



• Human-  
Computer  
Interaction  
Institute

23<sup>rd</sup> January 2022

# Assignment 2: POG & PESTLE

## Peeko

*A Digital Service by Chirag Huria*

# peeko.

Unlocking the wisdom of crowds



Peek. Speak. Repeat.



# Our Mission

Building real-world knowledge communities by personalizing everyday conversations



# Why are conversations not happening?



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- 1. Do you find it easy to begin conversations with everyone in-person?*
- 2. Do you think physical interactions are replaceable?*
- 3. Do you know the interest areas of potentially everyone you meet?*

# Why are conversations not happening?



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If your response was a NO...



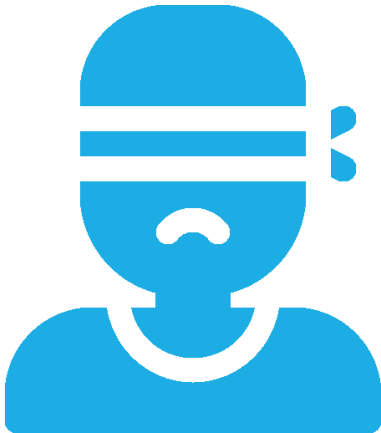
A GAP HAS BEEN FOUND.



*Come unlock the wisdom of crowds with  
**Peeko – personalizing everyday conversations!***

# Problem – Psychological Science POV

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## **Pluralistic Ignorance**

*Everyone is willing to talk but thinks everyone else is unwilling.*

[Psychological Experiment, The Cut](#)

# Problem – Users POV

*People don't know who is interested in what or how to go about having a conversation*

## Quora

**I'm not shy, I just don't know what to talk about with people. What do people usually talk about?**



**Quora User**, tries to be patient.

*Answered 5 years ago · Author has 2.2K answers and 5.3M answer views*

People talk about things that interest them.

If you want to be a good conversationalist, you need to have an interest in people, and broad knowledge of the sorts of things that people talk about when they're as yet strangers. It needn't be deep, it just needs to get you started, and then you let them take over, talk your ear off, and throw in an occasional intelligent question to indicate that you are interested, and to keep the conversation going.



reddit



Posted by u/PoppyWylder 3 years ago

29



**I actually don't know how to talk to people.**

Text

i've noticed that i find myself to nervous to speak to anyone.

# PESTLE Analysis

## Political

- No large gatherings in the initial phase post-COVID

## Economic

- Increased investment in mental health and talent by companies
- Social tech can boost productivity by 25%, [McKinsey Study](#)
- Interest-based communities have a large market; Meetup has ~49M active users

## Social

- More than 5 hours spent each day doing nothing by an average American, [CDC](#)
- 26% millennials do not know their neighbour's first name, [OnePoll Study](#)
- Increased frustration by staying indoors during COVID-19
- Most people don't know who has a shared interest as them
- Less interactions because internet has consumed humans which is otherwise a social species

## Technological

- Increased investment in location satellites has improved location accuracy
- Increased network usage, speed, connectivity, and reliability

## Legal

- Labor laws to improve work-life balance, [Source](#)

## Environmental

- COVID-19 has severely impacted mental health



# Key Points from PESTLE



## ***The Average American***

5 hours spent each day doing nothing

[CDC](#)<sup>2</sup>



## ***The Working Professional***

55 minutes spent travelling each day

[census.gov](#)<sup>3</sup>



## ***The Millennial***

26% do not know their neighbour's first name

[OnePoll Study](#)<sup>4</sup>



## ***The Disconnected Workspace***

Social Tech can boost productivity by 25%

[McKinsey Study](#)<sup>5</sup>



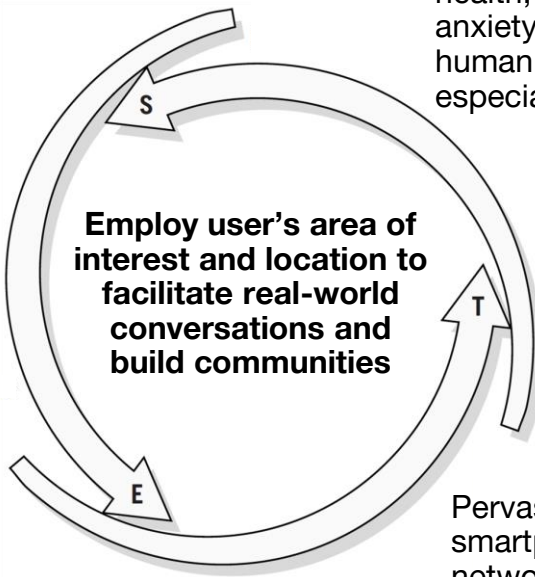
## ***The Chasing Loneliness***

37% of meals consumed alone not by choice

[Forbes](#)<sup>6</sup>

# Product Opportunity Gap

More investment on mental health by individuals and workforce technologies to organize knowledge communities



Increase in awareness of internet's impact on mental health, cases of social anxiety and importance of human interactions, especially post-COVID.

Pervasiveness of smartphones, reliable network connectivity and access to accurate location data of consumers

# Our Solution - MVP

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**Personalizing everyday conversations and making it accessible for all personality types**



You share your interests.



We connect the conversation.

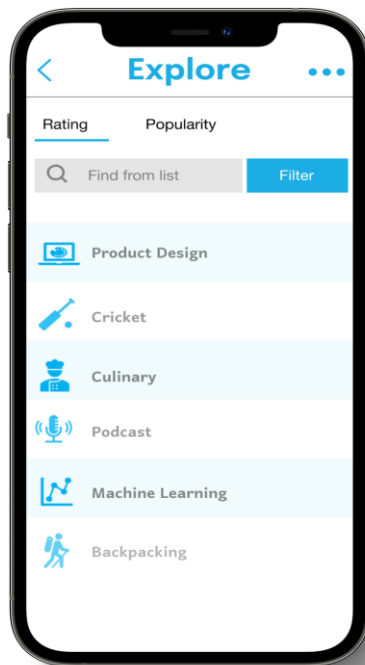


All through our app.

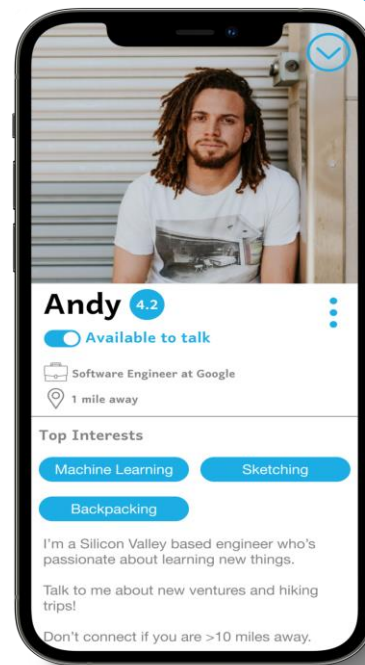
# Sneak Peek



*Home*

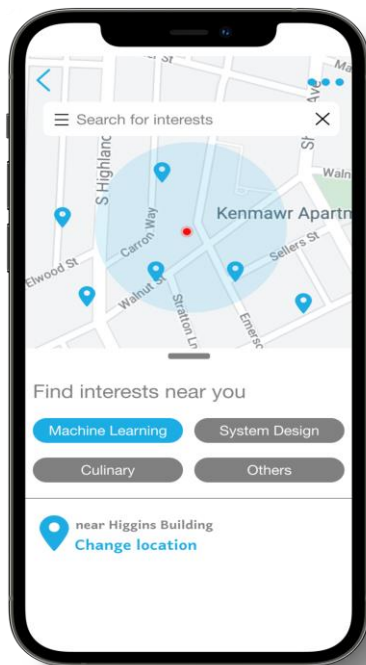


*Explore an area of interest*

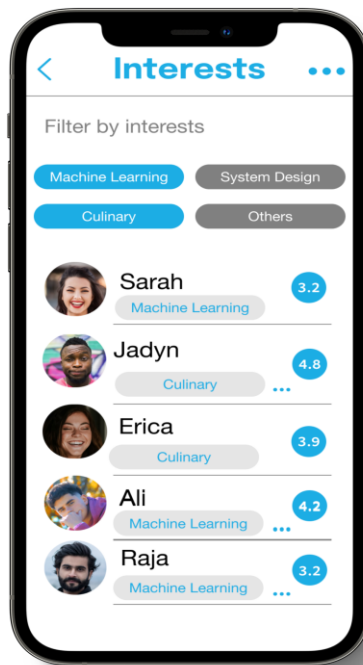


*Build your profile*

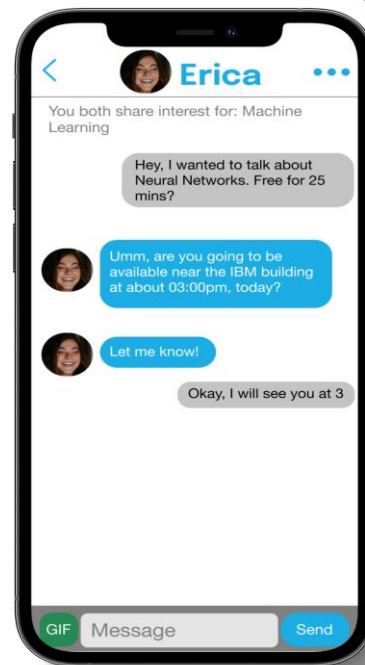
# Sneak Peek



*Locate an interest match around you*



*Explore users with similar interest*



*Chat and schedule a meetup*

# Persona

*"Learning through experiences is the quickest form of learning"*

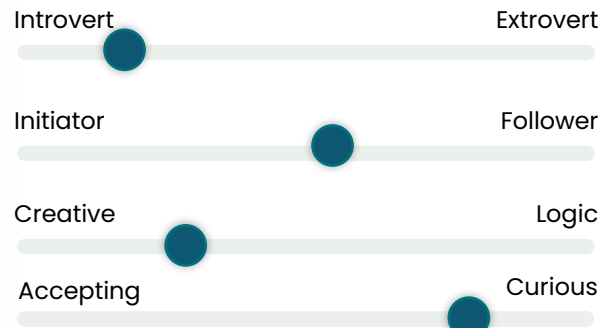


**Age** 26  
**Location** Houston  
**Education** BS  
**Job** Student  
**Bio**

*Chris is a student at a university and loves talking and learning from new people who share the same interest*

## Christopher Noman

### Personality



### Goals

Build sustained relationships with people, learn from their stories, and enhance knowledge to make friends that can mentor and help grow

### Frustration

I don't usually know who to go and talk to during my free-time, and I end up wasting more time than I should

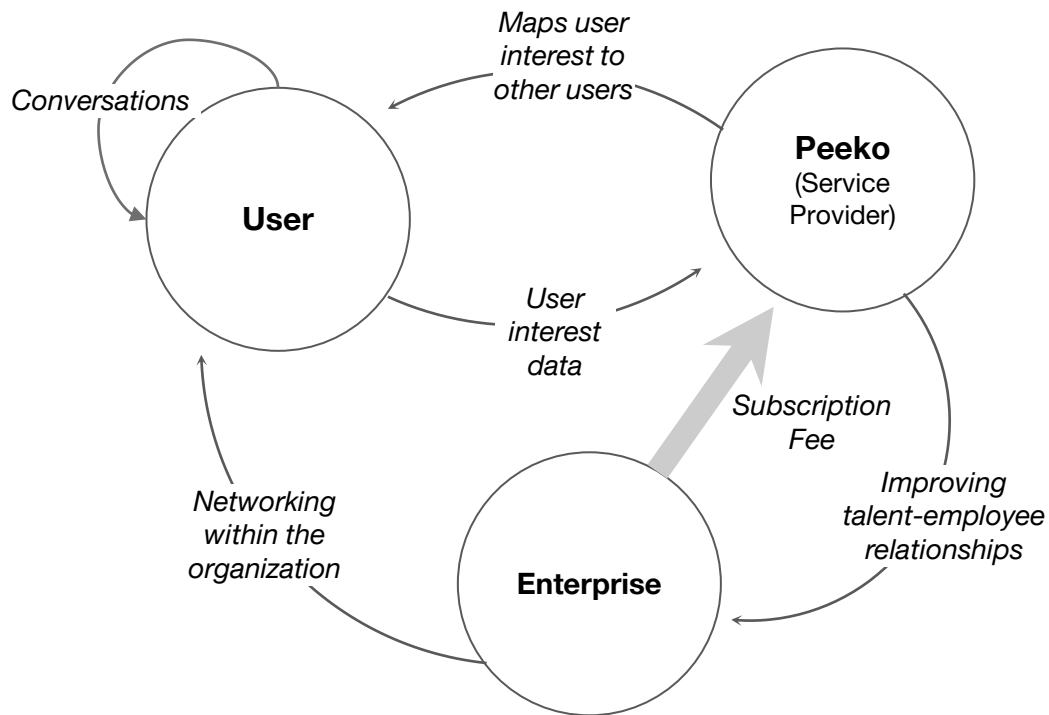
### Challenge

I cannot sit in front of my screen for hours making virtual friends. I don't know who around me has the same interest as mine

### Motivation

I want to talk to people, learn from their experiences, voice my opinion, nurture my interest, and grow as an expert

# Value Flow



# Our Differentiators

*Our predecessors have done good work too...*

Peeko = Good parts of LinkedIn, Meetup, Facebook + Solutions to problems they have

## What are they lacking?



- ✗ Superficial Endorsements
- ✗ Lack of quality connections and knowledge



- ✗ Flexible, instant, 1-1 connections; introvert and social anxiety friendly
- ✗ Economical meetups with low-overhead to organize them



- ✗ Real-world connections based on location
- ✗ Conversation-driven communities rather than content

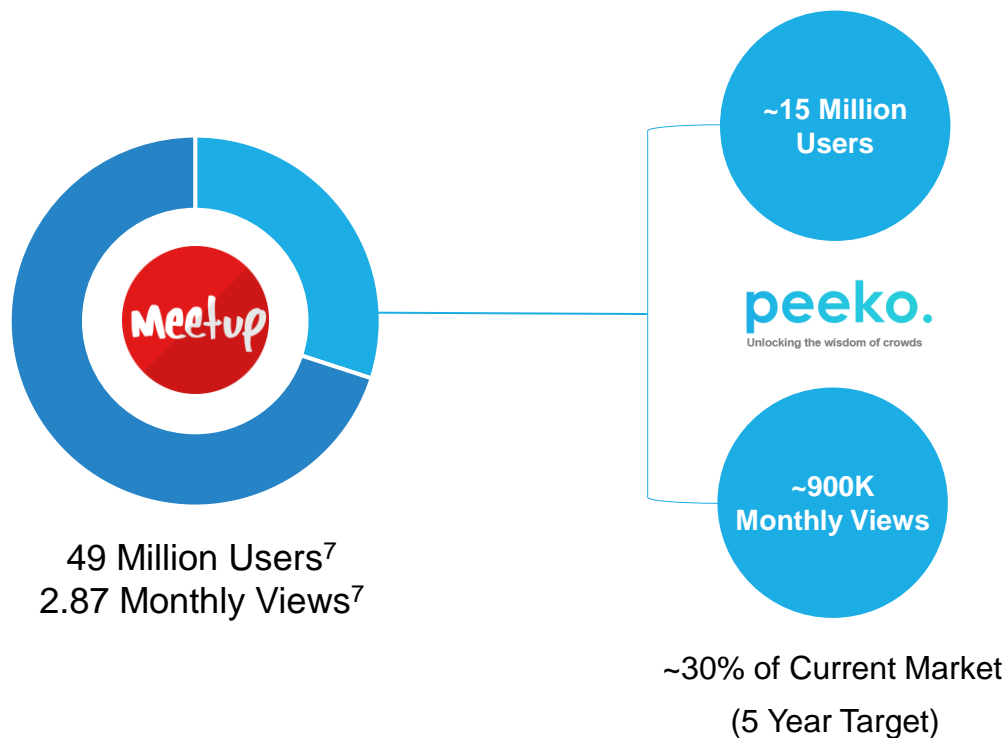


**peeko.**

Unlocking the wisdom of crowds



# Potential Market Size and Revenue



**\$150k**

*Annual AdSense Revenue*

# Appendix



- <https://www.thecut.com/2014/07/why-new-yorkers-should-small-talk-more.html>
- [https://www.cdc.gov/pcd/issues/2019/19\\_0017.htm](https://www.cdc.gov/pcd/issues/2019/19_0017.htm)
- <https://www.census.gov/newsroom/press-releases/2021/one-way-travel-time-to-work-rises.html>
- <https://www.studyfinds.org/sign-of-the-times-75-of-adults-arent-friends-with-any-of-their-neighbors/>
- <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-social-economy>
- <https://www.forbes.com/sites/thehartmangroup/2016/05/25/table-for-one-why-we-are-increasingly-eating-alone/?sh=539771b9616f>[https://www.cdc.gov/pcd/issues/2019/19\\_0017.htm](https://www.cdc.gov/pcd/issues/2019/19_0017.htm)
- <https://www.studyfinds.org/sign-of-the-times-75-of-adults-arent-friends-with-any-of-their-neighbors/>
- <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-social-economy>
- <https://www.forbes.com/sites/thehartmangroup/2016/05/25/table-for-one-why-we-are-increasingly-eating-alone/?sh=539771b9616f>
- <https://www.census.gov/newsroom/press-releases/2021/one-way-travel-time-to-work-rises.html>
- <https://www.thecut.com/2014/07/why-new-yorkers-should-small-talk-more.html>



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**Thank you**