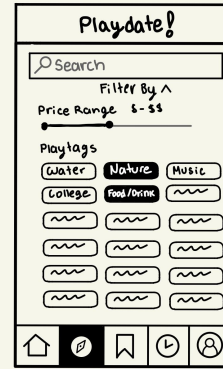
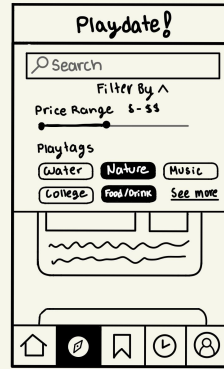
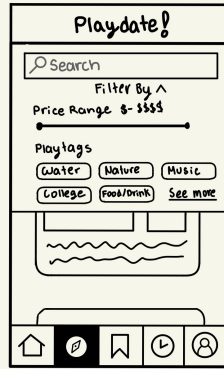
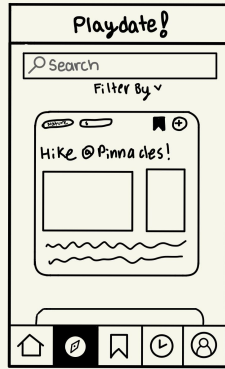
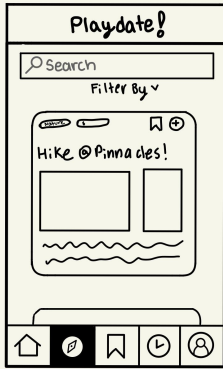
w w w w Add

next

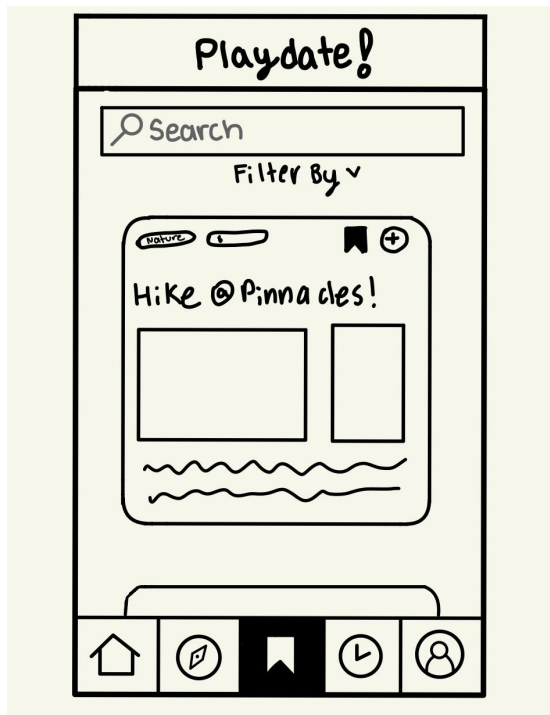
# Home Page



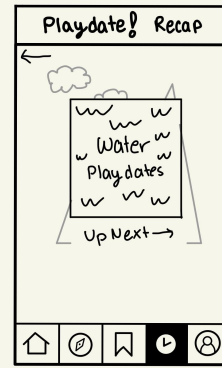
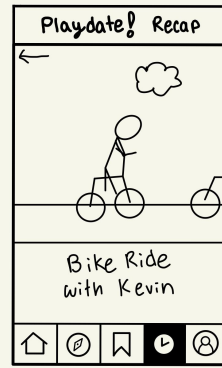
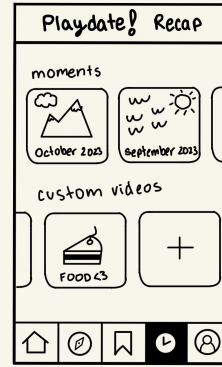
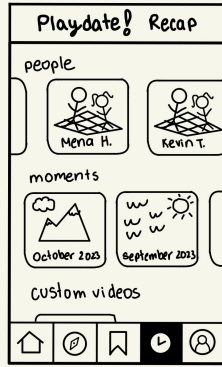
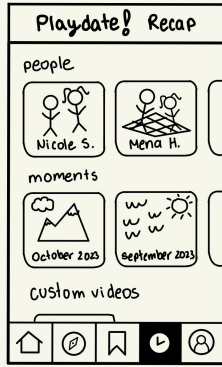
# Explore Page



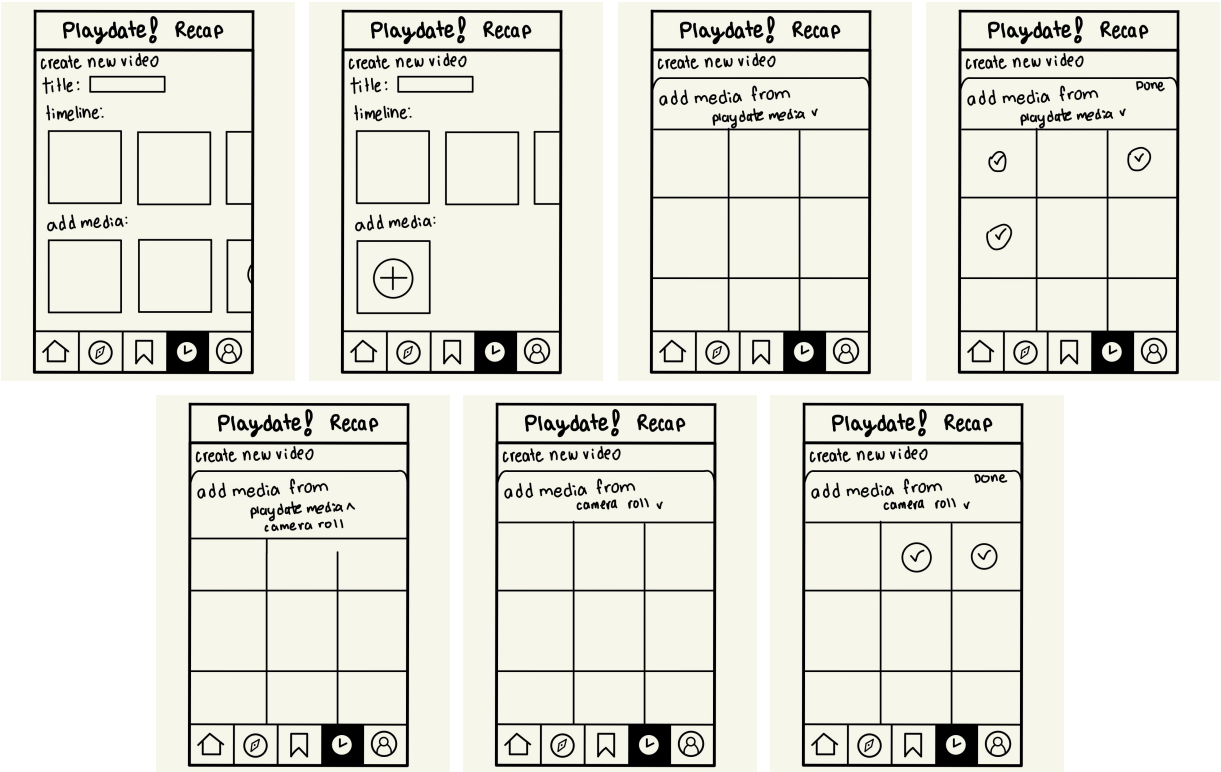
# Saved Playdates



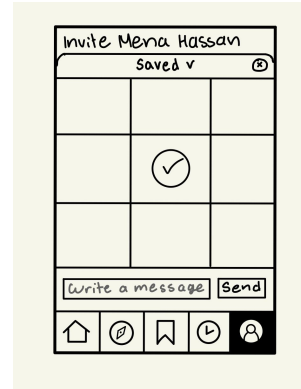
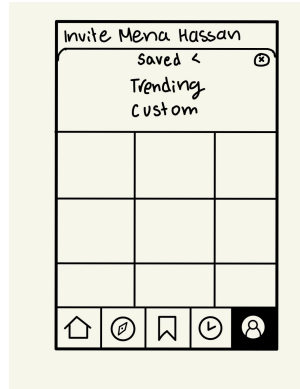
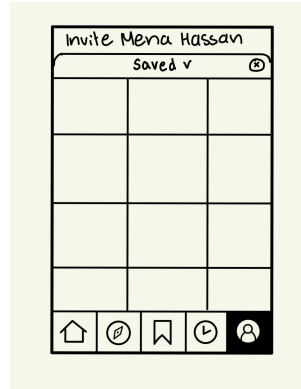
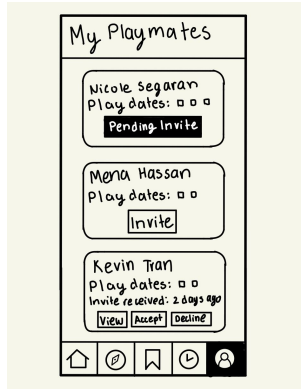
# Recap Page



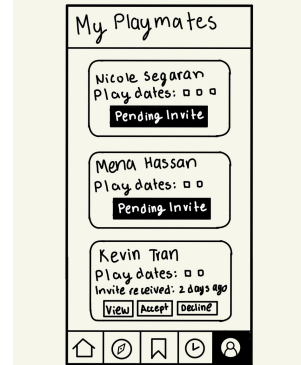
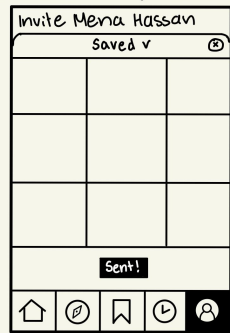
# Make Custom Video



# Playmates Page



(closes automatically after 3 sec.)





03

# User Testing

# Testing Methodology

- 4 usability tests
- Participant age range 20 – 30
- Recruited at night in Palo Alto
- Compensated with verbal appreciation



Note Taker



Facilitator



Computer

# Our Participants



Mikaela Carmichael – New Grad,  
Auditor @ Auditec Solutions



Denise Teng – Investor @  
Gradient Ventures



Emily Macias – Stanford CS  
Student



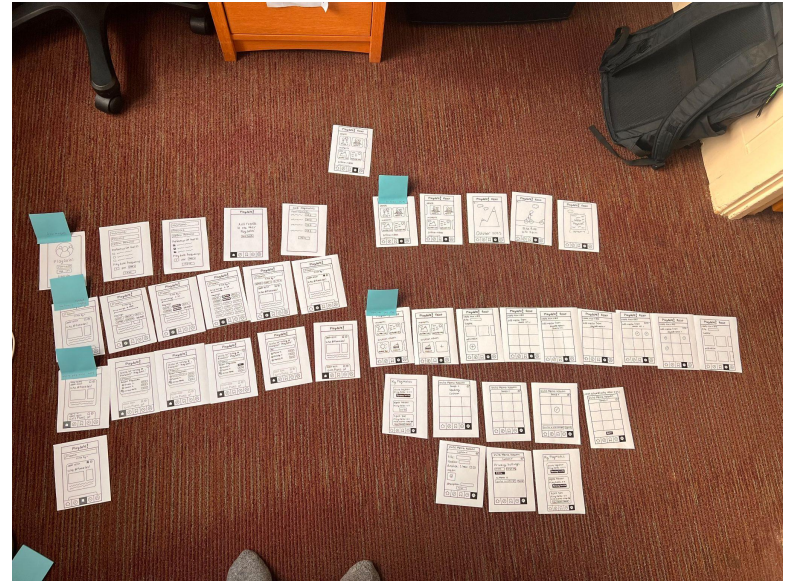
Anonymous – Late 20s SWE  
living in Bay Area



**Paper prototype where we manually changed screens**

# Usability Testing Setup

- Explained the goal of Playdate
- Demonstrated how to “talk through” their thinking
- Assessed how easily users did four tasks
- Gathered thoughts on overall app use



# Key Metrics

## **# of Misclicks**

While user tried to complete various tasks

## **Ease of Navigation**

Users rated overall ease of app navigation on a scale of 1 – 10 (1 being extremely easy, 10 being extremely difficult)

## **Eagerness to Use App**

Users rated how likely they are to download the app on a scale of 1 – 10 (1 being extremely unlikely, 10 being extremely likely)

# Overall Goals

Intuitive UI

Attractive  
Feel

Functionality  
captured in  
app



# Results

What went well and  
what didn't

# Assessing Overall Success

## Most Workflows Easy to Follow

With the exception of creating a playdate of your own

## Overall Ease of Navigation Achieved

Yet some icons weren't straight forward (i.e. explore, memory page)

## Intuitive Clickability

No cases of clicking non-clickable buttons

## Eagerness to Use App

Lots of interest in younger users



11

Total Misclicks

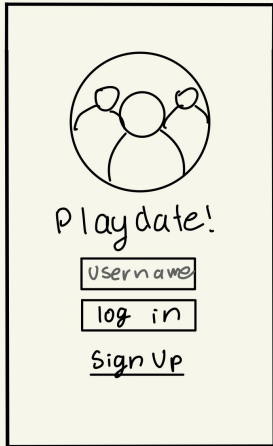
2.75

Difficulty of navigating where 1/10  
is easiest

6.75

Likelihood of using the app where  
1/10 is would not download





# Task 1- Setting up account

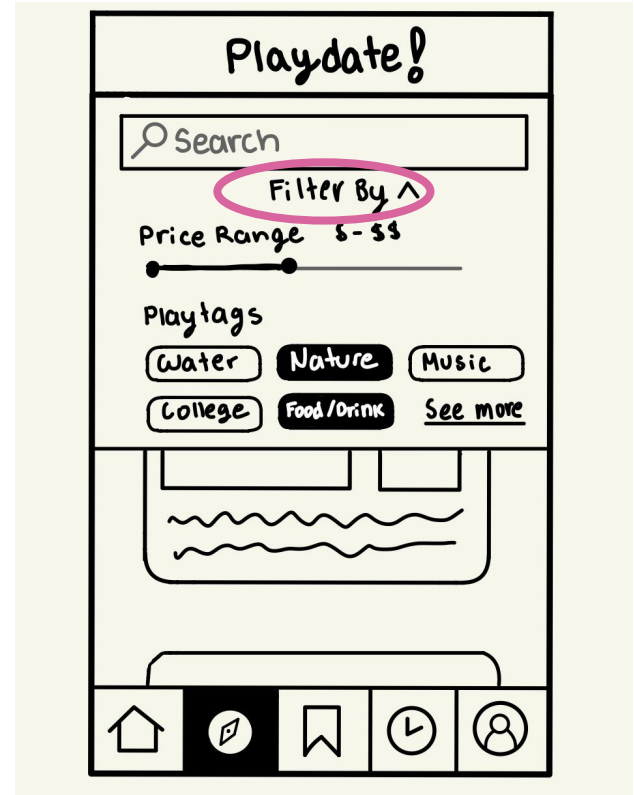
- 0 total misclicks
- One participant was confused about meaning of preferences

Preferences (at least 3):



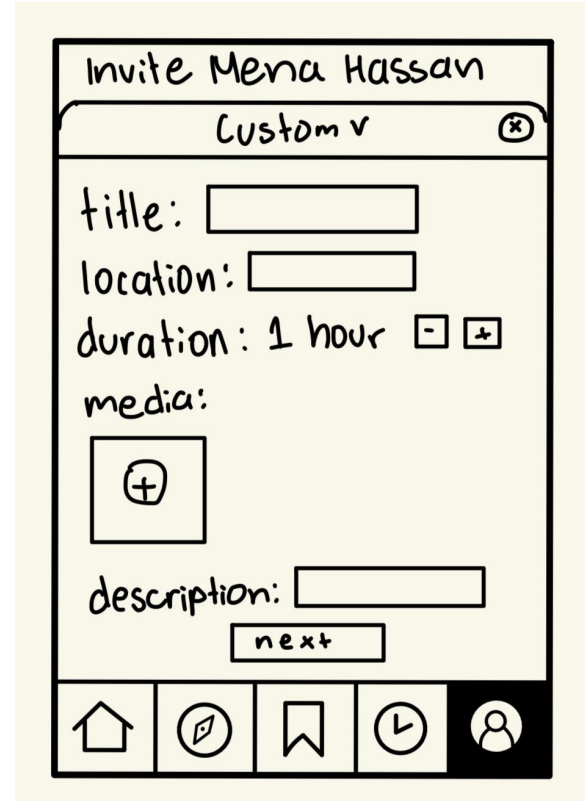
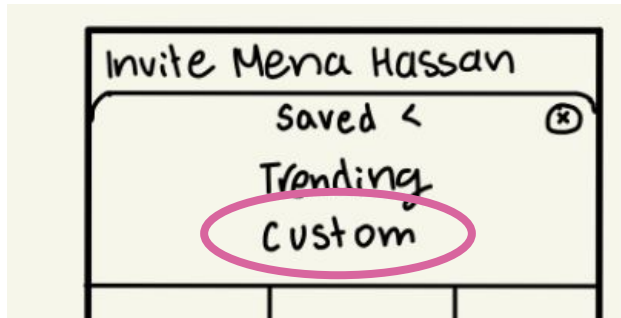
# Task 2 - Filter Playdate Ideas

- 3 total misclicks
- Filtering was well received
- More descriptive tag names
- Explore icon could be changed



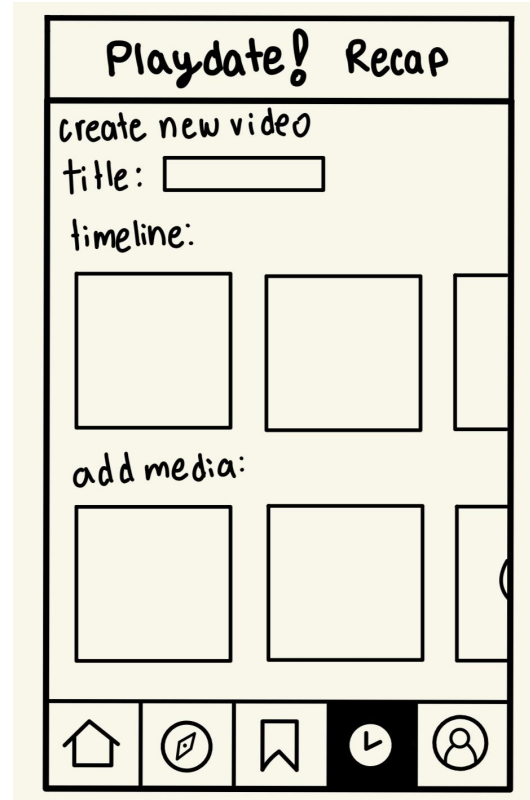
# Task 3 - Create your Own Playdate

- 8 total misclicks
- Wasn't sure how to start one
- Wanted to first make the playdate then invite people
- Wanted option to add invitees to a group invite







# Task 4 - Create and View Recaps

- 0 total misclicks
- Confused about memory page icon
- One participant wasn't fully interested in recap page



# Task Recap

Task	Number of Misclicks
Onboarding	0 
Filtering Ideas	3 
Creating a Custom Playdate	8 
Create + View Recaps	0 



04

# Implications

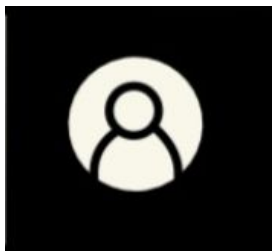
# Icon Design

## Takeaway



## Design Changes

Users are uncertain on the meaning behind some icons and text



- Replace unclear icons
- Workshop filter tags, preferences, etc. with more users



# Creating Playdates

## Takeaway



## Design Changes

Users prefer to finalize event logistics before deciding who to invite



- Establish event logistics of custom and crowdsourced playdate ideas before inviting friends
- Allow users to update invitation as needed

# Experience outside playdate

## Takeaway



## Design Changes

Users are uncertain on how playdate interacts with their messages and contacts

- Have the ability to share the link to a playdate
- Show users what a notification could look like



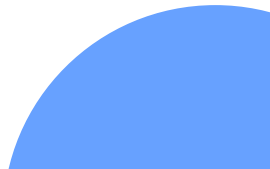
# General Takeaways

## Could feel more fun

Should really be exciting and as if you're on a playdate!

## Direct Messaging

Need to decide whether to incorporate a chat function or not





# Gaps in Testing

## **Types of Friend Interactions**

Do users gravitate towards features that allow them to interact with friend groups instead of one-on-one friendships?

## **Preferences for Playdate Recommendations**

What sorts of filters do users prefer for finding playdates? Do they prefer creating playdates or trying out crowdsourced ones?

## **Privacy and Ethical Concerns**

What are some data privacy and ethical concerns users have with currently planned features?

# Gaps in Testing

Couldn't fully capture  
interactions taking place  
outside of playdate





Thank  
you!



See you next  
week!

# Appendix

# Mobile App Pros and Cons Full List

## Pros

- Easy and accessible to billions
- Push notifications for people
- A lot easier to be reminded
- Importing contact list ease
- Phones already used for friends
- Easy for people to share media
- Young people (target users) are addicted to their phones

## Cons

- More of a barrier to log in
- Harder to have a bunch of features on an app

# Website Pros and Cons Full List

## Pros

- Good screen real estate
- Cross platform functionality
- All you need is a url
- Easier account set up

## Cons

- Harder to send notifications
- Less integration with Contacts
- Harder to share content via photos or other media
- Less usable on a mobile device
- Not as fun

# Other Links

See speaker notes for other statistics sources

[Task Flows](#)

[Low-Fi Prototype](#)

[Testing Script](#)

[Interview 1](#)

[Interview 2](#)

[Interview 3](#)

[Interview 4](#)

[Sketching Report](#)

[Incident Report](#)