

Problem statement: People sometimes feel lonely, and want to know the presence of other people in the world and seek for interaction and attention from human.

Audience: Young smartphone users who are sensitive to digital communication and experience.

user research

Problem statement: People are always curious about what people around them are doing or

like.

Audience: people who are curious about people around them (relevant to creative field, not brain washed by politics,).

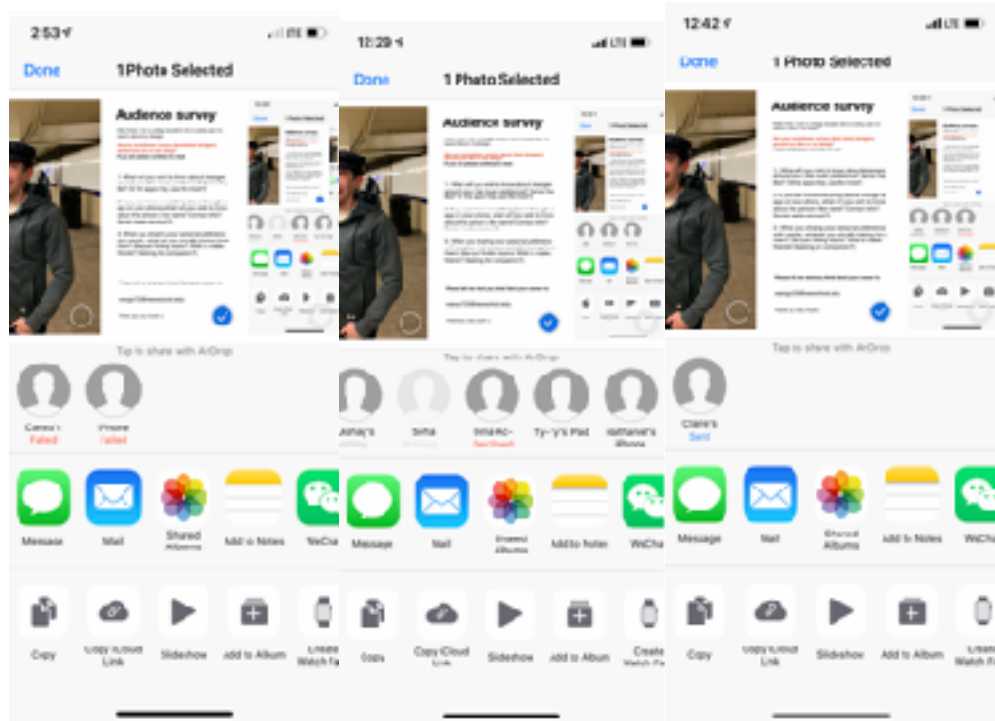
3 Questions

1- What will you wish to know about strangers around you (like music preference? Game they like? Or the apps they use the most?)

2-If you can know everything above through an app on your phone, what will you wish to know about the person (like name? Contact info? Social media account?)

3- When you sharing your personal preference with people, what are you actually looking for in them? (like just finding topics? Wish to make friends? Seeking for companion?)

Methods: (Random airdrop, social media post, interview, random email) **Airdrop**(0 reply in 2 days)



social media(0 reply) Instagram story Facebook
WeChat

Random email (1/50 reply)



Interview

Person 1 (school mate in art history lecture) location: big class room	Person 2 (classmates in social practice class) location: class room
Answer: 1- Life issues, music preference, interest 2- Wish to contact them 3- want to make friends	Answer: 1- Their background 2-Their mind 3-casual talk (no string touched)
Person 3 (random encounter) location: subway	Person 4 (classmates in social practice class) location: class room
Answer: 1- Back ground 2- Background 3- Just curious (no talk, no interaction, no string touched)	Answer: 1- Their background 2- Their mind 3-casual talk (tend to make friend)

Summery:

It seems what people curious about strangers are mostly their background and ideas, and interactions are not necessarily important. Lots of people even resist the interaction between strangers due to terrible existing information leak and harassment. From the amount of rejections from the airdrop I received and percentage of people I reached out by email getting back to me. **In the digital environment, People hate passive interaction, but active interaction.**

Challenge:

Make a casual, one-way, encounter experience knowing strangers around you without leaking any confidential information or causing safety issues.

Question:

4- under what situation will you be curious about strangers around you? 5- What kind of personal information you feel comfortable to give away?

(like Name? Ethnicity? Occupation? Age? Your favorite food?)

Interview

Person 1 My mum	Person2 Co-worker
1-When I see something interesting about the person(like interesting fashion) 2-Name, race, occupation, interest, social media.	1-know something about the person, like there interest what they do and want casual talk 2-Name, occupation, interest, works
Person 3 My boss	
1- When I see something interesting about the person (like fashion) 2- Name(not true name),	

Summery: My audiences are those who like people watching and curious. **Audience:** Those who like people watching

Questions:

1. What do you like to see about people
2. Why do you like people watching?

Interview

Person 1	Person 2
-----------------	-----------------

<p>1- I like to watch what people wear and making summations about their background</p> <p>2- It feel satisfying to making assumption and figuring out the way to prove it. The thinking process I guess</p>	<p>1- I like to watch their motion and behavior. I also enjoy wondering what they're up to, especially folks that seem similar to myself.</p> <p>2- I don't know. I wonder if it may actually be a social impulse even if you are not directly engaging the subjects of your interest.</p>
Person 3	

<p>1- Just people</p> <p>2- It's fun to just make up a story about someone's life without having any knowledge other than their appearance. Maybe they're spy who's talking to someone of importance on that phone and they're about to see some shit.</p>	
--	--

Summery:

1. People are social animal and love making comparison and assumptions. Most of people enjoy imaging the story about a person depends on their appearance or purely appreciating the look.
2. People do people watching to relieve their loneliness.