

friendee



problem space

People struggle to initiate and plan meetups with their friends, causing greater **social disconnection**

target audience

Young adults aged 18-24
— the generation of power users of social media

design process



We went through several phases: idea generation, user research, storyboarding, low-fidelity and high-fidelity prototyping.

Experience maps and “Shy Shelly” and “Busy Buster” **personas** helped us create a universal solution that addressed different needs.

Usability tests and heuristic evaluations of our lo-fi and hi-fi prototypes showed that too many choices led to confusion, so our final iteration had a **single unified flow** with clearer prompts and icons.



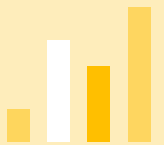
our solution

Matching feature eliminates the fear of awkwardness, while suggesting smart matches based on mutual interests and time apart.

Scheduler automatically highlights mutually open times for easy coordination.

Explore page and planner suggests activities based on interests and what's popular in your area — countering indecision and promoting community engagement.

user research



220 questionnaire responses
5 in-depth 30-minute interviews

Key takeaways:

Too much **friction**: People want to meet up but are stopped by planning conflicts and indecision.

Fear of **rejection**: People are more willing to ask someone to meet up if they know the feeling is mutual.

Stronger relationships: People report feeling a renewed confidence in the strength of their relationships after meeting up.

