



SHARING

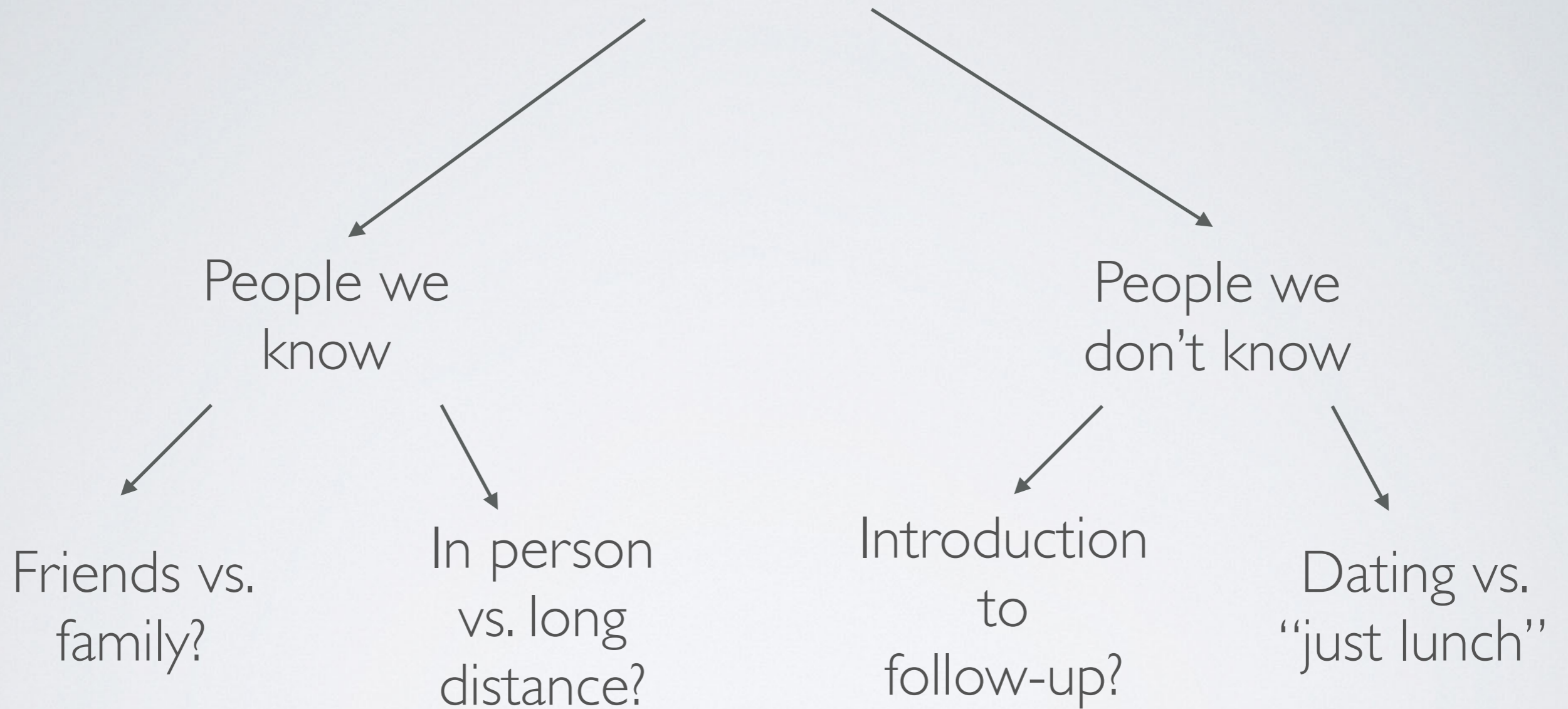
Alisha Adam, Rohit Talreja and John Whitworth

TIME

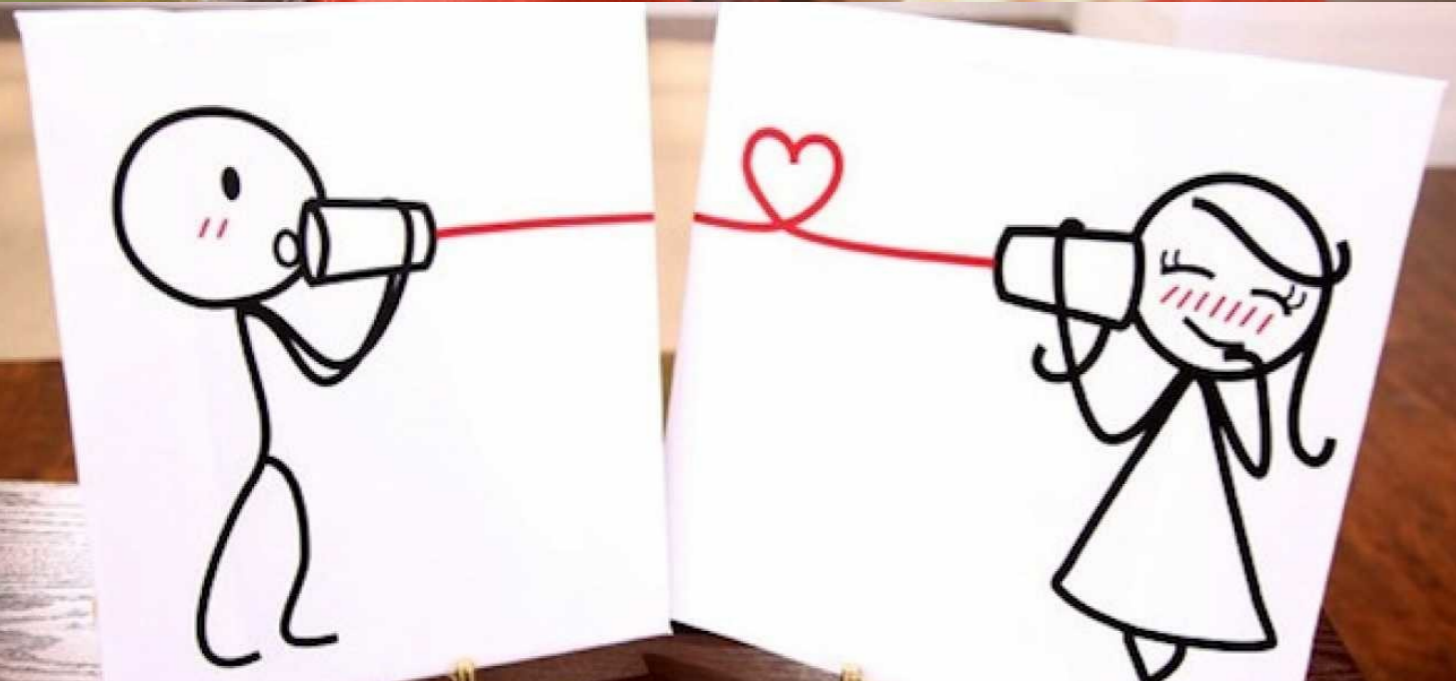
EXPERIENCES

INTERESTS

HOW DO WE SHARE OUR TIME?



EXTREME USERS



INTERVIEWS

WHO?

Akbar

Matthias

Cici

Samir

Shayla

WHERE?

Skype

DT Palo Alto

Shopping Center

Facebook HQ

Google HQ

WHY?

- Elderly
- Physically distant from family
- Typical San Franciscan
- Quirky appearance
- Sitting alone
- Seemed new to the area
- Moved to Bay Area from Toronto
- Started new job 3 months ago

CICI

Feels more comfortable
meeting people who speak
her native language



SAMIR

Meets people through activities (e.g. playing soccer)



SHAYLA

Enjoys meeting coworkers at company-sponsored social events, but feels like she's still at work



***“Having something in common to do is
the most important.”***



*Activities make it easier to meet
new people by establishing
pre-defined patterns of interaction*

“I don’t like feeling as though I’m just tagging along.”



Most people like having a wingman when meeting new people, but don’t want to feel like a wingman themselves

“What’s the point of staying in touch if I won’t see him again?”



True connections form through repeated interaction

WHAT'S THE NEED?

Repeated Interaction

EQ?

+

Common Interest / Background

Structured activity