

5 W's (EXAMPLE)

5 W's

5 W's	ANSWERS: Use the Research Report to answer each of the 5 W's.	EXPLANATION (Optional: identify quotes/information from the research report that support your response to the 5 W's)
What is the problem?	People find it difficult to connect with their friends regularly in person.	<p>Participants express the desire to meet with friends in person:</p> <ul style="list-style-type: none"> • "I would love to get closer to her. I just wish our schedules were aligned more or we had some sort of shared activity we could do regularly." • "My other close friends from college are scattered around the world - but it's fun to go visit them and travel! It's hard to maintain friendships from a distance though. I am still learning how to be a good friend when I can't see them every day."
Who is affected by the problem?	Adults	The research includes participants from age 22-45.
Where does the problem occur?	United States	The Background states that this problem takes place in the United States.
When does this problem occur?	The problem occurs when friends live far apart or when a shared activity ends.	<p>Participants note that distance and the lack of shared activities makes it hard to connect regularly in person.</p> <ul style="list-style-type: none"> • "You meet a lot of other parents through sports or after school activities and bond over the shared experience of trying to raise a kid. When kids grow older, people move away, life gets busy, there's no soccer game to go watch and chat at." • "The other issue is that it's hard to get around the city. I live in Hollywood. My best friend lives in Echo Park. Meeting up on a weekday is near impossible. I'm lucky to see him once a week."
Why does this problem occur? Why is this problem important?	<p>This problem occurs because people have busy schedules, they live far apart from their friends, or they don't have shared activities that help them regularly see their friends.</p> <p>This problem is important because people feel that connecting in person is an important aspect of maintaining friendships. In-person time is also helpful for building new connections.</p>	<p>Participants note that one way to find and maintain friends is by seeing people regularly through a shared activity:</p> <ul style="list-style-type: none"> • "I did also find a book club through a Facebook group. It only meets once a month but the meetings are always a nice break." • "While also in college, I joined a surfing club and used to regularly surf with friends I made through that club." • "My husband found a pickup basketball game on one of our walks and he now plays every Sunday. I did also find a book club through a Facebook group."

PROBLEM STATEMENT (EXAMPLE)

New table

Drafting Space

Initial Problem Statement (before research)

In the United States, adults report that it is difficult to meet people who share similar hobbies and interests. They want to befriend like-minded people, but they don't know where to start. Additionally, it can be difficult to maintain friendships with people they don't see on a regular basis. This problem is important because they want to enjoy good company in their free time.

After conducting user research, we can refine this problem statement to match what the data tells us.

In the interviews, we learned that the users' main issue is not meeting people with shared hobbies. (Many quotes discuss past/current scenarios where the participant bonded with friends over shared hobbies. Thus, we can infer that they do know how to find people who have their shared hobbies).

Instead, the interviews revealed that participants don't spend as much in-person time with their friends as they'd like to. We can update the problem statement to reflect this information.

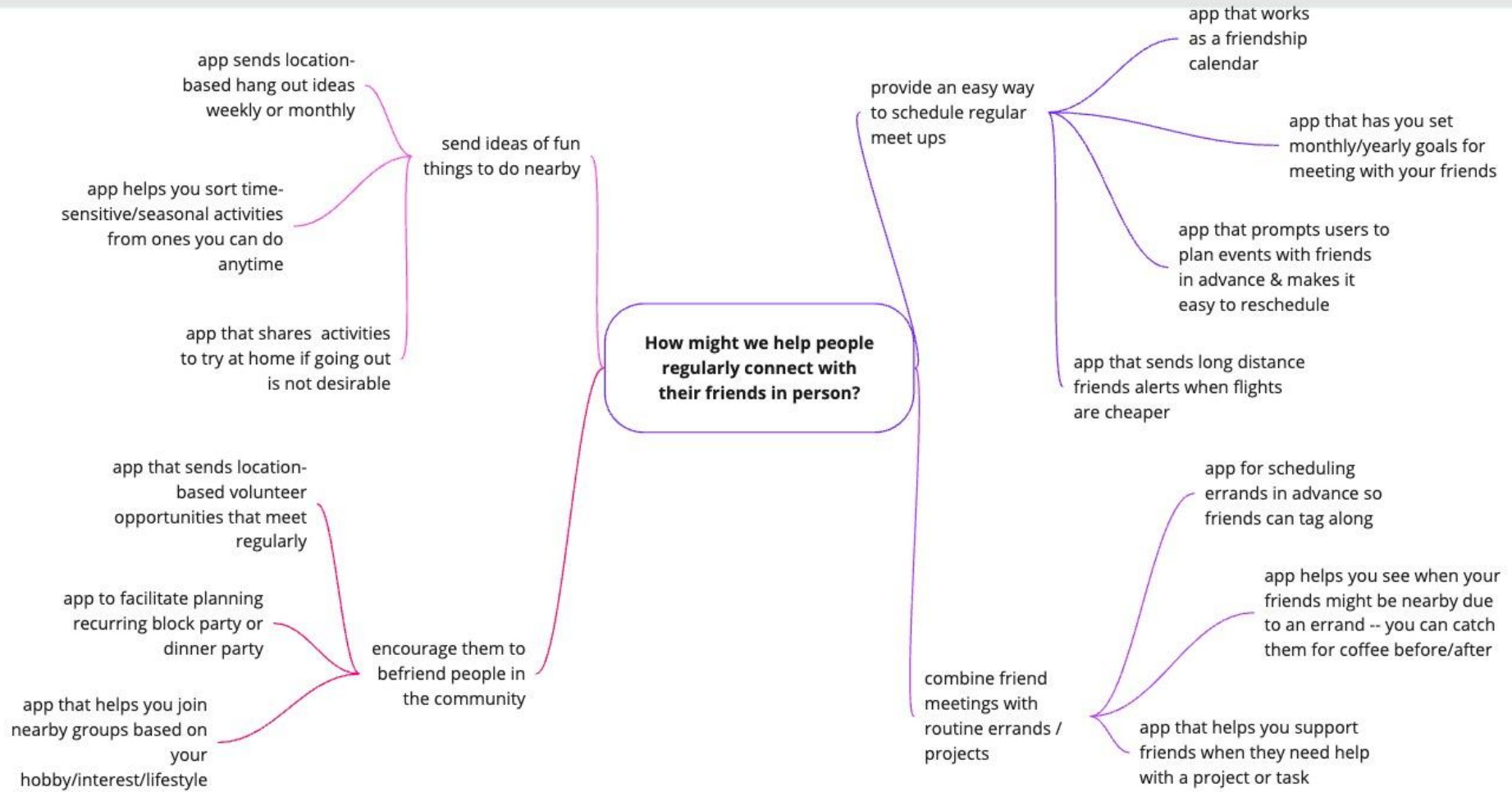
Problem Statement



Problem Statement

In the United States, adults report that it is difficult to connect with their friends in-person on a regular basis. They express an interest in meeting with friends more often, but busy schedules, physical distance, and the lack of shared activities make this challenging. This problem is important because connecting in person is a central part of maintaining old friendships and cultivating new ones.

MIND MAP (EXAMPLE)



FOUR CATEGORIES (EXAMPLE)

Four Categories

Most Rational	Most Delightful	Darling	Long Shot
<ul style="list-style-type: none">• app that prompts users to plan events with friends in advance & makes it easy to reschedule• app that sends location-based hang out ideas weekly or monthly• app that helps you join nearby groups based on your hobby/interest/lifestyle	<ul style="list-style-type: none">• app that sends long distance friends alerts when flights are cheaper• app to facilitate planning recurring block party or dinner party	<ul style="list-style-type: none">• app that has you set monthly/yearly goals for meeting with your friends• app that helps you support friends when they need help with a project or task• app that sends location-based volunteer opportunities that meet regularly• app that works as a friendship calendar	<ul style="list-style-type: none">• app for scheduling errands in advance so friends can tag along• app helps you see when your friends might be nearby due to an errand -- you can catch them for coffee before/after

Highlighted = favorite idea from each category

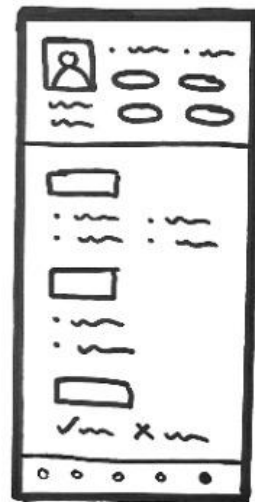
SKETCH (EXAMPLE)

Note: This is just one example of what your sketches might look like! You can sketch more than three screens, and sketching features off to the side is optional.

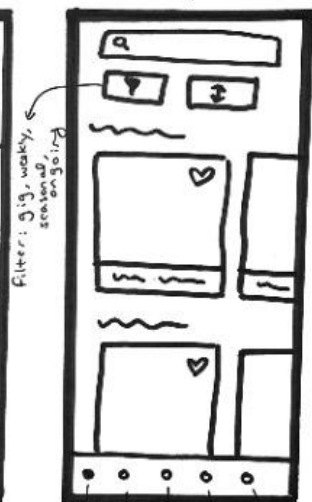
VOLUNTEER PROFILE: name, location, interests, actively looking

FIND VOLUNTEER OPPORTUNITIES: recommended / new

SAVED OPPORTUNITIES: active / all



profile: interests, skills, demographic info, availability, experience



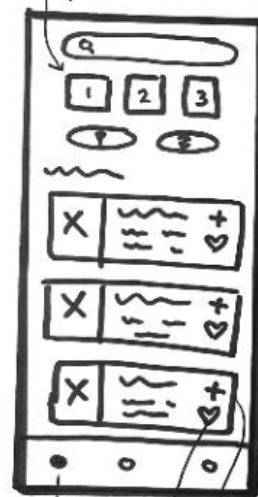
search saved messages create now profile

Idea A: app that sends location-based volunteer opportunities that meet regularly



2-step apply: send profile, explain why you want the app.

filter based on group preferences



ACTIVITIES NEAR US

coming up

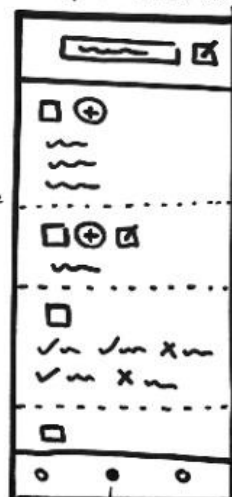
Group Info: members, location(s), goals - how often to meet up



GROUPS: FEED

vote on activities added to the group

Group members set preferences & needs, so app can match activities



GROUPS: SETTINGS

Idea B: app that sends location-based hang out ideas weekly or monthly

+ = add to group
♥ = save for yourself