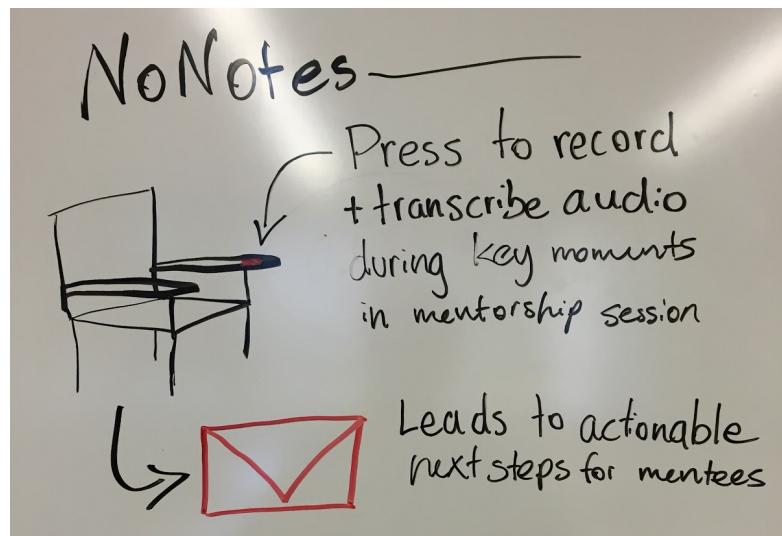


BrainStorms

How might we... allow mentees to have a sense of confidentiality when talking with their mentors?

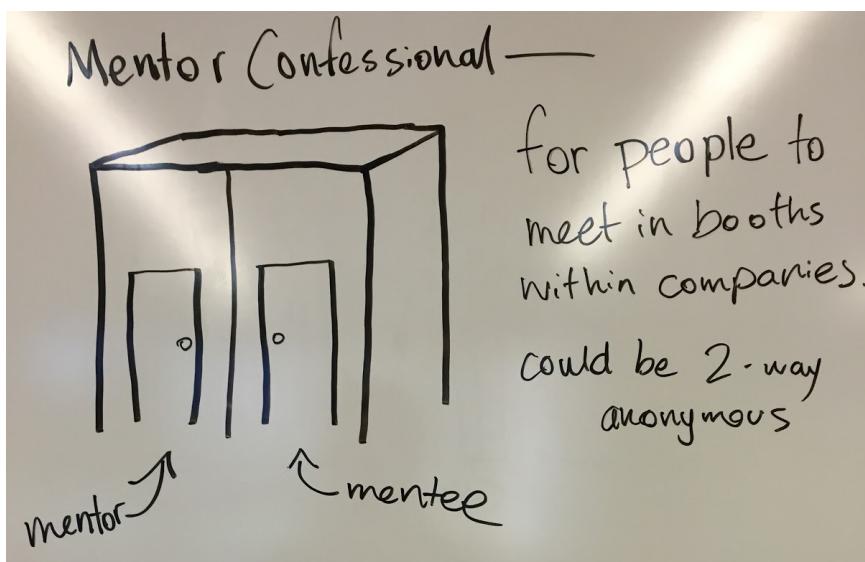
NoNotes

- A device embedded into chairs that records parts of the meeting when pressed.
- Instantly becomes actionable steps for the mentee



Mentor Confessional

- A space for a mentee of some sort to speak with a mentor in confidence, similar to a catholic church confessional

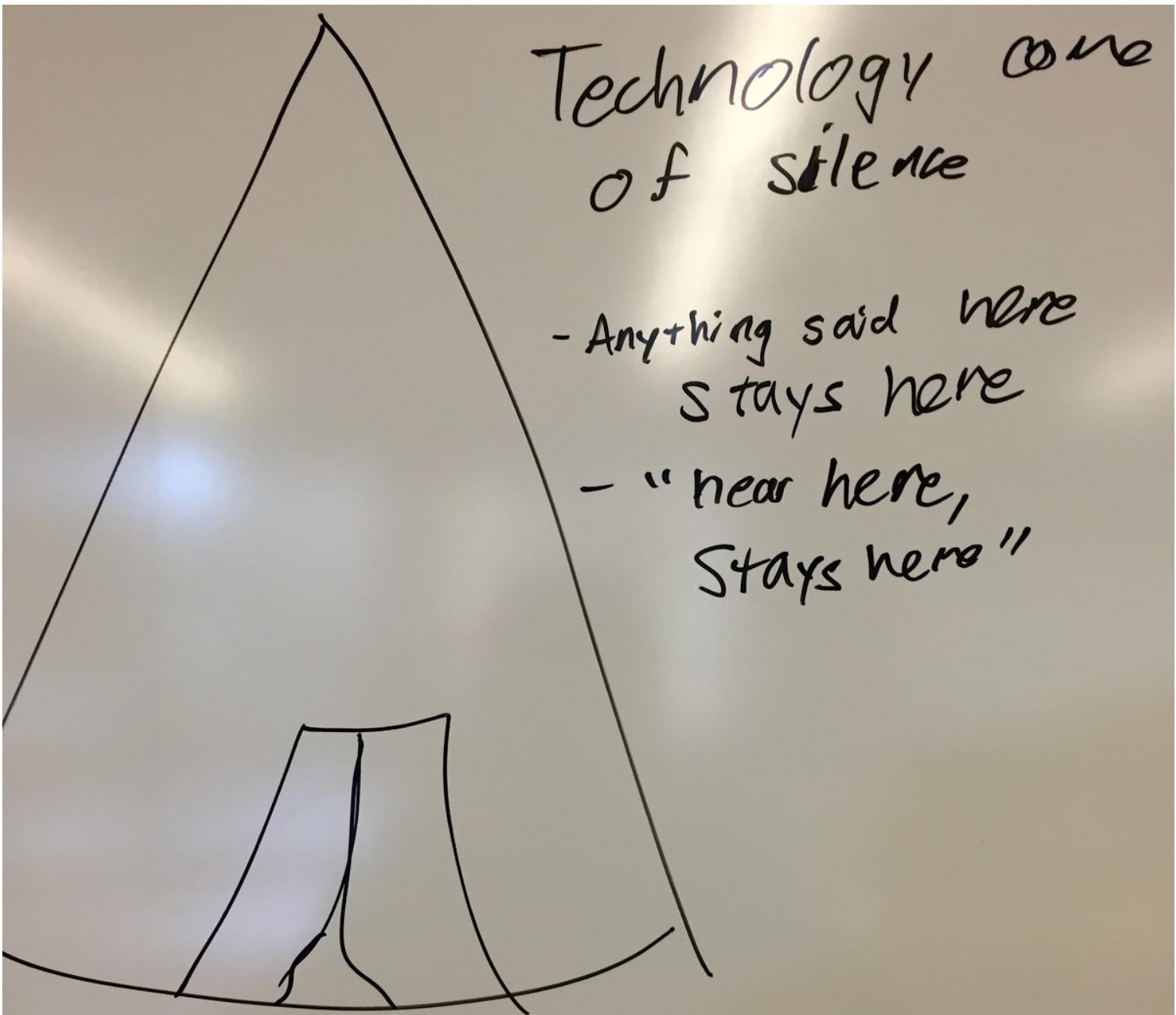


Cone of Silence

- Inspired by AA's motto of "Hear here, stays here"
- Teepee that disallows technology and maintains that nothing in the tent stays in the tent.

Technology cone
of silence

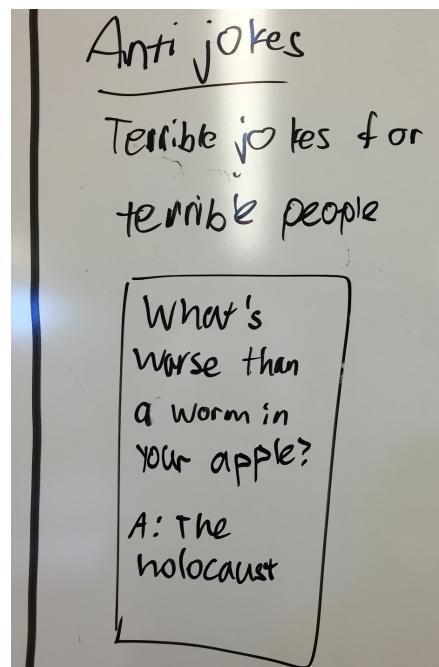
- Anything said here stays here
- "Hear here,
Stays here"



How might we... help people cope with a distressing situation by changing the context around it?

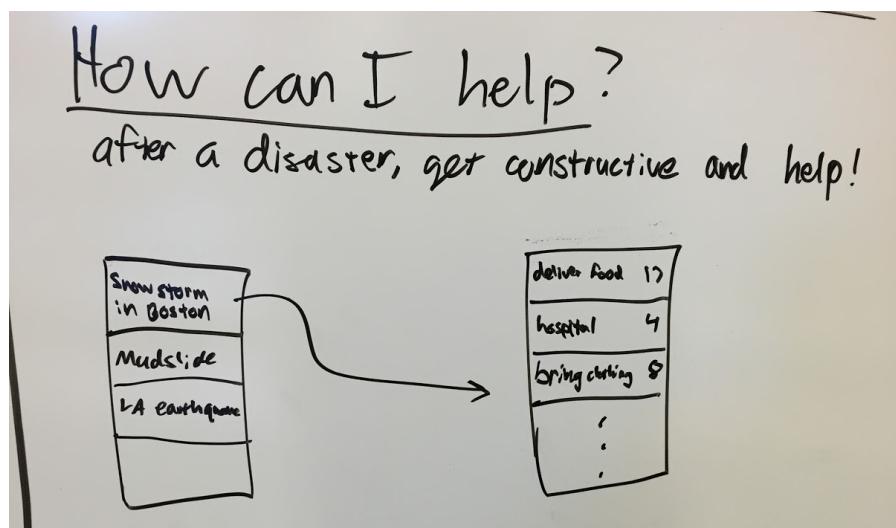
Anti Jokes

- Jokes where the punchline makes you feel awful for laughing at them.



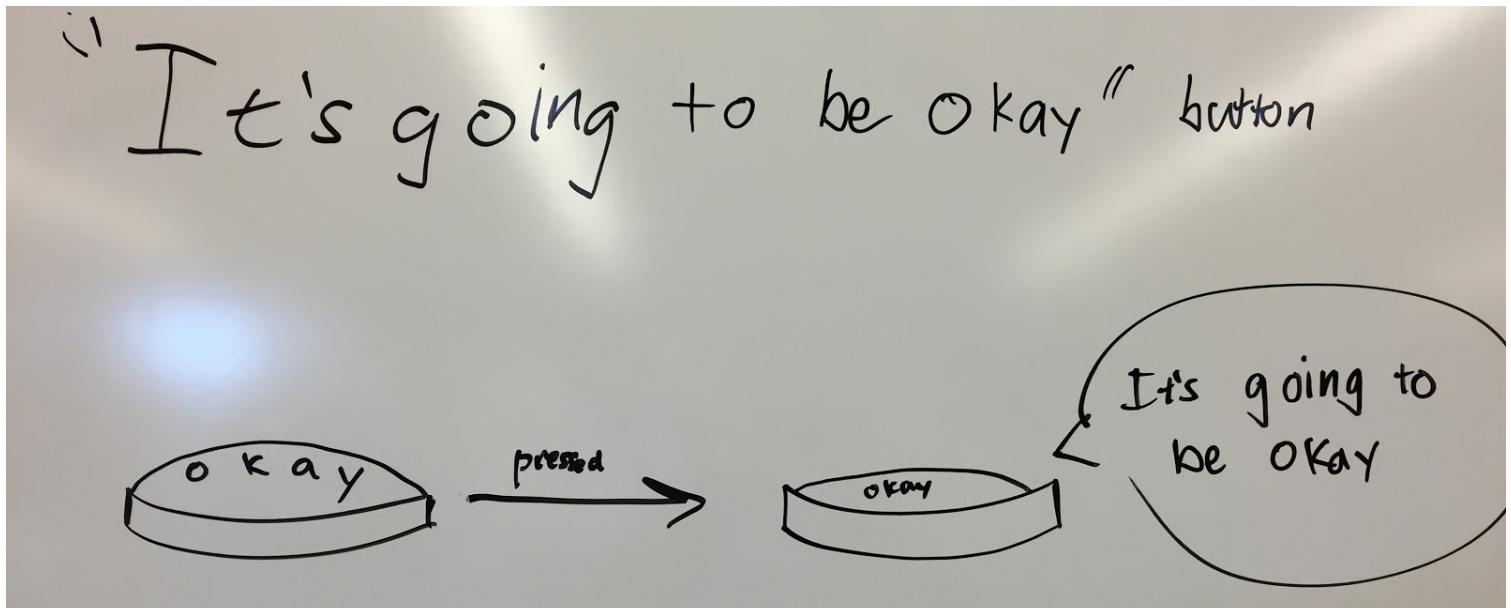
How can I help?

- Change the attitude around a disaster by creating an atmosphere of cooperation and completion
- See what troubles are around and nearby, and see how people are helping
- Select a task you'll be able to help with, and commit (bringing food, hospice care, etc.)



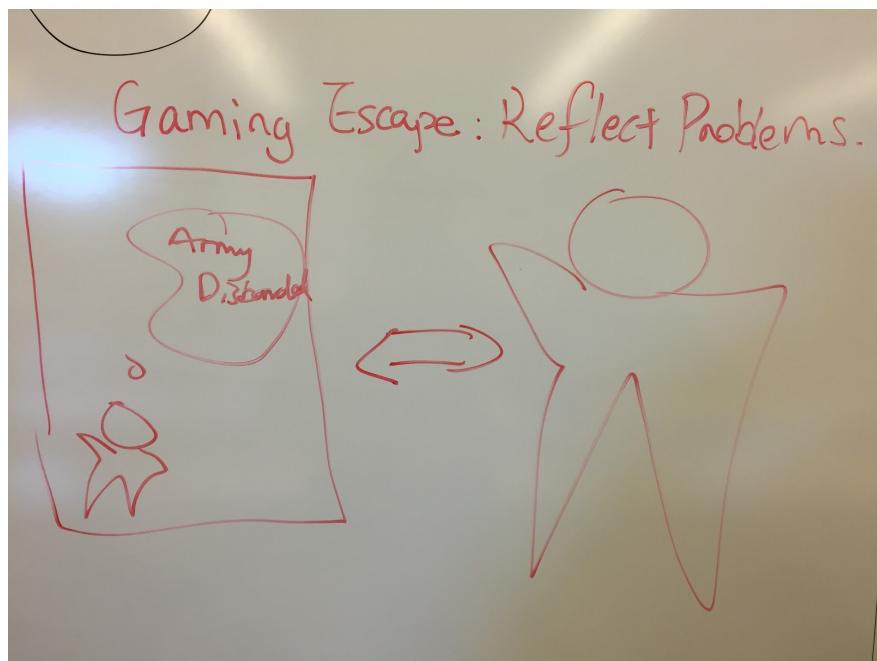
"It's going to be okay" button

- Press to hear a soothing voice tell you it's all going to be okay.
- Similar to "That was easy" button from Staples



Gaming Escape

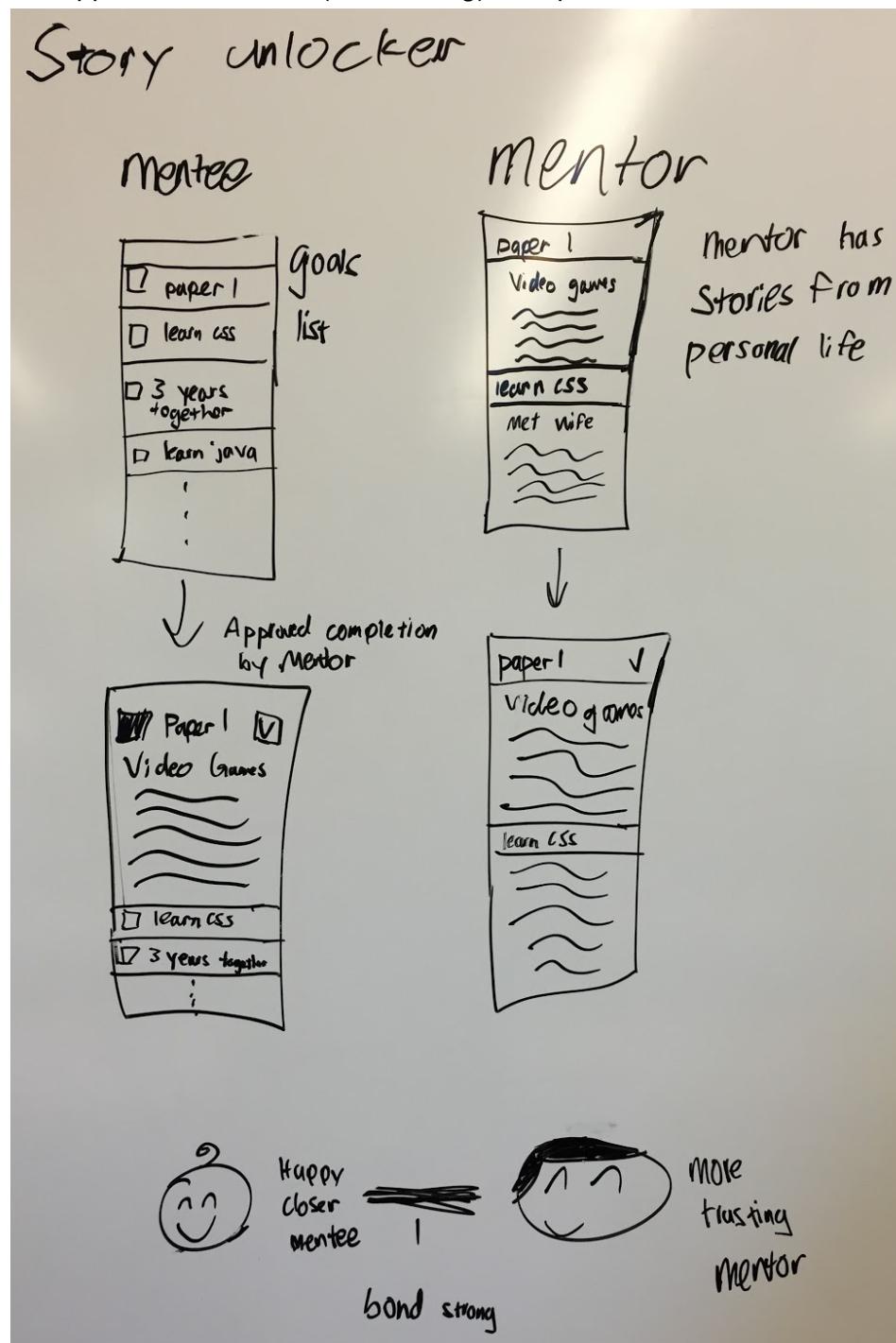
- A gamification of your life, where you put your problems into your character to let the world comfort you virtually



How might we... enable mentees to feel the same level of satisfaction that mentors do?

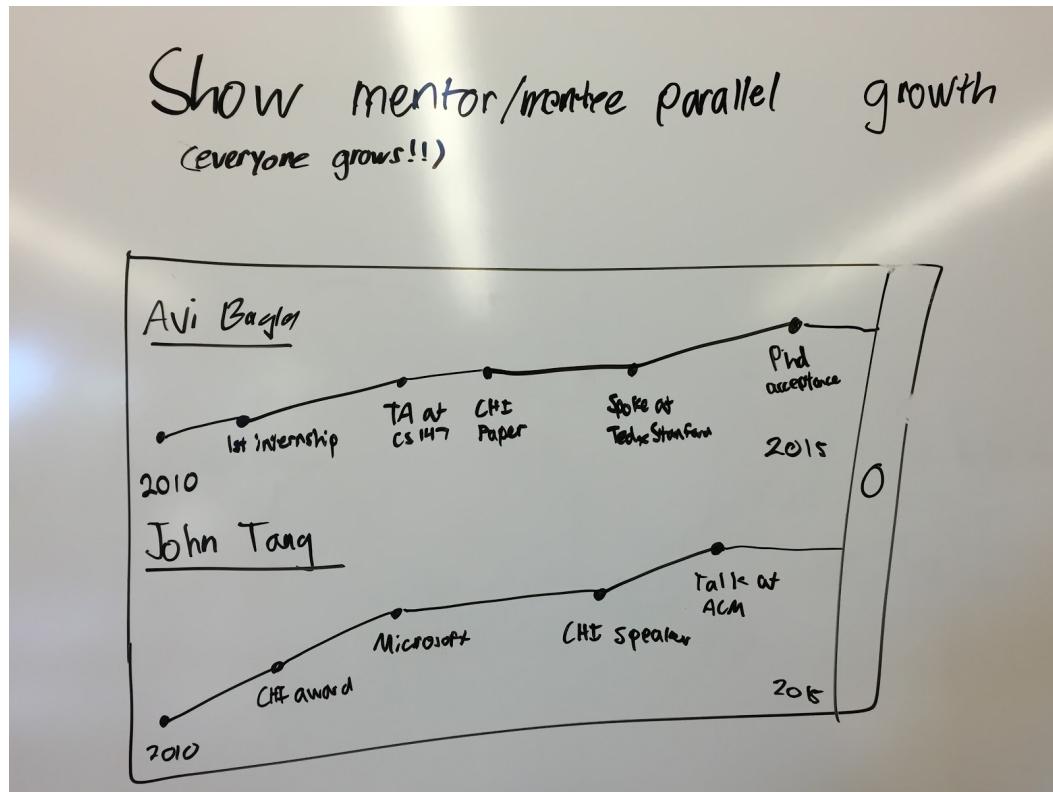
Story Unlocker

- Gamifies the mentor and mentee relationship
- Mentor builds out goals for the mentee to fulfill
- Every goal the mentee fulfills gives he/she a small story from the mentor's past
- The mentor must approve the success(no cheating), and puts in his/her stories.



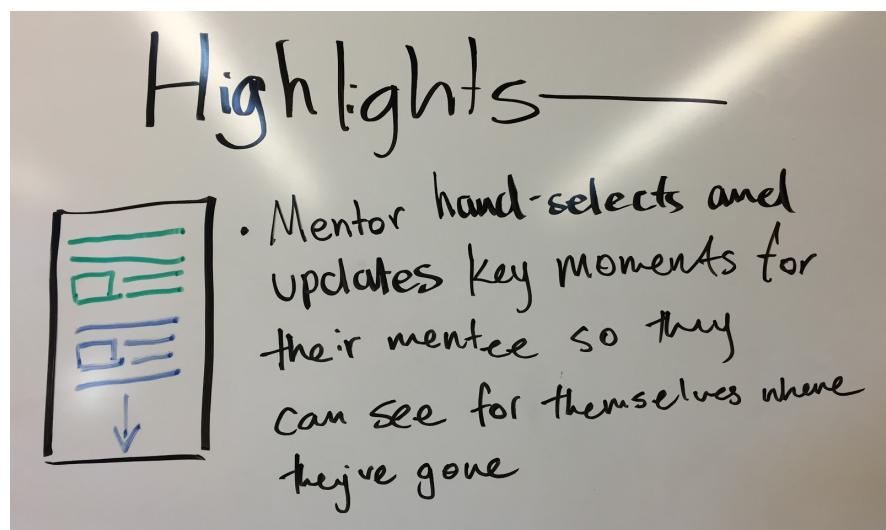
Mentor and Mentee Growth in Parallel

- Mentors also grow at the same time as mentees
- Show progress since the start of the relationship so that the mentee can see that the mentor is growing as well.



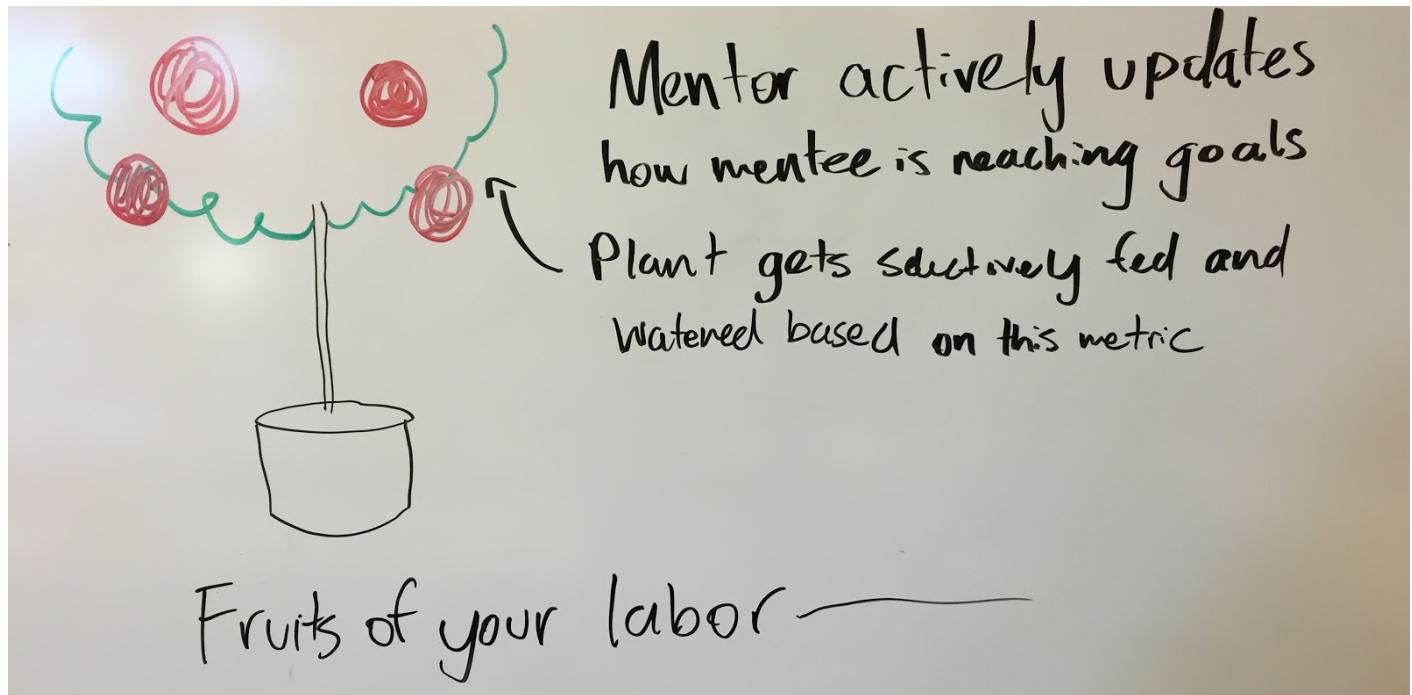
Highlights

- The mentor creates a timeline of successes for the mentee so that the mentee sees how they've been doing.



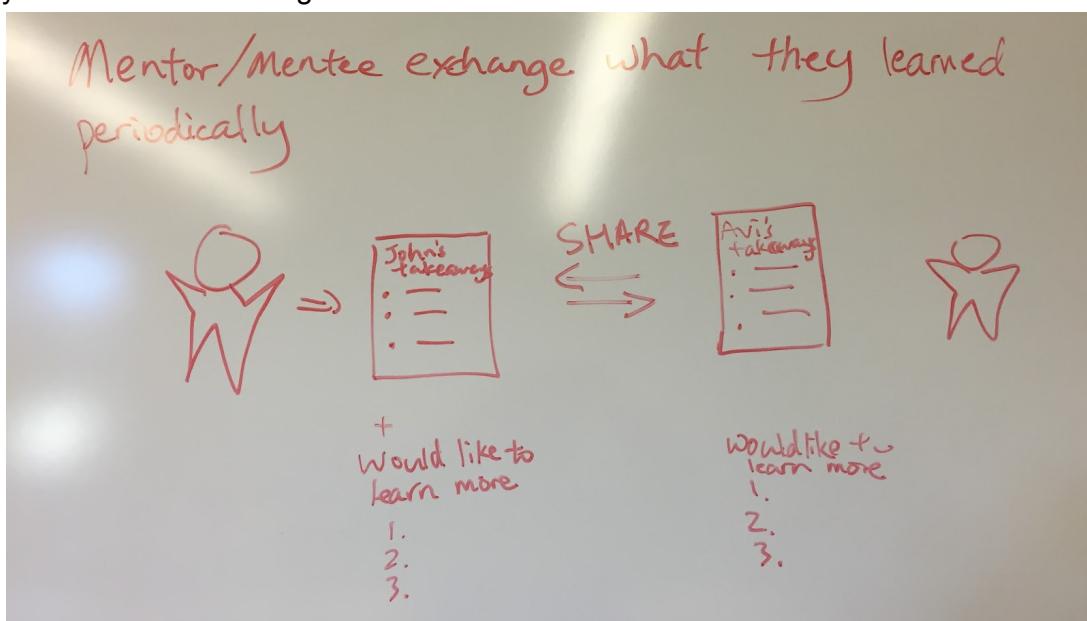
Fruits of Labor

- A physical tree that a mentor adds successes to
- When more successes are added, "fruits" grow that can actually show the fruits of labor (ahhh see what we did there?)



Sharing is caring

- Both mentor and mentee share what they have learned with each other.
- Two way bond becomes stronger.

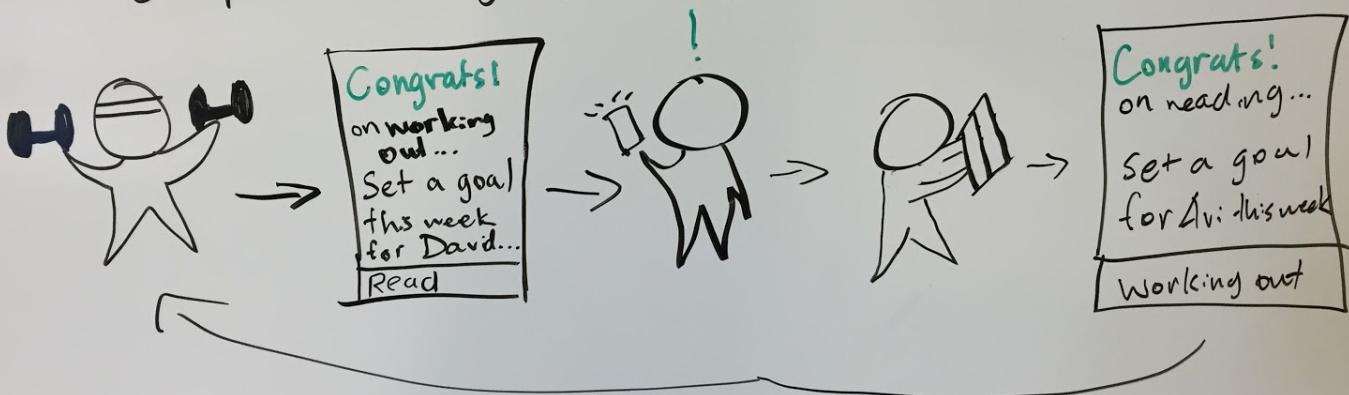


Parallel Growth

- Challenge each other with goals and checkpoints, mentor and mentee.
- Competition to get points

Parallel Growth

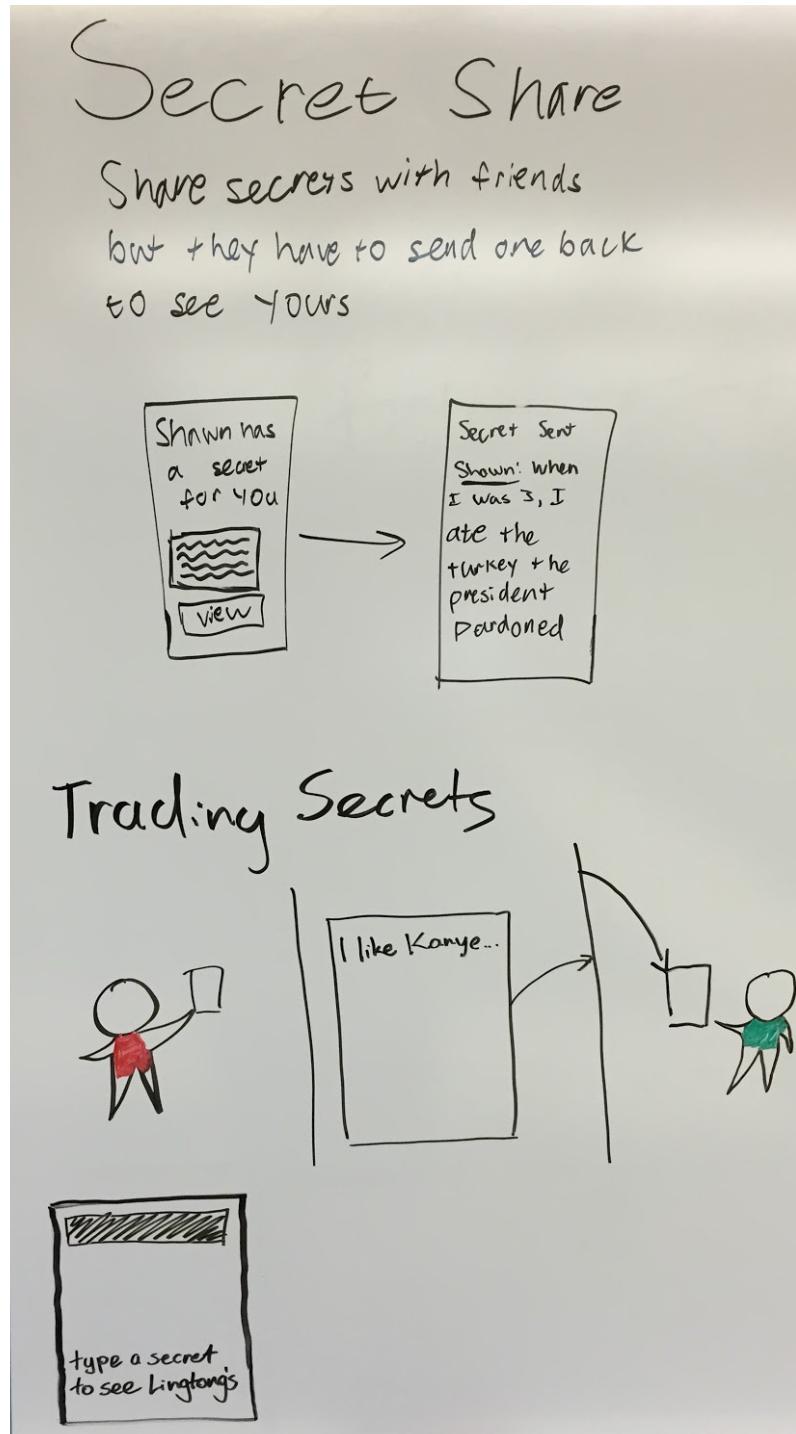
Mentors and mentees set goals/checkpoints for one another
→ competition to get points by setting/meeting goals



How might we... get people to show vulnerability without a negative experience?

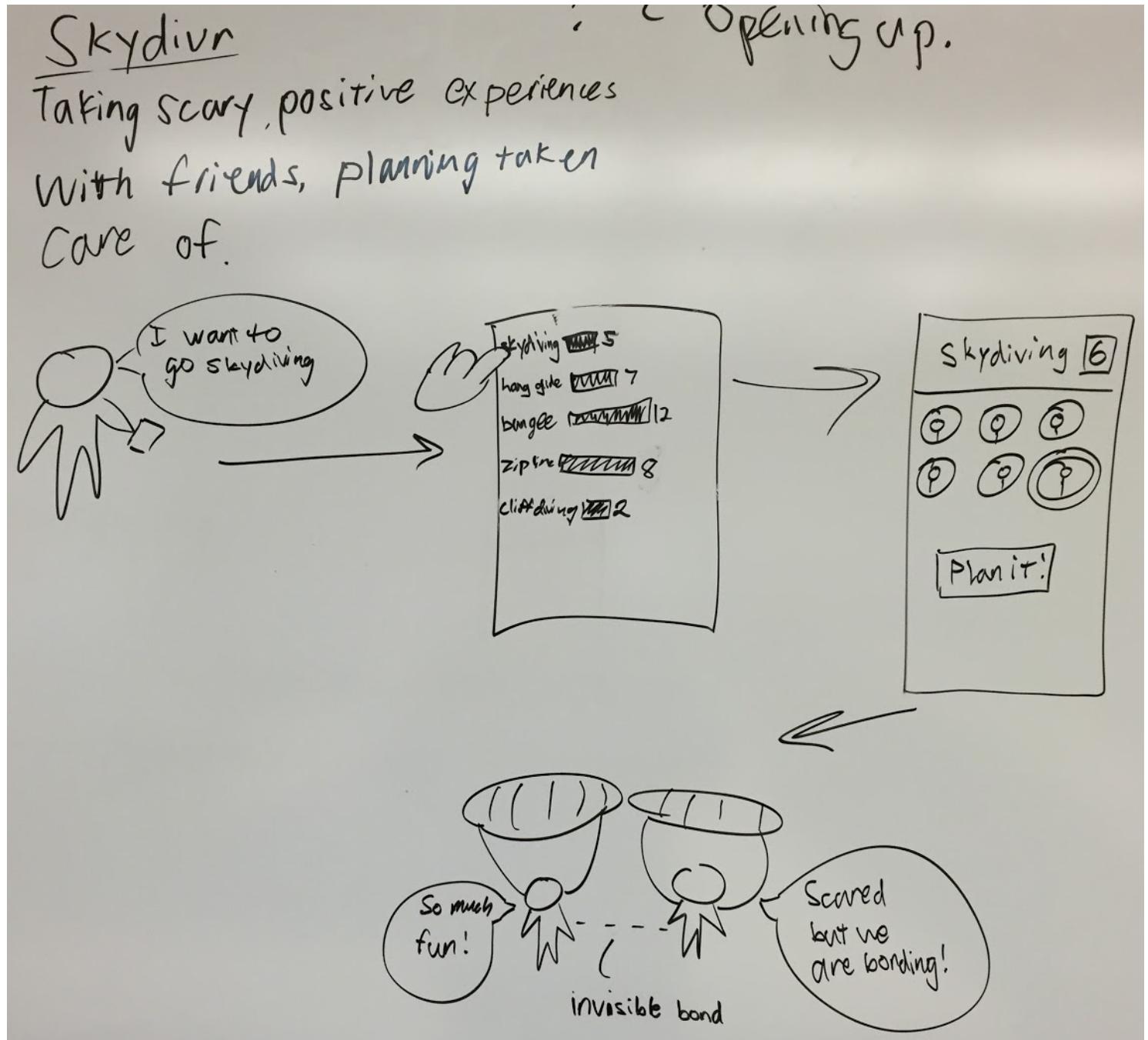
Secret Share/Trade Secrets

- Share secrets with friends
- Twist: to read theirs, you must send one back
- Partially inspired by failed SlingShot app by Facebook



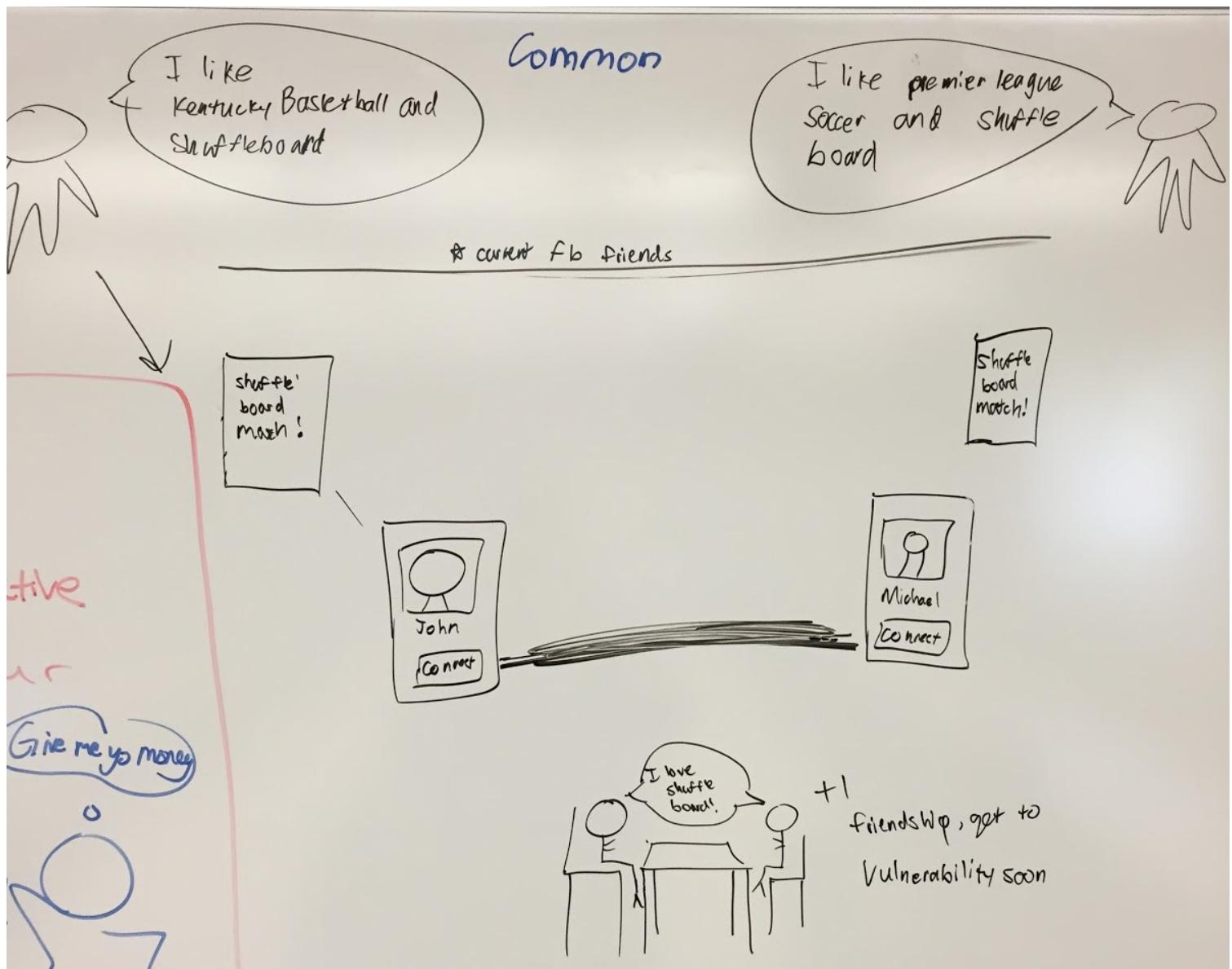
Skydivr

- Get people together to do risky scary things that they normally wouldn't
- Plan events for them as well
- Target: Wannabe Adrenaline junkies



Common **

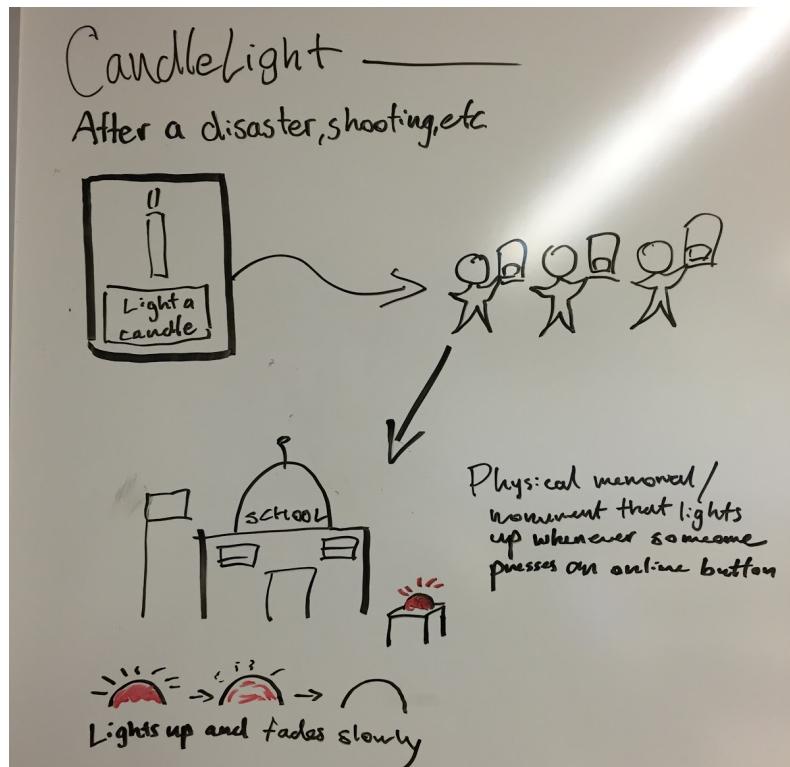
- Bring people together who are acquaintances
- Use shared common interests to get people to open up to each other
- Tinder model of only showing each other if you both have the same interest
- Meet up, get to know each other.



How might we... leverage negative situations to deepen social ties?

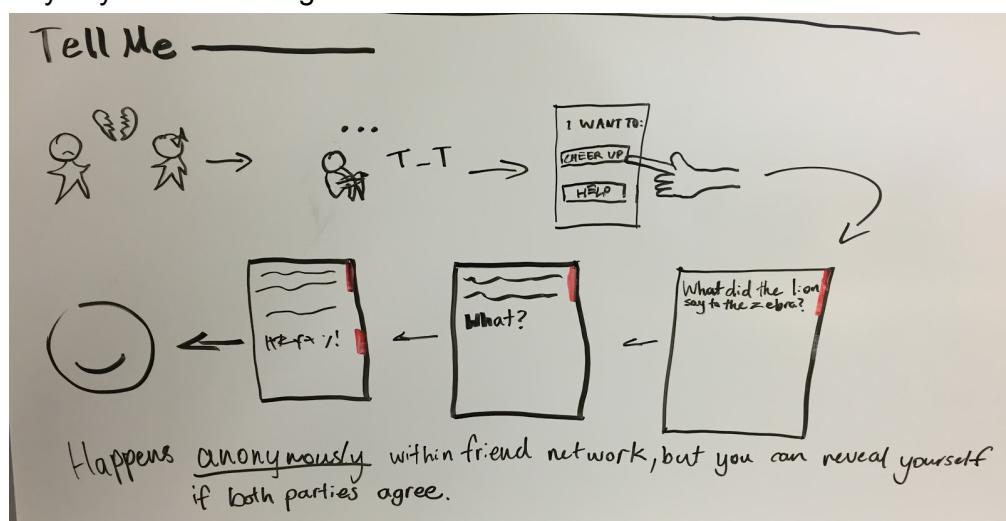
Candlelight

- Used after a tragedy
- People press a button to show that the people affected are in their thoughts
- Those culminate into a light "burning bright" with the love of others at the location of the disaster.



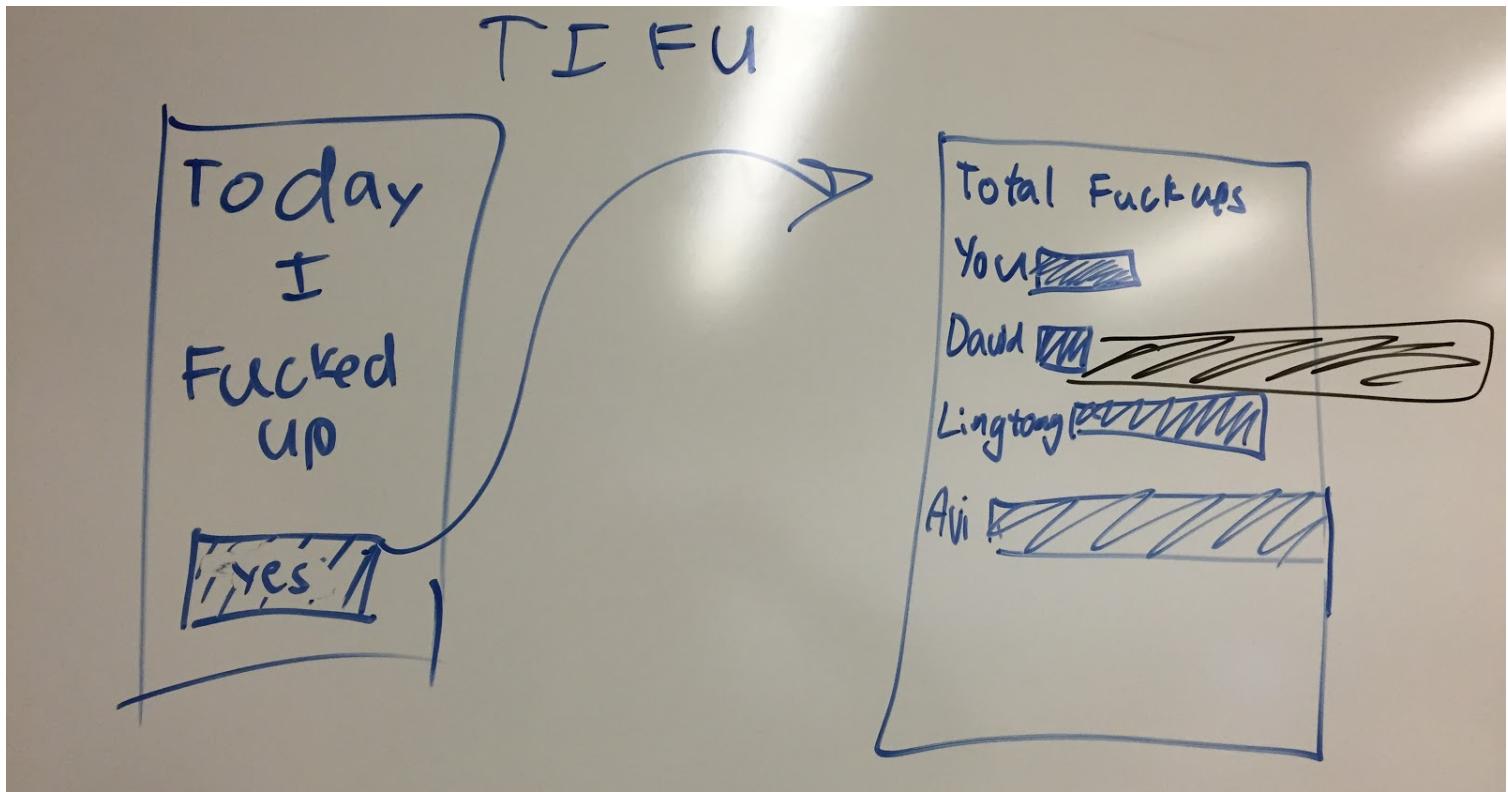
Tell Me

- Have a conversation to cheer up or help someone in your friend network
- Remove anonymity with mutual agreement



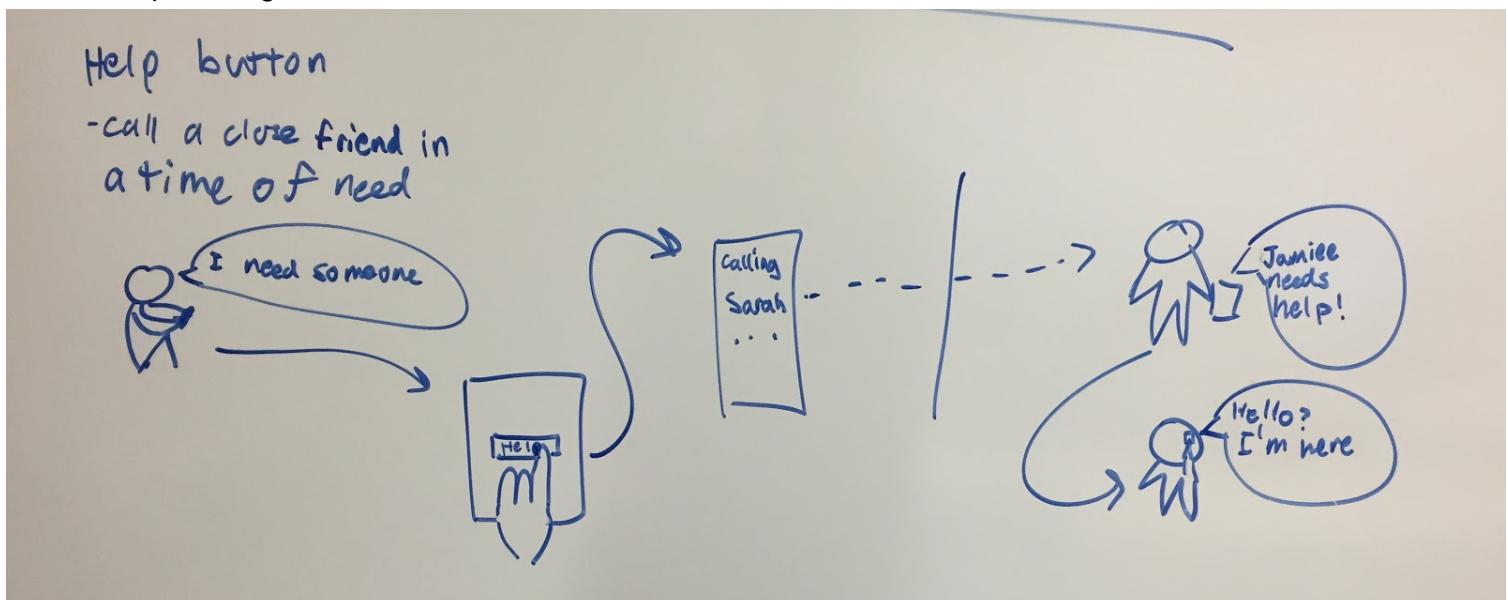
Today I Fucked Up **

- Simple interaction where users press a button to increment their "Fuckup" count for the day
- Shows it along with your friends, makes it almost a competition.



Help Button

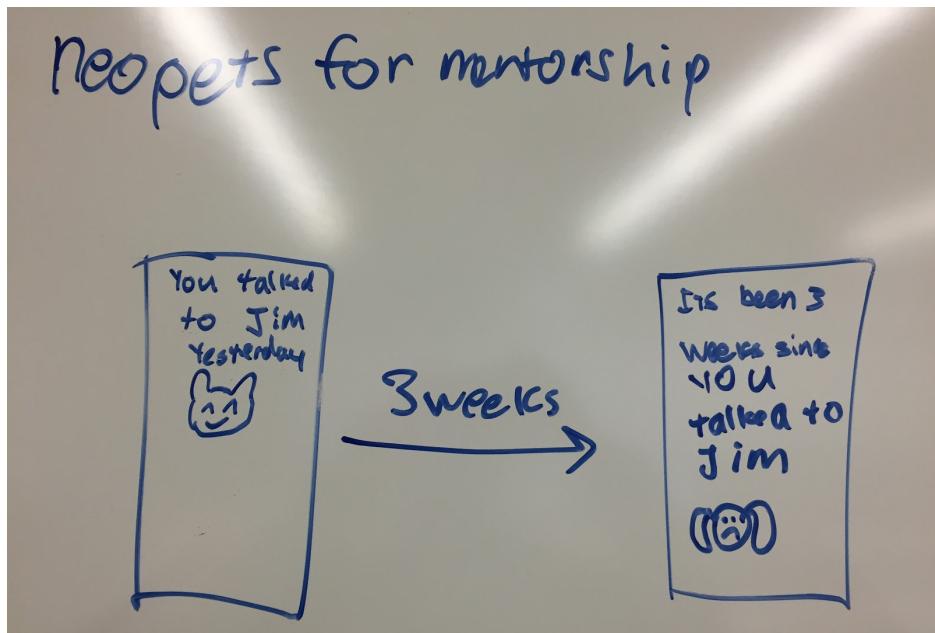
- A button you press when you need help
- Keeps calling a close friend until someone answers



How might we... give mentees more of an incentive to maintain mentor relationships?

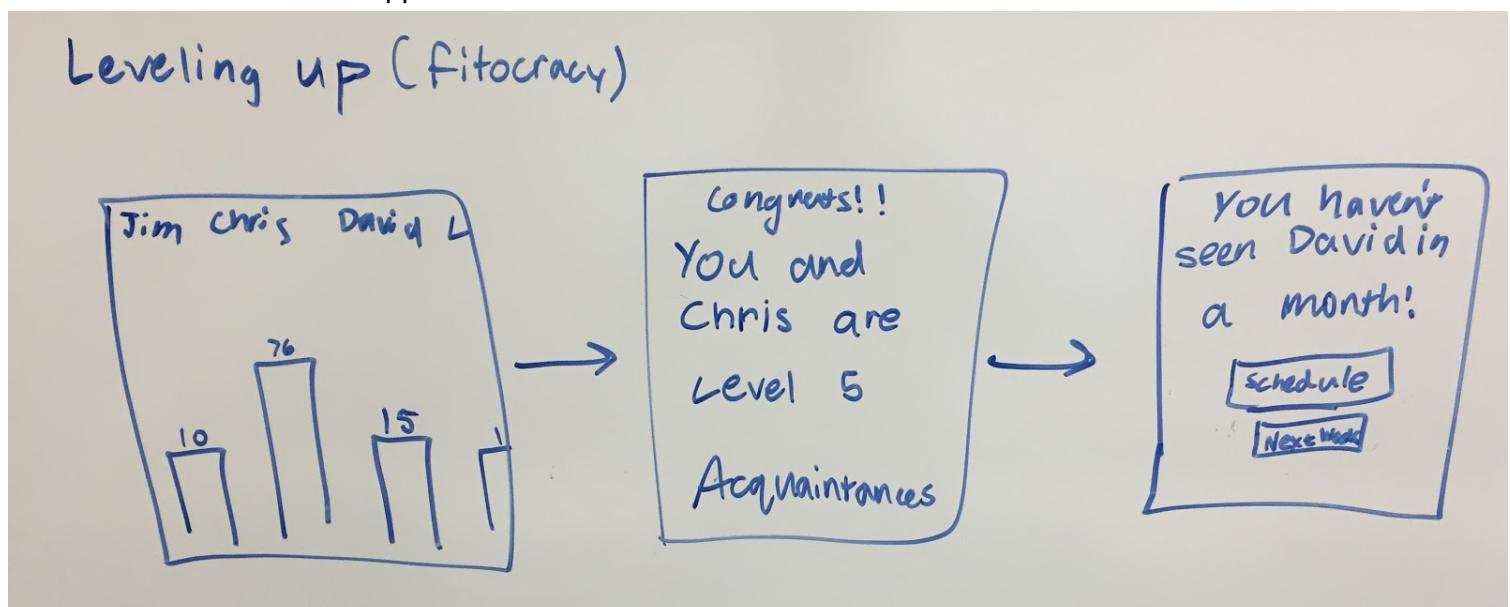
Neopets for Mentorships

- A pet that grows and dies on your phone based on communication level.



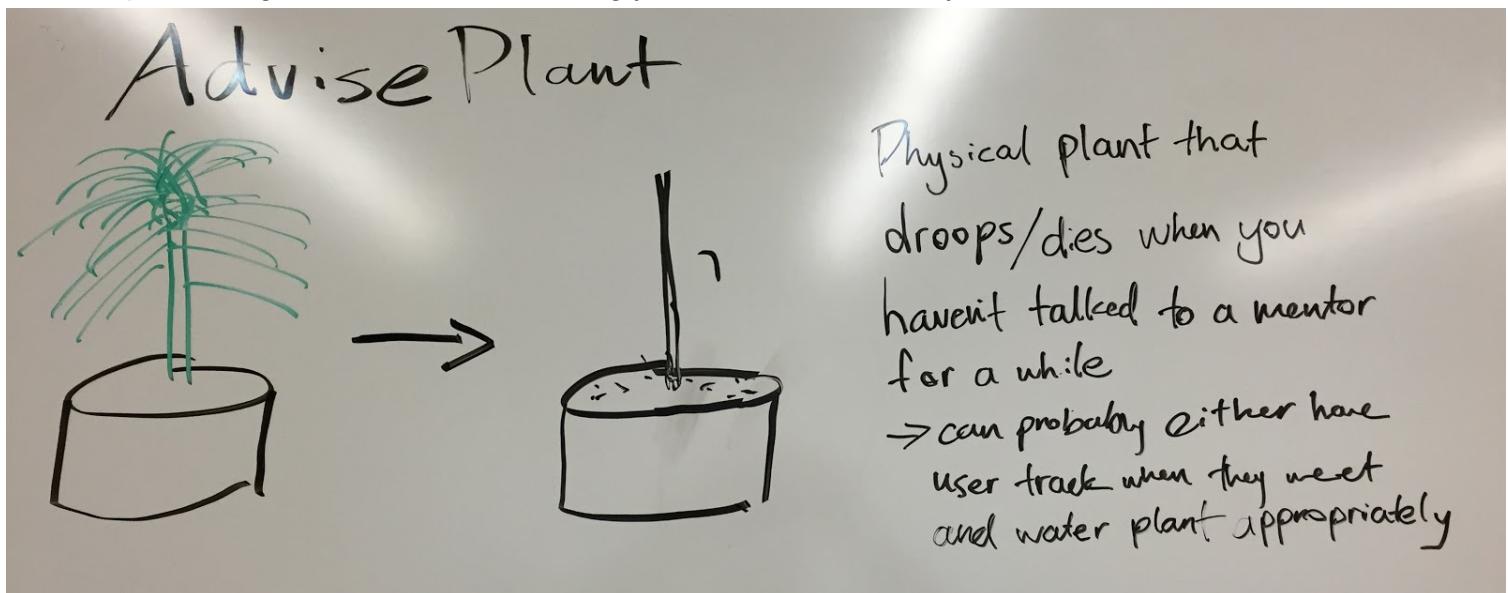
Leveling up Friendships

- Use interactions to level up friendships
- More meetings/calendar = more levels
- Reminders to make appointments



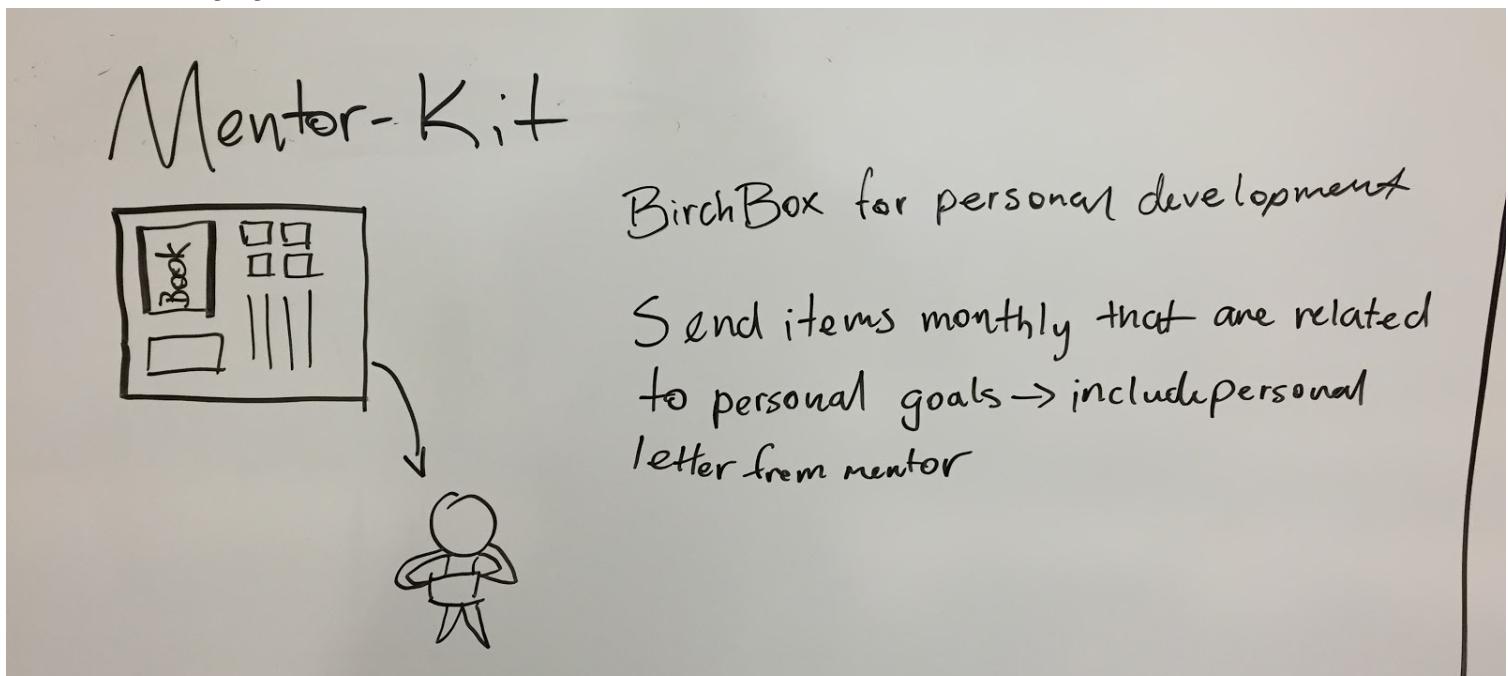
Advise Plant

- A plant that grows based on how strong your connection is with your mentor



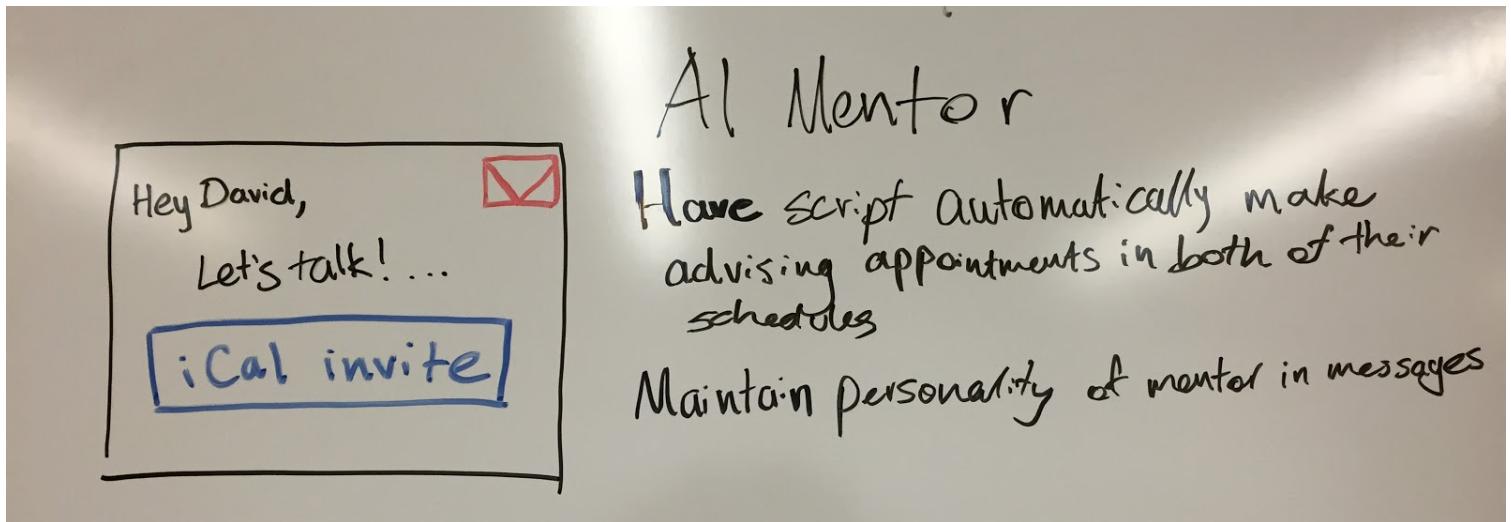
Mentor Kit

- Birchbox personalized for the mentee, from the mentor
- Encouraging



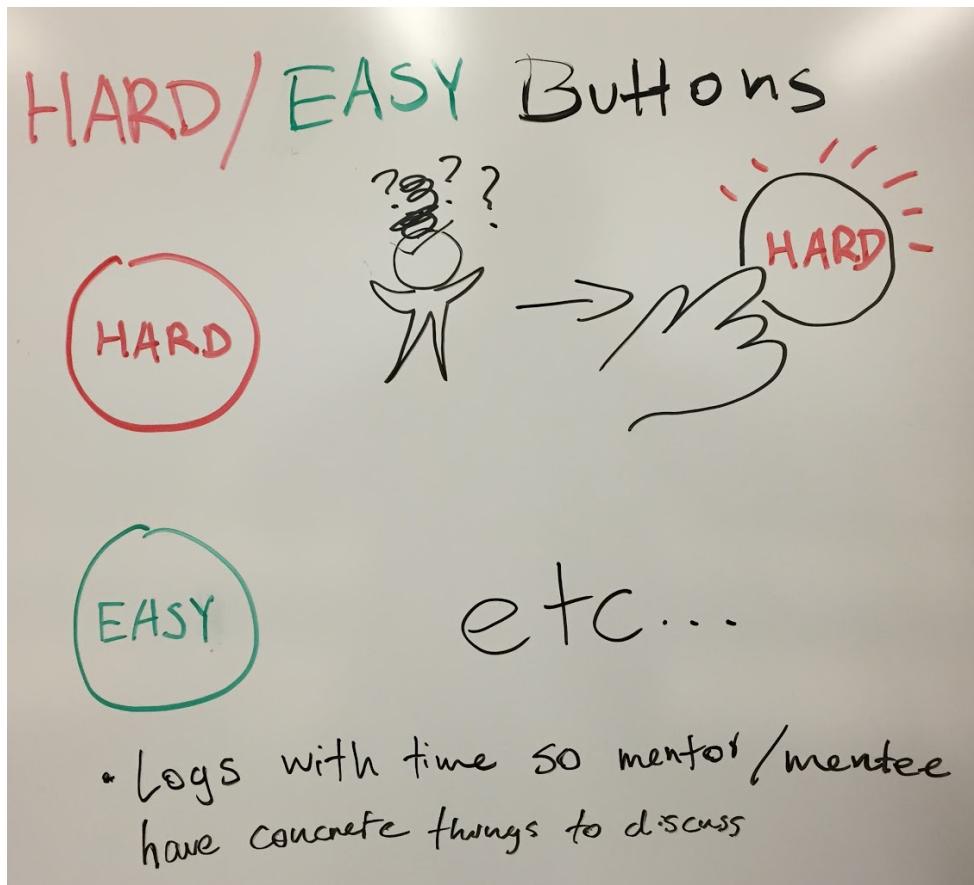
AI Mentor

- A script that maintains scheduling properties
- Takes away the reason for not having meetings



Hard/Easy Buttons

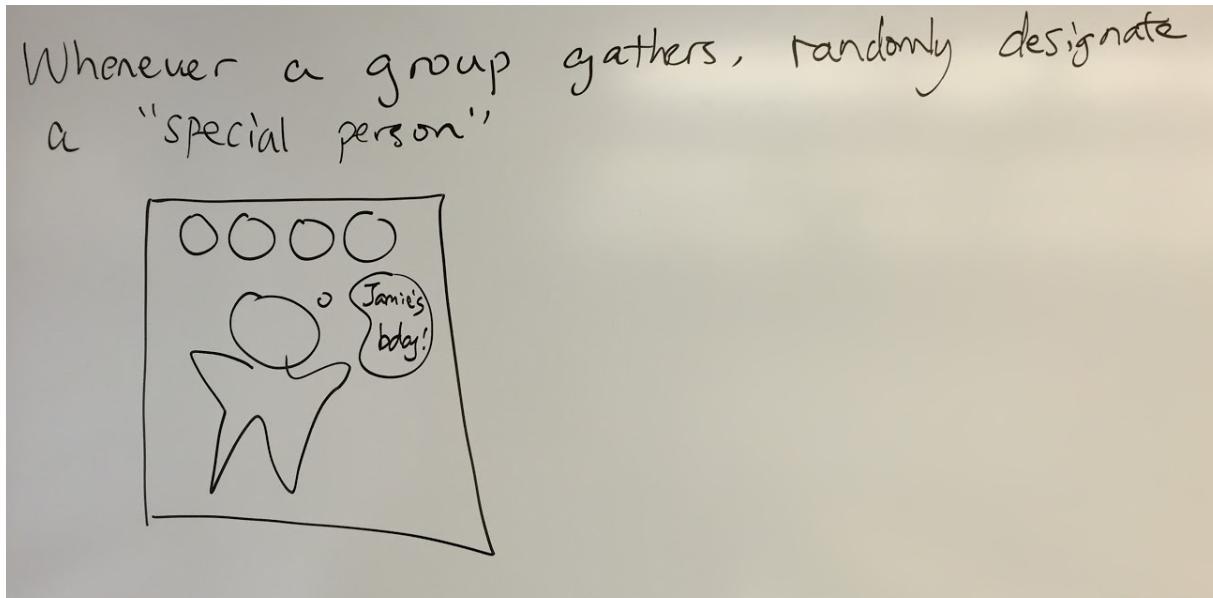
- A button that tracks the hard and easy things



How might we... allow people to retain individuality in a group setting?

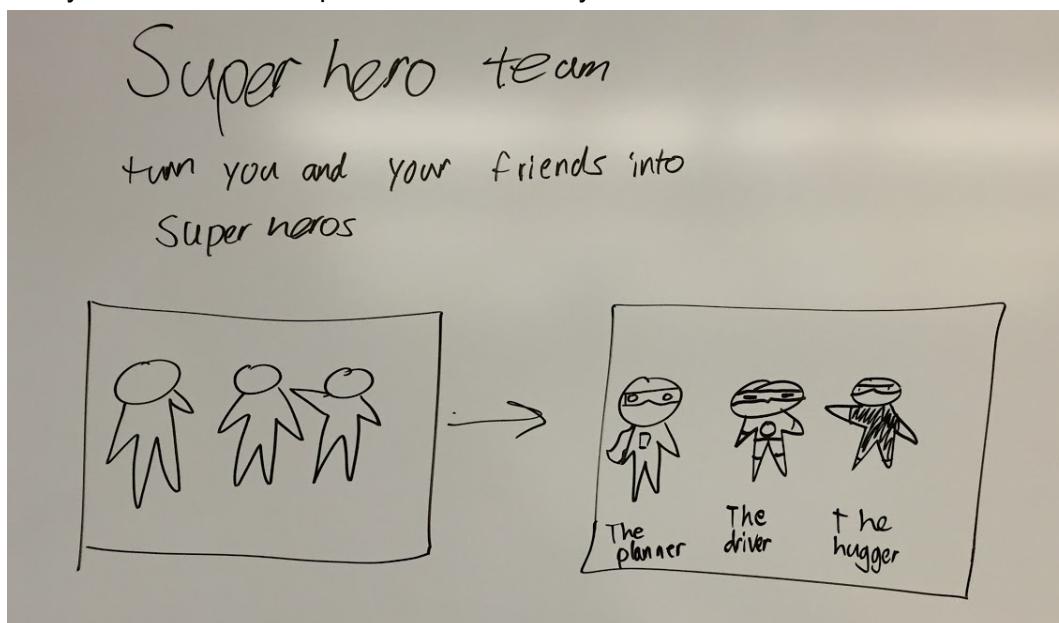
Specialty

- Designate a "special person" who gets to be celebrated



Superhero Creator

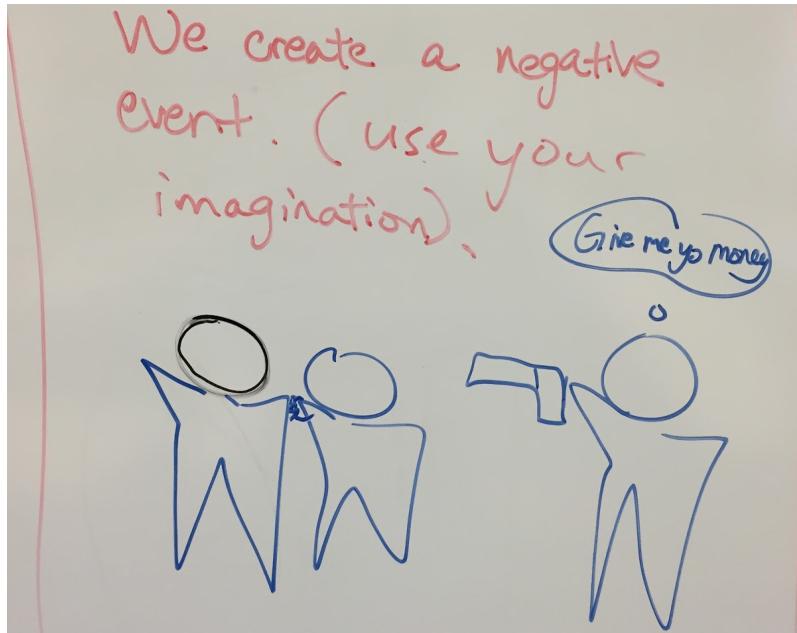
- Turn you and your friends into superheros based on your talents!



DARK HORSES

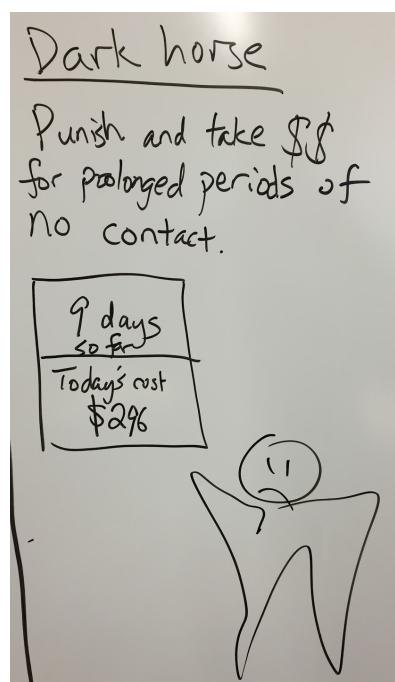
Create a Negative Experience to bring you together

- We'll use a harrowing and negative experience to bring you and a friend together
- Shooting, robbery, it'll happen.



Take Your Money

- Take money if you don't maintain a connection with your mentor
- Pooled into donation

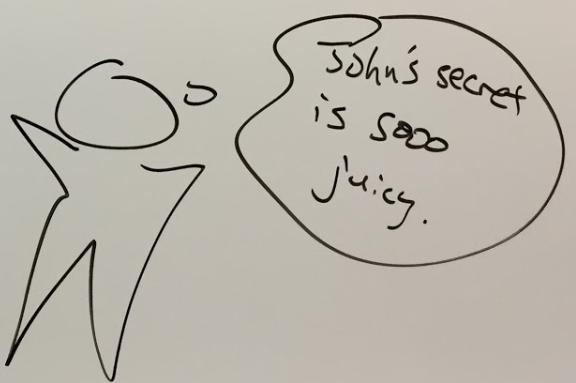


Mutually Assured Destruction

- Pool dark secrets into a protected vault
- If the mentor relationship breaks or fades away, the secrets get released into the world.

Dark Horse - Mutually Assured Destruction

Mentor - mentees share horrible secrets at
start of the relationship:p.



Final Ideas

Design #1: Common

Users:

1. Anyone wanting to develop deeper ties with acquaintances based on commitments

Needs:

1. There are so many potential great friendships that we miss due to simple circumstance
2. People want to bond over shared experiences but are afraid to open up to one another

Design Goals:

1. Simple to use, focused on **one** aspect you want to connect through
2. Bidirectional relationships
3. Low Barrier to entry in order to foster deepening social ties

How our design solves the users' needs:

1. It draws upon acquaintances, so it's not a complete blind meeting
2. Users get to pick the subject to engage on. It's important enough for both parties, leading to conversation
3. Really easy to start off and can yield lots of shared experiences

Storyboard



Design #1 Common Interest Connector

Users: 1. anyone looking to develop deeper ties with acquaintances based on common interests.
2. Everyone else.

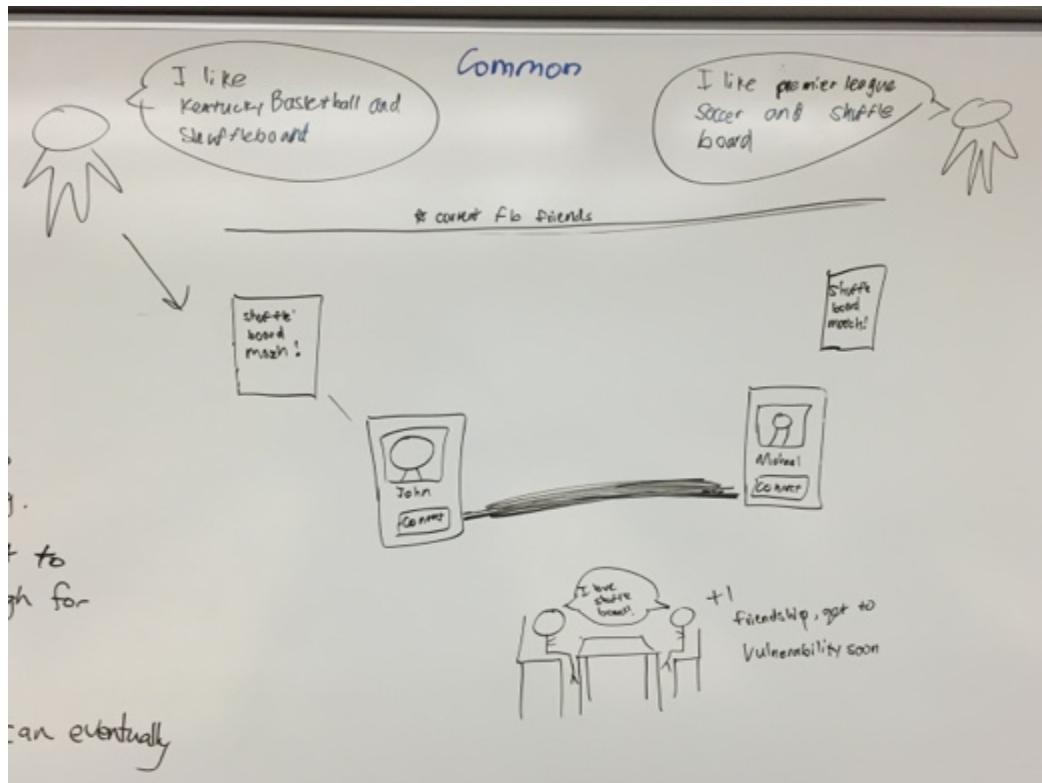
Needs: 1. There are so many potential great friendships that we miss due to circumstances.
2. people want to bond over shared experiences but are afraid to open up to others.

Design Goals: 1. Simple to use, focused on **one** aspect you want to connect on.
2. Bidirectional, and low barrier to entry.
3. Deepen Social ties.

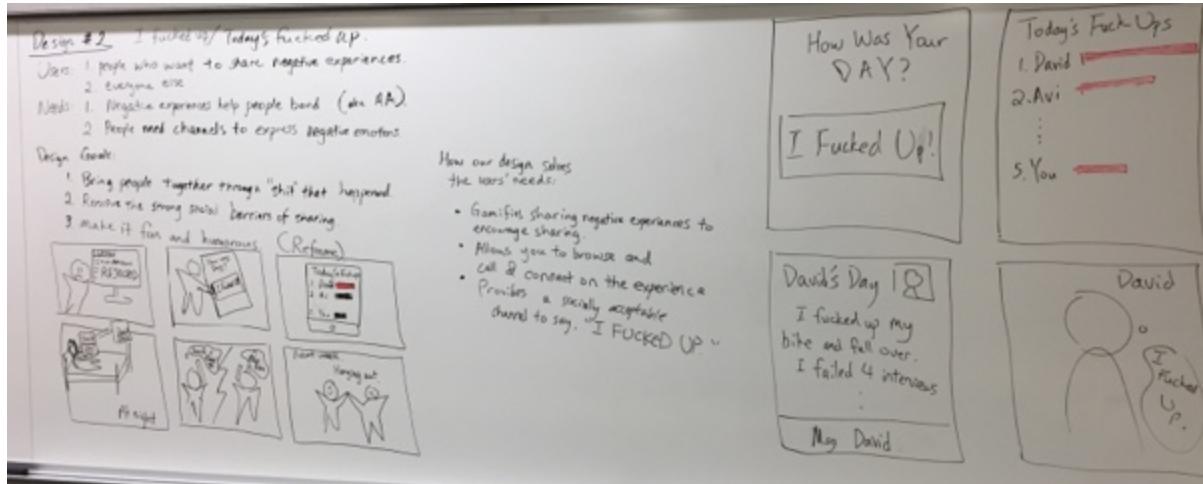
How our design solves the users' needs

- It draws upon acquaintances so it's not a complete blind meeting.
- Users get to pick the subject to engage on. It's important enough for both parties ⇒ conversation.
- Really easy to start off and can easily lead to shared experiences.

User Flow



Design #2: IF DU



Users:

1. People who want to vent their negative experiences

Needs:

1. Negative experiences help people bond (like in the case of AA)
2. People need channels to express negative emotions and reframe them

Design Goals:

1. Bring people together through "shit that happened"
2. Remove the strong social barrier of sharing negative experiences
3. Make it fun and humorous (reframe)

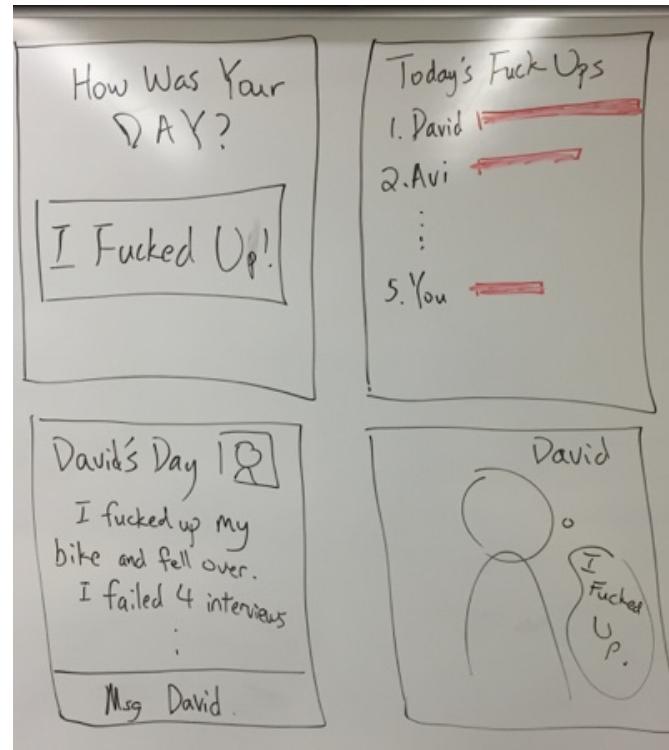
How our design solves the users' needs:

1. Gamifies sharing negative experiences to encourage sharing
2. Allows you to browse and call and connect on the experience
3. Provides a socially acceptable channel to say "I Fucked Up"

Storyboard



App flow



Design #3: M.A.D.

Design #3 Mutually Assured Destruction

Users:

1. Mentors/Mentees.
2. People who want confidential relationships.

Needs:

1. People are afraid to share secrets.
2. People want to share with people they can trust.
3. Trust takes time to build.

Design Goals:

1. Hold people accountable for confidentiality.
2. Allow ppl to feel more comfortable in sharing.
3. make people more committed to the relationship.

How our designs solve users' problems:

- Create barriers and social pressures against breaching confidentiality.
- Making the mutual dependence explicit so all parties understand.
- People then have deeper & more meaningful conversations.

Users:

1. Mentors
2. Mentees
3. Pairs who want guaranteed confidentiality

Needs:

1. People are afraid to share secrets
2. People need a way to share secrets with those whom they trust
3. Trust takes time to build

Design goals:

1. Hold people accountable for confidentiality
2. Allow people to feel more comfortable when sharing
3. Make people more committed to their relationship with the person they're sharing with

How our design solves users' needs:

1. Create barriers and social pressures against breaching confidentiality
2. Making the mutual contract/interdependence explicit so all parties understand
3. People are able to explore deeper and more meaningful conversations with one another

Storyboard

