# Mix

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# Overview

- Original idea: discover new workout buddies


- Mix: an app that helps people find new people and new experiences

# Problem & Solution

- People want to meet new people

- People want to discover new activities

- Helping others meet others

- Making process of finding new activities easy

# Contextual Inquiry: Nancy



- Staff member in School of Earth

- Single 58-year-old woman

- Political campaigns, YMCA, church

# Contextual Inquiry: Ned



- 22-year old single male

- B.A. in Economics, living in Palo Alto

- Enjoys soccer, basketball, and sports in general
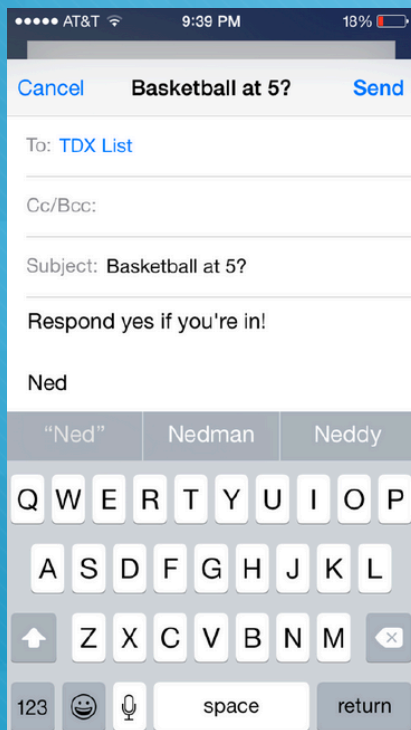
# Contextual Inquiry: Sophia



- **Business consultant living in San Francisco**

- **B.A. Art History at Barnard College**

- **Loves hiking, cooking, shopping**

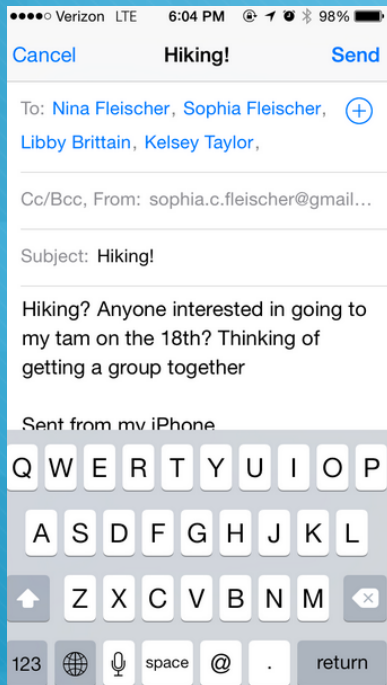# Contextual Inquiry: Key Takeaways

- All want to meet new people and activities

- A little awkward meeting complete strangers

# Task Analysis:
# The Current System



- **Discover new people: parties, mutual friends**

- **Discover new experiences: send emails and texts to friends to meet up**

# Task Analysis: Consumer and Data



- **Meeting new people via other friends is slow**

- **Discovering new experiences is also slow**

# Task Analysis: When Things Go Wrong

- No friends around to do activities with

- Do not go out and have fun simply because of no company

# Task Analysis: Key Takeaways

- Current system is very reliant on people you already know

- No fast way to organize a fun activity with a group

# Task 1:
# Finding a New Activity

- "You never know unless you try"

- Spontaneous connectivity and experimentation

# Task 2:
# Finding a Buddy

- Connect you to people with similar interests

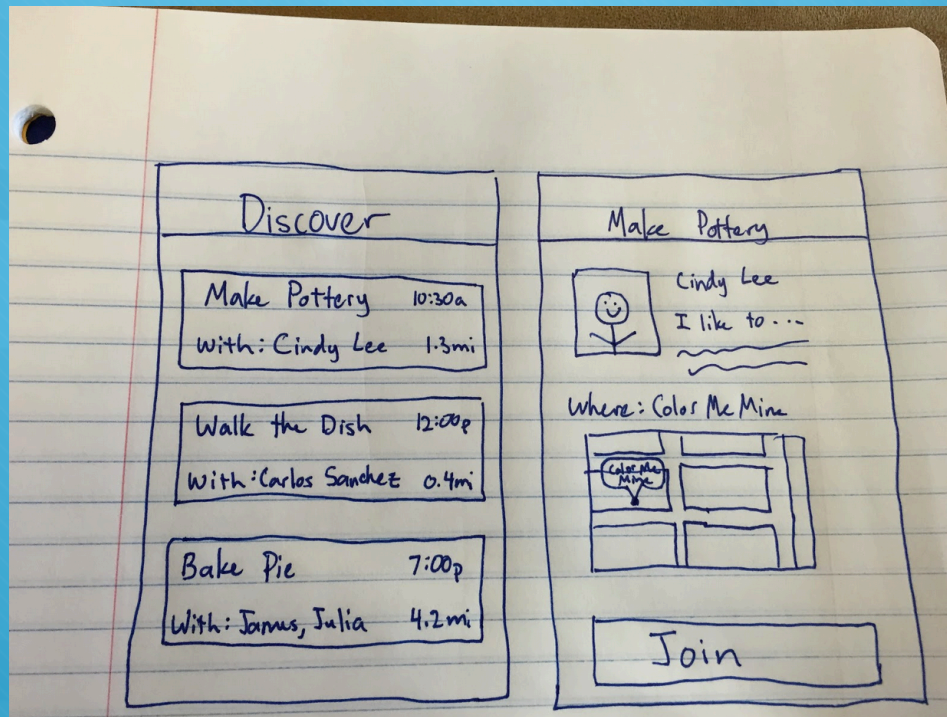- Allow you to meet people who live around you
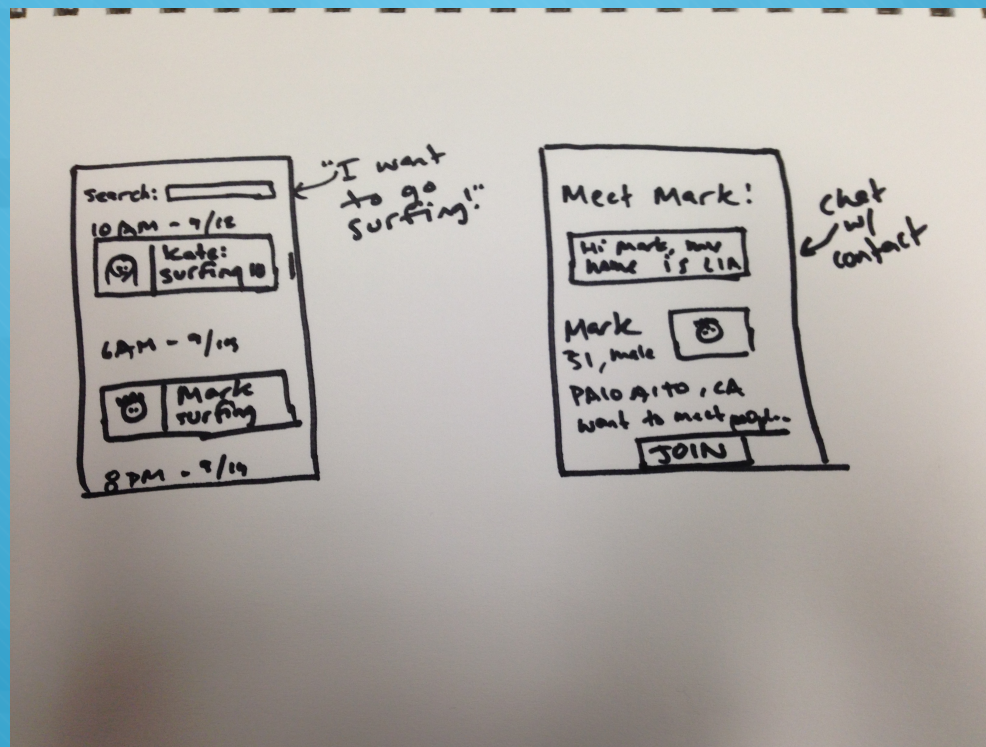
# Task 3: Stay in Touch

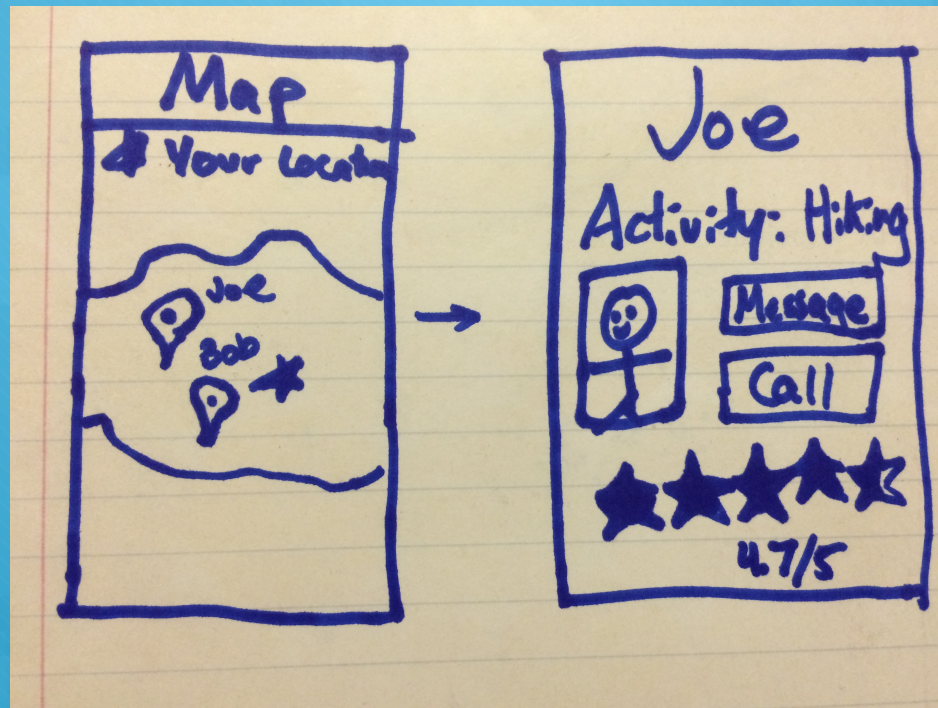- **Ultimate goal: do activities you love with people you love**

# Design Sketches

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# Summary

- **People want to meet new people and do new activities**

- **Mix is an app that can accomplish both of these and more**