

# Team 3 Needfinding



# Our Team



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# Problem Domain

Studio theme: Easing Life Transitions

Problem domain: long distance relationships—friends, partners, families



# Needfinding Methodology



# Participants

- ✓ three college students
- ✓ one recent grad
- ✓ one working professional
- ✓ from Portland, Seattle, New York City, Austin
- ✓ interviewed online

Areas to improve: more age and geographic diversity



# Guiding Questions

- ✓ How do you keep in touch in long-distance relationships?
- ✓ What struggles are you facing in maintaining relationships?
- ✓ How can you improve on maintaining relationships?



# Interview Results



# Jake

College Freshman

“All of my friends went to community college together so they all still hang out. I think they sorta resent me because I don’t as much. Almost like I’m deserting them or something cause I went off to college. But like ... I’m in college. I should be spending this time meeting new people and stuff.”





# Vincent

College Sophomore

“In the 19th century people would send letters, in the 70’s people would call each other, and now people use social media. People will be satisfied with their modes of communication, but it can always be improved.”



# Eric

Finance Bro at Meridian Capital

“I love spontaneously calling someone or when my friends spontaneously call me. It feels more organic and let’s me know that people are thinking about me”



# Chelsea

Movie Marketer for AS24 and Writer

“It’s nice when someone has the same communication and texting style as you - it makes me feel understood and appreciated”



# Aaron

Software Engineer at Google

“People maintained long distance relationships before the age of modern tech. Sometimes the old ways are the best ways”



# Empathy Maps!



# Says

texting is inefficient

in person presence is really important to maintaining relationship

I don't love long distance in general

It's hard to feel like the relationship is progressing

love language affects if long distance will work between 2 people

people appreciate when you spontaneously call them

there's really nothing that can replicate being in a long distance friendship/relationship

We synced our calendars which really helped

communication is key because it builds trust

my LD relationship worked b/c we let each other know we were thinking

financial independence is a big factor, if you can pay for flights, that helps

people used to do this before the internet. Sometimes the old way is the best way

# Does

would book spontaneous flights to see his LDR in college

shared each others calendars so they know when they're free

send random texts when thinking ab someone

caught up w/ me after the interview

comes to SF to visit his friends every 2/3 months

really attentive during interview/catch up

hesitated when Q asked if he would do LDR again

talked easily & relaxed on the call - not anxious

restarted his computer when I said I couldn't hear him very well

sends tweets when not calling people

# Thinks

texting is  
a hassle

LDR are hard  
work and therefore  
not as successful

LDR fail b/c  
trust is not there

LDR are easy  
if you care  
abt the person

modern day tech  
is not romantic

LDR work when  
you have the same  
love language

LDR are easier  
for most people  
after college

LDR is a  
luxury

planning calls  
feels forced/  
inorganic

tech cannot  
help LDR'S

people make  
the relationship  
work, not the  
tech



# Feels

discouraged from  
doing LDR again

inspired by  
old ways of  
communication

encouraged to  
be in a LDR

Content w/  
his LDR

happy when he  
catches up w/  
friends

happy when  
his friends  
call/text him

Content w/  
current LDR

frustrated when  
friends/SOs don't  
have same  
communication  
style

happiest when  
he's w/ people  
in person

self-conscious  
about how  
often he likes  
to text

# Tensions, Contradictions, & Surprises

- Tension of trying to best optimize time between meeting new people and maintaining old relationships
- Tensions from unequal balances of effort
- Tensions caused by differing love languages
- Surprised to find that they know they need to put in more effort, but don't do so



# People need:

- Easy way to align schedules
- How to help organize and optimize time
- Easy way to communicate in a meaningful but simple way
- Spontaneous and organic interactions
- Low effort/initiative ways to stay connected



In Summary:



People *want* to stay  
connected, but they *need*  
a way to do so  
sustainably.



# Questions?

