

A top-down photograph of two hands shaking over a laptop keyboard. The hand on the left is wearing a dark watch. The hand on the right has a tattoo on the forearm and is wearing a black watch. The laptop keyboard is visible in the lower half of the frame. The entire image is overlaid with a semi-transparent dark blue filter.

# HYBRID

Social Connection and Instant Messaging

# COLLABORATION

Stanford CS 147  
Nick Feffer, Simge Girgin, Roberto Guzman

# OUR TEAM

Finding solutions to problems in hybrid collaboration - focusing on **instant messaging** and **social connections**.



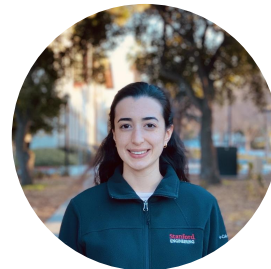
**Roberto Guzman**

STS -  
Innovation  
and  
Organization  
Class of '22



**Nick Feffer**

MS in  
Computer  
Science  
Dartmouth  
'21



**Simge Girgin**

PhD in Civil  
and  
Environmental  
Engineering

# Initial POV

---

**We met with Rosanne**, a consultant and Stanford lecturer who uses Zoom as a main collaboration tool. **We were surprised** to notice that she hates Zoom but also finds it more robust than all other teleconference apps. **We wonder** if this means she values human-to-human communication over any particular features of hybrid collaboration tools. **It would be game-changing** to help people feel more natural using hybrid collaboration tools as if in-person.

A modern, open-plan office space with people working on laptops, a dog, and large windows. The scene is dimly lit, with a dark overlay. In the foreground, a woman sits on a grey sofa with a laptop, and a man sits on another sofa with a laptop. A dog is sitting on the floor. In the background, a man is sitting at a long table with a laptop, and other people are visible in the distance. The office has large windows on the left, a high ceiling with exposed pipes and lights, and a modern, minimalist design.

# ADDITIONAL NEED FINDING



# Yezenia

We noticed that despite exclusively using Discord as her main source of communication, she **won't use it** for certain friends.

Insight:

People have **brand loyalties** and are tied to their **original apps/mediums**.

# Piero

Likes being able to **spontaneously talk to/check-in** with coworkers, but himself does not like **being monitored**.

Insight:

People need **balance** between **unstructured communication** and their own **privacy**.



## Interview #2

BRANNER HALL  
655

# REVISED POV's

Columbia



## Berk, 27

Machine Learning Engineer  
Lives in Palo Alto

**We met with Berk**, a machine learning engineer who schedules virtual happy hours, coffee chats, and work sessions with his teammates every week. **We were surprised to notice** that Berk continues planning online social events despite feeling a lack of connection during online social gatherings. **We wonder** if Berk keeps planning online social gatherings because he worries that he can't connect to his remote coworkers outside of work. **It would be a game-changer** to revolutionize how people interact with their coworkers online.



## Piero, 26

Virtual Construction Engineer  
Lives in San Diego

**We met with Piero**, a virtual design and construction engineer who uses a variety of HyCo tools; also values spontaneity and social communication in the workplace. **We were surprised to notice** Piero likes being able to spontaneously talk to/check-in with coworkers, but he does not like being monitored by an app. **We wonder** if he would like to know what other people are doing, but is concerned about his own perceived productivity. **It would be a game-changer** to motivate people to share what they're doing in the workplace.



# Yezenia, 24

Student at Foothill  
Lives in Fairfield

**We met with Yezenia** is an online college student who uses Discord exclusively for instant messaging with friends and gaming. **We surprised to noticed that** despite exclusively using Discord as her main source of communication, she won't use it for certain friends. **We wonder** if she is afraid to move to Discord with her old friends as their friendship is tied to the original app/medium. **It would be a game-changer** to help people recreate relationships in the apps of their choice.

**We met with Berk**, a machine learning engineer who schedules virtual happy hours, coffee chats, and work sessions with his teammates every week.

**We were surprised to notice** that Berk continues planning online social events despite feeling a lack of connection during online social gatherings.

**We wonder** if Berk keeps planning online social gatherings because he worries that he can't connect to his remote coworkers outside of work.

**It would be a game-changer** to revolutionize how people interact with their coworkers online.

# HMW #1



**How might we** facilitate spontaneous social interactions at the workplace?

**We met with Piero**, a product manager who uses a variety of HyCo tools; also values spontaneity and social communication in the workplace.

**We were surprised to notice** Piero likes being able to spontaneously talk to/check-in with coworkers, but he does not like being monitored by an app.

**We wonder** if he would like to know what other people are doing, but is concerned about her own perceived productivity.

**It would be a game-changer** to motivate people to share what they're doing in the workplace.

# HMW #2



**How might we** reward people to share their activities at work?

**We met with Yezenia** is an online college student who uses Discord exclusively for instant messaging with friends and gaming.

**We surprised to noticed that** despite exclusively using Discord as her main source of communication, she won't use it for certain friends.

**We wonder** if she is afraid to move to Discord with her old friends as their friendship is tied to the original app/medium.

**It would be a game-changer** to help people recreate relationships in the apps of their choice.

# HMW #3



**How might we** help people remember their previous conversation in a different app?



An app that sends you requests for **random social chat rooms**. You are sent requests based on commonalities and free time.



POV 1



An app that shows off what task you are doing. Coworkers are allowed to **upvote the task, comment, and ask for help.**



POV 2



An app that **links different IM platforms**, with in-app response. Other features include saving the chat history and texting reminders.



POV 3

**Chit Chat:** randomized social chat rooms for the workplaces. You never have to schedule a social meeting again.

+ “Getting a random notification is good so that I do not need to schedule and plan things.”

- “It might feel awkward to go into a random chat with no sense of direction.”

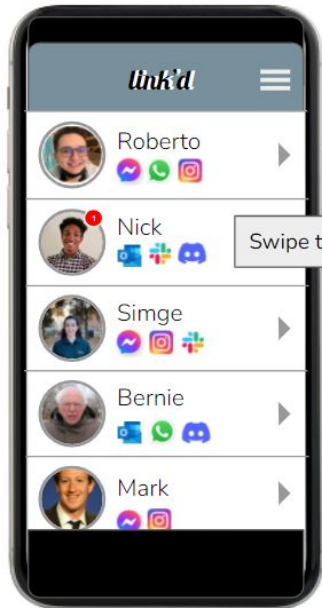
↑ “You could generate an ice breaker question to get things going.”



### Assumptions

- People will list the times they are free
- People will accept the chit chat request

# link'd



Looks like **Nick** sent you a new message!

Swipe to reply



**Link'd:** A hub for all forms of instant messaging and emailing. Reply and send messages from the app. All your socials in one convenient place.



“It streamlines the communication would definitely save me time.”



“link'd sounds similar to linkedin and it feels like more work-related than a social app.”



“It would be better to see only work-related apps during the day and other social apps during free time.”

## Assumptions:

-People will want to link all of their apps

**Sideview:** a reddit-style forum for the workplace.  
Let's make asking for help and sharing ideas more casual.

+ "I like the split up threads for different teams and tasks."

- "I might like to see settings to limit/turn off other channels."

↑ "You could export the history of what you worked on and Who they worked with to use it in their performance review."



**Assumptions:**

- People will want to help each other out
- People will want to share tasks

# Summary

## Interviewing

Reaffirmed our needs, tested our assumptions, & received feedback on experience prototypes to assure the validity of our assumptions.

## Prototyping

Selected our best HMW's and drafted up experience prototypes to demo our solution ideas.

## Next Steps

Explore combining and exchanging features between each of our prototypes.

# Notes

# POV 1: HMW's

1. HMW make online work apps more social?
2. HMW make events for socializing that don't feel forced?
3. HMW facilitate spontaneous social interaction online?
4. HMW motivate people to engage with their coworkers online?
5. HMW remove the need for online social events?
6. HMW make online meetings less boring?
7. HMW make online social events rewarding?
8. HMW separate work time and social time at work?
9. HMW penalize people who talk about work during online social time?
10. HMW create friendships based on similar interests?

## POV 2: HMW's

1. HMW make sharing fun instead of a privacy concern?
2. HMW reward people to share their activities?
3. HMW give flexibility to people to determine when to share?
4. HMW make distracted employees feel successful instead of unsuccessful?
5. HMW encourage coworkers to be more open to sharing?
6. HMW create a fun environment online for office work?
7. HMW make coworkers less paranoid/afraid of their bosses?
8. HMW help coworkers share their projects to the company?
9. HMW change the way workers view their own productivity?
10. HMW balance sharing work updates with employee privacy?

## POV 3: HMW's

1. HMW help people customize their instant message window?
2. HMW help people remember their previous conversation in a different app?
3. HMW receive personal reminders based on the closeness of the relationship?
4. HMW schedule an event together (virtual game, movie night, etc.)?
5. HMW create a smooth transition from one messaging app to the next?
6. HMW create special memories for users before using a new messaging app?
7. HMW make coworkers less paranoid/afraid of their bosses?
8. HMW create stories from messaging?
9. HMW save people's messages from one app (not even needing a transfer)?
10. HMW help people recreate their memories in a new app?