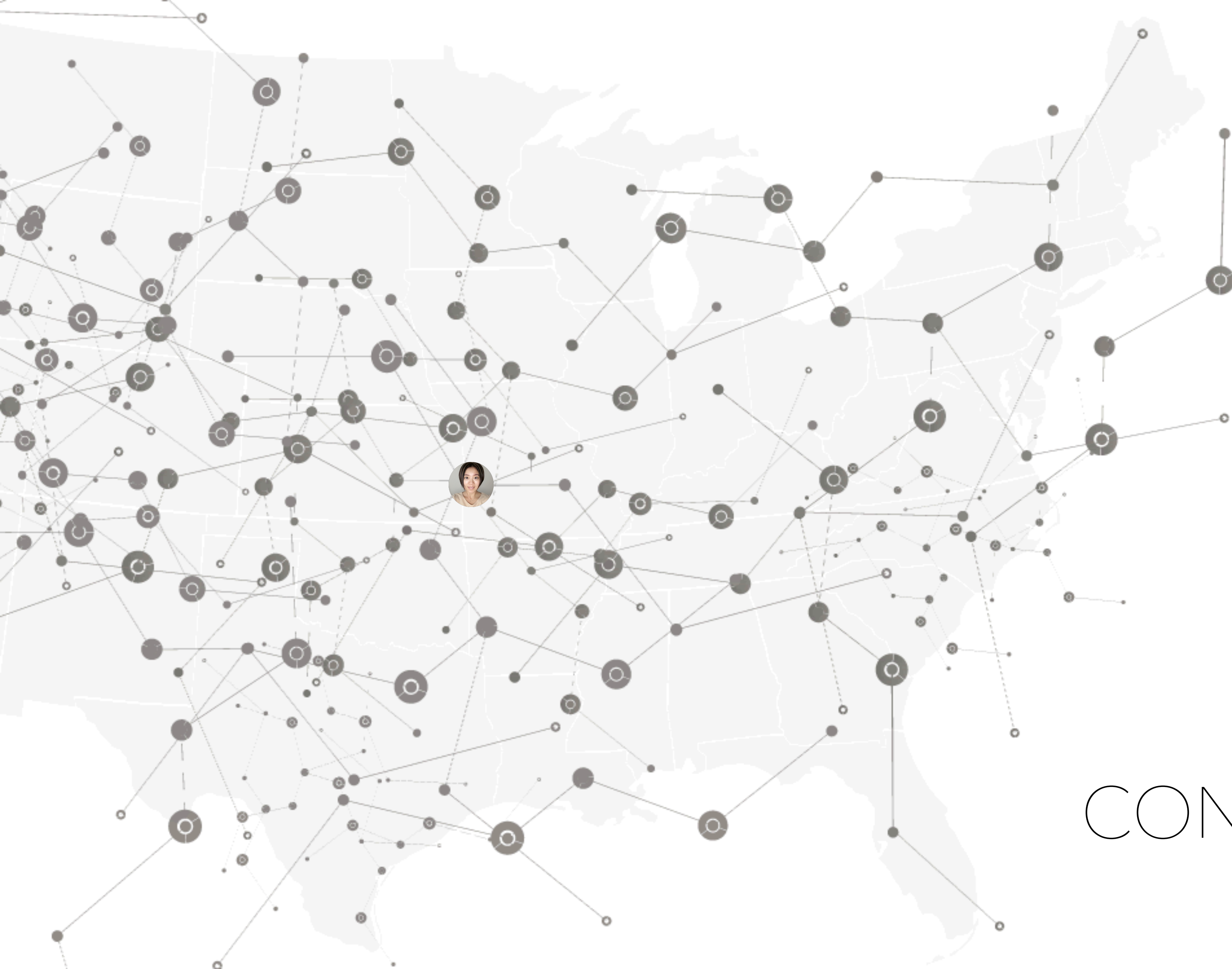


NINA

SPRINT 1 FINAL

PRESENTATION



CONNECTIONS



LOSING CONNECTIONS



LONELINESS

LOSING

CONNECTIONS

help people **build and strengthen**
the connection **with themselves**
the connections **with family and friends**
new connections

VISION

persona: original



who

nina - the working immigrant

profile

female, 25+

work in tech

came to the US 5 years ago
family are all in China

independent, introvert
not very social

persona: original



who

nina - the working immigrant

profile

female, 25+

work in tech

came to the US 5 years ago
family are all in China

independent, introvert
not very social

pain points & needs

enjoys being alone while does feel lonely
sometimes, that loneliness is painful

can't find anyone to talk to, lack of deep
connections, helpless

afraid of reaching out to friends, feel bad and
even shamed that she doesn't have many
friends

currently struggling with relationship or work
related issues

persona: original



who

nina - the working immigrant

profile

female, 25+

work in tech

came to the US 5 years ago
family are all in China

independent, introvert
not very social

pain points & needs

enjoys being alone while does feel lonely
sometimes, that loneliness is painful

can't find anyone to talk to, lack of deep
connections, helpless

afraid of reaching out to friends, feel bad and
even shamed that she doesn't have many
friends

currently struggling with relationship or work
related issues

observable behaviors

keeping herself busy, workout, reading...

reaching out to family and friends

swiping on dating apps

goals

overcome loneliness

be able to interact with other people, especially
physically

strengthen the connections with friends
find and build new connections

persona: updated



who

✗ nina - the working immigrant
Interviewed ~15, mostly females

profile

? female, 25+

✗ work in tech

✗ came to the US 5 years ago
family are all in China

✗ independent, introvert
not very social

+ doesn't have a social circle
around where she lives and works

persona: updated



who

✗ nina - the working immigrant
Interviewed ~15, mostly females

profile

? female, 25+

✗ work in tech

✗ came to the US 5 years ago
family are all in China

✗ independent, introvert
not very social

+ doesn't have a social circle
around where she lives and works

pain points & needs

? enjoys being alone while does feel lonely
sometimes, that loneliness is painful

✓ can't find anyone to talk to, lack of deep
connections, helpless

✓ afraid of reaching out to friends, feel bad and
even shamed that she doesn't have many
friends

✗ currently struggling with relationship or work
related issues

+ experiencing a change (move, job...)

persona: updated



who

✗ nina - the working immigrant
Interviewed ~15, mostly females

profile

? female, 25+

✗ work in tech

✗ came to the US 5 years ago
family are all in China

✗ independent, introvert
not very social

+ doesn't have a social circle
around where she lives and works

pain points & needs

? enjoys being alone while does feel lonely
sometimes, that loneliness is painful

✓ can't find anyone to talk to, lack of deep
connections, helpless

✓ afraid of reaching out to friends, feel bad and
even shamed that she doesn't have many
friends

✗ currently struggling with relationship or work
related issues

+ experiencing a change (move, job...)

observable behaviors

✓ keeping herself busy, workout, reading...

✓ reaching out to family and friends

✓ swiping on dating apps

+ go out: bars, community groups

+ headspace, talkspace, betterhelp, therapists

goals

✓ overcome loneliness

✓ be able to interact with other people, especially
physically

✓ strengthen the connections with friends
find and build new connections

persona: updated

who

? - the working millennials drifter

profile

female or male? 22-40

not originally from the area
he/she lives in or recently moved

doesn't have a social circle,
not to say strong ties around

pain points

lonely, no family, no friends, can't find
anyone to talk to

experiencing a change

feel negative about himself/herself

existing solutions

keeping himself/herself busy

try to reach out to family and friends online

dating apps

go out: bars, community groups

headspace, talkspace, betterhelp, therapists

thinking -> more positive

behavior -> act!!!

help people **build and strengthen**
the connection **with themselves**
the connections **with family and friends**
new connections

VISION

using **positive psychology** and
behavior change strategies to
help people **form small habits** to
end loneliness and build connections

IDEA

a place designed for lonely people

encourage **offline, physical and real**
interactions

IDEA

LEARNINGS

about myself

my time and energy are both limited

I like to highly focus on one thing instead of doing many things at the same time

life is unpredictable

embrace the uncertainties

be brave

be grateful

be nice to others and also to yourself

LEARNINGS

about **the** problem

situational loneliness v.s. chronic loneliness

myself is not a good persona

LEARNINGS

next steps

interview people (more guys) who are in the pain and haven't found a good solution yet

analyze existing solutions: what worked, what did not work

prototype the idea and do a small experiment to see if there's any value

LEARNINGS

f

THANKS