



# LOCATING LOCAL COMMUNITIES

- Ian - Nik - Stephanie - Uzair -

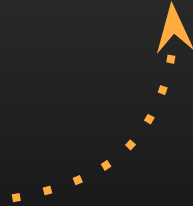


Intro



Problem

Methodology



Results + Analysis

OUTLINE



Ian



Nik



Stephanie



Uzair



PROBLEM DOMAIN

# NEEDFINDING METHODOLOGY



INTERVIEWEES  
{ 3 TOTAL }

# MARTINA FU

Biostatistics Researcher  
Recently moved back to Michigan  
{ video interview }



# FRANKLIN JIA

Stanford junior undergraduate, CS AI  
Likes basketball, football, music  
{ Lantana dorm }





# QANDEEL TARIQ

Software Engineer, Stanford Med School  
Recently graduated  
{ School of Medicine }



How did you meet your  
friends?

What do you do when  
hanging out with friends?

When you do {ACTIVITY}, is it  
online or offline? Why?



What hinders you from  
partaking in {ACTIVITY}?

If you want to learn  
{ACTIVITY}, how would you  
go about doing that?

QUESTIONS ASKED

When you want to do {ACTIVITY} that requires more than one person, how could you make it happen?

Would you use a service like MeetUp? Why or why not?



How do you find the local community you want to be a part of?

Tell me about an experience when you did {ACTIVITY} alone while it would have been better with others?

## QUESTIONS ASKED

# INTERVIEW RESULTS



# CONDENSED EMPATHY MAP

"It's fun to teach and meet new people."

"Being online doesn't make much of a difference."

"I don't like interacting with a bunch of strangers."

"I want to learn new skills but it's very hard to succeed it."



"Fandom knows no distance limits... though they might know timezone limits"

"Just because I have one interest in common with someone doesn't necessarily mean we'll be compatible - should be able to gauge the person's personality better."

"For basketball, you can just shoot. But for football, you can't play alone."

Searched **online** like  
Google + local universities

Writes fiction **alone**

Reached out to  
other students in  
**the same position**

**Tagged along** with friends  
on interesting activities

Played lots of  
video games  
**alone**



Performs music  
in **groups**

Met an online friend in a  
**very public** place once

Teach clarinet 1:1

Plays basketball  
whenever

Plays footballs when  
friends are around

Play clarinet **alone**

It's **not safe** to meet  
online strangers alone.

I'm **too busy** to go out.

It's **fun** to play  
music in a band

It's not hard to find  
someone to play basketball  
at Stanford, but **it's hard**  
**outside of university**

It's **hard** to find tutees  
without aid from  
existing network



I trust this person more because I have  
an **existing** connection with them

The last resource for  
advertising teaching  
sessions is by **word**  
**of mouth**

I think it's **hard** to learn  
new skills by yourself

I wanted to **relax** with this  
hobby, but finding it is more  
**frustrating**



Wary. Hesitant.  
Suspicious of strangers,  
especially as a girl

Easier to find  
activities on campus

I don't want to feel  
excluded or bored when  
meeting new people

Lucky to be around  
people who are also  
new to the community



Frustrated that  
interest groups didn't  
exist around her

Isolated by time  
zones + distance

Lonely when playing  
sports in hometown

Fun, happy, excited to  
teach and meet new  
people

ANALYSIS + INSIGHTS

"I want to learn new skills but it's  
very hard to succeed it."

- Franklin

"Well, **frustrated**. I'm pretty sure I  
**screamed** at someone on  
Facebook."

- Martina



## INSIGHT

It's very hard to arrange a meeting with foreign people. People feel resigned when there are no viable options.

## NEED

People need the process of finding communities to be simple.

"Fandom knows no distance  
limits... though they might know  
timezone limits"

- Martina

"For basketball, you can just shoot. But for football, you can't play alone."

- Franklin



## INSIGHT

Certain activities are better suited for local communities

## NEED

People need to find these types of physical activity communities, not other online ones.



"Similar interests doesn't mean  
compatible personalities."

- Martina

"When you move some place new, it's nice to know some other people who are also new to the area - they'd be much more interested in exploring and trying out new things, and they'd also be looking for solutions to many of the same issues as you."

- Qandeel



## INSIGHT

Not everyone feels safe meeting new people.

## NEED

People need to feel safe in a social and physical context when locating others.

" Back in my hometown, I never  
have a chance to play with  
others in a public field."

- Franklin

"Too much time online and not  
enough time offline."

- Martina



## INSIGHT

Most people have a lot of time and opportunity constraints.

## NEED

People need to find others with similar schedules in the right place in their life.

Easy searching  
process



Not all activities  
are suited for local  
communities



Physical +  
social safety



Right time +  
place



SUMMARY



QUESTIONS?



# APPENDIX

# RESOURCES

- [weclipart.com/internet+icon+clipart](http://weclipart.com/internet+icon+clipart)
- [d30y9cdsu7xlg0.cloudfront.net/png/39138-200.png](https://d30y9cdsu7xlg0.cloudfront.net/png/39138-200.png)
- [hpsssb.hp.gov.in/](http://hpsssb.hp.gov.in/)
- [png.icons8.com/win8/1600/107C10/hourglass](http://png.icons8.com/win8/1600/107C10/hourglass)

# FULL EMPATHY MAPS

## INTERVIEW NOTES

- [Martina Fu](#)
- [Franklin Jia](#) (+ Questions)
- Qandeel Tariq