

MEET UP

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1 ABSTRACT

More than 30 million students enroll into universities and colleges in India each year. Moving to a new place and taking your first step to being independent is a hard task and being alone over all of that does not help. It's a known psychological fact that having someone to share your problems or talking to someone going through the same problems helps a copious amount.

A complete shift in the lifestyle than what students are used to and it's even harder to get used to when they are not mentally well. One of the major reasons of not feeling mentally well is loneliness and that leads to the feelings of home sickness and many other things. To battle the problem of loneliness we have come up with the idea of '**MeetUp**'. An app that helps the users not only find dates, but even a group of friends to hangout with and most importantly helps them find roommates as well.

Using this app as a medium, users can connect with other users for finding dates, roommates and a big group of friends to go out with. We have added the feature of group of friends as many a people have said that they feel more comfortable and less awkward hanging out with a whole group of new people rather than just a one on one hangout.

Finding roommates is another hassle and knowing a few things about your roommate beforehand helps a lot so this is something extremely helpful for a first year student as well.

Our app is made for helping people overcome loneliness when moving to a new place which eventually gets them into a better mood faster and helps them adjust to a new place better, making them fall in love with it.

As Creed Bratton from famous sitcom The Office said, "No matter how you get there, or where you end up, human beings have this miraculous gift to make that place home". A beautiful saying indeed and all our help app does is facilitate in making any place home.

2 PROBLEM STATEMENT

"Home is where love resides, memories are created, friends and family belong and laughter never ends".

When you move into a new place you leave all these things behind for multiple reasons but always hope that wherever this new place is, you find your Meetup aims and making that move and try to find new people much more efficient, less awkward and much more accessible.

Our app starts with a sign up page which includes the user's Name, Location, Age, DOB, Hobbies, Interests, passion and lastly a short 10-15 second long introduction video which the user can upload to help personalize his profile on our app significantly more and help verify his identity too. Our app is divided into three sub-parts;

- (i) RoomateFinder
- (ii) A place to help you find dates

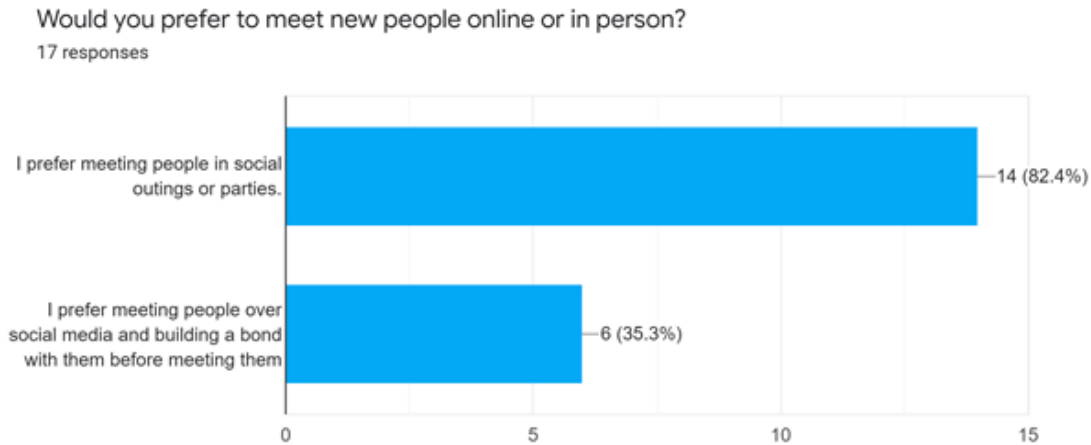
- (iii) perhaps the most important to help you find your new friends who you'll be spending your most memorable time with in this new place you move into called FindYourGroup.

The **RoomateFinder** helps you find the right person you're gonna be living with through database matching and other features in our apps which will end in you meeting with prospective roommates before you and your roommate finalize who you're gonna be living with. The dating subsections like the name suggests will help fix you up with dates when u move into your new city. It works on the slide and swipe feature similar to other popular dating apps and will match all the user's data with the extensive data we have stored of other users interested in using the same feature.

The final feature we have is the FindYourGroup feature which helps the user find his new group based on his likes and dislikes. The user's interests hobbies passions are all stored as tags which are then dropped into much general tags and users are added into online servers relevant to the same. Within these online communities, users can find like-minded people and within these servers lie features to help make us smaller subgroups with people the user finds his energy matching with more, then the user and his subgroup can arrange meetups as this entire app is geolocation focused hence helping us make friends in a much more simpler way as often times we tend to struggle finding the right group.

3 REQUIREMENTS GATHERING

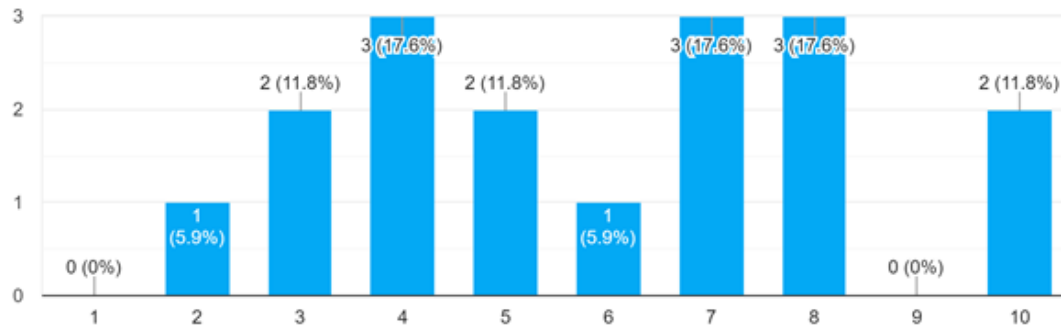
3.1 Survey analysis



Inference: People prefer physical meetups over virtual ones. Building any interpersonal relationship product comes with a trade off between organizing virtual dates over video call or organizing physical ones. We had a hypothesis that people would not really want to spend a lot of time texting before they actually meet people. We also realized that this is a common problem in the pre-existing products including tinder, bumble, and Happn. People prefer physical meets but default to texting because the product does not probe this intrinsic desire. We are contemplating features

On a scale of 1-10. How optimistic are you about an anonymous chat platform like Omegle with an option to reveal your identity if you like the person you are texting?

17 responses

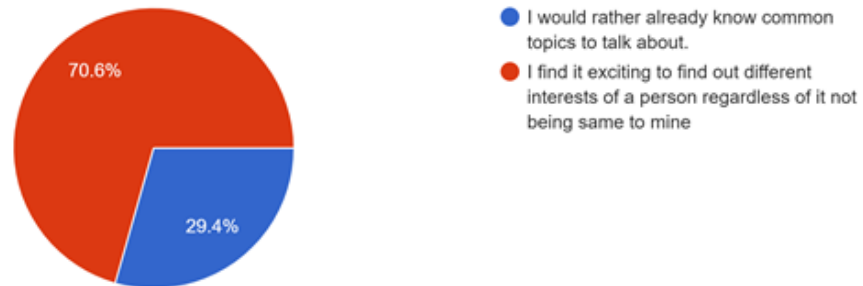


that include contextual location recommendations and geolocation tagging to reinforce this desire in our users and allowing smoother physical meetings.

Inference: People rate this almost 5.94 on average. The question was less about pitching the actual feature and more about getting their opinions on texting strangers in a non-contextual situation. We realize that our target audience is still pessimistic about texting complete strangers. One problem we realized in existing products was the lack of enough context to know if texting this person is the right choice. Since, it is evident that people prefer to know as much as they can before texting someone (which is also psychologically justified), We hypothesize a two factor system. One, every user uploads an ultra short introductory video(because our target audience loves reels and has a low attention span when consuming content online). And two, we introduce a rating system, where Friends, Roommates and dates rate the user on the various aspects of their behavior, allowing other users to know what to expect out of the relationship.

Would you rather already know about similar qualities of a person or do you find it exciting to find out by yourself

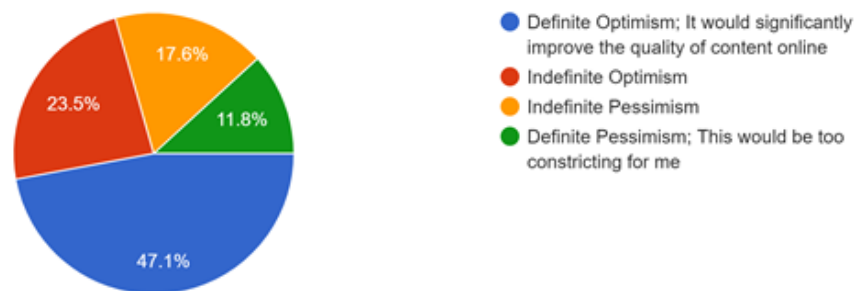
17 responses



Inference: We had a hypothesis, that like Video games people love discovering stuff instead of documented tutorials or contextual instructions. This question validates our hypothesis, building upon which we can build a discover the other person feature or a delayed interest reveal feature. Also, certain pairing algorithms that work solely on interest based matching are not supposed to work due to the same reason. Instead, we propose a step wise relationship journey, where you can interact comfortably with people in forums and group chats before actually getting in a 1-to-1 conversation.

How would you react if you were limited to a single tweet/ story upload in a day?

17 responses

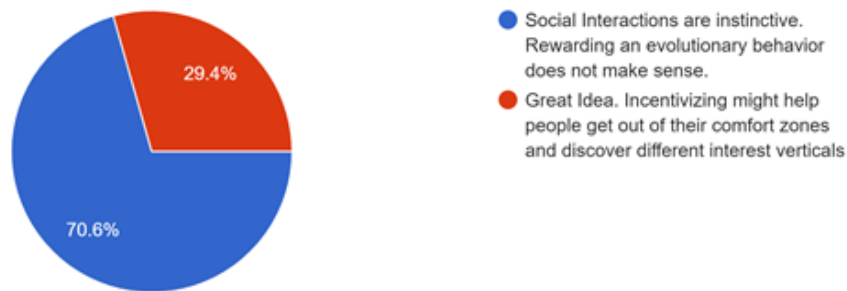


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matching are not supposed to work due to the same reason. Instead, we propose a step wise relationship journey, where you can interact comfortably with people in forums and group chats before actually getting in a 1-to-1 conversation.

What are your opinions on getting rewarded for socializing online?

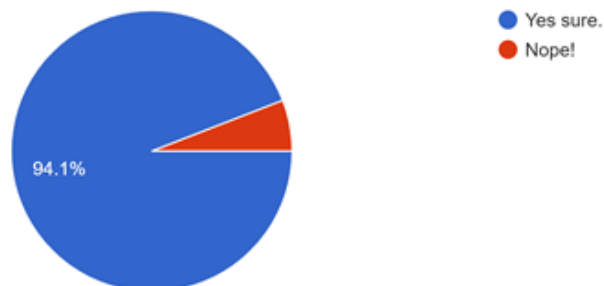
17 responses



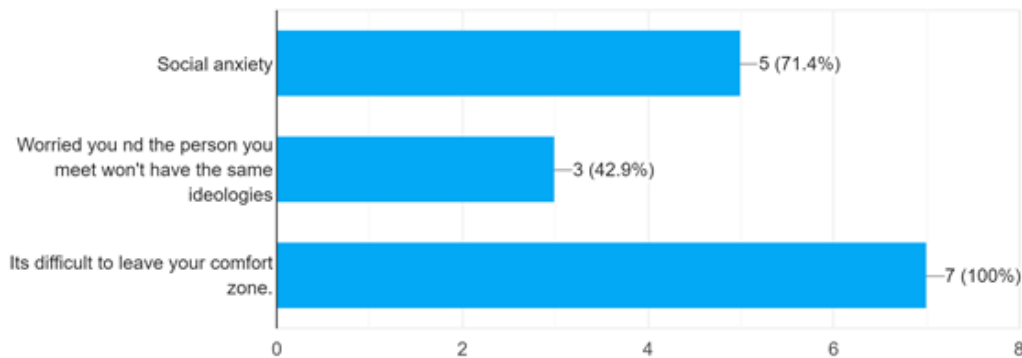
Inference: Gamification has been popularized in design, and incentives have been a great way to influence user behavior for their benefit. We hypothesized that incentivizing social interactions would help to modify user behavior allowing better content on our app and better connections formed there. However, the target audience believes that such a feature would threaten a key evolutionary behavior and are thus averse to the idea. We would still like to implement this gamification principle and test them with users to check if using the feature changes the user perspective about it.

What If an app helps you with this! A platform that will help you find people with same interests and a common viewpoint. Will you try it ?!

17 responses



Inference: 70.6% of people are optimistic about limiting social media activity. We hypothesized that people would prefer this limited posting mechanism, which makes decisions on social media more mindful and drastically improves the quality of content available online. We further wish to extend this into our card swiping feature. Endless swiping sprees are something that's very common amongst our audience but we feel that a limited daily allowance would allow our users to make more thoughtful choices and would thus improve the quality of relationships that result subsequently.



Inference: The greatest barrier to socialization is the difficulty to leave the comfort zone followed closely by social anxiety. The existing interpersonal relationship products provide binary choices, the user either texts and hangs out with a complete stranger or simply does not use the product. We thus hypothesize that moving people gradually from community forums to smaller group chats and finally to 1-to-1 texting and meetups allows the user to slowly break out of their comfort zones and prevents the social anxiety triggers the user might face on being plunged directly in a do or die situation.

4 IDEATION

Being university students ourselves, we all particularly remembered the anxiety we felt while thinking about leaving our families and friends and embarking on a new journey. The thought of making new friends where nearly nobody knows us felt weird and the fear of missing out because "what if everyone already made groups and started hanging out".

Every university or college student wants that Bollywood romance in his life or the feeling of Zindagi Na Milegi Dobara and one thing very specifically, A good roommate.

Having felt these feelings so recently, they were fresh in our minds and we decided to implement them and make an app that helps us in all three things:

- (1) Finding a Date
- (2) Finding a group of Friends
- (3) Finding a Roommate

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Since this app is targetting mainly younger age groups, we have decided on the aesthetic and features accordingly. We did not stick to the idea of minimalistic design as would be the case if our target audience was an older age group.

We spent loads of time sharpening our skills on Figma to get enough comfortable with being able to bring all our ideas to reality.

We conducted surveys and interviews to understand the requirements of our target audience and started designing an app based on that. Now we have yet another evaluation plan to understand the requirements of our users better from a needs POV and from a design POV.

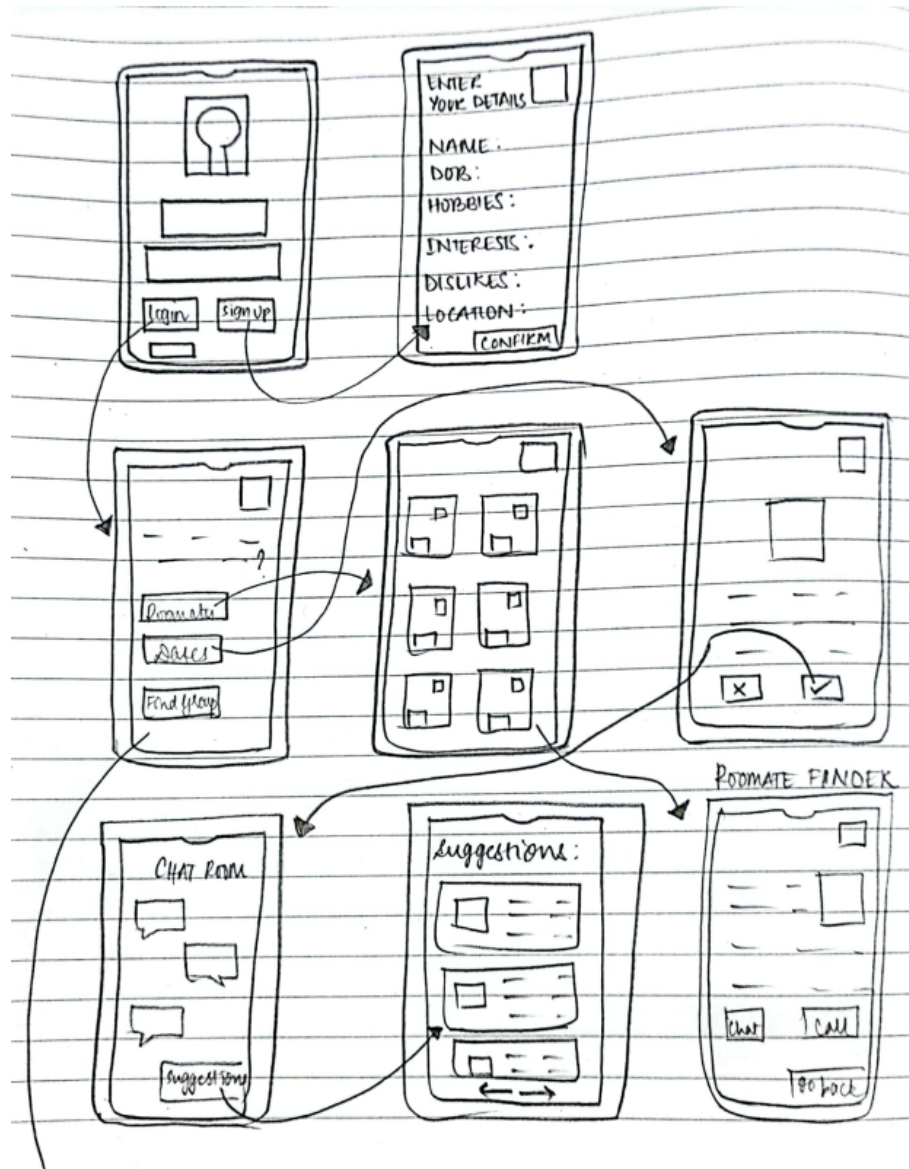
To summarize our process of ideation, We decided that all of us members would tell each other 5 struggles that we felt while entering the university phase of our lives because we thought that would be the best way to find a problem and fix it.

Then we noted down the most common problems and decided to work on them. We sharpened our skills on Figma and it was an easier task as we already had a group member who happened to be proficient with Figma.

We then worked on a good aesthetic for young students our age and since our age was in our favour of us, we could just cross-check with each other or our fellow friends on whether they liked it or no in every step.

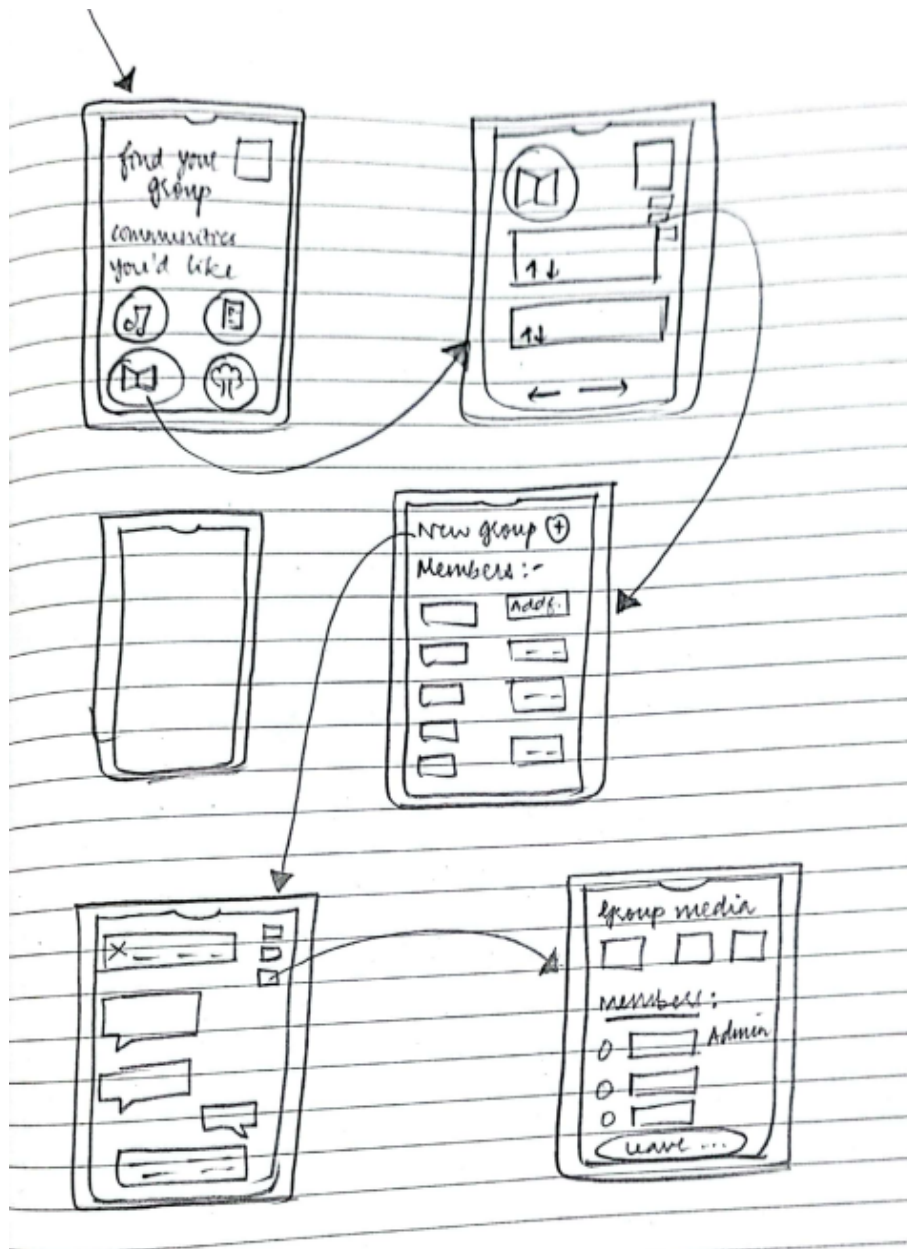
5 PROTOTYPING

5.1 Low-fi Prototyping

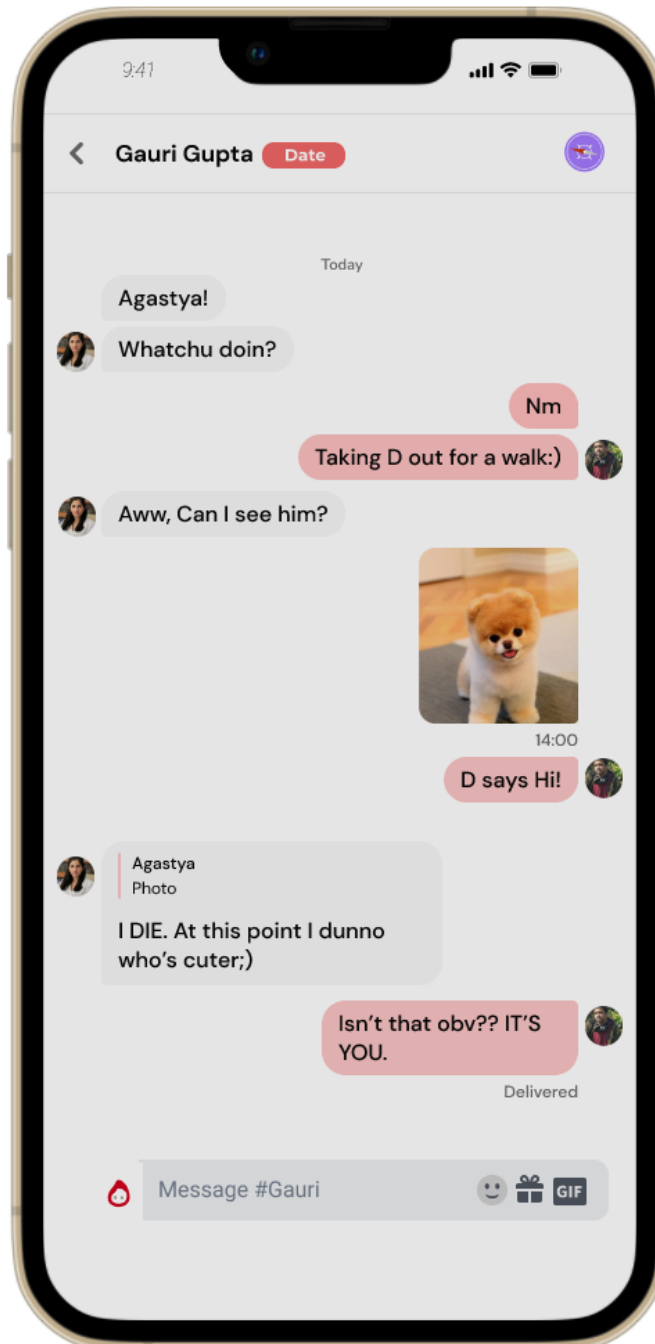


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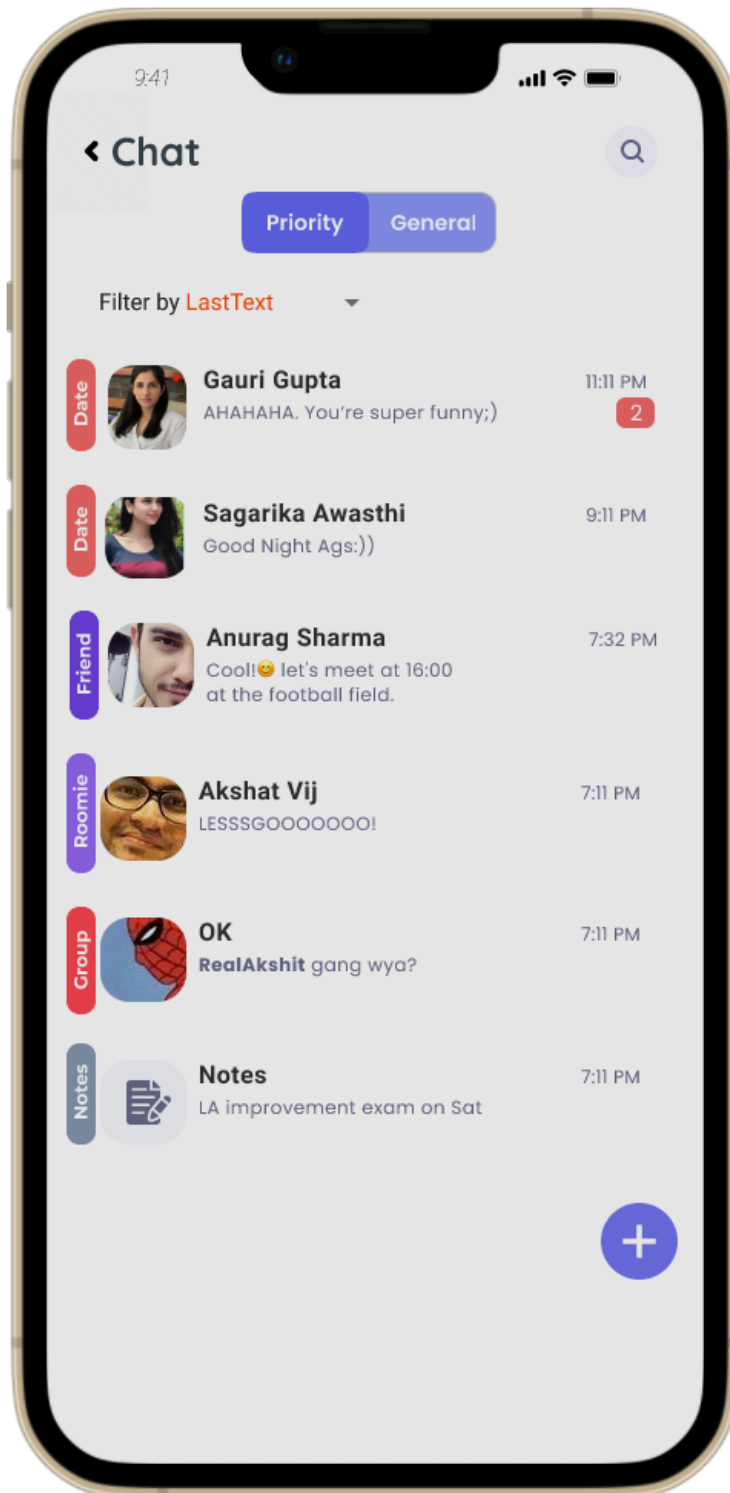


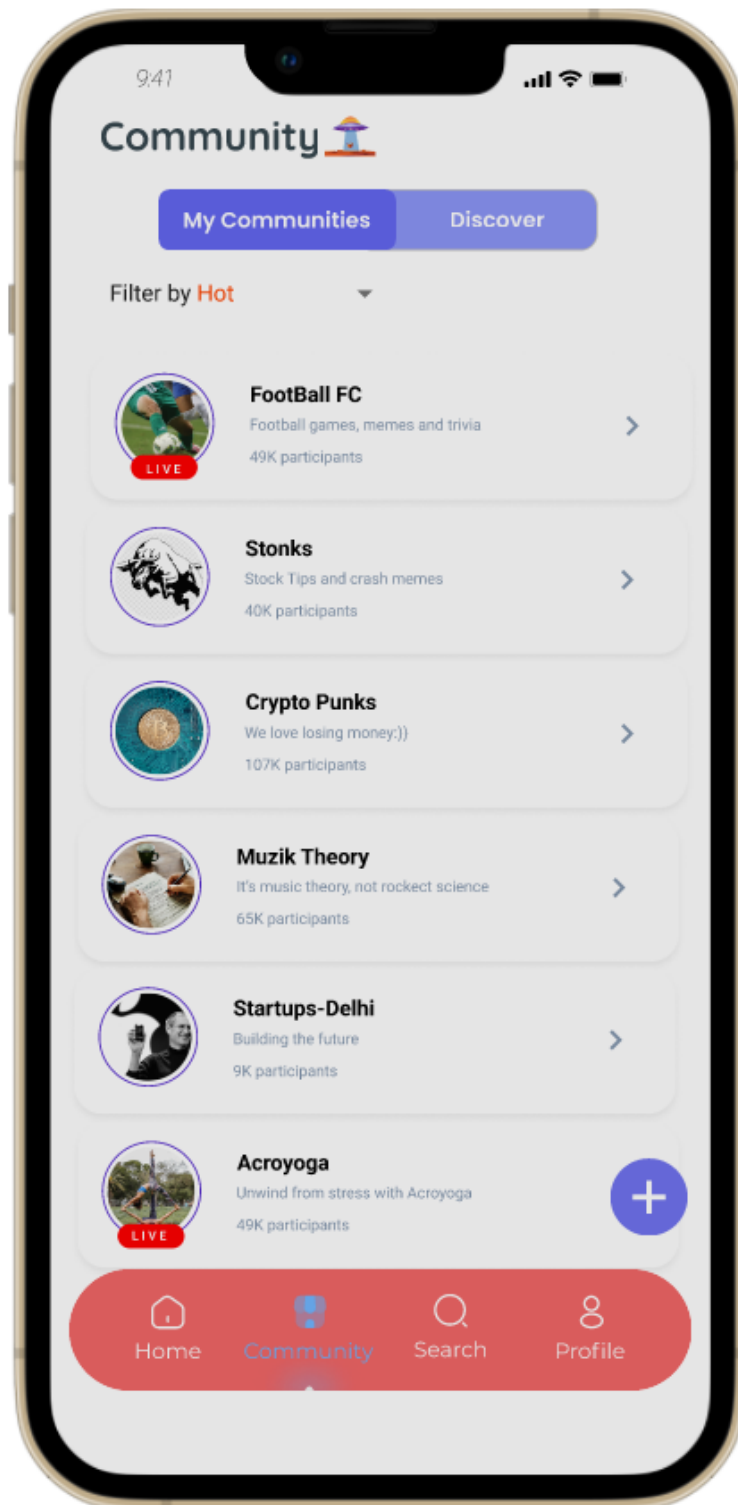
5.2 Hi-fi Prototyping



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High Prototype. (Figma Link.)

6 EVALUATION PLAN

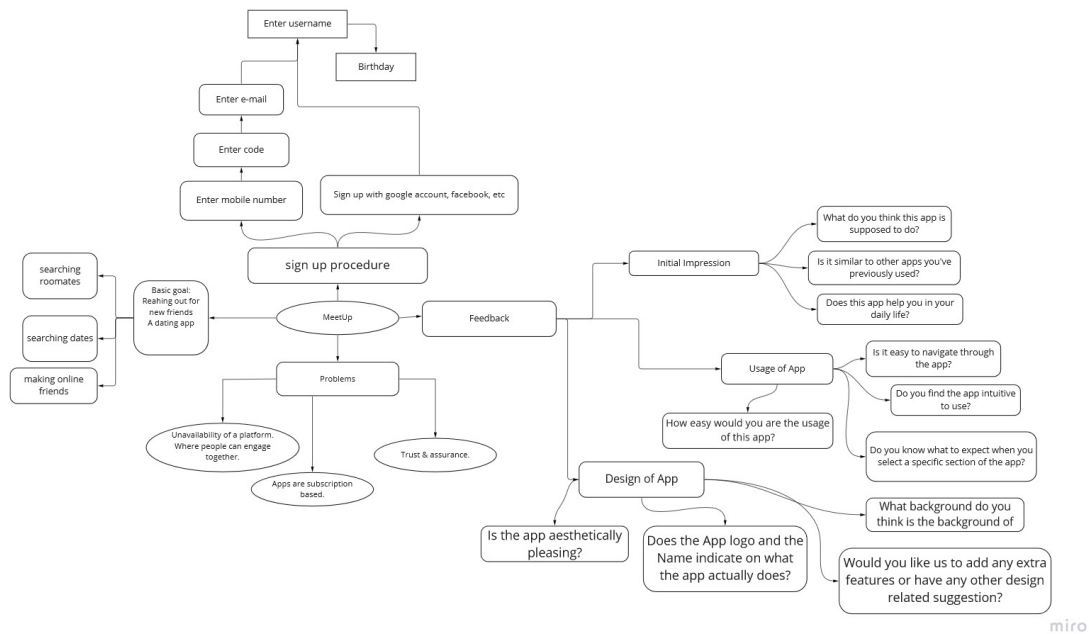


Fig. 1. Link ti Miro.com

What do you think this app is supposed to do?

Make friends

Online meeting aap with some unique features which will help connecting with people in a better way

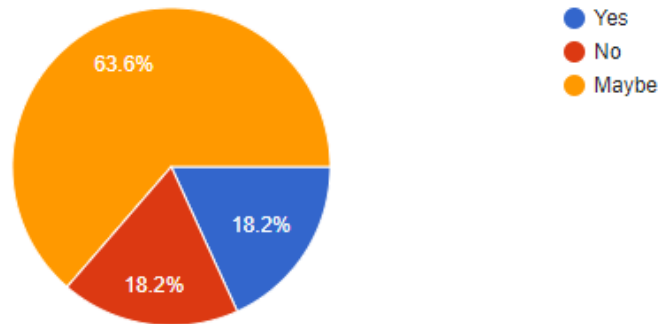
Find me a gf ;_;

It would act as a platform to conduct meetings via online mode.

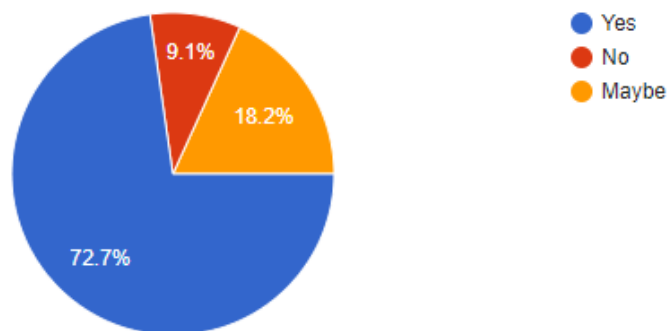
Make connection for people and help in socializing for different categories of relationships

To allow us to meet new people

Is it similar to other apps you've previously used?



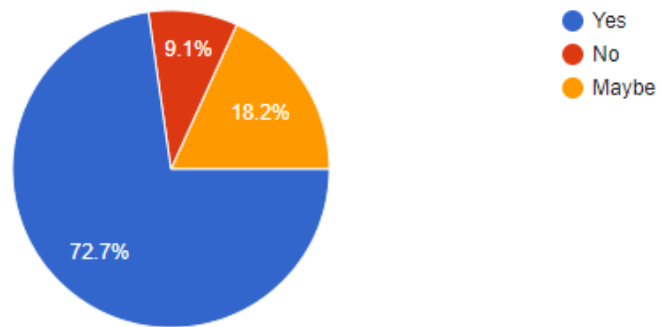
Does this app help you in your daily life?



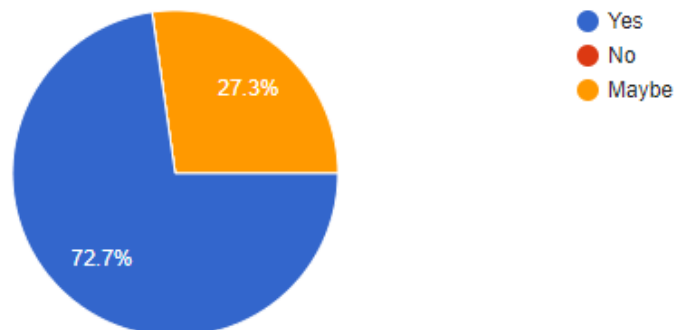
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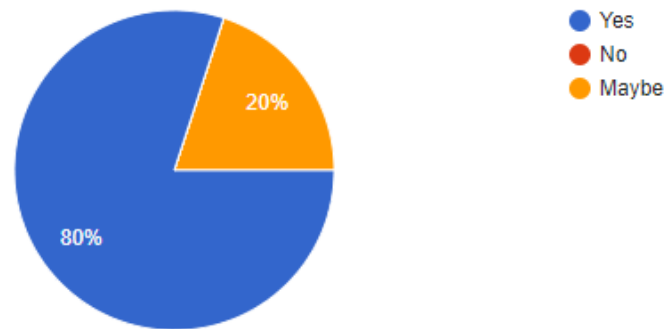
Is it easy to navigate through the app?



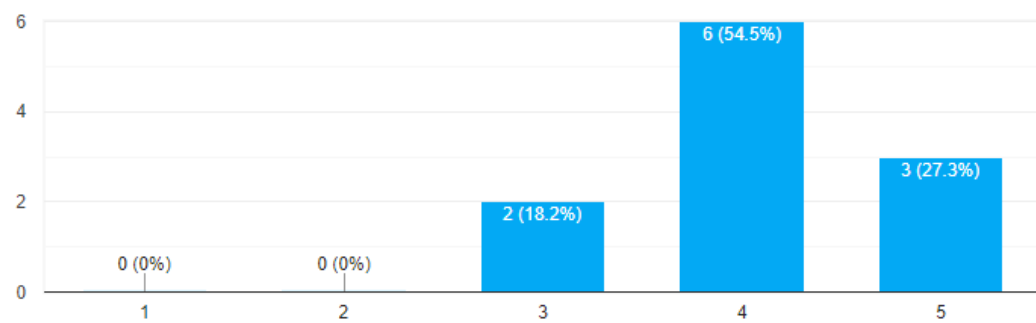
Do you find the app intuitive to use?



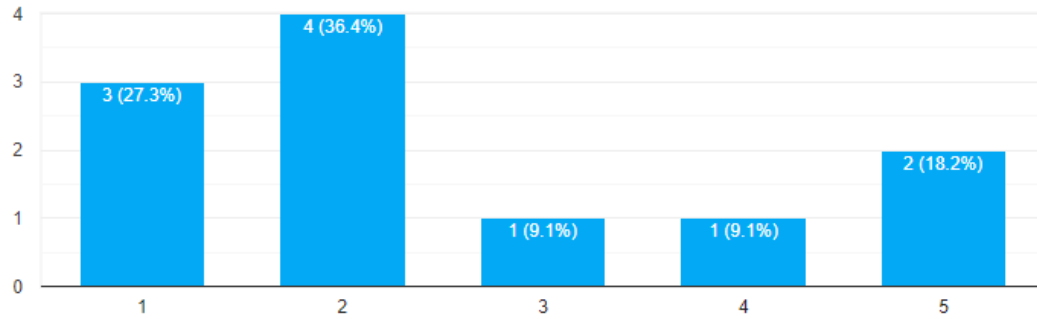
Do you know what to expect when you select a specific section of the app?



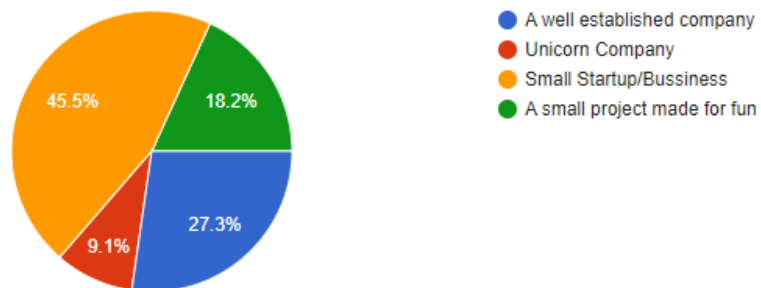
How easy would you are the usage of this app?



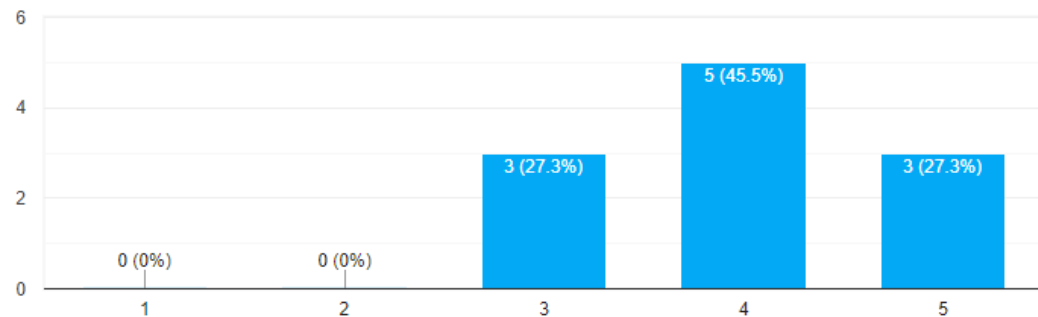
How hard is it to understand the vocabulary used in the app?



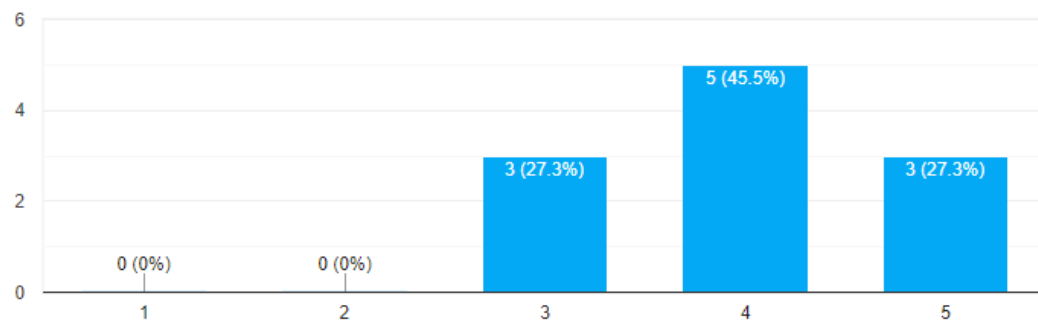
What background do you think is the background of the app based on its design?



Does the App logo and the Name indicate on what the app actually does?



Is the app aesthetically pleasing?



7 TAKE AWAY POINT

We plan to make the application accessible to each and every youth who is in search of new friends. Leaving their home and shifting to a new place, it's tough to find a mate.

Our app will make it easier to make new friends.

In future, we would add some features like:

- (1) We will add self-rated features that would help others find the right person.
- (2) Kids, too, are in search of new friends. We would add a section for children, where they would chat with their same age group

- (3) Till now our users can only text to each other, in future we will add a feature for a voice and video call. So that our users conversation can be more fruitful.
- (4) Our goal is to make the app more usable by the user. We will work on user's recommendation and feedback to enhance the user experience.

8 RESOURCES

Interviews (Link to Google drive)

Presentation. (Link)

High Prototype. (Figma Link.)

Link of Miro.com

Link of all resources

9 CONTRIBUTION

- (1) Aditya Singh: Held Interview, Conducted Quizzes and Survey, Hi-fi Prototyping
- (2) OM VinodKumar Mehroliya: Held Interview, Project Definition, Abstract, Ideation, Evaluation Plan
- (3) Shlok VinodKumar Mehroliya: Held Interview, Low-fi Prototyping
- (4) Vinit Kumar Kushwah: Held Interview, Overleaf contributor, Evaluation Plan
- (5) Pratham Kumar: Held Interview, Overleaf contributor, Abstract, Evaluation Plan