Mix

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Overview

• Original idea: discover new workout buddies

• Mix: an app that helps people find new people and new experiences
Problem & Solution

- People want to meet new people
- People want to discover new activities
- Helping others meet others
- Making process of finding new activities easy
Contextual Inquiry: Nancy

- Staff member in School of Earth
- Single 58-year-old woman
- Political campaigns, YMCA, church
Contextual Inquiry: Ned

- 22-year old single male
- B.A. in Economics, living in Palo Alto
- Enjoys soccer, basketball, and sports in general
Contextual Inquiry: Sophia

• Business consultant living in San Francisco

• B.A. Art History at Barnard College

• Loves hiking, cooking, shopping
Contextual Inquiry: Key Takeaways

- All want to meet new people and activities
- A little awkward meeting complete strangers
Task Analysis: The Current System

- Discover new people: parties, mutual friends
- Discover new experiences: send emails and texts to friends to meet up
Task Analysis: Consumer and Data

• Meeting new people via other friends is slow
• Discovering new experiences is also slow
Task Analysis: When Things Go Wrong

- No friends around to do activities with
- Do not go out and have fun simply because of no company
Task Analysis:
Key Takeaways

• Current system is very reliant on people you already know

• No fast way to organize a fun activity with a group
Task 1: Finding a New Activity

- “You never know unless you try”
- Spontaneous connectivity and experimentation
Task 2: Finding a Buddy

• Connect you to people with similar interests
• Allow you to meet people who live around you
Task 3: Stay in Touch

- Ultimate goal: do activities you love with people you love
Design Sketches

- Discover
  - Make Pottery 10:30 AM
    - With: Cindy Lee 1.3 miles
  - Walk the Dish 12:00 PM
    - With: Carlos Sanchez 0.4 miles
  - Bake Pie 7:00 PM
    - With: James, Julia 4.2 miles

- Make Pottery
  - Cindy Lee
    - I like to...
  - Where: Color Me Mine

- Join
Design Sketches
Design Sketches
Summary

- People want to meet new people and do new activities
- Mix is an app that can accomplish both of these and more