Uncovering the Habits Derived from Boredom

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Millennials are debatably the most influential group when it comes to making a new application's user base grow exponentially. This is speculatively why such a massive portion of the most widely used mobile applications are based around - or at the very least include - some sort of social component. From forums to real-time communication (e.g. SMS, Facebook chat, etc.), it is almost a requirement for a new concept to be compatible with social media in order for it to grow. Out of the top 25 most downloaded non-game applications on Android's Play Store, 60% (or 15) of these applications contain a large social component. In fact, all of the four most popular apps (Facebook, Facebook Messenger, Snapchat, and Instagram) use social media as their main selling point.

Many of these larger social media platforms (i.e. Facebook) do a lot of things *correctly*, but are not the main focus of the product. For these reasons, results of earlier studies conducted in November of this year have suggested that large-scale successes such as Snapchat exist because it is able to take one feature from a robust platform and modularize it to the point that it can be expanded into an entire platform. It is with this consideration in mind that I aim to determine whether or not another one of Facebook's features can be delegated to an outside app: interest-based activities.

In order to transform such an abstract concept into a tangible feature list, this study's purpose is to extract a deeper understanding of two main areas: what people like to do and how much time they have to do them. These two categories can be further broken down to reveal more specific intentions regarding this study. What people like to do includes identifying the most popular types of activities, how far they're willing to travel with short notice for an activity, how open (if at all) they are to trying new hobbies/concepts without much knowledge, and how willing they are to participate in groups of others/for which activities they are willing to do so. How much time people have alludes to the average frequency of free time in normal life, how much free time in one sitting before someone feels bored, and how long they're willing to try a new activity for before deciding they do/don't like it.

This study will contain user interviews as the main resource for determining which aspects of pre-existing competing platforms are needed. Market research in order to paint a fuller picture will also be included. The target audience of this study is mainly going to consist of 18-34 year old people, with a preference towards those who are interested in expanding their social and/or professional circles. This study's planning will conclude at the end of 12/10/2016, at which point the pre-identified candidates will be interviewed on 12/11/2016.

Interview Script is as follows:
1. What hobbies do you have? How frequently do you have the time to give them attention?
2. What is your "go-to" source of entertainment when you feel bored?

3. Would you be willing to try a new activity without having much information readily available aside from the activity's name?
4. If you have free time, are you more likely to do something alone or with one or more other people?
    a. Would your answer change if you didn't have to worry about the availability of others?
5. How frequently do you have free time? On average, how much free time do you have during each case?
6. How interested are you in each of the following?
    a. Video games
    b. Outdoors/nature activities such as hiking, camping, etc.
    c. Dining out (low end & high end)
    d. Watching a movie in a theater (or anything in a theater)
    e. Shopping for items of interest to you
    f. Productive activities (e.g. learning something new)
    g. Concerts/live music
    h. Nightlife (clubs, bars, social gatherings)
    i. Conversation-based events
7. How do you feel about meeting with one or more others for an activity you've already shown interest in?
8. What is the biggest limiting factor in expanding your interests?