

HOW CAN WE CENTRALIZE THE DISCOVERY OF THIRD SPACES?



THE PROBLEM

Cities are designed for transactions. We lack "third spaces" where we can simply be.

European culture prizes lingering, American culture punishes it. While people crave connection, they lack a

map to find it. We designed a digital platform to solve this, curating spaces where lingering is the primary goal.

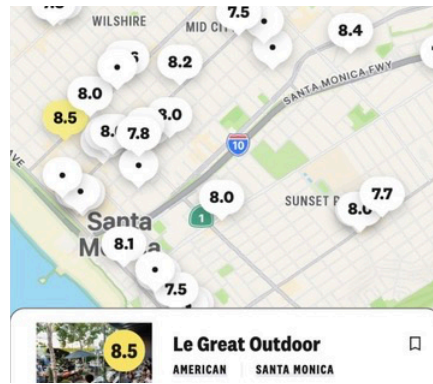
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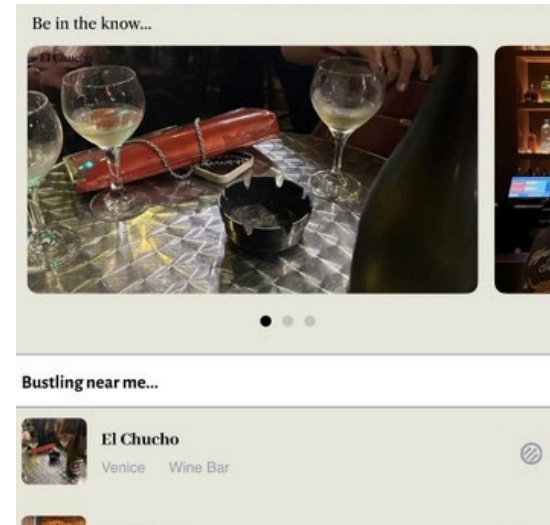
THE EXPERIMENT

We prototyped a discovery engine where users could input their current vibe and receive a curated third space destination. The goal was to remove decision

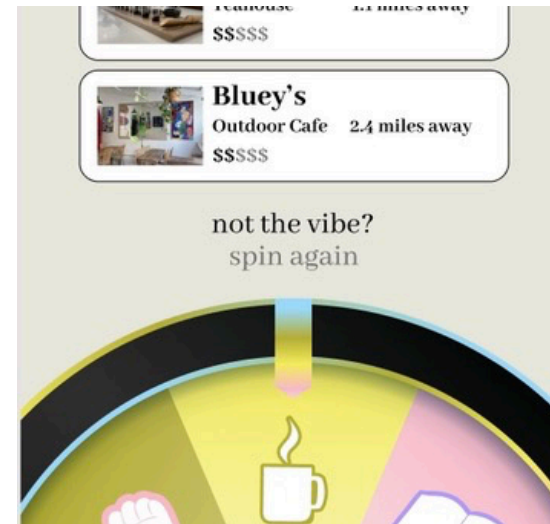
fatigue and give users a way to digitally explore physical spaces near them and encourage trying new spaces.



We focused on populating our map with third spaces we had been to before.



Tags help users find the right space.



We added a roulette wheel for extra fun.

Initially we set out to create new ways to make third spaces seem more profitable to potential business owners.

The idea was that less spaces are opened because there is not a clear revenue stream for third spaces.

THE INSIGHT



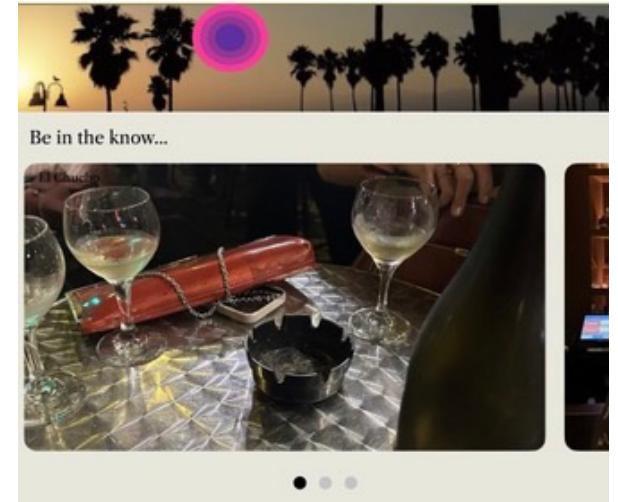
In talking to our peers and reading user surveys, we discovered that people are excited about supporting third spaces, they just don't know where they are.



Our app truly succeeds when the user gets off their phone right then to go to a third space.

We also discovered our users cared more about knowing how long they could loiter, rather than how good was their latte.

Common Space



With tags for spaces you can spend hours in, we remove the anxiety of existing in a space.

THE

OPPORTUNITY

This project highlighted an underlying desire for spaces to connect. A platform like this could create a direct channel to interact with customers and learn more about their goals. We also designed a set of merch that promotes ideas about co-created community and third spaces.

In challenging our relationship with ownership and our customers, we create space to develop more shared spaces focus on connection.

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Processes & Perspectives
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