JaeWon Kim 00:00:00

Alright. So did you use version R first, st or Q first.st...

P18-1 00:00:09

I use version Q. First.st...

JaeWon Kim 00:00:12

I see. Alright. So let me quickly go over... the version. Features. So version r had a scrollable feed... version 2 had the daily questions, Emoji, reaction, private comment, daily questions. You could send the questions, and the audience was close friends by default, and you could set someone as close friend for future posts only. The feed was in a list view where you just saw, like a list of profiles, check-ins, persona number of likes and followers were hidden. So let's talk about version queue first.st So any like memorable feature moments, emotions like.

P18-1 00:01:05

I think it was just a lot easier to post overall, so I think the check-ins were really nice, because it was a very low maintenance way to kind of see what your friends are up to. And also the Q. And A. Is, of course, like being prompted to post... was really a lot easier than inversion. R, because I think R. Was just a little bit more... free form, but that also made it more difficult to... have ideas for what? To even post I don't know, because for me, I'm not really someone who just posts for no reason. I think the questions really helped a lot, and also being able to send questions to each other, was really fun.

JaeWon Kim 00:01:51

So you mentioned check-ins as a way to, you know, casually share of, you know the song status emoji social battery. Were they like, different in terms of how you interacted with them or felt about them.

P18-1 00:02:07

Sorry could you clarify.

JaeWon Kim 00:02:08

Oh, yeah, so like for the different parts of the check-ins. Did you feel differently about them, or did they serve different purposes for you?

P18-1 00:02:17

Oh, yeah, I think the social battery level was something that I was a little bit confused about at the beginning, because I think, like it is interesting. But also, since that like wit isn't really... something that I was using as like a messaging app or like to actively talk to people. It wasn't exactly what I was looking for, especially because the check-ins were daily and not like hourly or something, or at least that's how I used them so I think the battery level was not as important to me personally, but I did really like the mood, because a mood kind of lasted me the whole day, and the song, of course, also is pretty good, because... I tend to like songs for more than a day.

JaeWon Kim 00:03:05

Yeah, so was it like the design of the platform that gave you the idea that you know you do daily check ins, or was it the experiment set up, or like? I don't know.

P18-1 00:03:18

I think it was probably just the design.because I mean, there was like the daily questions, too, so... like the notification. Sorry I have the app pulled up on my phone right now.And so it's like the quick reminder to share something with your friends today. So I didn't use the app very often. I used it, maybe once or twice it per day. So maybe that was just what led to this. Yeah, I... yeah, I kind of just thought of it as a daily thing. That's how most of my friends used it as well.

JaeWon Kim 00:03:55

Makes sense. Well for this social battery thing. You mentioned the chat app what would be like an ideal case for using the social battery feature in a different platform. I guess.

P18-1 00:04:08

I think it is really nice for knowing how you can message people, but I think I would have to be using the app overall more often, just because I think.with the people that I already knew

from my own life, before using the app, I oftentimes use like imessage to contact them instead.So it was a little bit... difficult to message them on here instead, not because of the app itself, just because of other platforms available.But I think it's really good for people who you haven't really talked to before. Because, of course, this is the only way that I know them, so... you can do that pretty easily, which is really nice.

JaeWon Kim 00:04:55

Oh, is it to like share your social battery level, or is it to like sort of... stop them from messaging you when your social battery is low, or like, encourage them to reach out.

P18-1 00:05:05

And.

JaeWon Kim 00:05:06

What's what's the per? What's purpose would it serve.

P18-1 00:05:10

I definitely thought of it more as how other people can perceive you, and how... I guess how ready you are to be able to talk with people, because I know I'm someone who needs to recharge before talking with people as because I'm a little bit more of an introverted personality, at least.so that makes it a little bit... I think easier or rightfully more difficult for people to talk to you. I didn't really use it as like a personal check in. I used it definitely to see like how my friends were doing. It was kind of nice, too, because if I messaged someone outside of that, and I didn't know why they weren't replying to me. Oftentimes I would check here, and they would be like completely drained, or what? Something like that... that's cute.

JaeWon Kim 00:06:03

Yeah, so what about like Emoji reactions? Have you ever used this feature.

P18-1 00:06:11

I did use the emoji reactions, but... I liked it in some ways, and it was, but it was also a little bit difficult, because you had to like scroll through.I mean, that's kind of just like a laziness thing, though, like I don't. I don't know. I think it was.It was nice, but I didn't see a lot of others using emojis. Yeah, I don't know.It's I like it a lot. Another thing, though, that I noticed is that the emojis don't really seem to like. There's no recents which would be really helpful to me, because there are some that I use more often than others like the crying face emoji, for laughing at something. For example. when you have to scroll through, it makes it a lot easier to just use the normal like.

JaeWon Kim 00:07:03

Makes sense. So if other people were using the emoji reaction often, do you think you would have engaged? Did... a little more as well? Or is that not.

P18-1 00:07:13

Yeah, I think so, for sure.

JaeWon Kim 00:07:16

Hmm,... So... to make it easier for you to engage with their emoji reactions. Do you think you would have preferred, like a search function where you can like search for certain emojis, or like a preset. You know, like how Instagram, DM. Works. 5 different emojis. Which would you.

P18-1 00:07:35

Yeah, I I don't know if I would prefer one or over the other. I think... like the search function is pretty like it works pretty well, but just... having like a again like a recents tab would be really helpful for me.because something that I don't really like about Instagram is that people I like. I don't know. I think that a lot of people don't even know that there are other reactions than just like the heart, because that's just the default. And I don't know, of course, like the way the Ui is set up here, it that wouldn't really happen. I don't know.I think, yeah, recents would be nice. But yeah.

JaeWon Kim 00:08:30

So if recent for like was available, and other people are using it often. What do you think would be like the upside or downsides of emoji reactions.

P18-1 00:08:42

I think it allows for more like varied reactions instead of just being like, Oh, I like this, or avoiding liking something you can put like a thumbs down, or like a laughing emoji. I don't know something that's a little bit more personalized, I guess, to each other, and I think it makes a little bit easier to communicate over the app through these little pictures.

JaeWon Kim 00:09:08

Yeah. Makes sense. How about private comments? Have you used.

P18-1 00:09:15

I did use it, but I didn't find a lot of personal benefit from private comments, because usually I could just message that person through the app on its own. I felt, I mean, I think, because it's something that I'm not really used to. I didn't... not like.It was almost like. I didn't have full trust in it like I was scared that like somehow, some other people would see it. So I'd rather just message someone.But it is kind of an interesting feature, just because it's like very specific to one thing, because I have before, like, for example, on Instagram, I would send the post back to the person and then be like, oh, I noticed whatever. That's something like that, because I didn't want to put a full comment.So I think it. It's nice for certain things, but it's just not something that I'm very used to.which just was a little bit hard on myself in order to get started doing.and I think the fact that there is messaging makes it a lot... avoid like almost avoidable, to use.

JaeWon Kim 00:10:18

I see. So did you use the app mostly with... like, were the friends that you knew from real life? Were they like super close friends?

P18-1 00:10:31

Yeah, I was really close with them, like my best friends.

JaeWon Kim 00:10:34

I see so like you don't really need like you don't have any hesitation, for DM.

P18-1 00:10:40

Yeah, I think one thing... that this app would be really nice for actually is for people like if there was a way to have it be used as people in a new group setting. So you could... like, I don't know how realistically you could do this, but like going to a like, I guess, 5 day like... academic competition or something. And you don't know a lot of people. If there was a way to say that you were at this competition like, say securely, say that you were at this competition, and be able to meet people through that and like. See what kind of a little bit of insight into their personality. That would be really really nice, but I think for close friends already. It's... not quite as beneficial. I suppose I'm not sure if that's the right word.

JaeWon Kim 00:11:33

Is it cause, like the responses, are predictable or.
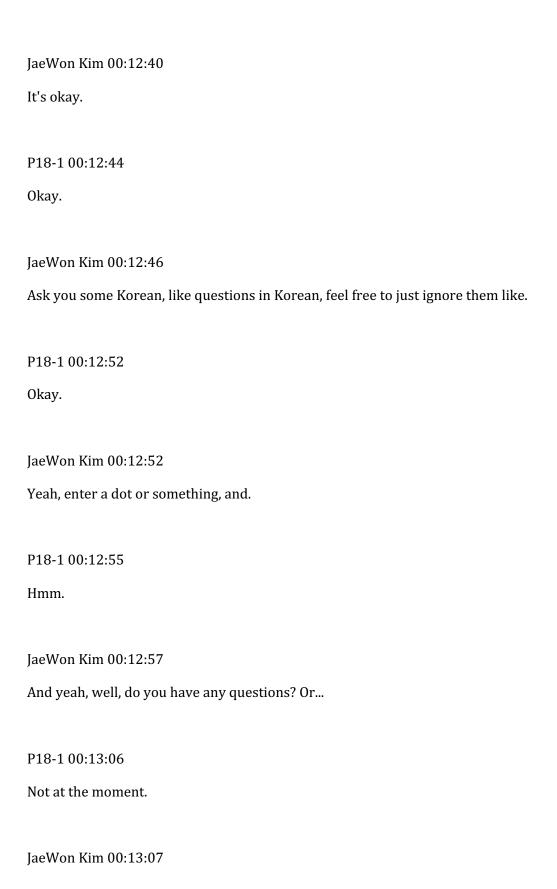
P18-1 00:11:37

Yeah, I think so, because, like for the questions, like, I already know generally what they would answer to that. The posts, I mean, it's still sharing information. But... yeah, for people that I didn't know as well. It was a lot more interesting, like the people that I met like on the app, seeing kind of what their personality like was like, was really fascinating to me. because I can see like kind of the kind of personality or the kind of humor that they have like showing through throughout their Q. And as and posts.

JaeWon Kim 00:12:12

That's super interesting. Well, I know that you have a lot of insights into, you know, social media and design and all that, because you've participated in the past. And I've really liked your insights.hopefully, we could continue talking. Could you use this link to schedule another one.

P18-1 00:12:37

Again. I'm so sorry I missed half of this meeting.

JaeWon Kim 00:12:40

It's okay.

P18-1 00:12:44

Okay.

JaeWon Kim 00:12:46

Ask you some Korean, like questions in Korean, feel free to just ignore them like.

P18-1 00:12:52

Okay.

JaeWon Kim 00:12:52

Yeah, enter a dot or something, and.

P18-1 00:12:55

Hmm.

JaeWon Kim 00:12:57

And yeah, well, do you have any questions? Or...

P18-1 00:13:06

Not at the moment.

JaeWon Kim 00:13:07

Alright. I'll see you again. Then.

P18-1 00:13:10

Okay, thank you so much.

JaeWon Kim 00:13:11

Thanks, bye.

P18-1 00:13:12

Bye, bye.

JaeWon Kim 00:00:42

Hey!

P18-2 00:00:43

Hello!

JaeWon Kim 00:00:44

How are you?

P18-2 00:00:46

Good. Yeah.

JaeWon Kim 00:00:48

Um.

P18-2 00:00:48

Doing pretty well, you.

JaeWon Kim 00:00:50

Uh yeah. Um. Do you remember what we talked about last week? Or do you want me to just like. Go over uh.

P18-2 00:00:58

Um kind of.

JaeWon Kim 00:01:01

Yeah.

P18-2 00:01:01

Maybe going over would be helpful.

JaeWon Kim 00:01:03

Yeah. So we were talking about version 2, a little bit, um, and.Oops. I closed the features. Thing.Just give me one second.Oh, there we go!Um. So these were the features that we had on version R. We have the scrollable feed.Version Q was the one with the questions, emoji reactions, private comments. You could send the questions.Post trends by default list, view.Um. And by this view I meant the list of profiles. Um.And check-ins, persona number of likes and followers, and.Um so um. I already asked.This, but just to go over a little bit. Um, any like. Um moments that stood out while you were using version 2.

P18-2 00:02:02

Um. I think I already talked about one, but I was thinking this morning also.There was another time I was in this academic competition, and we were able to win. 1st place.And one of my other friends is also in that competition on my team.And I think um, it was really nice, because we were able to like post.Our success, and, like our announcement to a few of our friends.In kind of a.Manner that felt like very um.I'm not really sure the word, but like more.Private and close.Way, like kind of.It felt like we were very like very able to connect

with others, and people were able to react like with emojis or.With private comments to it really easily, which I think was really just kind of. Cute. I don't know.

JaeWon Kim 00:02:55

Yeah. Oh, you actually mentioned that um, it would be a good thing to use to connect with new people that you're interested in.Um. Could you elaborate on that a little bit, please.

P18-2 00:03:09

I mean, I, personally, didn't have any outstanding experiences with connecting to new people. Of course, like I added a few.But overall, I think.I don't know. I.Just because I was already close to a lot of people on the app.It was kind of difficult for me to connect with these others, but it was.Interesting to see what they're like up to or like if they're posting photos or just giving like the um. Check-ins. I think you can really kind of get a little bit of insight into that person's life.

JaeWon Kim 00:03:45

Mhm yeah, so, um, what do you mean by like having close friends? Being sort of a sort of a hurdle to making new friends, is it because they're like on the same feed and.

P18-2 00:03:56

Mhm, I think so. At least, in my mind, it's more of a priority for me, to see.

JaeWon Kim 00:03:57

It.

P18-2 00:04:02

Um? What.Like my.Closer friends, or what my like real life friends are up to than these others that I only know from online.Or from just.I mean just from the app. But if the meaning of the app.Like.I think it depends on how each person designates the time that they put into the app, because.I was very busy during the trial period, so it was just kind of difficult overall for me to be able to.Use it. But I think for some people who are able to have

more time, you can get a lot closer.And then also for using it to.No new people overall, and having that as kind of an overarching theme.On the app. Um.I'm not really sure.Like exactly how feasible it is, but.For I think I mentioned like having like groups for. Experiences or something where it's like people who are all in a new environment and trying to get to know each other. I think this would be very, very beneficial.

JaeWon Kim 00:05:10

So I guess there's like close friends. And then uh people that you're trying to get to know better. And then there's strangers that are would remain just like Internet friends. Um.In an ideal scenario or.Either like on your end or your perception of um.Like how this app is best used.Who would you have on the app as friends out of those 3 categories, like close friends. Um, friends, that you're getting to know better. And then, like Internet friends.

P18-2 00:05:50

Sorry could you clarify.

JaeWon Kim 00:05:51

Yeah, like, um. Which which of the 3 groups of people do you think is most suitable for. Version, 2.

P18-2 00:06:03

I think it's definitely a mix.There's a lot of different uses that you can get out of this app.Because.Um, for, like my real life, like close friends and actual friends, a lot of times I already kind of.Am able to predict what their answer to some of these questions might be on the daily questions.Whereas for meeting new people, I mean, you don't really know much about them, of course. So there's going to be a lot that you can learn about them just from the questions.But I mean still, even with close friends or friends, it's. Very interesting to see what they might be able to say.

JaeWon Kim 00:06:41

Hmm so um.Is it interesting to see.What other people are answering.Um. Because I'm asking this, because, like you ended up prioritizing your close friends.Um. I'm wondering if that's

because that's more interesting, or it's because you feel the like emotional pressure. In a way to respond to them.

P18-2 00:07:05

Definitely a mix. Yeah.Because, like the online friends, a lot of times, they already.Like they have other people that they can talk to just because of the way the like.The usage of the app was set up for our purposes.But for my close friends, some of them were not as successful, I feel like in adding others as well, and I just wanted to be able to give them maybe more support. I suppose.But also again, like the interesting thing, because. Like I don't know. It's just nice to see what's going on inside their heads.

JaeWon Kim 00:07:40

Hmm um.Outside of version queue. When do you usually talk about these things? If we do.

P18-2 00:07:48

I mean not so often honestly, because there are some questions that are like.What color of food would you like to eat for the rest of your life? That's not really something that's likely going to come up in conversation. I think those are definitely the questions that more.Caught my attention that, as compared to some of the others.Because a lot of them are very interesting, and I like that. You can go back into like past questions and go.And do those? Because.I mean, if you're gonna have daily questions, there's gonna be, of course, sometimes where not every single one is going to be.Super um like. Captivating, I suppose.

JaeWon Kim 00:08:25

Mhm yeah.Hmm. Then, in terms of the interactions with your closer friends. Which of these features on version queue helps? Um. The most, I guess.

P18-2 00:08:39

Um, I think. Check-ins.Yeah, I would say check-ins, because.Seeing how someone's headspace is, is really important for me, because.I try to be someone who's.Very like.Not going past people's boundaries, you know, of course, and.I think that the check-ins really helped me be like, oh, well, this person might not be doing so great. Maybe I should ask them how they're doing, or just leave them alone, whereas if they're celebrating something

like.My friend and I did during the time. We can also have people reach out and be like, hey congratulations.And I think that was really nice, just because it's kind of a small thing, it. But it's like.I don't know if you've heard of the like. Low maintenance, friendship, idea like kind of like that, and. I don't know. And also the songs were really fun.

JaeWon Kim 00:09:30

Is it. Yeah. Um, is that a thing low maintenance? Friendship is, is that like a thing that you guys talk about or.

P18-2 00:09:38

I mean, not really. But it's it's something that I've seen online before, where basically, it's like.People that you can be friends with, but not you don't have to talk to them every day.Which is good for some people, especially introverts, because. Sometimes talking to all of your friends every day can be a little bit draining.

JaeWon Kim 00:09:56

Mhm yeah, so are those people like, strictly Internet friends, usually, or is it like in real life friends, that. Or like, loosely connected with you, online.

P18-2 00:10:05

I think it can be.Either. I don't have a lot of Internet friends because of.Um, some.Personal ideas that I have, and kind of worries that I have, I suppose, about meeting.People strictly online.But I think with a lot of my real life friends.Like, we're all very busy people. So having being able to know that they're there, but.Not having to constantly.Um update them is.Kind of nice, but I think that wit is also.Beneficial for being able to update them, but in an easy way that. All of your friends could be able to see.

JaeWon Kim 00:10:47

We have some design ideas. Um.One is having 2 different feeds for your closer friends. Keep.The format of version Q, or either like, let it expand for each person when you click on it so like.Not all posts show up um! As like a scrollable feed you each have your own space, but you don't have to like click into the.Each profile. Um, and then you would have a separate uh feed for strangers. Sort of.Where it's anonymized, and you can connect with

them. But it's like in a scrollable manner. So it's more like content. Exploration rather than like user based.

P18-2 00:11:29

Mhm.

JaeWon Kim 00:11:29

Do you think that would help in terms of the user experience.

P18-2 00:11:34

I really like that idea. I think.Yeah, because on the original version, queue, not having any sort of.Like real feed was a little bit difficult for me, just because I'm a bit lazy.And I didn't want to click on every person's profile to see what they're up to.So, being able to like expand those profiles is really nice, and then also, like the anonymized.One, I think.It's so. Would that have like.Everybody on the app pretty much, just as a kind of algorithm. Based feed.

JaeWon Kim 00:12:09

Yeah, I'm thinking that you can filter based on uh, you know, on Linkedin. There's like, first, st second, 3.rd...

P18-2 00:12:16

Oh, yeah.

JaeWon Kim 00:12:17

Yeah, so you can filter based on that.And I'm not sure if we will actually implement this, but based on how.How many times you liked certain users. Posts like their posts, are more likely to show up.Um. I don't know.

P18-2 00:12:35

Yeah, I, really, I really like that idea, actually.I didn't think of something like that. That's. Yeah, I think that's yeah.

JaeWon Kim 00:12:44

Hmm.

P18-2 00:12:45

But with the likes, I think.

JaeWon Kim 00:12:47

Mhm.

P18-2 00:12:48

Might be a little bit more difficult, in my opinion, just because.Um.I don't know like, because there's also the emoji reactions right?So.You might have to like work with. I don't know. I'm not sure where I was going with that, but.

JaeWon Kim 00:13:09

Like, consider both of them in the algorithm. You mean.

P18-2 00:13:11

Yeah, cause, I.

JaeWon Kim 00:13:12

Okay.

P18-2 00:13:13

I use the emojis a lot more than likes, and some of my friends are the same way.Which shows, I think, more. Interaction with each other, but not, I guess, in the traditional way.

JaeWon Kim 00:13:26

What do you mean by like more interaction?

P18-2 00:13:29

Just because, like, if we aren't using the likes feature. We were just using the emoji instead.

JaeWon Kim 00:13:35

And you think that emojis. Are like richer than likes? Or is that not necessarily true?

P18-2 00:13:45

I, mhm.I think it depends because.Some. It's like the very happy, smiley face like I think that's more of a.Positive Interaction.Whereas you can also, I mean.You can also just use the normal, like, I suppose, for.Having more of a.General reaction to someone's post. But the emojis helps. You have, like more. Complex emotions portrayed.

JaeWon Kim 00:14:13

Makes sense so in terms of the low maintenance thing uh. The other idea I have is that.Um. Oftentimes, when you are getting used to a new app, you just forget about it. Like for the this experiment, we sort of like forced you guys to use it every day. So I think that sort of helped with, you know, remembering to use it.And we spammed you with like daily notifications and all that. But ideally, we wouldn't want to do that because.You know, low maintenance. Um, so I was thinking.Having, like a separate.Speed so like this is more like a speculative thing. But.Imagine that all of your friends have this ipad, or like tablet next to your desk.And that tablet only shows the feed of who am I? And that feed looks like.Uh sort of a farm, not not a farm, but it's like a land, and whenever someone posts something it like lights up in a different color, or like when they do like a check in. Then.It sort of shows in a summary that they updated something. Um.So that you can.You don't really interact with that feed.Um like you upload things on the app still. But then, by having that thing, you just sort of like.Feel their presence. Um, and you can let them know like right now, check-ins

don't really. Signal a lot of updates to other people. But then here you would feel a little bit more of that. How do you feel about that kind of interface.

P18-2 00:15:52

Yeah, I like that. I think.It would be nice. I'm not sure if it would really boost. How people are like, how often people are using the app in the 1st few days or weeks of them.Downloading it, though, just because I mean, I think it'd be.Really nice, just for everybody to be able to easily see.Um! How people are, how their friends are doing.But in terms of boosting. People's usage of the app. I'm not really clear on how that would help.

JaeWon Kim 00:16:21

Hmm. What do you think would help.

P18-2 00:16:27

I I think, more notifications.

JaeWon Kim 00:16:29

Really.

P18-2 00:16:29

But I know that some people get really annoyed by it. I'm not someone who does really.But, like I'm not really sure how else you would get people's attention. To use it.

JaeWon Kim 00:16:41

Hmm.I think, like a thing that.Is hard to convey to people is that when we're trying to build a community online like, it takes everyone's effort.Like, and the more lurking that you do, it's harder for the overall community to build. But it's really hard to sort of, you know. Convey that, and I guess.

P18-2 00:17:06

Yeah.

JaeWon Kim 00:17:06

Yeah. Hmm.

P18-2 00:17:08

I mean, I suppose you could always like gamify it where it's like Duolingo, and you have, like friend Streaks, or something.

JaeWon Kim 00:17:16

Mhm.

P18-2 00:17:16

Where, like 2 people, and if they post every day, they. Keep getting a higher number of days that they've been like together.

JaeWon Kim 00:17:24

Do you have apps that have similar kind of interface like that?
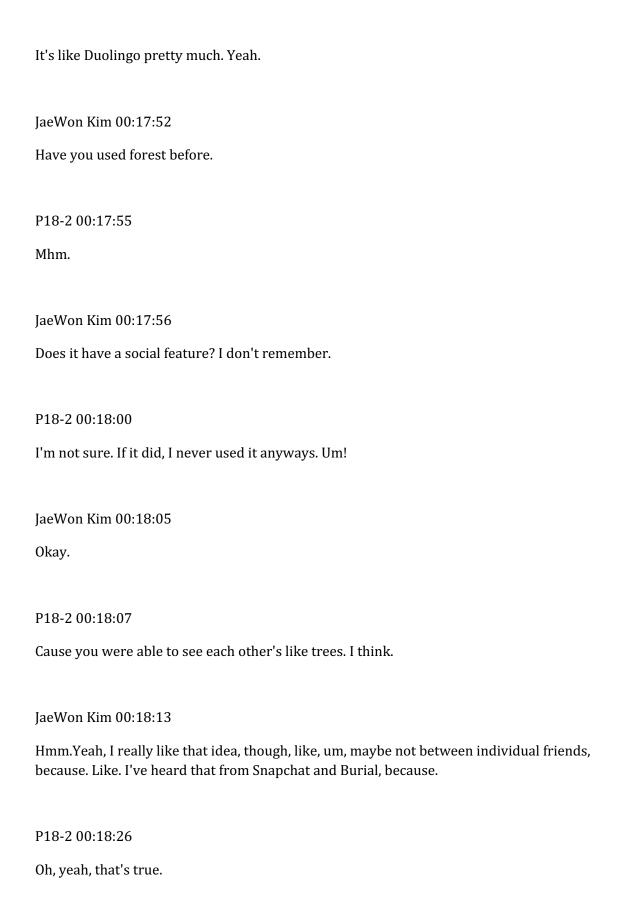
P18-2 00:17:30

Honestly only, for like study apps.But I think it would be. Interesting to see it come to a social media app.

JaeWon Kim 00:17:39

That's super cool. So like um. If you co-work like study together like it gives you points. Okay? Or is it just like Duolingo? Ish thing.

P18-2 00:17:49

It's like Duolingo pretty much. Yeah.

JaeWon Kim 00:17:52

Have you used forest before.

P18-2 00:17:55

Mhm.

JaeWon Kim 00:17:56

Does it have a social feature? I don't remember.

P18-2 00:18:00

I'm not sure. If it did, I never used it anyways. Um!

JaeWon Kim 00:18:05

Okay.

P18-2 00:18:07

Cause you were able to see each other's like trees. I think.

JaeWon Kim 00:18:13

Hmm.Yeah, I really like that idea, though, like, um, maybe not between individual friends, because. Like. I've heard that from Snapchat and Burial, because.

P18-2 00:18:26

Oh, yeah, that's true.

JaeWon Kim 00:18:27

Encouraged to like do it every day. It starts to like stress you out, but then um.

P18-2 00:18:31

Yeah.

JaeWon Kim 00:18:32

Maybe gaining points for like contributing to the community like whenever you post, it's not like you are posting something to get your attention. It's more like, Oh, you share something with the community, and like you, too.Uh he made a difference, I guess. Um.Yeah, I like that. Thank you.Um. So back to version 2.Questions, sending.Um. You briefly mentioned it, but um. What was like the favorite part of having that feature, I guess. Like, how did it help with interactions?

P18-2 00:19:19

I think it was just nice to be able to prompt others, or to be prompted to share a little bit about yourself, because.I mean there, of course, like you can answer the questions daily, or if you miss a few, then somebody is able to come back to it, and just. Bring it back up again specifically to you.

JaeWon Kim 00:19:36

Yeah. So in terms of like signaling that you're interested in someone. Uh, there's like different ways of doing it. Emoji reaction, private comments, sending questions or.Ah like sending a message, I guess.Um! How? How are they different in terms of. How it feels as someone sending it or receiving it.

P18-2 00:19:56

I think to me the like reactions to your the post that you've already posted. It's.More expected. I guess. But question sending is like, Oh, this person thought of me and wanted to know what I had to say about that topic.

JaeWon Kim 00:20:13

So it feels more. Effortful, no.

P18-2 00:20:17

I suppose? So. Yeah.

JaeWon Kim 00:20:21

Um.Did you ever use the persona? Feature.

P18-2 00:20:27

I I did when I signed up for the app, because.It just seems like the thing to do when you're making your account. But I'm not really sure if it was.That beneficial, at least in my opinion, because.There was a lot of different ones, and I think I clicked off like 10 or something, so.I'm sure a lot of my friends didn't want to read through all of the ones that I thought I fit into.And I didn't like. I think I think that just because I didn't really look at other people's because.I mean with the close friends already. I already know their personalities too.But I think for making new friends again.It could help a lot to kind of see their like. Vibe, I suppose.

JaeWon Kim 00:21:16

Hmm, then, do you think having like 3 specific ones like.Style of reaction, or like cadence, of viewing.Like major social media usage styles, and having one for each. Do you think that would help better.

P18-2 00:21:34

Yeah, maybe I'm hmm.I think it would be nice for them to be more like.Out like I I guess, outlined.So that way, like for specific.Um.Specific prompts, I guess, like.Again, like the how often they use the app.They could say how like just how much they do like once daily, once, weekly, or something. But.

JaeWon Kim 00:22:11

What did you mean by them being more outlined.

P18-2 00:22:14

Like specifically like on their profile. Where it would be kind of just a more main feature of your profile, where it's instead of just being like the small like bubbles.

JaeWon Kim 00:22:26

Mhm.

P18-2 00:22:26

It can be like.Um.Person like there, what is. Hold on! Let me look really quick.

JaeWon Kim 00:22:34

Mhm.

P18-2 00:22:36

Like this is.How like open I am to conversation!And this is my personality in.Um doing certain types of tasks. And this is the kind of conversation I like to have.Something like that. But again, that would be like a little bit more bulky. Terms of your profile, instead of just being like a nice little thing.

JaeWon Kim 00:23:01

But then, if we had to like.Click into something to view it. Then people are less likely to view it right.

P18-2 00:23:11

Yeah.

JaeWon Kim 00:23:14

Mobile phones are mobile apps are hard to design like. So it's such limited space.

P18-2 00:23:17

Mhm. Yeah.

JaeWon Kim 00:23:21

Yeah, anyway. Um. Do you remember the time that you transitioned to version R.

P18-2 00:23:28

Vaguely. It was a very, very busy time for me. Because we're preparing for the like big competition that we were able to win 1st place in. But yeah.

JaeWon Kim 00:23:39

Congrats um. So did you like sense any shifts in norms of the app?

P18-2 00:23:49

Um.I think that people just kind of stopped.Using it as often.Because I think, for starting inversion queue. It felt more like the app was based around the questions like.I think I was the.Only person, out of.My like little like starter group that made any posts.And everybody else was just using the Q. And as up until we had to transition.But the version r.Was kind of.More difficult for people just because they had to actually like generate content on their own. And they couldn't just use. Um like the questions as a prompt to doing so.

JaeWon Kim 00:24:36

Let's see.So I guess um. On regular social media most of the time. There aren't any prompts, you know, like.

P18-2 00:24:47

Yeah.

JaeWon Kim 00:24:47

Tumbler Instagram um. But people still find things to share.

P18-2 00:24:52

Mhm.

JaeWon Kim 00:24:56

I'm wondering if some people or designers might say that version. 2 sort of.Made people dumb, or like.You know, like they're not able to find things to post about anymore. Is that? Does it have that kind of effect? Or is it more like the norms like you're.

P18-2 00:25:12

Yeah.

JaeWon Kim 00:25:17

Confused what you should be doing in this new app sort of situation.

P18-2 00:25:23

I think it's mostly how we were just starting with version queue, which was.Of course, very question based.And we didn't have the like list or the normal type of feed. We only had the list feed.And um, I mean, maybe people who started with version R had a better experience in being able to also do like.Normal posts. In addition to the questions. But it was. It was definitely just how we started with Q.

JaeWon Kim 00:25:50

Hmm! So when you got that scrollable feed, did you find yourself. Being influenced by that at all.

P18-2 00:25:57

I'm not sure if I would say influenced, but I definitely checked the app more often, just to see if people. Had put any updates that I could easily view.

JaeWon Kim 00:26:06

I see uh.So when you post things, I guess it's a little more.Public on version R.Um? Did it feel that way, or. Not necessarily.

P18-2 00:26:18

Not really because.I mean I there wasn't the close friends feature right. It was there.

JaeWon Kim 00:26:25

I don't know. I think you could. Uh sign someone as close friends. But the default audience wasn't close friends.

P18-2 00:26:33

Okay. Mm.I don't think it felt more like public.Just because if you're able to do close friends or not, and also.Because I mean, people could see your posts, no matter if there was a scroll over feed or not. It just made it easier to see it, I suppose.

JaeWon Kim 00:26:52

See hmm. Then, compared to like Instagram's feed and version R's fees? Is there a difference in terms of how it feels.

P18-2 00:27:04

I like the version R feed a lot better than a lot of social media feeds that I've seen before.Just because you are really seeing what.Like people who you are interested in and are already friends with, are doing as compared to like.On Instagram and Linkedin. I'm not really seeing my friends posts, but rather like.Just something that's boosted by online.Instead, so.I like the scrollable feed a lot on version R, and I think it would be nice.Like you're saying to be able to um.Like click on people's profiles to expand it inside the feed.And then there could also be, maybe, like a section. Within that for those other people with the anonymity.

JaeWon Kim 00:27:54

Yeah, makes sense.Um. So do you mind explaining like just going through. How you use. Version 2 and version R. From the moment you open the app until you close it.

P18-2 00:28:10

Mostly on version QI would open it, and I would do. Maybe.One of the check-ins, and then I would look through um.And give one of my like answer one of the questions for the day.And then I would go in and look at other people's posts, maybe react or comment on them.Whereas on version RI mostly just opened the app, and then, like liked or commented, and then. That was it.

JaeWon Kim 00:28:40

Hmm.So.How did it feel different in terms of what you were doing like, which felt more interactive or more. I don't know how. How did they feel different?

P18-2 00:28:58

I think Q is much more interactive just because of the daily questions.And also.Actually, no, yeah. The daily questions with each other, because, of course, like, you could.Post to each other, and I did, but not as often as I did on version Q. Just because, having the.Questions, and especially being able to be sent questions, was really.More easy or easier to.Just have a small post instead of.Having to like. Write it, write a full sentence, or post a picture.

JaeWon Kim 00:29:37

Hmm! What enables that? What about question sending makes it feel that way?

P18-2 00:29:44

I think it's just that you could answer as much in depth as you wanted to.You don't have to, or at least I felt like you didn't have to write like a full. 2 or 3 sentences. For most of the questions. It could really just be like one word or a color or something.

JaeWon Kim 00:30:01

Hmm.Um. So if we were to use analogies to describe the sort of interactions that went on version Q and version R.Um.What would you compare those to like.In real life interactions like talking to strangers or like. Sending them a mail. I don't know.

P18-2 00:30:29

I think that version Q.Is kind of like walking around with flashcards ready to.Like have a prompted conversation.And like, kind of get into how you're going to talk to someone because.If you thought someone said something that was like just very surprising or.Something that you would not have expected from them.You could strike up a pretty nice conversation about it. Whereas version R is just going out into the world.

JaeWon Kim 00:31:02

Um.And. And what.

P18-2 00:31:07

Hmm.

JaeWon Kim 00:31:08

And what like um, what would you be doing. Going out and.

P18-2 00:31:16

Oh, yeah, like, just trying to talk to people.I guess I think version Q was a little bit more guided.So maybe our analogy could be in like a specific setting or event.Whereas version R really felt like just going into the city.I'm not sure I mean without the fact of like the.Not seeing other people that aren't your friends.But it was more like you had to go and really

find something to say.But at the same time all of these people are like readily available to have their profiles or posts viewed on the feed.Hmm.So actually, yeah. I don't know.

JaeWon Kim 00:32:06

Um.Then what did you think were the intentions of Version Q. And. Are like in terms of your perceptions.

P18-2 00:32:16

I think that version R felt more like a traditional social media app.Because I mean there wasn't.Like the like algorithm, algorithmic style of feed.Like with Instagram, which was nice, but other than that it felt very.Um.More on the basis of.The people posting to be able to interact with each other, whereas version Q was like.Again very guided and.A lot easier to just. Um, I don't know. Like even have more fun on the app.

JaeWon Kim 00:32:58

Hmm.

P18-2 00:33:00

While you're still making connections.

JaeWon Kim 00:33:04

Hmm! I see.So.I heard that like amongst teens, there's like certain ways of making your Instagram accounts.Cool um.Is it possible to.Make a social media platform that.Doesn't feel uncool. But then it's different than how Instagram interactions are like. Would that be accepted to teams? Yeah. Sorry.

P18-2 00:33:38

I think sorry. Um.Even though it did have the feed it.I think what makes someone's like Instagram profile cool is that like you can see their like, say, like the posts that they have really easily in like kind of a picture frame format, and then also, like the stories that they like the story highlights that they have saved.Whereas on wit, it's.Like you can really just

see.Um, like every all of the posts, instead of having, like.The highlights kind of idea. So it kind of alleviates some of that pressure to me.Where you don't really have to worry about having a certain style of like.Post or titles or pictures, just because you're scrolling, and there isn't a way.I mean, I guess if you just keep looking, you can do that. But you don't see, like all of the like pictures. All at once. Ah yes!

JaeWon Kim 00:34:39

Hmm, yeah.Um just as a follow up, I guess. Um.So. Some people, not everyone, but some people, feel that.Being a teen, or like young adults, being cool, is very important to them, and um.They were.Sort of hesitant. That version, 2 using it with their friends, would come off as like not cool. Um.And that made me wonder.Because social media. It's important to get accepted by a wide range of people because you guys are trying to connect with others.Um.What makes something uncool and.Like what would get version queue.Accepted by more people, and what kind of people would appreciate? Version? 2. The most. I'm asking a lot of questions.

P18-2 00:35:36

It's okay. I think that version queue, at least to me. I used it as more of.A kind of personality, sharing, app.Instead of trying to have more of like the coolness, feature.Because it really felt like it felt more to me.Like just seeing how people are doing and.Kind of a little bit of an insight into their brain.Whereas maybe version R wasn't so much like that, just because there wasn't like the questions or the daily check-ins.But.I I didn't really think of it as.At least in my experience as.Kind of gauging whether someone was.Fitting into like the cool standard or not, just because.For me. I definitely didn't use it like that. I posted just pretty.Much anything silly that I thought about.And.I think it really depends on someone's past experiences with certain social media platforms, too.Because, like people who are coming from Instagram may have more of this.Um notion of doing.Doing, so.Whereas, like, I think.It could be nice for people who don't have a lot of experience with social media to be able to do this because.It leaves a bit more of a positive experience. To me at least.

JaeWon Kim 00:37:13

Hmm! What kind of positive experiences did you have if you were to be more specific.

P18-2 00:37:21

I think just getting to know my friends better.Instead of trying to like show off.Like the cool sunset that I saw.Um like you're really seeing more.Personality and.Kind of people's manner, not mannerisms, but. Um! How they live their life.

JaeWon Kim 00:37:49

Mhm, so you're like, actually getting to know people.

P18-2 00:37:53

Yeah, like seeing how people are doing day to day instead of just like the highlights or the best parts of their lives.

JaeWon Kim 00:38:02

Yeah. Well, I appreciate all your insights, a lot and um like, just from your answers, like you.I don't know if you noticed, but you say like, Oh, it depends. And it's like multiple things. And.It's very hard for younger people to have that kind of.Not very.Like more uncertainties and abstracted.Thinking, you know. So um.Yeah, it's very helpful and.I am right now trying to write a grant to get some money to.Organize a Youth Advisory board so that we can sort of like pay. You guys fellowship to.Make it into an actual thing. Because, like all these interviews and user testing that you guys are doing.You're already like.Part of the design, like, you guys are.Like actively contributing to it. But then I feel like it's very hard to.Give back in a way that makes sense. Um, unless there's like very concrete.Things. Um, so we are working on that.Um, and I hope that you could join if you have the time.Um. Do you know, like where I might be able to find.Like smart.Um. People like you that would be interested in.Making, social media. Better, or the design aspects of it.

P18-2 00:39:41

I'm not sure on that one.Because I think it really takes.Certain types of people to want to dedicate their time to something like this, because, I mean, I think this is a great app, and it's.I think could prove.Very beneficial for a lot of different kinds of people, but in terms of creating the app itself.It's.Just very difficult to find people that want to put in the time or the thought into it, just because.A lot of people nowadays are, of course, very busy with their own lives. Already.But I mean.I 1st discovered, like you and your research through like. Instagram promotions. I think.

JaeWon Kim 00:40:28

Hmm.

P18-2 00:40:29

So I don't know.Could always go back to that, I suppose, but that was like really.Like when I.1st clicked on that post, and like followed the link. I didn't expect that it would turn into something like this which I'm grateful for, but it's definitely.More um. I guess unprecedented.

JaeWon Kim 00:40:53

Hmm, then do you have an idea for how I might be able to.Filter people more quickly in terms of.Um cause. There's a lot of scammers there's like 50 year olds trying to.Yeah, it's it's crazy. Um.Any sort of question that would.Help me gauge whether it's like a legit team that's actually interested in social media. Perfect. Yeah.

P18-2 00:41:20

One hmm.

JaeWon Kim 00:41:22

Go ahead!

P18-2 00:41:22

What do you think drives those people to join? Because.Like that's really odd, I don't know. Like, is it like the like gift cards, or something?Or, yeah.I mean, I suppose you could advertise it as not being paid.And then, when that person has showed, like enough commitment.You could be like it also.But that would also just be kind of. Weird, too, and I don't know.

JaeWon Kim 00:41:53

That's a good point. Maybe, like framing it differently, could help.

P18-2 00:41:59

Yeah.

JaeWon Kim 00:42:01

Alright! Thanks a lot for all your help and um. I'll reach out again. Um, in case you're interested, and. Hope you enjoy the rest of the day.