A4: Concept Video

Kristine Ma, Carolyn Lee, Lucas Wang, Evelyn Song
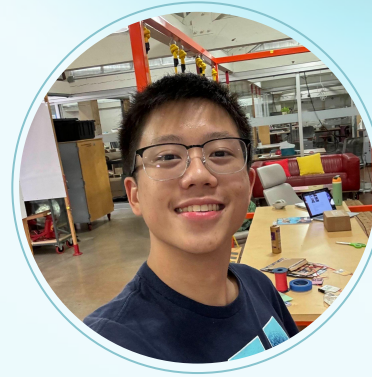
CS147 ✳ Fall 2024

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Meet the team!

Kristine Ma

Junior
Symbolic
Systems (HCI)

Carolyn Lee

Junior
Computer
Science (HCI)

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Design +
CS (HCI)

Evelyn Song

Junior
Human Biology
+ CS (HCI)

Project Name

InSync

Lync

Pasynco

Planet

Wink

Synchole

CheckIn

OYM (on your mind)

Planet 🪐

We wanted a name and a concept that would allow us to capture our problem space and solution. According to our needfinding interviews, most interviewees revealed that friends are their main source of support, but that it's difficult to connect or to spend time with them. Planet allows its users to deal with **alienation** and the feeling that friends are living in **different worlds.**

Our value proposition

"**Planet** lets you **visually connect** with your friends' emotions and statuses **in real-time**, so you **never feel alienated** and always know who's able to hang out or needs companionship.."
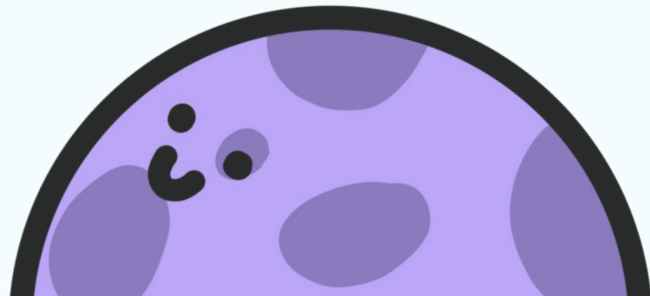
Problem Overview

Primary User

College students with existing friend groups but who find it difficult to reach out and connect, especially during periods of negative emotion
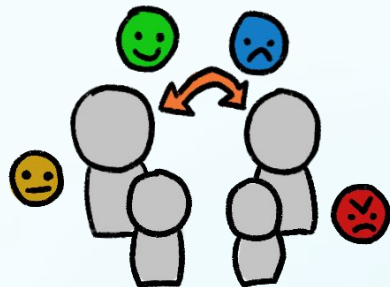
Problem We're Tackling

Reaching out to friends is seen as time consuming and an inconvenience to the other person, and is especially difficult to do when in a bad headspace, leading to isolation
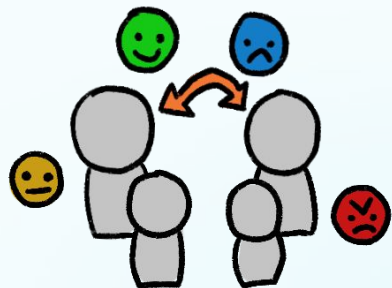
Proposed Solution

1. Update friends on the current moods of other friends, reducing the awkwardness of talking about emotions directly
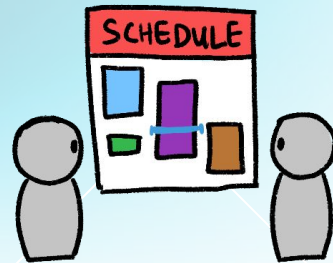
Proposed Solution

1. Update friends on the current moods of other friends, reducing the awkwardness of talking about emotions directly

2. Allow friends to easily see busy times on each others' schedules without back-and-forth hassle
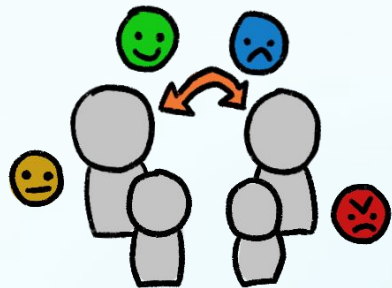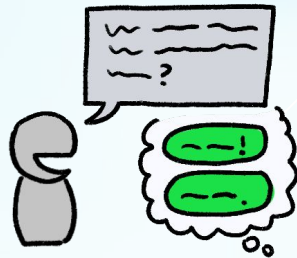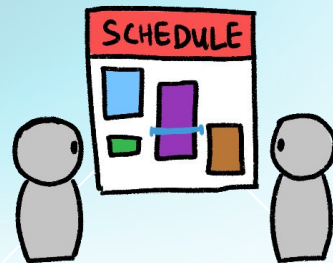
Proposed Solution

1. Update friends on the current moods of other friends, reducing the awkwardness of talking about emotions directly

2. Allow friends to easily see busy times on each others' schedules without back-and-forth hassle

3. Help friends engage with each other quickly and easily via reactions to posted emotions / statuses

Market Research: BeReal

Real-time photo sharing showing what your friend is doing at a given moment.

What works for our problem space:
- Significant visual component: a photo capturing front + rear camera perspectives
- Fostering authenticity and connection via notifications to share statuses

What doesn't work:
- Can only post limited amount of statuses in a day
- Doesn't share emotions of users
- Not geared towards helping friends start a conversation / plan hangouts

BeReal.

"Your daily dose of real life."

Market Research: Life360

Family safety app connecting people via location-sharing, notifications, and life alerts.

What works for our problem space:
- Location sharing fosters long-distance connections
- Regular updates in background keep users informed of locations
- Limited reactions ("Be safe!" "Love ya!")

What doesn't work:
- Designed to focus on family safety, not necessarily connections with friends
- Similar to BeReal, also doesn't have an emotion component component, and also doesn't facilitate conversation

"Peace of mind starts here."

Market Research: Locket

Widget-based app that lets users share live photos directly to each other's home screens.

What works for our problem space:
- Accessibility of update (widget format)
- Focus on close friends
- Updating pictures and sharing with friends

What doesn't work:
- Only based on widget, no complex features
- Like our other competitors, no emotional component, no encouragement of planning socialization

"Live pics from best friends."

Market Research: YikYak

Anonymous social media app that connects college students with others in their area.

What works for our problem space:
- Location-based interactions encourage engagement with nearby people

What doesn't work:
- Anonymous posts don't support personal connections
- Doesn't allow people to connect with their established friends


"Find your herd."

Market Research: FindMy

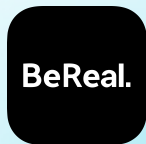*An Apple-developed app that helps users track their devices and share locations.*

What works for our problem space:
- Real-time location sharing helps coordinate hangouts.

What doesn't work:
- Very limited information
    - Only location, no knowledge of friend's activities
- Only support iOS users
- No ability to engage / interact with friends
- No emotional component
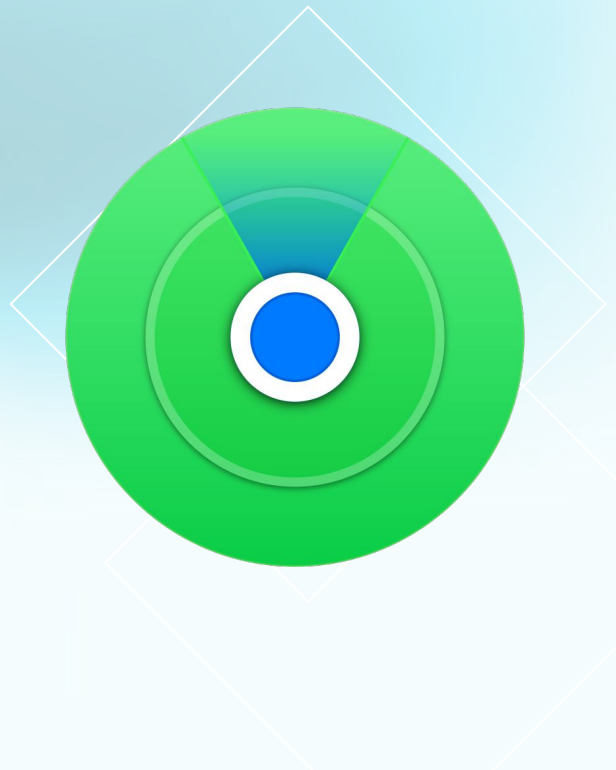
Emotional aspect	✔	✘	✘	✘	✘	✘
Supports photo status	✔	✘	✔	✘	✔	✘
Status update	✔	✘	✔	✔	✘	✘
Persistent / supports multiple updates	✔	✔	✘	✔	✔	✔
Supports reactions / engagement between users	✔	✘	✔	✔	✘	✔

Stakeholders

Direct stakeholders
- College students struggling with connecting with friends

Indirect stakeholders
- Universities and institutions interested in improving student mental health
- Friends and family of users

Ethical Implications

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 Implication: Stalking Behavior

- **Solution**: Blocklist/removal from friend list
- **Direct Stakeholders**: Users concerned about privacy
- **Indirect Stakeholders**: Developers, advertisers, parents, regulators
- **Value Tension**: Connection vs. privacy
- **Design Fixes**: Enhanced privacy controls (blocklist, custom visibility)

Ethical Implications

THE
BFFs

◆

If two friends use your product, how could it enhance or detract from their relationship?

How does your product change or create new ways for people to interact?

Does your product fill or change a role previously filled by a person?

Ethical Implication: Oversimplification of Emotions & Reducing Authenticity

- **Solution**: Encourage users to take things offline; interpret the status as a sneak peak, not the full picture
- **Direct Stakeholders**: Users who are friends
- **Indirect Stakeholders**: **Family members** who may feel excluded from automated communication & **mental health professionals** concerned about the app reducing the quality of emotional sharing
- **Value Tension**: Convenience vs. authenticity
- **Design Fixes**: Add **reminders** for users to check in directly with friends (e.g., voice or video calls)

Tasks

Simple	Moderate	Complex
- Allow the app to access your preferred calendar app and share it with friends *(01:02)*	- Set up or update your own status **and emotions** to notify friends about your availability and feelings in real-time *(0:44)* - Take photos of your current surroundings / tasks	- Link the app with iMessage / preferred texting app so that you can add a button that **automatically** takes you to that **platform** *(0:57)* - Customize the **visibility** of your status and emotion updates for specific groups of friends, enabling more **privacy controls**

Planet — Video Storyboard

Kristine Ma, Carolyn Lee, Lucas Wang, Evelyn Song
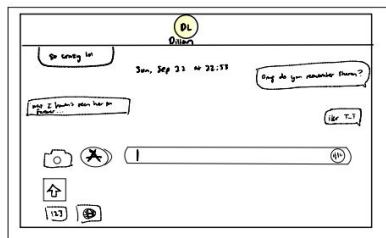
starting shot of person 1 on a chat window, looking @ previous conversation
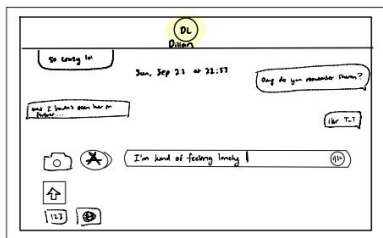
Person 1 types "I'm kind of feeling lonely" hesitantly, pausing
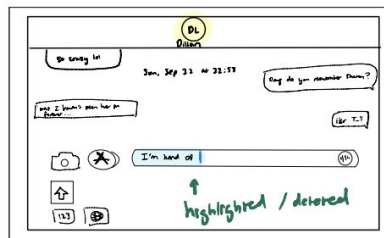
Person 1 then deletes their message

highlighted / deleted

blinking cursor
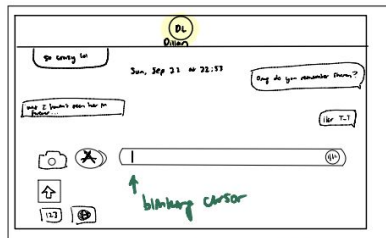
☆ zoom in ☆

& hesitates again...
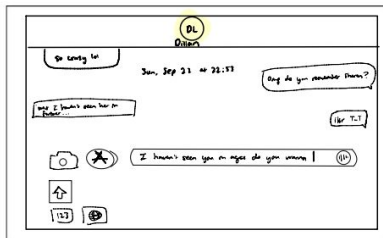
Person 1 tries again, this time drafting a message asking to hang out...?,

frantic backspacing

... ☆ fade out ☆
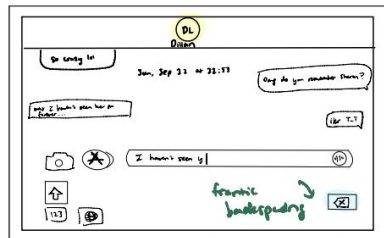
Again, the message is deleted w/ furious backspaces...

Storyboard
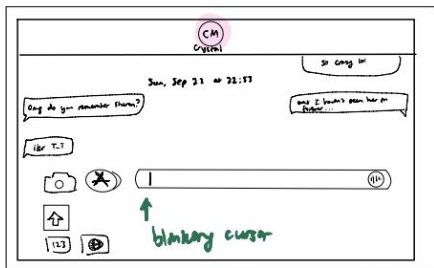
Fade / cut to Person 2, who is also looking at the chat history between them & Person 1
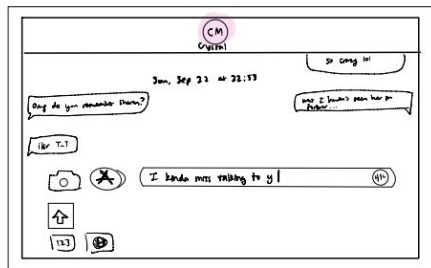
Person 2 begins typing about missing their conversations
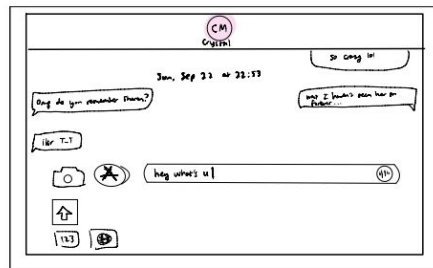
& similar to Person 1, tries multiple texts, but none of them feel right.
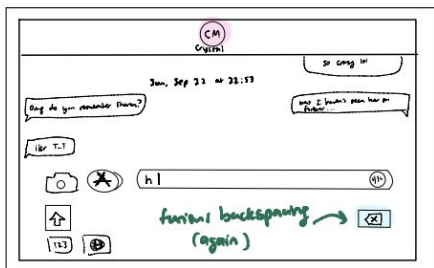
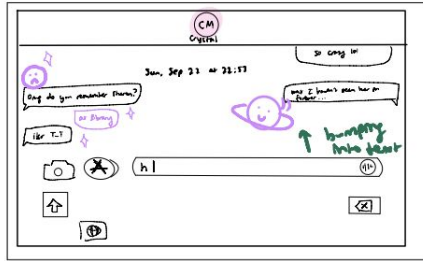Person 1 also deletes their messages & ends up not sending any texts.
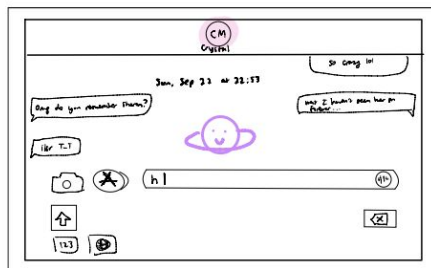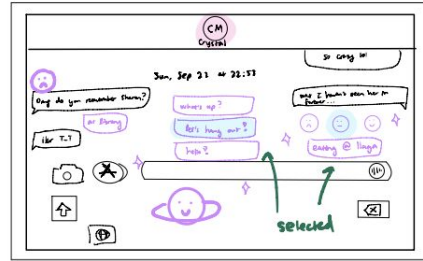
"Planet" appears on Person 2's screen!
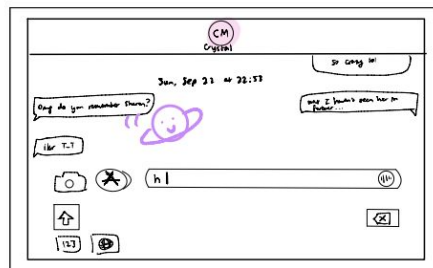
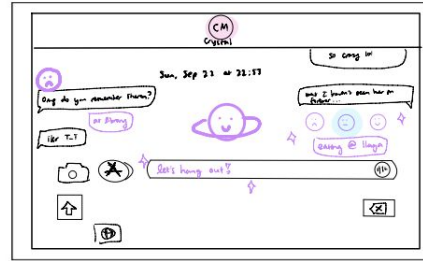"Planet" moves around the screen, bumping into the texts

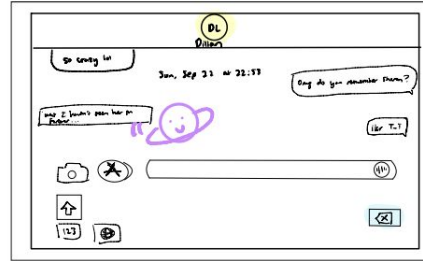"Planet" reveals Person 1's current emotion & status

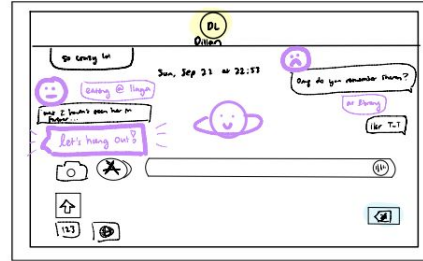& gives Person 2 the option to update /share their emotion & status

"Let's hang out" appears in the iMessage text bar
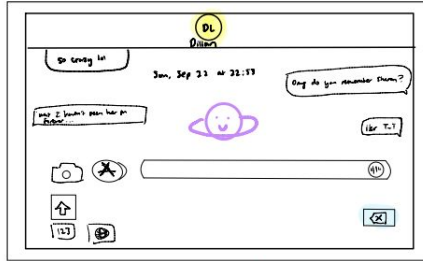
& fade in & . . .

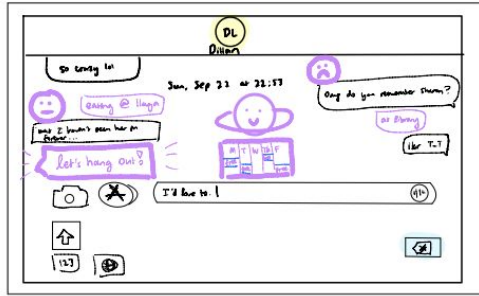Curring /fading to Person 1 again, this time w/ "Planet" on their screen
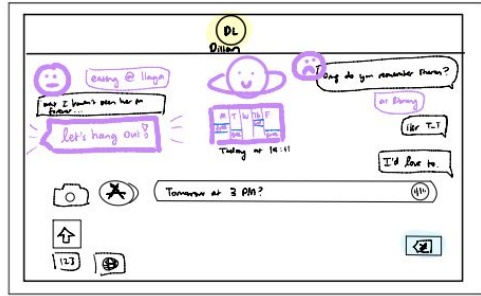
"Planet" again moves around the screen

& reveals Person 2's emotion & status as well as their text /reaction
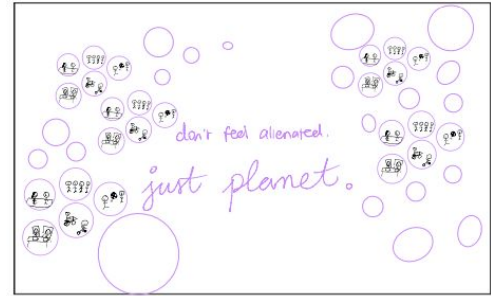
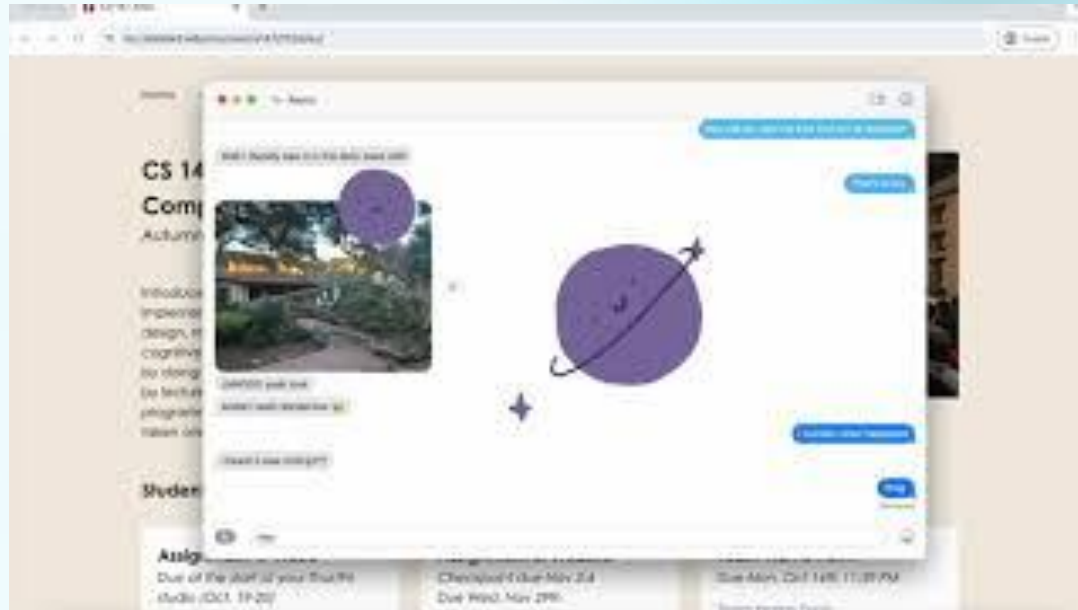"Planet" reveals Person 2's connected calendar, & Person 1 texts "I'd love to."

& following the calendar, they suggest "Tomorrow at 3 PM?"

Fade to slogan + credits ♡

Concept Video

https://youtu.be/-F-jwwRCpN4