

Decentralised Digital Contacts Application

Bachelor Expose Presentation

Martin Sevov
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Motivation

- Social Media is failing to deliver genuine connections.
- People are sharded online, current social media target engagement, not community.
- There is no current platform/tool that puts users in control of their networks.

Problem Statement

- People struggle to maintain meaningful social connections once traditional structures (school, work) disappear.
- Existing platforms fragment identity and communication, reinforcing disconnection and performative interactions.
- There is a lack of private, intentional, and user-controlled tools for managing social relationships.

Research Question

- Does the integration of a privacy-first contact management tool improve:
 - Interpersonal connectedness?
 - Intrapersonal well-being?
 - Awareness of relationship health?

Proposed Solution

■ A decentralized application that:

- Lets users manage personal contact information
- Supports context-based “Personas” for selective sharing
- Uses shareable links or QR codes for easy info exchange
- Prioritizes privacy, simplicity, and user control

Methodology

■ Research Setup:

- Design surveys (RS and BS-AS) and evaluation plan
- Recruit participants

▤ Implementation:

- Conduct research survey (RS)
- Build **prototype** (P)
- Conduct pre-usage survey (BS)
- Introduce participants to the app
- Conduct post-usage survey (AS)
- Collect usage data aggregate, where user agrees

▥ Analysis:

- Evaluate feedback and write thesis

Challenges

- Privacy concerns => mitigated by transparency and local storage
- Social desirability bias => indirect questions and anonymized responses
- Hawthorne effect => longer trial periods and realistic onboarding
- Confirmation bias => open-ended feedback and control group if possible

Expected Outcomes

- Increased user reflection on personal connections
- Improved feeling of connectedness
- Insight into design patterns for mindful tech
- Foundation for future social tools beyond engagement metrics

Q&A

Thank you for participating