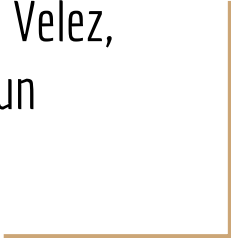




# Needfinding Results

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# Who we are / What we're about



Focusing on meals, travel, getting to know strangers, and ways for meals to bring people together

# Needfinding Methodology: Visitors at Main Quad



Travelers most often visit main quad - sought immediate tourists' perspective

# Needfinding Methodology: Restaurant Employee

- Watches meals take place far more than the average user
- Extreme example
- Justin of Jazen Tea
- Have interacted with a lot as customer



# Needfinding Methodology: Locals at a restaurant



- those already eating in a restaurant will be thinking about meals
- Coho unique place for interaction with strangers
- Busyness a factor
- University worker atypical worker

# Interview Results: Susan

- Middle aged, white woman, short
- Former peace corps member, journalist, works with Stanford students now (not sure what capacity)
- Meeting people very important when traveling
- Frequently eats street food while traveling
- Loves the idea of sharing meals with others at home
  - Life as a single woman presents unique challenges
- Unafraid of interactions with strangers;, but is also atypical user
- Surprises: saw the value of interacting with strangers abroad but wouldn't extend same hospitality



# Interview Results: Justin

- Worker at Jazen Tea, chain Vietnamese cafe
- Vietnamese, mid-20's, from Hawaii
- In work environment: relaxed, joking,
- When traveling, asks locals whenever possible
  - Hasn't been out of country
- Prizes interacting with customers, forming relationships
- Surprises: mom's birthday was "family oriented" but mostly described food



# Interview Results: David



- From Singapore, started working in Public Affairs Office at Stanford last week
- Shares meals as much as possible
- Remember a meal because of who you were with, not what you ate
- Would be happy to add strangers to party
- Good for stomach & soul



# Interview Results: Students

Mica & Danielle

- Filipino, freshmen and junior. Humbio & undecided
- Always happy to share food with friends, found stranger idea “weird”
  - someone who “looks normal” would be acceptable
- Have always traveled with others
- If meeting a local in new place, safety of top concern

Jenny

- Indonesian, eating at Thai cafe
- Ultimately prefers dining hall to eating out
- Would be happy to interact with more locals when traveling
- Misses home and meals associated

# Analysis

Say:

- Students relied on apps for finding food, but all preferred local
- Meeting people is a great part of traveling

Do

- Generally gregarious
- Willing to engage

Think

- Meals create connection
- People and experiences are more meaningful than the food

Feel

- Food can feel like home
- Feels like best meal experiences involve connection

# Analysis II

## Questions:

- Why are people so distrusting of strangers?
- What could make an app more personal?
- Why is sharing a meal so valued?
- What value does genuine spontaneous interaction with strangers have over a “filtered” sense of reality (through an app)?

# Needs and Insights

## Needs:

- way to find the best local food when traveling
- Smaller groups to eat with
- familiarity in order to take the first step
- find traveling people in their area
- to eat!

We all are craving human connection

## Insights

- People gravitate towards food they grew up with
- Initial conversations erase the strangeness
- Restaurants with smaller staff grow more relationships
- System of trust might be important

# Summary

- Universal value in sharing meals with others
- People seem most receptive to meeting new people when traveling
- Element of distrust when interacting with strangers
- Most people have a set routine, but if prompted, are receptive to alternatives
- Most find it unsettling to make the first leap, but agree the leap would be a positive experience