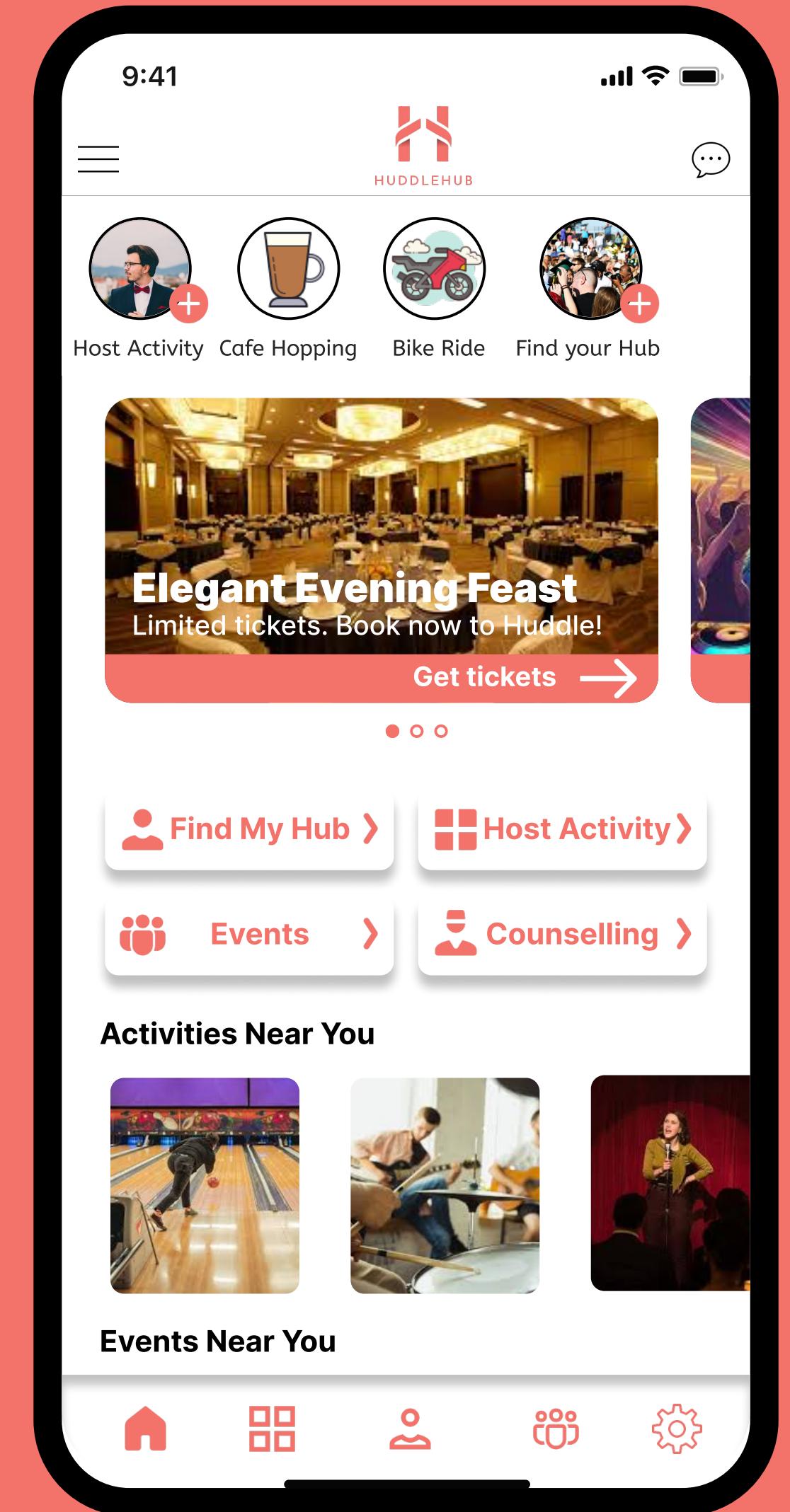


**TATA 1mg**

**Solve a problem you care about a lot**

**Problem Chosen:** Loneliness

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## PROBLEM STATEMENT

The rise of hybrid and fully remote work has made it challenging for India's millennials to find like-minded individuals, **leading to increased loneliness** and a significant impact on their mental well-being

## WHY DO I CARE ABOUT SOLVING THIS PROBLEM?

- When a person transitions from **college to the corporate world** in a new city, they often face a lack of a familiar friend circle, a challenge that is especially pronounced in hybrid work scenarios
- Many core job roles, even those offered by prestigious institutions like IITs, are **based in remote or less social locations**, amplifying the fear of isolation
- Many cities hosting job locations have like-minded individuals, but **lack mediator to build connections**

### Facts:

- 25%<sup>1</sup> of remote workers** report daily loneliness compared to **16%<sup>1</sup> of onsite employees**
- Remote workers feel lonely **98%<sup>1</sup>** more often than onsite and **179%<sup>1</sup>** more often than hybrid employees
- 80%<sup>2</sup> businesses** planning to have either remote or hybrid work as their new normal

## WHAT PERSPECTIVES ARE PEOPLE SHARING?



Deepam (26 F, SDE)  
Hybrid work, NCR

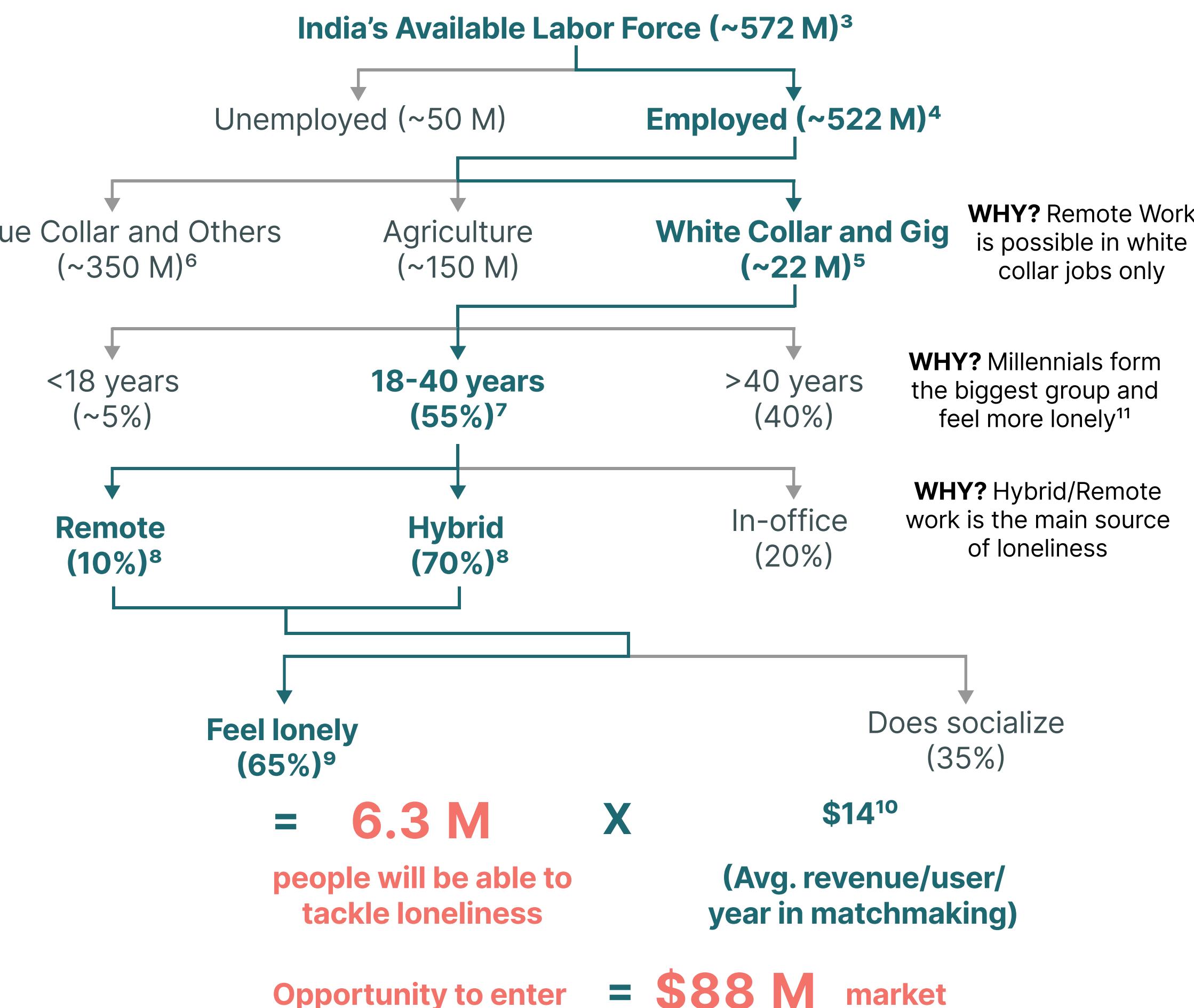
*"I moved to Gurugram for my job, which requires me to work in-office twice a week and remotely the rest of the time. On busy days, I appreciate the lack of distractions while working from home. However, most of the time, it feels isolating. I enjoy my work but miss being around friends. Working remotely in a new city is far lonelier, even though I stay productive."*



Satyam (24 M, DA)  
Remote work, Ranchi

*All my friends have relocated to different cities, and I only have my family around. Working alone in the same room for 8 hours a day with minimal social interaction feels extremely isolating. It often leads to frustration and depression, as I have no one around who truly understands me. It's hard to connect with people who share similar traits or common interests.*

## POTENTIAL IMPACT ON SOLVING THE PROBLEM



## ENHANCING UNDERSTANDING OF TARGET USERS

1



### What challenges make life harder?

- Rashi (23 F)**
- Ambivert, **newly settled in Bengaluru**, works **hybrid** with two in-office days a week
  - Makes friends at work but **wants to connect with a broader group of people**
  - Finds it awkward** to initiate conversations with **strangers** in the city
  - Friends are often busy or live far away, **leaving her without a social circle nearby**

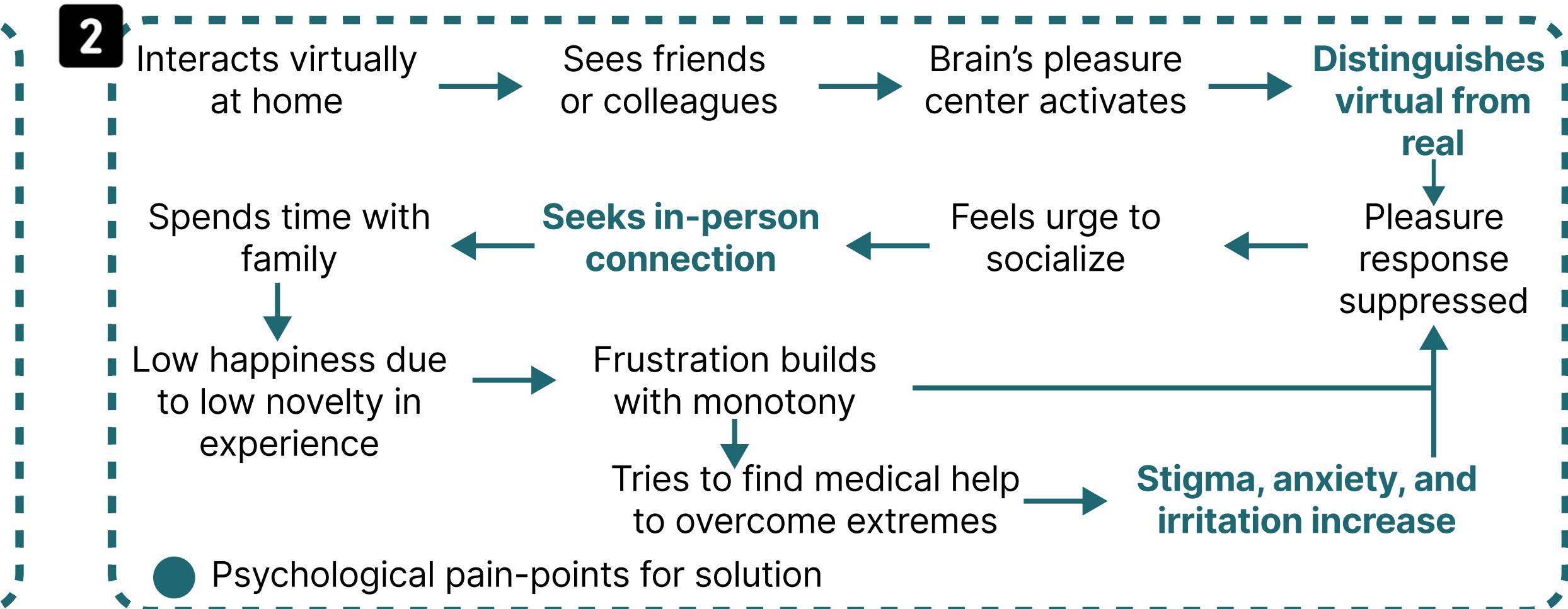
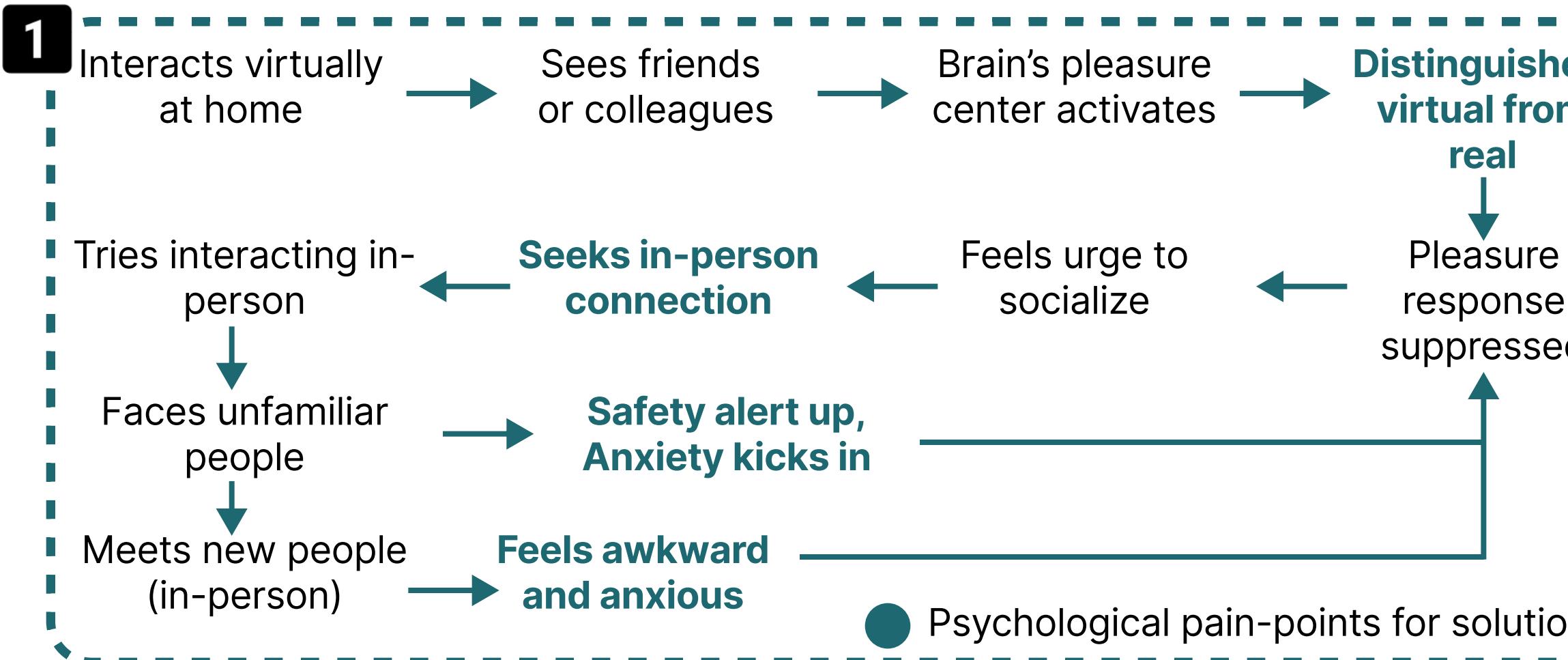
2



### What challenges make life harder?

- Anant (27 M)**
- Extrovert living in Meerut, **working fully remote** from home
  - Family **interactions feel repetitive**, and friends are scattered in other cities
  - Enjoys cricket but **struggles to find people to play with** locally
  - Occasionally **considers therapy** but hesitates due to **stigma** at home

## PINPOINTING PSYCHOLOGICAL PAIN-POINTS FOR TAILORED SOLUTIONS



## IDENTIFYING OUR PRIORITY USERS

	Target User	Market Share <sup>1</sup>	Market Growth <sup>1</sup>	Spending Power	# psychological pain-points	Occurrence frequency
1	Works hybrid (Rashi)	~80%	High	Medium	4	High
2	Works fully remote (Anant)	~20%	Low	High	3	High
	Reasoning	Research Data	Market trends	Remote workers save relocation expenses	Based on psychographic analysis done above	Qualitative Score

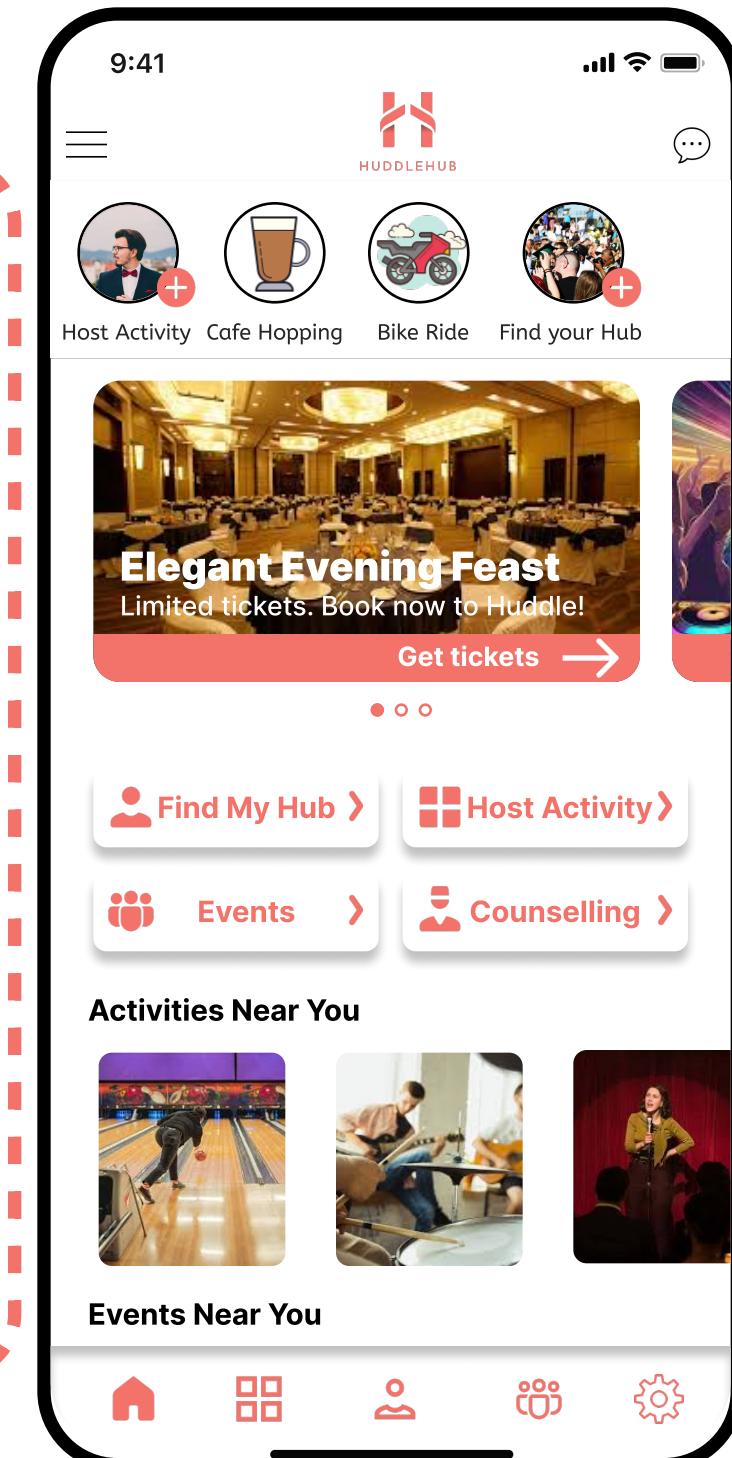
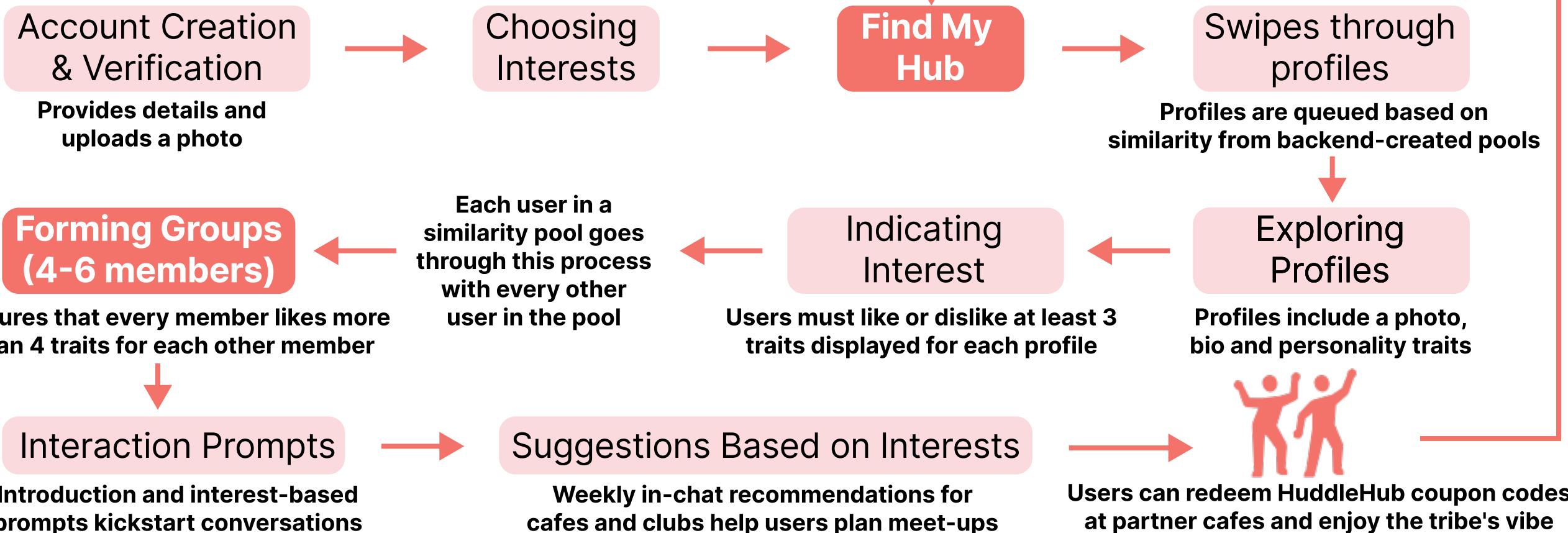
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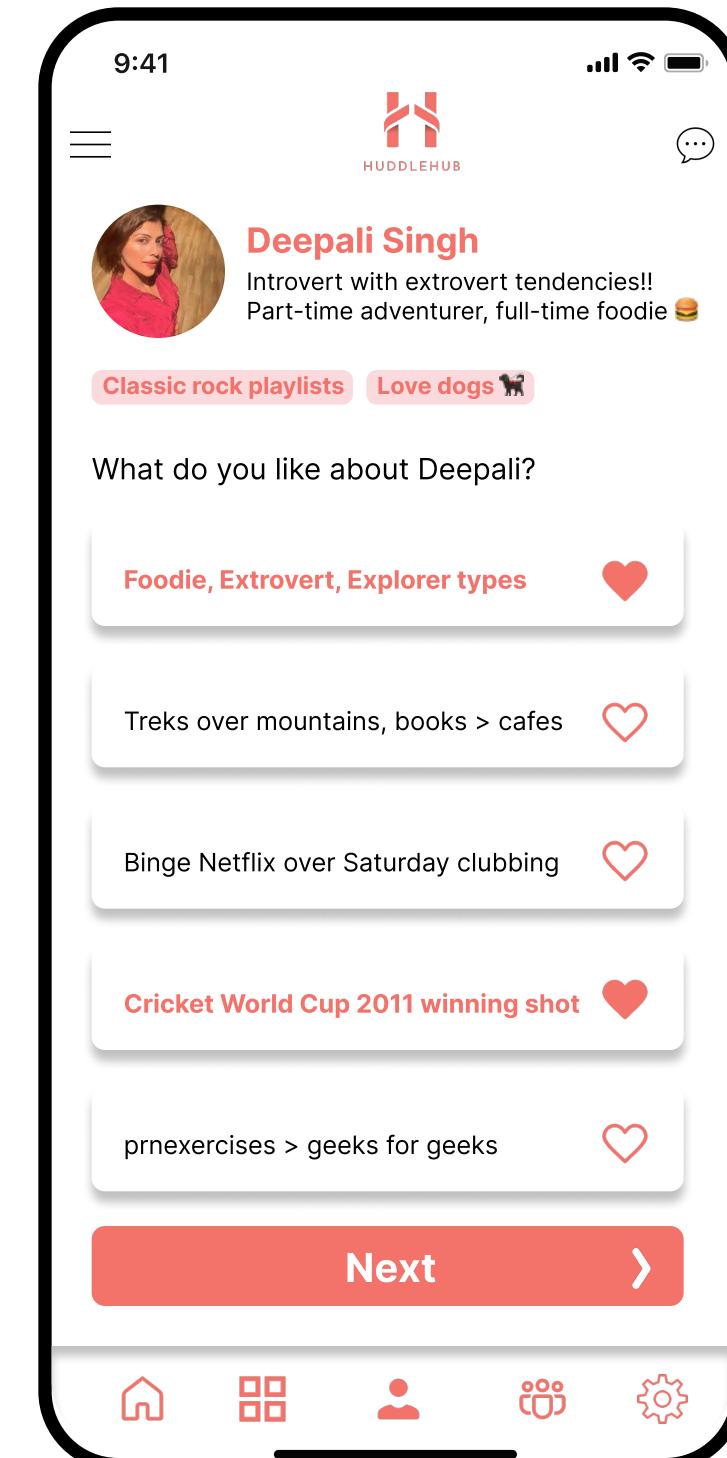
**HuddleHub** is a new app designed to combat loneliness caused by frequent relocations for work / isolation of remote work / struggle finding like-minded people

## SOLUTION A: HuddleHub- Find My Hub

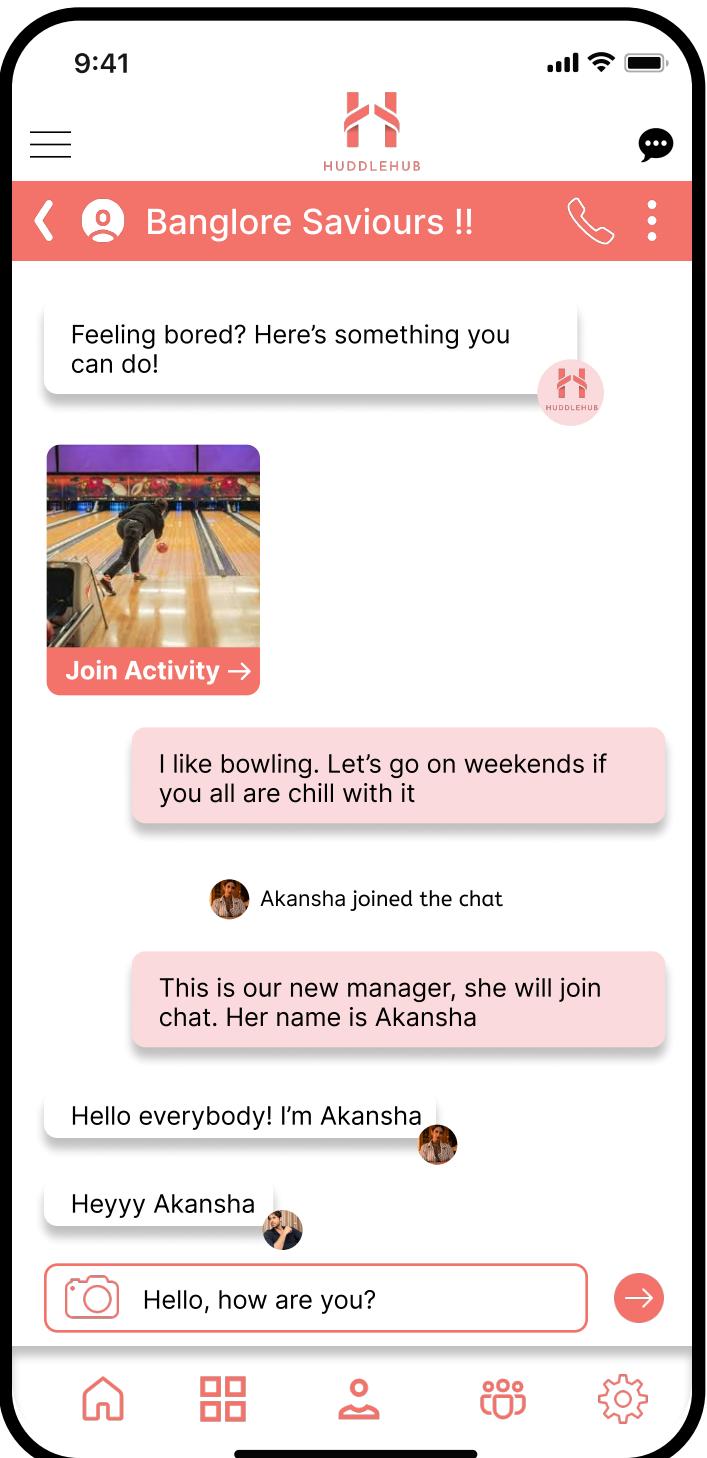
**Find My Hub** connects users with 4-6 people they've mutually selected based on shared interests and more. Engagement prompts are offered to maintain the conversation. Users also receive coupon codes for meet-ups at partner cafes, pubs, and other locations



**Home Screen**

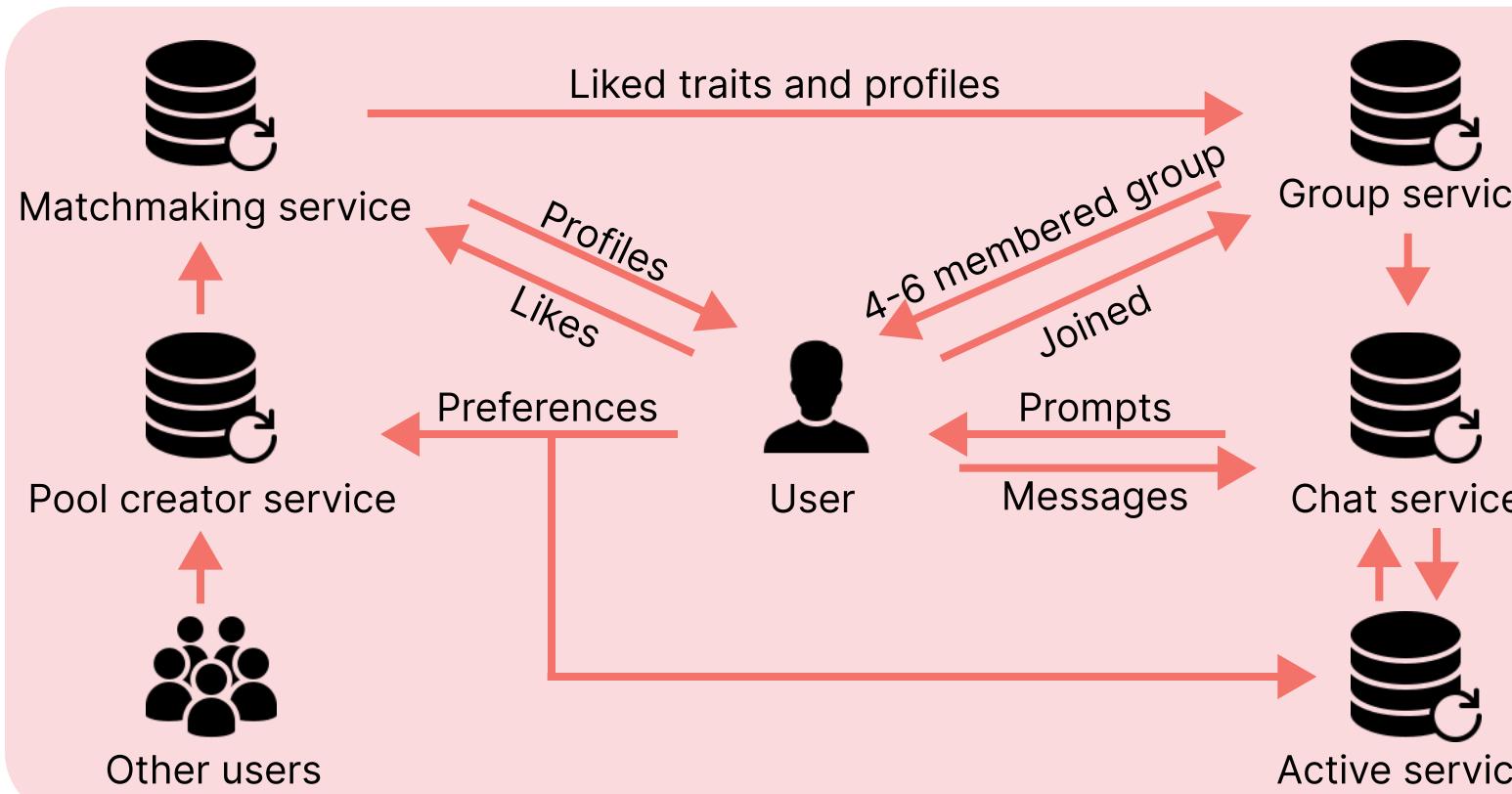


**Profile View**



**Group View**

## TECHNICAL DESIGN

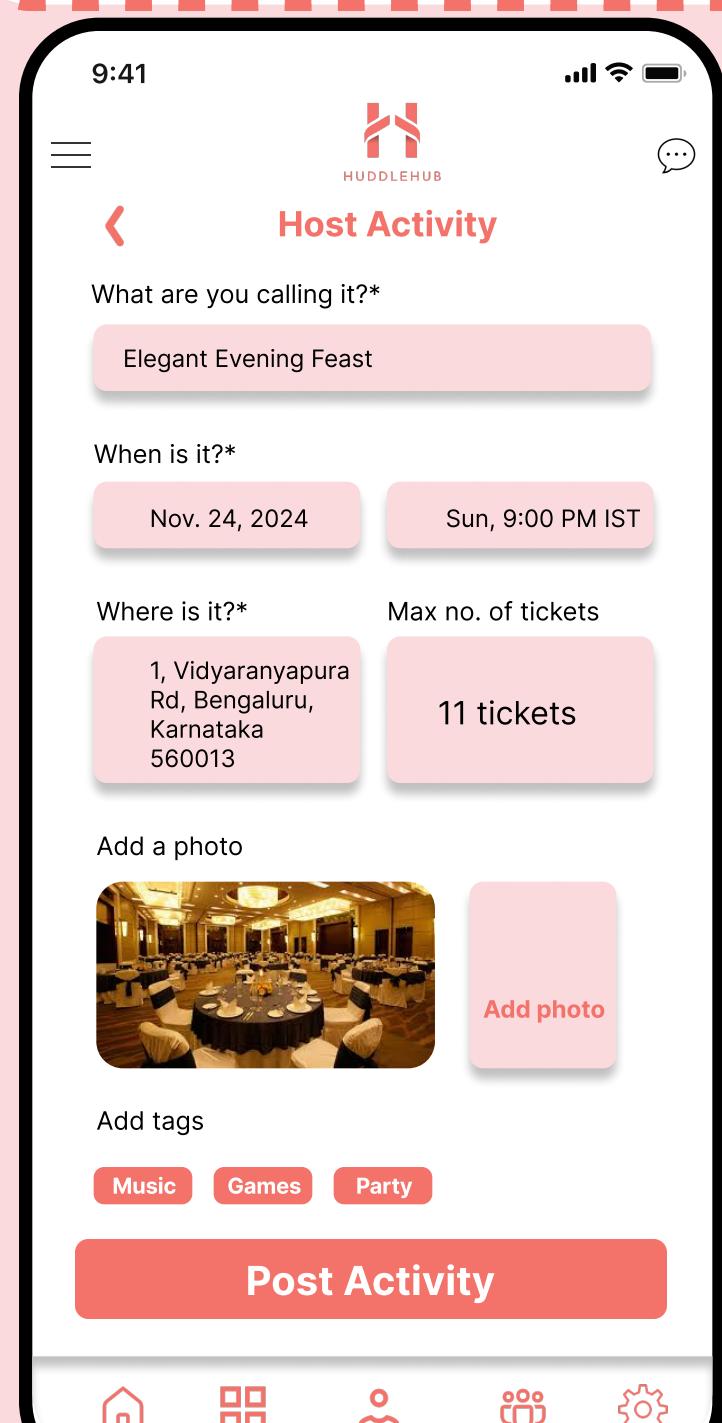
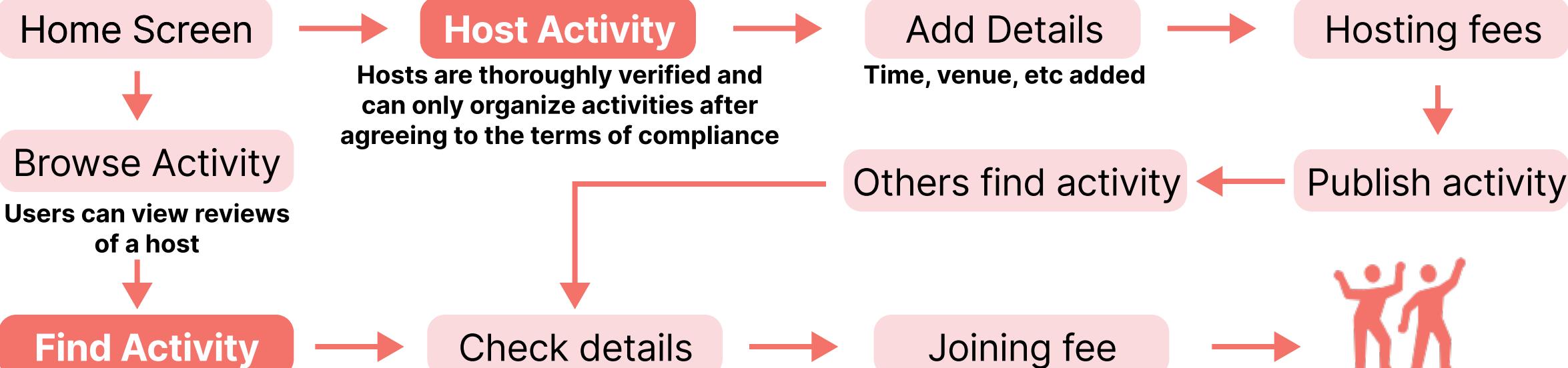


### Group-forming Considerations

- Clustering can be used to form initial similarity pools
  - Queue used to show profiles from user's similarity pool
  - Right swipe mechanism works for 1-1 matches. For a group, the probability of everyone swiping each other is very low
  - Trait-liking gives a score. Probability of each user having liked 3 traits in all others is higher
- HOW DOES FIND MY HUB ASSIST RASHI IN COMBATTING LONELINESS?**
- **Group chats** allow Rashi to establish trust before connecting with her tribe in person
  - 1-on-1 feels unsafe, large groups fade, but 4-6 members are easy to connect with
  - Shared interests help Rashi form personal bonds naturally, avoiding awkwardness
  - Rashi can socialize by organizing meet-ups at her favorite spots or activities

## SOLUTION B: Host Activity

This feature allows users to host or participate in activities they enjoy, such as Cricket Today, Music Night, Saturday Fun and more, all designed to encourage socializing



**Host an Activity Page**

Users can limit participants

### TECHNICAL DESIGN



### Activity-forming Considerations

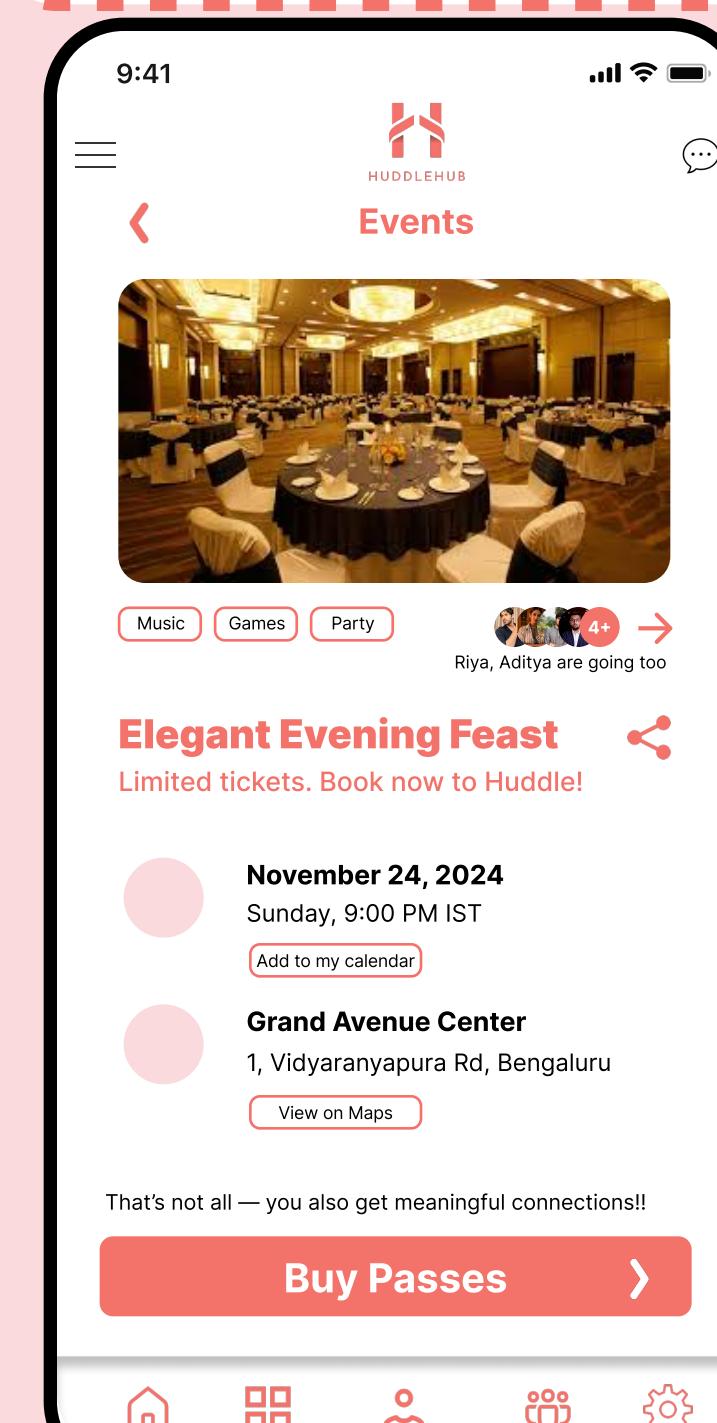
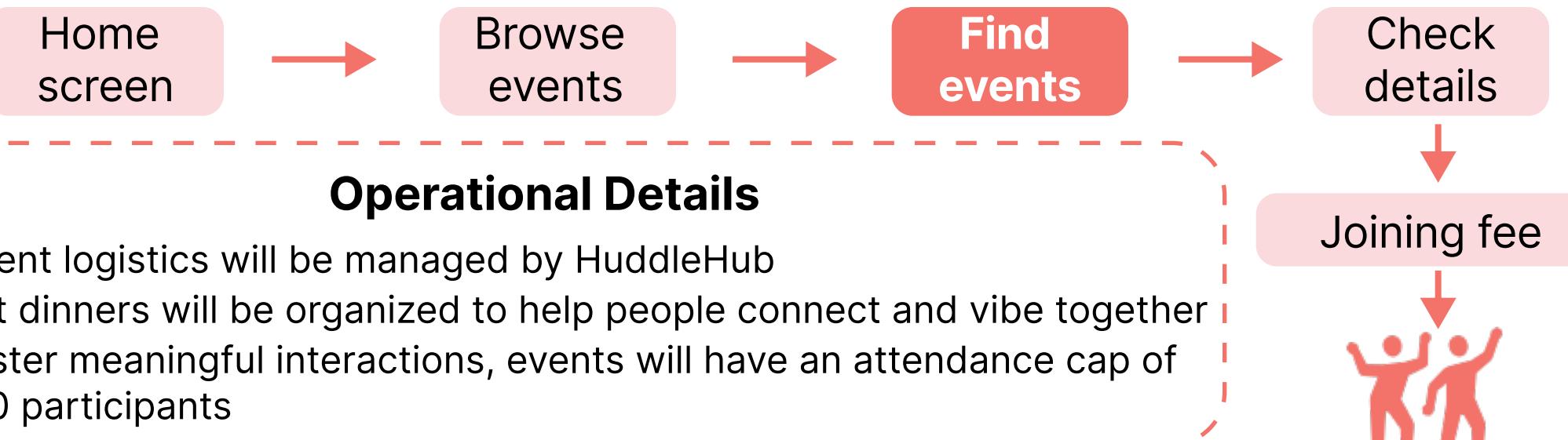
- A rating system for hosts allows users to leave reviews, helping build trust
- A refund policy is implemented for activities canceled at the last moment

### PAIN-POINTS ADDRESSED

- Anant can explore his favorite activities by connecting with like-minded people on HuddleHub
- HuddleHub's host verification ensures trust for both Rashi and Anant
- Rashi can join one-time activities without the pressure of maintaining long-term social commitments

## SOLUTION C: Attend HuddleHub Events

Users can join live virtual or in-person events hosted by Team HuddleHub, including stand-up shows and live music sessions, to enhance their social lives



**HuddleHub Event page**

Users have to buy passes for events

### TECHNICAL DESIGN



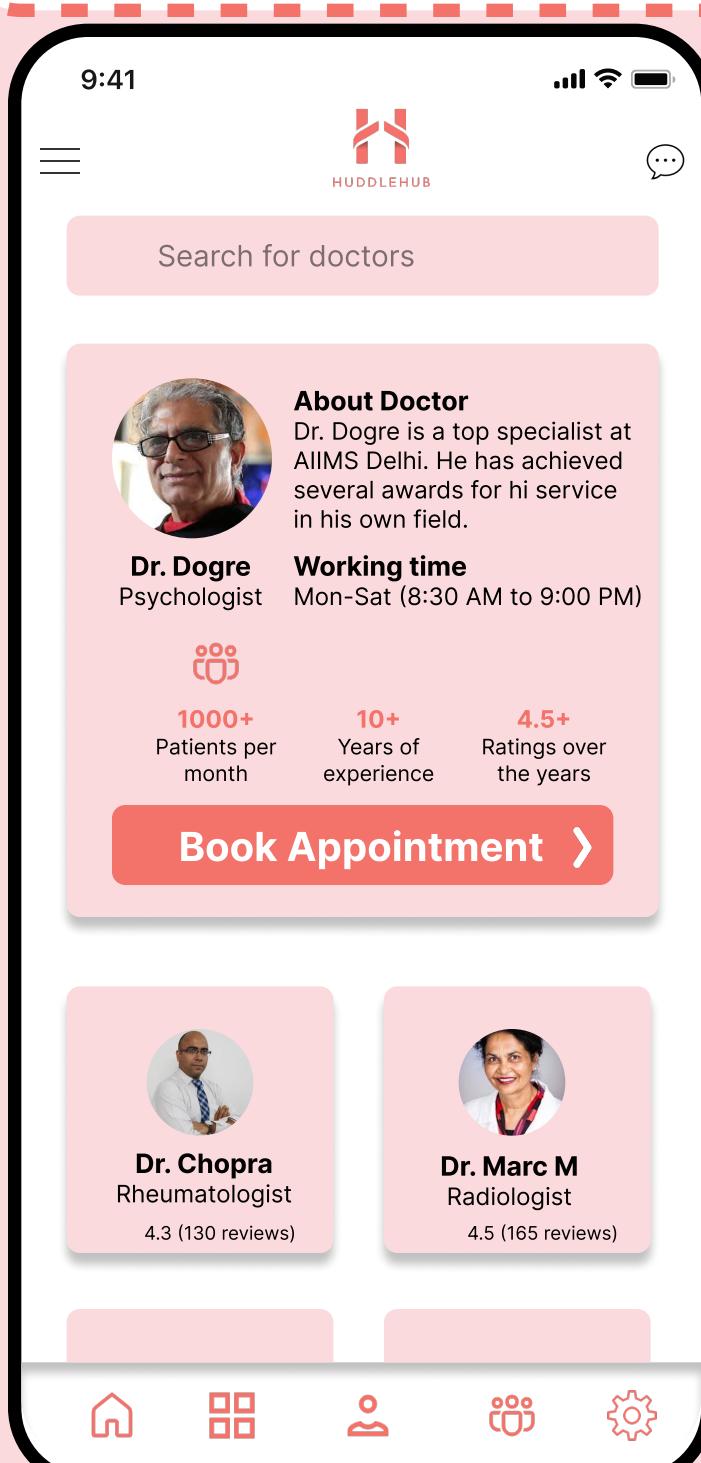
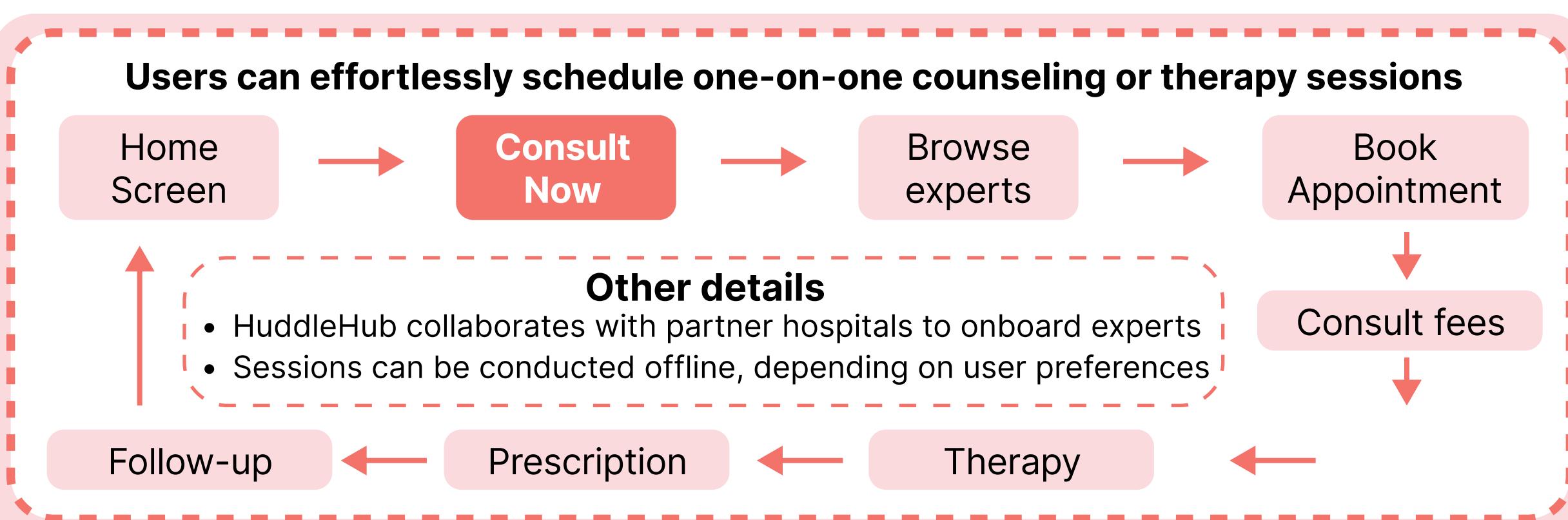
### HuddleHub Events Considerations

- Interest data will be used to suggest relevant upcoming events
- A refund policy is available for canceled events

### PAIN-POINTS ADDRESSED

- HuddleHub events provide social opportunities for users like Rashi and Anant
- A great option for those who prefer not to or are unable to host activities themselves
- Users working remotely in new cities can join events to foster a sense of belonging

## SOLUTION D: Book a Counselling Session



Users can book appointments

### TECHNICAL DESIGN



### Consultation Considerations

- Privacy and security measures will adhere to industry standards to protect sensitive patient data
- A refund policy will be implemented for canceled appointments

### PAIN-POINTS ADDRESSED

- When loneliness begins to impact daily life, HuddleHub connects users with experts for professional help
- Virtual consultations provide a discreet option for those facing stigma around mental health support

### WHICH PAIN POINTS SHOULD THE MVP ADDRESS?\*

Solution Parameter	Find My Hub (A)	Host Activity (B)	HuddleHub Events (C)	Counselling Sessions (D)
<b>Pain-Points Addressed</b>	<ul style="list-style-type: none"> <li>Finding new people with similar interest</li> <li>Knowing people before meeting</li> <li>Less awkward when meeting in groups</li> <li>Meet/Leave multiple groups as needed</li> </ul>	<ul style="list-style-type: none"> <li>Breaking from the monotonous WFH</li> <li>No guilt of breaking off after activity</li> <li>Avenue for interestbased socialization</li> </ul>	<ul style="list-style-type: none"> <li>Breaking from the monotonous WFH</li> <li>Avenue for interestbased socialization</li> <li>Expanding social circles or networks</li> </ul>	<ul style="list-style-type: none"> <li>Support for mental health</li> <li>Stigma removed via online consultation</li> </ul>
# users reached <sup>1</sup>	● ● ● ●	● ●	●	● ●
Impact on user <sup>2</sup>	● ● ●	● ● ●	● ●	● ● ● ●
Potential ARPU <sup>3</sup>	● ●	● ● ●	● ● ● ●	● ● ● ●
Prob. of success <sup>4</sup>	95%	85%	90%	95%
Effort/Cost to implement <sup>5</sup>	● ●	● ● ●	● ● ● ●	● ● ● ● ●
Competition barrier <sup>6</sup>	●	● ●	● ● ●	● ● ● ●
Net Result <sup>7</sup>	MVP	PHASE-1	PHASE-2	PHASE-3

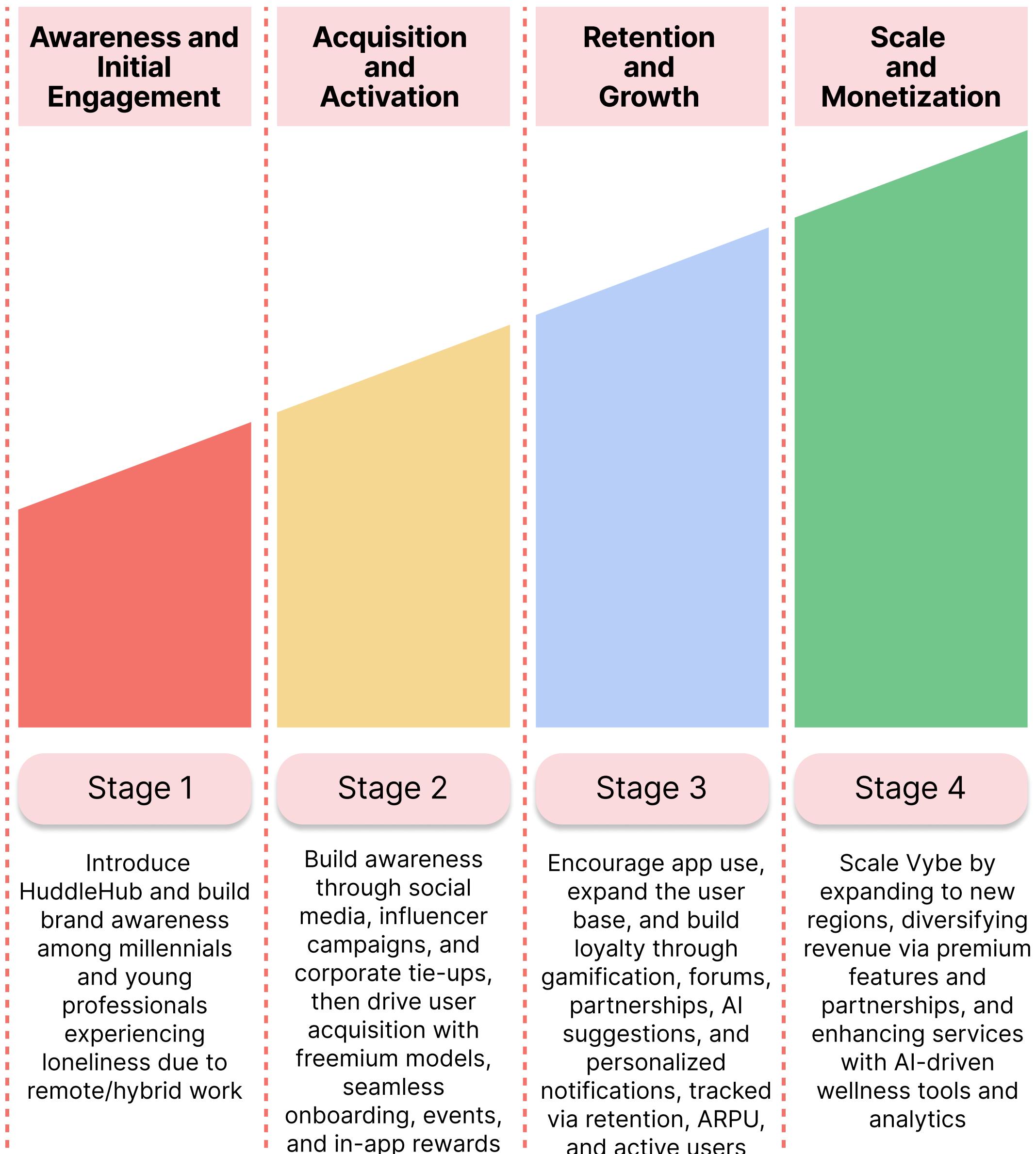
### \*QUALITATIVE ANALYSIS USED FOR PRIORITIZATION

- A focuses more on Ira's needs (80% market), D focuses on Raj's needs (20% market).** B,C focus on both personas but require a lot of **offline logistics**. C is the most difficult to scale, hence A,B,D,C
- D provides direct medical help.** A, B can be used at any time, C is weekly, hence D,A,B,C
- A, D are commission (D = 10xA)**, B,C are direct but C is mega-event (C>B), hence D,C,B,A
- A is novel & scalable, D has proven implementation. **B, C are running experiments**, hence A,D,C,B
- C needs venue, host, D needs partners. **A, B are simple tech flows**, hence C,D,B,A
- A is a novel feature**, B is used outside India, C is in India, D is everywhere, hence D,C,B,A
- Net result is calculated as **(# users x Impact x ARPU x Prob.) / (Effort + Cost + Barrier)**

<sup>3</sup>ARPU = Average Revenue Per User

## GO-TO-MARKET STRATEGY

Level



## SUCCESS METRICS FOR ALL FEATURES

	Discovery	Adoption	Repeat Usage	Monetization
<b>Find My Hub</b>	<ul style="list-style-type: none"> <li># of page views, CTA clicks</li> <li>Home to Profile page conversion</li> </ul>	<ul style="list-style-type: none"> <li># profiles viewed per session / user</li> <li># of groups formed per month / user</li> <li>% conversion in meet-up prompts</li> </ul>	<ul style="list-style-type: none"> <li># daily &amp; monthly active users</li> <li>% returning on profile page / day</li> <li>Churn rate</li> </ul>	<ul style="list-style-type: none"> <li>Avg. meet-up transaction value per user</li> <li># transaction made per user per month</li> <li>Partner on-board &amp; churn rates</li> </ul>
<b>Host Activity</b>	<ul style="list-style-type: none"> <li># of activities viewed, CTA clicks</li> <li>Home to Activity page conversion</li> </ul>	<ul style="list-style-type: none"> <li># activities hosted per month</li> <li># activities joined per month / user</li> <li>% no shows for activities</li> </ul>	<ul style="list-style-type: none"> <li>% users hosting/joining again</li> <li>Churn rate</li> </ul>	<ul style="list-style-type: none"> <li>Average revenue per user</li> <li>Avg. refund value / month</li> </ul>
<b>HuddleHub Events</b>	<ul style="list-style-type: none"> <li># of event views, CTA clicks</li> <li>Home to Events page conversion</li> </ul>	<ul style="list-style-type: none"> <li># events attended per month / user</li> <li>Avg. time spent viewing event / user</li> <li>% no shows for events</li> </ul>	<ul style="list-style-type: none"> <li>% users returning to attend events</li> <li>Churn rate</li> </ul>	<ul style="list-style-type: none"> <li>Avg. entry fee value per user</li> <li>Avg. refund value / month</li> </ul>
<b>Counselling Sessions</b>	<ul style="list-style-type: none"> <li># of experts browsed, CTA clicks</li> <li>Home to Experts page conversion</li> </ul>	<ul style="list-style-type: none"> <li># profiles viewed per session / user</li> <li># of consultations taken / user</li> <li>% no shows for consultations</li> </ul>	<ul style="list-style-type: none"> <li>% users taking follow-up sessions</li> <li>% users returning for counselling</li> <li>Churn rate</li> </ul>	<ul style="list-style-type: none"> <li>Avg session fees paid per user</li> <li># consultations made per user</li> <li>Expert on-board &amp; churn rates</li> </ul>

## Find My Hub

### Risks

- Not enough groups are formed because users don't like >5 traits of other profiles
- Groups die out because users don't engage on the group chat after introductions
- Users don't plan in-person meet-ups owing to safety concerns

### Mitigation

- Make it mandatory for users to like 3 traits & show benefits of liking traits via pop-up nudges
- Inform users that group will be killed if no activity occurs for the next 7 days, give more prompts
- Garner trust by informing users that all profiles have been verified

## Host Activity

### Risks

- There are not enough activities hosted in user's location or nearby
- Users are not hosting activities thinking there will be high no-shows
- Users don't find activities that interest or engage them

### Mitigation

- Show activity photos to motivate users to host an activity on their own
- Show pop-ups of the low no-show rates in previous activities to gain user trust. Make refund policy explicit
- Prompt users to complete interest questionnaires, cross-sell Tribe Finder as alternative

## HuddleHub Events

### Risks

- Users are not interested in Vybe Events
- Users are not able to plan it in their schedule
- Users who attend feel left out in certain events

### Mitigation

- Highlight networking opportunity by showing how many people nearby are attending the event
- Prompt users about the full refund policy in case of abrupt cancellation to motivate them
- Make use of community managers to constantly engage the audience

## Counselling Sessions

### Risks

- High appointment cancellation rates due to unavailability of experts
- Privacy concerns around storage of medical data and anonymity maintenance

### Mitigation

- On-board large partners like hospitals to ensure supply is high, reschedule appointments in such cases
- Make an educational video highlighting the compliance measures taken in Vybe and how privacy is ensured