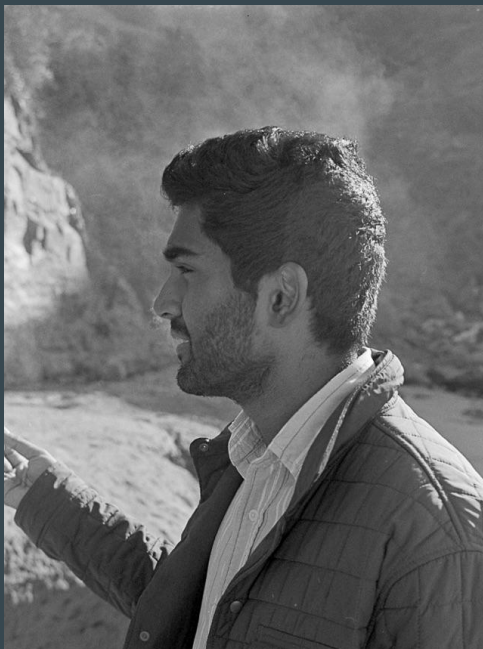


Far Away, But Close By

Needfinding Pt. 2



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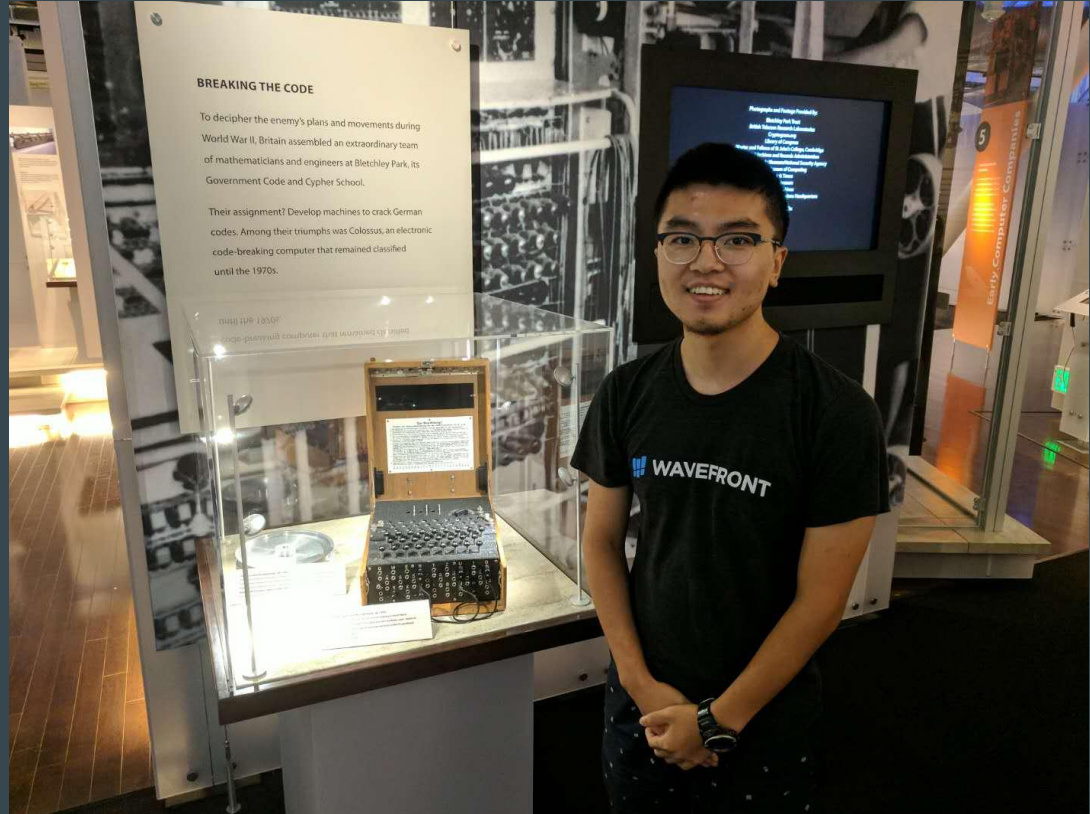
Problem Domain

- First round of interviews focused on education
- One interview with Sunny opened us up to a new field in which mixed reality has massive potential: **socialization**
- Second round of interviews focused on how humans socialize and stay in touch



Initial POV

“The difficulty isn’t really with making friends, it’s with staying in touch. I guess I call, about 5 people, a year.”



Needfinding 2.0

Amber: international graduate working in Toronto

“There is just something about receiving a letter from a traveling friend, you just know that she/he cares about you, and that gives you a warm, great feeling.”

We Met...



Despite her ability to easily send texts or messages to friends through social media, Amber prefers handwriting letters to remain in contact.

We Were Amazed to Realize That...

We could evoke the same deep emotional reaction via social media.

It Would be Game-Changing if...

- Make humans in different locations feel as though they are together in person?
- Equalize the feelings of handwriting a letter and sending a computer message?
- Replicate the anticipation and surprise felt from exchanging handwritten letters?
- Provide functionality within communication apps for handwritten messages?
- Create more personal interactions through computer applications?

How Might We...

Susan: computer engineer working at Airbnb with a long-distance boyfriend.



“I really wanted my boyfriend there with me when I have to eat alone, sometimes I want to go to movies but I can’t find anyone to come with.”

We Met...

Susan and her boyfriend struggle to maintain a long-distance relationship despite connecting daily via Skype because of their inability to do activities together.

We Were Amazed to Realize That...

Long-distance relationships didn't inhibit couples from doing activities together.

It Would be Game-Changing if...

- Help Susan better appreciate video calling?
- Destigmatize long-distance relationships?
- Enable long-distance couples to do activities together?
- Help her meet friends to fill the absence of her boyfriend?
- Make the time she spends alone more enjoyable?
- Minimize the time they spend away from each other?

How Might We...

Replicate the anticipation and surprise felt from exchanging handwritten letters?

Help her meet friends to fill the absence of her boyfriend?

Enable long-distance couples to do activities together?

Top 3 “How Might We...” Statements



Solutions

- Create a computer platform that delays messages
- Create a platform in which social media messages can be handwritten and customized, like a letter
- Create a platform that sends anonymous notification days before actual delivery to create anticipation
- **Taking the receiver of your letter on a journey to find your message**
- **Create game where receiver of letter completes level with message as prize**

Best Solutions for HMW #1

- Establish support groups for people in long-distance relationships
- Create platform for religious people to connect and discuss their faith
- Social app that brings people with similar interests together
- Find online communities to interact with, like Reddit or 4Chan

Best Solutions for HMW #2

- Use mixed reality in a platform to let couples exercise together
- Use mixed reality in a platform to let couples play games together
- Use mixed reality to enable couples to be physically intimate
- **Enable long-distance couples to build a virtual home, where they can live and spend time together**
- Create art projects that can be completed by a couple, and pass the project around for the couple to work on
- Build platform using mixed reality where couples in different locations can view stars together

Best Solutions for HMW #3

Taking the receiver of your letter on a journey to find your message (HMW #1)

Enable long-distance couples to build a virtual home, where they can live and spend time together (HMW #3)

Create game where receiver of letter completes level with message as prize (HMW #1)

Top 3 Solutions

Prototypes

Augmented Reality App

Take your friend or partner on a journey to a meaningful location where they will find a note/gift you've left them via AR by looking at their camera on their phone



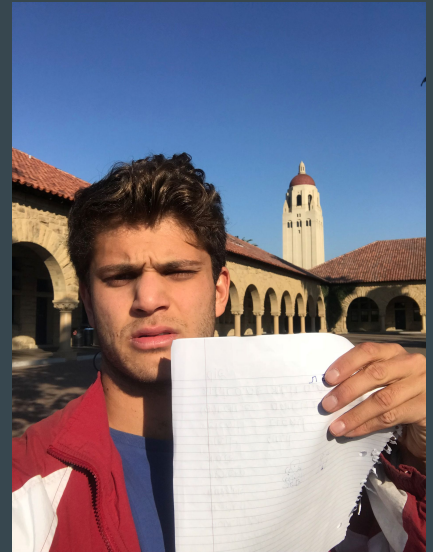
This is a notification from the AR Lord Team

Coby Brim Palivathukal

This is a notification from the AR Lord Team

Please check out the bushes in front of building 200 for a special gift sent by your friends at the AR Lord team. Thanks!

Cheers,
AR Lords



Augmented Reality App

Assumptions: User had smartphone / means of transportation, and would enjoy this slower process of getting a letter in a location

- + Portability, apps live inside your phone
- + Process became like a game to the user, had fun to travel to a new location
- Some people are lazy or do not have the time and won't go on the journey

Surprise/New Learnings: User was excited by the novelty of this - this approach is not very common so it is special when someone actually does this

Validity of Assumption: We selected a user who fit the specifications, and our user did find this slower process more satisfying

Virtual Home

Couples in a long distance relationship can build virtual homes and spend time with each other there.



Virtual Home

Assumption: Long distance couples want to do real world activities together

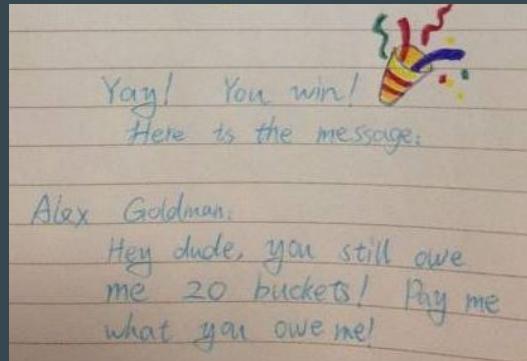
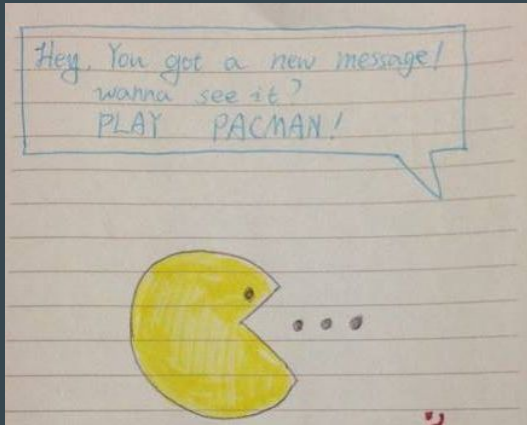
- + Process of cooking together brought enjoyable moments, was unique and added depth to the relationship
- Hard to have the same physical materials in each location
- Cooking and conference calling was difficult and distracting

Surprise/New Learnings: We were surprised how complex it was to do something as simple as making a sandwich over video conferencing. We learned to simplify processes instead of complicating them further

Validity of Assumption: Our assumption was not completely valid, because while the idea sounds great it is not very practical.

Play Game for Message

Send your friend a secret message, which can only be displayed after they win a small game you choose from a catalogue.



Play Game for Message

Assumption: Delaying the instant gratification of a message will make it more rewarding.

- + Subject enjoyed playing the game
- + Was more incentivized to read message and gave more value to it
- Inconvenient for any important message
- If game is not going well, subject got impatient

Surprise/New Learnings: We were surprised to learn how forcing someone to do something before reading a message makes them give more value to it.

Validity of Assumption: Our assumption worked, but could definitely go wrong when testing with different personalities and user groups.