



PRESERVING RELATIONSHIPS NEEDFINDING REPORT

Chloe Pae, Paige Olson, Gabriel Illuma

Assignment #1

CS 147, Fall 2023



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CONTENTS

- Team Introductions
- Methods
- Findings
- Analysis

OUR TEAM

...



Chloe Pae

New York City
Symbolic Systems
Class of 2024



Paige Olson

San Diego
Symbolic Systems
Class of 2024



Gabriel Iluma

Abuja, Nigeria
Product Design & Computer Science
Class of 2024



DOMAIN SELECTION

Time capsule

Daily photos

Community bucket list

Baby's firsts

Staying in touch

Mapping family tree

Long distance relationships

Digital journaling

One-year-ago reminders

Past friendships

Documenting family history



OVERARCHING THEME



*preserving
relationships*

A large, light blue cloud-shaped callout bubble is positioned in the center-right area of the slide. It contains the text "preserving relationships" in a bold, italicized, dark blue font. The background of the slide is a solid light yellow color.

WE SPOKE TO



Sita Antel

Student



Anton Vera

Venture Partner



John G.

Serial Entrepreneur



Jennie Bernheim

Artist

Sourced through primary and secondary connections. We specifically reached out to friends via iMessage.

All participants volunteered to be interviewed.



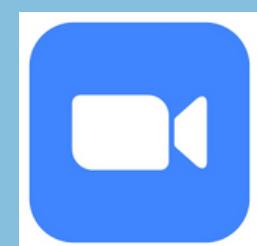
WE ASKED QUESTIONS LIKE...

Who have you talked to in the past 24 hours?

In what ways did you communicate with them?

Who are the closest people in your life and why?

How satisfied are you with your social life?



Google Docs



How satisfied are you with your ability to maintain relationships over time?

Why have some of your relationships persisted while others have deteriorated?

How do you put effort into your relationships?



Sita Antel

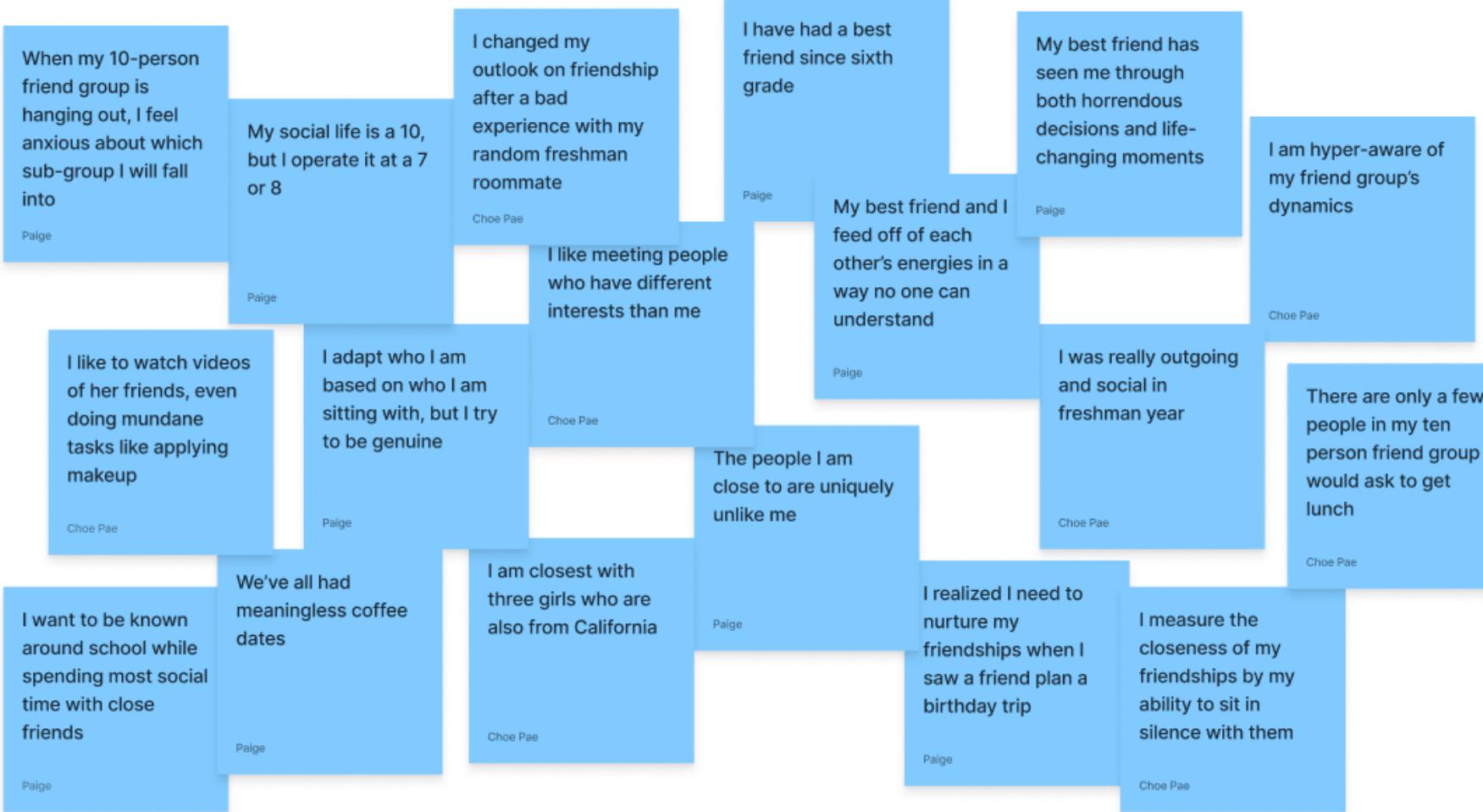
*Stanford Class of 2026
History Major from San Diego, CA*

*In-Person Interview, Otter.ai
Chloe & Paige*

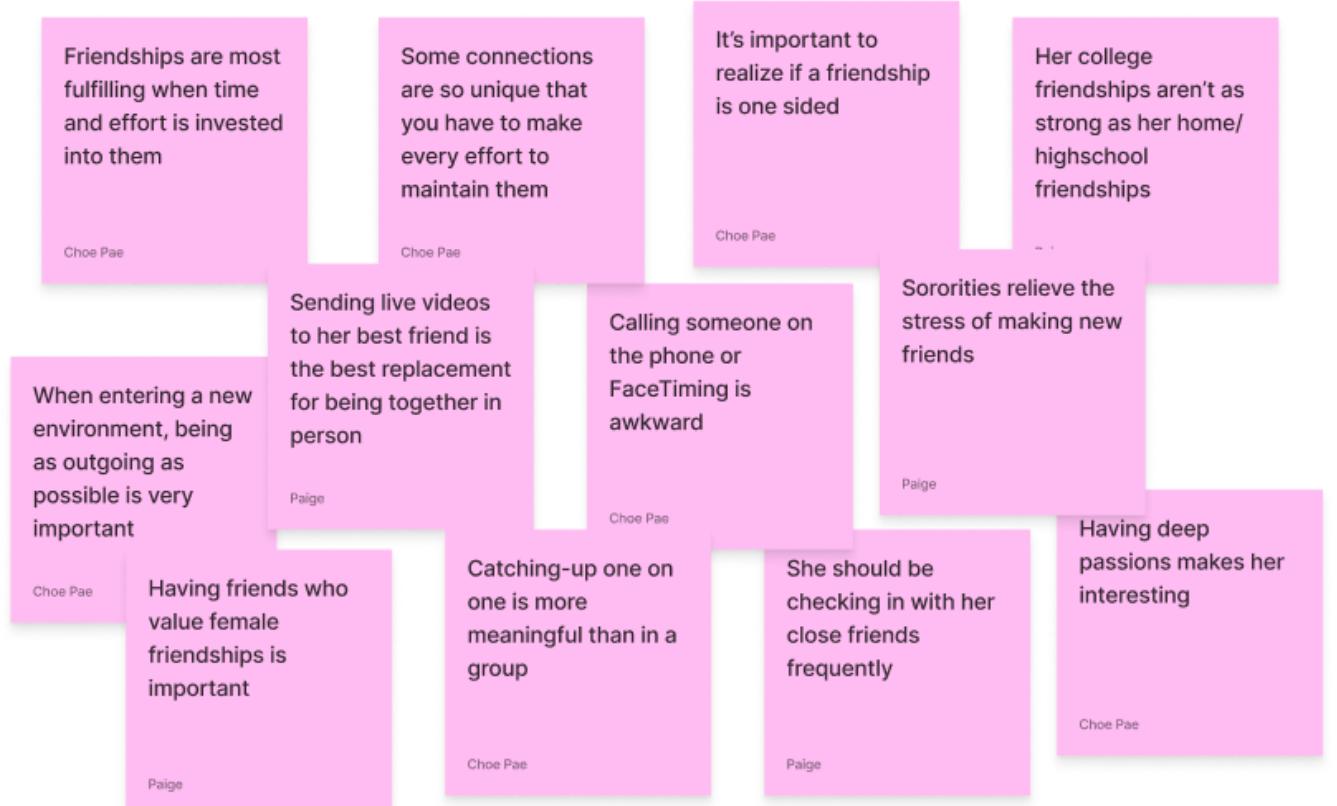
“There are some people in my friend group who I probably wouldn’t hangout with one-on-one”

“The people I’m closest to are uniquely unlike me, but also from California, like me.”

Say



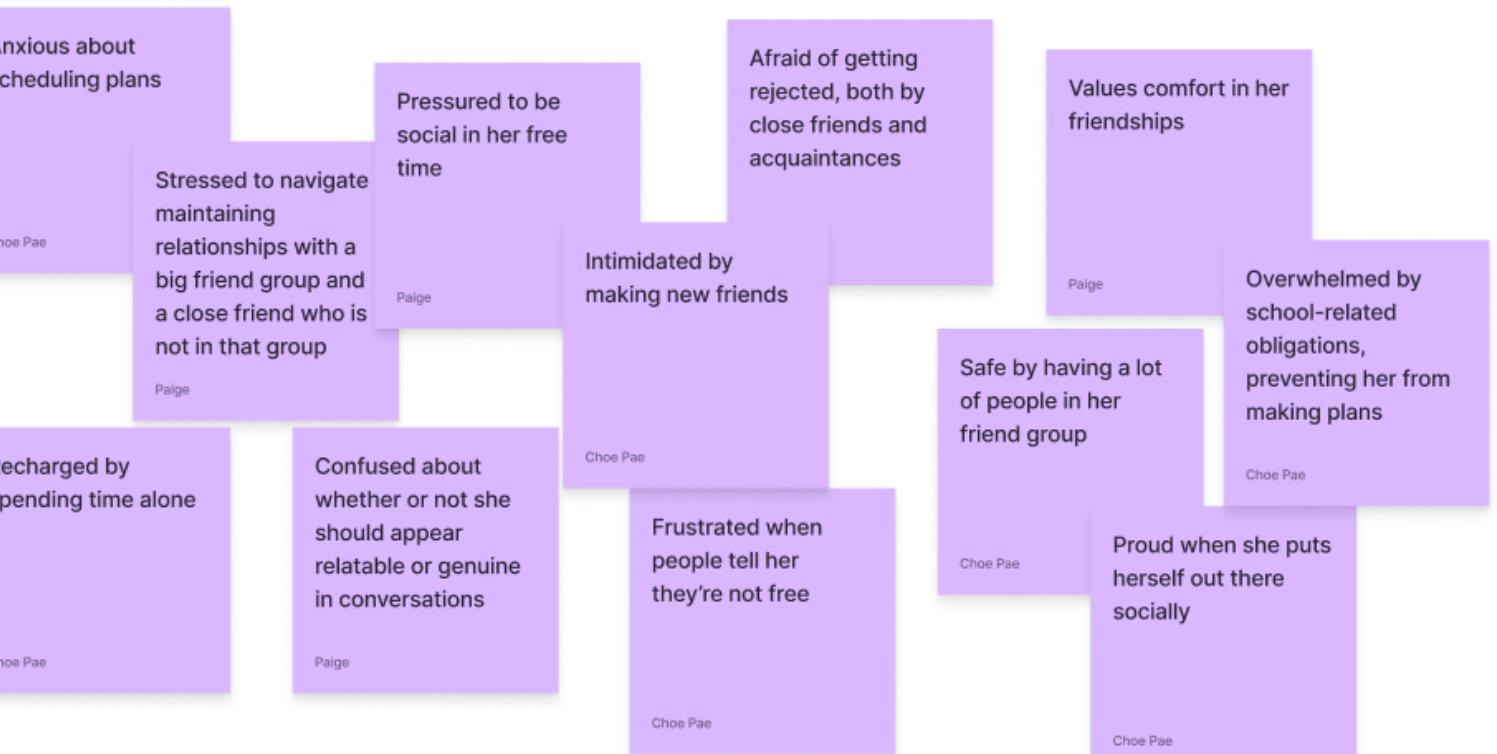
Think



Do

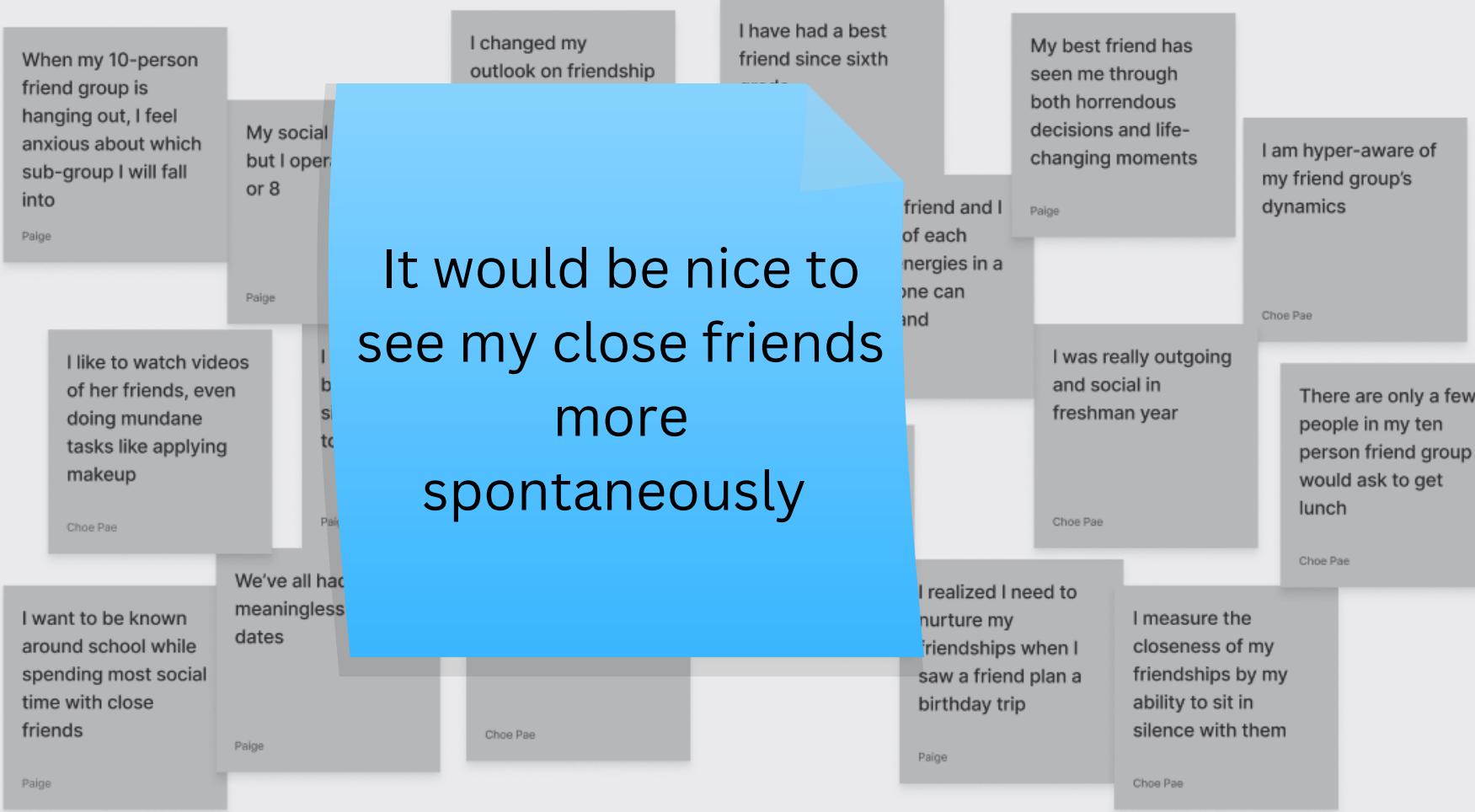


Feel

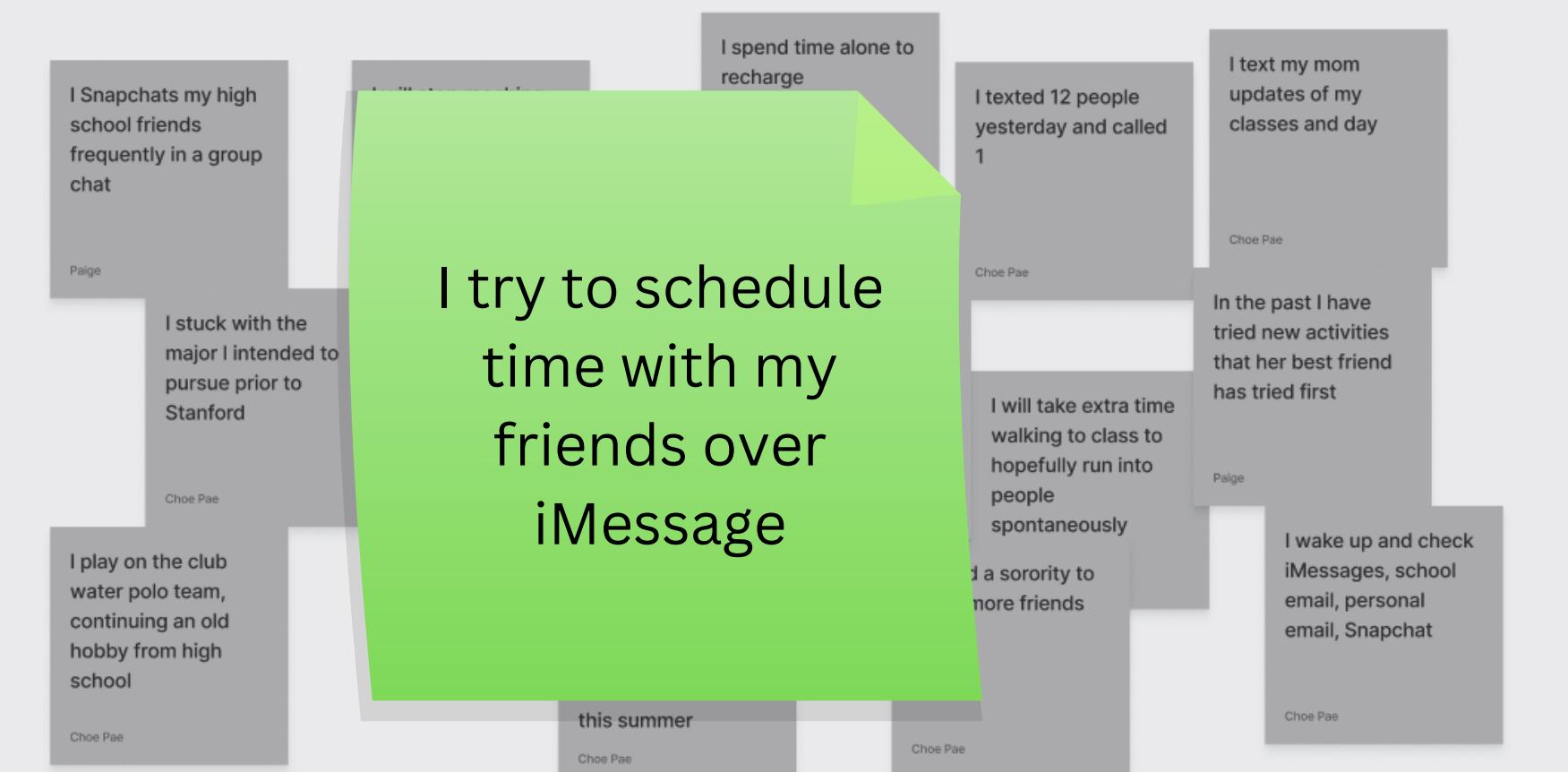


Sita Antel

Say



Think



Do

Sita Antel

It is important to know what your close friends are up to

Feel

INSIGHTS TO NEEDS

Operating a fulfilling social life requires
a lot of time/effort



An easy way to have a more fulfilling
social life

In person interaction is the most
rewarding form of communication



Accessible opportunities for in-person
hangouts

Getting rejected after initiating plans is
demoralizing and embarrassing



A way to schedule plans that doesn't
make someone feel vulnerable





Anton Vera

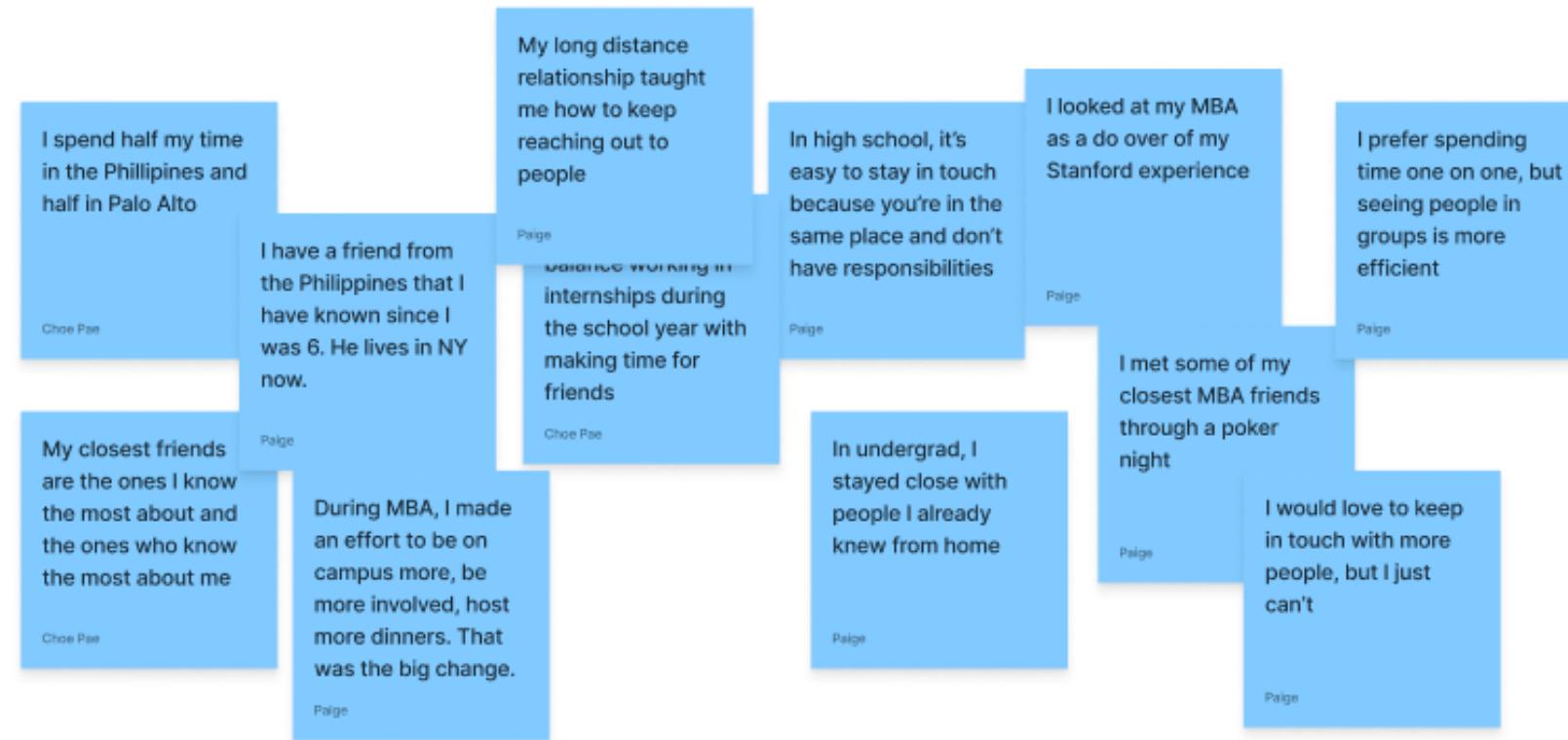
*Venture Partner
Stanford GSB Class of 2023
Phillipines and Palo Alto*

*Zoom, Extreme User
Chloe & Paige*

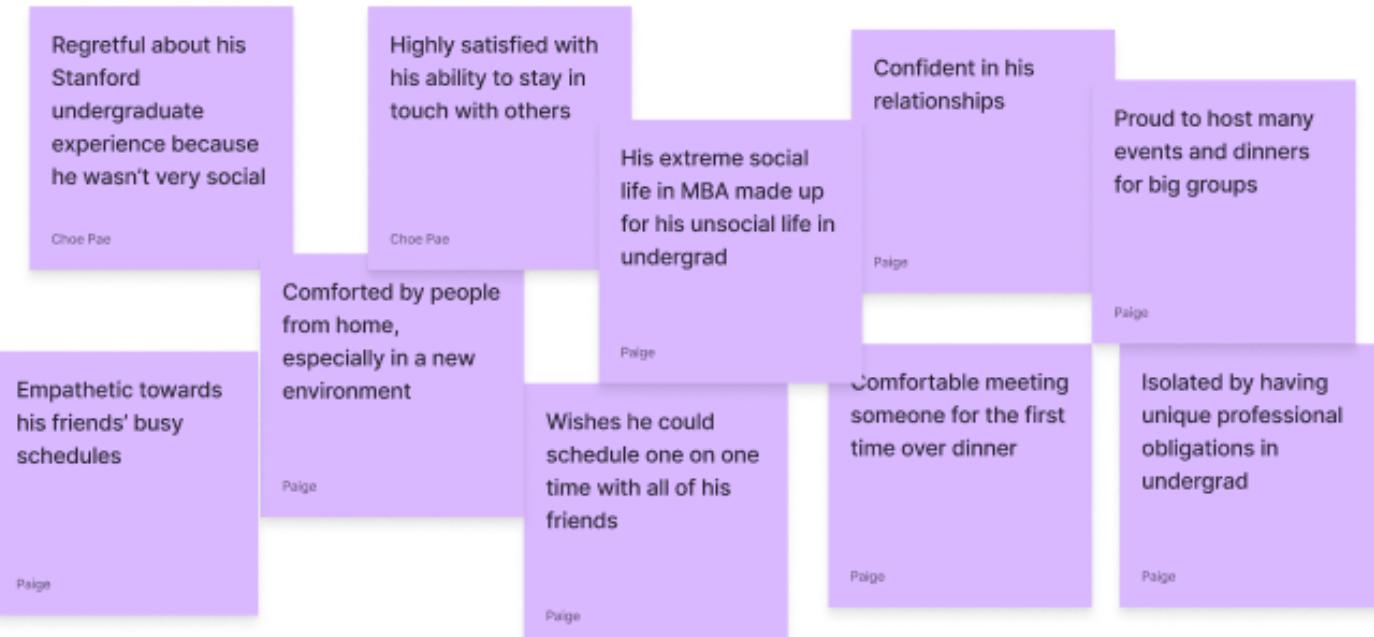
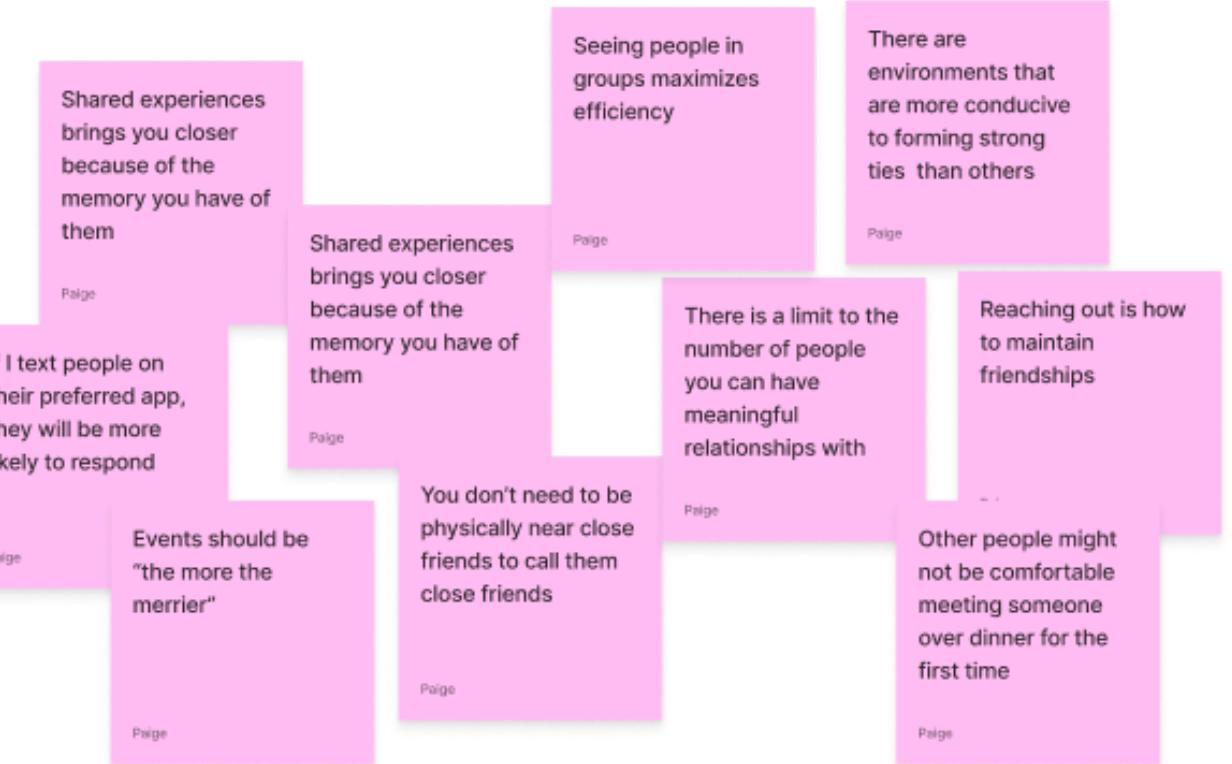
“On iMessage alone, I messaged 22 people individually yesterday”

“If someone doesn’t respond to me, I’m totally fine following up if I really want to talk to them”

Say



Think



Do

Feel

Anton Vera

Say

I was way better at maintaining friendships during my MBA than undergrad

I spend half my time in the Phillipines and half in Palo Alto

My closest friends are the ones I know the most about and the ones who know the most about me

Chloe

I would sacrifice sleep to be social, especially during undergrad

Talk on the phone with people for 30 minutes to two hours

Chloe

I keep a list of people who I check in on

I host dinner parties and expect many friends and friends of friends to be there

Campus undergrad

I looked at my MBA as a do over of my Stanford experience

I met some of my closest MBA friends through a poker night

I would love to keep in touch with more people, but I just can't

Paige

I prefer spending time one on one, but seeing people in groups is more efficient

Paige

If I text people on their preferred app they will be more likely to respond

Paige

Even "the most merriment"

Paige

Think

Seeing people in groups is more efficient, but one-on-one time is better

Shared experiences brings you closer because it strengthens memory you have of them

Paige

Reaching out is how to maintain friendships

Paige

Other people might not be comfortable meeting someone over dinner for the first time

Paige

There are environments that are more conducive to forming strong ties than others

Paige

Reach out is how to maintain friendships

Paige

Other people might not be comfortable meeting someone over dinner for the first time

Paige

Regretful about his Stanford undergraduate experience because he wasn't very social

Chloe

Highly satisfied with

Paige

Confident in his relationships

Paige

Proud to host many events and dinners for big groups

Paige

Isolated by having unique professional obligations in undergrad

Paige

Empathetic towards his friends' busy schedules

Paige

Feels closest to the people that know the most about him

Feel

Do

Anton Vera

INSIGHTS TO NEEDS

Close friends know who you fundamentally are as a person



Opportunities for friendships to help you stay grounded in who you are

Seeing people in groups is more efficient but less meaningful



A way for people to hangout “efficiently” and “meaningfully”

Being a highly social person requires strong organizational skills



A method of organization with regard to relationships that doesn't feel clinical





John G.

Serial Entrepreneur
Stanford GSB Class of 2023
Palo Alto

In-Person, Extreme User
Chloe & Gabriel

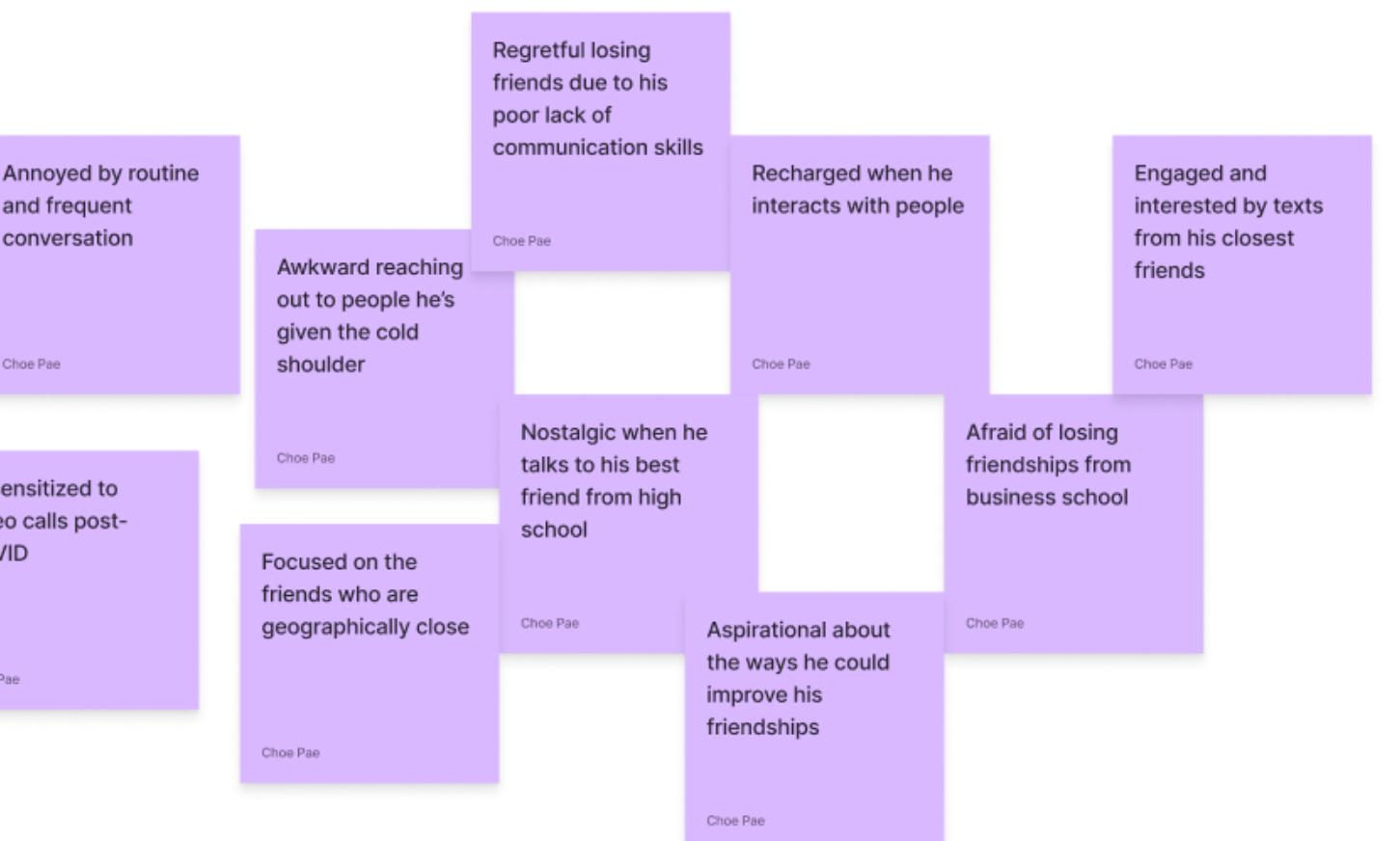
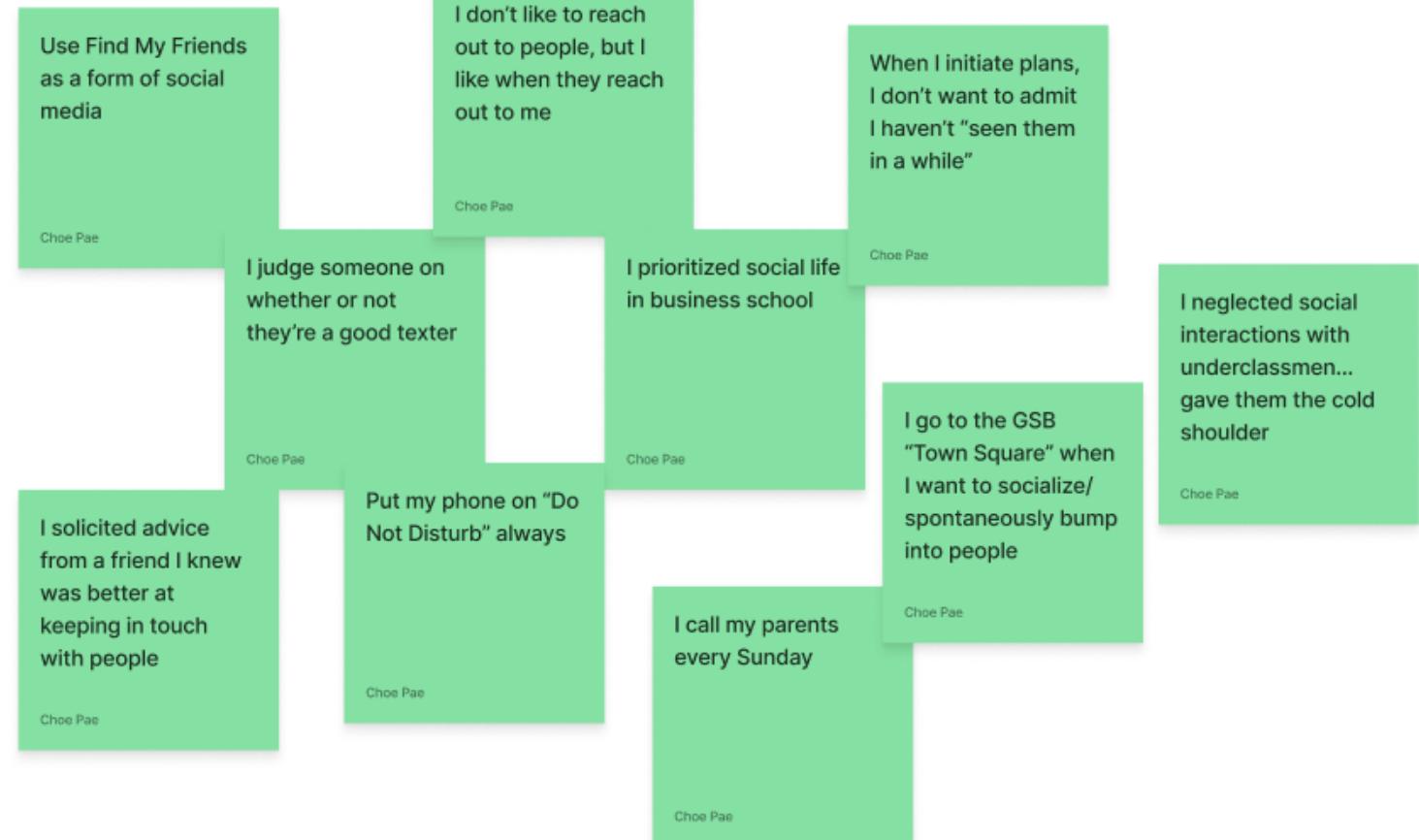
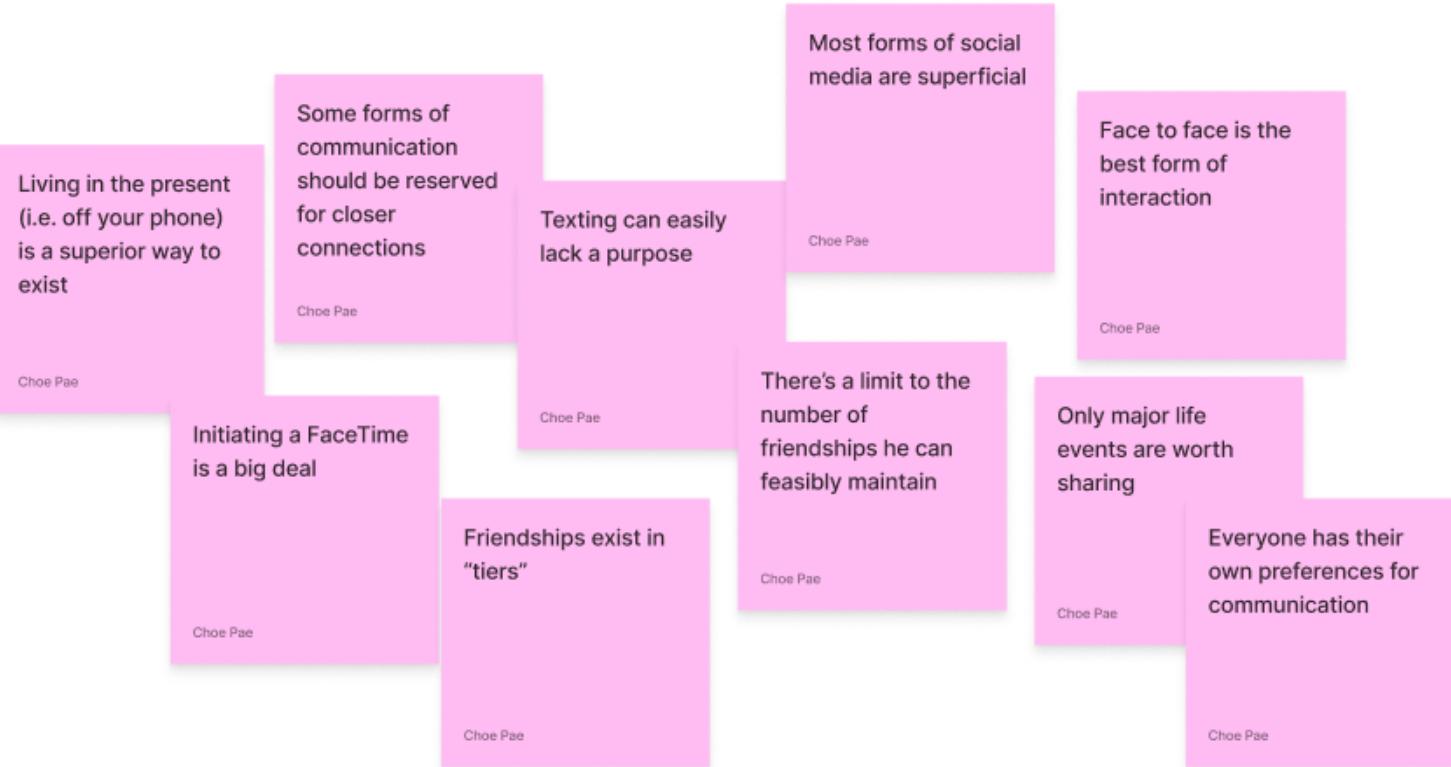
“I have a very hard time staying in touch with people, both because I have no social media and because I want to live in the present.”

“It’s a very abrupt transition socially to post-grad life”

Say



Think



Do

Feel

John G.

Say

Generally avoids superficial interactions and relationships.

I don't like having superficial exchanges (i.e. "How was your day?")

Choe Pae

If I'm not in the same city as someone, I won't keep in touch with them

Choe Pae

I want to but mostly talk

Choe Pae

Group chats are helpful but I hate

ation is an part of my ops, but it's not

Choe Pae

I don't really care what people post on their Instagram

Choe Pae

I'm more likely to call someone just to chat if they're in the same geographic location as me

Choe Pae

I've messed up friendships because i haven't been good at keeping in touch with people

Choe Pae

Think

Intimacy should be reserved for only the closest of relationships.

Most forms of social media are superficial

Choe Pae

Face to face is the best form of interaction

Choe Pae

Only major life events are worth sharing

Everyone has their own preferences for communication

Choe Pae

Choe Pae

I don't like to reach out to people, but I

en I initiate plans, want to admit "seen them"

Neglects communication until he feels like reaching out.

Use Find My Friends as a form of social media

Choe Pae

I judge so whether or they're a

Choe Pae

I solicited advice from a friend I knew was better at keeping in touch with people

Choe Pae

I neglected social interactions with underclassmen... gave them the cold shoulder

Choe Pae

GSB rare" when socialize/ usly bump

Choe Pae

Annoyed by routine and frequent conversation

Choe Pae

Desensitized to video calls post-COVID

Choe Pae

Focused on friends who are geographically

Choe Pae

Awkward re out to people given the cold shoulder

Choe Pae

Regretful losing friends due to his poor lack of communication skills

Choe Pae

Feels trapped by intimate interactions, but seeks to build meaningful connections.

Engaged and interested by texts from his closest friends

Choe Pae

f losing tips from s school

Choe Pae

Do

Feel

John G.

INSIGHTS TO NEEDS

It is easy to lose track of how long it's been since one has seen his or her friends



A easy way to keep track of when one has last communicated with someone

Avoiding vulnerability, people seeking meaningful connections often prefer superficial interactions over intimate ones



An avenue to express intimate feelings without feeling overly exposed

Introverted qualities are sometimes indistinguishable from neglect in relationships



A way to demonstrate care without betraying one's preferences and personality





Jennie Bernheim

Artist

Mom of 2 Stanford Undergrads

Palo Alto

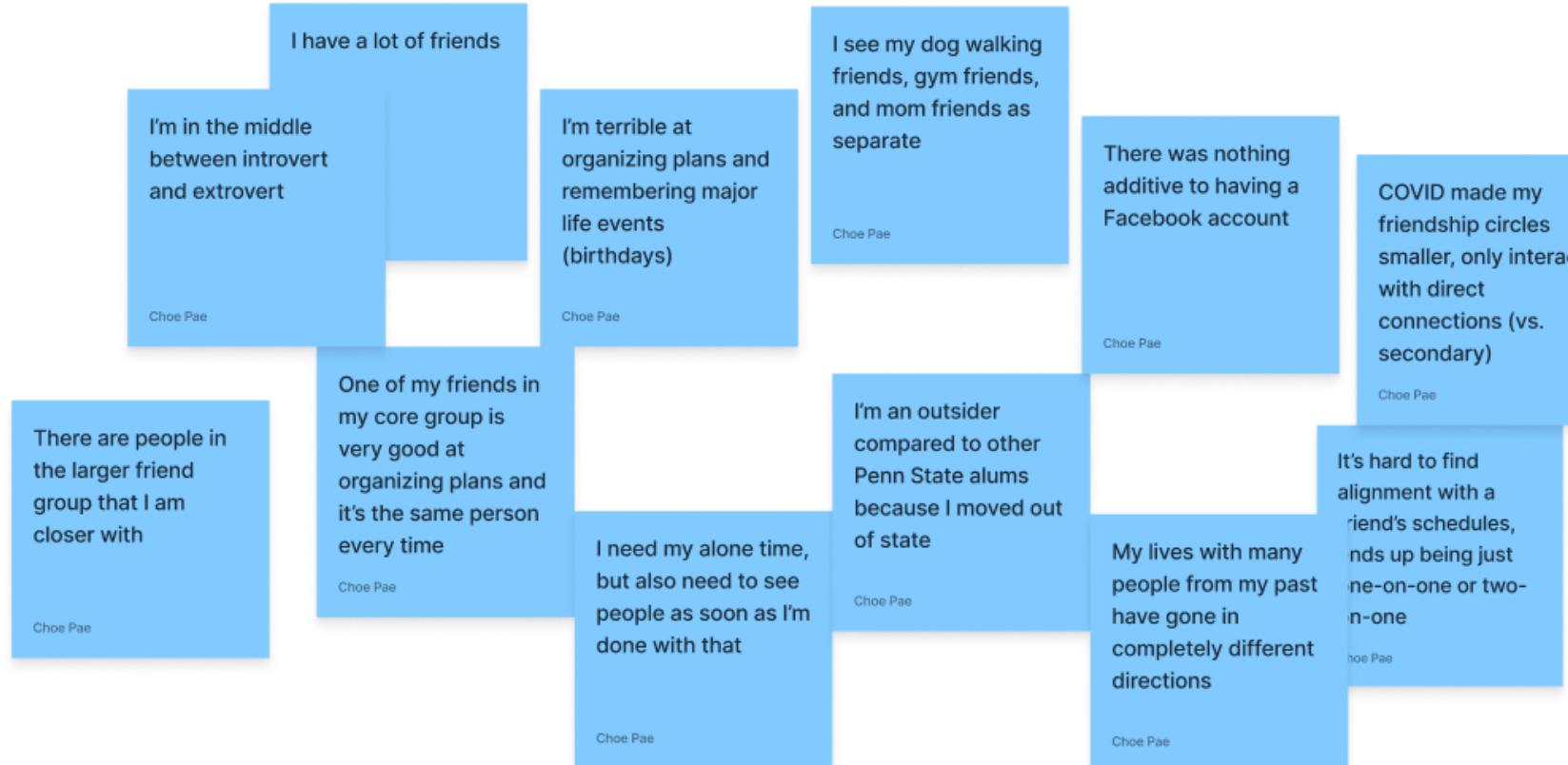
In-Person

Chloe & Paige

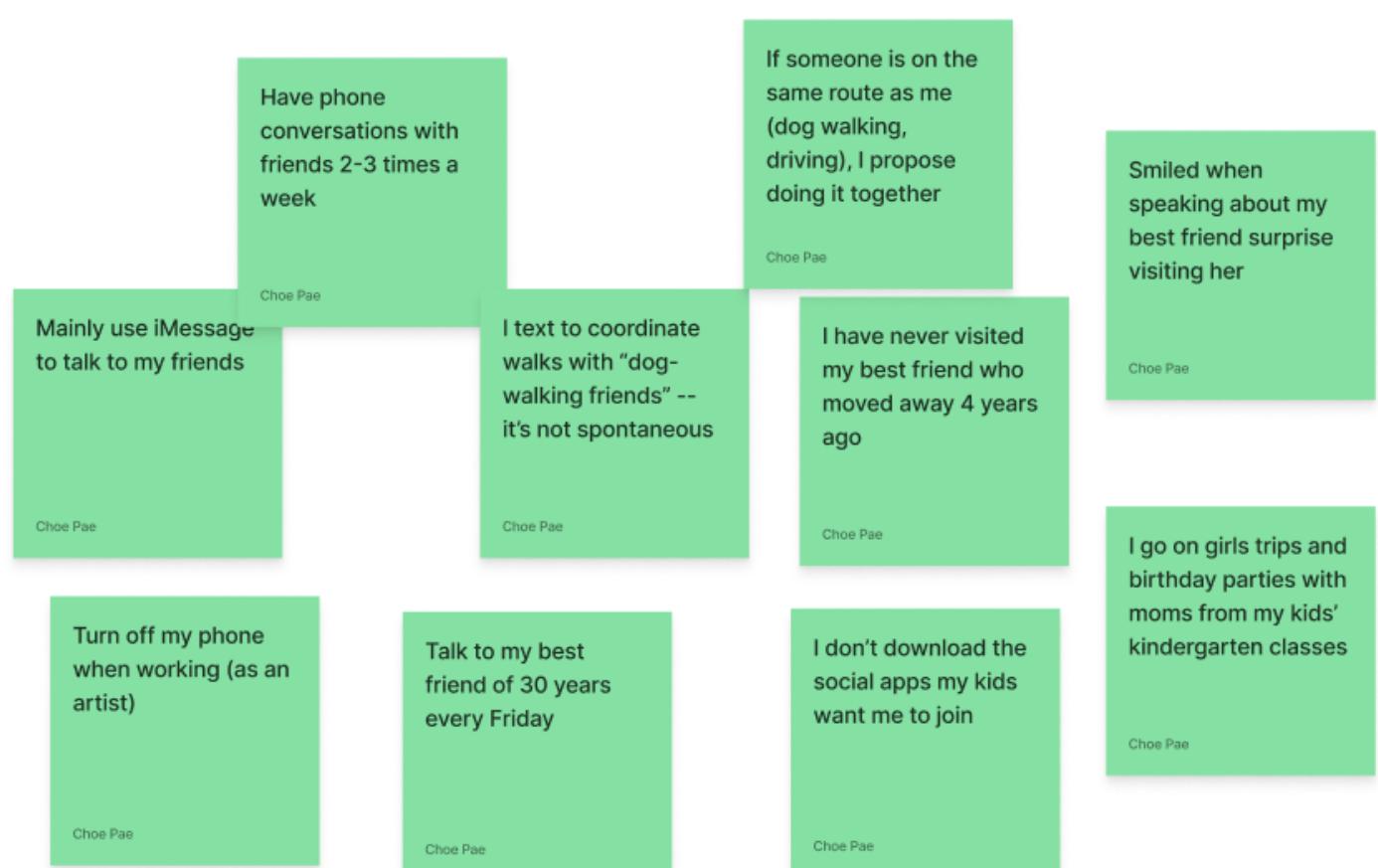
“Losing friendships and growing apart is a part of life”

“I am terrible at remembering my friend’s and family’s key life moments and milestones, maybe it’s because I don’t have Facebook anymore”

Say



Think



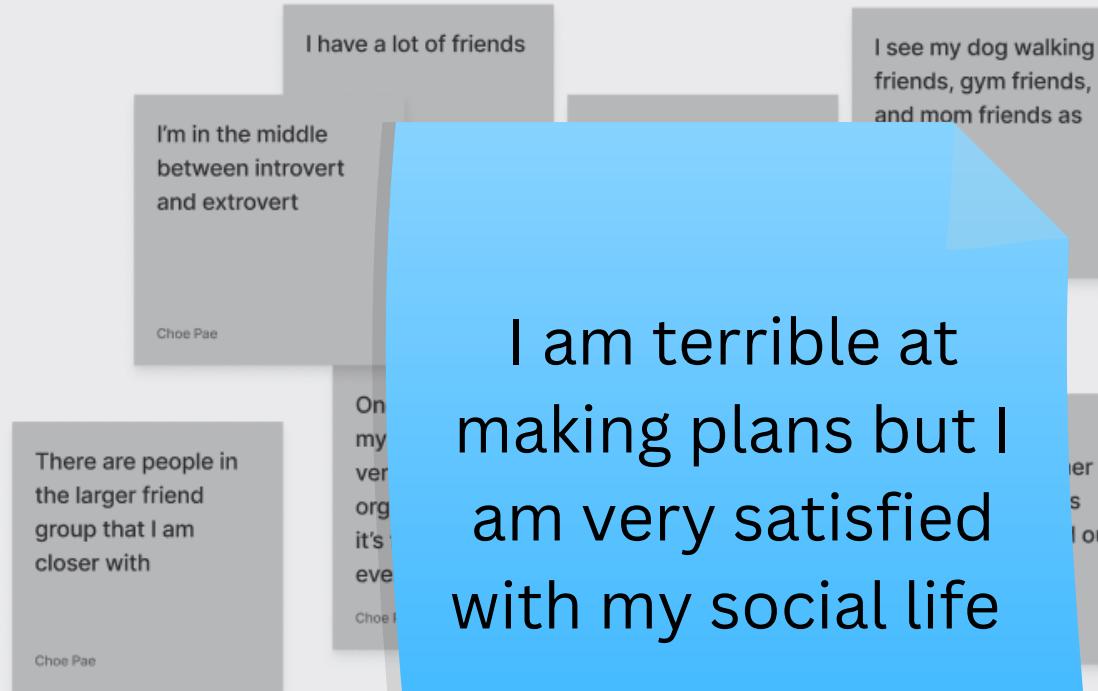
Feel

Do

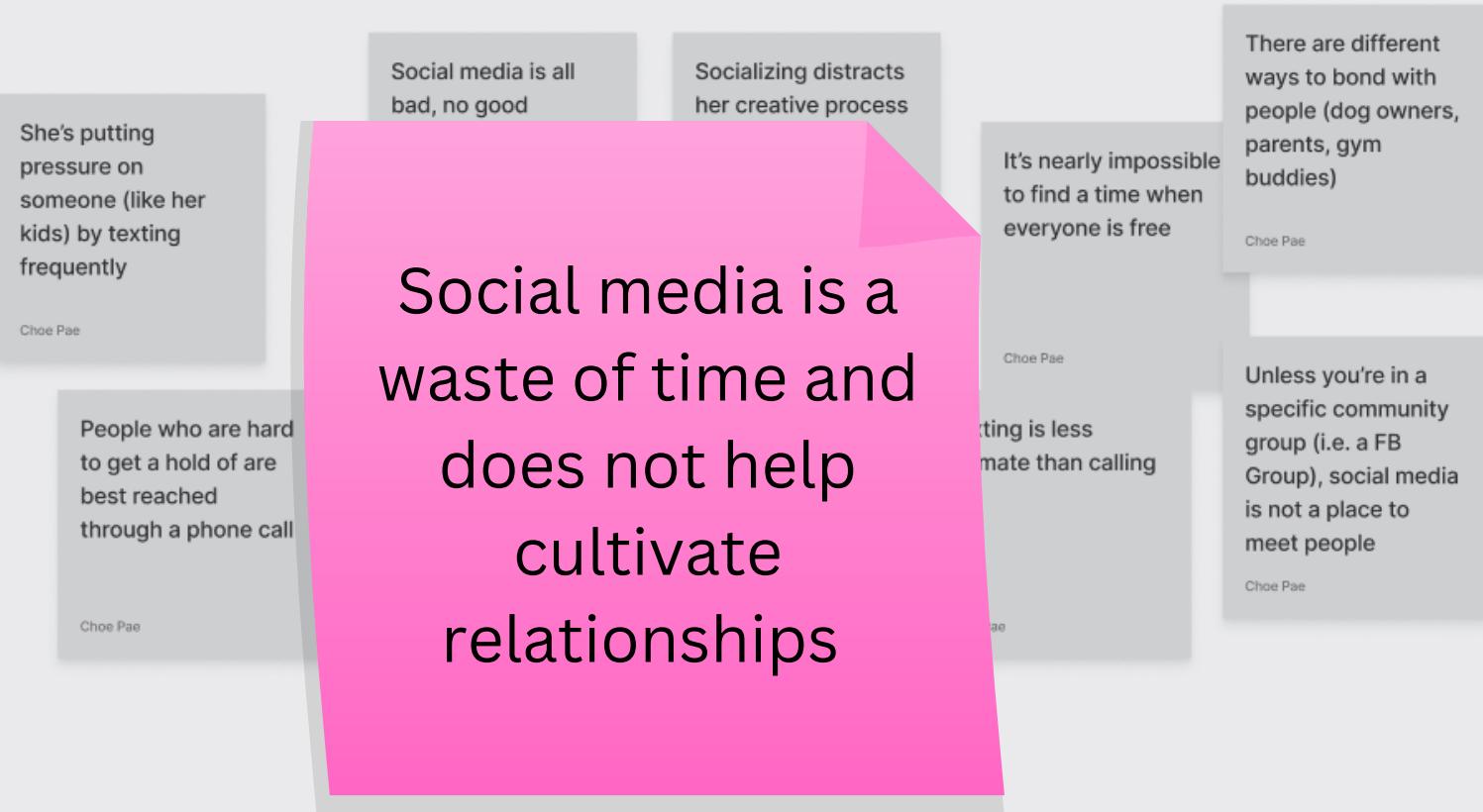


Jennie Bernheim

Say



Think



Do

Feel

Jennie Bernheim

INSIGHTS TO NEEDS

People think they're either good or bad at making plans



A way to transform people's fixed mindsets surrounding social ability

Maintaining a social life can mean engaging friends in your daily routine



Methods of inviting individuals into your preexisting routine

Having a set time to talk to a long-distance friend is a successful way to maintain connection



Tools to maintain friendship when there is long-term physical separation





1

Even if people are satisfied with their social life, they can still think they are poor at keeping in touch with their friends

2

People are afraid of intimate connection (online or in-person) with people they don't know well already, but want to have meaningful relationships

3

Maintaining friendships and relationships requires time and effort that is usually rewarding, but often time-consuming





NEXT STEPS

- Continue to analyze interview data for further contradictions, insights, and needs
- Expand horizons and interview those with different points of view
 - Ideas: students at other colleges, individuals with more isolated living experiences, etc.
- POV statements and HMW Analysis



APPENDIX

- Link to Consent Forms:
https://drive.google.com/file/d/1uSbpL-pjhQRF1xhgpbEiKriwREAMJ9e1/view?usp=drive_link
- Link to Empathy Maps:
https://drive.google.com/file/d/1o80hYV62ERuyDe0SmjzZeCKx_klx0YV/view?usp=drive_link