

A study of socialization and entertainment preferences across generations to drive innovation

CREACTIVES & PROACTIVES

# Bridging Generational Trends

A.A.2024/2025

Prof.  
Chrometzka Lucia  
Evangelia Eleftheria

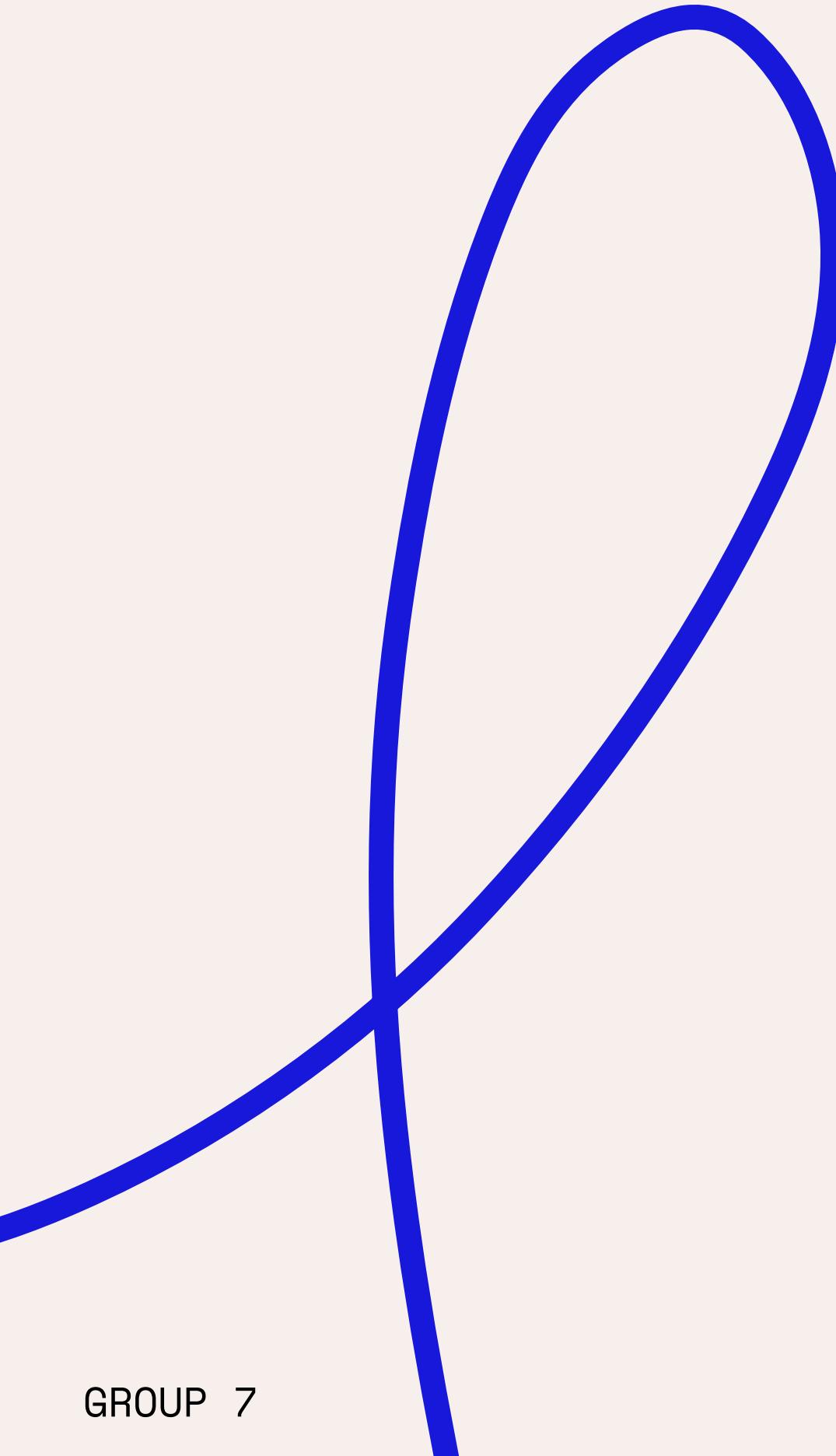
Group 7

Bentzen Oda  
Henao G. Nathalia Andrea  
Suofeiya Nanxi  
Torcolacci Ilaria

Zorro Alvarez Juanita  
Huang Xiling  
Liu Xiliang

TREND FORECASTING AND STRATEGIC INNOVATION

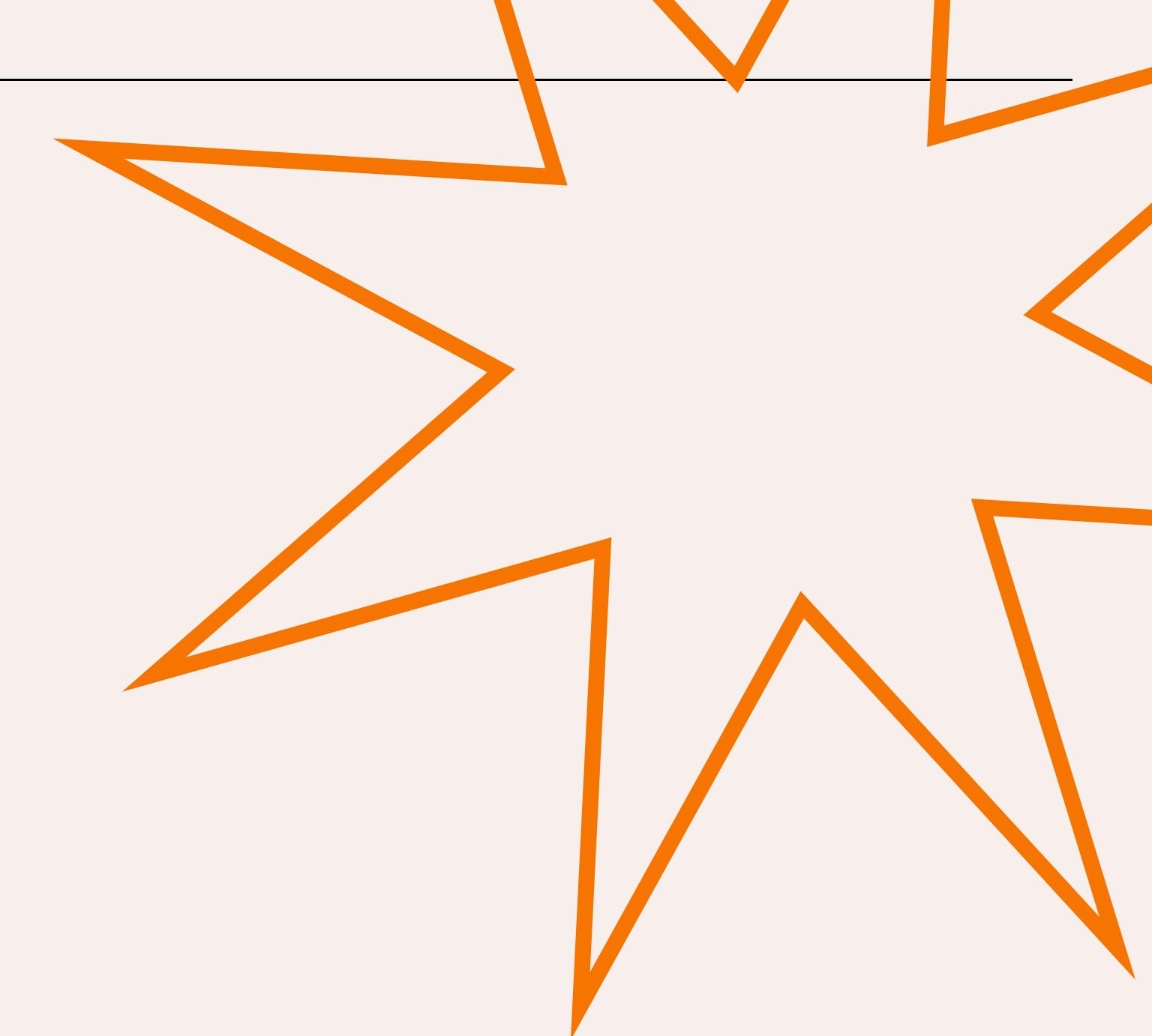
# Key Steps

- 
- 01. INDUSTRY SELECTION
  - 02. PRELIMINARY EXPLORATION
  - 03. REFINING SCOPE
  - 04. SEMI-STRUCTURED INTERVIEWS
  - 05. CROSS REFERENCING
  - 06. INSIGHTS & PROPOSAL DEVELOPMENT

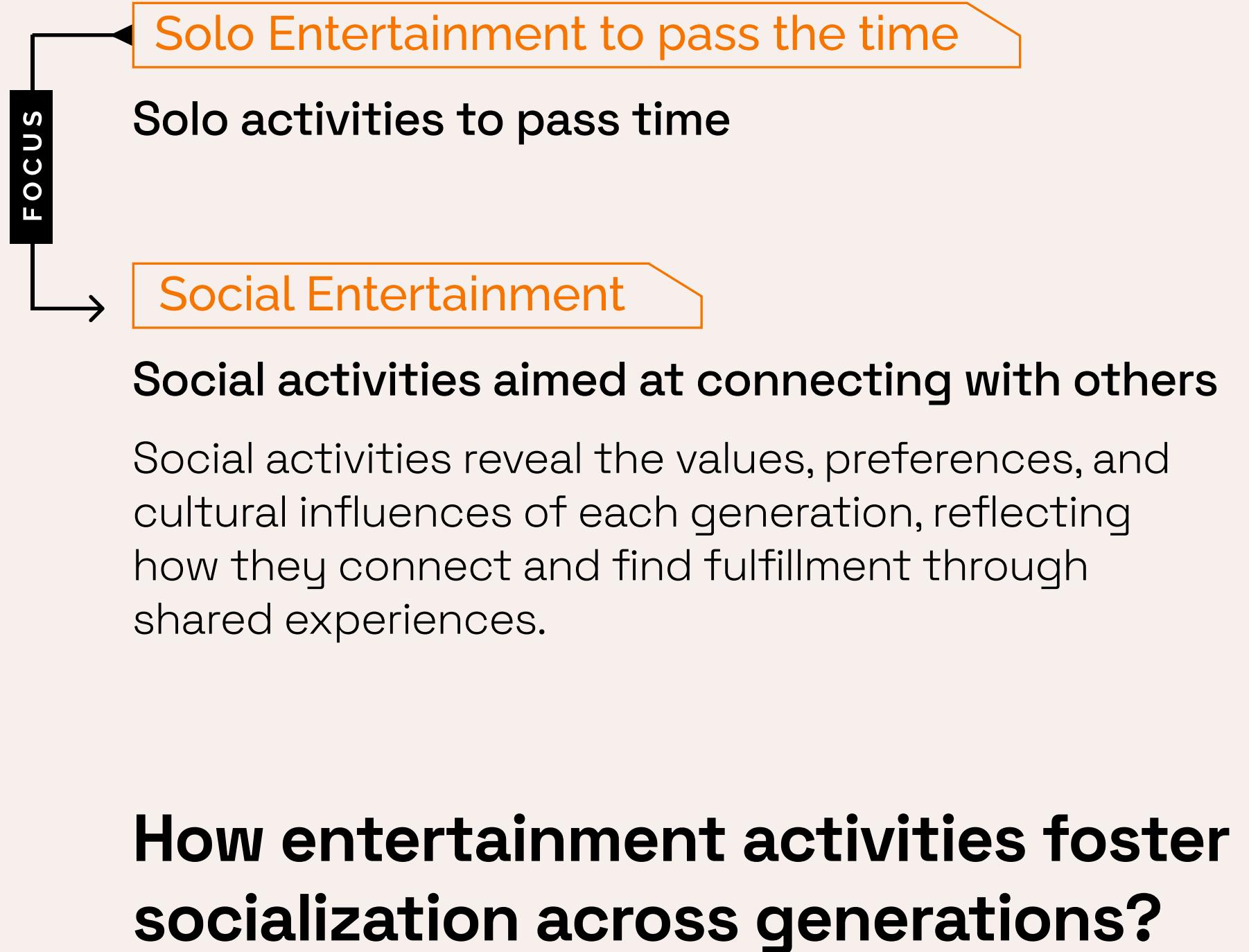
01

# Industry

# Selection

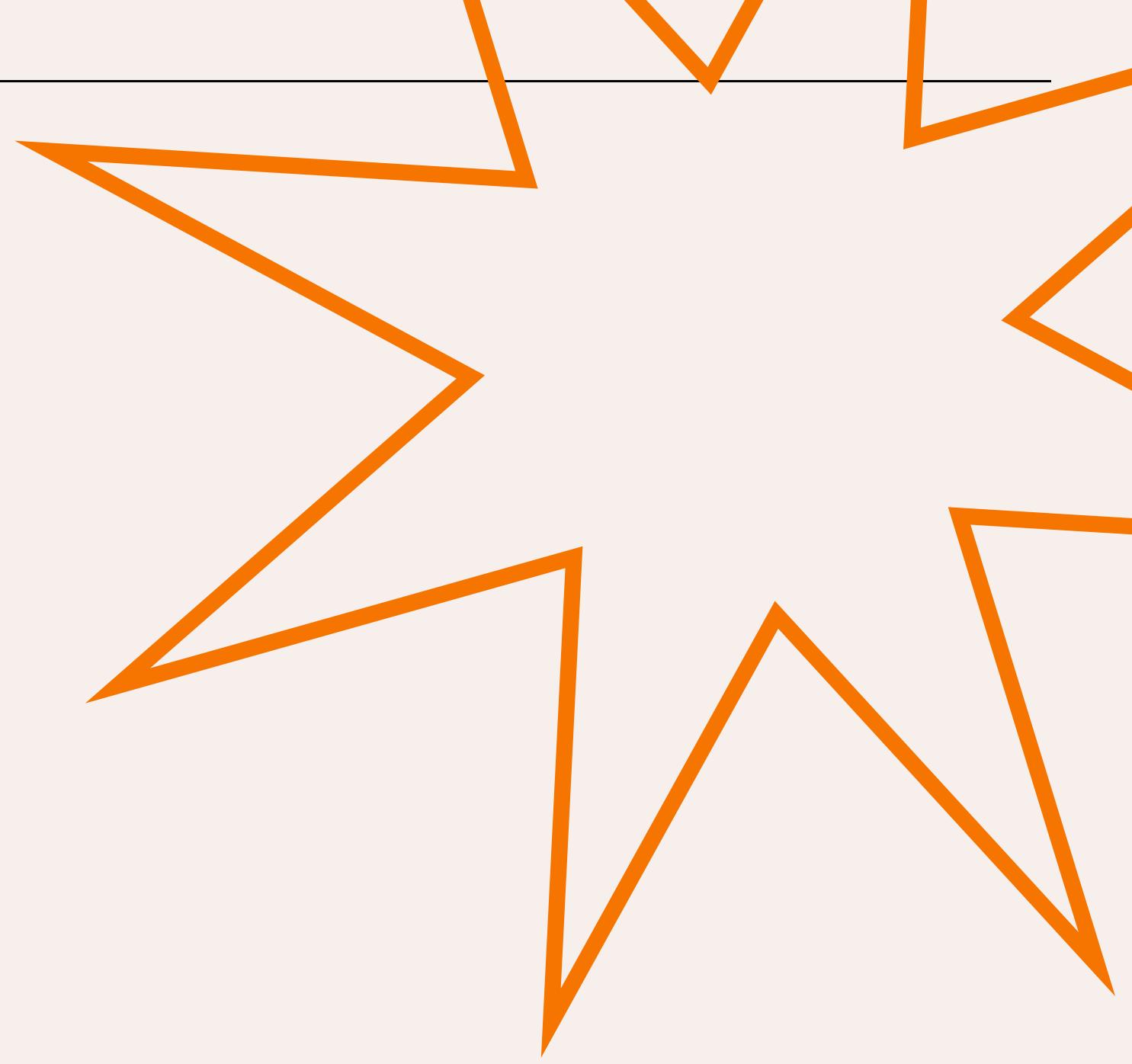


# Why entertainment?



02

# Preliminary Exploration



## PURPOSE OF GENERATIONAL COMPARISON AND ENTERTAINMENT IN SOCIAL ACTIVITIES

Each generation has unique values, digital preferences, and social structures. Analyzing how different age groups socialize offers insights into shifting entertainment trends and the transition from digital connections to in-person preferences shaped by technology.

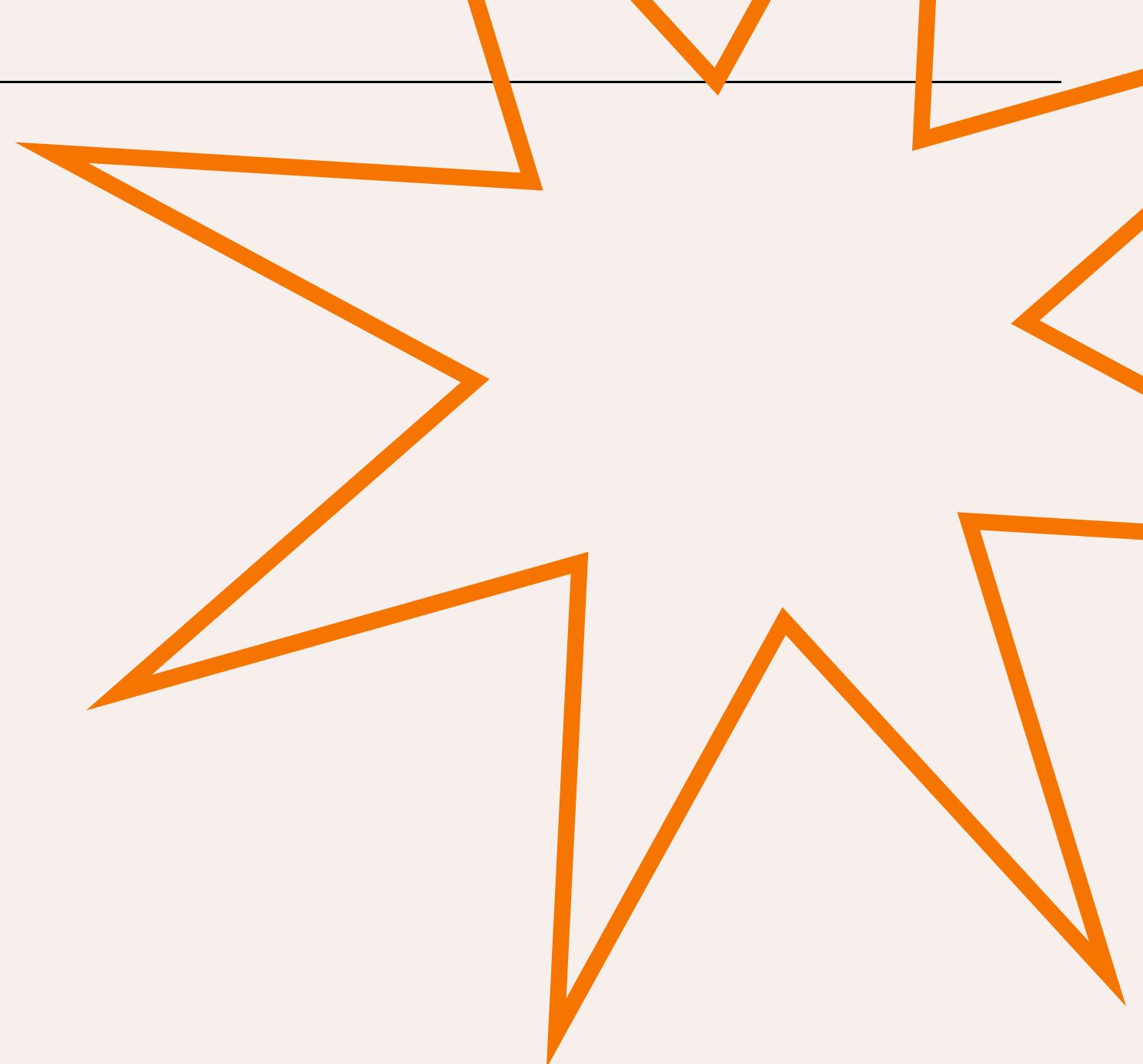
### FIRST SCOPE

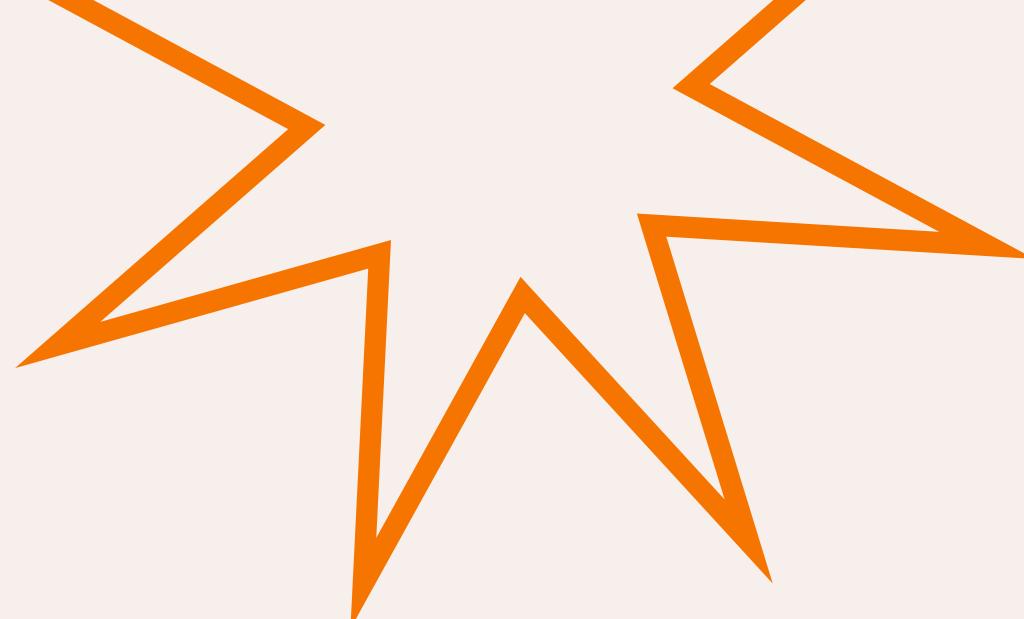
Explored entertainment and social behaviors from Tech Teens (9–12) to Pleasure Growers (70+).

03

# Refining

# Scope





## REFINED SCOPE

---

Centered on CreActives and ProActives due to distinct and illustrative socialization patterns.

ConsumAuthors

# PROACTIVES & CREATIVES

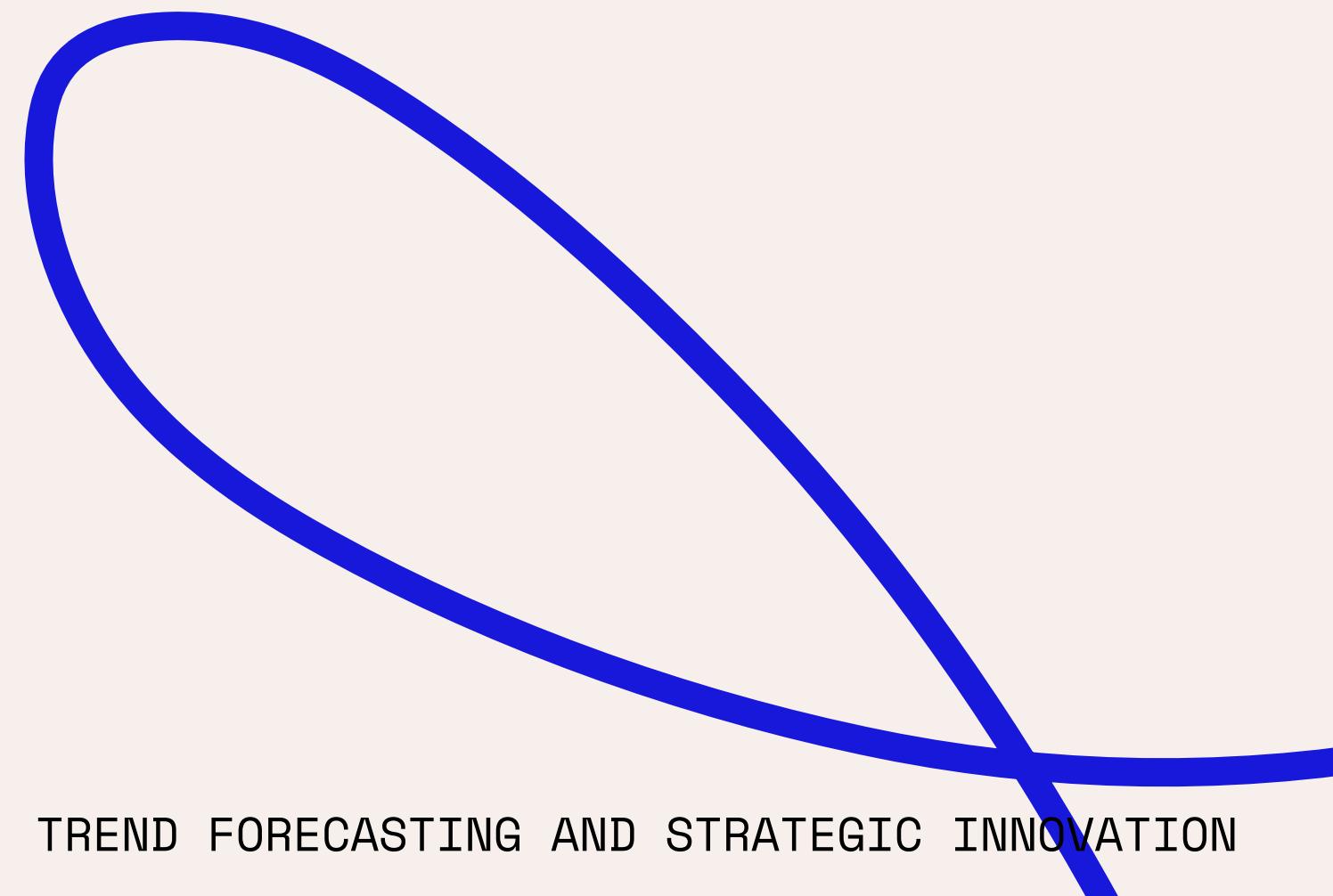
CreActives **value spontaneous exploration** but often struggle with cohesion in forming deeper connections.

ProActives **prioritize intentionality** but seek ways to balance planning with flexibility.

#SPONTANEITY WITH INTENTIONALITY

#LIFE TRANSITIONS NEED SOCIAL SUPPORT SYSTEMS

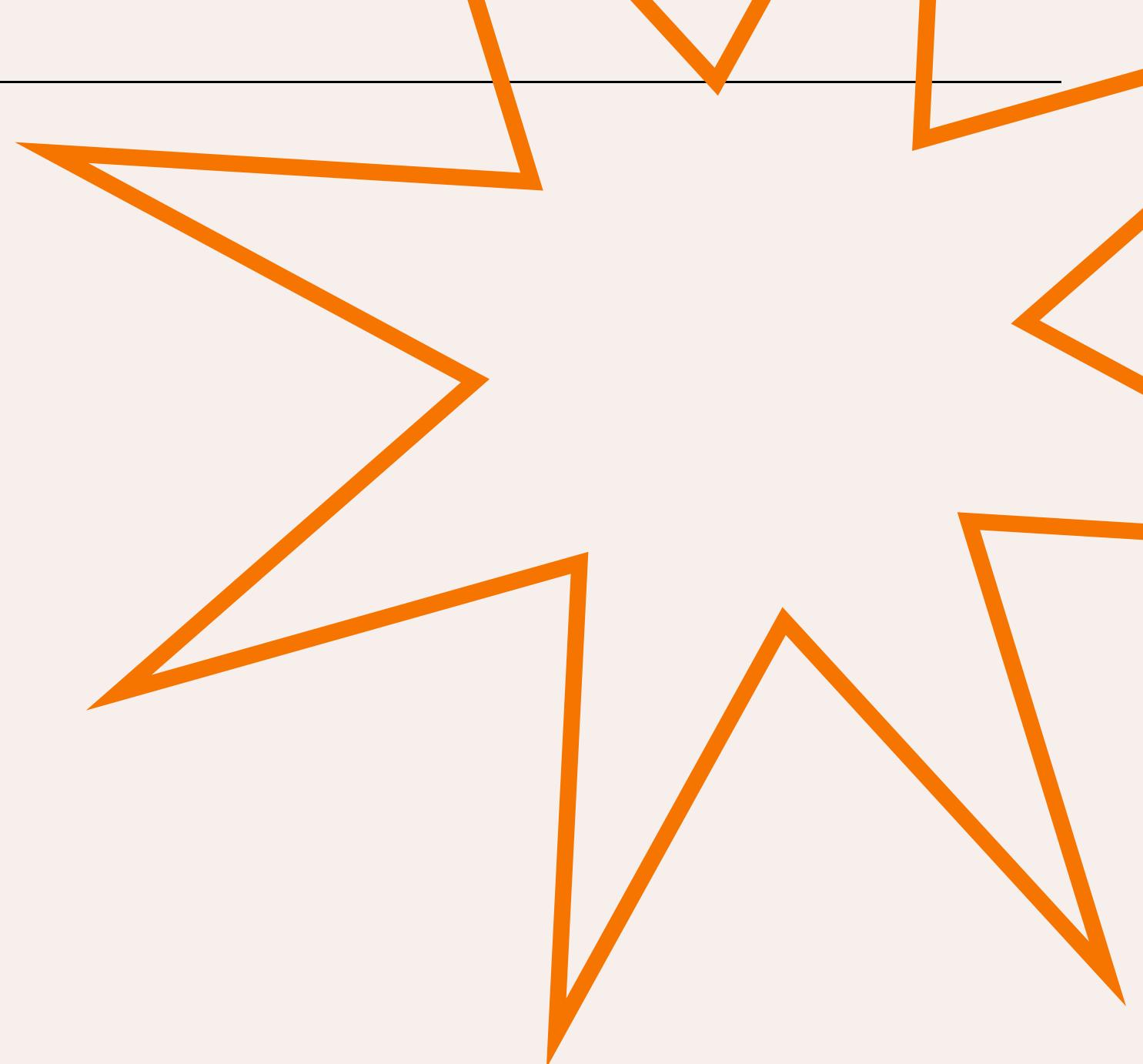
#OVERWHELM OF CHOICE



04

# Semi-structured

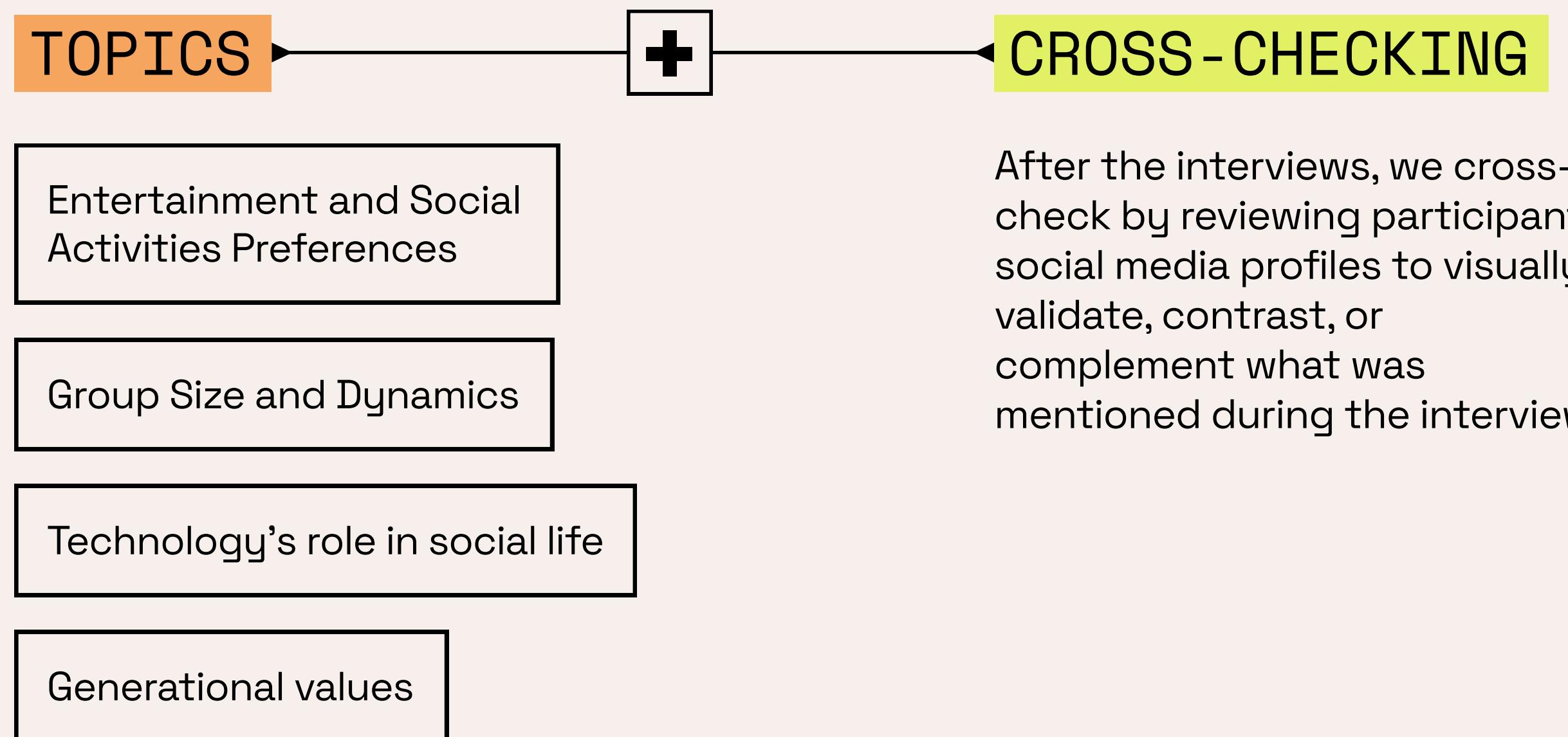
# Interviews



# Conversations with the sample

## PURPOSE

To understand socialization and entertainment activities among CreActives and ProActives.



# Daniel Jaramillo

- 24 Y.O.
- COLOMBIAN
- PROFESSIONAL AND TRAVELER

## PROFILE

Daniel works in the health tech sector, specializing in oncology data for a fully remote company. His work enables him to travel extensively, attending conferences and combining professional commitments with personal exploration. Based in Colombia, Daniel spends several months each year abroad, seeking opportunities for meaningful connections and diverse experiences.

## WHY

Daniel was selected to explore how ProActives maintain social connections despite a “nomad” lifestyle. His proactive use of technology, such as social apps and digital platforms, helps him create and sustain relationships while constantly on the move.

**Self-Identification**  
ProActive Generation

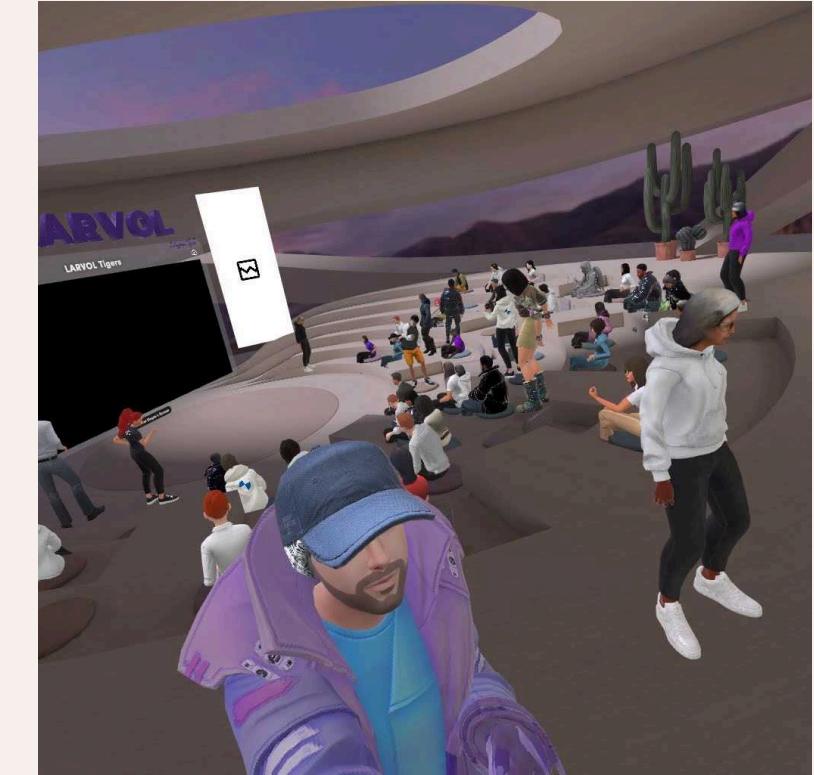
#ADAPTABLE

#CURIOS

#SOCIAL



# Daniel's Storytelling



## TRAVEL

Daniel's life is centered around travel, blending work and leisure to explore new places and cultures.

## ROUTINE

He starts his mornings early with coffee and work, leaving afternoons for social activities or personal time. His routine adjusts seamlessly when traveling.

## SOCIALIZING

Daniel loves meeting people, often choosing vibrant places like restaurants with bar seating to spark conversations.

## TECHNOLOGY

He uses apps to connect with strangers while traveling and stays in touch with friends globally through platforms like WhatsApp and Instagram.

## FRIENDSHIP

Daniel values meaningful connections, bringing people together and seeking diverse, enriching interactions.

# Silje Gurigard

- ▶ 26 Y.O.
- ▶ NORWEGIAN
- ▶ NEWLY GRADUATED TEACHER

## PROFILE

Silje, as a young teacher, balances her structured workdays with social and wellness-focused activities. Living with her mom while saving for her first apartment, she organizes group workouts and dinners to connect with friends and colleagues, prioritizing intimate gatherings that fit into her busy routine.

## WHY

Silje was chosen to understand how ProActives integrate social connections into busy lives. Her proactive use of organized events and social media offers insights into maintaining meaningful relationships while managing personal and professional goals.

**Self-Identification**  
ProActive Generation

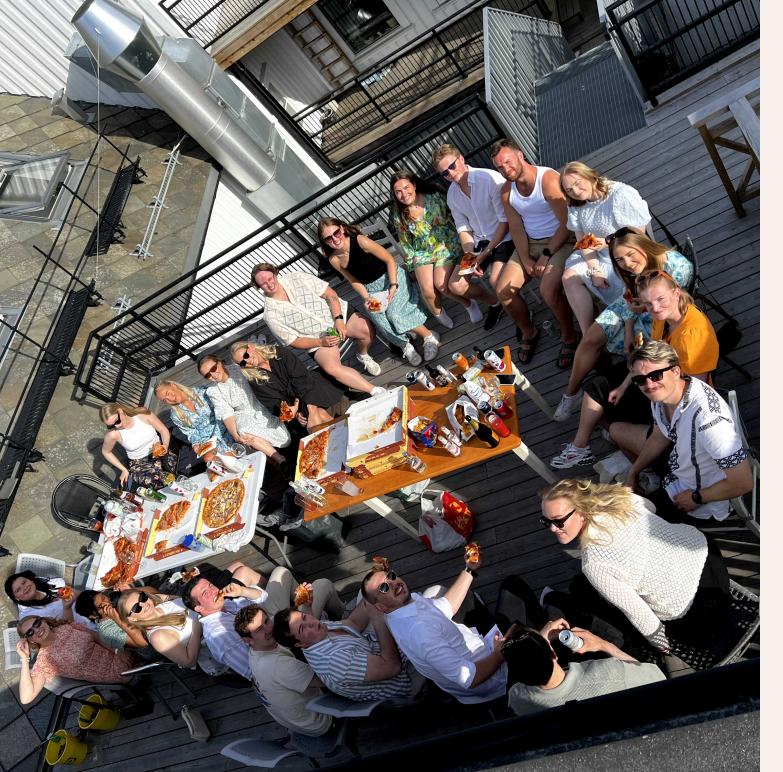


#ORGANIZED

#OUTGOING

#PROACTIVE

# Silje's Storytelling



## ROUTINE

Silje's day revolves around her teaching job, balancing work with social activities like workouts and dinners. A structured routine helps her manage energy and prioritize meaningful connections.

## SOCIALIZING

Silje prefers small gatherings, like quizzes and walks, focusing on quality interactions. She avoids large events and is selective about who she spends time with.

## TECHNOLOGY

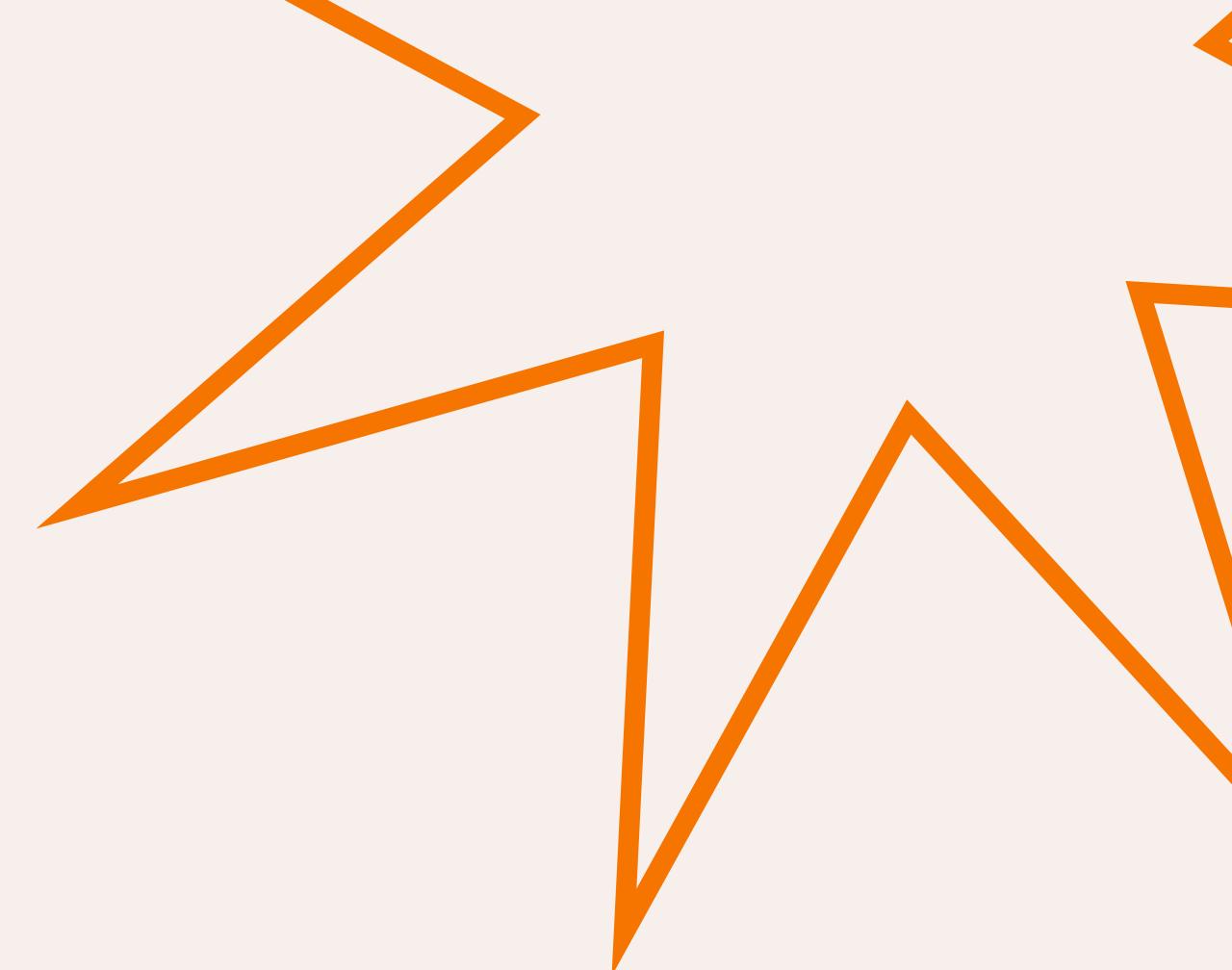
Silje uses social media and apps to stay connected and find events, but values in-person connections over virtual ones.

## FRIENDSHIP

She prioritizes close friendships, often organizing activities that combine social and physical engagement, like walks and fitness sessions.

## ADJUSTMENTS

Living with her mom while saving for an apartment has made it harder for Silje to host spontaneous gatherings, unlike when she lived with friends.



## NEEDS

### RELIABLE TOOLS FOR MEANINGFUL CONNECTION

Daniel and Silje both seek platforms and opportunities that foster authentic relationships, whether through technology (like group chats and event discovery apps) or physical gatherings. They value spaces that support structured yet flexible ways to connect socially.

### PHYSICAL AND SOCIAL ACTIVITIES

Silje emphasizes physical activities as a way to bond with others, like workout groups or community events, while Daniel combines activities with meaningful conversations. Both need activities that align with their busy schedules and routines.

## DESIRSES

### GENUINE, ENRICHING EXPERIENCES

They crave purposeful interactions that help them grow emotionally and socially. Silje prefers small, intimate gatherings or activity-based meetups, while Daniel seeks deeper conversations across the relationships he builds during his travels.

### A BALANCE OF ROUTINE AND OPENNESS

Both desire structured social routines, like Silje's quiz nights or Daniel's consistent use of technology to keep in touch, while remaining open to trying new experiences, hobbies, and places.

# Pro Actives

# Emma Blanc

- ▶ 23 Y.O.
- ▶ FRENCH
- ▶ STUDENT LIVING IN MILAN

## PROFILE

Emma seeks meaningful, face-to-face connections. Her social life is enriched by genuine experiences with close friends, and she prefers familiar environments over constantly seeking novelty. While she embraces the occasional larger gathering through her exchange student activities, her primary focus remains on small, intimate group interactions.

## WHY

Emma was chosen to highlight how CreActives use digital tools to organize social activities but still prioritize face-to-face connections for more meaningful experiences.

**Self-Identification**  
CreActive Generation



#EMPATHETIC

#SELECTIVE

#COMMUNITY-FOCUSED

# Emma's Storytelling



## ROUTINE

Emma balances her academic life with regular social activities, focusing on building strong connections while adapting to the challenges of living in Milan.



## SOCIALIZING

Emma prefers in-person interactions with small groups, valuing quality conversations in familiar settings like cafes and museums, over large events.



## TECHNOLOGY

She uses digital tools like WhatsApp and Instagram to organize events, but emphasizes that technology facilitates planning, not replacing physical connections.



## FRIENDSHIP

Emma prioritizes close, trustworthy friendships, valuing genuine connections and maintaining a small, tight-knit circle despite living abroad.



## CONNECTIONS

She keeps strong ties with family and friends back home, using technology for regular check-ins while focusing on her present social life.

# Alice Gaudino

- ▶ 27 Y.O.
- ▶ ITALIAN
- ▶ STUDENT AND DESIGNER

## PROFILE

Alice values peace and deep connections. Introverted and selective, she prefers small, intimate gatherings and uses social media mainly for observation. Her hobbies include reading, cooking with friends, and spending time outdoors in quiet settings, allowing her to maintain a sense of control and emotional peace.

## WHY

Alice was selected to understand how individuals with social anxiety, especially Millennials, balance digital and in-person interactions. Her use of social media to stay informed rather than engage actively highlights how CreActives distance themselves from social pressures while prioritizing authentic, in-person connections.



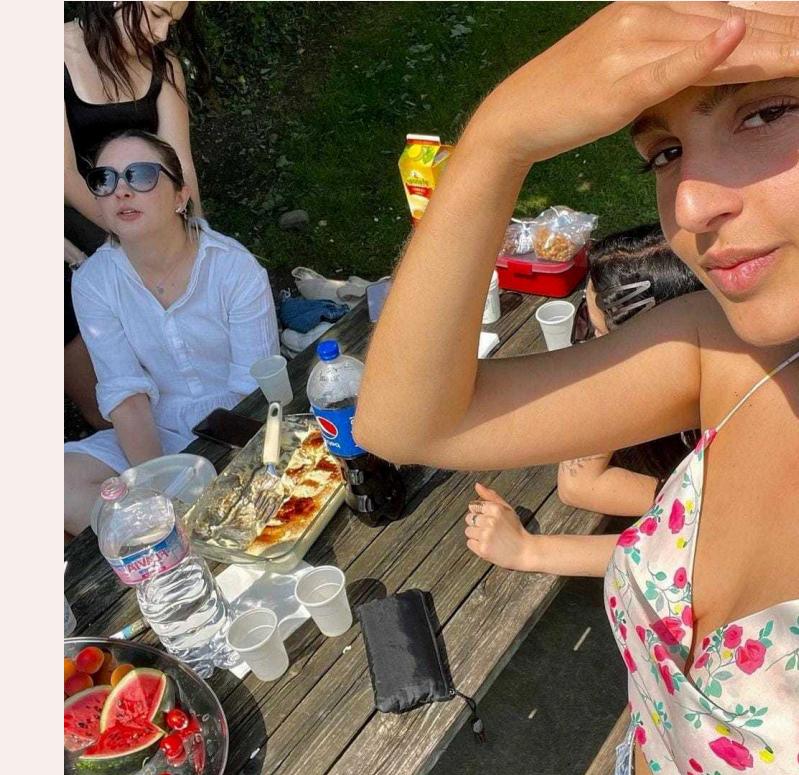
#INTROVERTED

#SELECTIVE

#EMPATHETIC

**Self-Identification**  
CreActive Generation

# Alice's Storytelling



## ROUTINE

Alice enjoys a quiet, structured routine with solo activities like reading or researching. Socializing is limited to small, intimate gatherings in familiar, low-stress environments.

## SOCIALIZING

She prefers one-on-one or small group interactions, avoiding large events due to anxiety. Her social life focuses on meaningful, private activities like cooking or board games.

## TECHNOLOGY

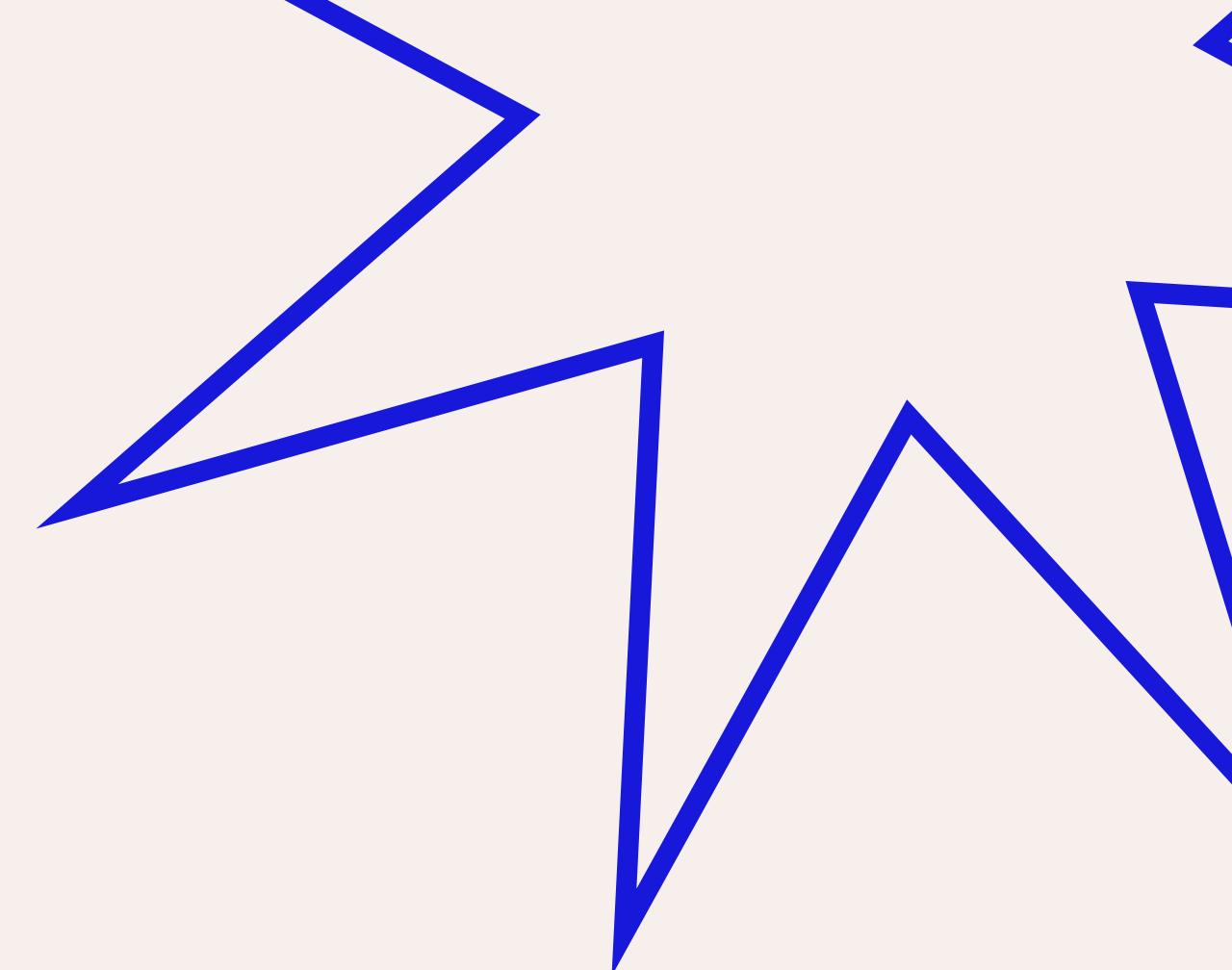
Alice uses social media for observation, staying informed without active engagement. She values in-person connections but uses digital tools to manage social exposure.

## FRIENDSHIP

Her small circle of close friends provides deep, authentic connections. Alice prioritizes quality relationships over quantity, seeking support and security in trusted bonds.

## ENTERTAINMENT

Alice enjoys calm, introspective activities like visiting parks or cooking with friends, avoiding crowded spaces in favor of peaceful, personal connections.



## NEEDS

### GENUINE, IN-PERSON CONNECTIONS

CreActives need meaningful, face-to-face relationships, preferring small gatherings and deeper interactions over large, impersonal events.

### CONTROL AND EMOTIONAL COMFORT

They require environments where they feel secure and in control, avoiding overly stimulating or anxiety-inducing situations like crowded spaces or pressure-filled social settings.

## DESIRSES

### QUALITY SOCIAL EXPERIENCES

CreActives desire enriching, low-stress activities that allow for authentic connections, such as visiting museums, sharing meals, or having intimate conversations with close friends.

### CONSISTENT, MEANINGFUL COMMUNICATION

They desire to maintain close ties with family and friends, using digital tools for logistical coordination but prioritizing physical presence for emotional connections.

# Cre Actives

# Insights from the interviews

## SIMILARITIES

### AUTHENTIC CONNECTIONS

Both prioritize meaningful relationships and value authenticity over superficial interactions.

### DIGITAL & REAL-LIFE BALANCE

Both use digital tools to stay connected and organize events but still value in-person interactions for deeper connections.

## DIFFERENCES

### SOCIALIZING PREFERENCES

ProActives enjoy larger, dynamic social settings (e.g., work events, group activities), while CreActives prefer smaller, intimate gatherings and avoid overwhelming environments.

### CONTROL AND COMFORT

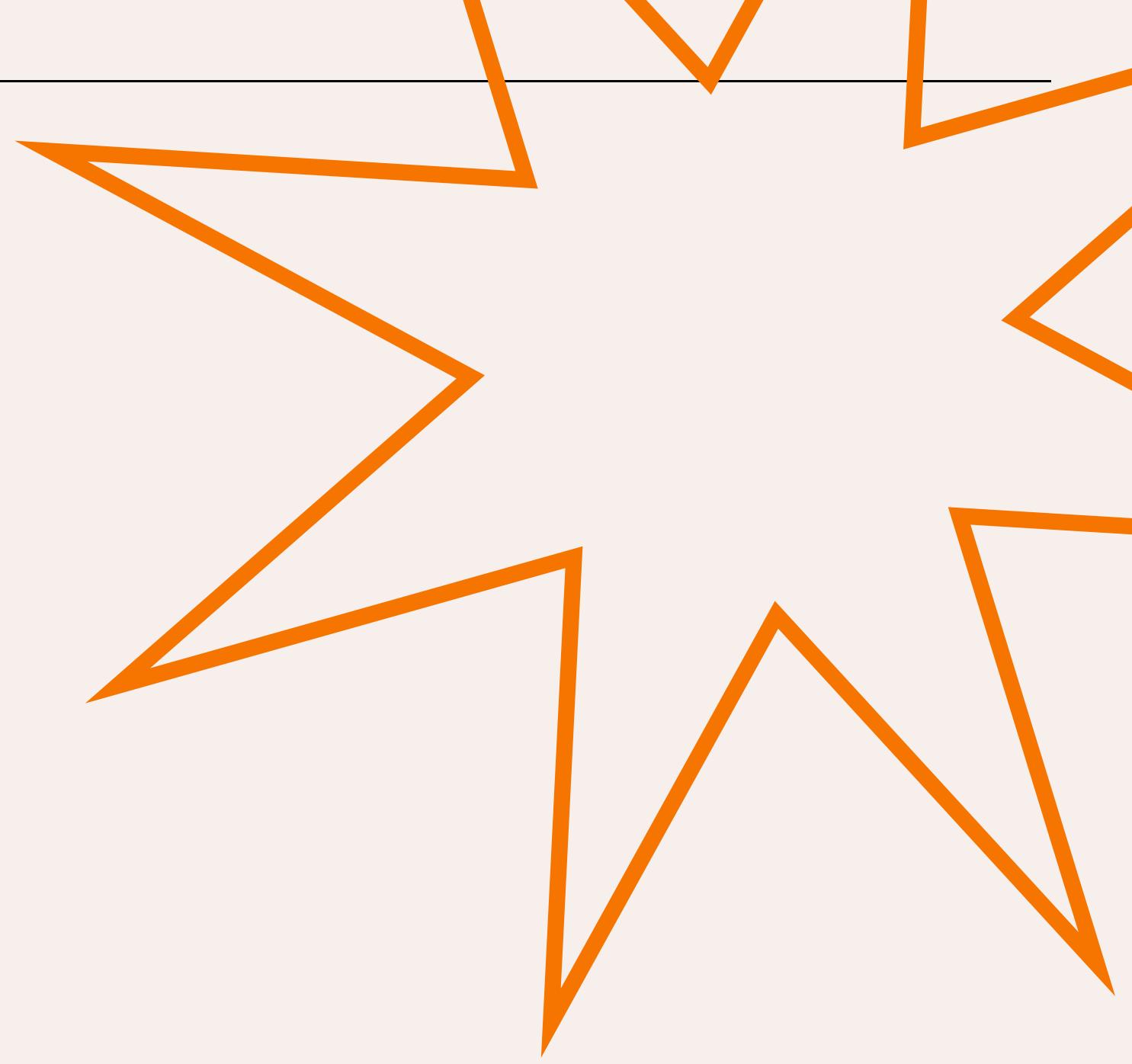
ProActives are more adaptable and embrace spontaneity, while CreActives seek emotional comfort, using technology more passively and preferring structured, calm interactions.

### FOCUS ON GROWTH

ProActives balance work, growth, and social life, while CreActives prioritize emotional well-being and stable, reflective relationships.

05

Cross  
Referencing



## BEHAVIOURAL PATTERNS FROM INTERVIEWS

## HOTSPOTTS

### Value Emotional Safety and Small Gatherings

Prefer intimate interactions in familiar environments and avoid crowded spaces.

### Seek Authentic and Personalized Experiences

Engage in curated events or activities that promote meaningful connections and personal growth.

### Use Digital Platforms to Observe or Connect

Use digital tools to organize or explore personalized events.

### PHYSICAL

Local cafes  
Small local workshops and community events.  
Wellness retreats and yoga studios.

### VIRTUAL

Online platforms  
Instagram communities  
Facebook events

Emma

Silje

Alice

Emma

Silje

Daniel

Emma

Daniel

Silje

Alice

# 1. JET BAR

## Physical Hotspots



## GATHERING IN EXCHANGE-STUDENT-ORIENTED SPACES

Jet Bar is a vibrant venue popular among international students for its weekly "Tandem Nights" organized by the ESN (Erasmus Student Network) community. **Every Wednesday**, the bar **becomes a lively hub** for cross-cultural exchange, casual mingling, and language practice. It attracts individuals eager to **build connections** in diverse, multicultural environments, offering a relaxed setting for forging new friendships and **sharing experiences across cultures**.

## 2. CARLS BAR

### Physical Hotspots



### ONE-ON-ONE CONVERSATIONS

Carl's Bar in Oslo is a **cozy and intimate hotspot** often frequented by small groups of friends or individuals seeking a relaxed and **low-pressure environment**. Known for its warm ambiance and inviting interior, it provides a tranquil escape from the bustling city. This venue is ideal for those who value **meaningful one-on-one conversations** or quiet evenings over drinks. Its clientele often reflects a preference for **authenticity and connection**, making it a favored spot for people looking to unwind while maintaining a sense of privacy and comfort.

## 3. TIMELEFT

Virtual and physical Hotspots

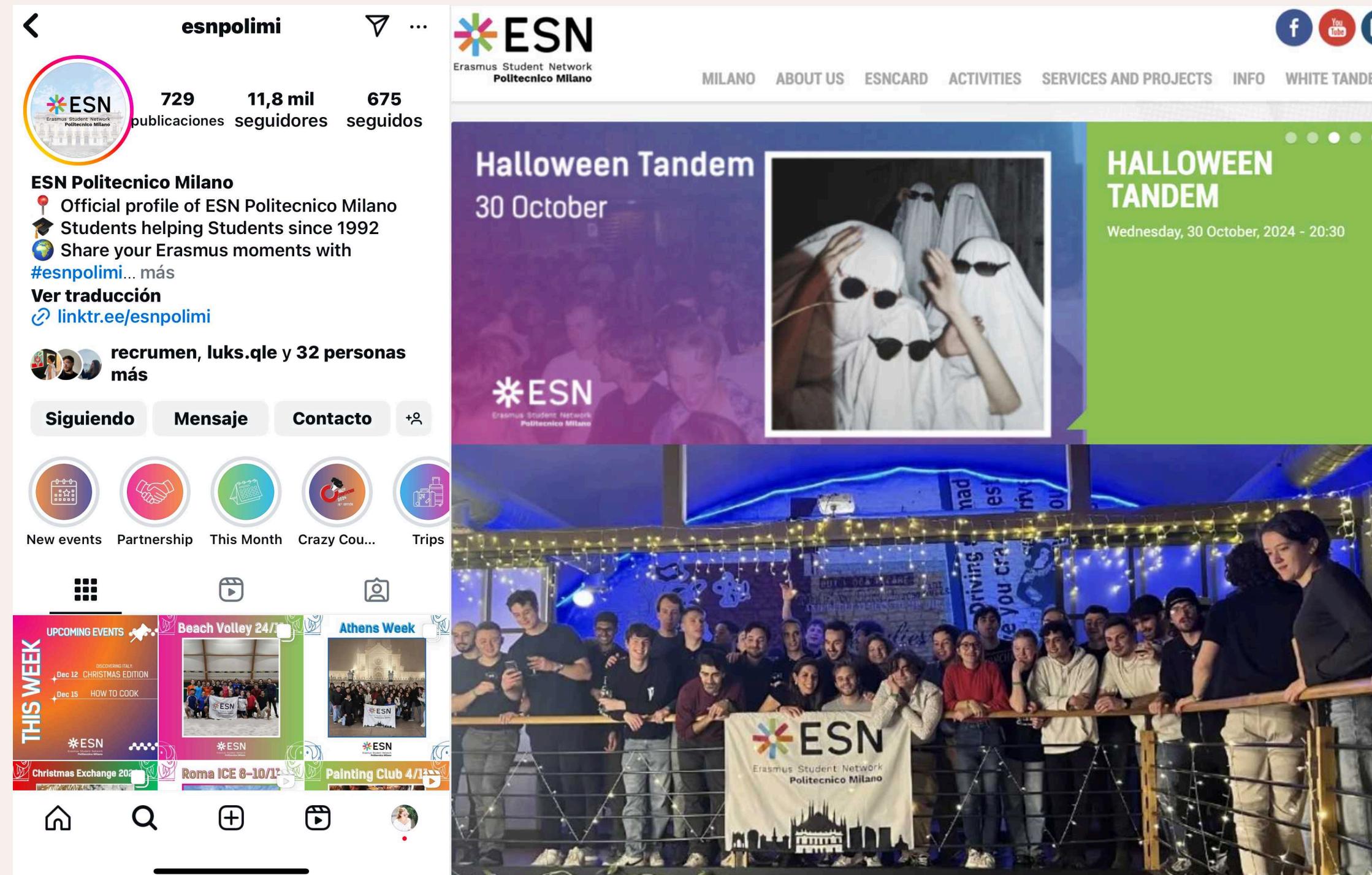


### BLENDING DIGITAL AND REAL-WORLD CONNECTIONS

Concepts like Timeleft reflect this by creating opportunities for genuine, screen-free encounters, emphasizing the **balance between digital convenience** and purposeful **in-person interactions**.

### 3. ESN

#### Virtual and physical Hotspots



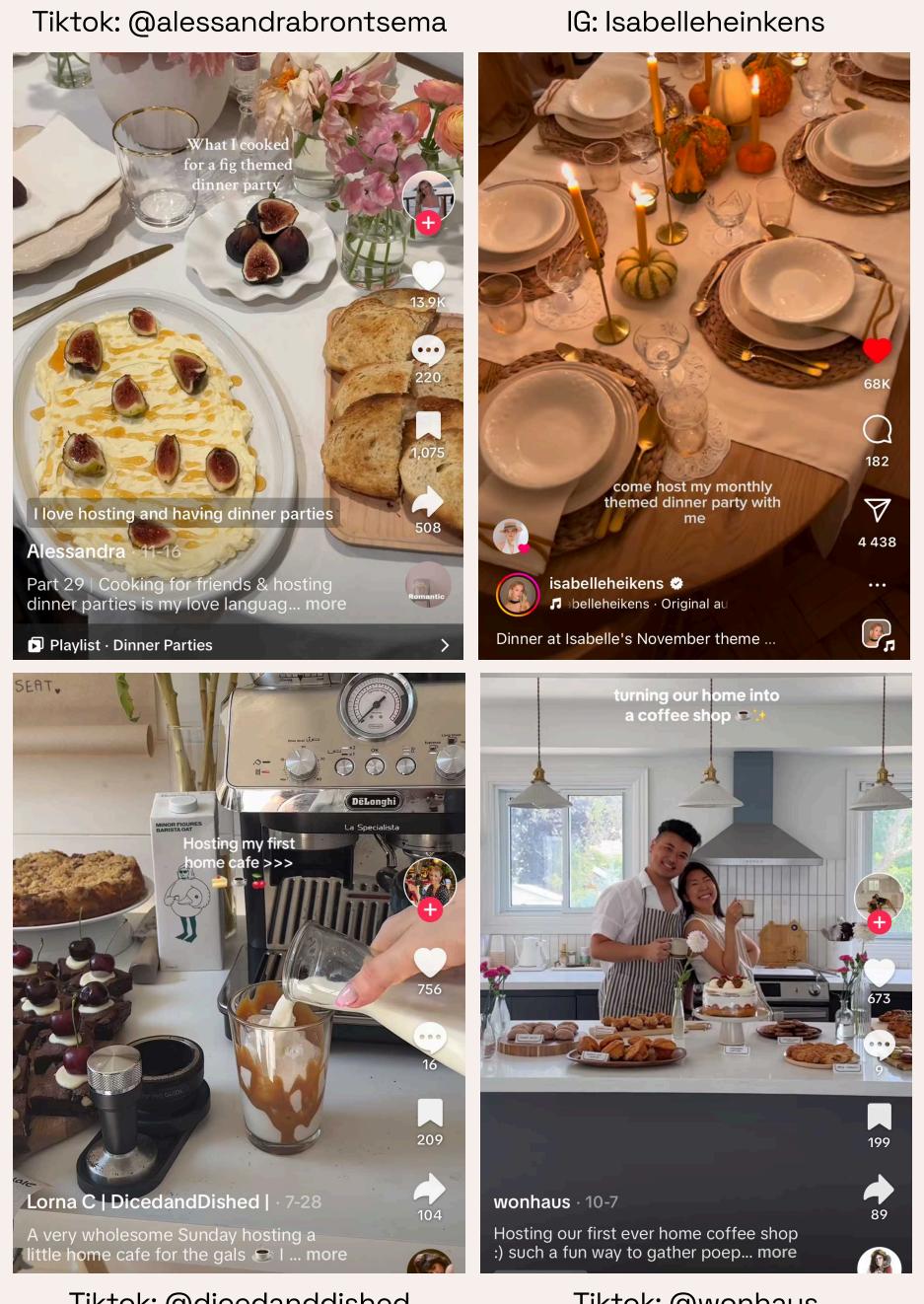
#### “ESN POLIMI” - ERASMUS STUDENTS MEET NEW FRIENDS IN A NEW CITY

Erasmus student organization at Politecnico di Milano, which aims to provide support and social opportunities for international students to **adapt to new environments**, make friends and integrate into the local culture. ESN Polimi organizes a wide range of activities, including citytours, cultural exchanges, parties, language exchanges and trips to enhance international students' **sense of belonging** and to promote cross-cultural exchange.

# Micro Trends

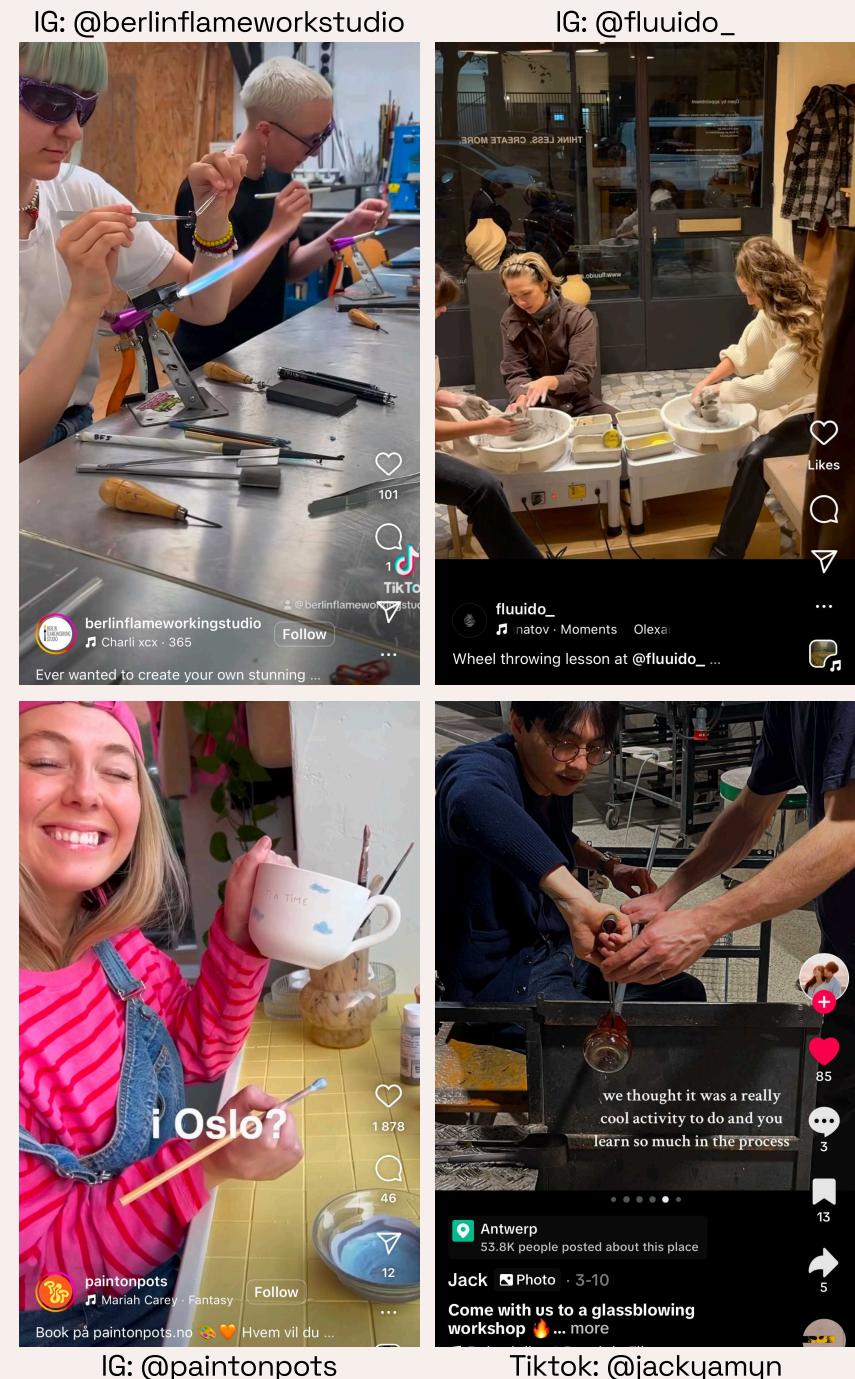
## HOSTING

Social media trends with guides on how to **organize small intimate gatherings** for friend groups



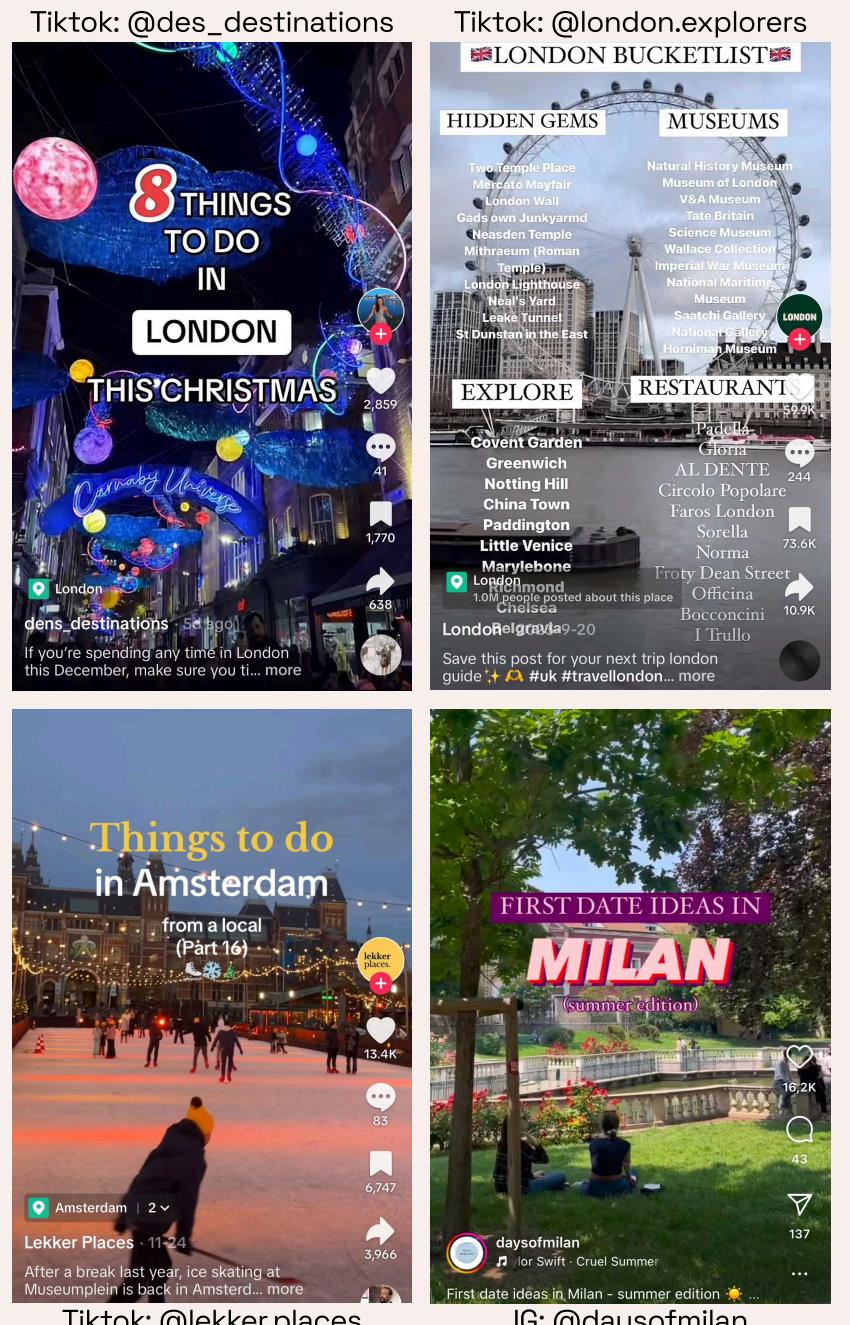
## CRAFTS

**Intro classes in Arts & Craft** for an audience without previous experience but who are eager to try out new crafts

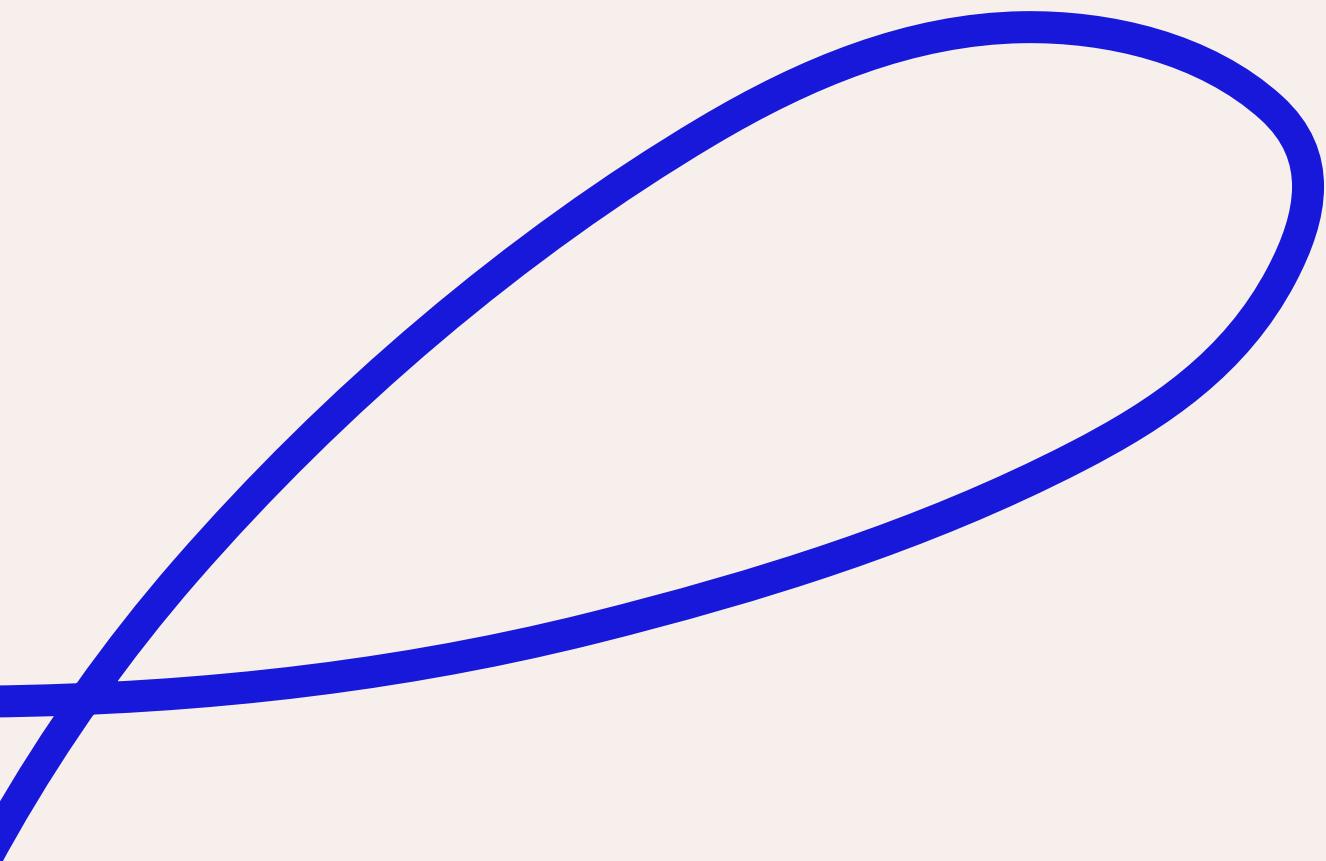


## TRAVEL TIPS

Both influencers and personal account post videos with **activities and restaurants in cities**. For both locals and visitors.



# Macro Trends



## INTENTIONALITY

Both ProActives and CreActives want to make the most of their time and energy. They are more selective about how they spend their time, and search for personalized activities

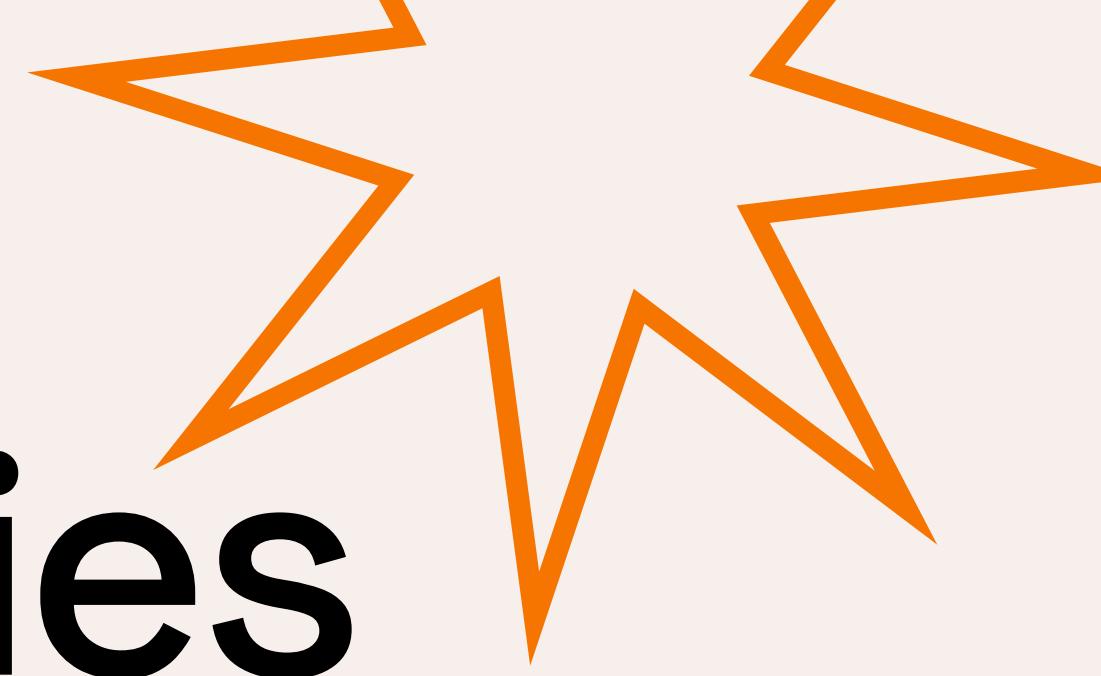


“I often look for interesting events on social media - if it looks like my vibe I'll send the post to my friends and ask them to join”  
- Silje Gurigard

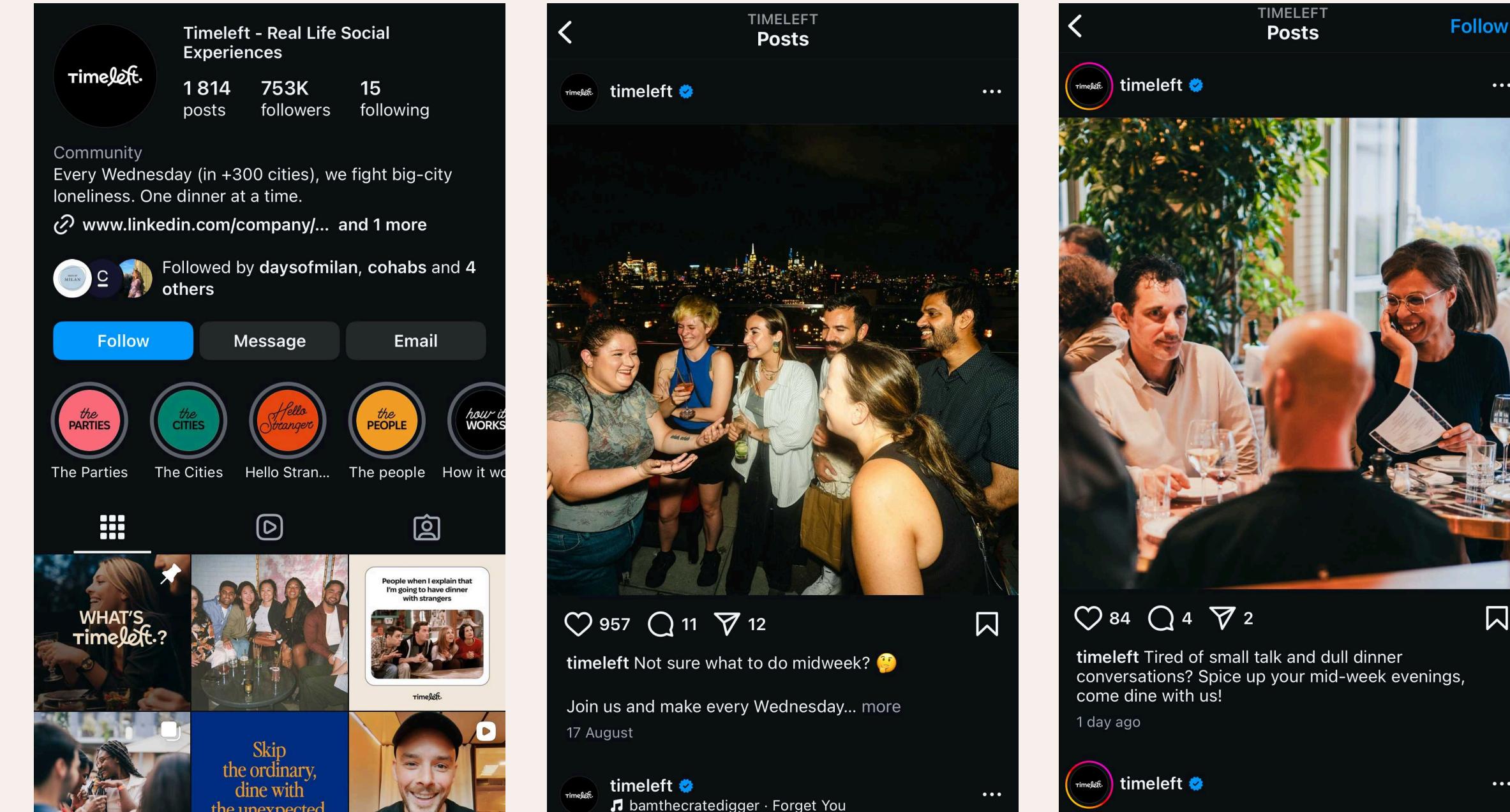
# Case Studies

## FIGHTING URBAN LONELINESS BY HOSTING DINNERS

Loneliness is one of the biggest challenges in our generation. As we get older it's harder to randomly meet new people, and **many lack social opportunities**. Timeleft gathers strangers, around tables to share their stories and open up to each other.



## TIMELEFT (@TIMELEFT)



### Accessibility

The dinners are hosted every Wednesday in over 300 cities across the world.

### Connection

Groups based on personality tests. Focus on social encounters without screens.

### Repetition

Hosted once a week to create a routine to rely on, and something to look forward to.

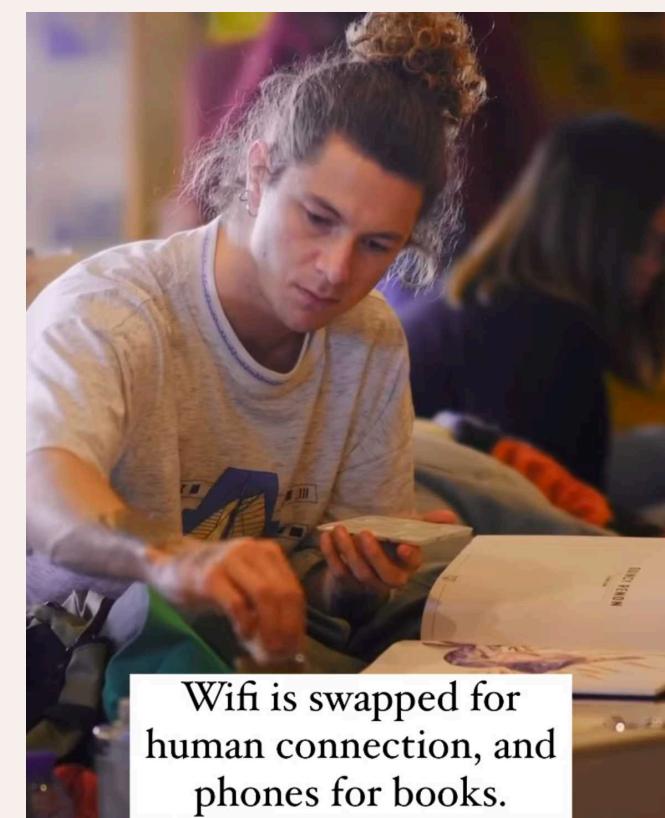
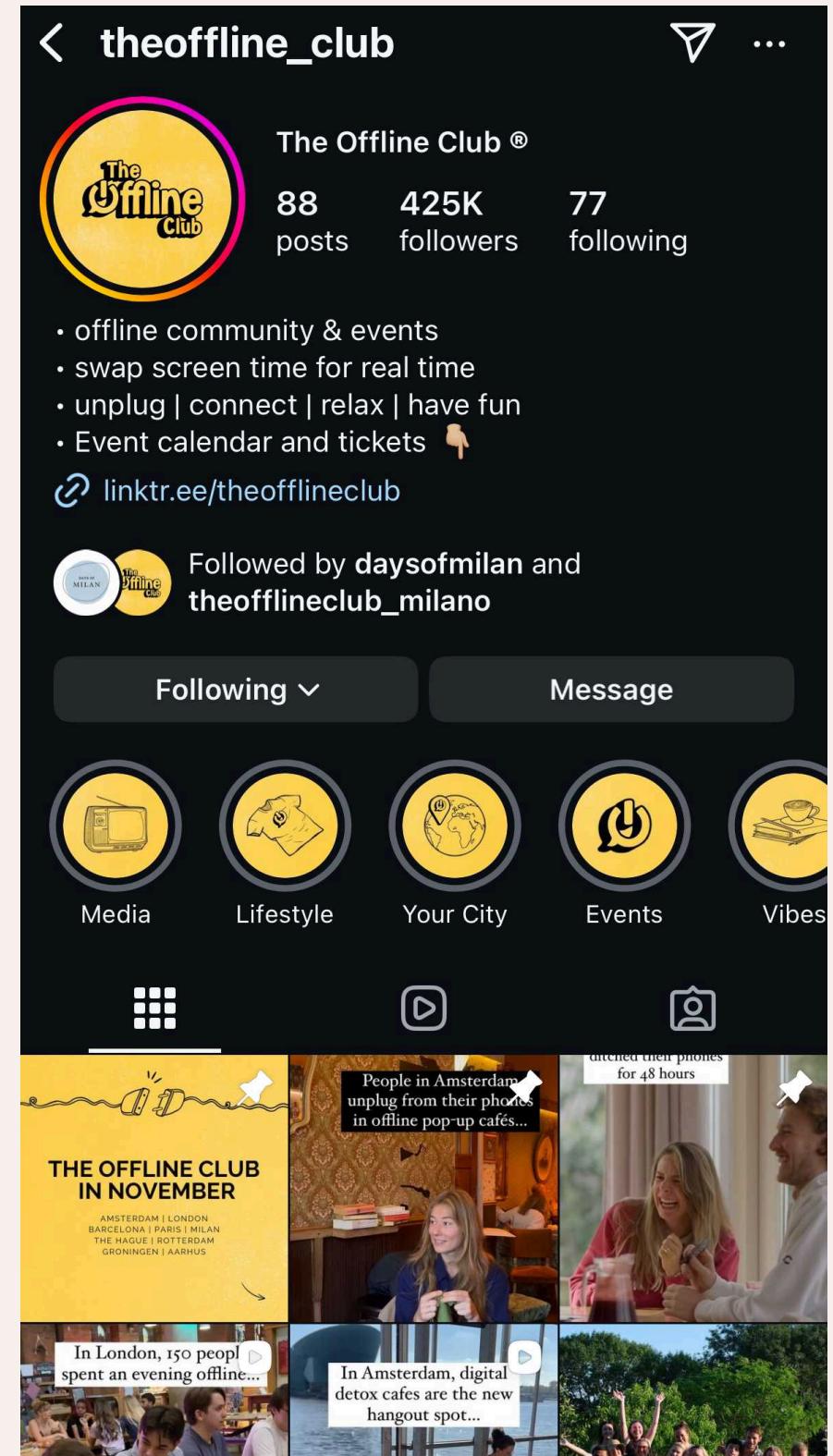
# Case Studies

## COMMUNITY FOR DIGITAL DETOX AND MINDFUL ACTIVITIES

People come together to create connections and to focus on their hobbies. No phones are allowed, helping you to be **physically and mentally present**.



## OFFLINE CLUB (@OFFLINE\_CLUB)



### Dedicated time

The first hour is dedicated for your hobby and last 1,5 hr for socializing without the comfort of your phone.

### Routine

The events are hosted twice a month in the same cafe.

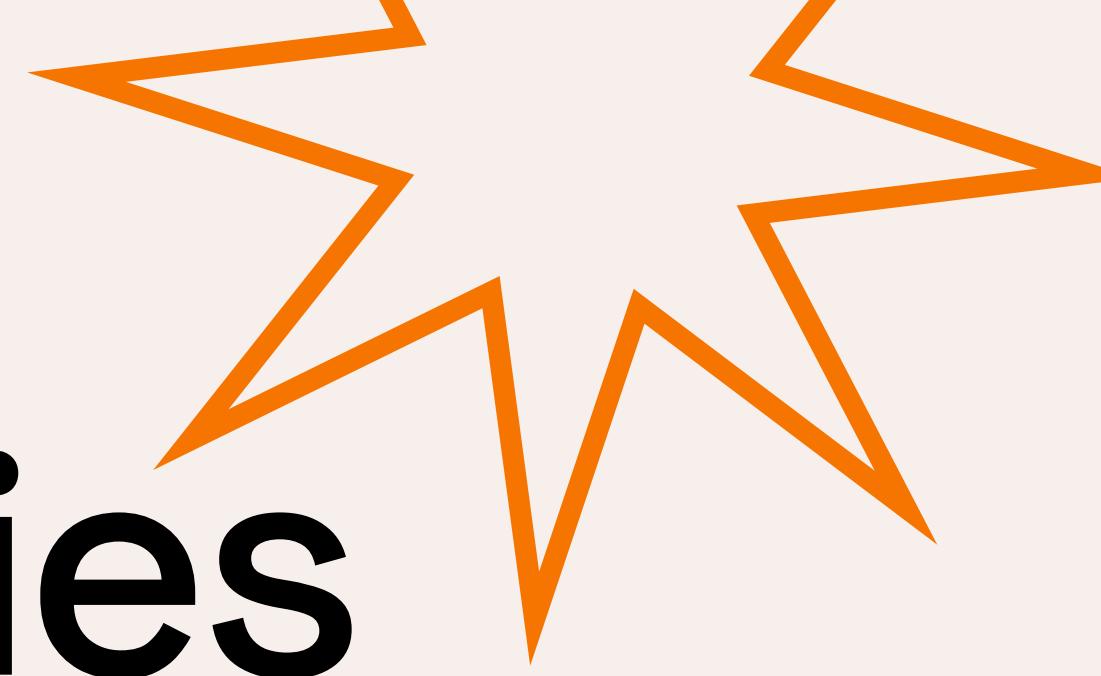
### Presence

By voluntarily removing technology people are able to connect with their creative self. They read, journal, knit, draw, meditate.

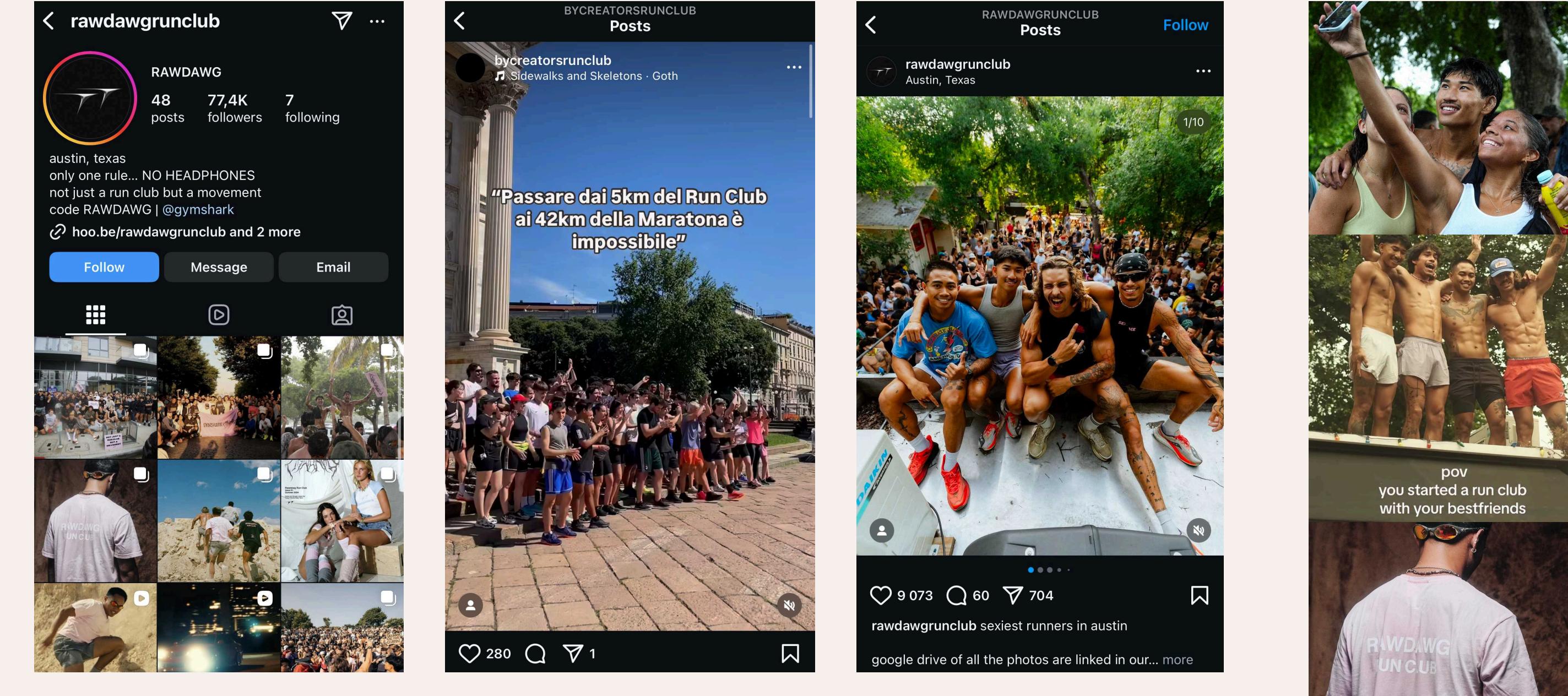
# Case Studies

NOT JUST A RUN CLUB  
BUT A MOVEMENT

**Community branding** is gaining popularity since people want to be part of something. These creators saw that running was getting trendy and founded a club worth attending and following on IG. The creators gain **loyal followers** who want to display their "**membership**" by purchasing their merch, posting about the club.



@RAWDAWRUNCLUB  
@BYCREATORSRUNCLUB



## Publicity

With their own merch and events they create a committed following who want to associate with their brand.

## Behind-the-scene

On social media they post day-to-day footage of building the community to create a close relationship with the followers.

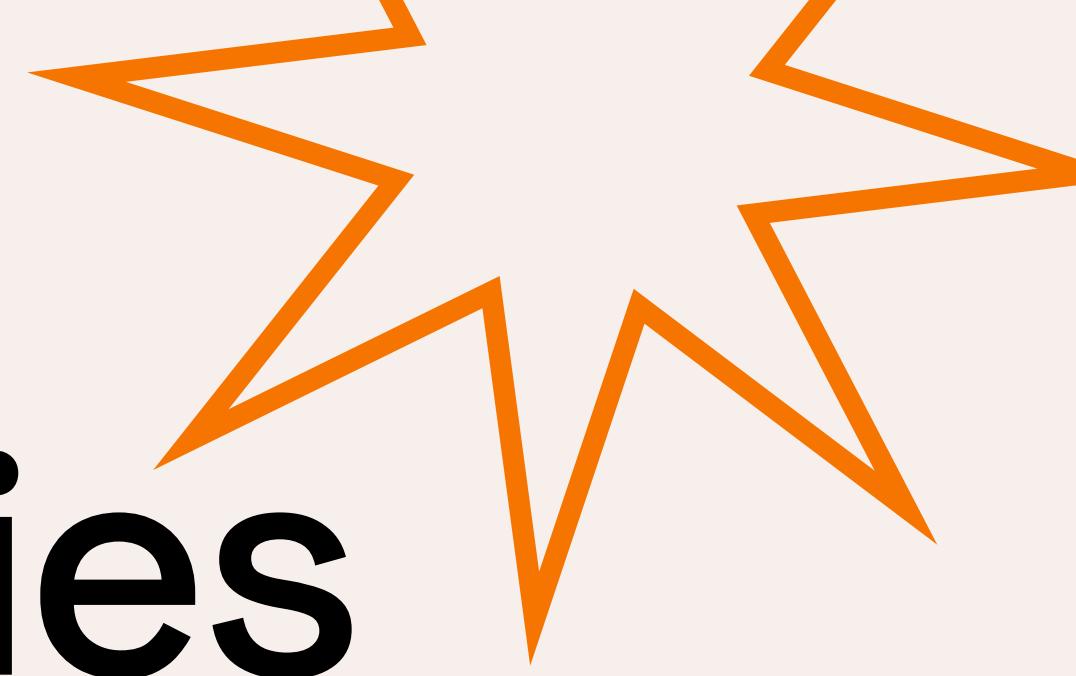
## Multiple creators

Are part of a business brand but each have separate accounts. So followers see multiple storylines as they follow the main accounts different "characters".

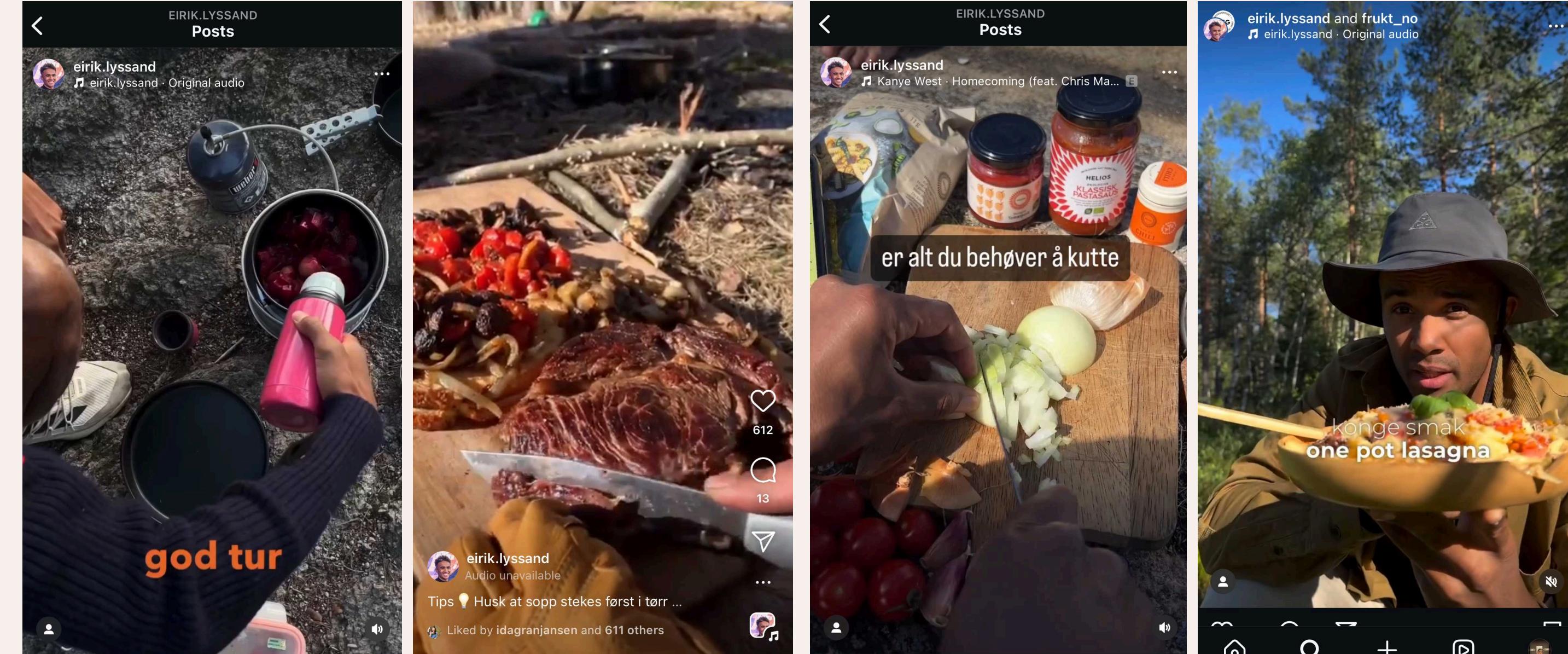
# Case Studies

SIMPLICITY AND  
QUALITY TIME IN  
NATURE

Eirik encourages his followers to **enjoy nature**, and shows how cooking and enjoying clean food can easily done on **hikes in nature**.



## FOOD CREATOR (@EIRIK.LYSSAND)



### Reconnect

Reconnect with yourself by physically disconnection from the stress of the city and everyday life.

### Enjoyment

Encourages his audience to get outside more and to go hiking as a form of quality time with loved ones.

### Simplicity

His videos shows how easy and cosy cooking in nature can be.

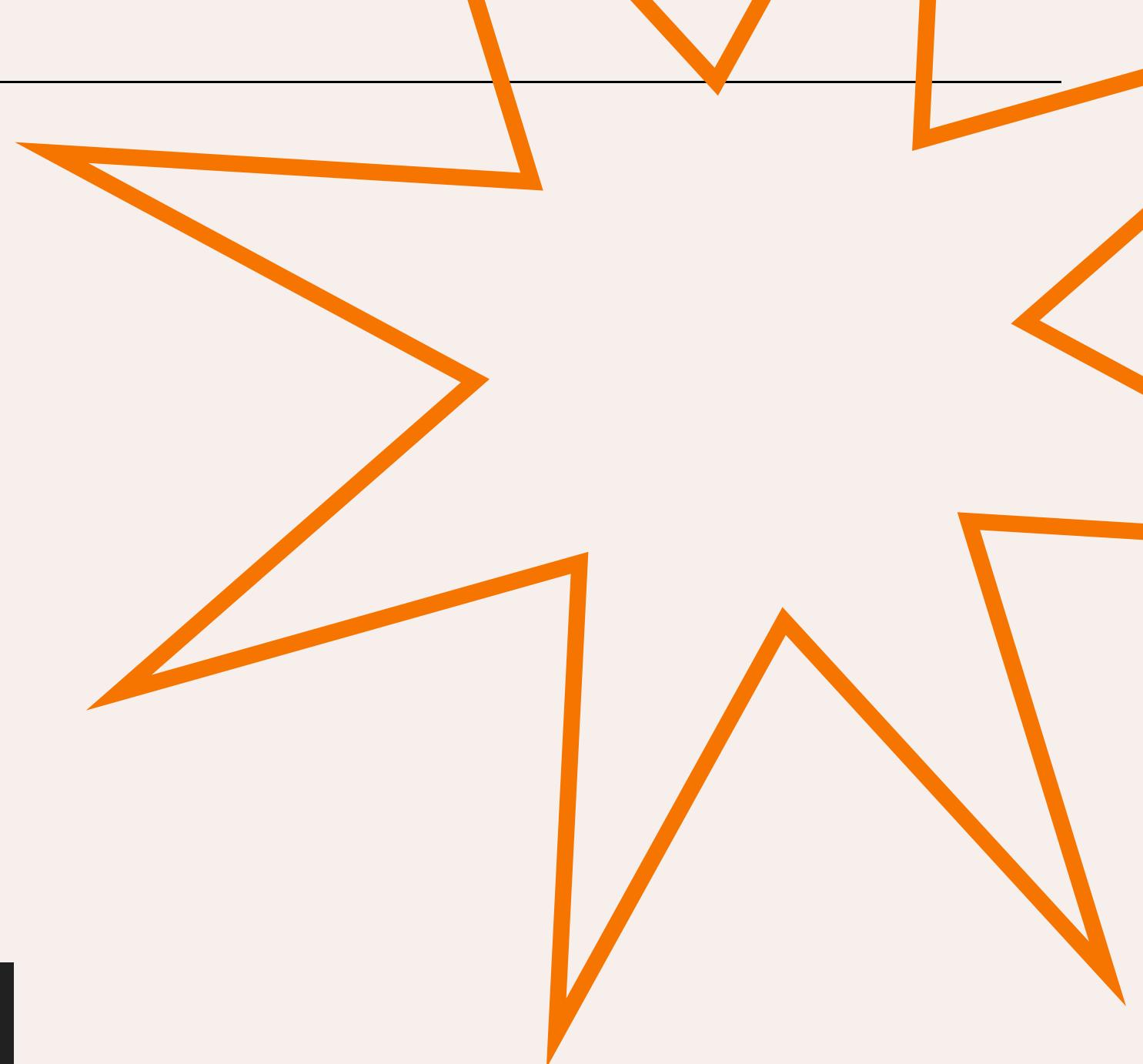
### Inspiration

His outdoors recipes doesn't require much preparations or skills, but can still be impressive.

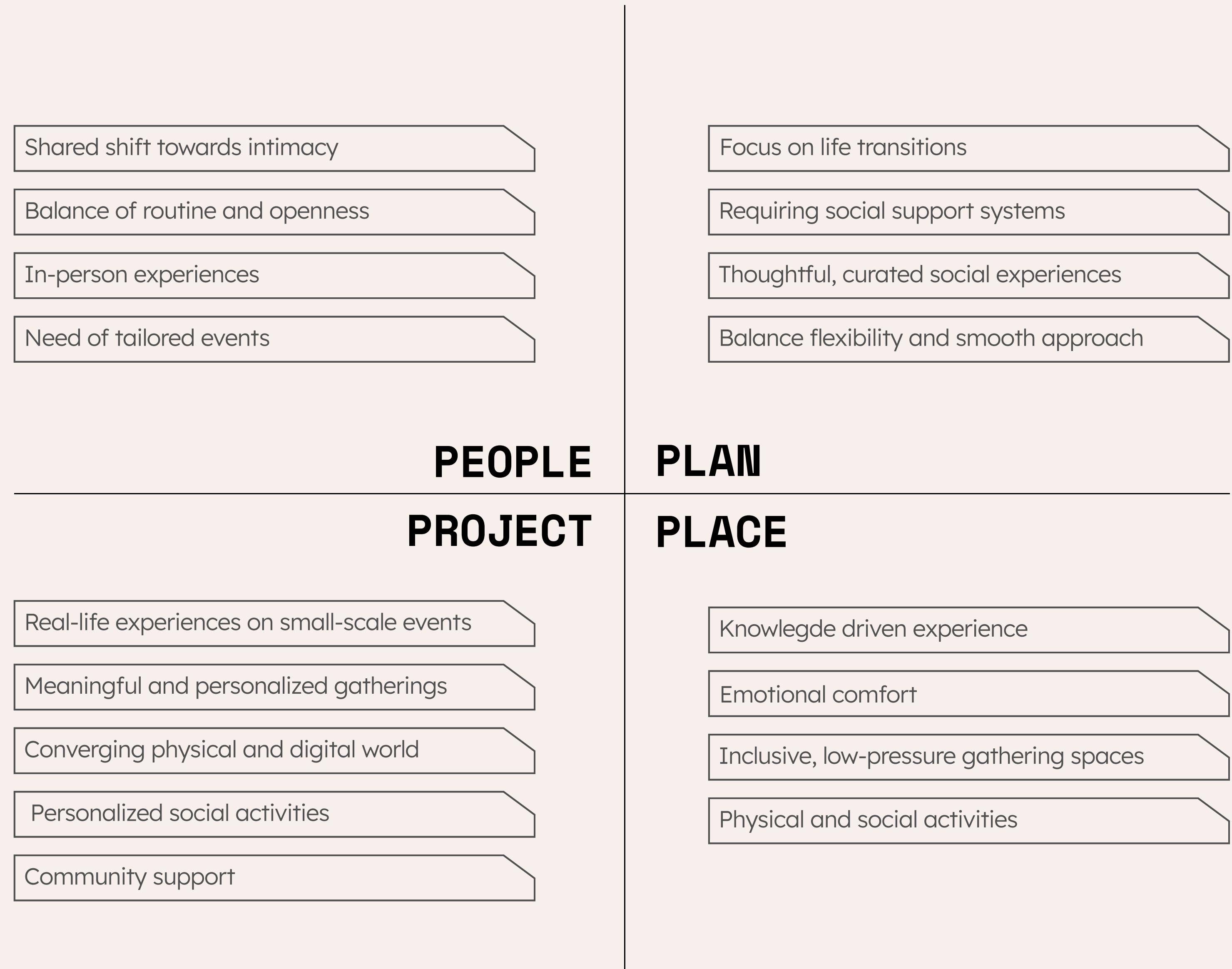
06

Insights & proposal

development



# Insights matrix



# Insights matrix

INTIMACY

SUPPORT

BALANCE

Shared shift towards intimacy

Balance of routine and openness

In-person experiences

Need of tailored events

Focus on life transitions

Requiring social support systems

Thoughtful, curated social experiences

Balance flexibility and smooth approach

PEOPLE  
PROJECT

PLAN  
PLACE

Real-life experiences on small-scale events

Meaningful and personalized gatherings

Converging physical and digital world

Personalized social activities

Community support

Knowledge driven experience

Emotional comfort

Inclusive, low-pressure gathering spaces

Physical and social activities

# Insights matrix

## Trust & Share Paradigm

PEOPLE	PLAN
PROJECT	PLACE

Shared shift towards intimacy

Balance of routine and openness

In-person experiences

Need of tailored events

Focus on life transitions

Requiring social support systems

Thoughtful, curated social experiences

Balance flexibility and smooth approach

Real-life experiences on small-scale events

Meaningful and personalized gatherings

Converging physical and digital world

Personalized social activities

Community support

Knowledge driven experience

Emotional comfort

Inclusive, low-pressure gathering spaces

Physical and social activities

# Future Scenario

## How?



FROM NEEDS → TO HOW MIGHT WE?

### Intimacy and Deep Connection

- Shift toward smaller, meaningful gatherings and curated social experiences.

### Fostering Connections

- How might we design small-group events that create meaningful relationships and genuine interactions?

### Support and Accessibility

- Inclusive, low-pressure spaces that provide social support, especially during life transitions.

### Supporting Transitions

- How might we help users navigate life changes through inclusive, low-pressure, and supportive gatherings?

### Balance and Integration

- Seamlessly blend flexibility with thoughtful planning, converging physical and digital tools.

### Blending Digital and Real-World

- How might we use digital tools to simplify planning while prioritizing intimate, in-person experiences?

# Future Scenario

## What?

### Deep Meaningful Connections

Small-group, personalized experiences hosted by local creators and experts, designed to foster intimacy and genuine interaction.

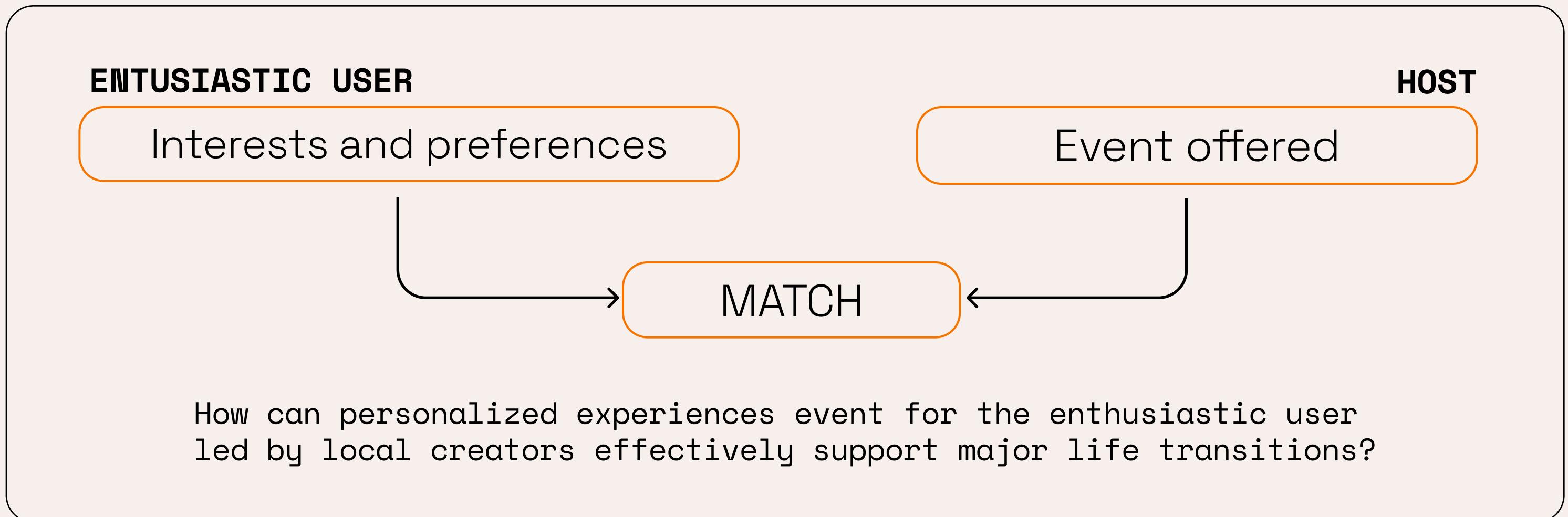
### Support During Life Transitions

Events tailored to support major life changes, such as relocations or study exchanges, in safe and inclusive spaces.

### Seamless Balance Between Digital and In-person

A blend of digital tools for easy planning and onboarding with a strong emphasis on real-world, in-person experiences.

INSIDE THE CITY OF MILAN

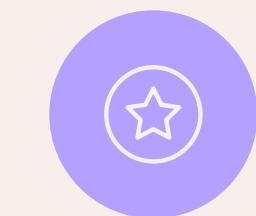


Oda Milano Ceramic studio





INTIMACY



SUPPORT



BALANCE

**GetTOURgether** it's a event platform empowers individuals to explore, connect, and build communities through memorable experiences within the city of Milan.

# Get TOUR gether

GROUP 7

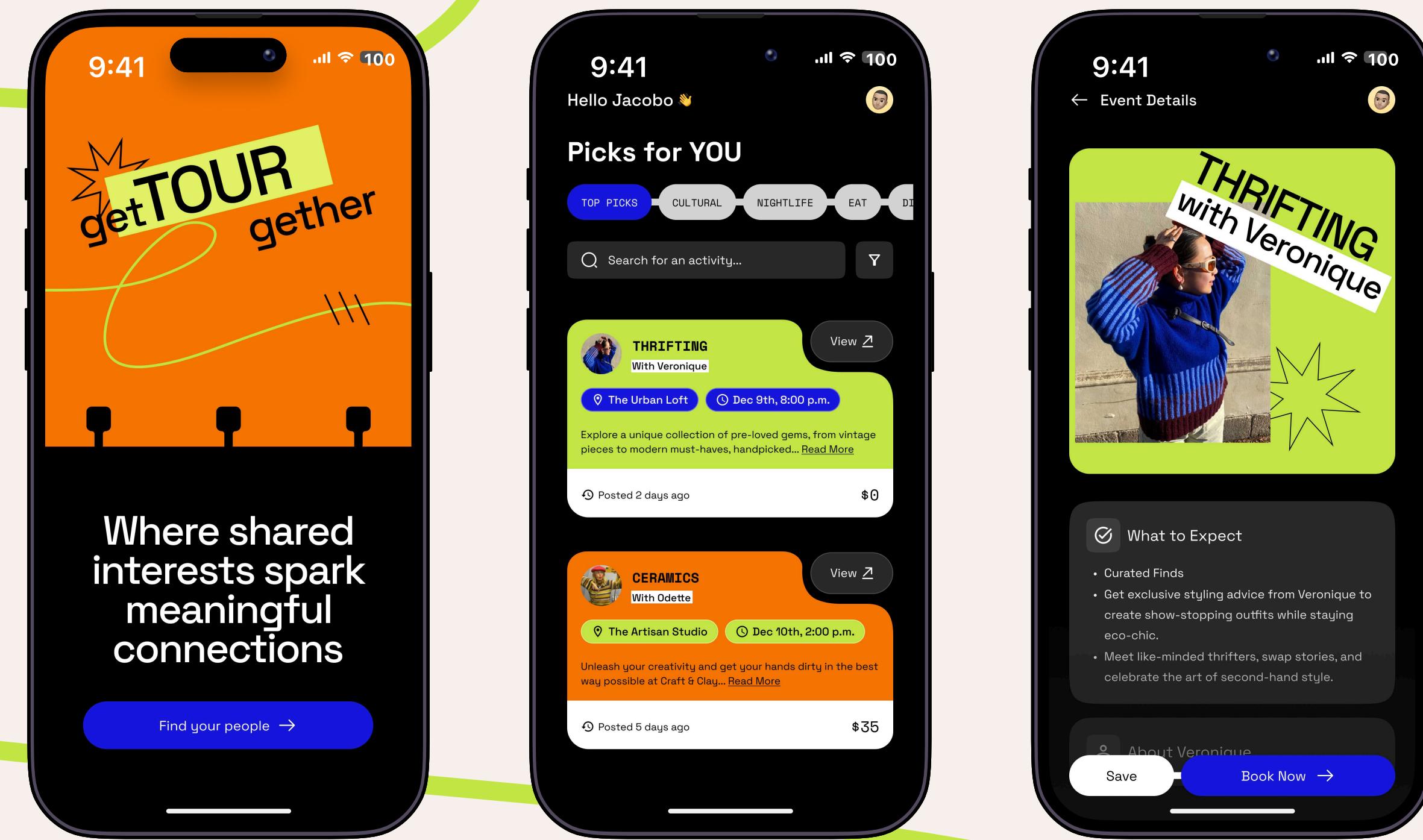
Deep Meaniful connections

Support during life Transitions

Seamless Balance Between Digital and In-person



# Where shared interests spark meaningful connections



**GetTOURgether** is a community-driven event platform that **creates intimate, personalized experiences** hosted by local creators and experts. The platform prioritizes **small-group gatherings** to foster meaningful connections, **blending structured activities** like workshops or cultural tours with opportunities for genuine interaction.

Users are matched based on shared interests and preferences through a **personalized onboarding process**. Events **support life transitions**, such as relocations or study exchanges, and promote safe, inclusive spaces to accommodate diverse social needs. **By balancing digital tools for planning with a focus on in-person interactions**.

# Charather istics

## DIGITAL INTEGRATION

Tools that enable **easy planning** and **enhance real-world interactions**.

---

## SHARED EXPERIENCES

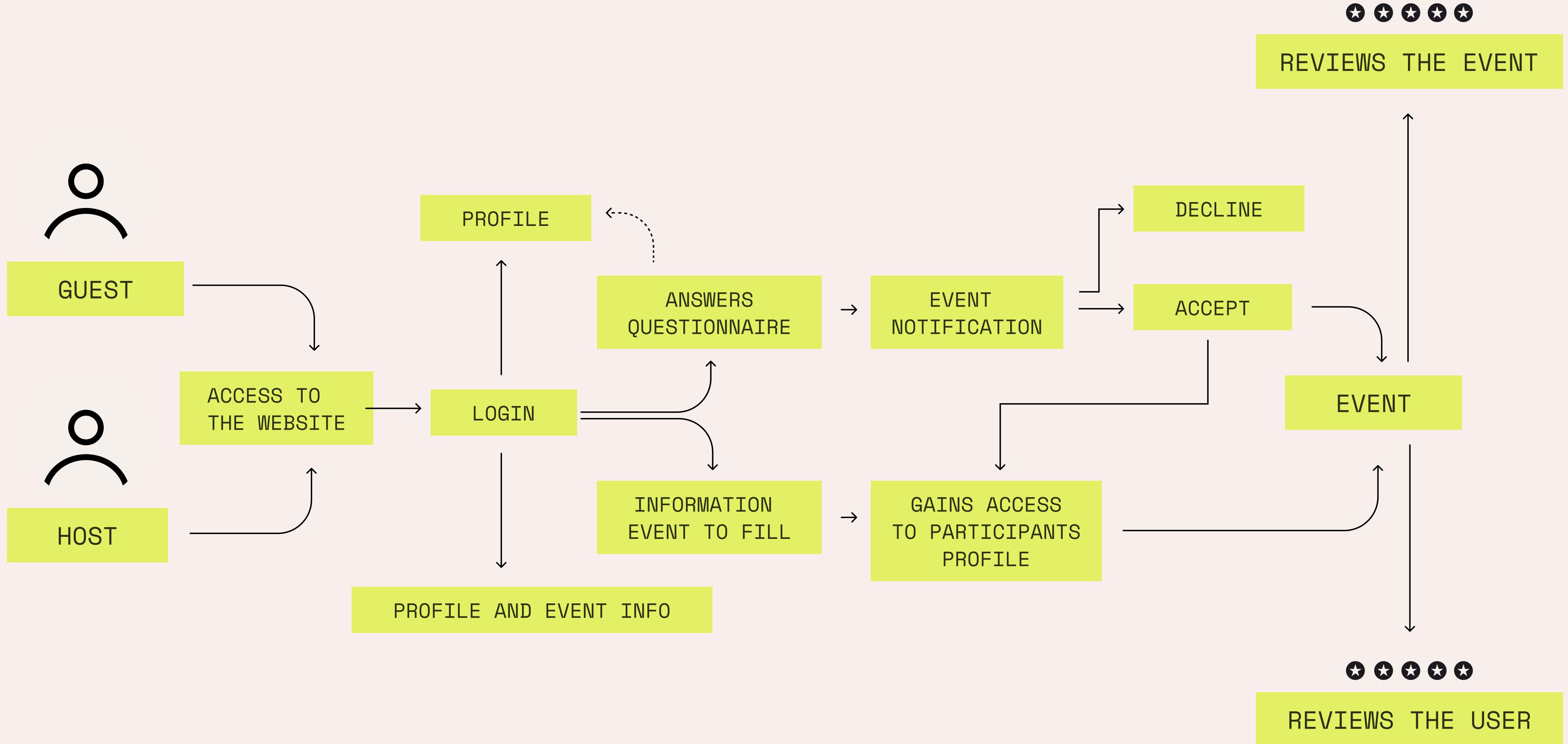
Activities **fostering intimacy** and **meaningful connections**.

---

## ADAPTABILITY

It addresses the needs of both **spontaneous** and **intentional gathering** users.

# Service Workflow



# Storytelling

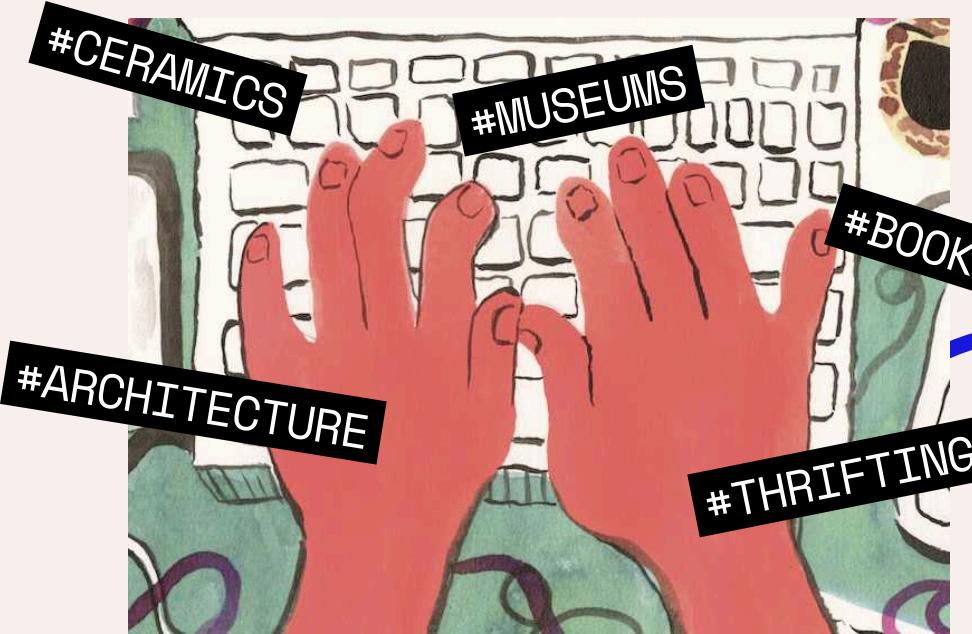
Guest



This is Laura, 25 y.o,  
recently moved to  
Milan. Extrovert, but  
has few friends and  
is **looking for new**  
**hobbies.**



SCROLLING  
THROUGH HER  
PHONE, SEES AN  
AD FOR  
**getTOUR**  
gather



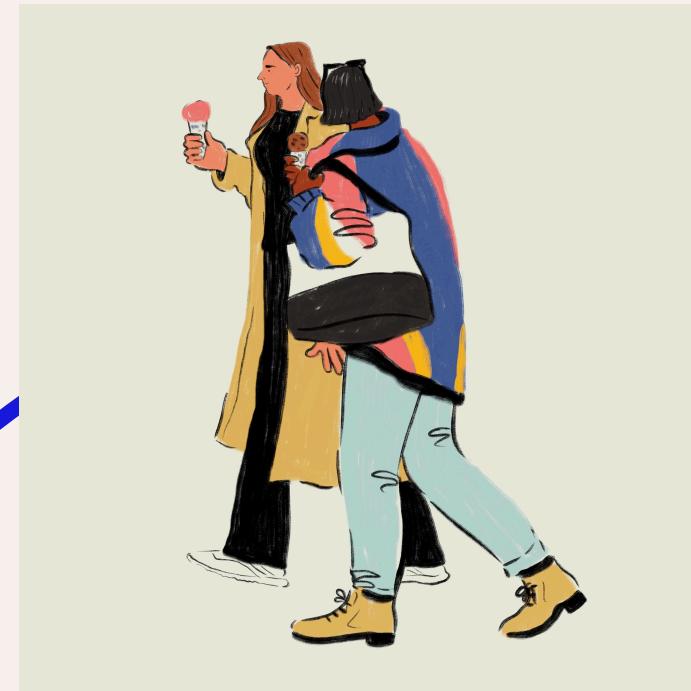
Creates a profile,  
and fills in her  
interests, **goals** for  
the activity, **social**  
**preferences** and  
her available days.

# Storytelling

Guest



THE DAY OF THE EVENT SHE ARRIVES AT THE LOCATION AND MEETS THE HOST ODETTE AND THE FIVE OTHER ATTENDEES FOR THE FIRST TIME.



Receives her **recommended** tours/ events and **decides to attend** Ceramics with Odette.

Laura gets to meet likeminded people, creating meaningful connections, starting a new hobby in the city.

# Storytelling

## Tour Guide

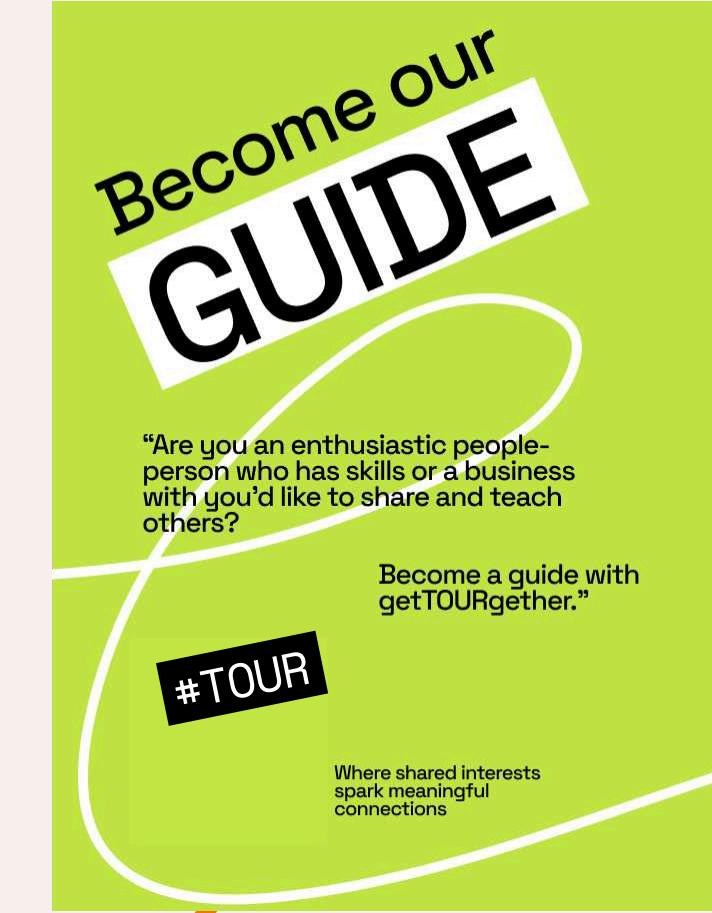


This is Odette, a Milanese creative who recently opened her own ceramics workspace. She is interested in **branching out to connect** with potential new ceramic enthusiasts.



A FRIEND SUGGESTED SHE COULD HOST EVENTS AT HER WORKSPACE VIA

**getTOUR** gether



# Storytelling

## Tour Guide



SHE GETS NOTIFIED WHEN GUESTS HAVE BOOKED A TOUR WITH HER, AND PLANS THE EVENT.

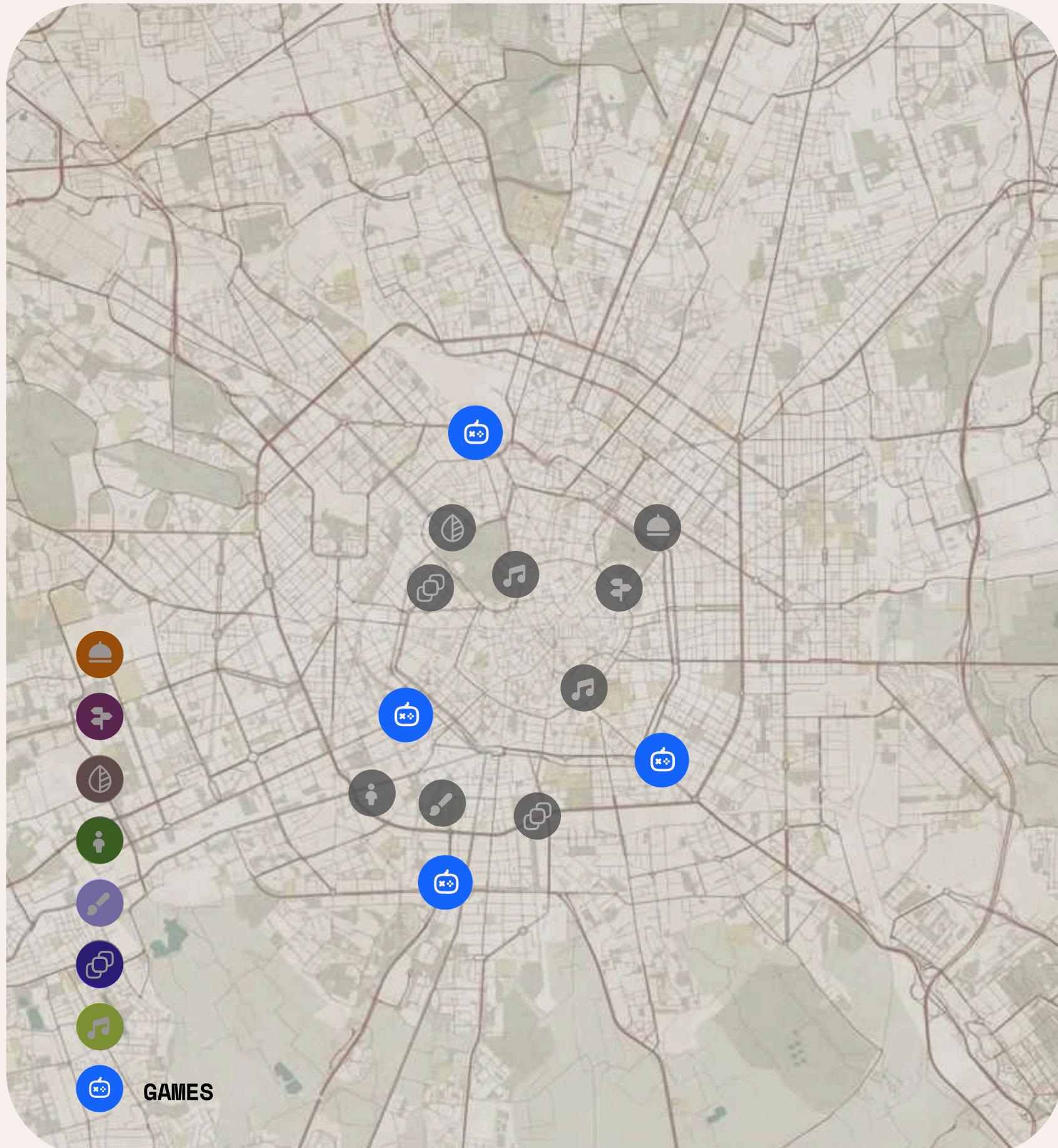


She applies as a guide, and starts building a **strong personal brand** rooted in her passions and her personality.

Machine learning algorithms ensures Personalized User Pairing.

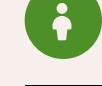
During the event she focus on **facilitating interactions** between the guests, based on insight from their questionnaire

# Environment



**MILANO** (45.4606°N/9.1851°E)

## CATEGORIES

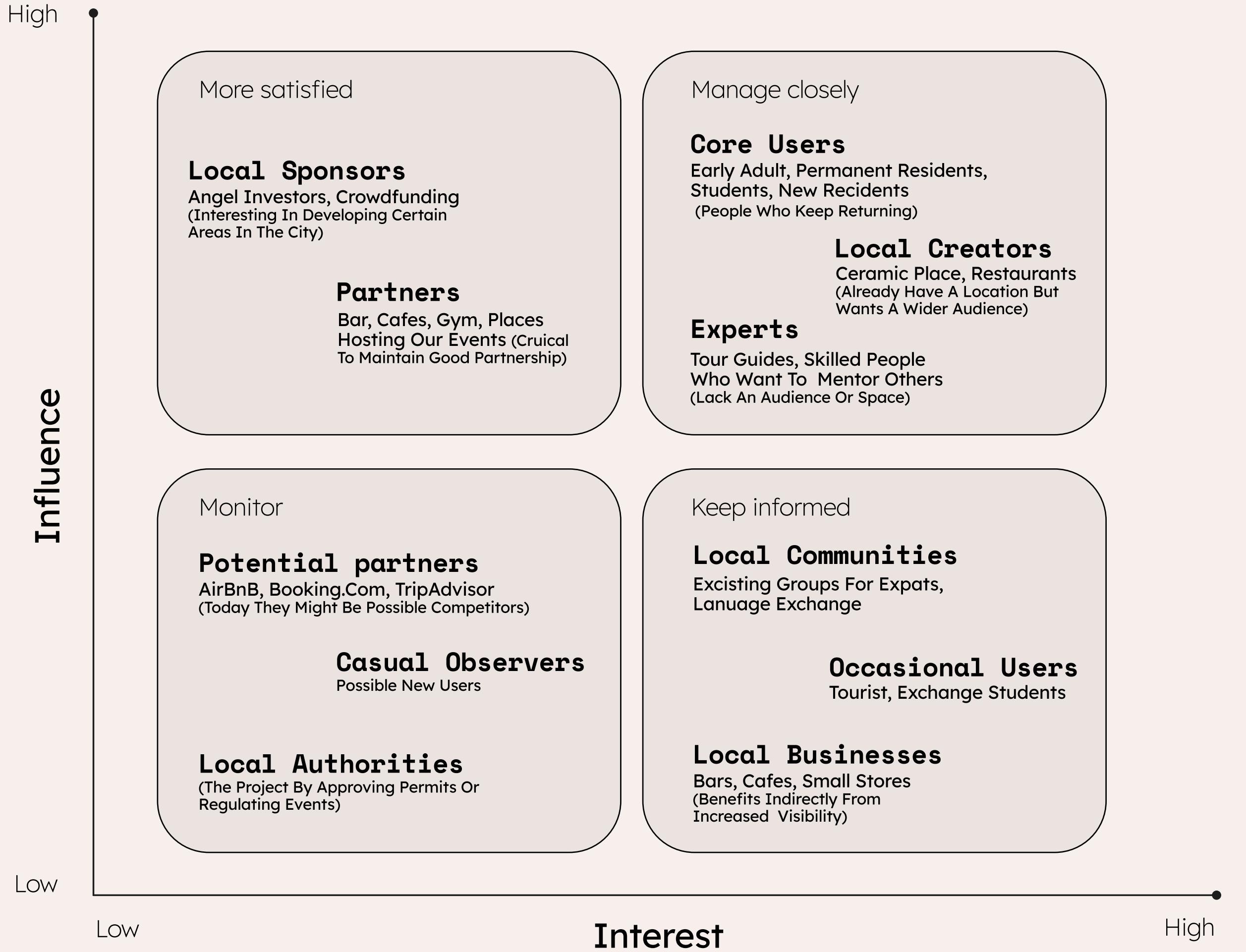
-  CULINARY EXPERIENCES
-  CULTURA STREET
-  SEASONAL HIGHLIGHTS
-  SPORT&WELLNESS
-  ARTS&CULTURE
-  DESIGN
-  MUSIC & CONCERTS
-  GAMES

→ OUTDOOR | INDOOR



THESE FEATURES ARE DESIGNED TO GIVE THE AUDIENCE AUTHENTIC EXPERIENCES, FAR FROM MILAN'S MAINSTREAM CIRCUITS. BY GIVING A CLEAR OVERVIEW.

# Stakeholder



# Why?

PEOPLE

## AUTHENTIC SELF-EXPRESSION

Shared passions will **unite** both host and guests, encouraging them to deep dive into details of their interest **without judgement** or fear of being too much.

## SAFE SPACES

PLACES

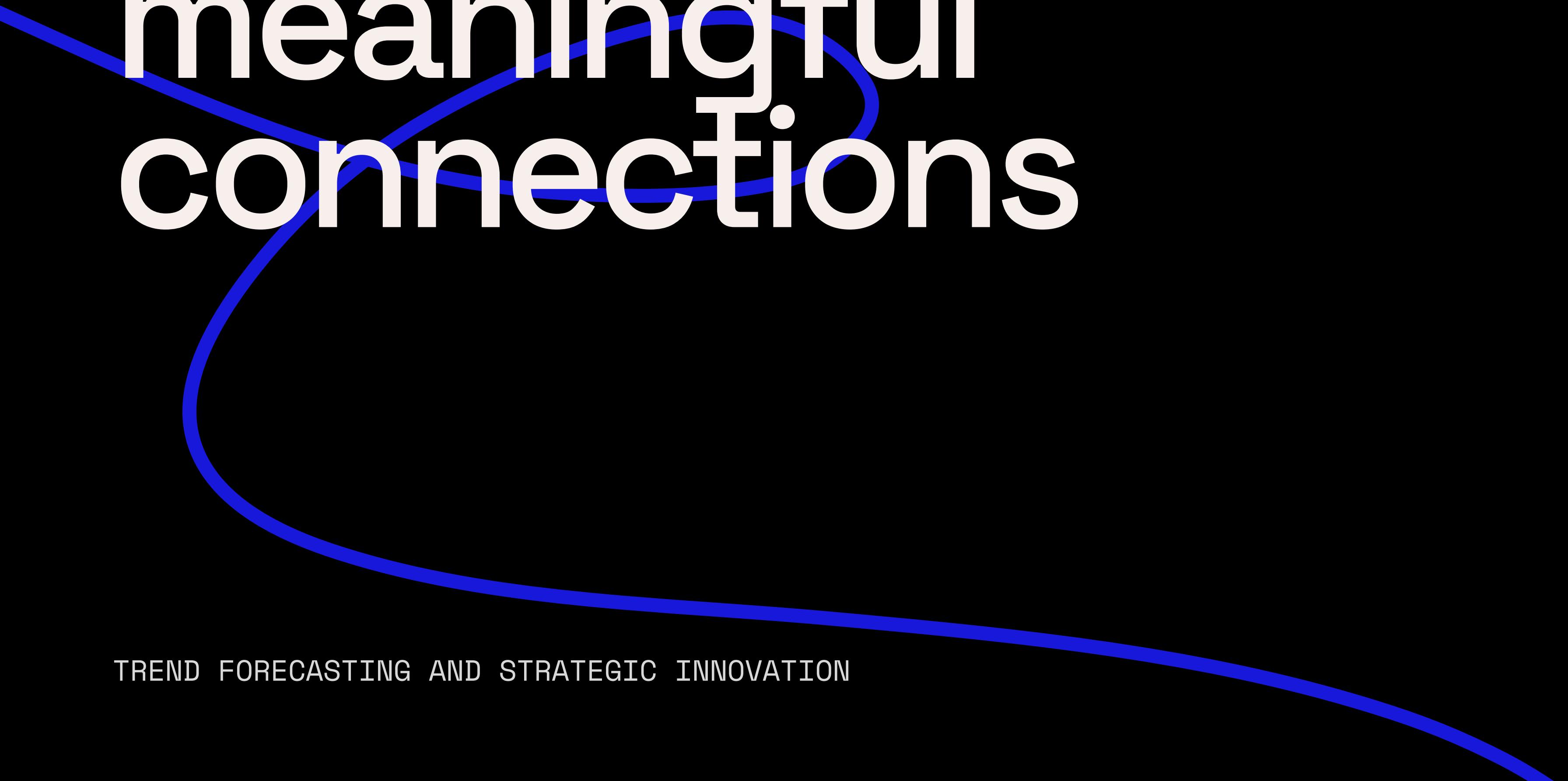
Gain **access to environments** which already exist, where your hobby is in the center.

## CREATING NICHÉS

PLANS

Helping businesses create and market their niche. Sustainably spread people across the city, and build loyal customers.

# Where shared interests spark meaningful connections



GROUP 7

BENTZEN ODA  
HENAO GONZALEZ NATHALIA ANDREA  
SUOFEIYA NANXI  
TORCOLACCI ILARIA  
ZORRO ALVAREZ JUANITA  
HUANG XILING  
LIU XILIANG