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F.R.I.E.N.D.S is a social platform that matches Duke students together in the pursuit to create friendships. It is designed to help students find like-minded people that they can easily talk to through their shared likes and interests.

F.R.I.E.N.D.S highlights a person's interests through the use of tags and uses them to match him/her with other users and groups.

Users are able to join groups or create their own. This feature allows for greater flexibility to meet people and create deeper friendships. They can explore new interests through matched groups or manually searching through them.

We randomly selected 10 Duke students to interview. Some sample interview questions include:

- How do you usually meet new people?
- What do you usually talk about when meeting someone new?
- Can you tell me a positive experience you had when meeting someone for the first time?

Through chatting, we found that they had difficulties with,

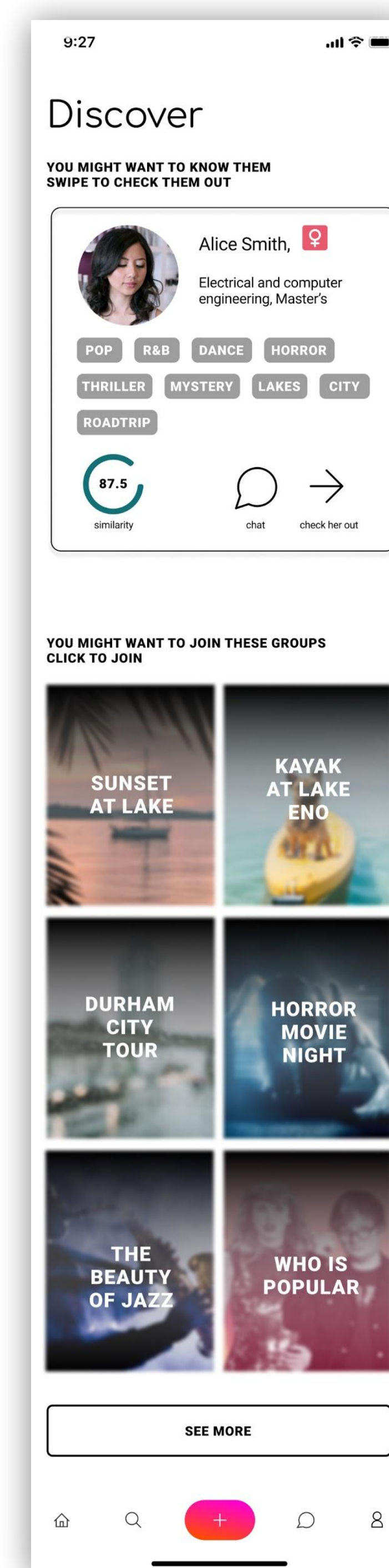
- starting conversations with others
- finding places or ways to meet new people

And that they prefer

- certain personality traits
- social media features



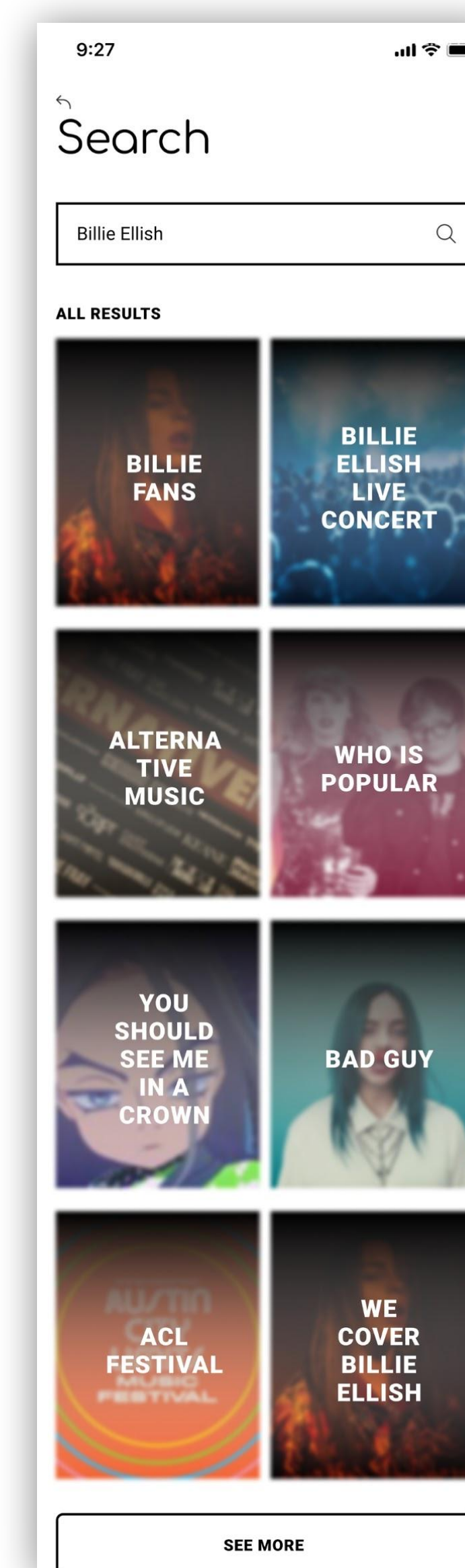
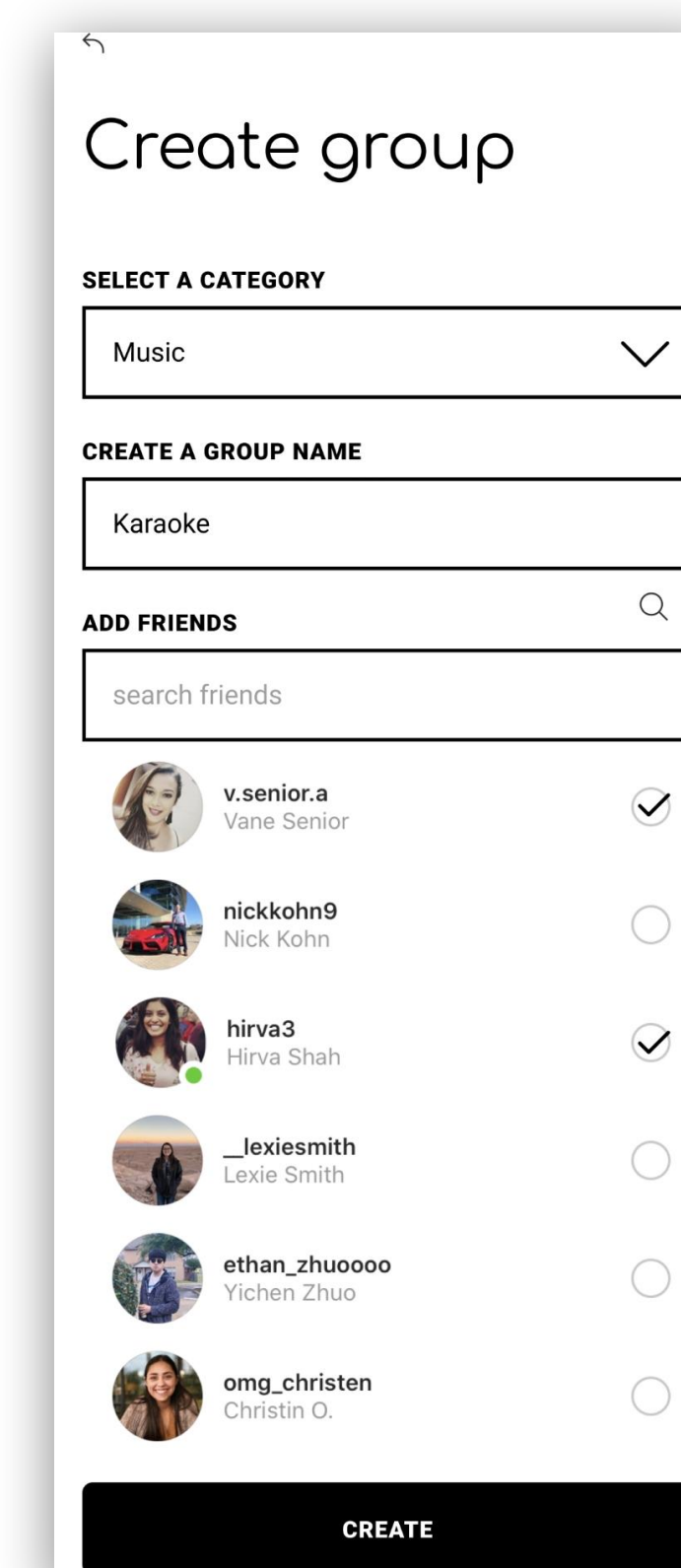
- ❖ Procedure:
  - Low fidelity prototype: sketch storyboards of the overall ideas and different tasks
  - High fidelity prototype: use prototyping tools to create interactive mockups



Find matched friends and browse matched groups

## Discover Page

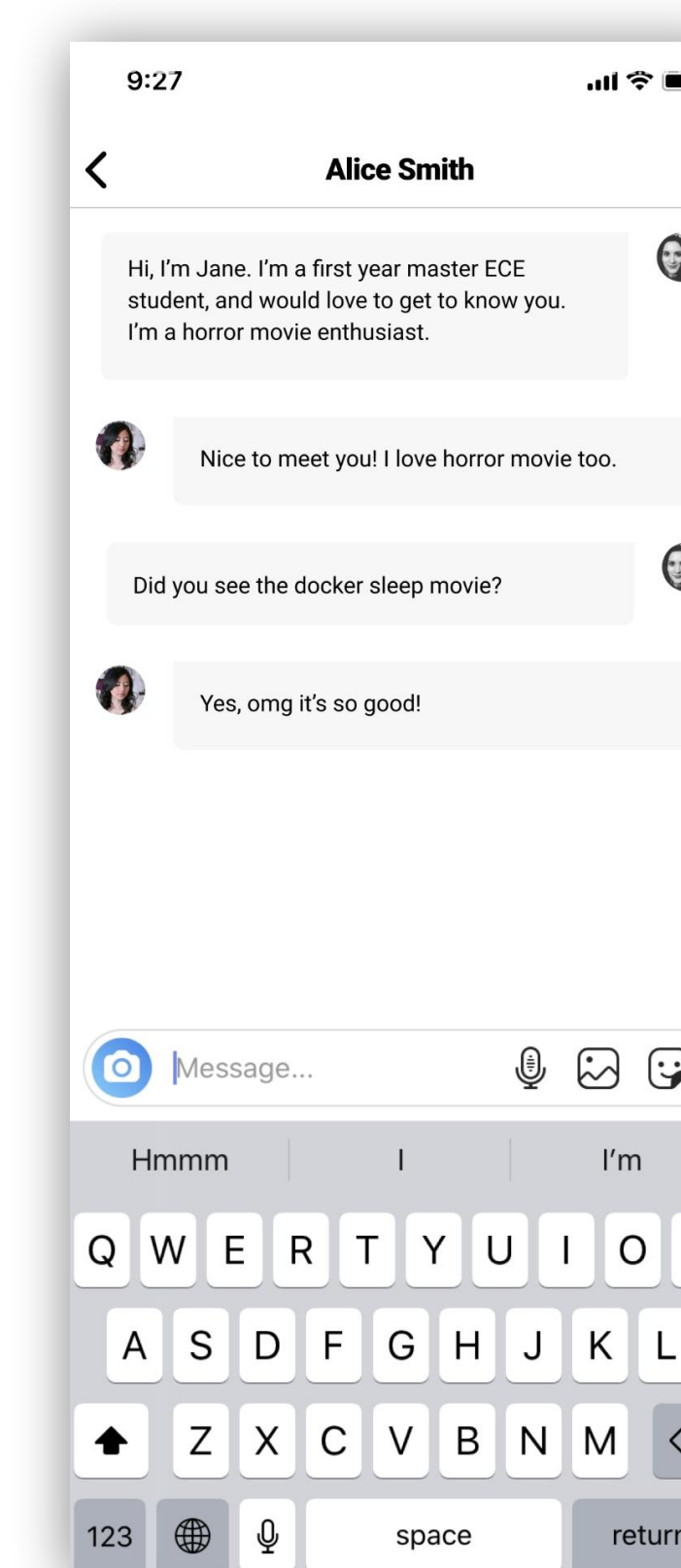
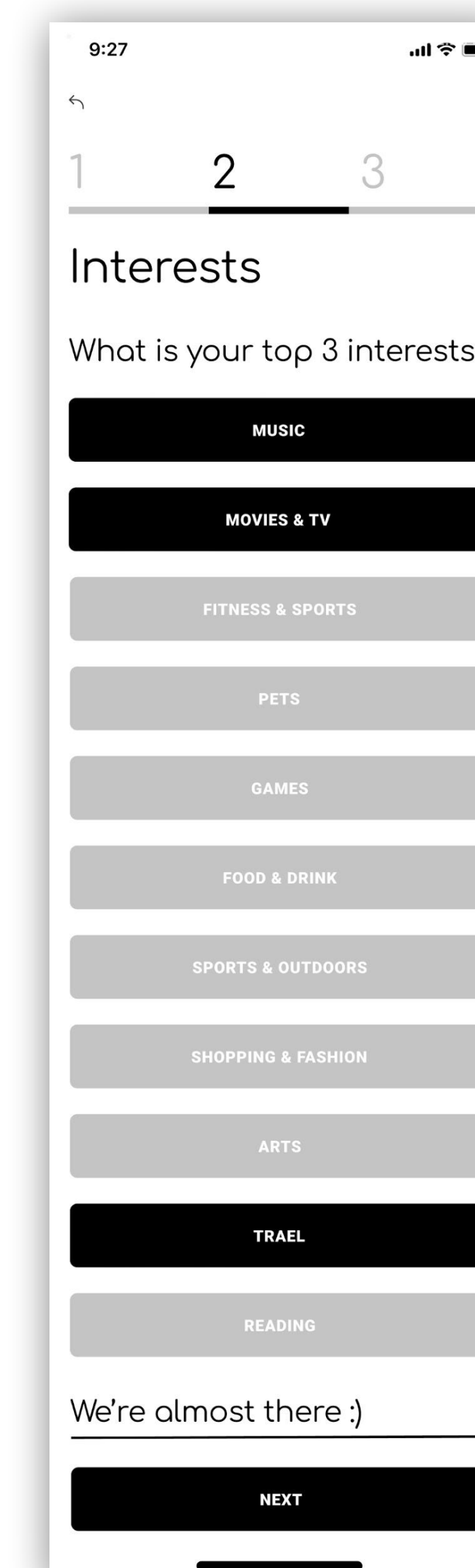
Create your own groups and invite your friends



Search groups of interests by keywords

## Search for Groups

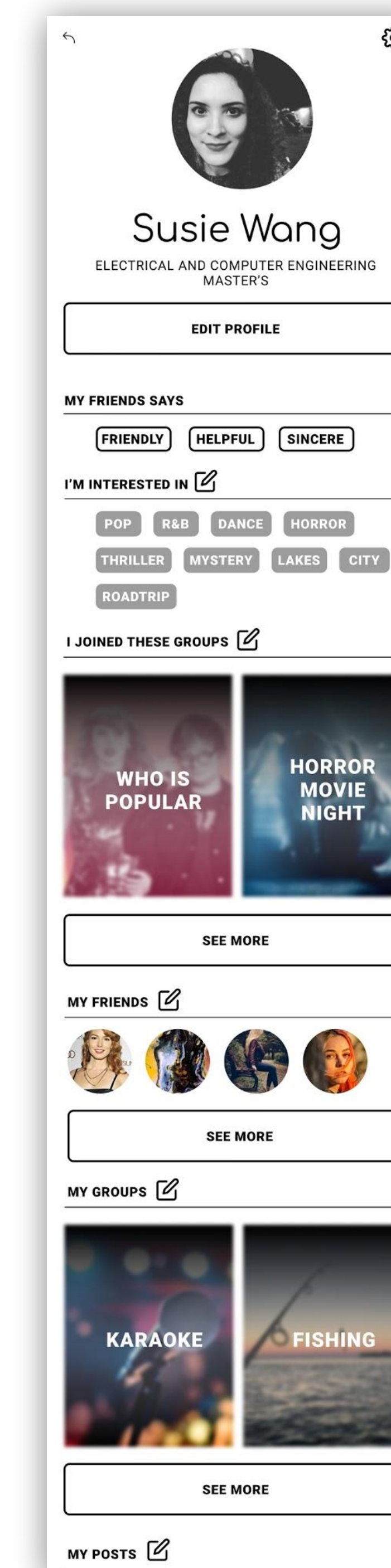
Select interests and add information about yourself



Start a conversation with the people you matched with

Chat

Manage your  
interests, groups  
and posts



- ❖ Design:
  - Fitts' law
  - figure-ground
  - similarity
  - proximity
  - common region
  - continuation
  - closure
  - focal point
  - common fate
  - symmetry
  - connectedness
  - visibility
  - feedback
  - constraints

- Themes
- Insight statements
- “How Might We” statements



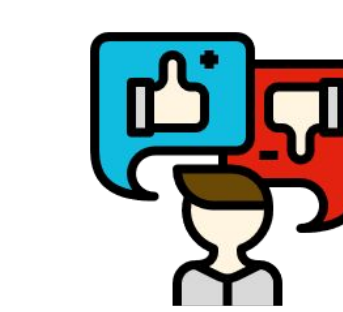
## Icebreakers



## Preferable Traits



## Ways to meet



## Enjoyable Features

game room

blind date

rewards

friend points

movie night

suggestions

- Rational: matching users using customizable interest profiles
- Delightful: badges awarded for good behaviours and penalty marks on bad behaviours
- Long-shot: create or join group chats

## Acknowledgements

We thank Prof. Daily and TA Siyue for their guidance in this project, the interviewees and users for their contribution.



# Concept Video



*F•R•I•E•N•D•S*