grove

Cultivate your post-grad community

After graduating college, you're suddenly faced with the challenge of building friendships amidst a sea of new connections. The confidence, planning, and commitment required to be successful at this can be a source of stress for many. Grove removes the pressure by assisting with the inviting, planning, and follow-up in a low-stakes way so that you can enjoy watching your community grow.

Market Research (1/3)

Bumble BFF

Description. **Dating app for friends**; users swipe left if they don't like an individual, and swipe right if they resonate with their profile in hopes of being "matched". Among matches, **conversations and planning of activities are self-guided**.

Insights. Attributes you look for in a friend are different than for a partner, so developing an enticing "friend" profile proved difficult for users.

Uniqueness. Grove focuses on the **deepening of friendships** and provides **structural support for friendship over time**, rather than just creating initial connections based on shared interests.

Facebook Groups

Description. Users opt-in to **groups created based on shared interests**. Anyone in the group can initiate conversations or planning of events surrounding interest of group.

Insights. Facebook Groups can be **overwhelming** due to their size–hard to form meaningful connections with individuals in the group.

Uniqueness. Grove focuses on fostering **one-on-one relationships,** rather than forming affinity groups or advertising community events.

Market Research (2/3)

Meetup

Description. Join established groups based on shared interests; find **group events** happening near you; **create groups** based on your own interests.

Insights. Best for users that are interested in **large group activities** and **expanding their social circles**; relies on individuals in groups to take initiative and plan successful group events.

Unique. Grove focuses on **depth of individual relationships** rather than breadth of connections; **suggests events** for users and provides structure to deepen friendships.

Garden

Description. **Maintain personal relationships** by setting frequency of reminders to reach out to individuals in your contacts.

Insights. **Relies on users already having deep relationships**; addressing issue of becoming distanced from one's close relationships.

Unique. Grove does not not rely on users already having deep relationships; **helps users deepen *new* friendships with people they just met**; addressing different problem of not having deep friendships to begin with.

Market Research (3/3)

hang

Description. Users post an activity they want to do and **nearby users can join**.

Insights. Does not focus on retention of friendship and building strong 1:1 relationships. Purpose is to find someone to do a particular activity with at the moment.

Unique. Grove helps users focus on **developing deep friendships** and progressively **more varied and personal activities with time**.

Prim

Description. Helps you **stay connected** with family, friends and colleagues by scheduling reminders to follow up with friends and visualize interactions over time.

Insights. Focuses on **retaining existing strong connections**; reminds one user to maintain their connections and keep in touch.

Unique. Grove **includes both parties in building the friendship together**, and is designed to focus on building stronger friendships with individuals you've just met.

Tasks

01

Recall/view past hangouts.
Simple

02

Schedule an activity that works for both you and another person you want to get to know better. *Simple*

03

Capture the memory of hangout. *Simple*

04

Report on successfulness of a hangout. *Simple*

07

Plan and follow through on continuous and varied hangouts with people who had a successful initial connection. *Complex*

05

Communicate with people you want to get to know more deeply regularly. *Medium*

06

Reflect on and plan intentional cadence of future communication. *Medium*

*Bold indicates tasks we targeted in our concept video.

Values in Design

Consistency

Embed consistency in following up on new friendships.

Authenticity

Be yourself as you enter a friendship and do activities that you will likely enjoy.

Privacy

Being mindful of user data stored in the app and shared with others. Being clear on what data is being shared with friends.

Respect

Respect new acquaintances and friends through meaningful contact and planning.

Intentionality

Reflect on and actively plan how you want to build a friendship.

Healthy Use of Technology

Use technology to empower friendships but not be the sole form of interaction between each other.

Potential Conflicts

Consistency vs Respect

Some users may seek a stronger friendship with another user that is not reciprocated. *Build in customization for preferences and boundaries for both users.*

Consistency vs Healthy Use of Technology

Frequent use of the app may conflict with the goal of a healthy lack of reliance on technology. *Help users plan in-person interactions if both are comfortable.*

<u>Video</u> Storyboard

Task 2: Schedule an activity that works for both you and another person you want to get to know better. *Simple*
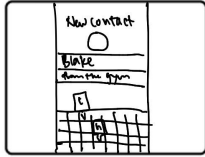
S3A1 – Phone screen recording of adding the contact info of Actor B. Actor B voiceover saying it's nice to meet Actor A.

S3A2 – Notification pops up on phone screen with voiceover from Actor B asking to add Actor A on Grove. Sound of phone notification 'ding'.

S3A3 – Actor A is in his house bouncing a tennis ball. Camera pans from ball to A as he puts down his racket and picks up phone from his left.

S3A4 – Actor A receives a notification asking if he wants to play tennis with Actor B tomorrow. Camera to the left and notification text in focus.
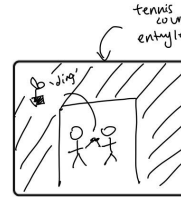
S3A5 – Actor A grins, nods as he clicks 'Yes'. Lighting becomes bright, singing in the upbeat background music begins.

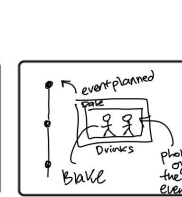## Task 4: Report on successfulness of hangout. *Simple*

A1 – Chris and Blake finish tennis game marking the end of their hang out.

A2 – Chris and Blake fist-pump as they say good bye; since it was a successful hang out their status updates.

A3 – Chris chooses, based on the event's success that he'd like to plan more events with Blake coming up.
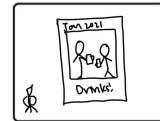
A4 – More events are planned for Chris.

Task 7: Plan and follow through on continuous and varied hangouts with people who had a successful initial connection. *Complex*
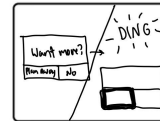

S5A1 – Pop-up phone notification from Grove prompting user about more hangout plans, centered with blue background. 'Ding' sound as 'Plan away!' button is clicked.

S5A2 – Polaroid-style photo of Actor A and B at a bar with caption description and date. Logo of a sprout in bottom left corner.

S5A3 – Overlay of another polaroid-style photo of Actor A and B with two other people with description and date. Photo snapshot sound. Sprout logo grows a leaf in bottom left corner.
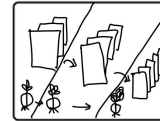
S5A4 – More polaroid-style photos overlaid in center of frame, each depicting more and more familiarity/friendship as bottom left sprout blooms. Upbeat music swells.
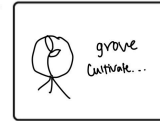
S5A5 – Blank blue screen before logo appears on left with motif of sprout that has been present throughout the display of photos. App name and value prop appear in black lettering to the right.