



FRIENDSHING

Find your matching friend

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2022-2023

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1. INTRODUCTION

You will find in this document all the information about my project Friendshing from what my concept is to the style guide for my project. You will see my progress as well as how I discover and develop my concept.

I'm Mey-Lin Mus, a second-year student in Multimedia & Creative Technology at Erasmus University Brussels.

For my client Fenna Zamouri, I created this project for subject design III. The problem statement is that making friends with similar personalities and interests is difficult. It's not about just making friends, it's about making good friends, becoming more social, and opening up. I solved this problem by making a "Friendshing" concept. "Friendshing" is about getting matched with somebody who has the same interests and personality as you and who can become a good friend to you. You get to know yourself better by solving the personality questions, and you get to know someone with the same personality and interests.

2 . MY CONCEPT



The key words that relate to my concept and assignment are friendship, match, personality, opening up, being social, and the youth in Brussels.

Making friends isn't easy. Addressing people you don't know isn't easy. Finding people with the same interests and personality isn't easy. These are the issues that my persona L.M. has told me about in an interview, and I wanted to find a solution to them. After a long brainstorming session, I came up with a concept named "Friendshing."

Friendshing is the concept of making friends with the same personality and interests without randomly addressing anyone. It allows you to get to know yourself better by having to answer personality questions. And it also allows you to open up more and get social.



At this kiosk, young people are going to have to solve personal questions and leave their contact details. Based on the answers, a match is going to be made with other young people, and they can also view the contact details of their match so they can contact each other. These kiosks will stand in different places in Brussels, and if there is a match at the same time, the young people can contact each other directly and can see each other through a hologram.

3. DEVELOPED PROTOTYPES



4. STYLE GUIDE

PATTERN

I chose two graphic elements for my pattern:

The hands represent holding the hand of another, and the spiral represents being connected to each other. My pattern should give a sense of friendship and connection. My goal is for people to recognize my concept of “friendship” through my pattern.



COLORS

I chose ... because:

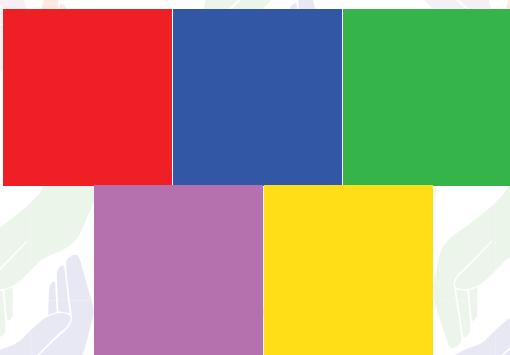
Red => to encourage actions, strength

Blue => trust, loyalty, stability

Green => growth, safety, hope

Purple => mystery

Yellow => happiness, optimism, joy, cheerfulness



FRIENDSHING

Find your matching friend

TYPOGRAPHY

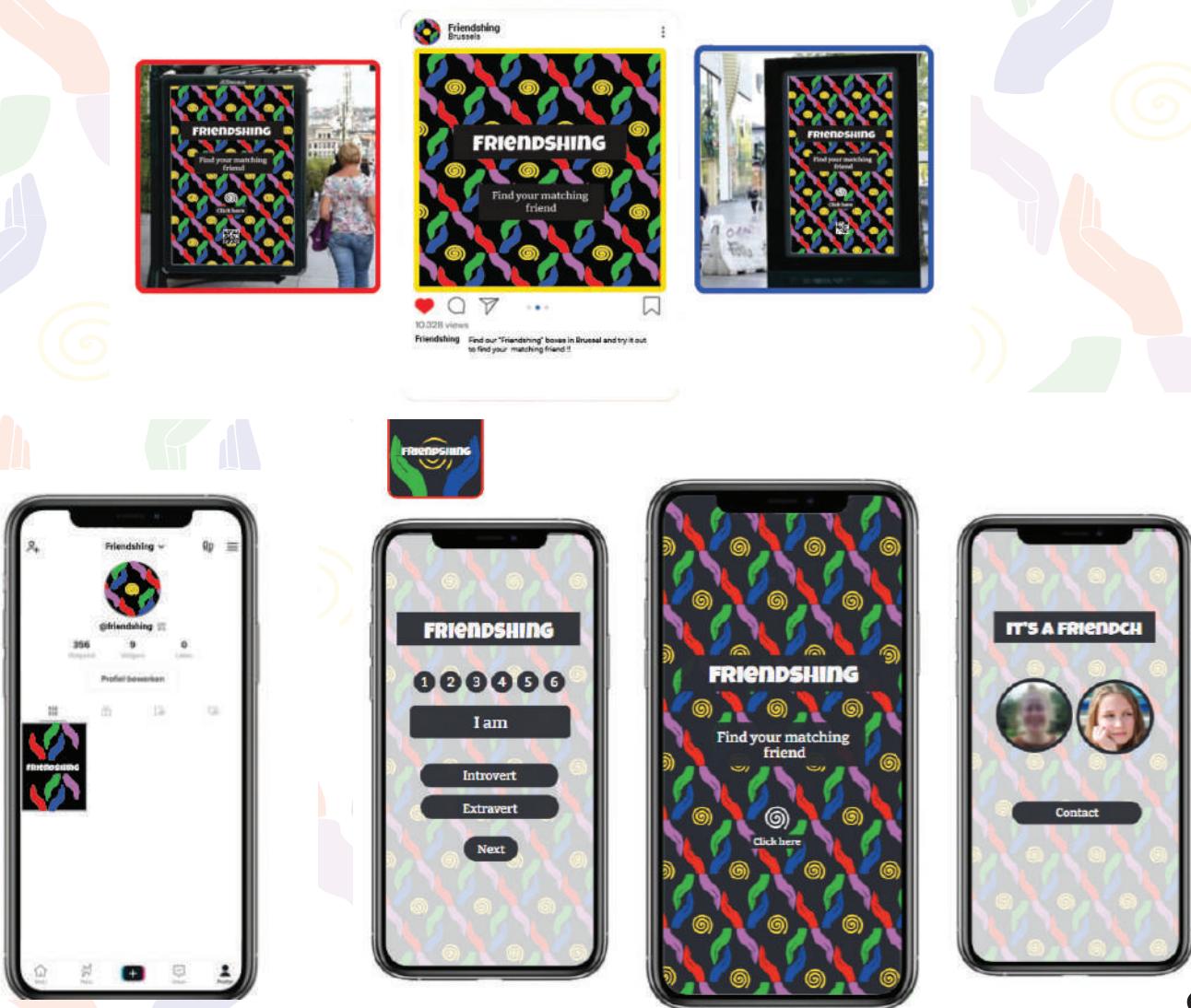
I chose the font “Luckiest Guy Regular” because it is a friendly heavy-weight sans serif font that stands out, and I combined it with the font “Bitter Semi-Bold.” This font combination gives a friendly look and feel to my concept.

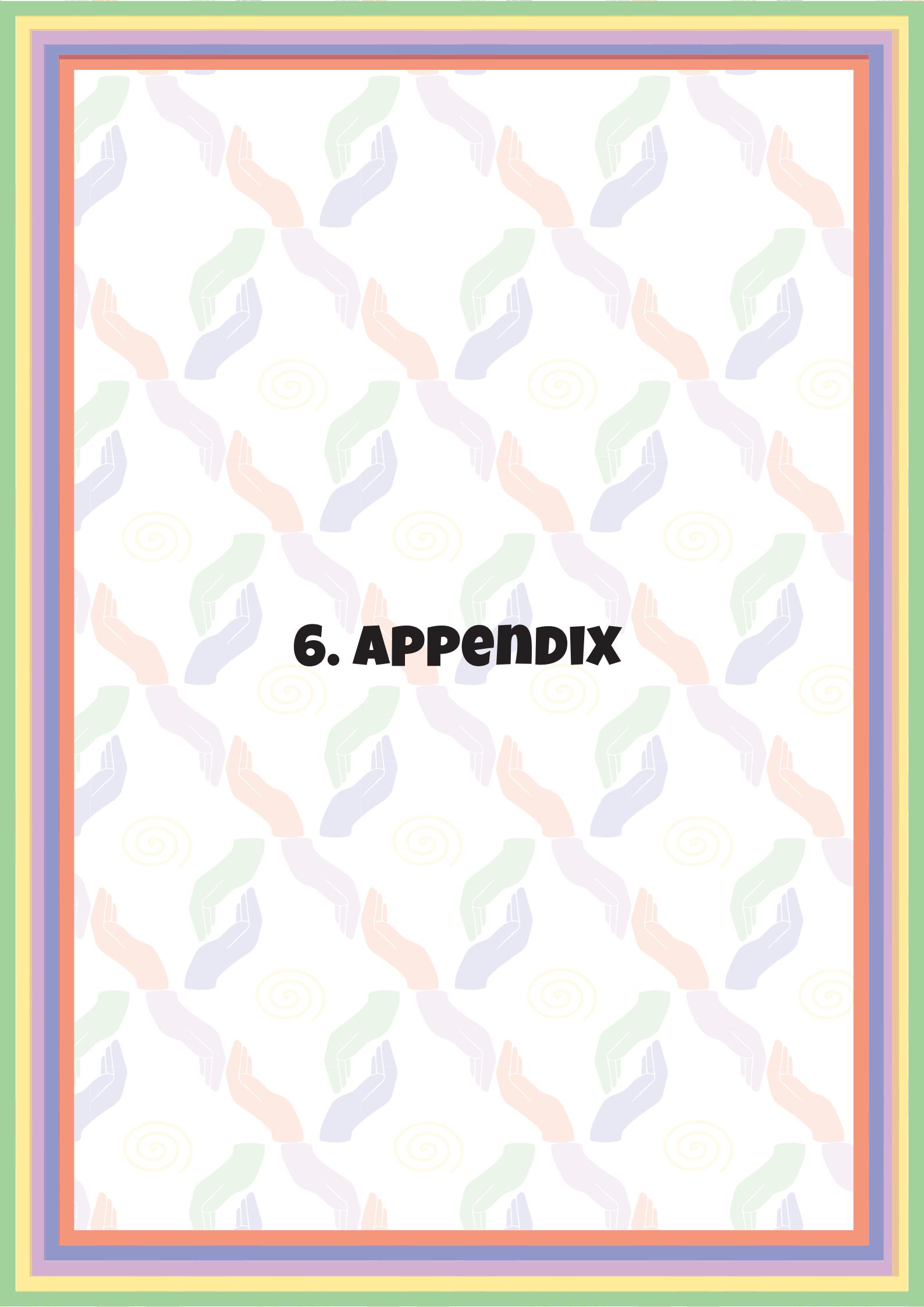
5. CROSS-MEDIA PLATFORMS

I chose Instagram because it is one of the most popular social media platforms to connect with young people, and it attracts them more. With this social media platform, I want to introduce young people to “Friendshing” by posting the locations of the kiosks and other things about “Friendshing.” On the kiosk, you can find a QR code that links to the Instagram page of “Friendshing.”

I chose to make an app because, with an app, the youth doesn't necessarily have to go to Brussels to find a “Friendshing” kiosk. The principle remains the same: they can use the app to find their matching friend by answering six personal questions.

I chose a TikTok account so that young people can share their “friendshing” experiences with one another and encourage one another to try it out.





6. APPENDIX

PROCESS

I first started at a youth organization called “Nakama.” “Nakama” is Japanese for “friend” and is an organization dedicated to the young people of Brussels.

Then, I created a persona of my own called An De Wachter with information about who and what she is, demographic data, wishes and goals, and appearance to get closer to my target group.

The next step I took was to find somebody who described my persona in real life and get an interview with the person.



An De Wachter

"I'm a cool person too!"

Age: 19
Gender: woman
Root: Belg
Education: Biomedical laboratory technology at Erasmus Brussels University
Stage of study: Professional Bachelor
Languages: Dutch, French, English
House: house in the centre of Brussels
Environment: busy neighbourhood
Transport: by bike

PERSONALITY	
Introvert	Extrovert
Friendly	Organized
Unfriendly	Caring
Passive	Active
Thinking	Feeling

- CONCERNs**
- People who don't like her
 - Is she taken seriously
 - Not daring to address people
 - What if she does not feel at home in the group
 - Her anxiety

ANNOYANCES

- Too much noise
- Messy rooms
- Social media

INTERESTS

- Reading
- Biology
- Volleyball
- Drawing

GOALS

- Make more friends
- Becoming more social
- Opening up more
- Dealing with her anxiety

What does she THINK & FEEL?

- Anxious
- Overwhelmed
- Frustrated
- Unsure to trust
- Overthinking things
- Do they think I'm cool?
- How can I become more social?
- How can I make more friends?

Nakama

L.M.

What does she SEE?

- A lot of people
- Many buildings,
- Roads
- Trees
- Traffic
- Books
- Social media posts
- Videos
- Books
- Friend groups

What does she SAY & DO?

- I don't like social media
- Follow your heart
- Drawing
- Reading books
- Working

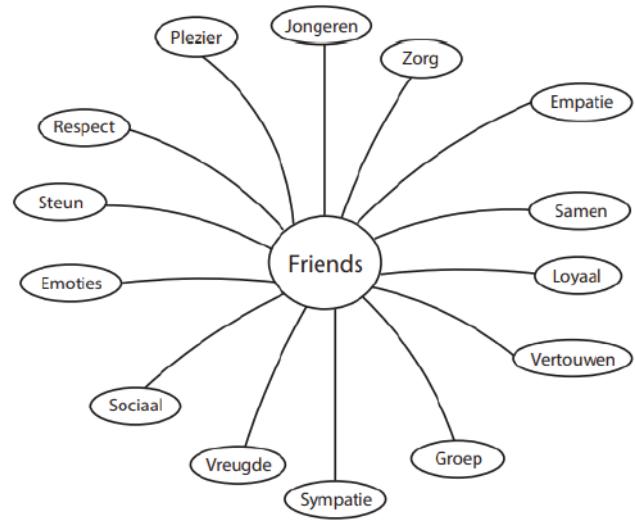
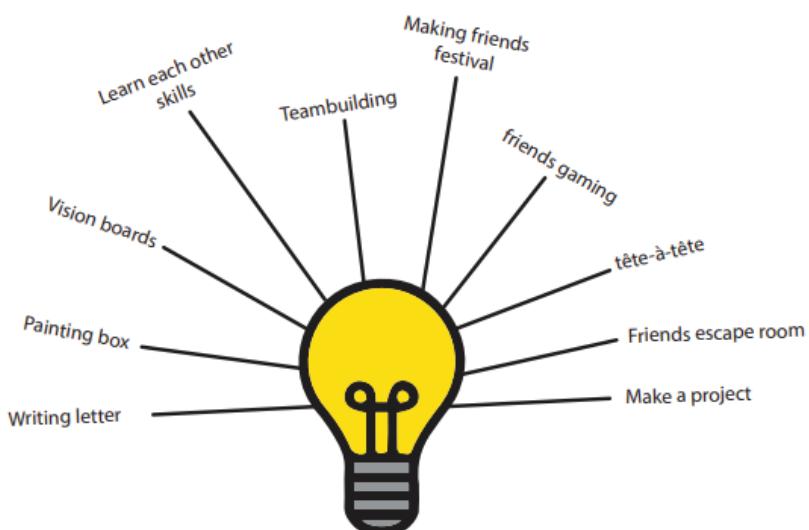
What are her PAINS?

- She don't know how to make friends
- Few friends with people she don't know
- She don't like to much houses
- She don't like social media
- Her anxiety

What are her GAINS?

- She can find friends and become more social
- Stepping out of comfort zone

BRAINSTORM



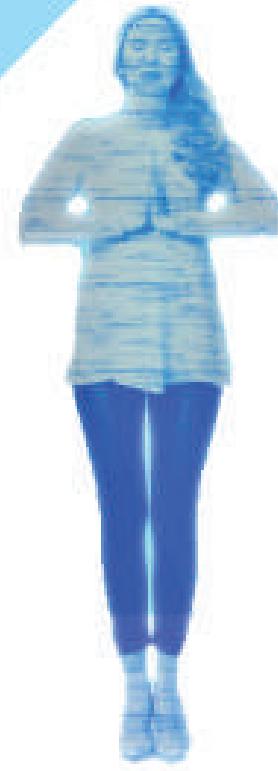
Concept 3: Matching kiosk

Concept description: At this kiosk, young people are going to have to solve personal questions and leave their contact details. Based on the answers a match is going to be made with other young people and they can also view the contact details of their match so they can contact each other.



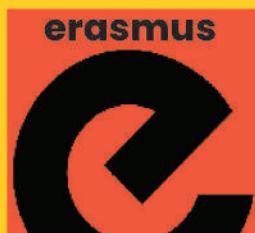
FIRST PROTOTYPE POSTER

The friendshing box



LOOK & FEEL

BRUSSELS YOUTH THROUGH
CREATIVE TECHNOLOGY

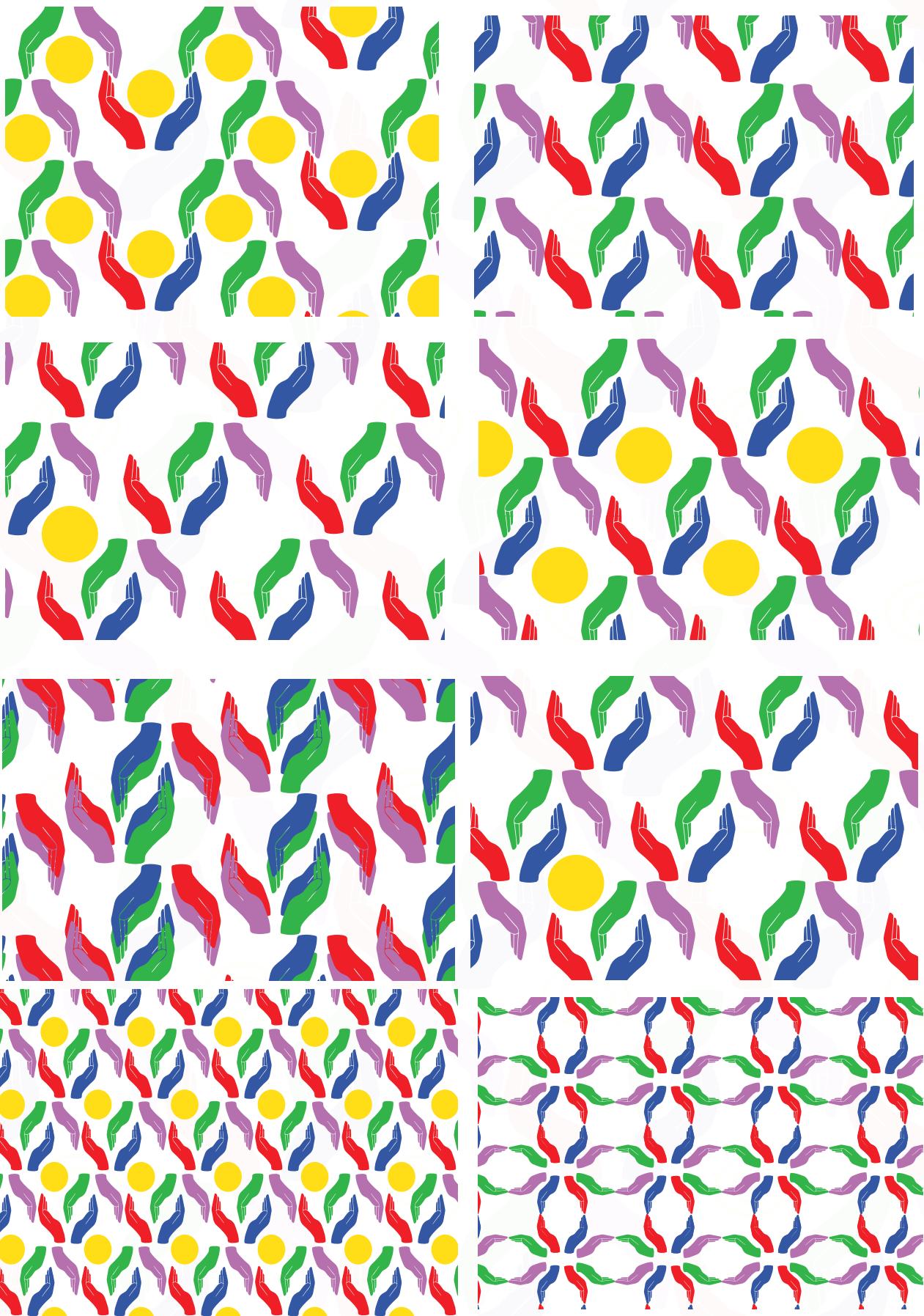


EHB X NAKAMA X Mey-lin Mus



仲間

PROCESS PATTERN



PROCESS POSITIONING AND BACKGROUND

