Team TLC
Gabriel Iluma, Paige Olson, Chloe Pae
CS 147 - Preserving the Past

Define & Ideate

Assignment 2

Try Pitch

Agenda

Try Pitch

Team

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Abuja, Nigeria
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Symbolic Systems
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Refined Domain

…

~~IMPROVING RELATIONSHIPS~~
~~BEING A BETTER FRIEND~~
~~QUALITY TIME IN RELATIONSHIPS~~
~~REMEMBERING IMPORTANT DETAILS ABOUT FRIENDSHIPS~~
~~ADAPTING TO LIFE CHANGES IN FRIENDSHIPS~~
~~REKINDLING OLD FRIENDSHIPS~~
~~PRESERVING LONG-DISTANCE FRIENDSHIPS~~
~~REMINDERS TO CHECK-IN~~
~~THE EVOLUTION OF FRIENDSHIPS OVER TIME~~
INTIMACY ~~AND VULNERABILITY~~ IN RELATIONSHIPS

Old Project Domain

Preserving Relationships

→

New Project Domain

Intimacy In Platonic Relationships

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2. Additional Needfinding Results

Old Interviews

Interviewed **FOUR** people:

- **Sita │ Student**
  - Needs… a way to schedule plans that doesn't make her feel vulnerable

- **John │ Serial Entrepreneur**
  - Needs…an avenue to express intimate feelings without feeling exposed

- **Anton │ Venture Partner**
  - Needs…a method to organize his friendships that doesn't feel "clinical"

- **Jennie │ Artist**
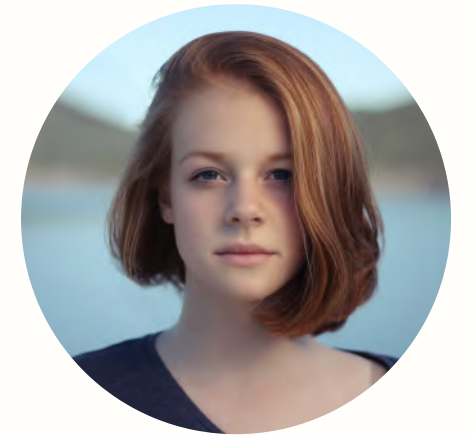 - Needs…a way to add friends to her existing routines

Sita

John

Anton

Jennie

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New Interviews

Based on our refined scope (intimacy in platonic relationships), we choose interviewees with close-knit friendships.

Natachi Onwuamaegbu
CEO of Ndeza Collective
Nairobi, Kenya
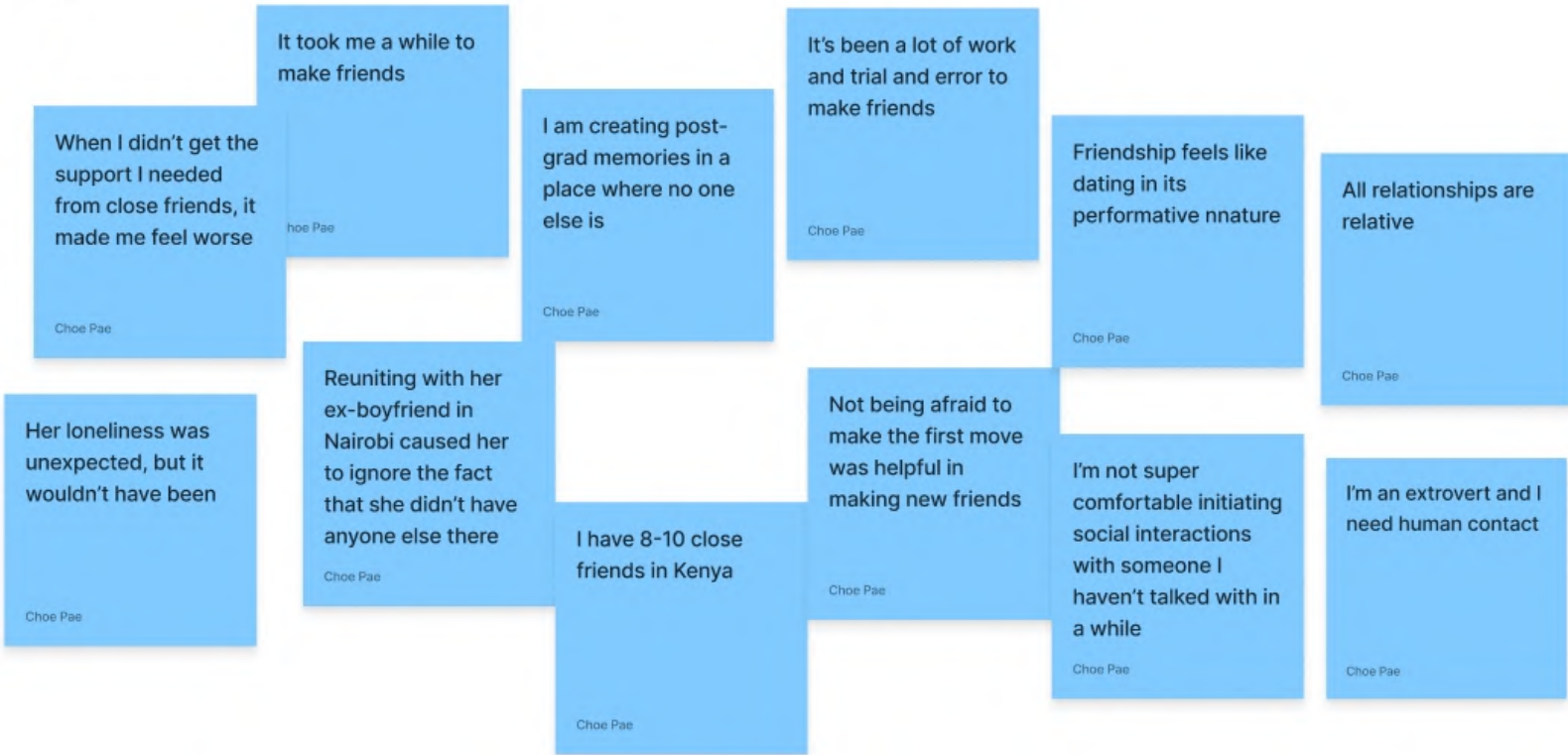Recently moved away from all family and friends

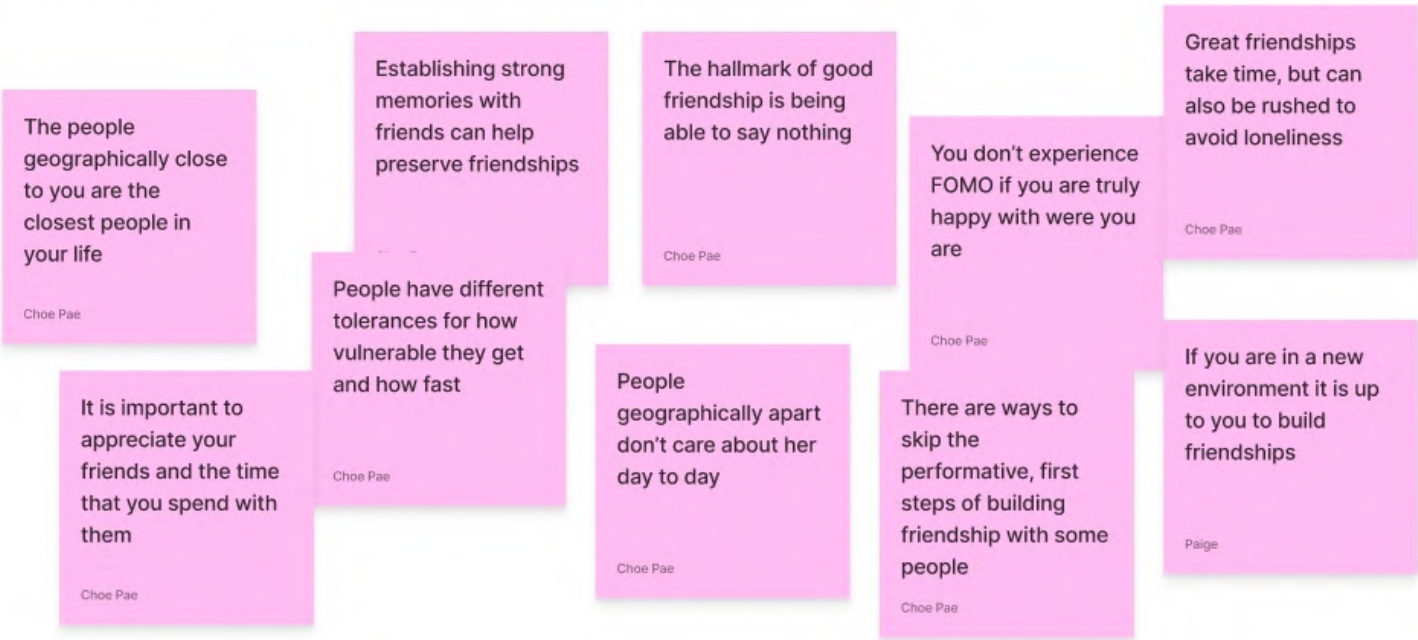**Hollie Fortkamp**
Academic Technology Specialist
Santa Rosa, CA
Self-identified "very independent" woman
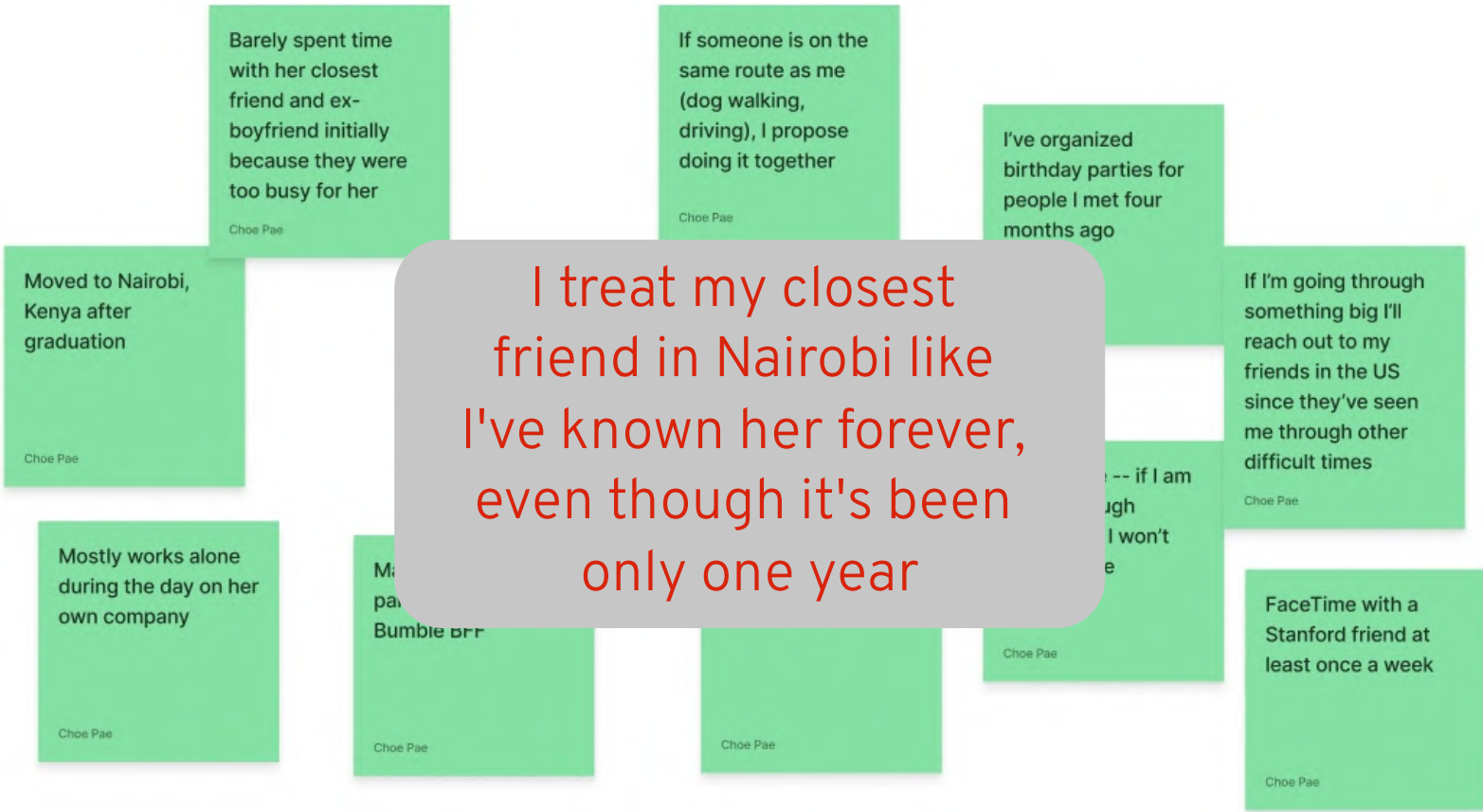
Natachi's Empathy Map

Say

- When I didn't get the support I needed from close friends, it made me feel worse
- It took me a while to make friends
- I am creating post-grad memories in a place where no one else is
- It's been a lot of work and trial and error to make friends
- Friendship feels like dating in its performative nnature
- All relationships are relative
- Her loneliness was unexpected, but it wouldn't have been
- Reuniting with her ex-boyfriend in Nairobi caused her to ignore the fact that she didn't have anyone else there
- I have 8-10 close friends in Kenya
- Not being afraid to make the first move was helpful in making new friends
- I'm not super comfortable initiating social interactions with someone I haven't talked with in a while
- I'm an extrovert and I need human contact

Think

- The people geographically close to you are the closest people in your life
- Establishing strong memories with friends can help preserve friendships
- The hallmark of good friendship is being able to say nothing
- You don't experience FOMO if you are truly happy with were you are
- Great friendships take time, but can also be rushed to avoid loneliness
- It is important to appreciate your friends and the time that you spend with them
- People have different tolerances for how vulnerable they get and how fast
- People geographically apart don't care about her day to day
- There are ways to skip the performative, first steps of building friendship with some people
- If you are in a new environment it is up to you to build friendships

Do

- Barely spent time with her closest friend and ex-boyfriend initially because they were too busy for her
- If someone is on the same route as me (dog walking, driving), I propose doing it together
- I've organized birthday parties for people I met four months ago
- Moved to Nairobi, Kenya after graduation
- Virtual wine nights with friend in Madrid who was also doing a Fulbright Scholarship, but in Madrid
- I treat my closest friend in Nairobi like I've known her for a while, even if it's only been a year
- If I'm going through something big I'll reach out to my friends in the US since they've seen me through other difficult times
- Mostly works alone during the day on her own company
- Made friends at parties and on Bumble BFF
- I create a formula for making friends
- I overshare -- if I am going through something I won't suffer alone
- FaceTime with a Stanford friend at least once a week

Feel

- Appreciative for her Stanford friendships and the times they spent "doing nothing"
- Proud of the life she's built in Nairobi
- Regretful that she didn't realize how lonely she would be when she first moved
- Sad that when she feels down her college friends aren't there to support her in-person
- Just as close to her Stanford friends as she used to be
- Reliant on older friends for more severe crises
- Confident in her ability to reach out to new people
- Embarrassed if she shares something and by the time her friend responds, the drama has passed
- Challenged by her work and her life in Nairobi
- Understood by her college friends, who have seen so much of her
- Extremely passionate and dedicated towards her career

Natachi's Empathy Map

Say

When I didn't get the support I needed from close friends, it made me feel worse

Choe Pae

It took me a while to make friends

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Choe Pae

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Paige

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Mostly works alone during the day on her own company

Choe Pae

Ma... pa... Bumble BFF

... -- if I am ...ugh ...I won't ...e

Choe Pae

FaceTime with a Stanford friend at least once a week

Choe Pae

> I treat my closest friend in Nairobi like I've known her forever, even though it's been only one year

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Choe Pae

Choe Pae

...passionate and dedicated towards her career

Paige

> Appreciative for her Stanford friendships and the time they have spent "doing nothing" together

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Hollie's Empathy Map

Say

The closest people in my life are my trio of best friends
Paige

It was a pure moment of love when my best friend brought me soup when I was sick in Thailand
Paige

One of my best friends and I share many similar interests - spirituality, cooking
Paige

My best friends are a combination of an instant friendship spark and building a relationship
Paige

I had no idea what to do when they entered different life stages, but I think "how do I show up for you right now"
Paige

I am friends with my friends' husbands now
Paige

My three best friends are all moms now

It's a privilege to be invited into someone's life as a friend

My friends' kids are an extension of our friendship

I wish my friends and I could all live on the same block

My best friend si... third grade know... me best and gives me tough love

My whole social life used to be in San Francisco
Paige

We had a friend group in SF for 10 years - we would go on hikes, have parties
Paige

Some friends are for a season and some are for many seasons
Paige

As a very independent woman, it is humbling to need friends
Paige

Do

I baby proofed my apartment when my friend had children
Paige

After I first met my now best friend, we went a year without seeing each other and didn't stay in touch
Paige

I try to figure out how to be in my friends' lives when they are in different life stages - if I fail we have honest conversations
Paige

I DoorDashed my friend soup when she was sick
Paige

I used to have a standing weekly tea date with one of my best friends
Paige

I work with my friends' husbands to decide when my friends need girls time away
Paige

I text one of my best friends twice a week
Paige

I used to work with one of my best friends - we did weddings together
Paige

When something goes down, I reach out to all three of my best friends at the same time
Paige

I embrace the fact that my closest friends and I are in different life situations rather than ignoring it
Paige

Think

It is important to dedicate a lot of time to close friends
Paige

I am one of the most important people in my best friends' lives

You can be friends with someone even if there is a language barrier
Paige

You can make close friends in any setting

She is a better friend than most people because of her commitment
Paige

Different life stages in a friendship can be a good thing
Paige

Friendships can thrive even with distance

It is acceptable to engage in deep conversations with someone you just met
Paige

Friendships are more important than romantic relationships

Close friendship requires an initial "spark"
Paige

Feel

Scared of losing her closest friends
Paige

Excited to remain in her friends' lives despite changes
Paige

Close to people who are not physically near her
Paige

Sad that she hasn't talked to her close friend in a month
Paige

Secure in her close friendships

Unique from other people in different life stages

Grateful to be invited into peoples' lives
Paige

Confident in her ability to maintain closeness with others
Paige

Obligated to change parts of her life to accommodate her friends
Paige

Nostalgic of the past when she spent lots of time with friends in SF
Paige

Hopeful that her friends will reciprocate her accommodations in the future
Paige

Try Pitch

Hollie's Empathy Map

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Paige

Secure in her close friendships

Grateful to be invited lives

Grateful to be invited in to her friends' lives and families

Uni peo life

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Hopeful that her friends will reciprocate her accommodations in the future

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Paige

Key Findings

Natachi's Interview

🔑 Shared experiences - no matter how far in the past they were - can contribute to a strong friendship for years in the future

🔑 By skipping over the "friendship first date" phase it is possible to build an entirely new group of friends in a short amount of time

🔑 Sometimes "faking it until you make it is key" — treat your new friends like your best friends, and maybe they will evolve into that

Hollie's Interview

🔑 To be best friends, you must be "all in" and embrace your different life stages instead of drifting apart

🔑 Some people are willing to proactively and drastically change their lives in order to accommodate their friends

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3. POVs | HMWs

Sita: New POV

- **We met…**
  - Sita, a sophomore at Stanford in a friend group of 10 people

- **We were surprised to notice…**
  - To achieve spontaneity in her friendships, she intentionally leaves for class early to try to run into friends

- **We wonder if this means…**
  - Sita might feel vulnerable or exposed when initiating structured plans (due to the possibility of rejection) and instead relies on spontaneous encounters to avoid this fear

- **It would be game-changing if…**
  - We can empower Sita to impulsively initiate moments with friends without the anxiety associated with making the first move

Sita: HMWs

- HMW empower individuals to initiate time with friends without feeling needy?

- HMW not bear sole responsibility of event-planning for her friend group?

- **HMW make planning hangouts as easy as booking an Uber?**

John: New POV

- **We met…**
  - John, a serial entrepreneur and recent graduate of Stanford GSB who is satisfied with the relationships in his life, but recognizes that there is room for improvement

- **We were surprised to notice…**
  - Despite wanting to have meaningful relationships, John will only connect with friends who are in the same geographic location as him—"out of sight, out of mind"

- **We wonder if this means…**
  - John believes that distance in friendships ultimately leads to superficial relationships because friends end up "catching up" instead of having meaningful conversations.

- **It would be game-changing if…**
  - To reframe distance as an advantage in creating more intimate platonic relationships

Try Pitch

John: HMWs

- HMW create more intimate interactions in long-distance relationships?

- HMW make catching-up the most exciting part of a friendship?

- **HMW make being vulnerable fun?**

Hollie: POV

- **We met…**
  - Hollie, a self-identified "very independent" woman and the only woman amongst her three long-term best friends without children

- **We were surprised to notice…**
  - In contrast to simply drifting apart, Hollie has proactively accommodated (i.e. babyproofing her apartment) the shifts in her friends' lives and priorities to sustain the bonds she cherishes the most

- **We wonder if this means…**
  - Hollie is acutely aware of the mismatch between her and her friends' life stages, and hopes that the accommodations she's made will signal her sustained relevance to her friends

- **It would be game-changing if…**
  - To provide Hollie and her friends ways to appreciate the relevance they still hold in each other's lives, especially as their life paths diverge

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Hollie: HMWs

- HMW help Hollie find more effortless ways to remain relevant?

- HMW encourage empathy in friendships despite a lack of shared experience?

- **HMW detect when cherished friendships are drifting apart?**

4. Solutions and Experience Prototypes

Problem & Solution #1

HMW make planning hangouts as easy as booking an Uber?

Solution: An integrated calendar system amongst friends that identifies opportunities for hanging out, dependent on user-inputted permissions. The user input would consist of a daily quiz allowing users to broadcast hangout preferences and or availability and be matched with similar users

Novelty: People don't share calendars with their friends

Assumption: People think that even quick, in-person hang-outs strengthen their friendships

Test: We ask people to interact with a close friend they wouldn't normally see daily for 10 minutes.

Afterwards the friend will answer questions asking them to reflect on the exercise and describe the effect - if any - it had on their friendship with that person.

> Hi! At some point today, can you hang out with a close friend that you wouldn't normally see daily for around 10 minutes?
> Delivered

> Can u type or send a voice memo answering 1) who was it and how close do u feel to that person 2) are u glad u talked to them/was it productive 3) anything else interesting

"I am glad I talked to them because it was a great homework break."

"I ended up telling several other friends 'I just had such a great conversation with him'"

Method: texting (outreach and reflections)

Try Pitch

Experience Prototype #1

Assumption tested: People think that even quick, in-person hang-outs strengthen their friendships

Who participated?

2 Stanford undergrads

Charlotte

Peter

What worked?

✓ Participants were glad they had short hangouts

✓ Participants felt closer to their friends after the hangout

✓ Participants were willing to initiate short hang outs with non-close friends

What didn't work?

✗ Conversations were seen as "a break from work" not a friendship investment

✗ People were too busy to see friends in person during the day

✗ Further testing is needed on friendships were already very strong

Key Takeaways

🔑 Short, in person hangouts *are* beneficial to the overall friendship

🔑 People are able to see friends, but need to be encouraged to do so

🔑 We want to find out if it is possible to set up short hangouts that require even less effort

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Problem & Solution #2

HMW make being vulnerable fun?

Solution: A daily journal for friend groups that provides prompts to encourage greater vulnerability. Submissions are only visible once a user has answered the questions assigned to threm. Reaction features allow users to engage with their friend's posts.

Novelty: We have never seen a method that encourages daily broadcasted vulnerability among friends

Assumption: Short, online expressions of vulnerability are powerful enough to encourage a habit of opening up (compared to FtF).

Test: Pairs or trios of friends fill out a 4-question Google Form asking them what they are most grateful for this week, which part of your week you needed support in the most, something they are looking forward to, and if there's anything they wish their friends knew was going on.

Once both individuals in the pair fill out the form, they will be sent a copy of their own responses and their friends. They will complete an additional survey or quick interview asking them to reflect on the exercise.

Try Pitch

Method: texting (outreach and reflections), Google Forms, email (to share results)

Experience Prototype #2

Assumption tested: Short, online expressions of vulnerability are powerful enough to encourage a habit of opening up

Who participated?

6 Stanford undergrads

Sam

William

Calvin

Isa
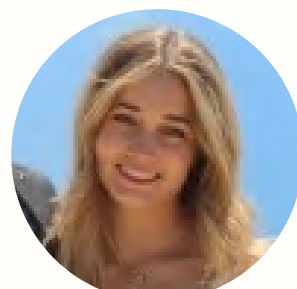
Isabelle

Blaire

What worked?

✓ People checked in on their friends via text or in-person after reading friend's responses

✓ People viewed the questions as introspective and reflective

✓ People realized they were worried about similar things

What didn't work?

✗ People felt "weird" being vulnerable on a computer

✗ People weren't the same "level" of vulnerable, which upset those who opened up more

✗ For very close friends, the prompts "weren't deep enough" to uncover new insights

Key Takeaways

🔑 Short expressions of vulnerability are powerful, but being online makes it difficult

🔑 Repeated instances of being vulnerable were believed to encourage closer friendships

🔑 People want to know what their friends are going through

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Problem & Solution #3

HMW detect when cherished friendships are drifting apart?

Solution: Leveraging user-set "friendship goals", the app "nudges" users towards reaching out to friends on a more regular cadence

Novelty: People only reach out to the friends they remember to text

Assumption: People would be unafraid to reach out in the first place.

Test: Over the course of one day, "nudges" will be sent to encourage that person to reach out to 5 friends.

At the end of the day, the user will be asked to reflect on the effectiveness of the activity

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Method: Google Form, Burner Phone app, texting

Experience Prototype #3

Assumption tested: People would be unafraid to reach out in the first place

Who participated?

5 Stanford undergrads

Isabel

Jackson

Matt

Jess

Megan

What worked?

✓ On average, people reached out to 2-3 out of 5 friends

✓ People liked being reminded to reach out & said the Nudges and resulting interactions "made their day better"

✓ People liked the prompts, which provided ideas of texts to send

What didn't work?

✗ Some people thought the prototype took too "clinical" of an approach to friendship

✗ Some found that it had already been "too long" to reach out to a friend, so they ignored the Nudge

Key Takeaways

🔑 People were unafraid to reach out to individuals proximate to them, but shyed away from those they lost touch with

🔑 Surprisingly, in some friendships, people need their hand-held with how best to reach out

🔑 Moving forward: Every friendship has different preferred cadences for contact

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5. What's Next?

Prototyping Takeaways

01   Close friends benefit from hanging out, regardless of duration.

02   Each friendship is unique, varying in the level of comfort with vulnerability and emotional openness.

03   Individuals want to know their friends' activities and upcoming milestones.

04   Daily prompts provide a structured way for individuals to engage in self-reflection on a regular basis.

05   Setting friendship goals enables people to assess and reconsider the dynamics and quality of your friendships.

Updated Solution Features

Users set goals specific to each friendship
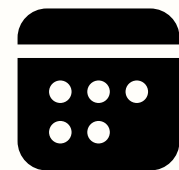
Users input calendar availabilities and hangout preferences

Sends nudges to communicate to friends at a certain cadence

Asks intimate questions to encourage vulnerability and reflection

Friends will view each other's emotional responses

Ethical Considerations

	Serves	Excludes
Inclusivity and Access	Digitally literate individuals comfortable sharing personal details.	Those without internet access, digital literacy, or privacy concerns.
Privacy and Consent	Users willing to merge personal data.	Individuals uncomfortable with data amalgamation and public sharing.
Nudging and Mental Well-being	Users open to regular nudges for social interactions.	People who find nudges intrusive or stressful
Cultural Sensitivity	Cultures where vulnerability is acceptable.	Cultures valuing privacy or considering intimate discussions inappropriate
Exclusivity of Social Interactions	Extroverted individuals	Individuals with social anxiety

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6. Appendix

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Additional HMWs

John

1. HMW make the first move feel less anxious?
2. HMW help individuals initiate time with friends without feeling needy?
3. HMW not bear sole responsibility of event-planning for her friend group?
4. HMW help friends feel like their relationships are balanced?
5. HMW leverage gaps in schedules to improve friendships?
6. HMW make planning hangouts as easy as booking an Uber?
7. HMW make fear of rejection thrilling instead of scary ?
8. HMW make planning less burdensome?

Sita

1. HMW Give John the tools to create meaningful interactions no matter the context
2. HMW create more intimate interactions in long-distance relationships
3. HMW make being vulnerable fun?
4. HMW remind John of the relationships he cares about most?
5. HMW use distance for friends to learn new things about each other?
6. HMW encourage less superficial dialogue?
7. HMW make superficial interactions less annoying and burdensome?
8. HMW make catching-up the most exciting part of a friendship?

Hollie

1. HMW detect when cherished friendships are drifting apart?
2. HMW encourage stronger communication as friendships change?
3. HMW make mismatches in life stages refreshing instead of distancing?
4. HMW help Hollie find more effortless ways to remain relevance?
5. HMW incorporate Hollie into her friend's lives in more natural ways (than baby-proofing)?
6. HMW open a dialogue between Hollie and her friends about how best to sustain their cherished bonds?
7. HMW encourage empathy in friendships despite a lack of shared experience?
8. HMW allow users to let go of irrelevant friendships (i.e. no longer fulfilling)

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Additional Solutions

HMW make being vulnerable fun?

1. Daily prompts that you can ask and answer with your friends
2. A game that regards its users based on how intimate they're being (Truth or Dare)
3. Location-based vulnerability prompts
4. Writing a time capsule where you share your goals for the future, and word detection is used to find overlap with your friends
5. Writing a time capsule letter to your friend that they can open at a specific time in the future
6. Anonymous confession apps for friend groups
7. Setting daily goals that you want to achieve and triggering notifications when there is overlap amongst people in the group
8. Embarrassing photo roulette
9. Asking "What do you need from your friends?" and assigning people to go do it
10. Users get a weekly or daily challenge that will push them out of their comfort zone
11. A way for friends to do vulnerability challenges together, or try new activities together
12. Answering a prompt that encourages friends to write or tell stories about a time they each experienced something
13. A daily emotion and task tracker

HMW make planning hangouts as easy as booking an Uber?

1. Integrated calendar system amongst a friend group that identifies opportunities for hanging out, dependent on user-inputted permissions.
2. Dating app for friend groups interaction with other friend groups
3. Proximity-triggered, computer-initiated event planning.
4. Daily quiz allowing user to broadcast hangout preferences / availability and be matched with similar users.
5. Hangout Roulette--Randomly generated hangout ideas
6. Shared BucketList--restaurants, concerts, etc. User's are matched based on activity
7. Buddy Broadcast--Allows user to broadcast when they need a buddy to tag along-- to hang out, to walk home, etc. Create profiles, have ratings.
8. MealTime – syncing menus so that you and your friends can eat together
9. Surprise your friends – Getting assigned to surprise/do something nice for your friend
10. Suggest hangout activities based on past preferences, current local events, and mutual interests.

HMW detect when cherished friendships are drifting apart?

1. Send friends a video update everyday
2. Ask if you want to continue a different situational tie (i.e. the class you had together ended, do you want to pick another one together)
3. Friend profiles/contacts that are only visible to you - include friend's milestones, what you are working on with that friend
4. Gives you ideas to talk about - "You both just went through breakups"
5. Nudge - You haven't reached out to this person in a while… I'm okay with that vs i'm not okay
6. Prompting you… is there something that you learned about a friend that you want to log?
7. Reflection - How have you been a good friend this week/month/today? Have you shown up for this person this week?
8. Daily tips for friendships – being a better friend
9. Friendship newsletters - Friend group newsletters, rose bud thorn of that month/week
10. Track texting/calling/interaction streaks
11. Suggesting a specific type of friend to reach out to ("Someone who loves movies?)

Try Pitch

All additional work related to this assignment

https://docs.google.com/document/d/1Eu5FMDXUVwhOMVnTht4CdGbVDzg3lcrcNPud8m2kbyM/edit