



Connecting friends, passions and interests

UXD Case Study
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Problem

How might we find people with similar interests so that they will be more sociable.

Problem Space

The problem I suspect is;

- people find it difficult to find other people to accompany them in particular activities.
- People want to do activities with other people and not on their own

What is the problem?

- People can find it difficult to find others with similar interests
- Locals, tourists, solo travellers may want to explore a place but may not want to be alone
- People won't do the activity because of a lack of knowledge, experience, friends to do it with, also safety precautions
- Timing with friends can be an issue

Goal of my product solution is;

- To connect like-minded people to do activities with
- To allow users to explore places they may not have done on their own
- To create a platform where people with similar interests can create connections to do various activities with and lead to new friendships and experiences.

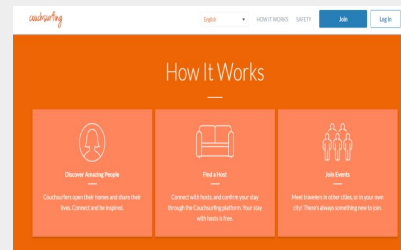
Why?

We believe that people can **CONNECT** through **similar interests** to help make sharing an experience/activity with someone more fulfilling.

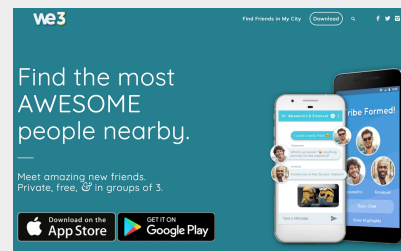
Competitor Analysis



Rent A Friend



Couch Surfing



We 3

Competitor Analysis

| Name: | Description: | Location: | Social | Taglines: | Subscription Fees: | In App Purchases: | How to join: | Key Stand Out Feature: | Target Audience: | Platform: | Social Media: | Direct Messaging: |
|----------------------|---|---|---|---|--|---|---|--|--|--------------------|---|---|
| We3 | <p>We3 is a free mobile app that privately connects you to the most compatible people around you through group chats of 3. We use social science and machine learning to create the best matches possible, exclusively for the purposes of friendship. "We3" because (for a number of reasons) we know that interacting in groups of 3 is more conducive to forming new friendships than the awkward 1-on-1 "friend date".</p> <p>Not for dating and has private profiles. Our mission is to simply help you find great friends, in real life. We believe it's what gives meaning to a life well-lived.</p> | Australia, Canada, India, New Zealand, Singapore, South Africa, UK, US, | | Two is a Date, Three is a Party | Free to join but has a We3 Plus subscription | Ten Tokens \$2.99 Thirty Tokens \$7.99 One Hundred Tokens \$14.99 Ten Tokens \$2.99 Twenty Tokens \$4.49 Fifty Tokens \$7.99 Ten Tokens \$4.49 Twenty Tokens \$7.99 Fifty Tokens \$14.99 Ten Tokens \$5.99 | 8 Stage Quiz answering a range of questions | Match in groups of 3, called Tribed | Local users looking to find compatible friends | Desktop and Mobile | 1172 followers. Instagram, last post 2018 | Yes, need to match |
| Couch Surfing | Couchsurfing is the best way to stay with amazing locals, make lifelong travel friends, or host travelers coming to your hometown. Over 12 million travel enthusiasts use Couchsurfing in more than 230,000 cities around the world. To make new friends, to meet travellers without travelling and find hosts in your destination. | More than 230,000 cities around the world. | Shows mutual friends from facebook that are on Couchsurfing | You have friends around the world, you just haven't met them yet. | Free | Free | Create a free account | Hangouts | Travellers and Local people to host a couch | Desktop and Mobile | 162k followers. Active Instagram account | Yes, need to match first |
| Rend A Friend | A platform to display yourself for potential people to rent as a friend. A platform to find people to rent. | Over 621,585 friends available for rent. Global - Worldwide | | \$24.95 membership fee | \$10/hour | Pay a membership fee and perhaps something more | | Users looking to rent a friend for an activity | Desktop | ? | | Yes but need to sign up first (including fee) |

Competitor Analysis Insights

Current apps used to connect people with similar interests are too intimate.

There is a potential to explore activities and events with current friends.

Interviews

“After a relationship breakdown I felt the need to connect to people”

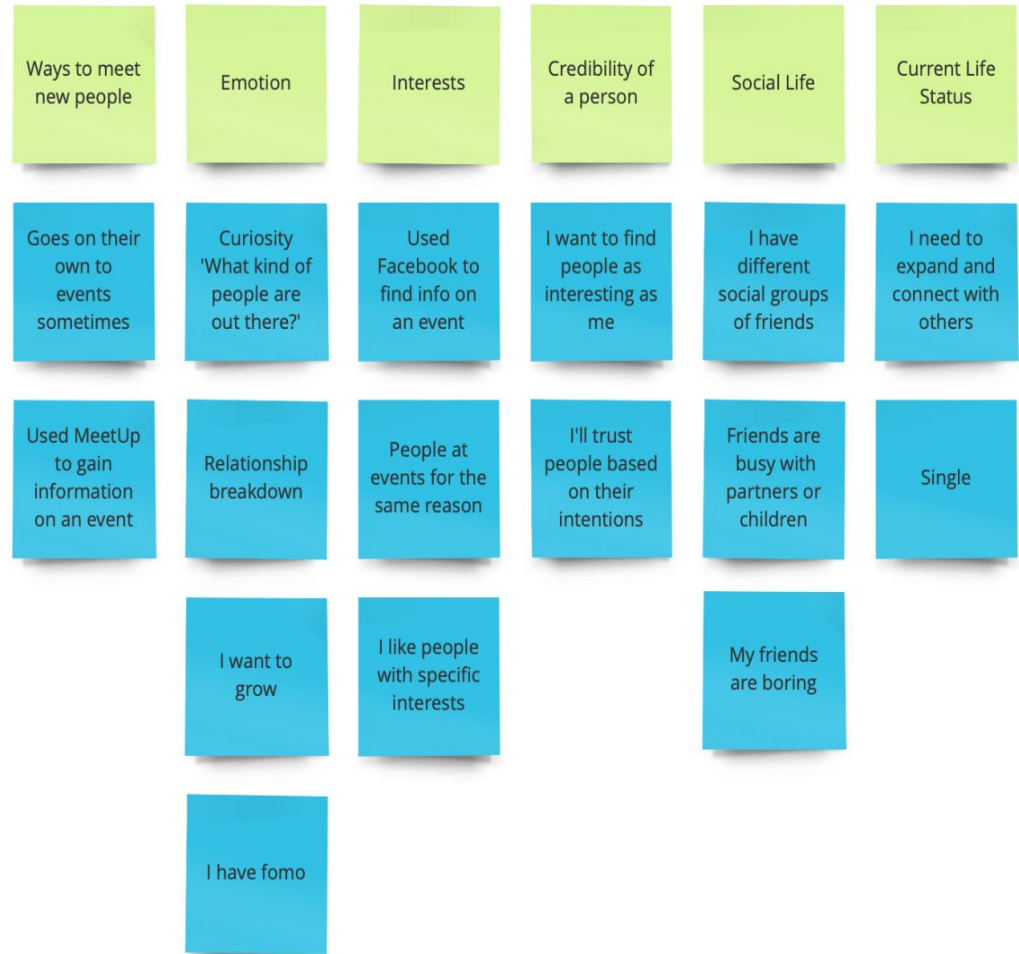
“I have missed out on countless events because of my friends”

“My friend and I follow a number of pages related to a specific activity we like to do”

Affinity Mapping

What was learnt:

- There are differing reasons for why someone would trust a person. The assumption that would need to be tested is that the credibility of a person can be resolved from the use of similar and compatible cues between two people.



Personas

Lauren Jones

Talkative

Fomo

Spontaneous

Friendly



"Where are the fun people at?"

Age: 31

Work: Part-time receptionist

Family: Single

Location: Sydney, NSW

Character: Outgoing

Goals

- To travel and experience more
- To be that fun aunty every cousin wants
- To see Eminem in concert again

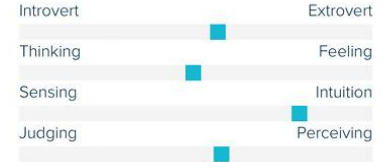
Frustrations

- I am still single.
- My close friends are in serious relationships with their partners.
- I feel like I don't do enough in my spare time.

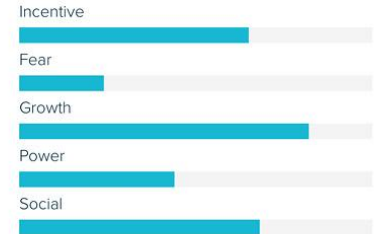
Bio

Lauren is a receptionist by day and a bartender by night. She is at a stage in her life where socialising with friends is slowing down. Her friends are either getting married or settling down and having children. Lauren struggles with finding a friend to accompany her to spontaneous events like the recent comedy show in Chatswood. When she finds a particular event or activity that interests her she selectively asks her friends if they are available to join her. This often leads her to disappointment when some don't share the same interests as her. Lauren uses bumble to try connect with new people to experience and enjoy new things.

Personality



Motivation



Brands/Influencers



Personas

David Lechner



"People that are passionate about their interests are the most interesting type of people."

Age: 29
Work: Unemployed
Family: Single
Location: Graz, Austria
Character: Reserved

Goals

- To find people on the same life journey as me.
- To capture that perfect photo at every place I visit.
- I want to explore and experience different cultures

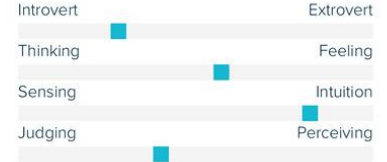
Frustrations

- Travelling solo makes it very lonely at times.
- I don't know where to find people that want to talk.
- Being reserved makes it hard to make new friends

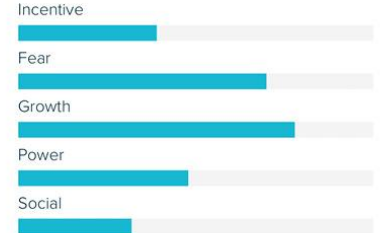
Bio

David is a solo traveller that has decided to quit his job in Austria and head to Australia to travel. He wanted a change in lifestyle and felt this opportunity would help him grow as an individual. He wishes to meet new people and enjoy experiences along the way. David finds that people who are passionate about their interests are the most interesting types of people. Having his own passion in photography, he hopes to connect with locals that share a common interest in landscape photography. Being a solo traveller often means spending a lot of your time alone and it is difficult for David to find people to talk to in Sydney. He has used hostels to meet people and has looked at apps but finds them to be too intimate.

Personality



Motivation



Brands/Influencers

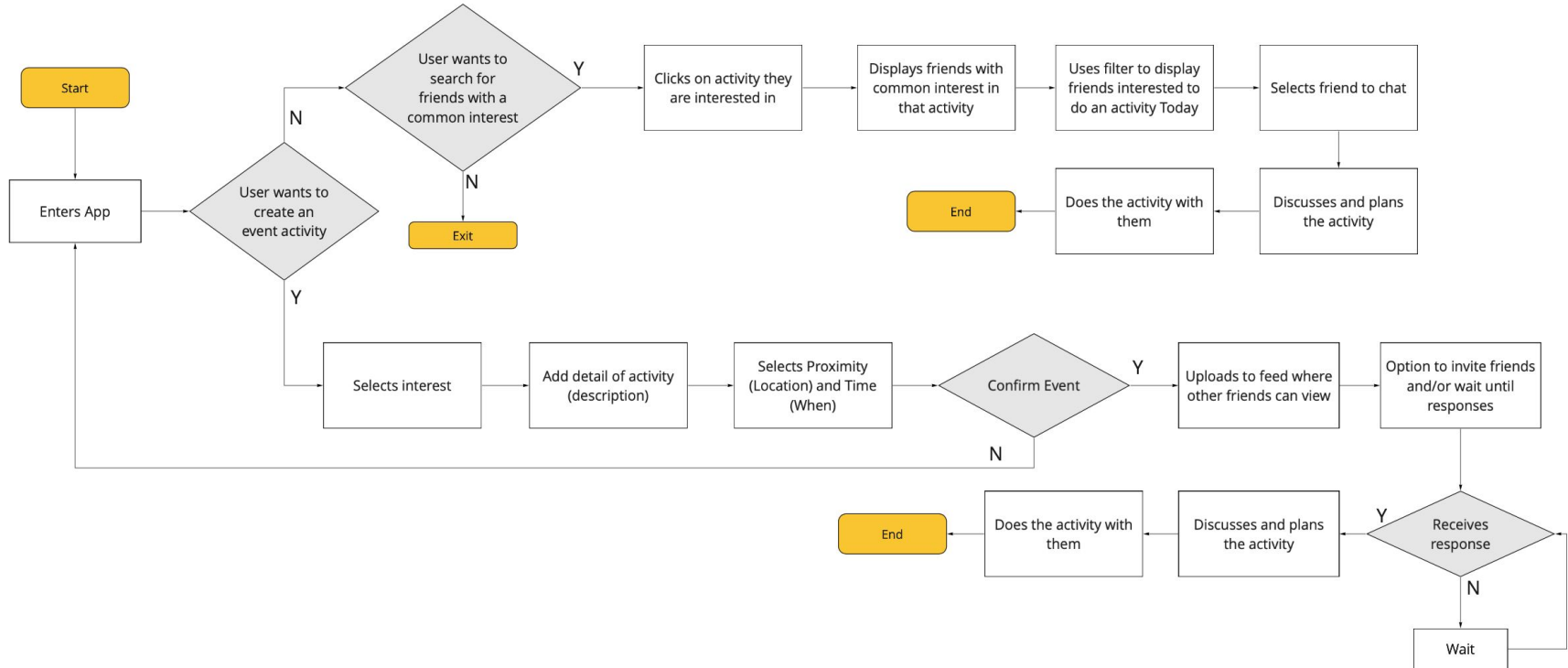


User Journeys

| | | | | | | |
|---------------|--|--|--|--|--------------------------------------|---|
| David Lechner | Travels to Australia (Sydney) | Wants to make a new friend | Stays at hostels | Uses apps such as Tinder, Couchsurfing | Matches with person online | Talks and meets new person |
| Actions | Plane and transport to arrive at destination | Decision | Finds other travellers at the hostel | Opens phone and spends time searching | Start talking to the new person | Visits the person |
| Questions | What are the people like? | Where can I find people to socialise with? | What are these people like? | I want a friend, not someone to be intimate with | Do we share anything in common? | What will this person be like? |
| Happy Moments | Arrives in a new country | I will be able to learn about the culture and more | I found someone I can connect with | I can see what sort of people are online | Match made with person | Learns they have an interest in common |
| Pain Points | I don't know anyone living here | Reserved personality, awkward and lonely | May not like the people you are with | Can be lonely talking to people online only | Doesn't know what the person is like | May have nothing in common and be awkward |
| Opportunities | Already made friends with people in next destination | Platform to find people willing to engage with | Has activities and events to socialise | App shows who is nearby and looking for a friend | Connection through similar interests | Share the experience through mediums |

| | | | | | | |
|---------------|--|--|---|--|--|---|
| Lauren Jones | Wants to do something on the weekend | Messages friends | Checks Facebook for local events | Finds an event she is interested in | Checks which friends are interested | Message friend |
| Actions | | Used phone | Opens more apps to socialise | Opens phone and spends time searching | | Sends message |
| Questions | Who is available? | Why are my friends never available | What is on on the weekend? | Will my friends be interested? | I hope its someone I am close to | Is it awkward to message? |
| Happy Moments | May get to see friends | Being social with friends | Finding a list of events user is interested | Seeing an event which is popular with friends | Discovered other friends going | They could be interested |
| Pain Points | Spends time to find out about friends plans | Having to ask friends | Finding no events user likes | Perhaps no events were interesting to the user | Friends may not be interested | It can be awkward, they may not respond |
| Opportunities | List of activities and events tailored to your interests | Platform to find people willing to engage with | Local events suggested with friends | Shows who would best be interested in this | Who wants to hangout and do a specific activit | Gamify the experience |

User Flows

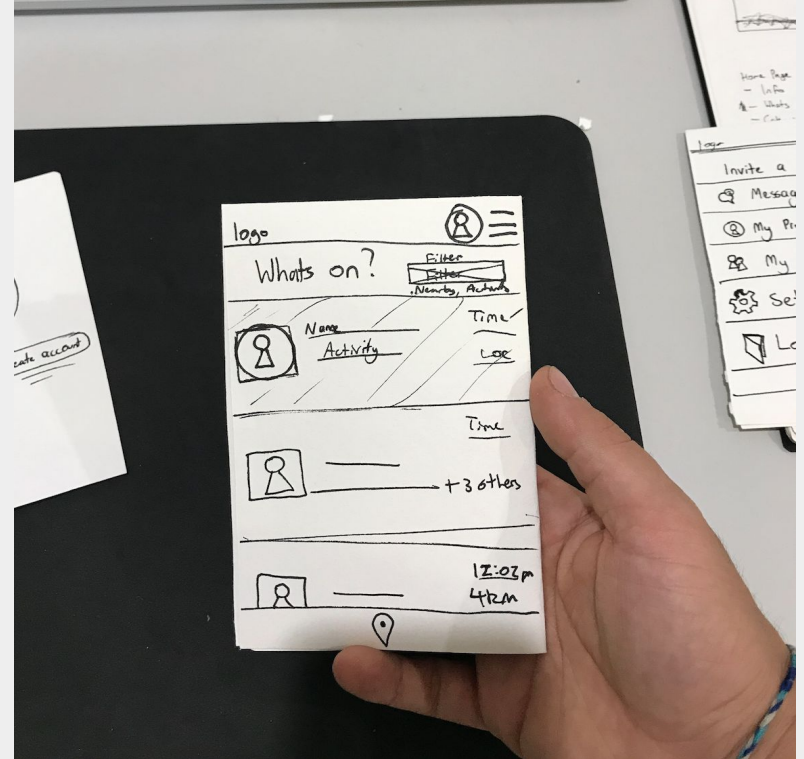
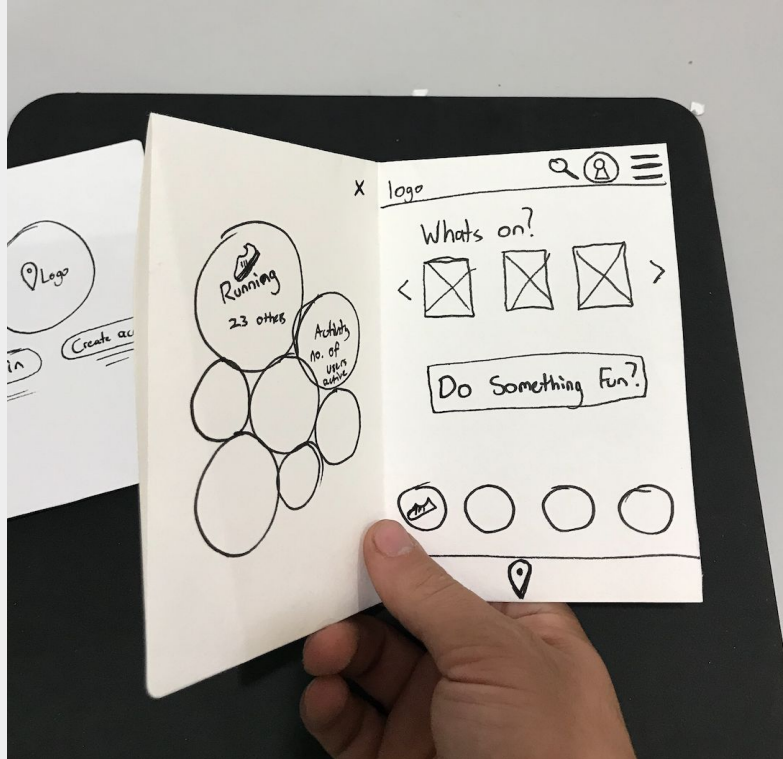


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Lo-fi Prototyping and Wireframing



Paper Prototypes

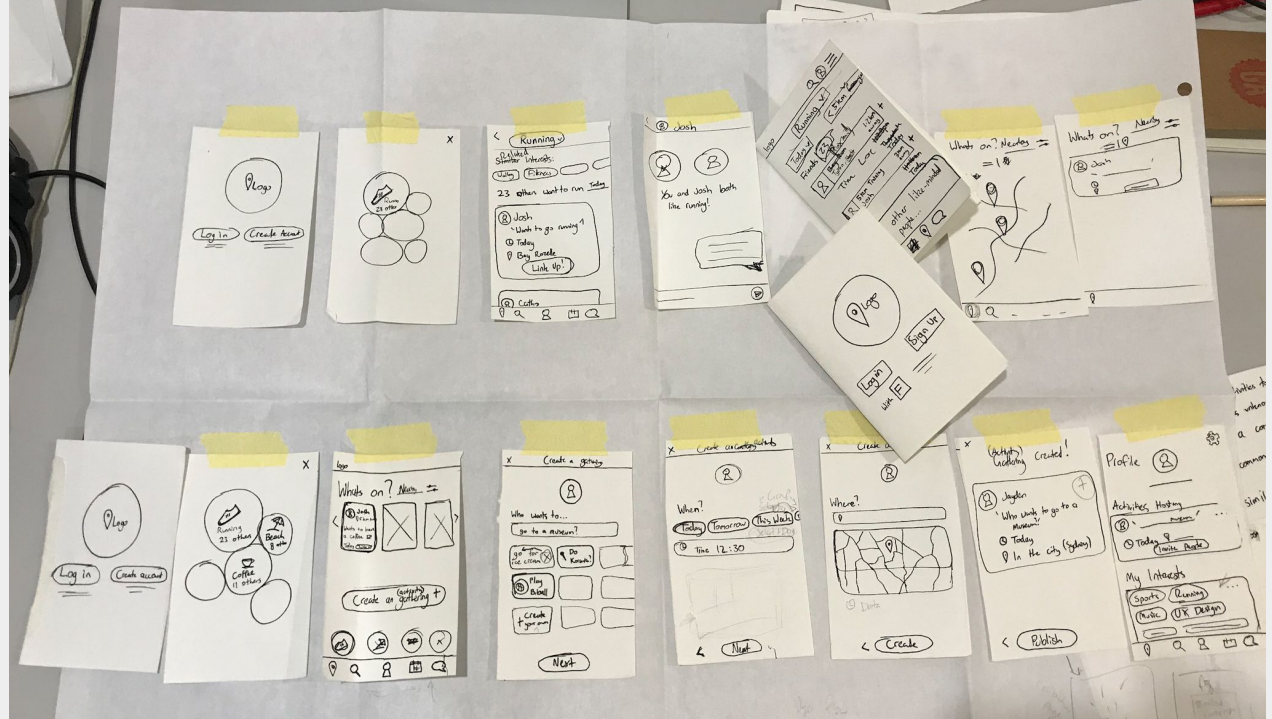


Lo-fi Wireframing

Wireframing Lo-Fi prototypes first allowed me to test the interaction and the flow with a variety of people.

Interviews and feedback were crucial as this changed my design and interaction and focus on the experience of the user.

This was to ensure that my prototype allowed the user to easily and quickly pass through the process to achieve their main goal.



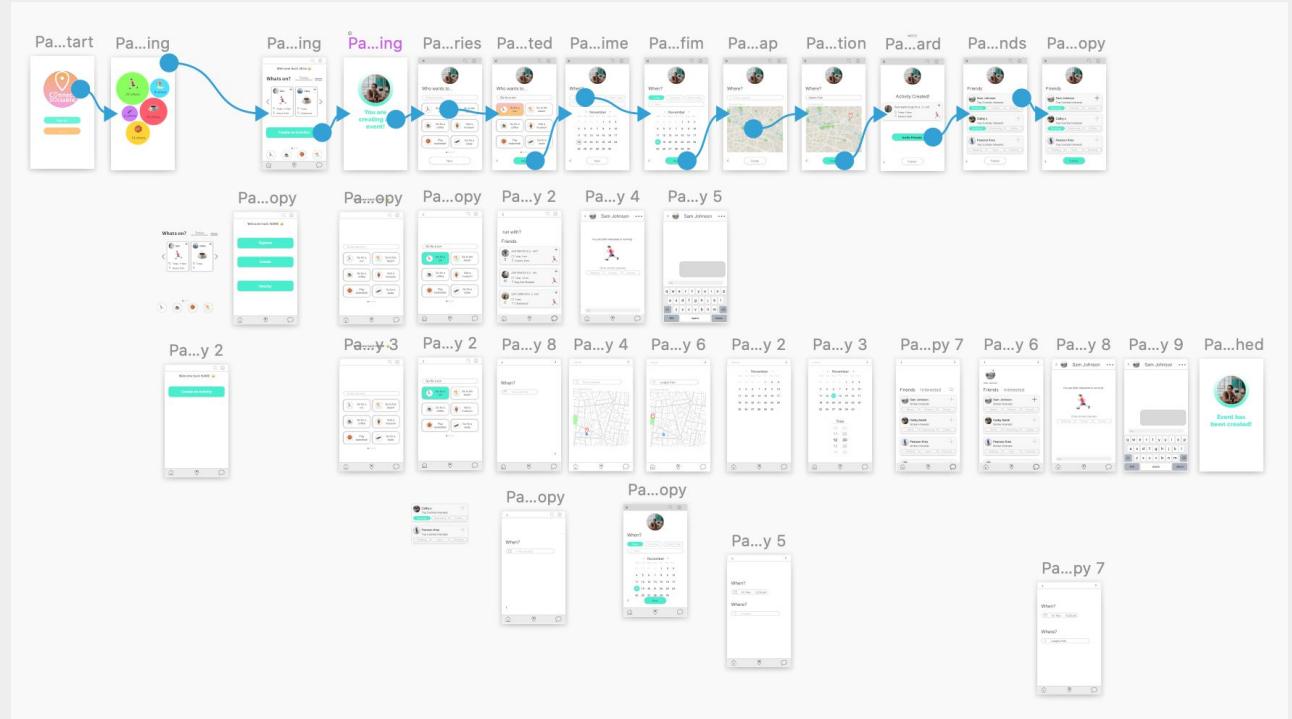
Hi-fi Wireframing

Sketch tool to develop a Hi-Fi wireframing prototype.

Testing led to the discovery of how people did not understand the first pages..

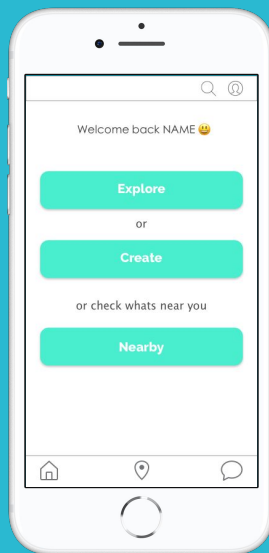
Understanding rituals and habits that relate to the users experience of the process.

Testing the IA navigation of the app displayed that there were too many steps involved in the process. The need to make the flow shorter and more consistent was learnt.

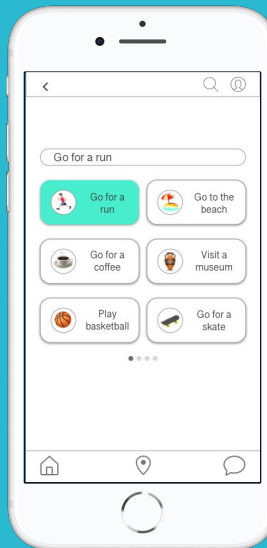




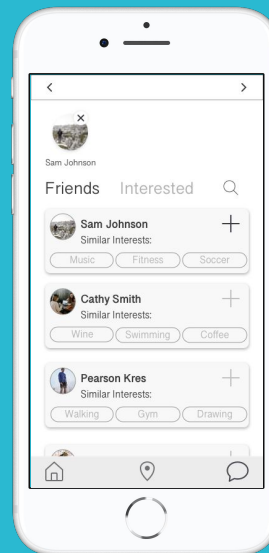
An app,



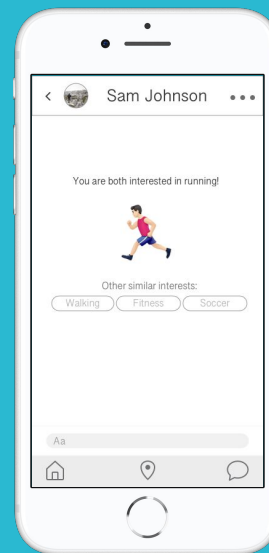
to explore,



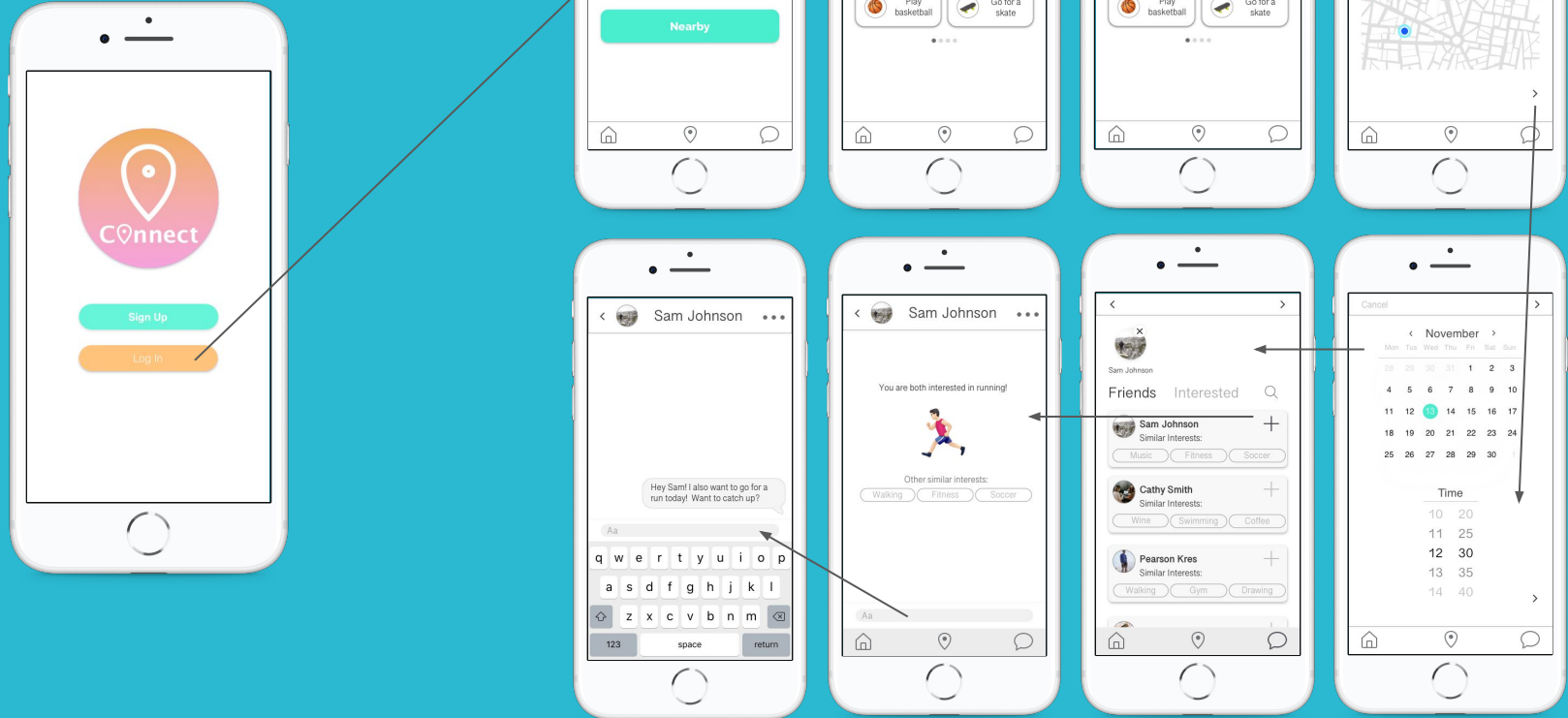
to connect,



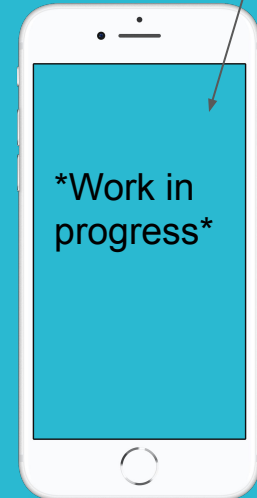
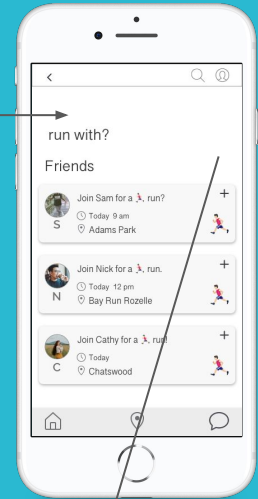
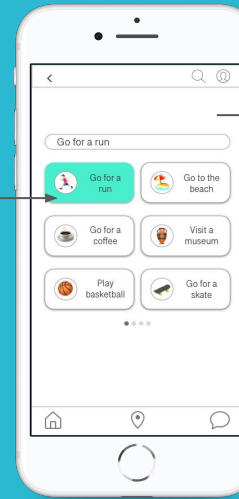
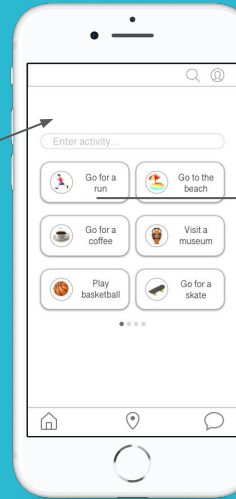
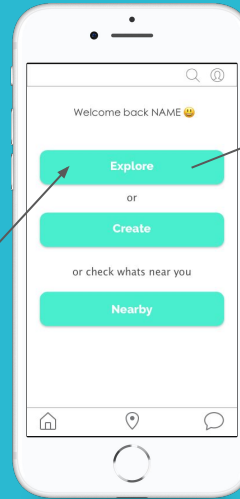
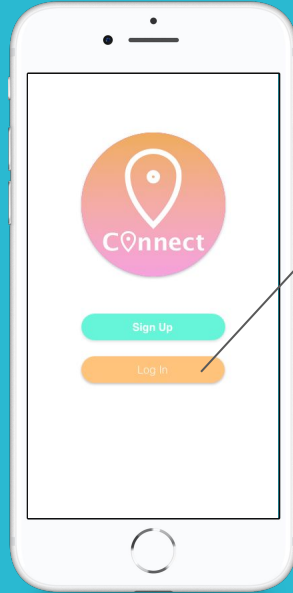
and be
sociable.



Prototype - Create



Prototype - Explore



Future Opportunities

- Further research would allow for a more in depth analysis and understanding of how the target audience would use this application.
- The implementation of a 'try something new or exciting' option.
- A way to gamify the interaction of being active with other people.
- Creating teams and groups of people who share similar interests.
- Allowing suggestions based on previous activities and connections.
- Incentives to be active with friends.
- Allowing feedback and notifications to personally adhere to the user based on their recent activities or inactivity.
- Further testing to refine the layout and functionality of the application. With the goal for a smooth, efficient application that assists users in becoming more sociable with their friends.
- A potential implementation and integration to an existing social media application.



Thankyou!

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