



POVs and Experience Prototyping

Our Team



Dhara Y.

B.S. Symbolic Systems,
M.S. Computer Science



Sejal J.

B.S. Computer Science



Will B.

B.S Computer Science



Peter B.

B.S/M.S. Computer Science

Our Problem Space

Passion project creators

Smaller-scale “influencers” who have a unique talent and share it with a broader audience on social media

...and their fans



A decorative network diagram in the top-left corner, consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow white with a grey border. The network is dense and irregular.

1.

Initial POVs



We met...

Rachel, a Youtube creator who produced popular baking videos.

We were amazed to find...

She would only read/respond to comments within the first hour of her posting a video because she knew they came from committed fans.

It would be game-changing to...

Make the experience of engaging with her fan community regularly positive, constructive and personal.



We met...

Casey*, an 11-year-old gamer and digital art creator.

We were amazed to find...

Her use of social media reinforced strong connections with existing friends.

It would be game-changing to...

Allow other people to forge similarly strong relationships with friends through online mediums.

A decorative network diagram in the top-left corner, consisting of various sized grey circles (nodes) connected by thin grey lines (edges). Some nodes are solid grey, while others are hollow with a grey outline. The network is dense and irregular, extending from the top-left towards the center of the slide.

2.

Additional Needfinding

Needfinding Interviewees



Jack

Freelance journalist active in the
Twitter journalism sphere



Nate

Stanford student and devoted
follower of the travel blogger
Ben Schlappig

Jack

- ◎ Twitter is a key part of his job: both learning about the world and getting more visibility for his work
- ◎ Social media reputation is important for journalists; editors give articles to names they recognize
- ◎ Also uses Twitter personally; can justify wasting time on social media as “work”




Jack

*“Early on, I had editors respond to my pitches because **they knew me from Twitter.**”*

*“The most unhealthy thing is just using it too much... it is **work-related** and it **feels a lot like work.**”*

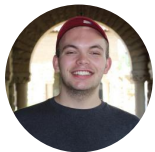
Insights



- ◎ Jack views Twitter as empowering for his job and profession
 - ◎ A surprise: despite being a freelance writer, Jack views the rise of independent media celebrity with suspicion
 - ◎ A tension: posting non-journalist content might bring in more readers/assignments, but also might distract
- 

Nate

- ◎ Deep passion for the travel/airline industry
- ◎ Has followed onemileatatime.com (travel blog of Ben Schlappig) since he was 14 years old
- ◎ Reads blog daily, occasionally engages through comments



Nate

*“A lot of people who work in the industry put on a fake, diplomatic front but he doesn’t do that... only through him **I realized it’s OK to be an introvert.**”*

*“My **absolute dream** would be... ‘hey, Lucky [Ben] **can I take over your blog?**’”*

Insights

- ◎ Nate views Ben Schlappig as a role model, because of similar interests and Ben's authentic persona
- ◎ A surprise: Nate feels a personal connection despite never meeting Ben
- ◎ A tension: Despite his relationship with Ben, Nate doesn't feel a connection with the rest of Ben's fans



3.

Revised POVs



We met...

Rachel, a Youtube creator who produced popular baking videos.

We were amazed to find...

She would only read/respond to comments within the first hour of her posting a video because she knew they came from committed fans.

It would be game-changing to...

Make the experience of engaging with her fan community regularly positive, constructive and personal.



We met...

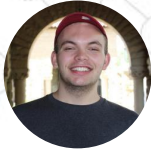
Casey, an 11-year-old gamer and digital art creator.

We were amazed to find...

Her use of social media reinforced strong connections with existing friends.

It would be game-changing to...

Allow other people to forge similarly strong relationships with friends through online mediums.



We met...

Nate, a Stanford student who is obsessed with travel and the airline industry.

We were amazed to find...

He's followed the travel blog of Ben Schlappig religiously for 8 years, and views Ben as an aspirational role model.

It would be game-changing to...

Help foster the role model relationship between creators and superfans.

A decorative network diagram in the top-left corner, consisting of various sized grey circles connected by thin grey lines, forming a complex web-like structure.

4.

HMW Statements

Rachel's POV (Make the experience of engaging with her fan community regularly positive, constructive and personal.)

HMW incentivize fans to engage constructively?

HMW we make the feeling of receiving views less like a sugar high and more like a meal?

HMW avoid the constant urge to refresh?

HMW leverage superfans' help to help curate the community?

HMW spread the feeling of fulfillment over the entire creative process?

HMW make creators look forward to receiving feedback -- both positive and negative?

Casey's POV (Allow other people to forge similarly strong relationships with friends through online mediums.)

HMW allow people to re-discover the physiological need to stop using screens?

HMW make digital interaction like going out to dinner with friends?



HMW make digital interactions naturally unwind just like in-person ones?

HMW make online relationships based on referrals/mutual friends?

HMW root online relationships in a physical foundation?

HMW flip the narrative that online interactions are worse than in-person interactions?



HMW make social networks less individualistic and isolating?

HMW shame people from posting inauthentic content?

Nate's POV (Help foster the role model relationship between creators and superfans.)

How might we incentivize creators to be more authentic with fans?

How might we enable fans to contribute to their creators' content (without infringing on the creator's individuality)?



How might we enable creators to get more than fulfillment out of relationships?

How might we emulate the older sibling relationship between creators and fans?

How might we emphasize content by role model-worthy creators?

How might we scale deep mentor relationships?

How might we enable creators to separate mentorship relationships from their normal lives?

How might we...

Spread the feeling of fulfillment over the entire creative process?

Enable fans to contribute to creator content, without infringing on the creator's individuality?

Make social networks less individualistic and isolating?





5.

Solutions & Experience Prototypes

Solution 1

Create a daily digest for creators, with a more detailed but smaller sample of their stats (views, comments, etc.) to encourage less frequent, more thoughtful engagement

Assumptions

- ⦿ Creators desire more qualitative feedback to understand content performance
- ⦿ Creators are willing to break out of the constant-refresh mentality and engage in a slower, more periodic fashion

Solution 2

Match people based on shared fandoms in order to form friendships and plan physical meet-ups

Assumptions

- ⦿ Shared digital/media interests can help kickstart a friendship
- ⦿ People are willing to start a relationship online based solely on shared fandom

Solution 3

Create a digital space where creators can put their thoughts for their next work and involve fans in the entire creative process

Assumptions

- ⦿ Creators want fan suggestions/feedback over the entire development of an idea
- ⦿ Creators are willing to share behind-the-scenes and an unedited version of themselves
- ⦿ Fans want to contribute to their favorite creators' content
- ⦿ Fans are interested to see the behind-the-scenes

EP 1 Interviewee



Max

Stanford student who makes
TikToks for his 30k followers

Experience Prototype (Daily Digest)

Prompt: Which of [these two](#) do you prefer?

A

Quantitative summary:

Likes, views, engagement

- Constantly monitoring stats isn't rational
- Prefers likes to any other metric

B

Qualitative summary:

Grouped comments

- Negative comments worse than bad metrics
- Weak correlation between video success and comment quality

EP 2 Interviewee



Anmol

Boston student who watches the Bachelor and follows specific influencer contestants

Experience Prototype (Fan Matching)

Hypotheticals: Would you want to converse or meet up with another aspirational fan of Hannah G.'s travel lifestyle?

A

Imagine none of your existing friends wanted to travel with you to Joshua Tree. Would you be willing to meet with another fan and travel with them?

- No, that seems weird. It's not enough for me to meet up with someone just because of a shared social media interest. .

C

Imagine you had no friends in a new city. Now would you do this?

- Only if I knew them through a mutual friend, and could see them being an “in-person” “real” relationship.

B

You're a huge Pitbull fan, even more than Hannah G. Would you want to meet up with another Pitbull fan?

- No, they would probably be really scary. On the other hand, I follow a wellness micro-influencer from LA. I would consider meeting with her fans since we probably have shared values.

EP 3 Interviewees



Henry (Creator)

College student and Broadway-style singer who primarily shares content on TikTok



Bryan (Fan)

Film student who follows directors and other students on YouTube and Vimeo

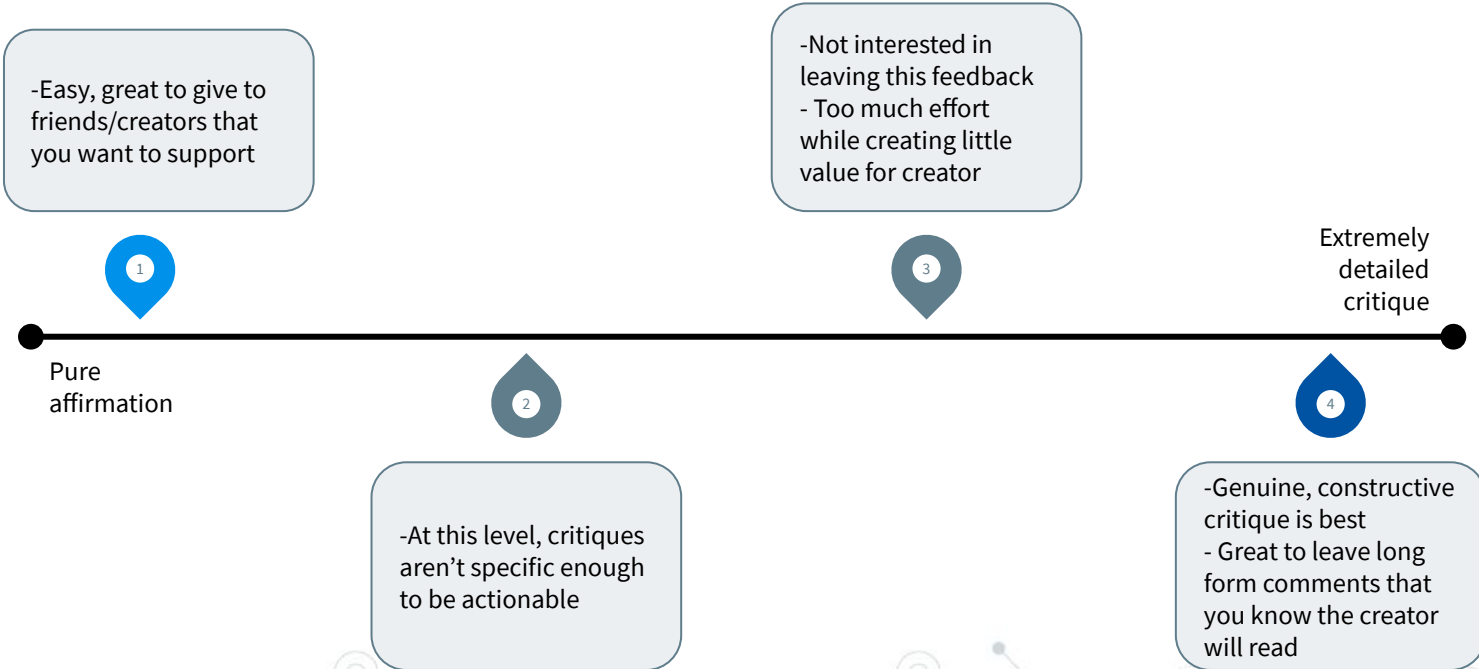
Experience Prototype (Digital Workshop, Creator)

Prompt: How would you respond to the [following fan comments](#)?



Experience Prototype (Digital Workshop, Fan)

Prompt: What kind of engagement with creators would you prefer?



Recap of Assumptions Tested

Daily analytics digest

- 🕒 🤔 Creators desire more qualitative feedback to understand content performance
- 🕒 😐 Creators are willing to break out of the constant-refresh mentality

Matching fans with shared interests


- 🕒 😐 Shared digital/media interests can help kickstart a friendship
- 🕒 🤔 People are willing to start a relationship online based solely on shared fandom

Digital creator workshop

- 🕒 😍 Creators want fan suggestions throughout creative process
- 🕒 😐 Creators want to share an unedited version of themselves
- 🕒 😍 Fans want to contribute to their favorite creators' content
- 🕒 😐 Fans are interested to see the behind-the-scenes

Summary

A decorative network diagram in the top right corner, consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow white with a grey outline. The connections form a complex, interconnected web.

- ◎ Shared social media tastes are **not** sufficient grounds for kickstarting a friendship
 - ◎ Some creators (perhaps content-specific) are more focused on aggregated stats to optimize growth
 - ◎ Other creators and fans crave affirmative content and constructive feedback at the beginning and end of the process (but not in the middle)
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- A decorative network diagram in the bottom left corner, similar to the one in the top right, featuring nodes of different sizes and colors (solid grey and hollow white) connected by thin lines.

Thanks!

Any questions?