

## Sarang Solutions

### Description:

The project aims to develop an online platform designed to facilitate social interactions among newcomers in urban settings like Seattle. The platform will target individuals who are relocating for work, school, or personal reasons and are looking to establish new social connections. Expected users are young adults in the 19-25 age group who are tech-savvy and open to using digital tools to enhance their social life.

### Insights:

1. **Adaptability and Growth:** The participant moved from Austin to Seattle for career growth and a change in scenery, showcasing adaptability and a proactive approach to personal and professional development.
2. **Social Interaction Preferences:** The participant enjoys both one-on-one and group interactions but finds deeper connections in one-on-one settings, indicating a balanced approach to socializing.
3. **Integration Challenges:** Initial difficulties in integrating into a new community highlight the participant's resilience and the potential barriers that newcomers face in established social circles.
4. **Use of Social Platforms:** The participant's use of platforms like Meetup demonstrates an openness to digital solutions for social integration, suggesting the effectiveness of such platforms in overcoming social barriers.
5. **Desired Features in Social Platforms:** The interest in features like interest-based group suggestions and event planning tools on social platforms indicates a demand for more structured and supportive social networking environments.

**Interview:**

So to start off, tell me about yourself.

Hobbies, General what do you do?

On a scale of 1-10, with 1 being the lowest and 10 being the highest, how extroverted are you?

On average how much time do you spend socializing, hanging out with people in a week?

Tell me about a fun time when you hung out with people.

What do you typically do when you hang out with your friends?

Is there anything else that you would like to do with your friends?

Do you prefer hanging out with people one on one or in a group setting?

So reflecting on these experiences, what qualities do you look for in a friend?

Are you from Seattle, if not, when did you first move here?

Where did you move from?

Why did you move?

Have you experienced social challenges integrating into the Seattle community?

Can you give us an example of a time when you thought socializing was challenging in Seattle?

Why do you think it was challenging for you?

Have you used any platforms or resources to engage with other people as friends?

What was your experience with these resources?

Why - explain the situation if comfortable?

Do you think an online platform catered to socializing in Seattle would be a good way for you to find a community?

If no - why not, and what else would you prefer?

If yes - what are some features you might want to see on the platform?

## **Interview Transcript:**

**1. So to start off, tell me about yourself.**

"I'm an enthusiast of creative projects and tech innovations. Professionally, I'm involved in digital marketing, which allows me to combine my creative and analytical skills. In my free time, I enjoy photography and exploring new technologies."

**2. Hobbies, General what do you do?**

"Besides photography, I love hiking and reading. The outdoors gives me a sense of peace and reading keeps my curiosity alive. I'm also a bit of a coffee connoisseur, always hunting for the perfect brew."

**3. On a scale of 1-10, with 1 being the lowest and 10 being the highest, how extroverted are you?**

"I'd say I'm around a 7. I enjoy social interactions and meeting new people, but I also value my alone time to recharge."

**4. On average how much time do you spend socializing, hanging out with people in a week?**

"It varies, but typically I spend about 10-15 hours a week hanging out with friends or attending social events."

**5. Tell me about a fun time when you hung out with people.**

"Recently, I organized a game night that turned into an impromptu karaoke session. It was hilarious seeing everyone's song choices and the performances were surprisingly good!"

**6. What do you typically do when you hang out with your friends?**

"We often try new restaurants, go for hikes, or have movie nights. I enjoy a mix of relaxed and active social outings."

**7. Is there anything else that you would like to do with your friends?**

"I'd love to plan a group travel adventure. Exploring a new place together would be a fantastic experience."

**8. Do you prefer hanging out with people one on one or in a group setting?**

"I enjoy both, but I find one-on-one interactions more fulfilling as they allow for deeper conversations."

**9. Reflecting on these experiences, what qualities do you look for in a friend?**

"I value honesty, a sense of humor, and empathy. Shared interests are a bonus, but respecting our differences is key."

**10. Are you from Seattle, if not, when did you first move here?**

"I'm not originally from Seattle; I moved here about three years ago for a new job opportunity."

**11. Where did you move from?**

"I moved from Austin, Texas."

**12. Why did you move?**

"I was looking for a change in scenery and career growth, which Seattle offered with its vibrant tech scene and beautiful landscapes."

**13. Have you experienced social challenges integrating into the Seattle community?**

"Yes, initially it was challenging. The 'Seattle Freeze' is somewhat real, and it took effort to make meaningful connections."

**14. Can you give us an example of a time when you thought socializing was challenging in Seattle?**

"During my first few months, I attended several meetups but found that people often stuck to their existing groups, making it hard to feel included."

**15. Why do you think it was challenging for you?**

"I think the established social circles and the more reserved nature of the community made it tough to break in initially."

**16. Have you used any platforms or resources to engage with other people as friends?**

"Yes, I've used Meetup to find local groups with similar interests, and it's been helpful in meeting new people."

**17. What was your experience with these resources?**

"It was a bit hit or miss. Some groups were very welcoming, while others were less engaging than I hoped for."

**18. Do you think an online platform catered to socializing in Seattle would be a good way for you to find a community?**

"Yes, especially if it's designed to facilitate real-life interactions and helps people overcome the initial awkwardness of making new friends."

**19. If yes - what are some features you might want to see on the platform?**

"Features like interest-based group suggestions, event planning tools, and icebreaker activities could be really useful."

**References:**

<https://www.thrillist.com/travel/nation/seattle-freeze-making-friends-moving-to-seattle>

<https://www.meetup.com/>

<https://pubmed.ncbi.nlm.nih.gov/16737495/>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7779475/>

