



Studio:
Unintentional Good

A4: CONCEPT VIDEO & EXPLORATION

The Team



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Symbolic Systems '25



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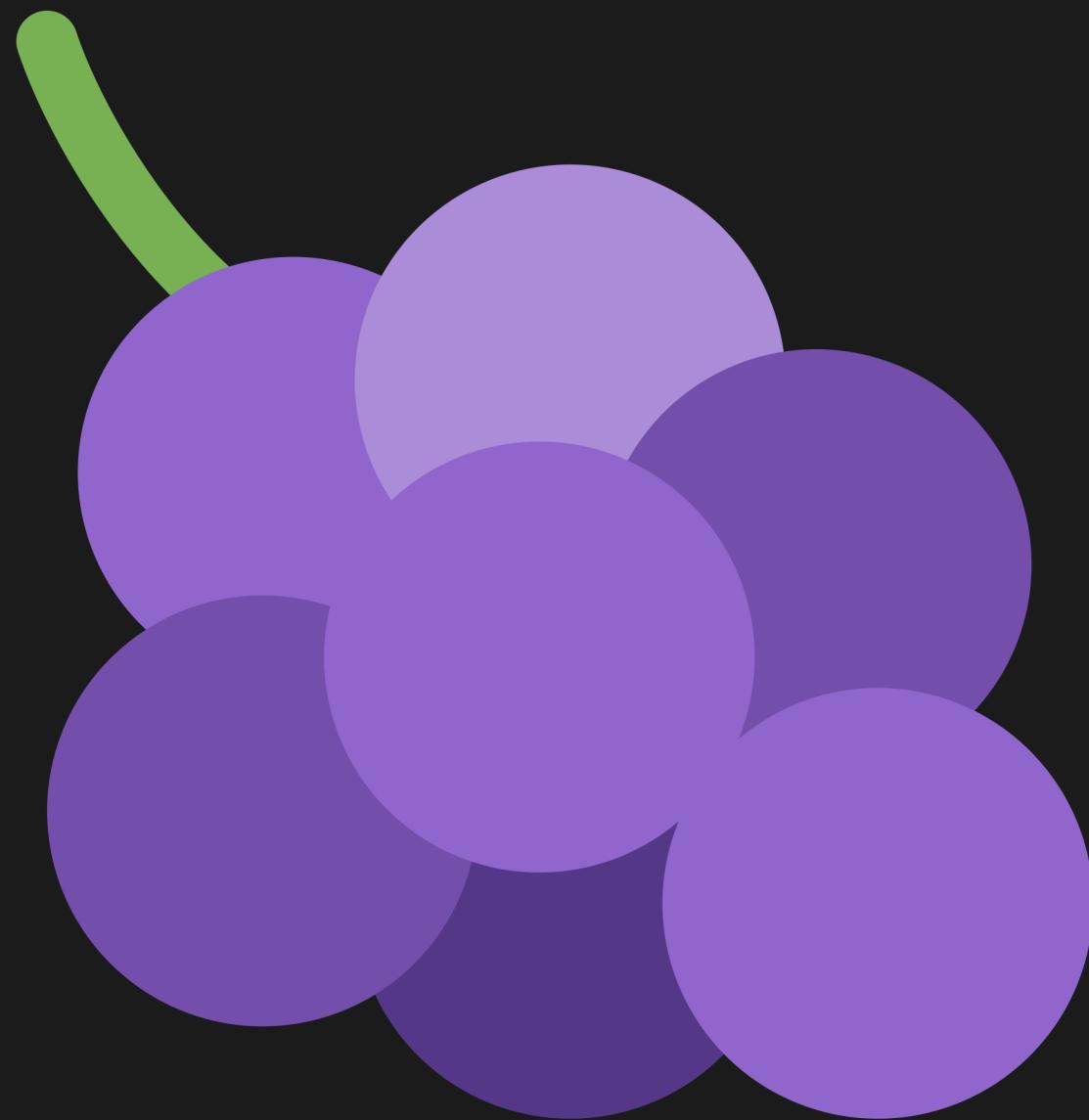
Computer Science '25

What's Inside

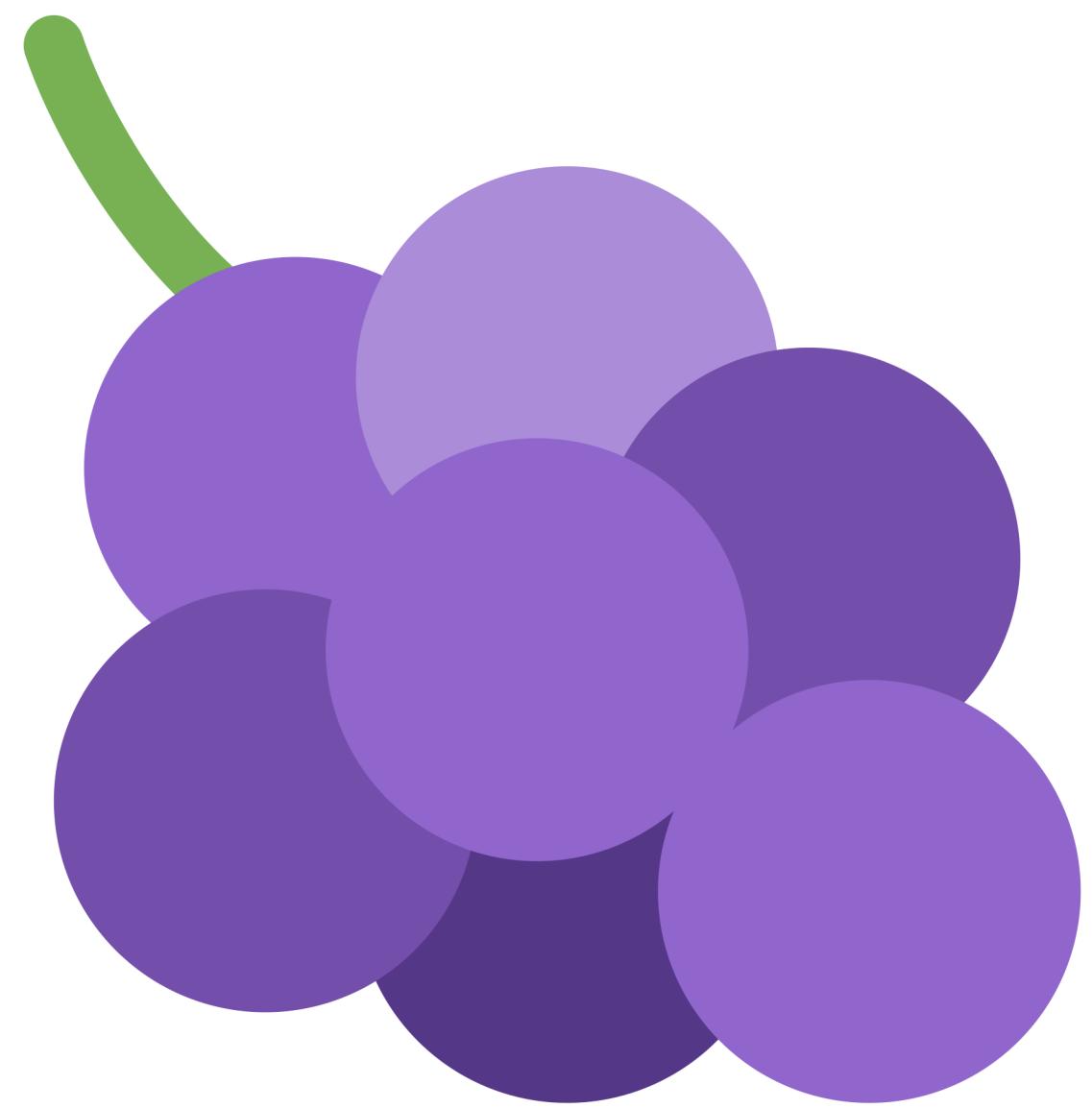
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01



Grapevine



THE NAME

GRAPEVINE

THE NAME

GRAPEVINE

Most people
know the phrase

“through the
grapevine”

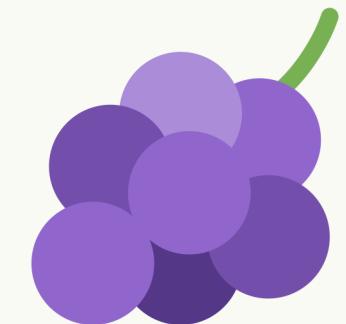


THE NAME

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Most people know the phrase

“through the grapevine”



People often say they hear things “**through the grapevine**” aka to hear something from someone else they know

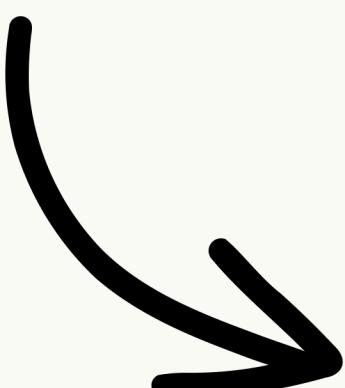
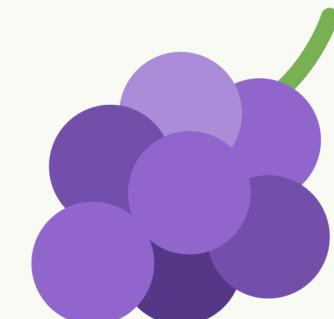
“**Through the grapevine**” also implies that the information passed has gone through several people like a game of telephone

THE NAME

GRAPEVINE

Most people know the phrase

“**through the grapevine**”



People often say they hear things “**through the grapevine**” aka to hear something from someone else they know

“**Through the grapevine**” also implies that the information has been passed along in a word-of-mouth fashion

BEHIND THE NAME

We thought that “**Grapevine**” would effectively communicate that our app is **social** and relates to hearing about things from your **network**, **whether its your own friend or friend of a friend**

VALUE PROPOSITION

Services you'll love backed by people you trust.



Problem & Solution

Problem

People find it difficult to find services that suit their personal needs, and online reviews from strangers are often unhelpful with the search.

Solution

A **service** recommendation app where you can **see and request** recommendations from **friends & friends of friends** for things like plumbers, mechanics, nannies, etc.

Solution

A **service** recommendation app where you can **see and request** recommendations from **friends & friends of friends** for things like plumbers, mechanics, nannies, etc.

Removes clutter of other categories and focuses on addressing needs

Can explicitly solicit recommendations instead of just relying on existing content

Can get trusted recommendations from a network that extends beyond just direct connections

Primary Users



Parents who want the best for their kids when it comes to activities & caretakers
Ex: Xin



People who don't really trust public reviews from strangers
Ex: Marie



People going through **life transitions** like graduating college
Ex: Alex



People who have **recently moved**
Ex: Steven

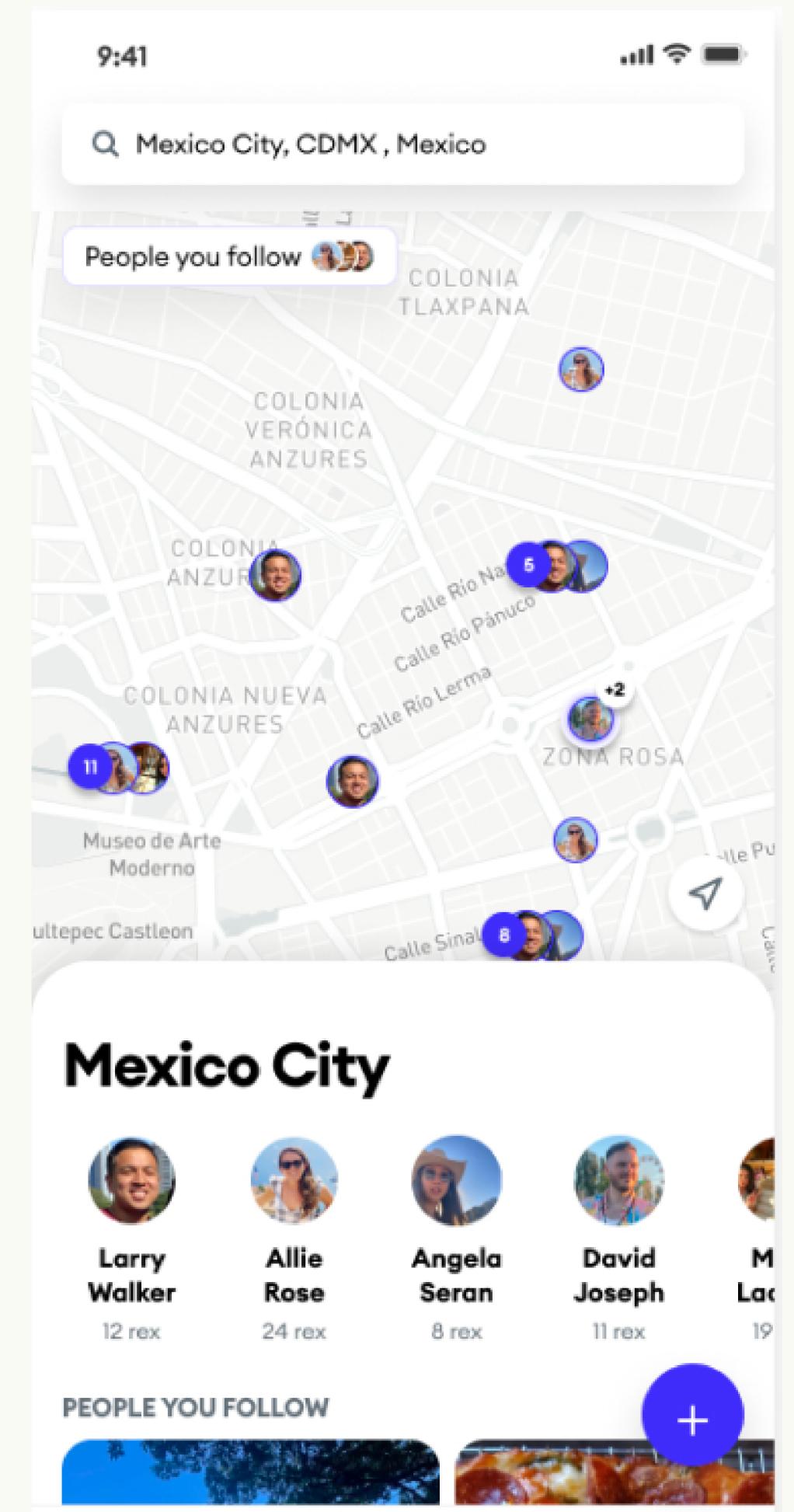
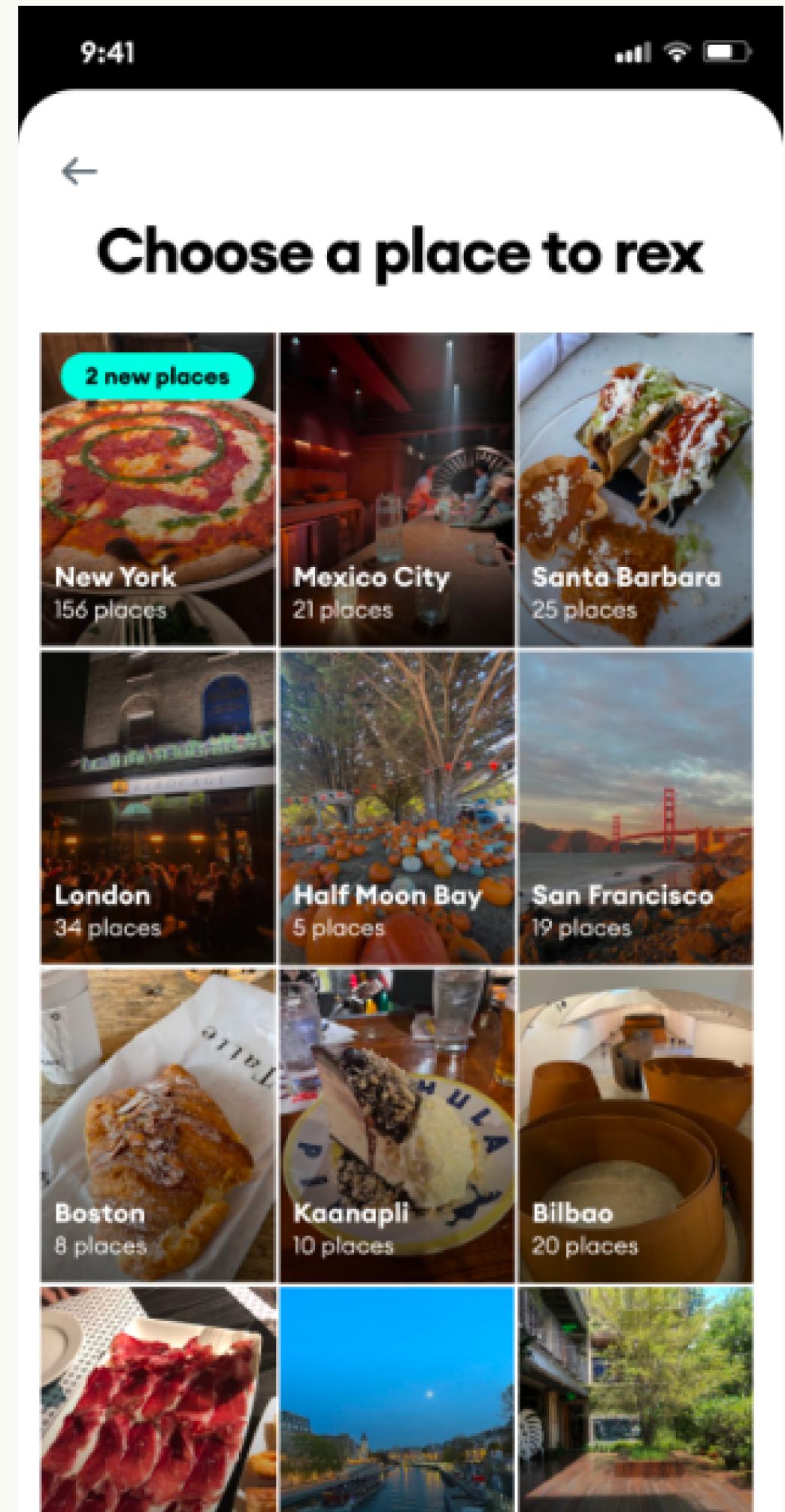


Market Research

Rex

Travel map with friends

- Create and see recommendations and recommendation playlists from friends based on a geographic area
- Automatically suggests leaving recommendations by scraping your camera roll to find past restaurants and places you've been to



Rex

Travel map with friends

What works for our problem space

- Tapping into a trustworthy network of friends & friends of friends
- Making it easy to share recommendations
 - People don't need to leave comments/ratings, just recs

What doesn't work

- Focus on travel and pleasure
 - Good quality restaurants, activities, and other forms of entertainment are much easier to come by than good daycares, plumbers, or mechanics

REX TAKEAWAY

Rex tries to fulfill your desires, but Grapevine should focus on fulfilling your ***needs***.

Nextdoor

Neighborhood Network

- Private network connecting people living in same neighborhood
- Hyperlocal
- Open forum for people to post anything, from complaints to recommendations to questions



R. B.
Professorville, Palo Alto • 8 hr ago • 

...

Recommending hair stylist in Menlo Park - Nimpa Nunn at Cozzolino Salon on Santa Cruz Avenue. Nimpa is an artist and fantastic for cutting and styling - for myself, with thinning hair, her cuts are careful and great - don't need blow drying after washing, grows out beautifully for many weeks. I recommend her highly!

 4  Like  Comment  Share

Recommendation posted on Nextdoor

Nextdoor

Neighborhood Network

- Private network connecting people living in same neighborhood
- Hyperlocal
- Open forum for people to post anything, from complaints to recommendations to questions



J. S.

Los Altos, CA • 1 day ago •

...

Advice on raising chickens for a first timer?

I'm planning to get 3-4 hens, either as pullets or chicks. I have a long side yard that I'll use as a chicken run, and I'm researching my options for chicken coops and predator-proofing the area.

I haven't raised chickens before, and I'm wondering which predators/birds I should be most worried about. And if I need to also worry about rats getting into the coop. I live in North Los Altos.

Any advice from hen owners would be greatly appreciated!



Like

Comments

Share

Question posted on Nextdoor

Nextdoor

Neighborhood Network

- Private network connecting people living in same neighborhood
- Hyperlocal
- Open forum for people to post anything, from complaints to recommendations to questions

R. M.
Old Palo Alto, Palo Alto • 1 day ago •

In last week two people have thrown their dog's poop bag in our compost bins. Not acceptable.

The image consists of two side-by-side surveillance camera frames. The left frame shows a man in a white t-shirt and green pants walking towards a row of green compost bins. The right frame shows another person in a blue jacket and orange shorts standing next to the same row of bins. Both frames show a residential street with houses and trees in the background. A timestamp at the bottom right of the right frame reads "TODAY 10:06:06 AM".

18

Like 62 Comments Share

Complaint posted on Nextdoor

Nextdoor

Neighborhood Network

What works for our problem space

- Creating a network based on commonality, in this case, location
- Making it easy to post specific requests and recommendations rather than relying on existing content

What doesn't work

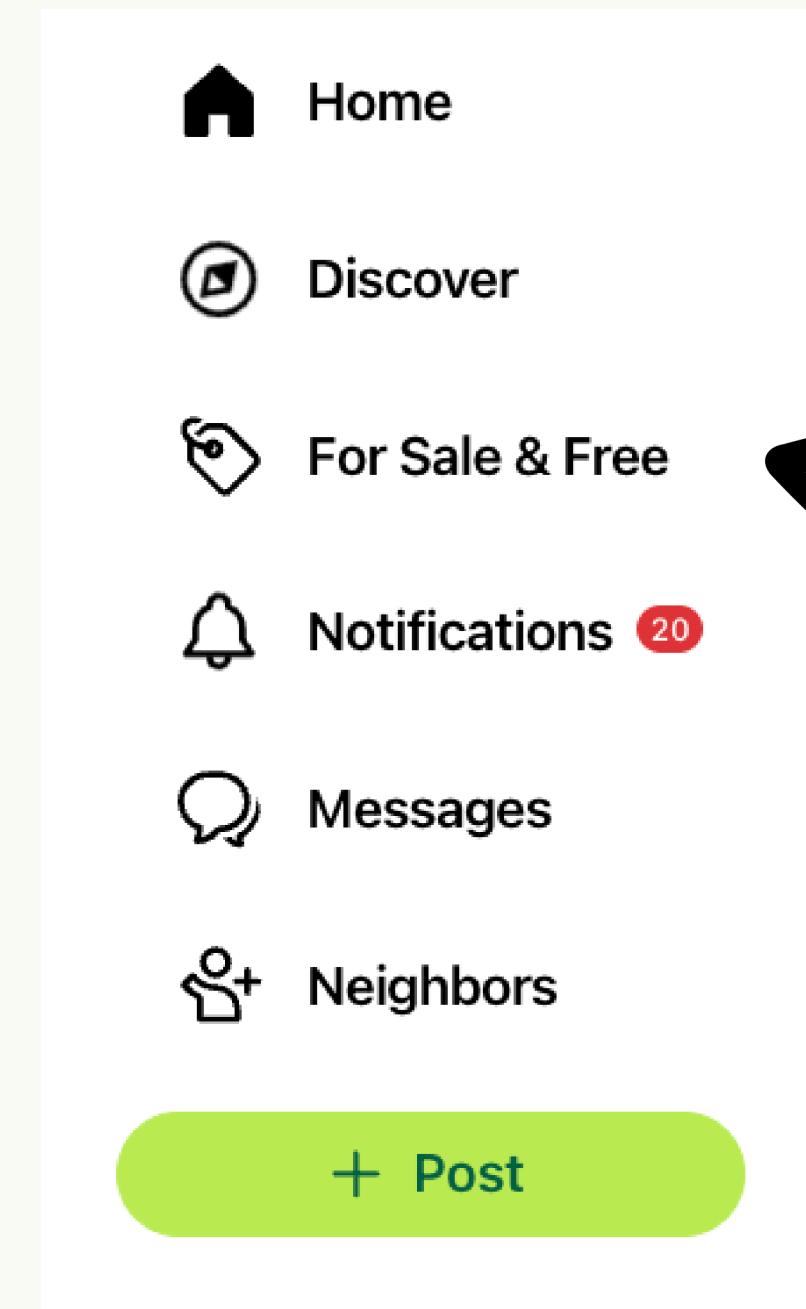
- Lack of content focus
 - Nextdoor's feed is cluttered with a mixture of posts
- A shared geographic location is not always enough to qualify someone's recommendation as relevant or trustworthy to you

Nextdoor

Neighborhood Network

What doesn't work

- Have to explicitly ask and get replies to your asks for recommendations among a sea of other posts
- More of a social media platform than a recommendation platform



**Dedicated tab for
selling things but
no tab for
recommendations**

NEXTDOOR TAKEAWAY

Nextdoor allows you to post anything, which means you can be specific in your requests, but that posts are really disjointed. Grapevine should enable you to be **specific** with requests while still ensuring that **you only see relevant information.**

Yelp

Food, Delivery & Reviews

- A leading platform for crowdsourced reviews about local businesses, restaurants, shops, and services
- Provides businesses with advertising and marketing services to enhance their visibility on the platform

Features

- Outdoor Seating
- Good for Kids
- Has TV
- Free Wi-Fi

[See all](#)

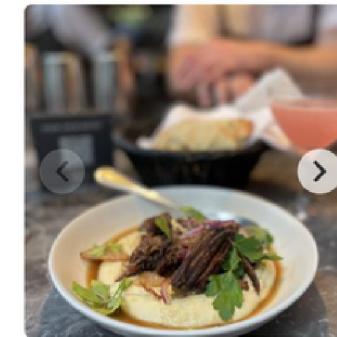
Neighborhoods

- West Campus
- Onion Creek
- 2nd Street District
- Warehouse District

[See all](#)

Distance

- Bird's-eye View
- Driving (5 mi.)
- Biking (2 mi.)
- Walking (1 mi.)
- Within 4 blocks



1. Aba - Austin

4.4 (1.2k reviews)

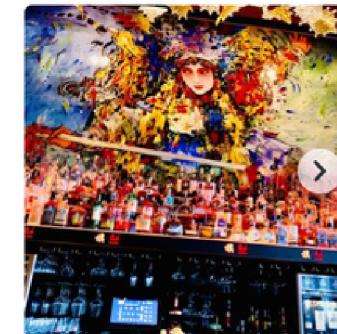
Mediterranean Bars Seafood SoCo (S. Congress Ave.)

Closed until 11:00 AM

“Such a cute spot great vibe If ur driving quickly u may miss it but it's right next to lululemon Inside sooo cute !!!!!!!! Great ambiance they really...” [more](#)

Outdoor seating Delivery Takeout

[Start Order](#)



2. Qi Austin

4.4 (598 reviews)

Dim Sum \$\$ • Market District

Closed until 11:00 AM

Family-owned & operated • Outdoor seating [\(1\)](#)

“Traveled to Austin from Houston for a concert and decided we wanted to try dim sum for brunch. We have a lot of awesome dim sum spots in Houston but they are...” [more](#)

Delivery Takeout



Food, Delivery & Reviews

What works for our problem space

- It is easy to find, filter, and post reviews
- Qualifying reviews based on number of past reviews, photos, etc.
- Large user base means more business have more reviews

What doesn't work

- Reputation for being focused on restaurants
- The public aspect of Yelp makes it susceptible to fake or commissioned reviews
- Yelp highlights businesses that pay for advertisements

YELP TAKEAWAY

Yelp makes it easy to post reviews, and there are an abundance of reviews on the platform, but many are biased, fake, or paid-for. Grapevine should make leaving recommendations easy, but still preserve their **trustworthiness**.

Google

Organizing the world's information

- Leading platform for users to leave public reviews for businesses, products, and services.
- Aggregates reviews from various sources across the internet, including its own platform as well as third-party review sites.



Ray's Grill
3.8 ★★★★☆ (252) · \$ · Restaurant
750 Escondido Rd
Late-night grill with an eclectic menu

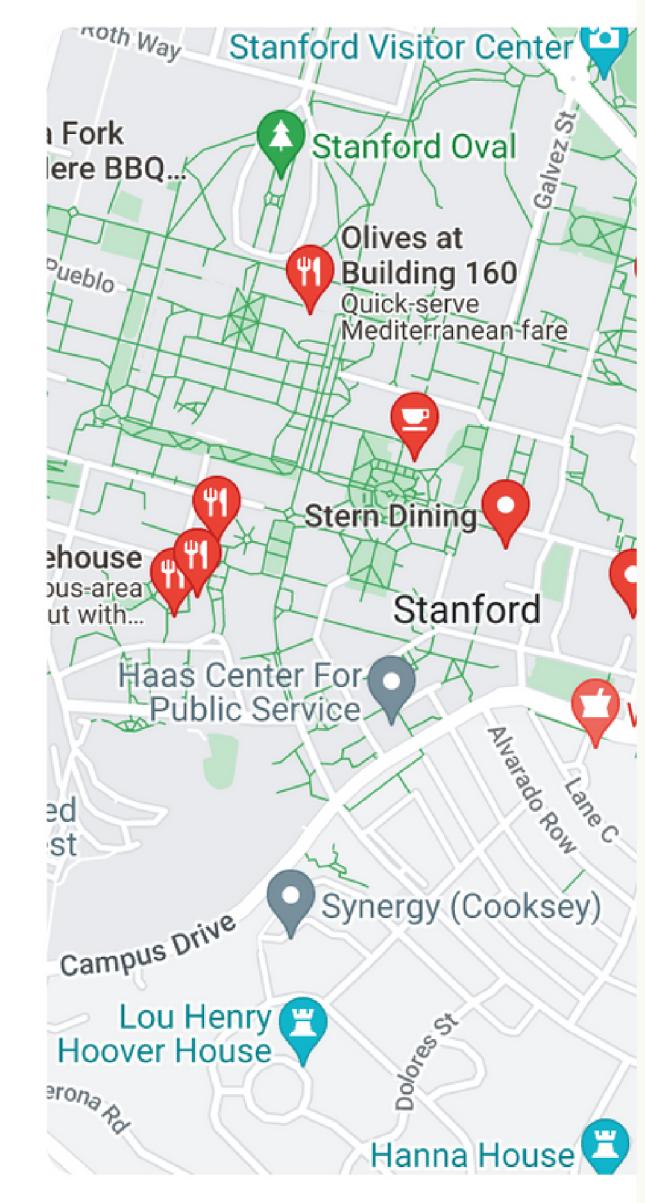


Wilbur Dining
4.1 ★★★★☆ (138) · Restaurant
658 Escondido Rd
Closed · Opens 5PM
Dine-in · No delivery



Stern Dining
4.3 ★★★★☆ (35) · Restaurant
618 Escondido Rd
Closed · Opens 5PM
Dine-in · No delivery

More places →





Organizing the world's information

What works for our problem space

- Similar to Yelp, it is easy to find, filter, and post reviews
- Any category of business can be reviewed easily, and there is no niche towards entertainment
- Large user base means more business have more reviews

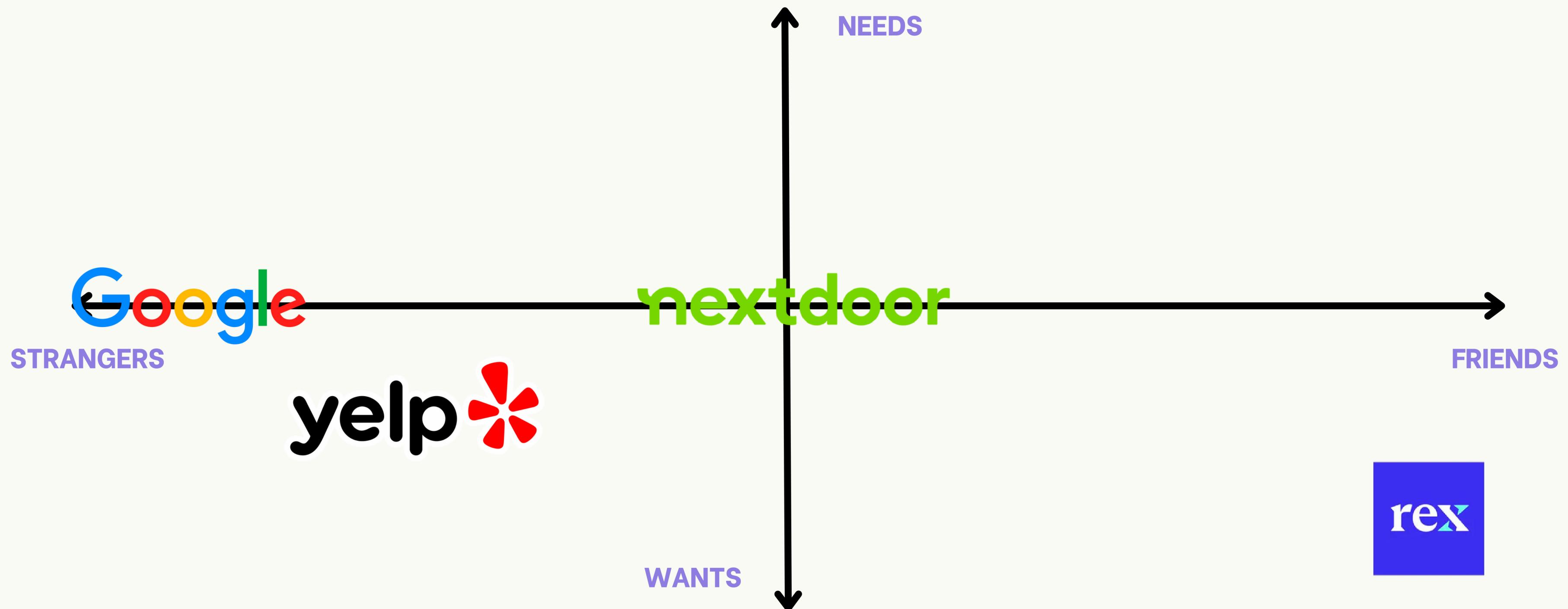
What doesn't work

- Similar to Yelp, the public aspect of Google makes it susceptible to fake or commissioned reviews
- Google also highlights businesses that pay for advertisements

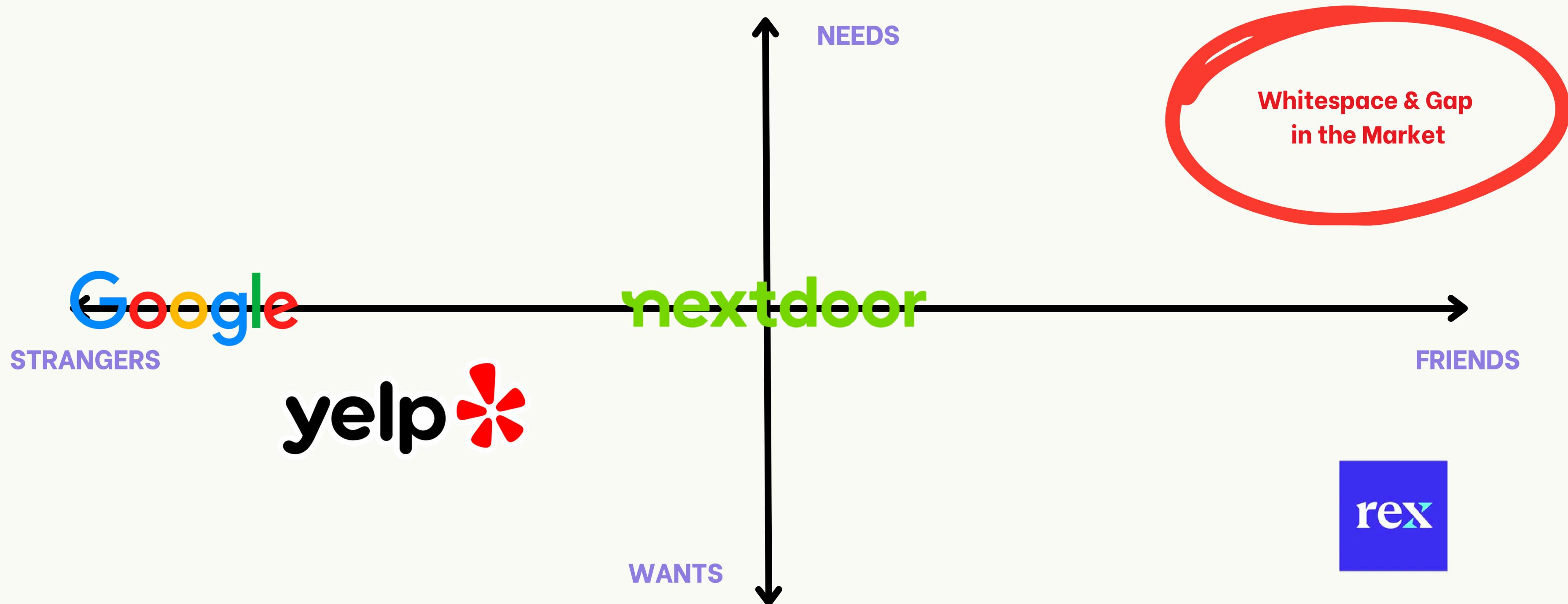
GOOGLE TAKEAWAY

Similar to Yelp, due to the ease of leaving reviews, Google has an abundance of reviews. However, there is no way to guarantee that the preferences of the reviewers are in any way aligned with yours. Grapevine should make leaving recommendations easy, but still preserve their **relevance**.

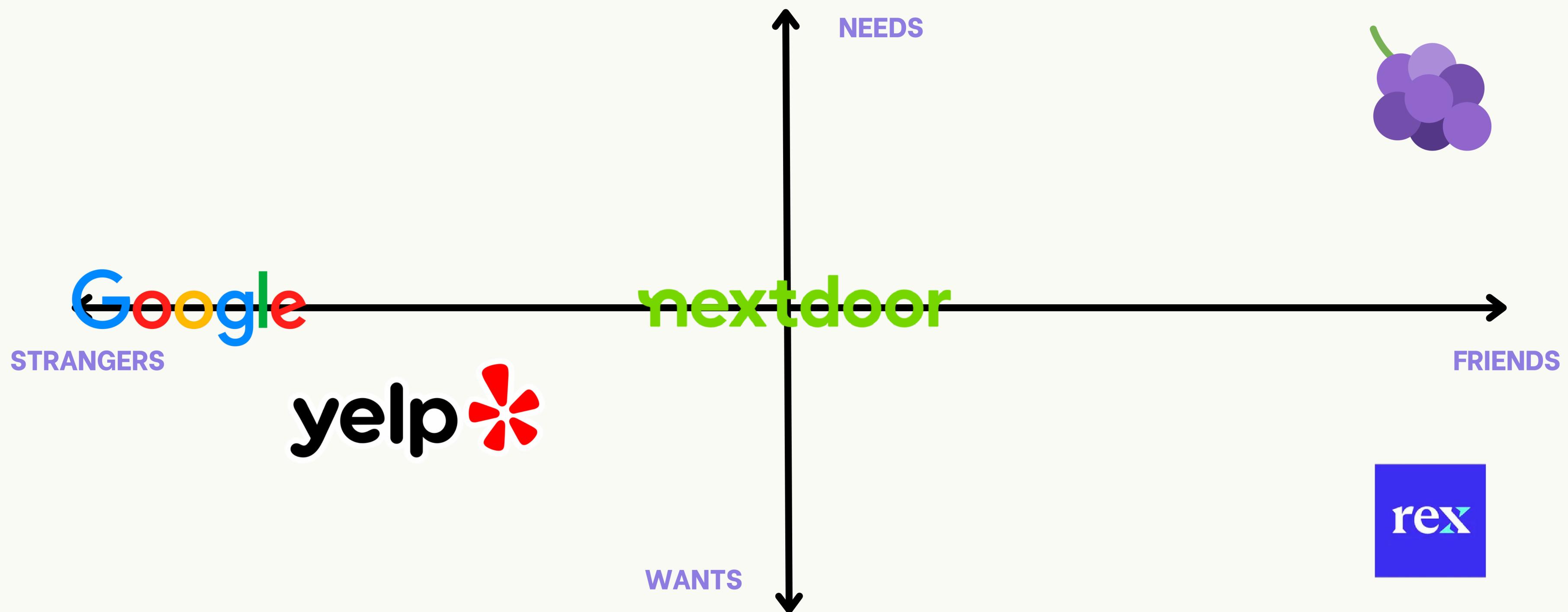
Competitive Analysis



Competitive Analysis



Competitive Analysis



Extra Findings

We wanted to make sure there really was a need for our idea that couldn't be fulfilled by existing solutions.

So we did some more digging on both new and old interviewees, and here's what we found....

It's harder to find or naturally receive good service recommendations than for things like restaurants, music, etc. **Why?**

Services are used less frequently. How often do you go to a plumber vs a restaurant? Thus, less reviews are available.

Services are a lot more personal and require more monetary and temporal investment. A bad dish is a bad dish, a bad haircut or bad plumbing job is much more impactful

Services aren't glamorous. Having good song recommendations is indicative of good taste, having a good plumber rec isn't.

There are just less options for services. How many mechanics vs restaurants are there in your town?

Why can't people just use existing solutions like Yelp or Google?

Places with the best and most reviews are more likely to receive more good reviews just because of visibility, whereas hidden gems may suffer.

People's preferences don't always align with those of strangers. Someone from Asia probably thinks the highly rated Asian food in Palo Alto is bad.

Many good recommendations never make it onto these platforms because many people don't care enough to share their recommendations with strangers online.

Many people don't trust online reviews after noticing fake reviews.

Why can't people just get good recommendations by asking friends?

Asking for a restaurant can indicate that you appreciate that person's taste or expertise. Asking for a good mechanic can just be annoying.

People are wary of bugging their friends, and individually texting people they know can be a hassle.

Many people just don't have good recommendations for services. How likely is it that your friend knows a good mechanic vs knows a good restaurant?

People often just struggle to get back to you or have low response rates.

Which leads us back to...

Solution

A **service** recommendation app where you can **see and request** recommendations from **friends & friends of friends** for things like plumbers, mechanics, nannies, etc.

Removes clutter of other categories and focuses on addressing needs

Can explicitly solicit recommendations instead of just relying on existing content

Can get trusted recommendations from a network that extends beyond just direct connections



Tasks

Simple:

Finding and reading
recommendations

Reasoning

What most users will be using the app for and will take minimal steps

Moderate:

Leaving recommendations

Filling out
recommendation profile*

*not demonstrated in video

Reasoning

Requires **initial proactive action & time investment** from the user,
involves more steps than simply
browsing other peoples' service
recommendations

Complex:

Requesting a recommendation from friends of friends; sharing a recommendation with friends of friends

Reasoning

Connects adjacent networks, happens in multiple steps, and requires **coordination between at least two users**

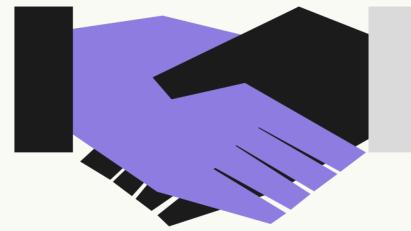


05

Values in Design

Stakeholders

And Implications



Direct

- Immediate app users: people who value friend recommendations and are looking for services
- Service providers (mechanics, gardeners, dentists, nannies, etc.) who are being recommended by those on the app
- App developers/owners

Indirect

- Professionals and/or businesses who are not being recommended on the app
- Other review systems (Yelp, Google, Rex)
- People who are in the network of app users but not app users themselves
- Government regulators dealing with data privacy

Ethical Consideration #1

As with other recommendations systems, our app may exacerbate the financial and social success between businesses; those doing well will gain more attention, receive better recommendations, and continue thriving.

We have chosen not to include bad reviews or “anti-recommendations” so as not further damage poorly reviewed businesses. As a friends-based program, it is also important to consider community echo chambers—is it ideal for everyone to employ the same therapists?

People may grow too reliant on services that others have used and liked, which also makes it difficult for new businesses to enter the market.

THE SMASH HIT

What happens when
100 million people use
your product?

What would mass scale usage of
your product reveal or cause?

How might a community change if 80%
of residents used your product?

How could habits and norms change?



Ethical Consideration #2

While people are generally open to sharing details about their gardener or plumber to their friends, they may not want to say who their doctor or therapist is. It may feel especially uncomfortable to share this personal information with friends' of friends.

Additionally, users may mistrust us, the developers, in terms of managing sensitive health info. In order to make people feel more protected, they only have to upload recommendations they want to share. Users are also asked for permission before passing along recs to friends of friends, as demonstrated in our video.

THE BACKSTABBER

What could cause people to lose trust in your product?

What could make people feel unsafe or exposed?

What mechanisms are in place for listening to your users?

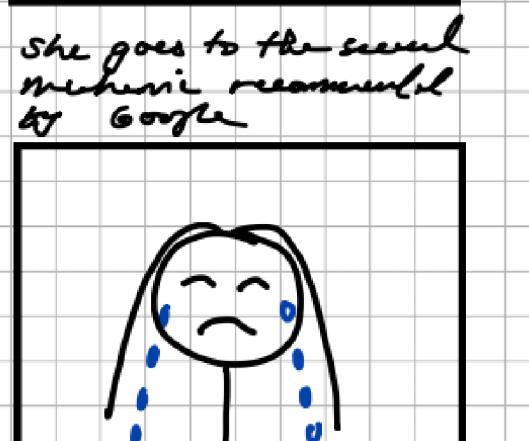
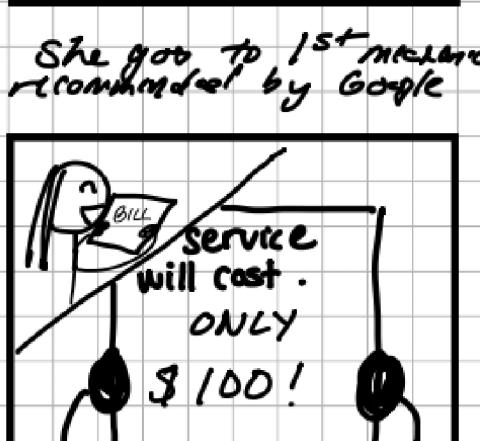
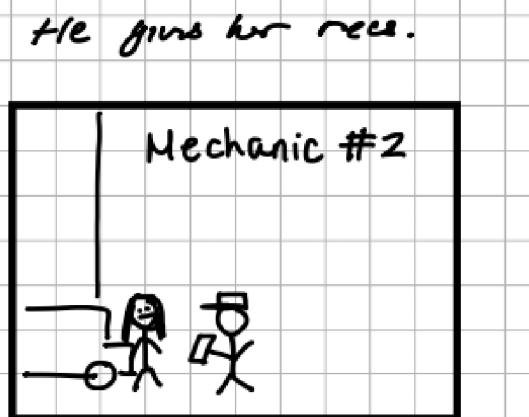
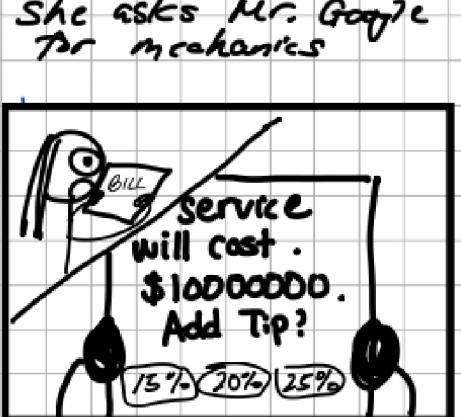
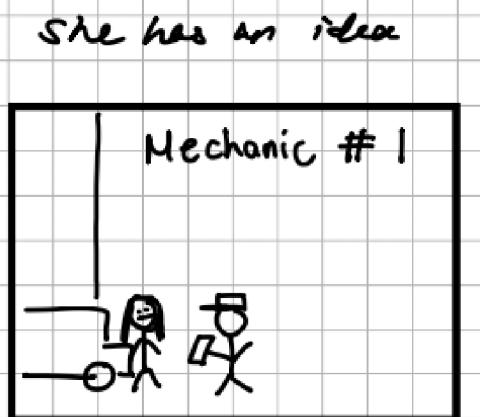
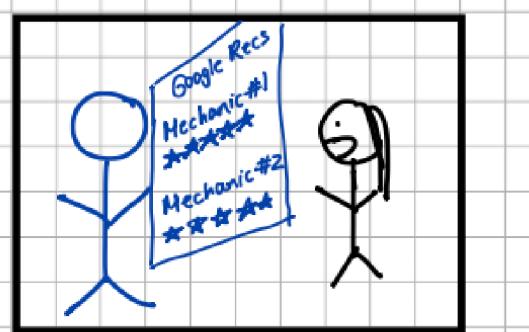
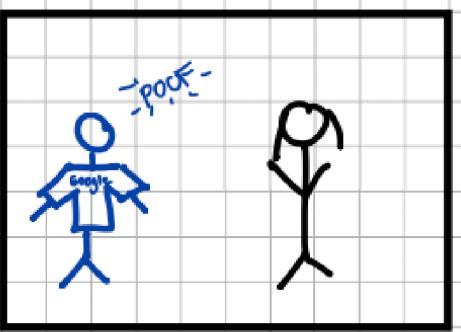
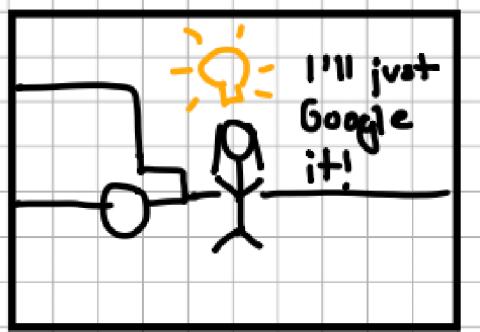
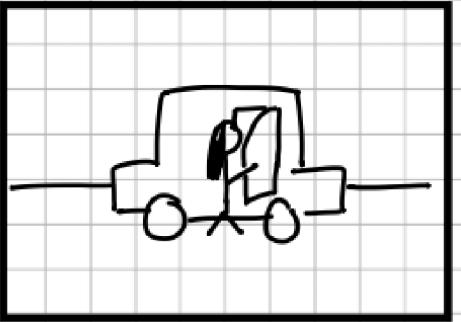
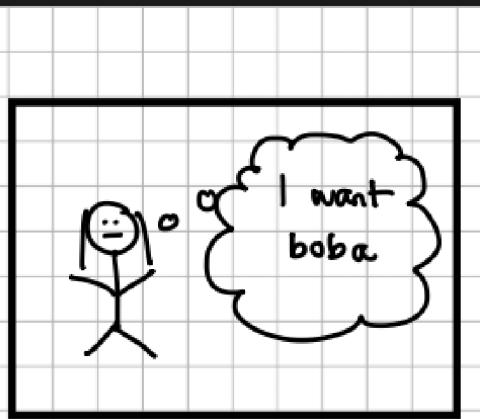
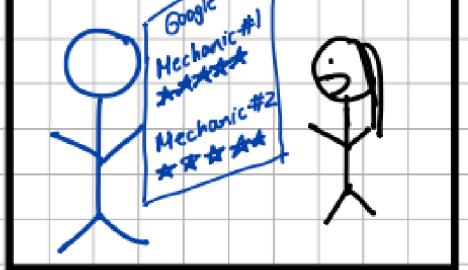
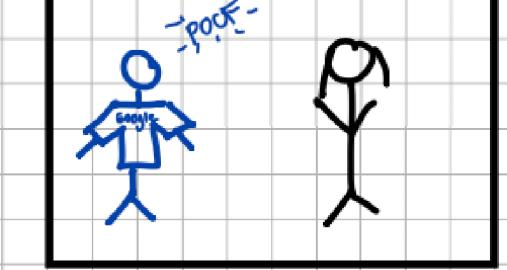
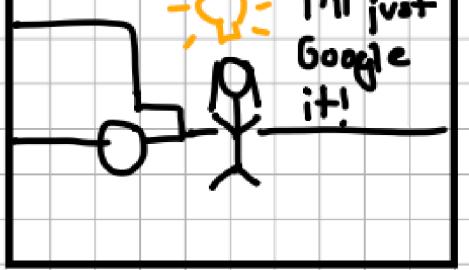
How will you recognize larger patterns in feedback so that action can be taken?





07

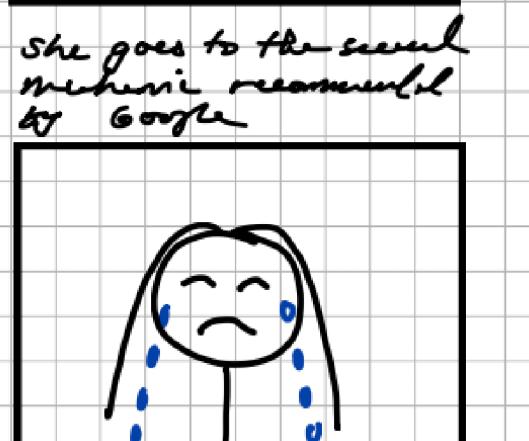
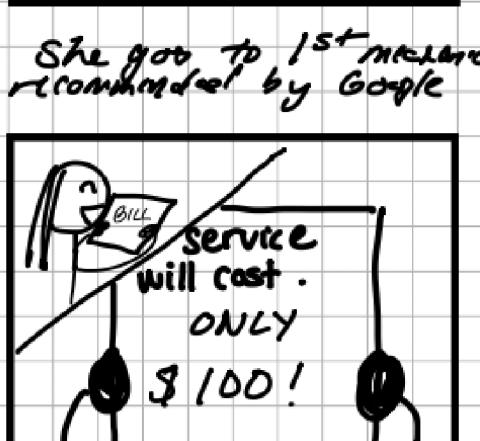
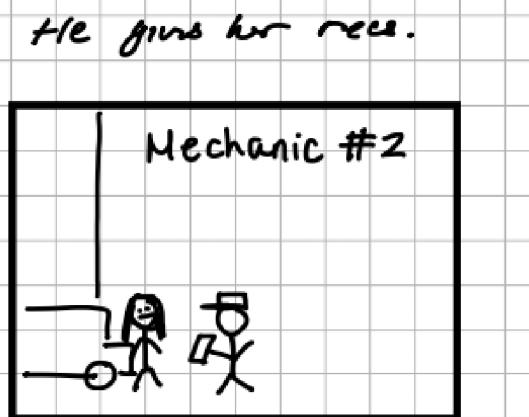
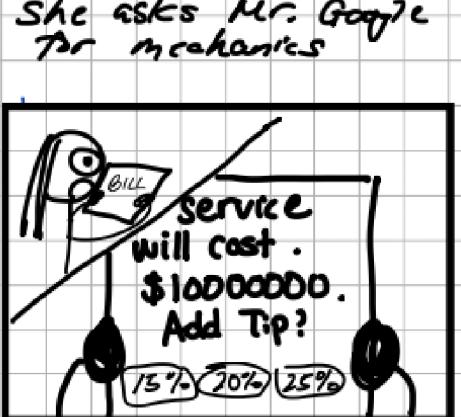
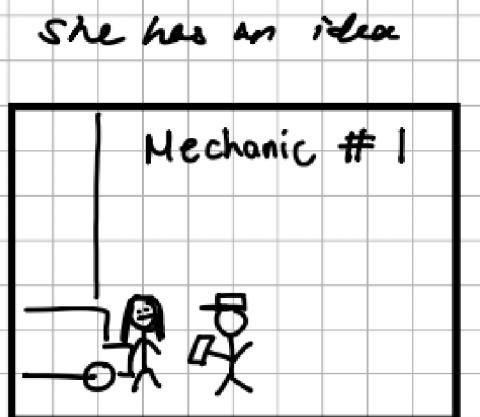
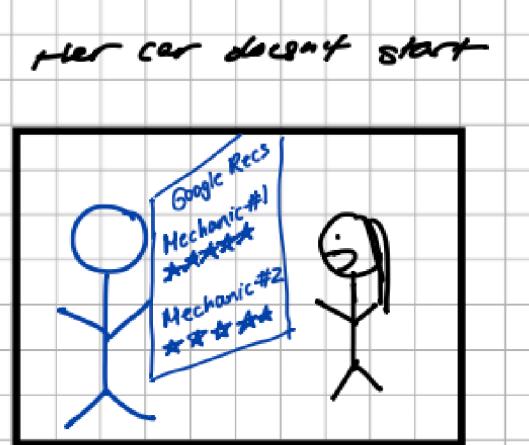
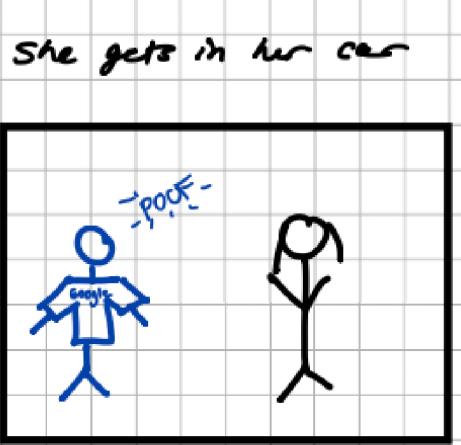
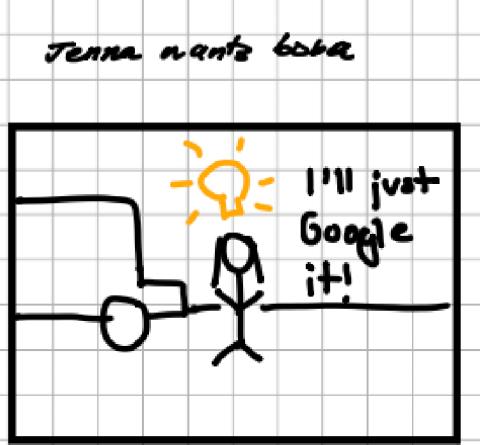
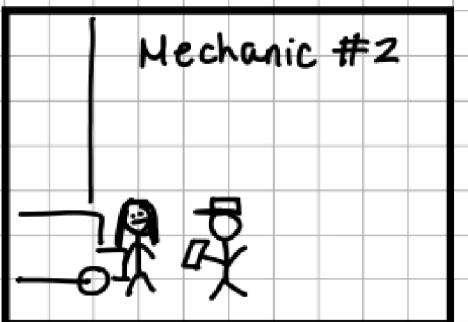
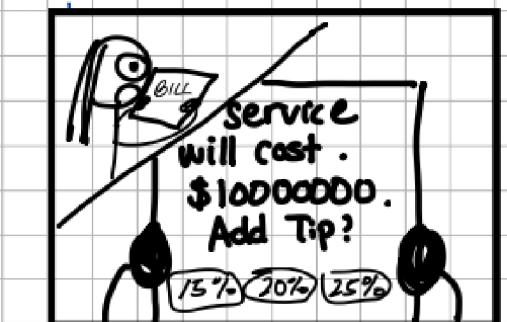
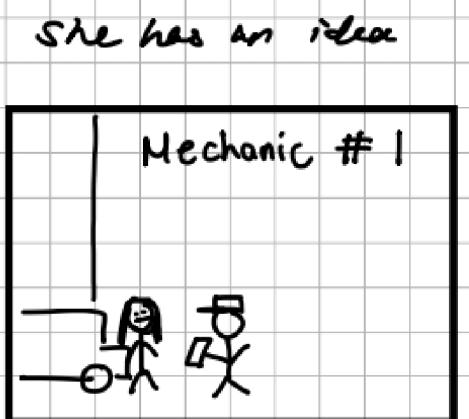
Storyboards & Video



The price isn't bad...

but the time is

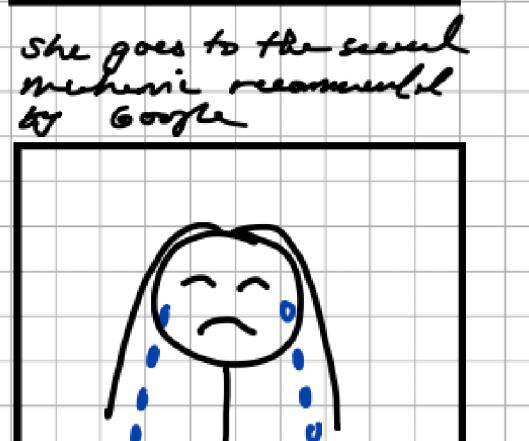
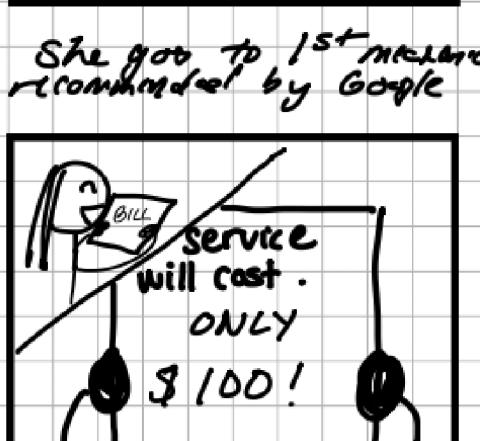
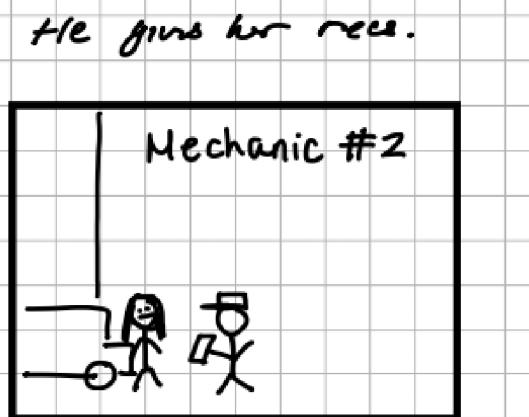
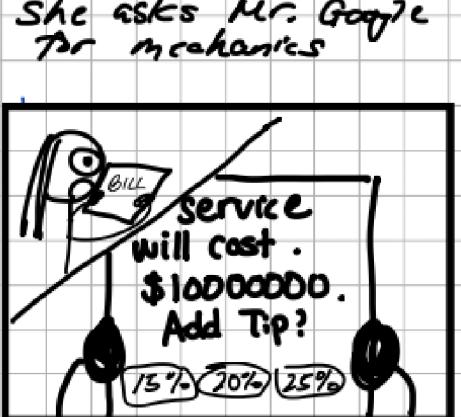
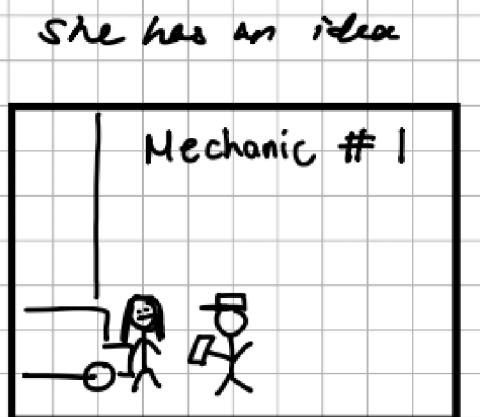
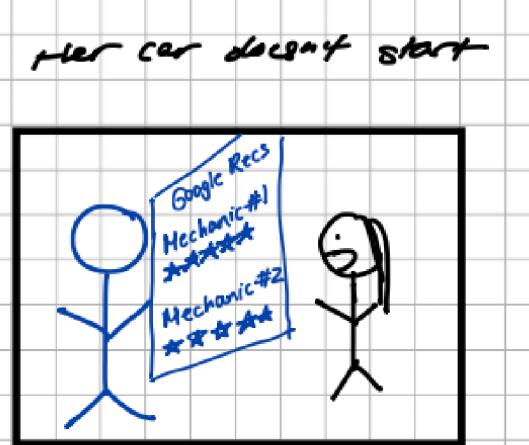
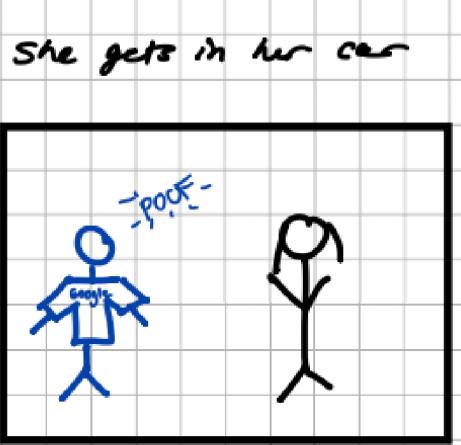
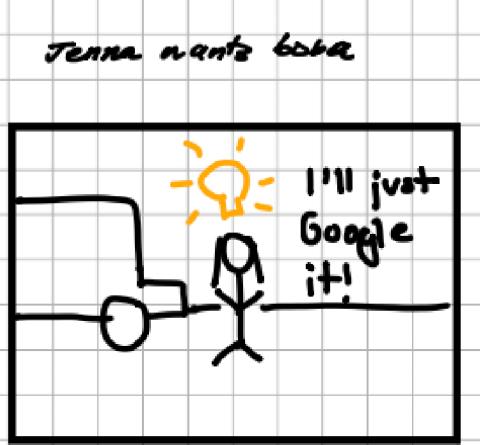
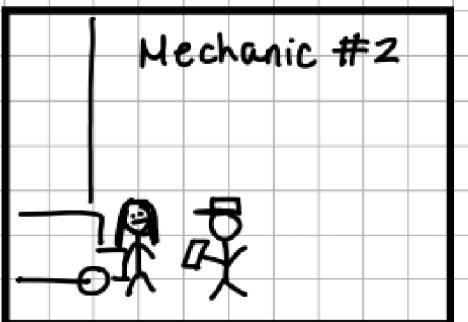
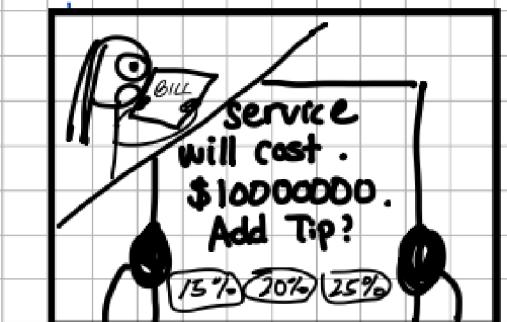
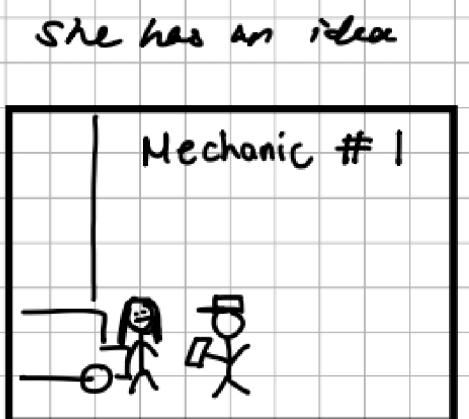
She's sad.



The price isn't bad...

but the time is

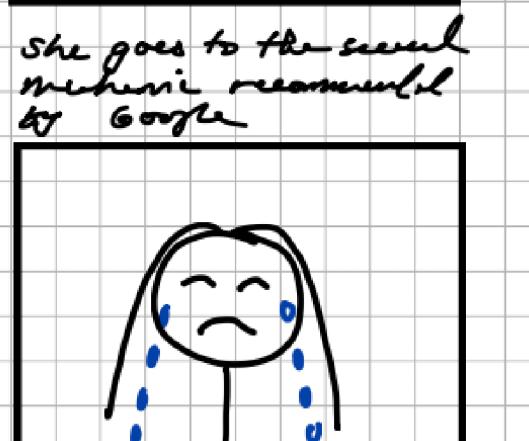
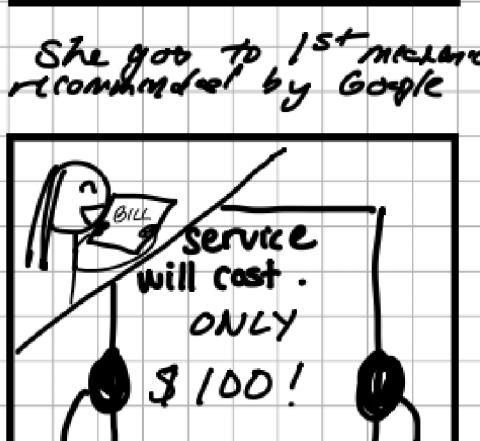
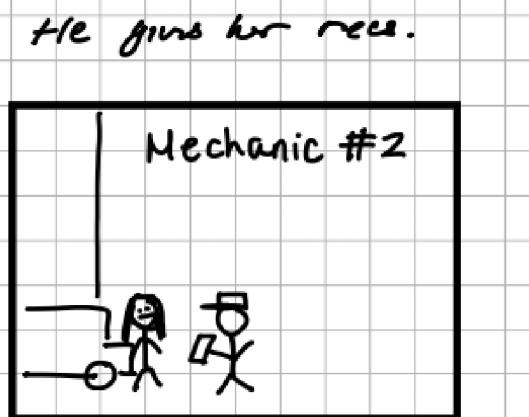
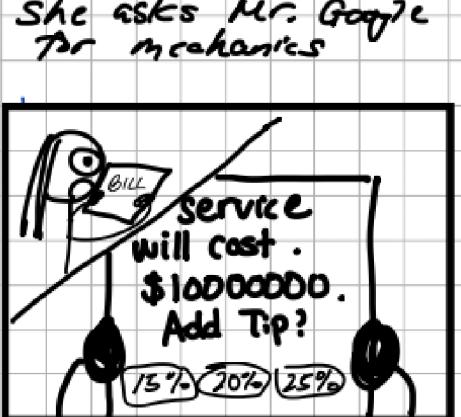
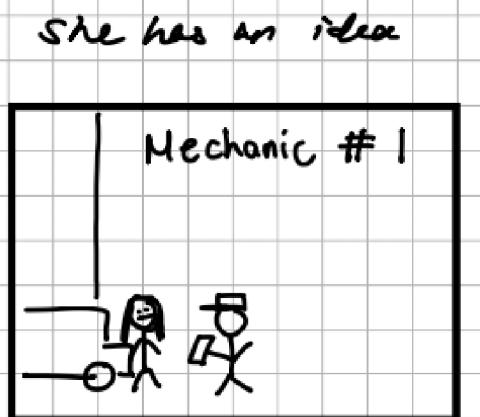
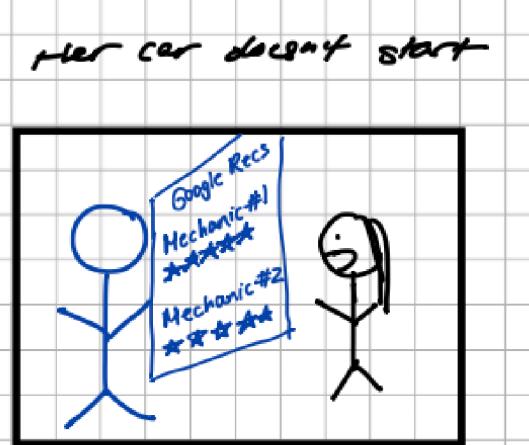
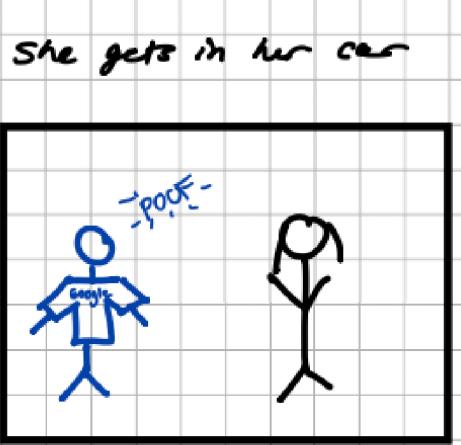
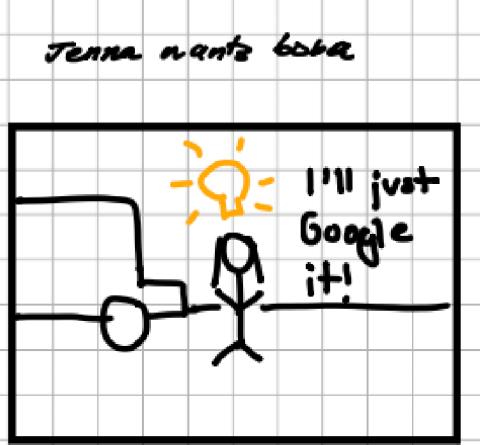
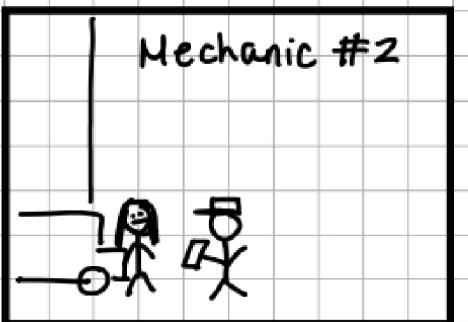
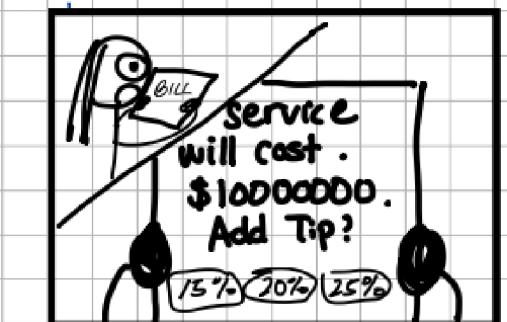
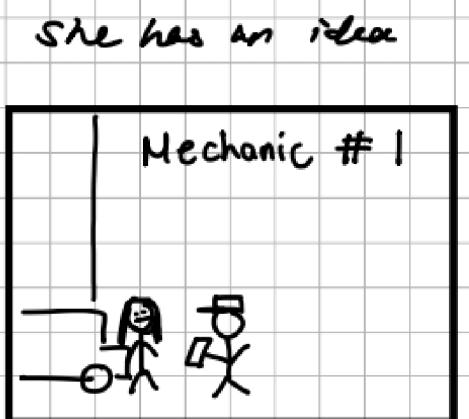
She's sad.



The price isn't bad...

but the time is

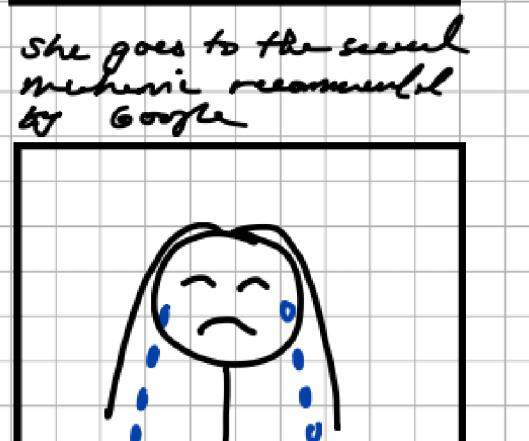
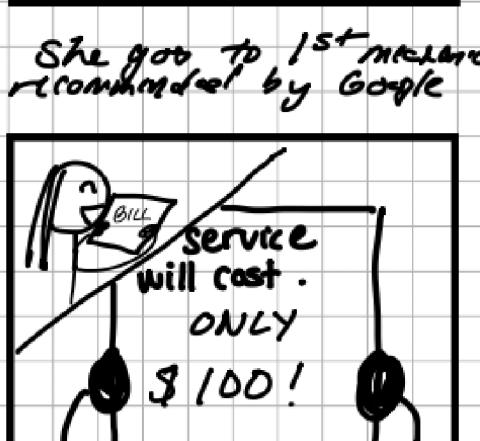
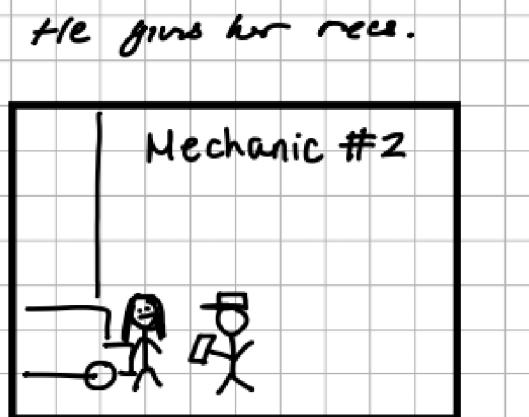
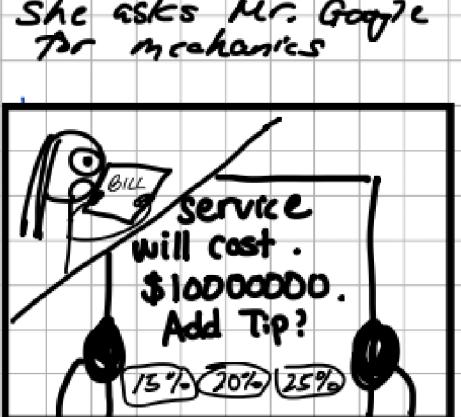
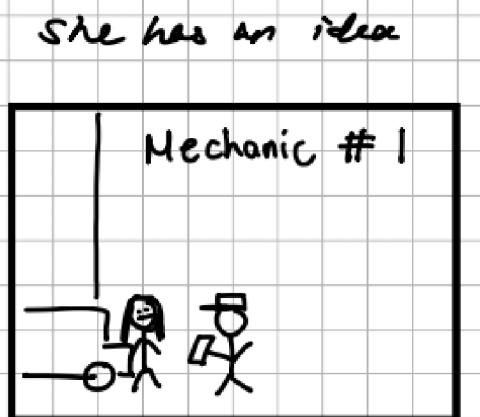
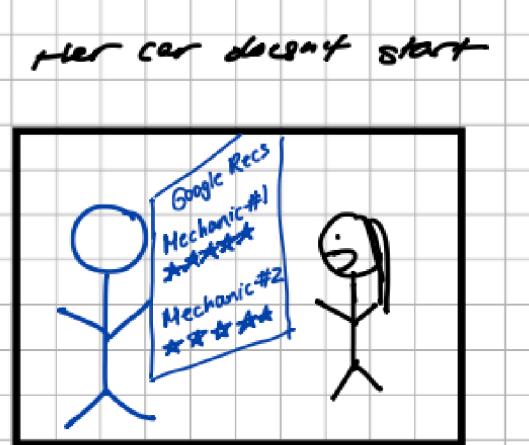
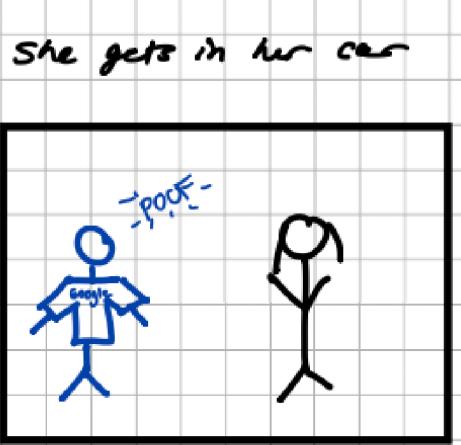
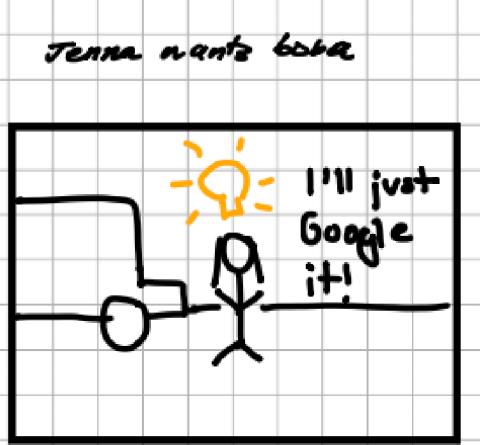
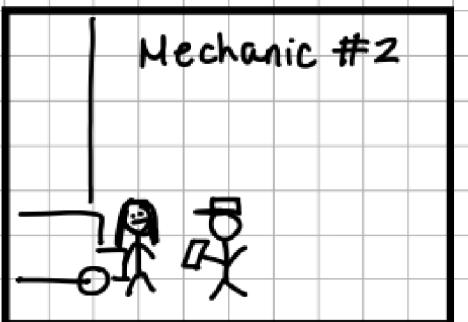
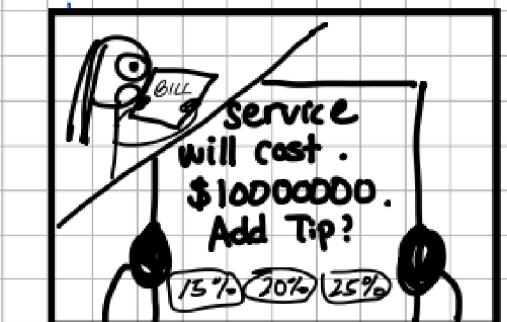
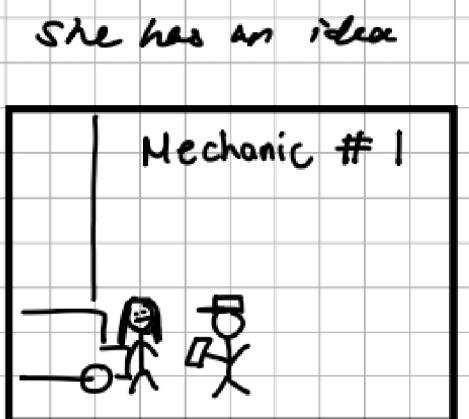
She's sad.



The price isn't bad...

but the time is

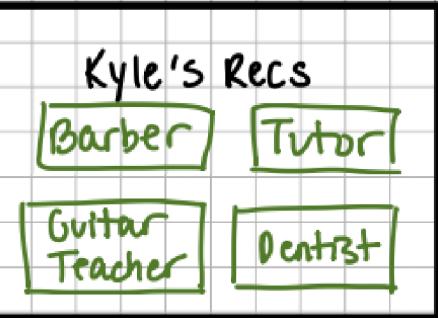
She's sad.



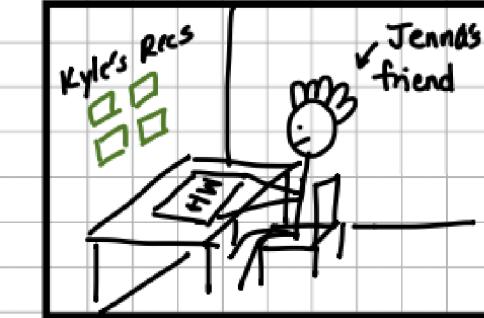
The price isn't bad...

but the time is

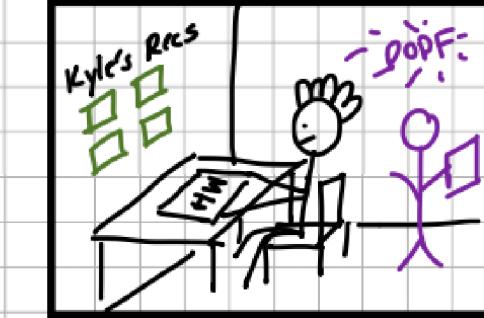
She's sad.



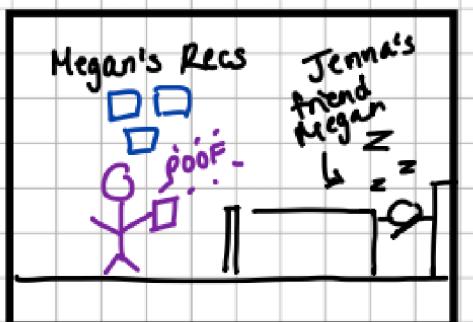
Kyle doesn't have a rec.



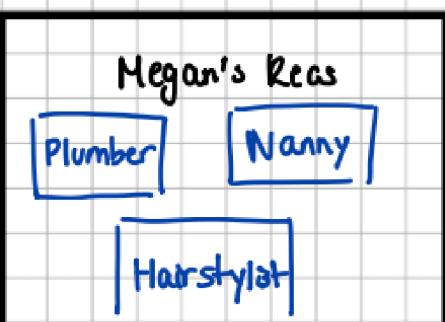
Jenna's friend Kyle is studying



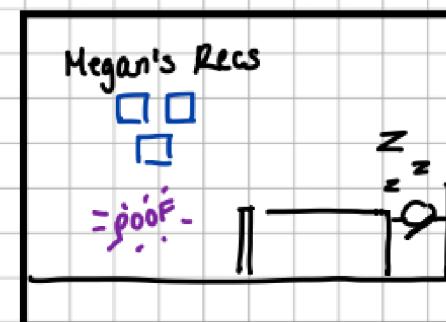
Grapevine goes to Kyle.



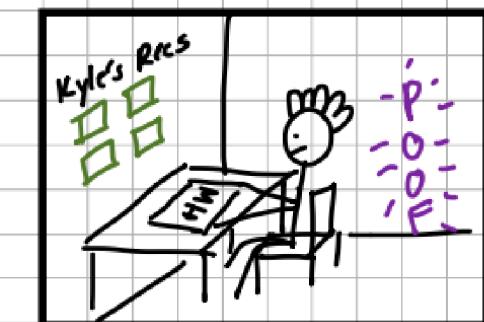
Grapevine goes to Jenna's friend Megan



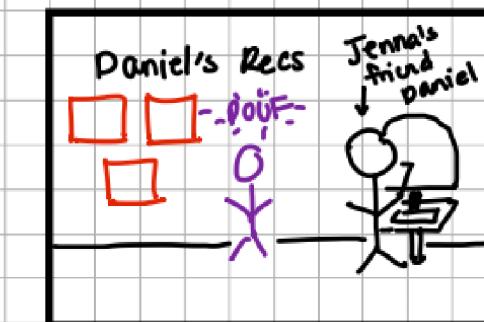
She doesn't have a rec.



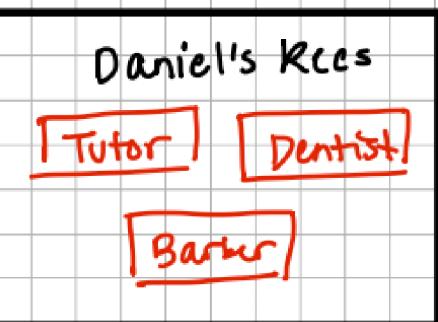
Grapevine leaves.



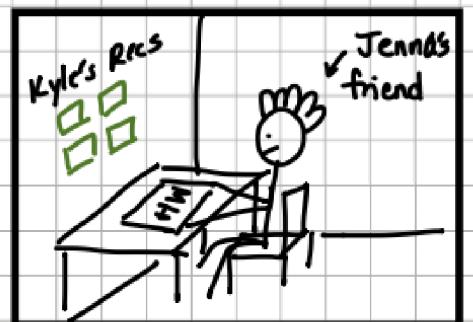
Grapevine leaves



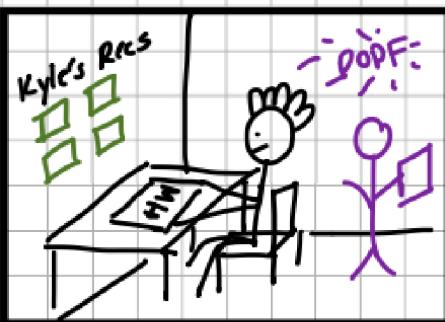
Grapevine goes to Daniel



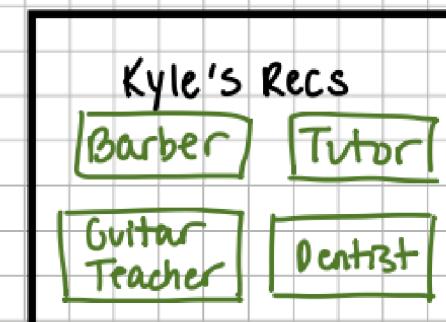
Daniel doesn't have a rec.



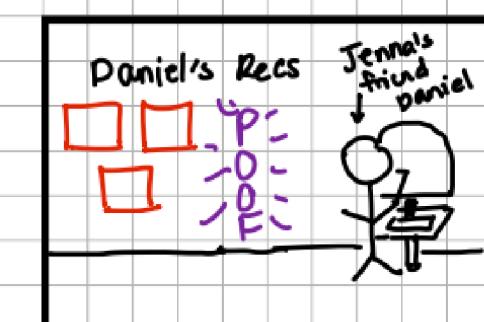
Jenna's friend Kyle is studying



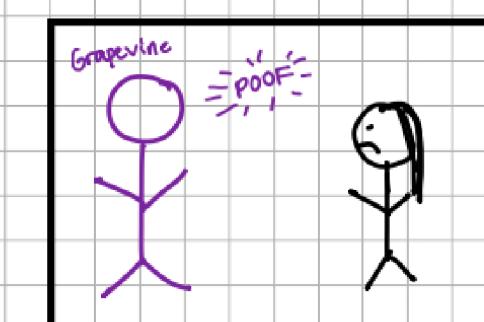
Grapevine goes to Kyle.



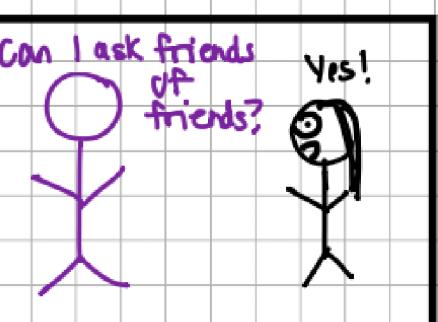
Kyle doesn't have a rec.



Grapevine leaves



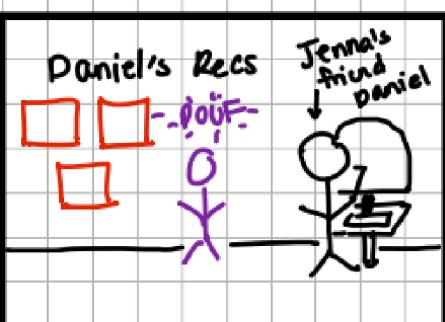
Grapevine goes back to Jenna and tells her her friends don't have recs.



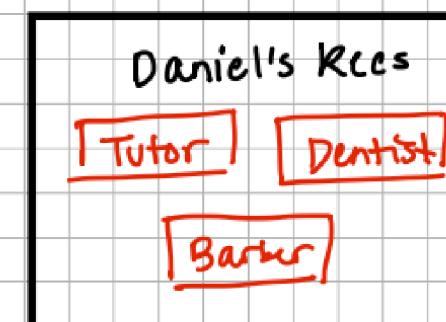
Grapevine also asks if he can ask friends of friends



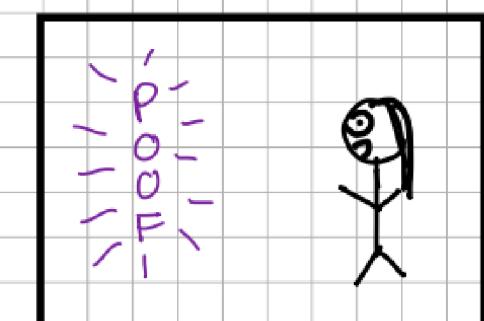
Grapevine leaves



Grapevine goes to Daniel



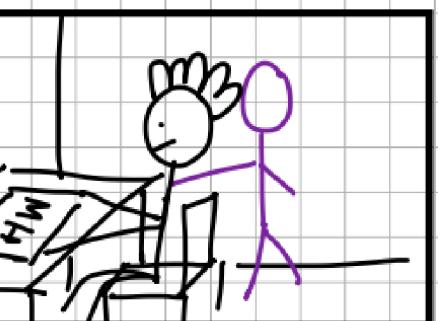
Daniel doesn't have a rec.



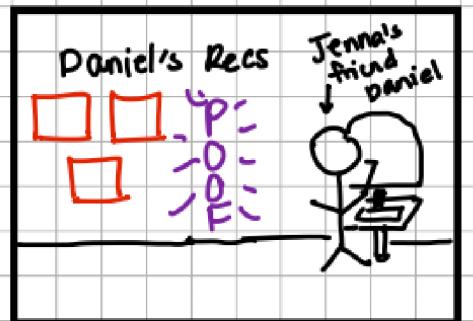
Grapevine disappears



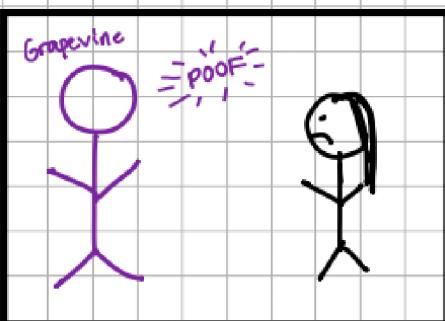
Grapevine goes back to Kyle



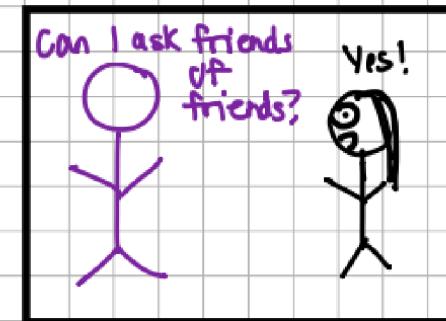
He taps on Kyle's shoulder



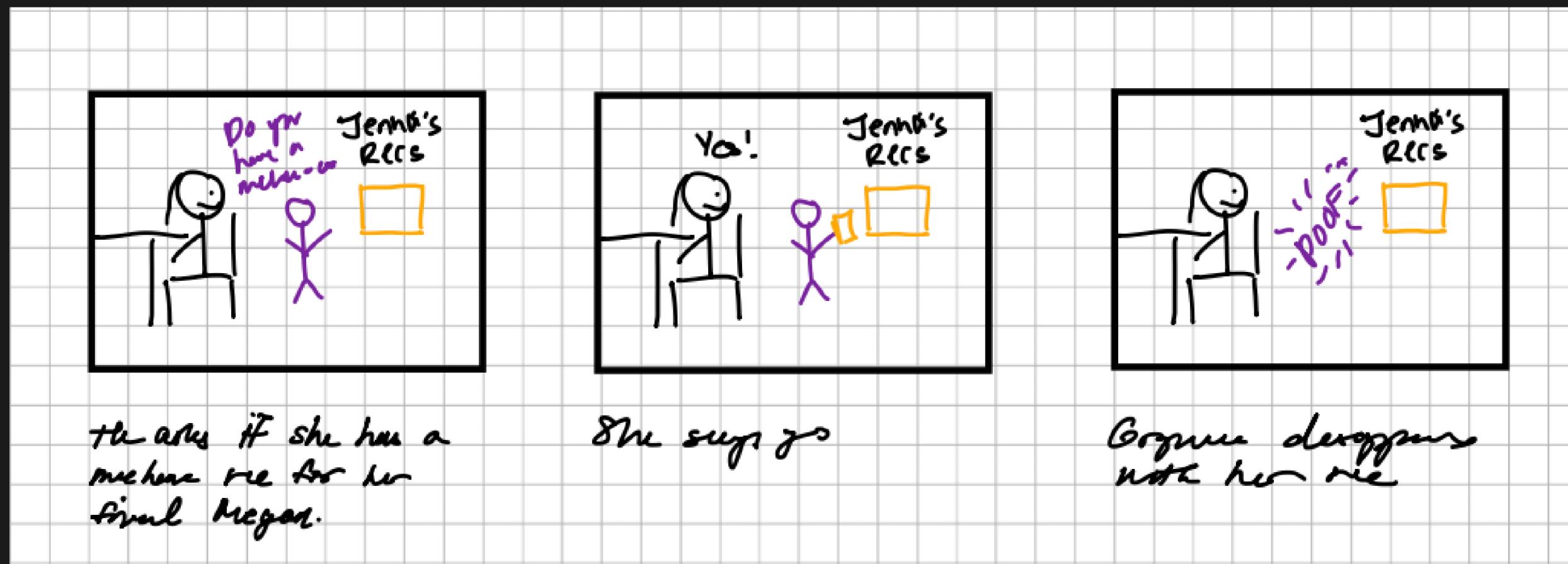
Grapevine leaves



Grapevine goes back to Jenna and tells her her friends don't have recs



Grapevine also asks if he can ask friends of friends



Link to video: https://youtu.be/lRh_K2XxQLI



Appendix