



Cherry

Cherish your relationships

Problem/Solution Overview

Relationships with friends, family and life partners become weaker over long distance, because people are busy with their day-to-day lives. People also hesitate to initiate personal conversations. We propose Cherry, an app that initiates questions and allows users to respond quickly and creatively.

We're Not Really Strangers

Market Research

▷ **Summary:**

- ▶ deck of cards with questions relating to perception, connection, and reflection

▷ **What they do right:**

- ▶ aesthetic and minimal interface, “deck of cards” style makes it easy to use

▷ **What they do wrong:**

- ▶ questions are finite (<150), so app can't be used long-term



We're Not Really Strangers

Market Research

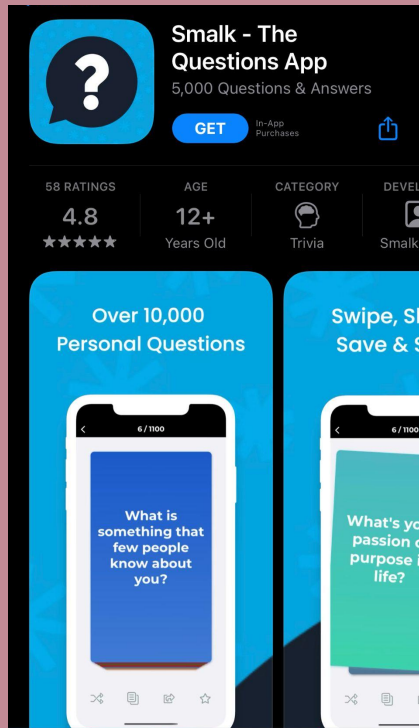
How They're Different:

- ▶ physical card game, not an app
- ▶ questions are finite
- ▶ meant to be used with strangers to get to know them, while Cherry is meant to be used with people you already cherish
- ▶ different types of questions, like fill-in-the-blanks
- ▶ game is meant to be played in-person
- ▶ users can't come up with their own questions
- ▶ only three categories of questions
- ▶ can't be squeezed in during the day between busy schedules. Must set time aside and fully devote to the game



Smalk

Market Research



▷ **Summary:**

- ▶ pre-made question bank to get to know people you meet in person

▷ **What they do right:**

- ▶ aesthetic interface, large question bank, “deck of cards” style makes it easy to use
- ▶ swiping questions allows users to quickly find ones they want

▷ **What they do wrong:**

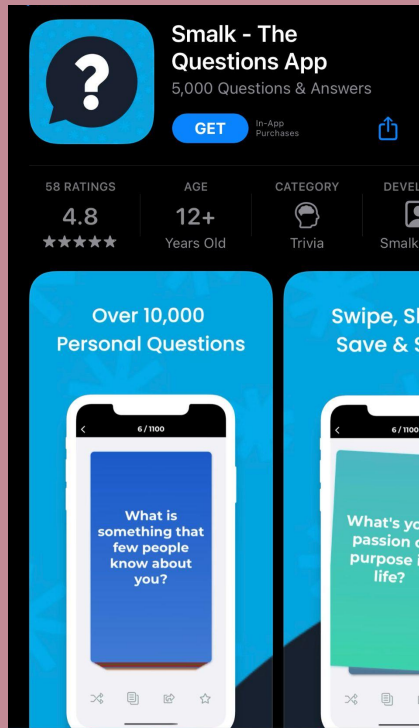
- ▶ app relies on external “share” to send questions to connection

Smalk

Market Research

How They're Different:

- ▶ is meant to be used in person, not long-distance like Cherry
- ▶ has limited features outside of just being a digital deck of cards with questions. Essentially a digital WNRS
- ▶ no option to respond in-app and directly notify your friends
- ▶ users can skip questions they don't want to answer
- ▶ no multimedia response options
- ▶ no group feature
- ▶ no function to go back and forth in conversation
- ▶ no creative-expression responses. Well...no responses at all



Paired: Couples & Relationship

Market Research

How well do you
and your partner
resolve conflict?

Couple Quiz

Conflict



Jessica



Mark



- ▷ **Summary:**
 - ▶ Partners answer a question everyday related to their intimate habits to improve communication.
- ▷ **What they do right:**
 - ▶ Encourage discussion in app, display quiz results aesthetically, offer specific relationship topics
- ▷ **What they do wrong:**
 - ▶ Daily question alone doesn't offer enough interaction. Discussions are relationship themed only.

Paired: Couples & Relationship

Market Research

How well do you
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Couple Quiz

Conflict



Jessica



Mark



How They're Different:

- ▶ meant to be used by partners only, unlike Cherry which is geared to partners, friends, and family
- ▶ limited to relationship questions, whereas Cherry covers questions across different domains
- ▶ limited in response via text, while Cherry allows responses with text, image, and audio
- ▶ displays statistics from user answers
- ▶ allows users to message in app
- ▶ provides relationship tips

Tasks

Simple: Check in with my loved ones and friends daily

Moderate: Create user circles and kickstart daily group conversation within friends

Moderate: Respond to my friend's question with creative expression flexibility

Advanced: go back and forth with deep, intimate questions and conversation starters with a friend

Values in Design

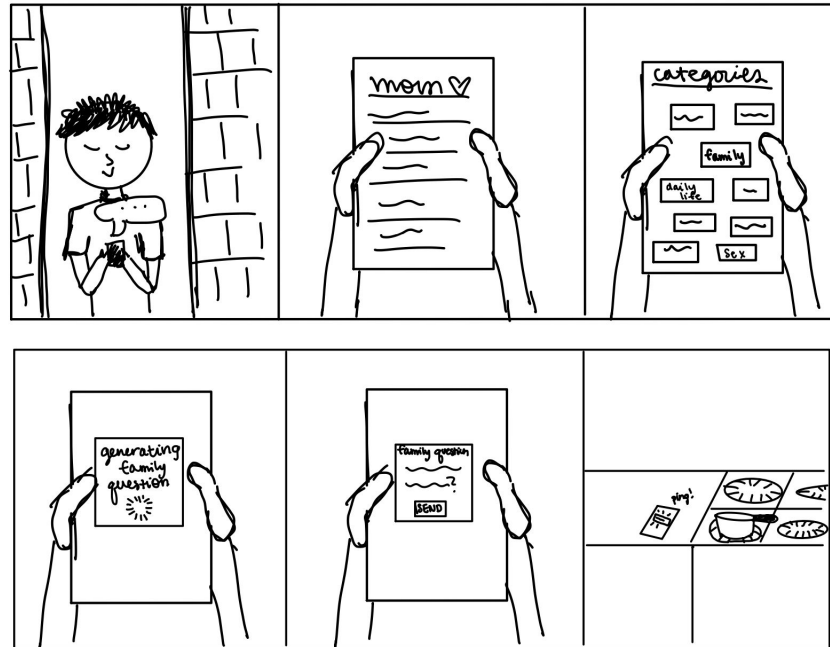
Our design encodes

- ▷ meaningful connection: by generating insightful, personal questions, we aim to foster meaningful connection between our users
- ▷ excitement: we want users to feel adrenaline using our app, so we'll make the interface fun to use and generate interesting and risqué questions
- ▷ safety: we want our app to offer a safe space for vulnerable conversations. This can contradict with excitement, but we'll emphasize privacy, make the interface feel welcoming and peaceful, and offer an anonymous answer feature

*Video
Storyboards*

Scene 1

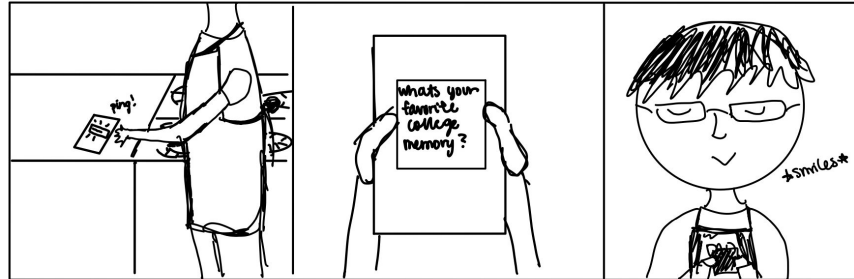
- Check in with my loved ones and friends daily



*Video
Storyboards*

Scene 1

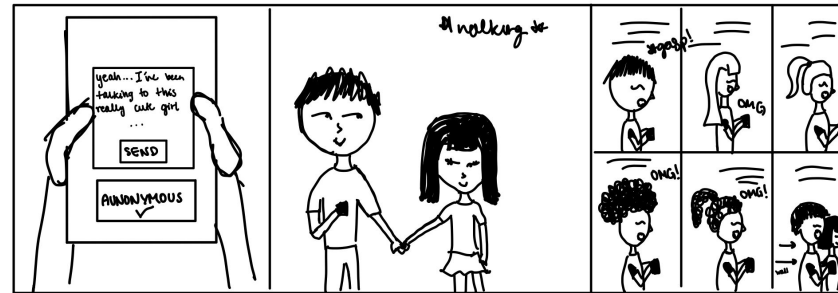
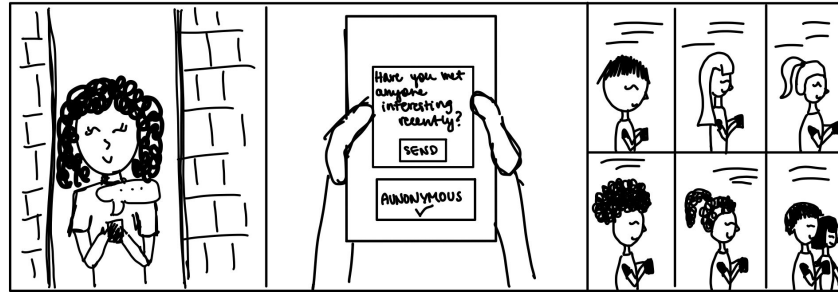
- Check in with my loved ones and friends daily



Video Storyboards

Scene 2

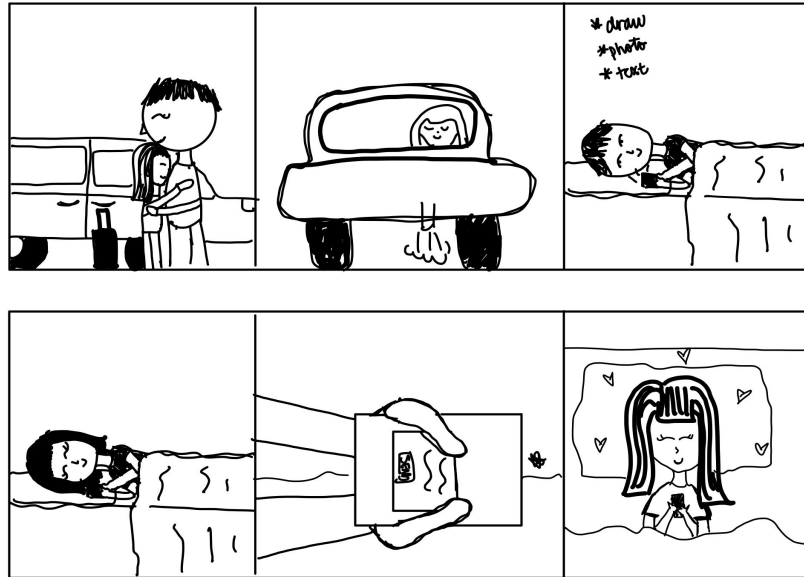
- Create user circles and kickstart daily group conversation within friends



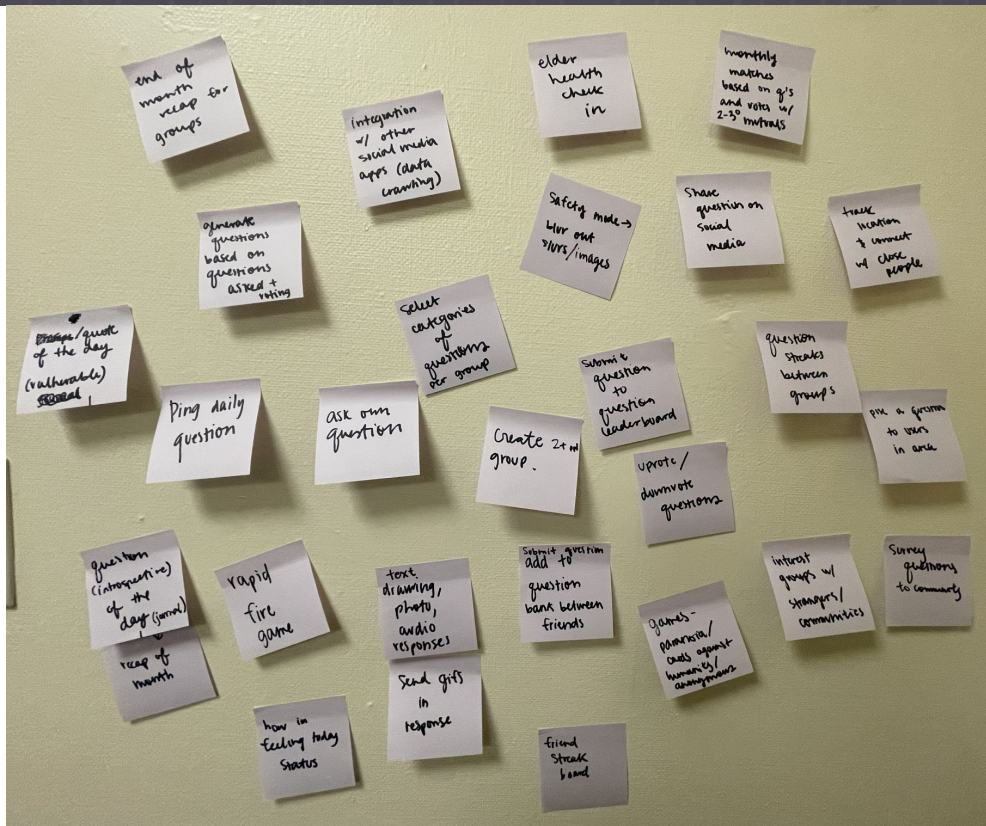
Video Storyboards

scene 3

- Respond to my friend's question with creative expression flexibility
- Go back and forth with deep, intimate questions and conversation starters with a friend



Concept Video: Behind the Scenes



*Concept
Video:
Behind the
Scenes*



*Concept
Video:
Behind the
Scenes*

