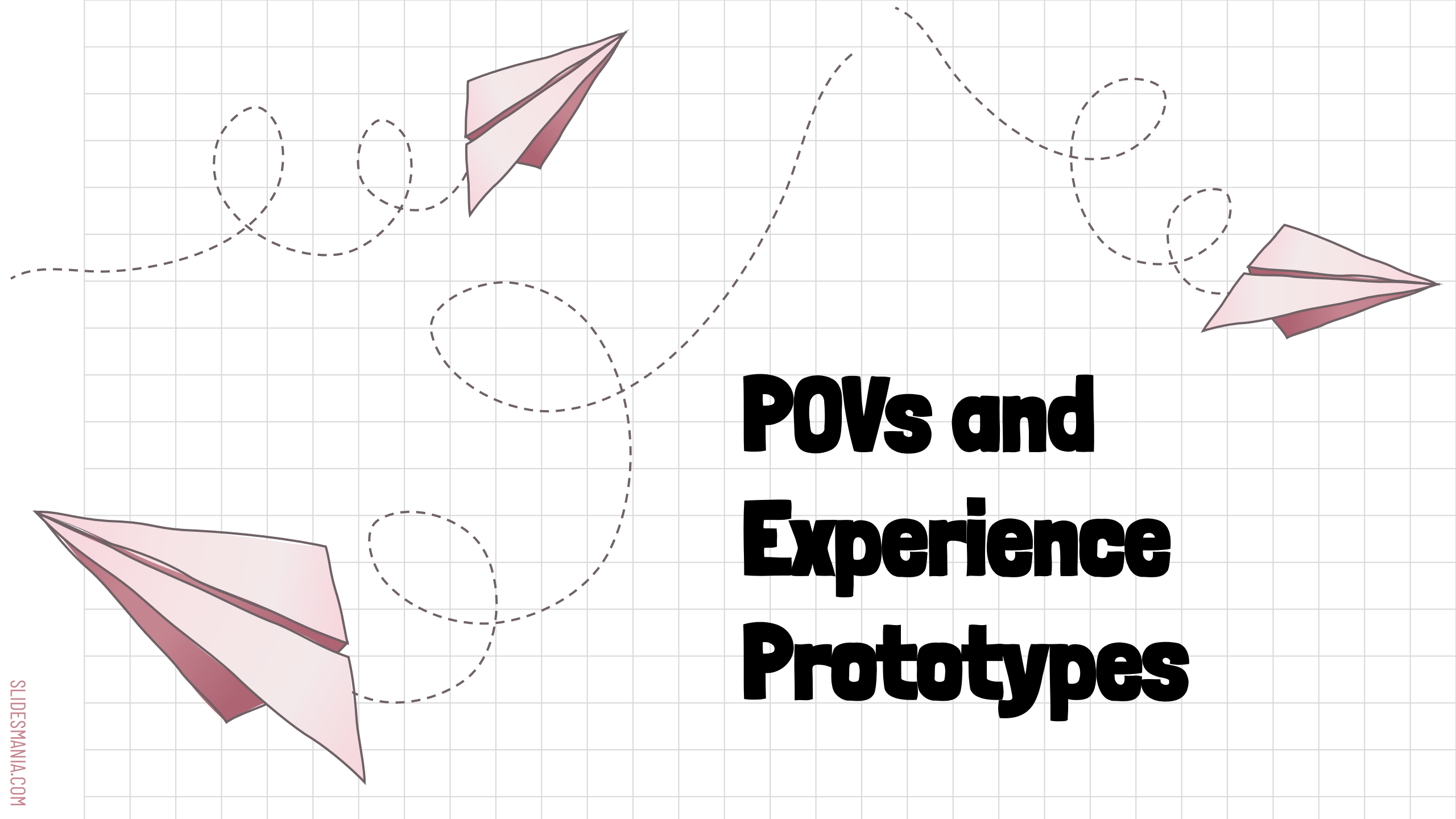


POVs and Experience Prototypes



Team 3



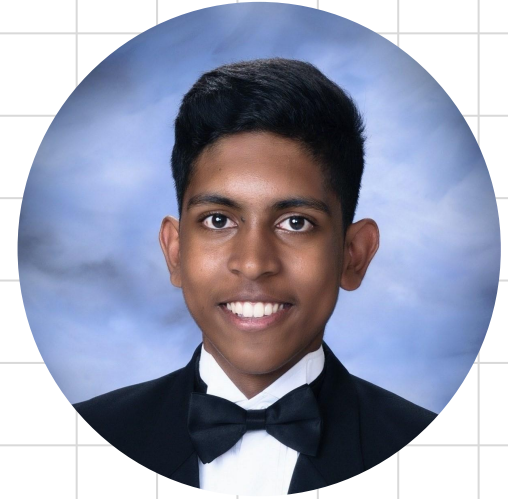
Symphony K.



Annie M.



Jason P.

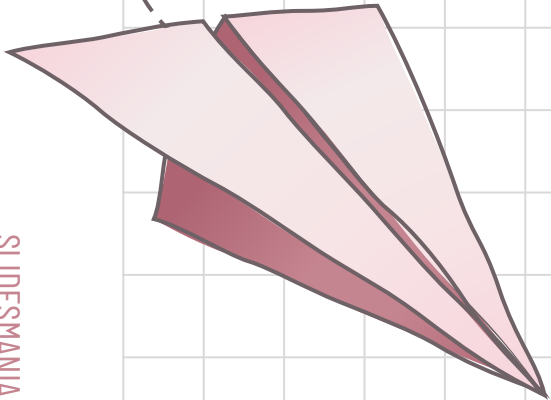
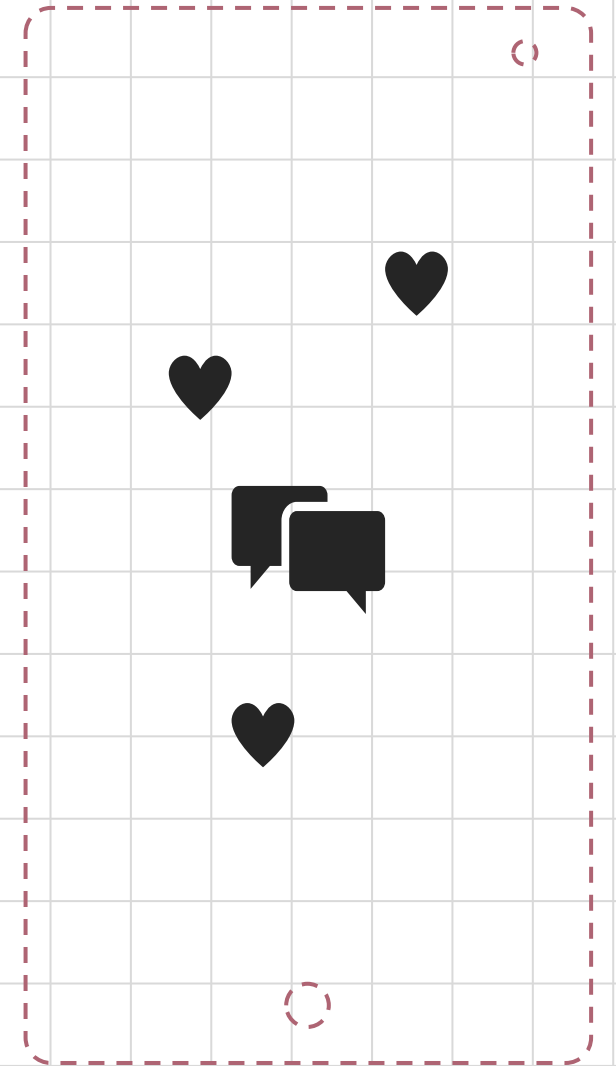


Gautham R.

Studio Theme: Easing Life Transitions

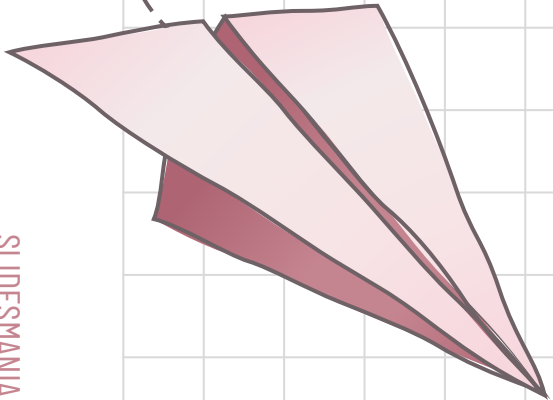
Problem Domain

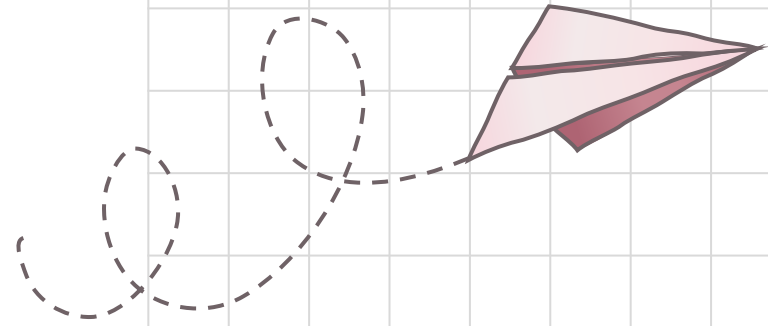
**Building meaningful
connections online**



Initial POV

- We met Jake, a **college freshman** going to school in his hometown.
- We were surprised to notice that **he was unaware that he wasn't spending enough time with his old highschool friends** until he started picking up on signs of resentment.
- We wonder if this means that Jake has **difficulty realizing how often he actually contacts his friends.**
- It would be game changing to help Jake **stay accountable** for keeping up with long distance friendships.



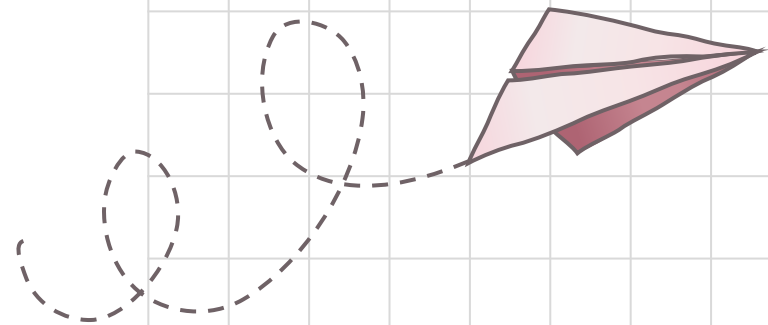


Alicia

Age: 52
A mother

“My sister and I only call about once a month to catch up unless we’re working on business together. I’d consider her close—we just don’t need to talk that often.”





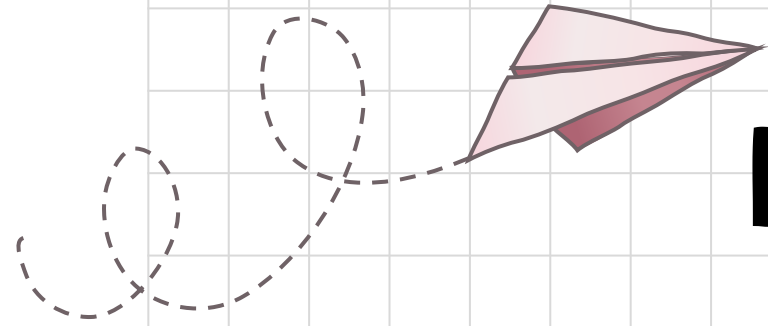
Josie

Age: 21

College Junior

“Communication about love languages is super important in long distance relationships. People feel uncomfortable doing this, but you need to be open and honest about what you want and need from your partner.”





Natasha

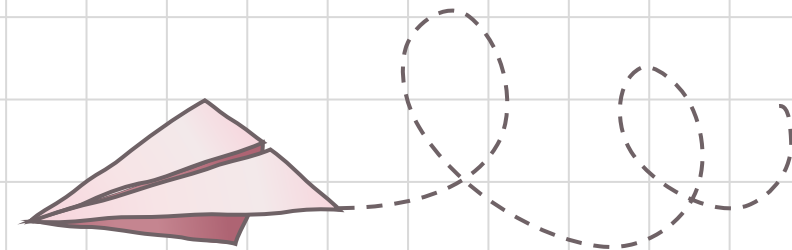
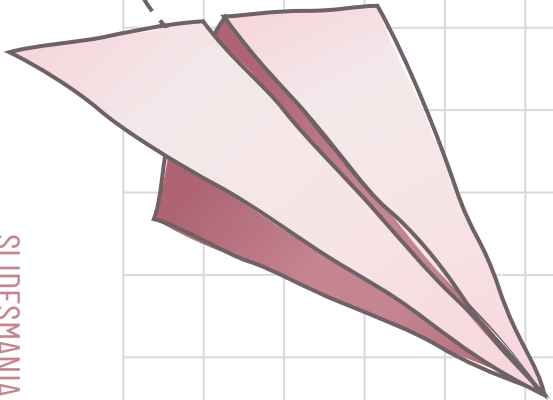
Age: 17
HS Senior

“Sometimes it's fun to not have to respond. You see something, read it and acknowledge it. That would be ideal. But people get salty if you don't respond and feel dejected.”



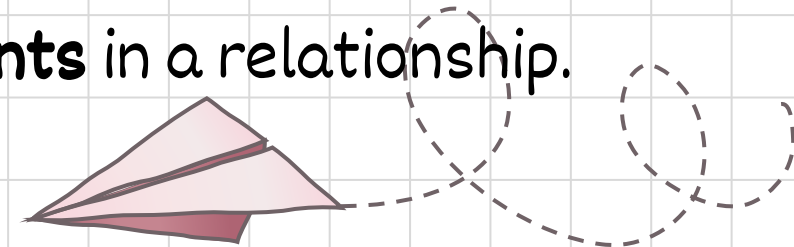
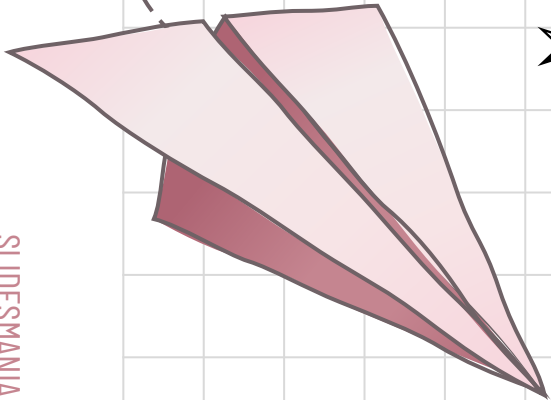
POV #1

- We met Alicia, a **mom** who has been long-distance from her **sister** for twenty years.
- We were surprised to find that even though she says she appreciates small regular contact, she only communicates with her sister once a month to discuss important family problems.
- We wonder if this means that Alicia only communicates out of obligation.
- It would be game changing to provide Alicia with a **low-effort way** to let her sister know she's still thinking about her.



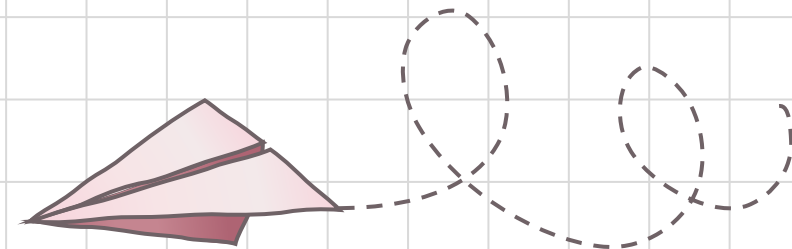
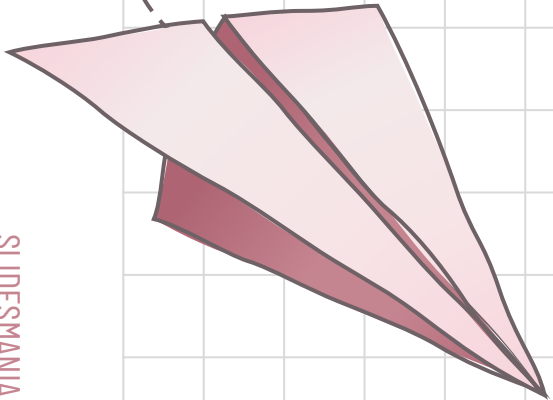
POV #2

- We met Josie, a **college junior** who has been in a long-distance relationship with her **boyfriend** for 3 years.
- We were surprised to find that it **took them over a year and a half to feel comfortable in their long distance relationship** since they couldn't understand each others' needs at the start of the relationship.
- We wonder if this means **online communication is not very conducive to learning and talking about personal matters** such as needs and wants.
- It would be game changing to be able to **easily and comfortably share ones' needs or wants** in a relationship.



POV #3

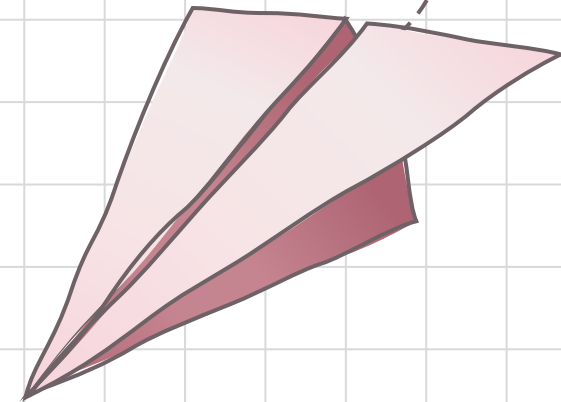
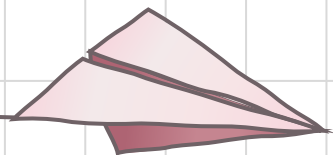
- We met Natasha, a **high school senior** who has never been in a long distance friendship or relationship.
- We were surprised to find that she **didn't like having the obligation to respond to private messages** and snaps from her friends, but also found that **making larger communications through Instagram weren't personal enough.**
- We wonder if this means that people **dislike creating their own content for others to consume.**
- It would be game changing if people could **consume each other's media content without having to manually create their own.**



HMW 1

POV 2

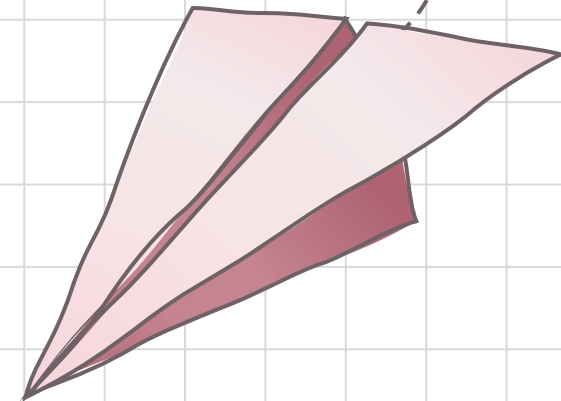
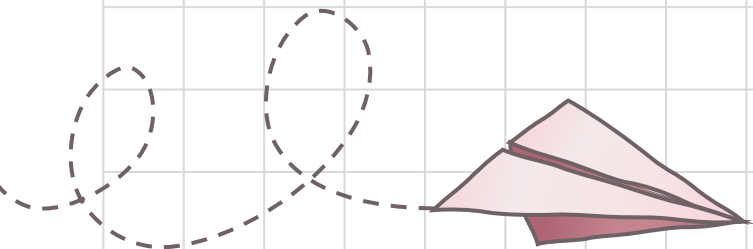
How might we normalize talking about deeper issues regularly?



HMW 2

POV 1

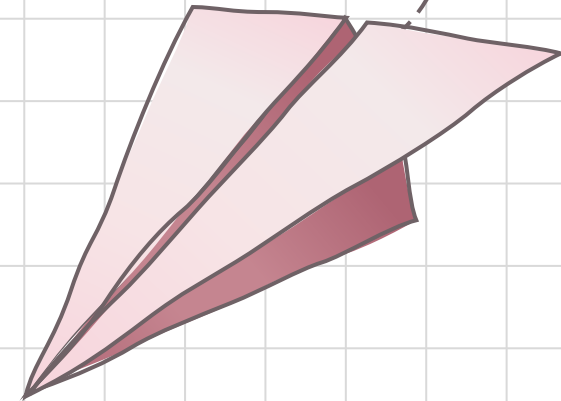
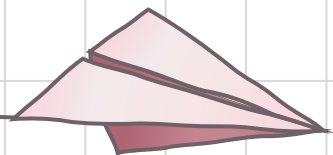
How might we make
communication simple and
spontaneous, yet meaningful?



HMW 3

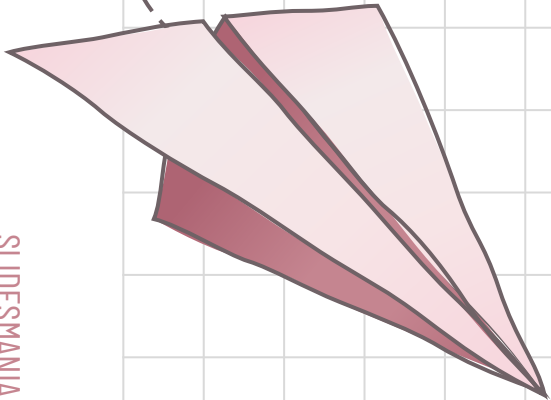
Initial POV

How might we keep people accountable in maintaining relationships?



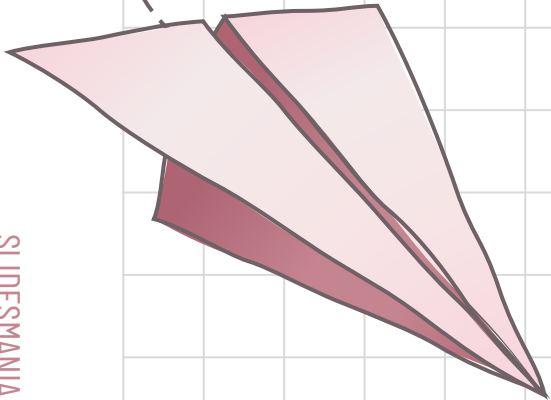
SOLUTION 1

**iMessage bot or widget that
allows users to choose
categories of questions and then
releases prompts and has users
answer**



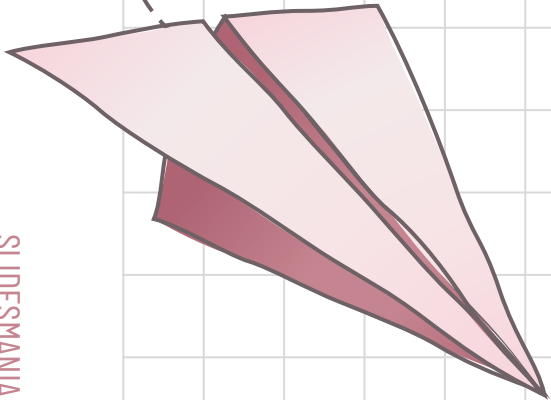
SOLUTION 2

**Widget that allows users to send
and receive drawings and
handwritten notes to each other's
homescreens**



SOLUTION 3

A widget or app that counts up from the last time the user contacted their connections and pings them to reach out





EXPERIENCE PROTOTYPE 1

Assumption: People are more likely to have deep conversations when there are questions to kickstart the conversation.

Prototype: We gathered 10 questions from “36 Questions That Lead To Love”. We played a game (10 rounds) where participants chose whether they wanted to pick a question from the question bank or pose their own question.

What We Did:

- curate 10 questions
- allow participants to choose or create a question each round
- participants answer question
- record whether participant chose question or created question for each round



EXPERIENCE PROTOTYPE 1

What worked

- Initiation of meaningful conversation

“Wow, I didn’t know that about you. I feel so much closer to you now.”

What didn’t work

- 3rd party watching participants answer
- Generic question bank

Surprises

- Participants considered creating questions as they played the game

“I just want you to know that you should always be comfortable talking about this with me.”

New learnings

- People got more comfortable as they went on

Validity:

- Yes, people are receptive to discussing deeper subjects when there are questions to kickstart the conversation! We noticed eagerness, as exemplified when participants were comfortable creating their own questions.



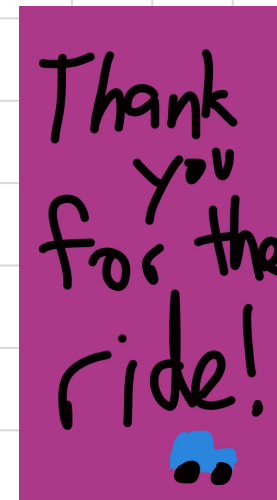
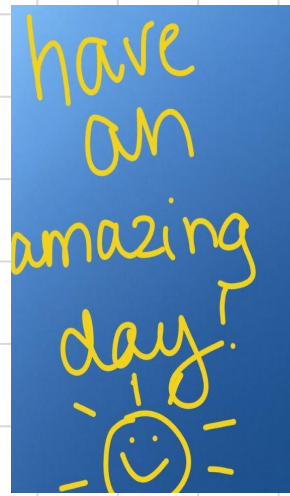
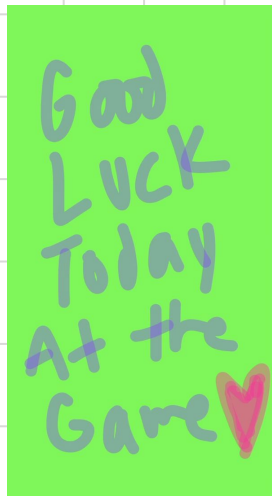
EXPERIENCE PROTOTYPE 2

Assumption: People find spontaneous and unexpected handmade messages more meaningful

Prototype: We hand-drew meaningful messages and sent them via iMessage. Participants then made their own

What We Did: Sent hand-drawn messages → recorded reactions → had them send message → reflection on experience

Examples:





EXPERIENCE PROTOTYPE 2

What worked:

- Felt the added effort was meaningful and sincere
- Most had a lot of fun sending it and thought it was sweet

“I liked that it was handwritten more than just a text message. It was like ‘oh aw he took time’”

“The drawing seems more out of the blue - it seems more like a present, you know?”

Validity:

- Yes, people do find spontaneous and unexpected handmade messages more meaningful! Much more positively than we expected. But, people weren't as likely to send themselves.

Results

What didn't:

- Confusion on why it was sent, but overall strong positive reaction
- Surprisingly, the same spontaneity that made people like receiving the message made them uncomfortable with sending it

“It's not something that someone is going to do consistently. It's just too different.”

“My first reaction was ‘aww’ but also ‘why did you do this?’ Like it's nice...but like why?”

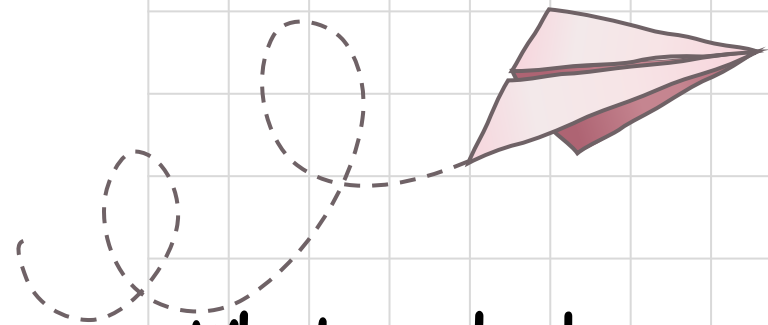


EXPERIENCE PROTOTYPE 3

Assumption: People will be motivated by guilt and feel pressure when they can quantify the lack of connection

Prototype: We made people aware of the amount of time since they last contacted their family.

What We Did: Asked people when the last time they contacted family was → asked them if they were planning to contact them → asked them if this new realization is prompting them to reach out → recorded replies and reactions



EXPERIENCE PROTOTYPE 3

Results

What worked:

- People were reminded about certain relationships they hadn't thought of
- They felt guilt and were likely to plan to reach out

"I'll probably call my aunt tomorrow since you reminded me to talk to them."

"Wow, I haven't thought about my high school friends in two weeks."

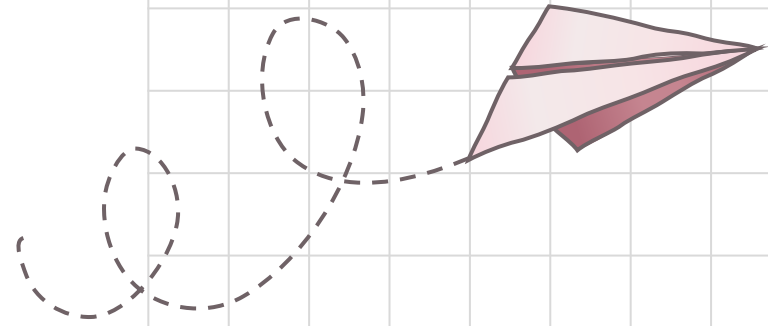
- Surprise: Some people weren't impacted at all after knowing the number of days it's been
- New learning: reactions to the experience prototype differed dramatically based on the level the user was in touch with their connections
- The assumption was proven to be mostly not valid. Most people didn't need reminders, and others either didn't feel guilt or didn't care to act on it after knowing how long it's been

What didn't:

- A surprising amount of people were very in-touch with their relationships
- They didn't need a reminder and were planning to reach out soon anyway

"It's been six days, which is normal for us."

"Knowing the number of days doesn't change much - I already had a sense of how long it's been"



Winning Solution: iMessage widget

Why:

- Extremely positive responses
- Doesn't fall into the same pitfalls as the others:
 - Doesn't put people on the spot to break the norm themselves
 - Doesn't have to rely on negative emotion like guilt

Pitfalls:

- Leaves out people who can't read or type
- Leaves out people who aren't good with technology

Communities that can be integrated in the future:

- Non-English speakers
- Android users or users with operating systems that don't support widgets

Summary

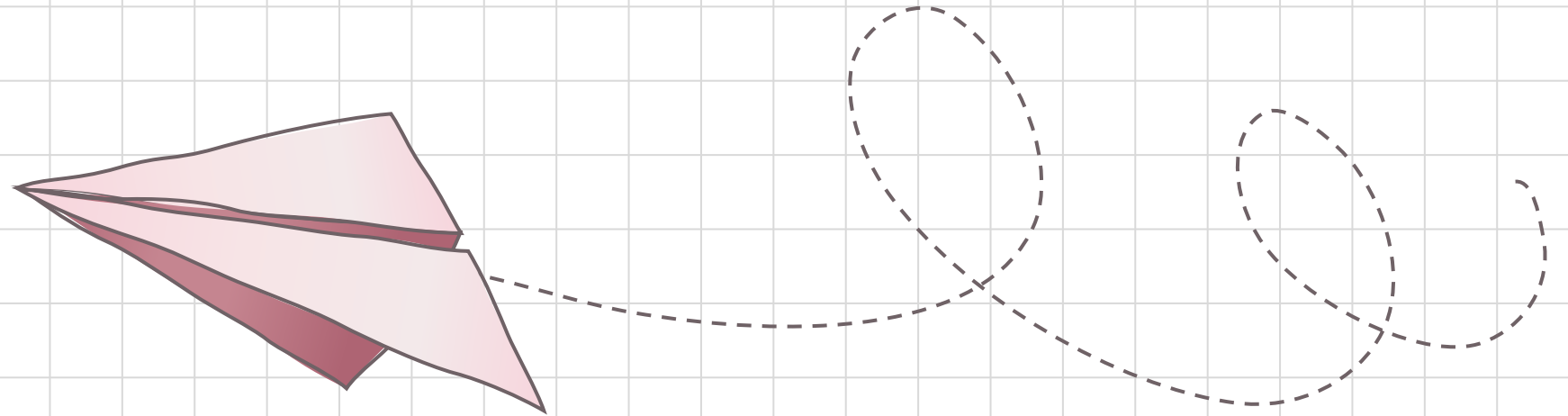
Key learnings

- People feel more comfortable and enjoy talking about personal topics when they don't have to initiate the questions
- One specific prompt can spur a larger conversation
- Guilt of knowing how long it's been since you interacted with someone doesn't motivate people to connect
- People appreciate surprising messages that take visible effort to create

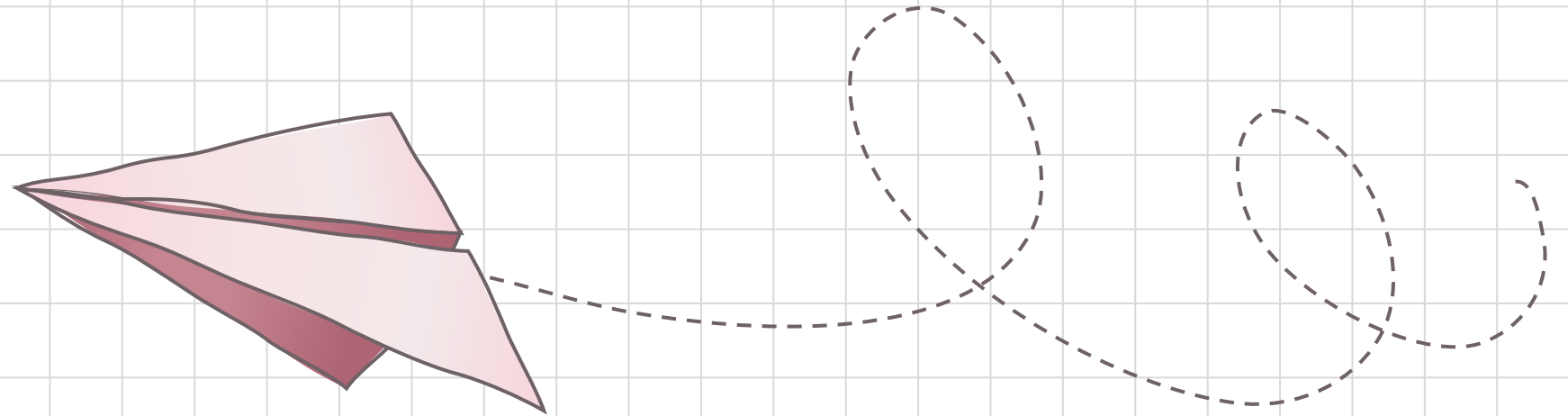
Next steps

- Imagine how the widget might work
- Refine experiential prototype and do more interviews
- Start mapping out task flows and low-fi prototyping
- Further development of app with react native
- Test user experiences
- Rinse and repeat!

Thank you!



Appendix





Summary of interviews

In slides:

Jusie, college junior

Natasha, 16 year old

Alicia, 52 year old woman

Not in slides:

Evan, 25 year old pilot

Ana, Air hostess

Total: 5 interviewees

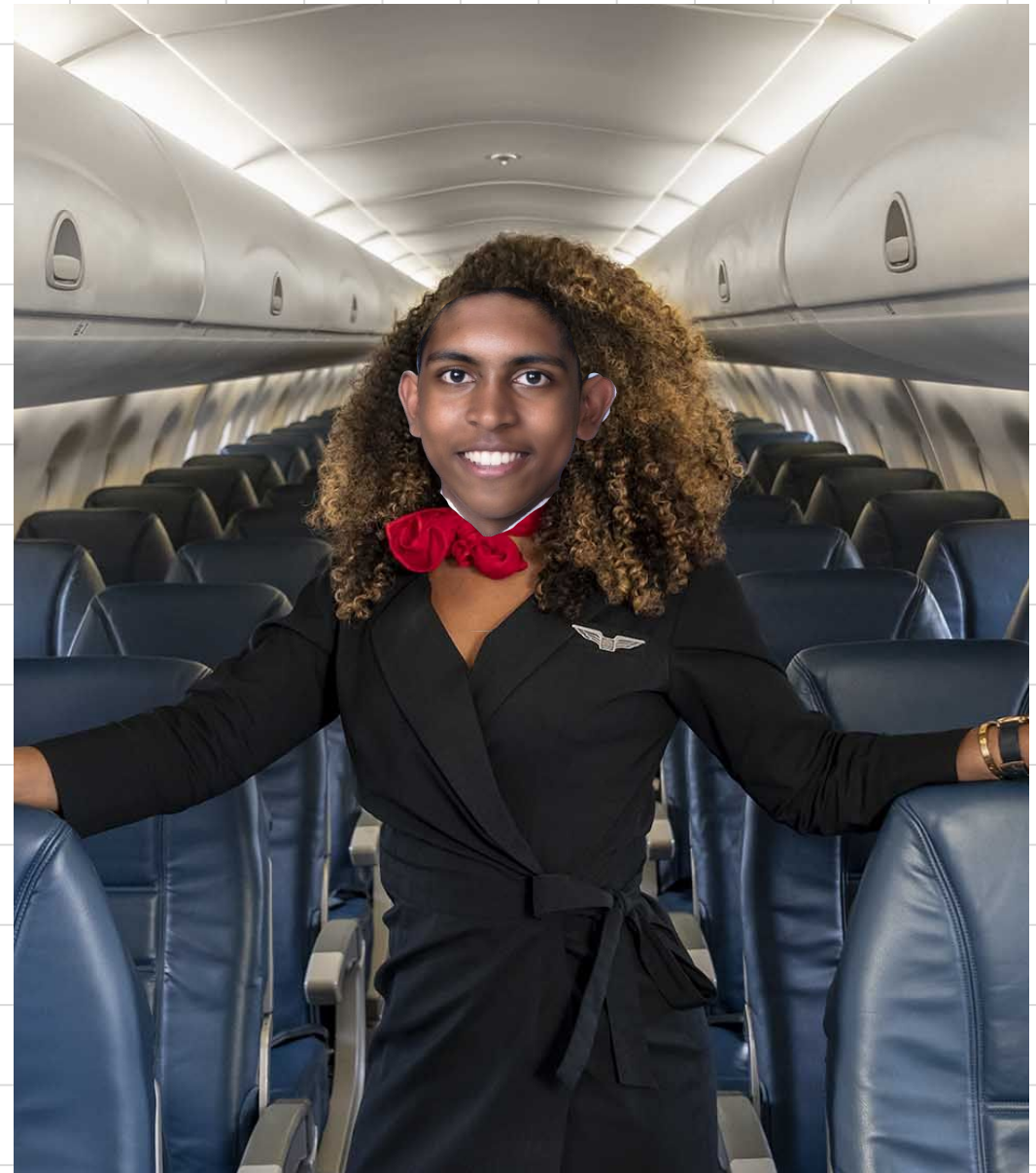
Findings from Evan:

- Gets frustrated because he texts his friends a lot while some of his close friends don't, which has led to tension in their long distance friendships
- Despite texting his friends a lot, he actually dislikes texting. He just does it because he's worried the friendship will disintegrate if they don't talk
- Wishes texting took less time but had more meaning

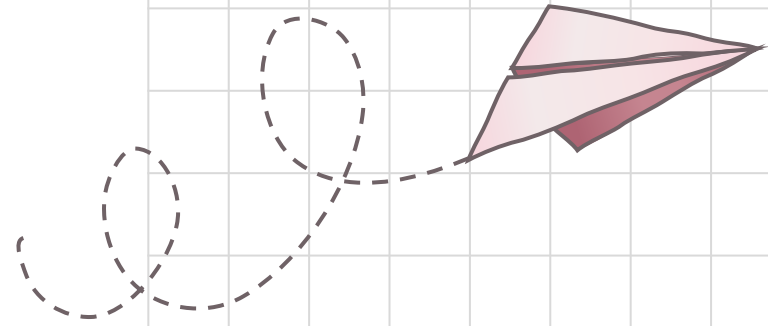


Extra Interview: Ana
Age: 38
Air Hostess

“I’ve definitely lost a lot of friends from this job. Some ex-friends were amazing in person every time I went back to visit, but they weren’t showing their support when I was gone. It’s just as important to ask, when I’m not there in person, how do they show they still care?”

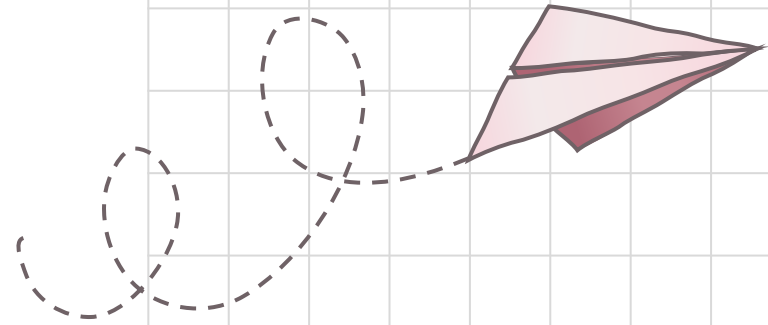


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Extra solutions

App that links calendars and tells people when others are free - can send a ping and ask others for spontaneous call or meetup



Extra Experiential Prototype

Assumption: people would be willing to initiate connections more if they knew the other person is free

Description: Each team member tell their sibling when their relative is free and lightly advise them to give the relative a call



Extra Experiential Prototype

Results:

- People were more inclined to call the relative because they thought it was suspicious that we told them to, rather than genuine interest in connecting during free time
- People didn't really care to connect with relatives, unless it was their own idea
- People care more about their own free time and don't want to spend it connecting with other people all the time

Validity: The assumption is not completely true. People usually dedicate their free time to themselves and on a rare occasion will use it to contact others