



**Team 3
presents
Team 5
presents Spur**

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01

Project Overview

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Spur

Embrace Free Time (no
activation energy required)

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What is Spur?

- For the person who wants to do something but doesn't want to put in the effort to do it
- Tackles the difficulty of finding and planning things to do
- Connects users to each other through activities
- Offers an alternative to “wasting time”

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Proposed Solution

- Swipe left or right on suggested activities
- Get all the information you need on the details of activities (Location, how often it occurs, any fees, websites/important links)
- Also see which of your friends are also interested in these activities

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02

Market Research



Eventbrite

Eventbrite is a global online marketplace for live experiences that enables its users to search for, find, and create events.



What Works

- Provides categories of events and activities that you can sort by
- Sorted by closeness (date and location)
- Can follow/keep up with organizations that host events you like



What Doesn't

- Requires user to know what type of event they want
- Not socially connected to other users/prior friends
- Ticket-based or pre-scheduled event based

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Eventbrite Takeaways


- Eventbrite requires more activation energy from the user,
- Take inspiration from connection to local communities through area-specific events
- Focus more on strengthening connections with people the user already knows
- Making the searching process more fun and effortless

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Merrier


A past CS147 Project addressing mental health struggles with a platform to connect with others to chat or do activities



What Works

- Shows events by proximity
- Can see what other users are going to events
- Other users can invite you to events

What Doesn't

- Events must be posted by users
 - Events must be manually searched and found by users
 - Variety of activities depends on nearby user base
 - All in-person/social based activities
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Merrier Takeaways

- Merrier provides a base for social connection to other users
- Can incorporate social principles through user invitations and info
- We want to focus more on the activity and providing experiences, while the social aspect is more of a secondary task
- Providing a variety of activities, including social and individual

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Meetup

The people platform—Where interests become friendships

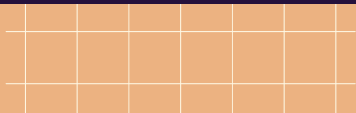


What Works

- Wide variety of events: tarot card readings, networking
- meeting based on shared interests

What Doesn't

- Google suggested: "Why does no one use meetup?"
- Answers: The quality of events is low.
- Because it's free, people say they are going but don't go.
- Some people are just awkward/uncomfortable. In their words: "I feel like I don't fit in... I feel like I am going to die alone"



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Meetup Takeaways

- We can take inspiration from the wide variety and scope of activities meetup offers
- Meetup shows that the quality of the people will be ascribed to the quality of the app.
- Importance of actually getting people to these events
- We want to focus on smaller activities, more in the moment, less planning
- Plan to include spontaneous, individual activities too

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Refresh

A past CS147 Project that aimed to replace mindlessly scrolling with productive tasks

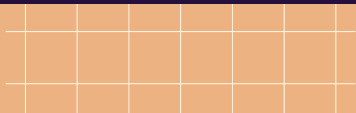


What Works

- Fun UI where it shows potential productive tasks as shapes on the screen
- App actively interrupts mindless scrolling time via reminders

What Doesn't

- The phrasing of "do something" was vague and unintuitive
- Suggested tasks are all productivity based



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Refresh Takeaways

- Learn that actively interrupting mindless scrolling is only appreciated by users sometimes
- Take inspiration from success in redirecting users
- "Productive alternatives to mindless scrolling have to be immediately gratifying"
- We want to focus more on fun/non-productive activities other than scrolling on your phone, avoid the western obsession with productivity

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CitySocializer

Former subscription-based social networking website based in London



What Works

- Uses common interests and local events to help people make new friends offline
- Target members are described as recent graduates, recently relocated individuals, empty nesters or newly single



What Doesn't

- The pandemic forced them to pivot from their "online do offline" model to a virtual events discovery platform and eventually shut down
- Main motivation is social connection

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Refresh Takeaways

- Take inspiration to think of how newly relocated people who do not have local connections can still derive value
- We want to focus on spending time more satisfactorily by leveraging pre-existing relationships rather than building new relationships from scratch

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What Sets Us Apart

- Focus on the activities and interesting events, less on forming new social connections
 - Motivation to meet new people > motivation to do things with people you know
- Spontaneity of activities and variety of activity types (virtual, social, individual)
- Gamifying the searching process to reduce intrinsic motivation required to find activities

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03

Values

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Stakeholders

- Users(people with free time/wanting to use their free time better)
- Event holders (community members/users)
- People who attend local events/participate in activities already

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Tarot Cards of Tech



The Smash Hit

- Might cause tensions within local existing communities with an influx of newcomers (eternal september)
- Disruption of group/organization cultures and norms



The BFFs

- Users might turn to app instead of experience and knowledge of friends
- Friends with different interests could drift apart
- Users may feel pressured to attend events they see many of their friends are at
- Increase FOMO

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Addressing Ethical Implications

- Focus on showing activities “in the moment”
 - Incorporate social factors in an optional manner
- Connect users with ways to sign up for activities/events to prevent overcrowding
 - Event holders can limit capacity
- Provide multiple options/groups per activity
 - Avoid overwhelming one community, provide a variety of places where users can engage in the activity
- Allow users to toggle between showing their interest or not

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04

Tasks

Our Tasks

Simple

Find interesting events or activities you can do at that moment

Moderate

Get more information on said events/activities

Complex

Attend/participate in these events or activities

Bonus Tasks

Moderate

Find which friends are also interested in these activities/events

Complex

Connect with local communities through location or group-specific events



05

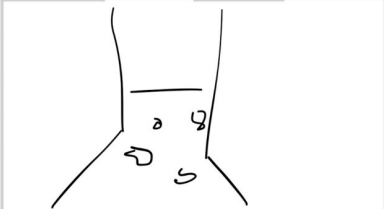
**Concept
Video**

Storyboard

Title: Spur concept video

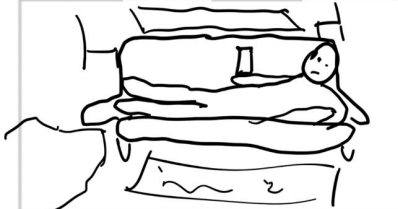
Page: 1/5

Scene No. 1 Shot No. 1



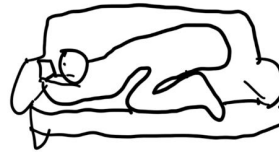
Slow push through hallway—
stuff on ground
SOUND: Clock tik-toking

Scene No. 1 Shot No. 1



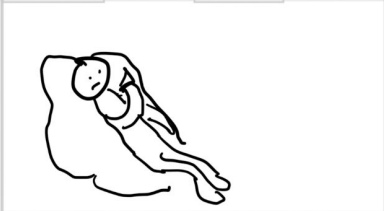
MX. BORED on couch scrolling
through phone
Clock sound continues

Scene No. 1 Shot No. 2



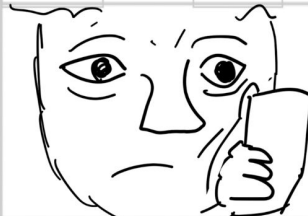
Series of jump cuts closer and
closer in on MX. BORED
showing them lounging in
different positions

Scene No. 1 Shot No. 3



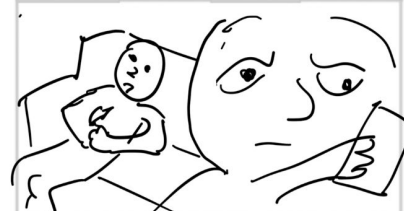
Dif positions, tighter frame

Scene No. 1 Shot No. 4



XCU on face looking at phone,
then VOICE heard offscreen: UI
PERSON saying “yo, wanna do
something?”

Scene No. 1 Shot No. 4



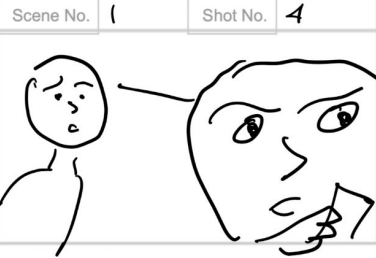
Pan to reveal UIP sitting on
other side of couch. MX. BORED
says “I am doing something.”

Storyboard

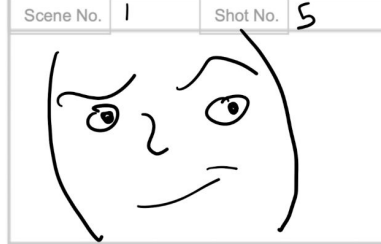


Title:

Page: 2/5



UIP: Something else
MX. BORED: There's nothing better to do.



CU on UIP smirking as more energetic music builds



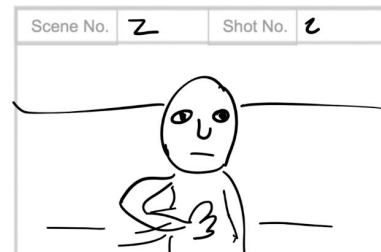
Begin montage. UIP dresses for different activities and says the activity's name



MX. BORED says no and wipes hand to left. UIP falls to left and immediately walks back in to suggest a new activity








"Snorkle!"



Mx Bored says no to a few more suggestions

Storyboard



Title:		Page: 3/5			
Scene No. 2	Shot No. 2	Scene No. 2	Shot No. 3	Scene No. 2	Shot No. 2
					
Face lights up at a suggestion, they ask for more details.		UIP explains		MX. BORED explains that they are interested but can't do it right now	
Scene No. 2	Shot No. 3	Scene No. 2	Shot No. 3	Scene No. 2	Shot No. 2
					
UIP walks to the right		UIP comes back immediately		MX. BORED excited about playing but doesn't want to plan	



Storyboard

Title:

Page: 4/5



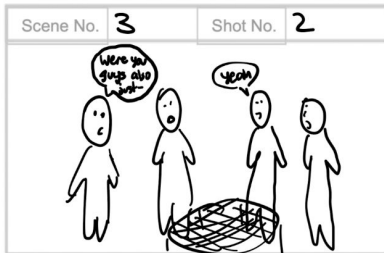
UIP outstretched hand



MX BORED takes hand and a teleportation transition takes us to...



MX. BORED lands in an open field



Wide shot to reveal three other people similarly shocked



After a beat they start playing, happy as can be.



UIP smiles and walks away, a job well done

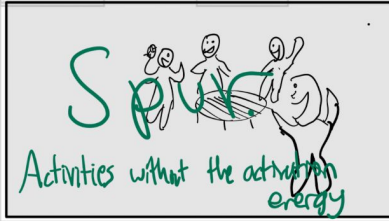
Storyboard



Title:

Page: 5/5

Scene No. 3 Shot No. 3



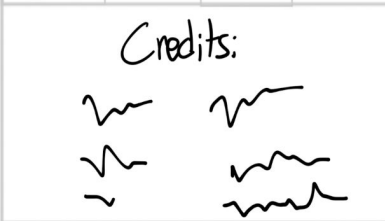
Spikeball playing continues as app name appears on top

Scene No. 4 Shot No. 1



Button: group is taking a water break

Scene No. Shot No.



Scene No. Shot No.



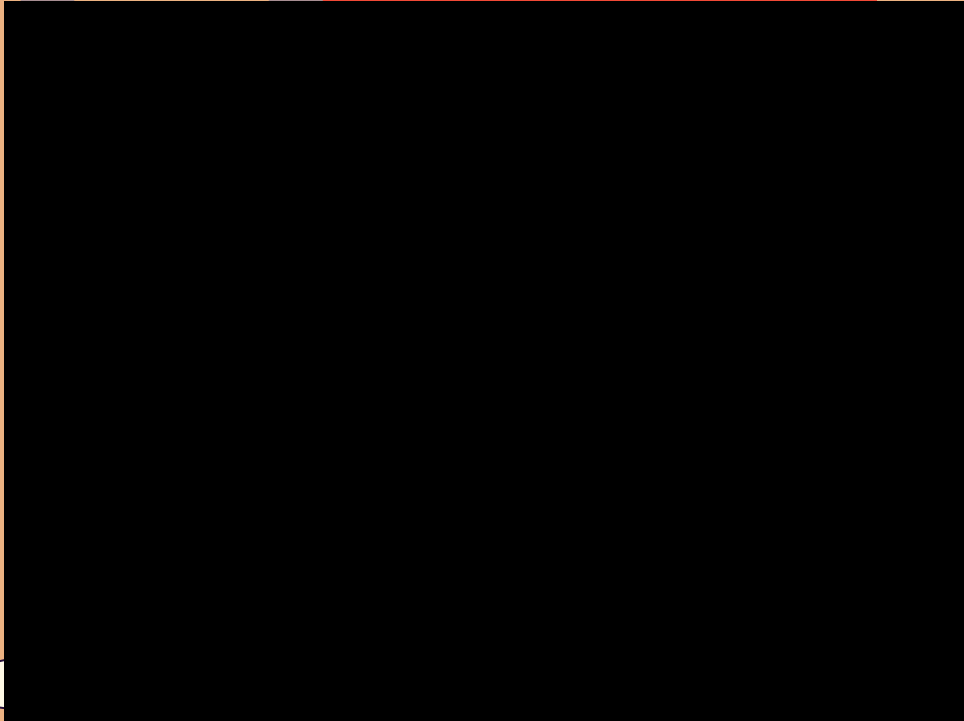
Scene No. Shot No.



Scene No. Shot No.



CONCEPT VIDEO



https://www.youtube.com/watch?v=HesLB2RxBgl&ab_channel=NilsScottForstall



Thanks!

Do you have any questions?

<https://hci.stanford.edu/courses/cs147/2023/au/projects/unintentional-good/spur>

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