

Assignment 4:

Concept Video





Title: Collide

Value Proposition:

Your next best friend is just around the corner...

Problem/Solution Overview:

Transitioning to a new environment, people find it difficult to make meaningful connections and are fearful of reaching out. We want to solve this by creating opportunities for people, who would have otherwise passed by each other, to stop and talk.



Market Research: Meetup

Similarities:

- ◉ Leverages **proximity** to help you find people outside of your current social circle to socialize with
- ◉ People are linked by a **common interests & backgrounds** to help you find like-minded people

Differences:

- ◉ Emphasis on larger group meetups (i.e. explore **groups** and **events**)
 - ◉ In contrast, we focus on relationships at the *individual* level
- ◉ Users meet people through **intentional effort**, (i.e. find people/groups on the platform, then meet up)
 - ◉ In contrast, our connections are more **passive** and unveiled to the users as they go about their daily lives.



Market Research: Meetup

Company Facts / Key Takeaways

- App was mostly *successful*, founded in 2002, raised \$18.3M in funding over 5 rounds, and was acquired by WeWork in 2017.
- Meetup has over 49 million members and is available in more than 190 countries
- One of the initial employees of Meetup explains that their initial traction “came from having an ability to *localize* people around *all sorts of topics very easily*... early high traffic topics included Slashdot, witches, Livejournal, etc.”
 - Based on this point, we must think more about how our app can gain an initial following without group communication, topic-based matching

Solution Novelty

- *Unlike* traditional connection platforms such as Meetup, our app helps users
 - make connections as they **go about their daily lives**
 - connect to **past or mutual connections** that are close by



Task Definition

Simple Task:

The user wants to find potential connections nearby with shared attributes and background.

Moderate Tasks:

The user wants to start a in-person conversation with a potential connection.

The user wants to add connections to their existing network.

Complex Task:

The user wants to reconnect with past friends that are nearby.



Values in Design

Inclusion

We want to create a **welcoming** experience for **everyone** in the general public and globally.

Safety

We need to ensure that interactions are **safe and appropriate** as people may be meeting strangers.

Authenticity

We also want **depth** in user profiles so that people can connect on a deeper level **beyond surface level interests**.

Privacy

We want users to feel **in control** of the amount of personal information they share and to which audiences.

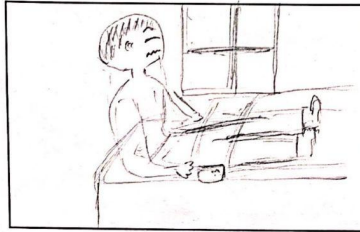
To reconcile potential conflict between authenticity and privacy, we will prioritize privacy but help users find appeal in sharing as much as they are comfortable with to enhance their user experience.



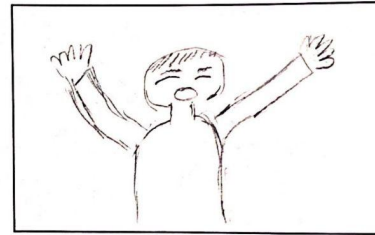
Storyboards: Scene 1



phone on desk (bird's eye)
alarm ringing



wake up (side view)
stretch



stretch



get on the bed
get ready to go to the gym



Exit the room

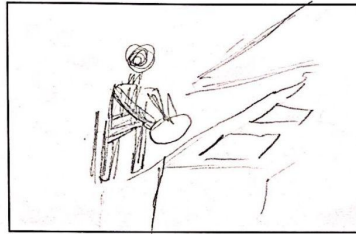




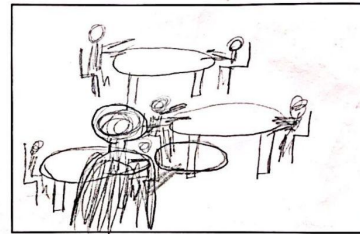
Storyboards: Scene 2



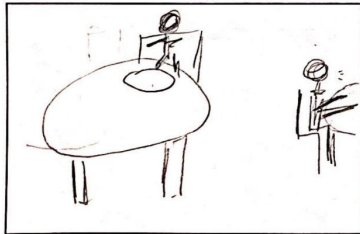
walking up stairs
of Aillagan



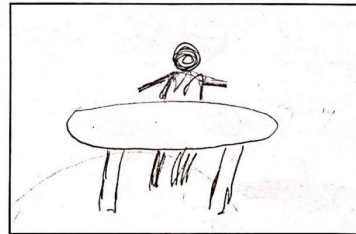
get food



sees groups of friends
at tables (back of
head)



sits down at table
alone !!



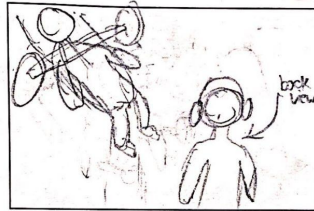
gives blue orb to
Enok



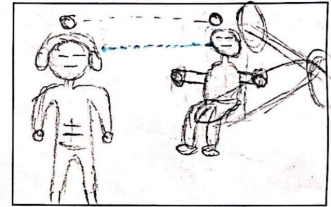
Storyboards: Scene 3



Walk into the outdoor gym, looking intense, born on a mission likes



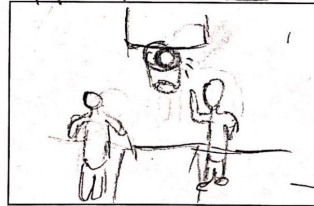
Erok approaches Ekin who is about to finish a bench set simple task of connecting up people nearby w/ similar interests



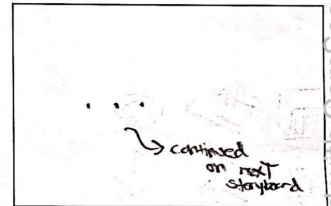
Erok walks past Ekin working out on one of the machines, and a connection pops up (diagonal angle as he walks down)



Profile pops up next to Ekin, the shared interests w/ Erok glow up.



Front view of Erok & Ekin playing basketball

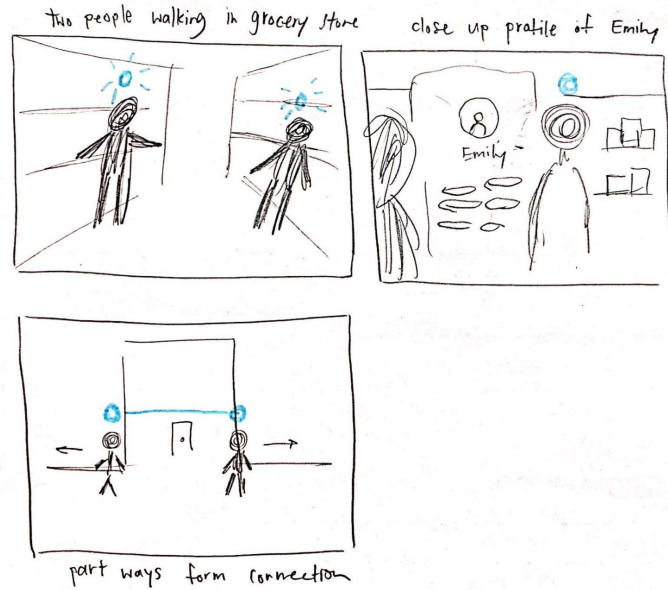


Scene Highlights shared interest between two users

Scanned with CamScanner



Storyboards: Scene 4

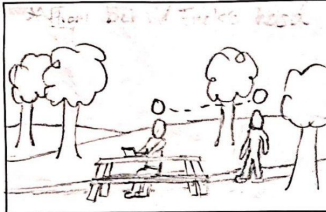




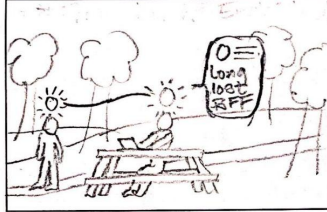
Storyboards: Scene 4

Title _____

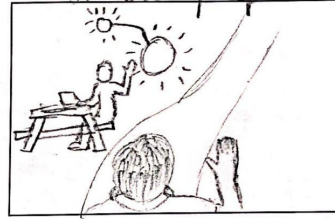
Name _____



Enok walking by Christian without noticing. Have a weak connection.



Node lights up. Shows long lost BFF profile



Wave at each other and move towards each other

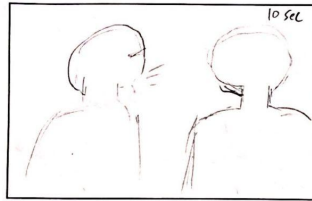


Close up of friends hugging

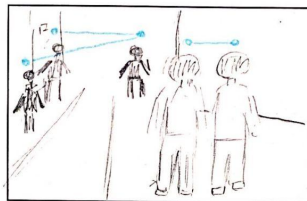
*Exam side perspective



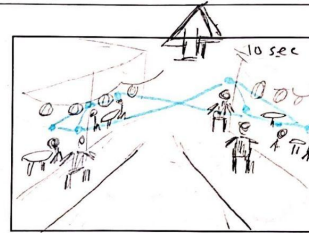
Storyboards: Scene 6



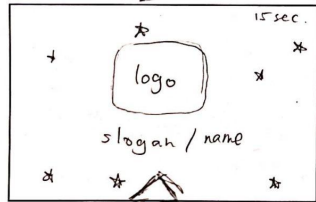
close up back of head
talking to each other
(a shot from front as well)



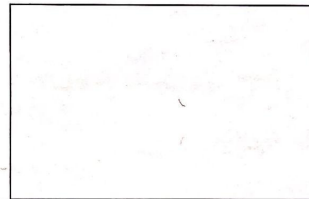
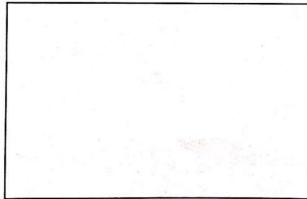
Enok and Christian walking
down Uni Ave (back view)



still shot down the
street (pan up to the sky)



still shot on the sky
app logo appears
fade to black (end.)





Concept Video

