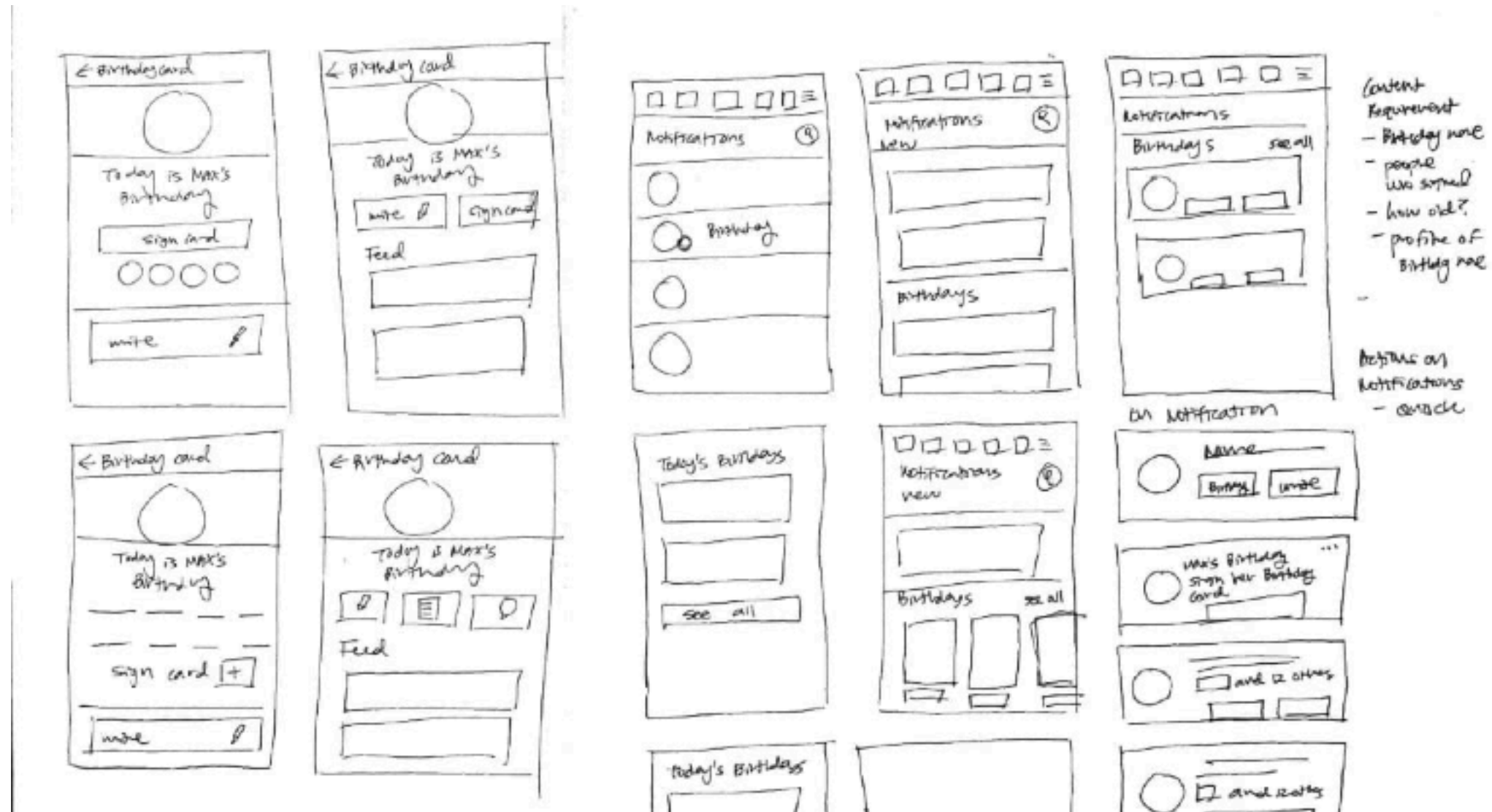


Sketches



Do birthday signatures **reconnect users** or is it perceived to be low-effort?



1

“It still feels good if someone who you don’t know that well wishes you happy birthday”

2

“Notifications make you say ‘Happy Birthday’ but there is not much thought going on anyways”