

Insights

1 **Users implicitly feel like they need to write more**
“Everyone else’s birthday posts seem redundant so I always feel like I need to write more.”

2 **Users want to acknowledge birthdays**
“It feels good to be able to celebrate someone else’s birthday if I care about that person”

People Problem

People want to celebrate acquaintances' birthdays on Facebook but they feel **stressed** because writing on someone else's timeline feels **awkward** and too **public**