

# Mix

**Value Proposition:** Discover new and exciting activities while meeting interesting people.

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## Problem and solution overview

One of the biggest problems we want to solve for is helping people meet others. While it sounds like a simple task, a lot of us are reluctant to meet new people outside of the classroom, sports team, or club group. We noticed that you cannot put strangers together in a room and expect them to become friends - they need a common thread. Our solution plays heavily on this by providing a posting forum where participants can tell their community about an activity they are doing which acts as the common thread. If a user is interested in said activity, they can join the original poster in the activity. Not only does this help connect people, but it also helps them discover new activities.

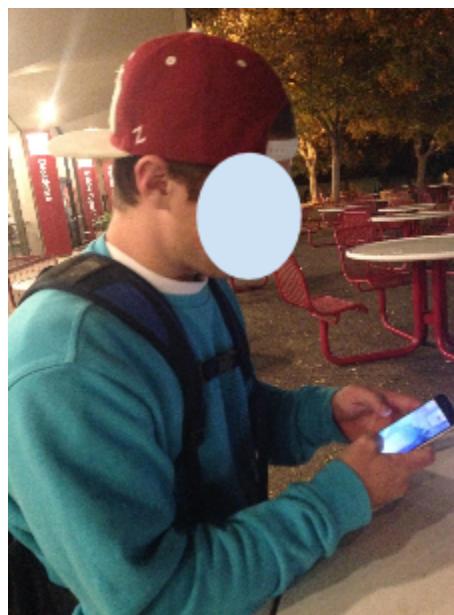
## Contextual Inquiry Customers

**Sophia** is a 25 year old female living in San Francisco. She is single and works for a business consulting company in the city. She was an ideal customer for our contextual inquiry because she is a busy young adult who only moved to the city about a year ago. She studied Art History at Barnard College, but after spending three years in a consulting company has decided to apply to business school. Sophia uses technology for the majority of her daily tasks: work, communicating, socializing, planning etc. When she is not working, she loves hiking, cooking, shopping, and going to the beach. While she does have a great friend network currently, she is always interested in meeting new people, but finds that her biggest constraint is time.



Sophia making plans to go on a hike

**Ned** is a 22 year old single male living in Palo Alto. He is a recent graduate of Stanford University with a B.A. in Economics and has not started his job yet. As an undergraduate he was in a fraternity, resulting in access to a large group of friends who have similar interests. He enjoys sports, specifically soccer and basketball, and likes to meet new people through these activities. Ned is an ideal customer for our contextual inquiry as he is entering a transition period in his life and is facing issues about creating new contacts.



Ned making a plan to meet friends on his phone.

**Nancy** is a staff member in the School of Earth at Stanford University. She is a single, 58 year old female. I thought that she would be an ideal customer to talk to because she is not a student and single. Our solution is not a dating utility, but as a single woman, I'm sure she has a good method of meeting new people and coordinating activities. Nancy enjoys biking to work, participating in small group discussions at Church, and volunteering for local political campaigns.



Interview with Nancy

**Chenyao** is a student studying Computer Science at Stanford University. I thought he was an ideal candidate to interview to explore the idea of tailoring the discovery app towards a sports theme because he works out on a regular basis, but does not always have an available buddy. Chenyao is eager to meet new people and loves to do various activities with his friends. It would also be good to talk to him because unlike the three other interviewees, he is still a student. Insights from an interview with him will tell us more about our target customer demographic.



Chenyao working out at the gym

## Contextual Inquiry Results

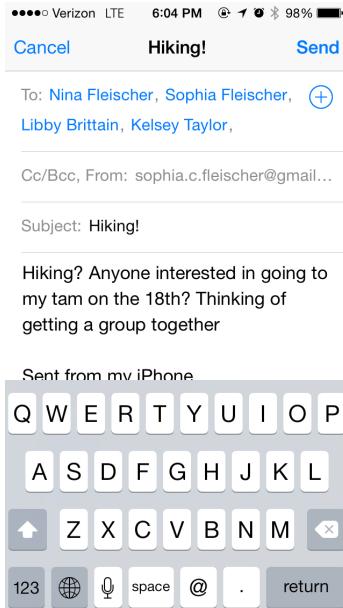
### *What did you learn?*

There were a few things each interview had. First and foremost, each interviewee agreed that finding new friends is hard and sometimes awkward. This is important because we surveyed a wide spread of people - students, recent graduates living in real world scenes, males, females, single, and older generation. This proves to us that there is a shared problem among all of us, regardless of age, gender, or social/marital status.

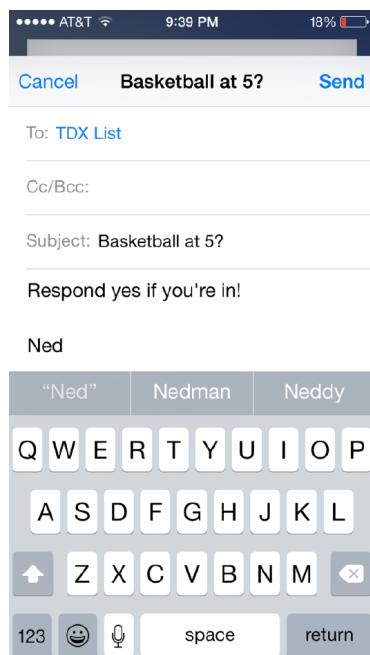
When asked why it is hard to meet new people, many of the interviewees said that you have to ask a lot of trivial question before finding a mutual interest. Even when you do find a mutual interest, if the subject is trite, then you have to repeat the process again. This was an important learning for us because it gave us the idea that if we can post about an interest one person has, than anyone who also shares that interest can join in. Our solution acts as an icebreaker. It already does the hard work for you (finding the mutual interest).

Another great learning we had was that our interviewees wanted more spontaneous events. They could easily email their friends a week in advance to schedule an event, but if they wanted to do an activity the day off, the likelihood of it occurring with the people invited was much lower. They also mentioned that there are services out there that would schedule events in advance and users would commit to them weeks beforehand. The interviewees wanted to post about walking their dog

and wondering if anyone in the area wanted to come along. Students proposed that it could also make for a good study break.



We asked Sophia to set up any activity with some friends. She chose to go hiking and inviting them via email. Sophia's email draft to her close friends



When we asked Ned to do the same, he also sent out an email to his old fraternity list.

## Task Analysis Questions & Answers

**{Who is going to use the system?}** After conducting interviews with participants of different ages, we found that our target customer base is very broad. People of all ages want to meet new people who have similar interests as themselves. At first, Nancy (55 y/o single female) thought that such services had already existed and was not inclined to use ours. However after talking about it more, she realized our solution would be perfect for coordinating neighborhood dog walks or shopping trips. In the younger generation, Sophia (25 y/o single female) is an avid hiker and is interested in meeting new people as well.

**{What tasks do they now perform?}** To meet up and hang out with people, our interviewees typically send text messages/emails to friends asking to do an activity. Many of them feel a bit uncomfortable meeting up with complete strangers, so the way they go about meeting new people is generally through mutual friends. Ned finds the concept of meeting a stranger just to do an activity he likes is a bit awkward; he would much rather meet that person through a mutual friend who introduces him to the new person. Exploring the workout space, the two interviewees who we interviewed both like to have workout buddies. Chenyao usually calls a friend to schedule a workout ahead of time. He is open to working out with strangers, but only if the stranger agrees to follow his workout regime.

**{What tasks are desired?}** For all of our interviewees, meeting new people is something they do want to accomplish on a regular basis. However, meeting complete strangers is not necessarily a task that is desired. For Ned, it's not necessarily that he wants to meet new people, but he doesn't mind meeting new people in the process of scheduling a group activity such as pick-up soccer. Ned brought up an interesting point: he is more inclined to meet new people if it were for some group activity such as a study buddy or pickup soccer. He is less inclined to meet new people just for the sake of meeting new people, and many others may feel the same way as well.

**{How are the tasks learned?}** To meet up for a particular activity or common interest, it's common for friends to message each other when they want to hang out. To meet new people, our interviewees generally were open to meet friends of friends. They

usually had their friends introduce them to their friends, like Ned. They usually do not talk to random strangers.

**{Where are the tasks performed?}** Meeting with people to do a particular group activity is generally done on a phone via text or on Facebook. The internet and phone seems like the most convenient method of doing so (Ned's photo). Chenyao and Ned also meet new people at parties and social events, but even in this scenario they are more comfortable meeting people who they already have mutual friends with.

**{What is the relationship between consumer and data?}** There are a lot of people looking for partners during their activities, as well as lots of people looking to try new activities. However, there is not a mediator between the two. The easiest way for people to connect with others with similar interests is through an organization or a facebook group, but these are sometimes hard to locate and get involved with. This represents a gap in the connection between consumer and data; the data and consumers are both there, but there is currently no convenient way to connect the two.

**{What other tools does the customer have?}** All of our interviewees use their phone to contact people to coordinate group activities and social events. Other than that, Chenyao as well as other students also use Facebook groups as a way to meet people with similar interests.

**{How do users communicate with each other?}** The customers use word of mouth, email, text, phone, and Facebook to communicate with each other about activities. Meeting new people, mostly friends of friends, usually happens at social events such as parties.

**{How often are the tasks performed?}** From our Contextual Inquiry, it seems that going out for activities with other people happens on a daily basis, whether it be working out or grabbing food. Meeting new people is less common, and according to our interviewees, is done more off a whim than as a planned event. It tends to happen during the weekends when there are social events as Chenyao, Ned, and the rest of the interviewees are pretty busy throughout the week.

**{What are the time constraints on the tasks?}** Finding a friend to do a certain activity can be relatively fast; a text on a phone an hour in advance takes care of most things, but it's sometimes a hassle. In particular, when Ned wants to play a game of pickup

basketball, he has to text multiple people, and not everybody is available or even replies in time. There is generally no time constraint when it comes to meeting new people, but many interviewees said there is no easy way to do so without going through mutual friends.

**{What happens when things go wrong?}** Sometimes, when no friends are around and there is no easy way to meet new people with similar interests, our interviewees are stuck either not doing what they love or doing it by themselves. Chenyao in particular, has been to the gym by himself multiple times a week simply because he does not know available friends to go with. He ends up working out without a buddy and it makes it much less enjoyable for him. Ned says that sometimes when none of his friends are available and he isn't able to get ahold of anybody in the same class as him, he gets stuck on a problem set and takes him hours to figure out what to actually do.

## **Old and new tasks**

### *Finding a new activity to do*

We want to get people to try new activities. Through our interviews it became clear that because people are so busy its hard branch out and find new things, yet it is something that many people seek to find! The type of activities we are trying to connect people with could be spontaneous and in the moment, or a recurring event. With a busy schedule its hard to plan events, but if someone is doing it already, then joining is easy!

### *Finding a compatible stranger for an activity*

We want to help individuals find someone who will do an activity with them. Each interviewee expressed a desire to meet new people, yet emphasized a need for shared context. A few of our interviewees found that the hardest part about meeting new people is finding a common ground or context to create a relationship on. Everyone has fun interests, yet many people don't always have someone to do it with. The task is to find compatibility through a shared interest or activity.

### *Staying in touch with people you have done tasks with*

Ultimately we hope to foster a long term friendship, relationship, or whatever you make out of it with your activity partner. Similar to finding a new activity, we believe that it is hard to find a solid friendship outside of the classroom, club, or sports team. Using at least one mutual point of interest, our product will bury the burden of meeting new people.

## **Three Best Application Ideas**

### ***Organizing activities to allow people to meet***

Significance: High

Feasibility: Low

Interest: High

This app would create a pre-organized activity that allows the users to simply join and meet in a specific place to carry out the activity. For example, 10 people for pick up basketball at 5 pm on Tuesday, 10 local people could join and then each meet each other over this shared interest. Came upon this idea because many people do not have the time or energy to create an event and get people together - so this would alleviate this time and combine both the activity and productive contact making in the process.

### ***Location based shared activities calendar \*chosen app***

Significance: Medium

Feasibility: High

Interest: High

This app would be a common space where people could log activities that they want company for. For example, if an individual likes surfing they could post an early surfing session on saturday at half moon bay- other local people could then see this and either chat with the individual or just join. This would allow people to efficiently meet new contacts through shared interests, while also accomplishing their own desired activities. We thought about this idea because it incorporates many of our desired tasks, allowing the user to be productive, have fun, and meet new people.

### ***Workout buddy finder***

Significance: Low

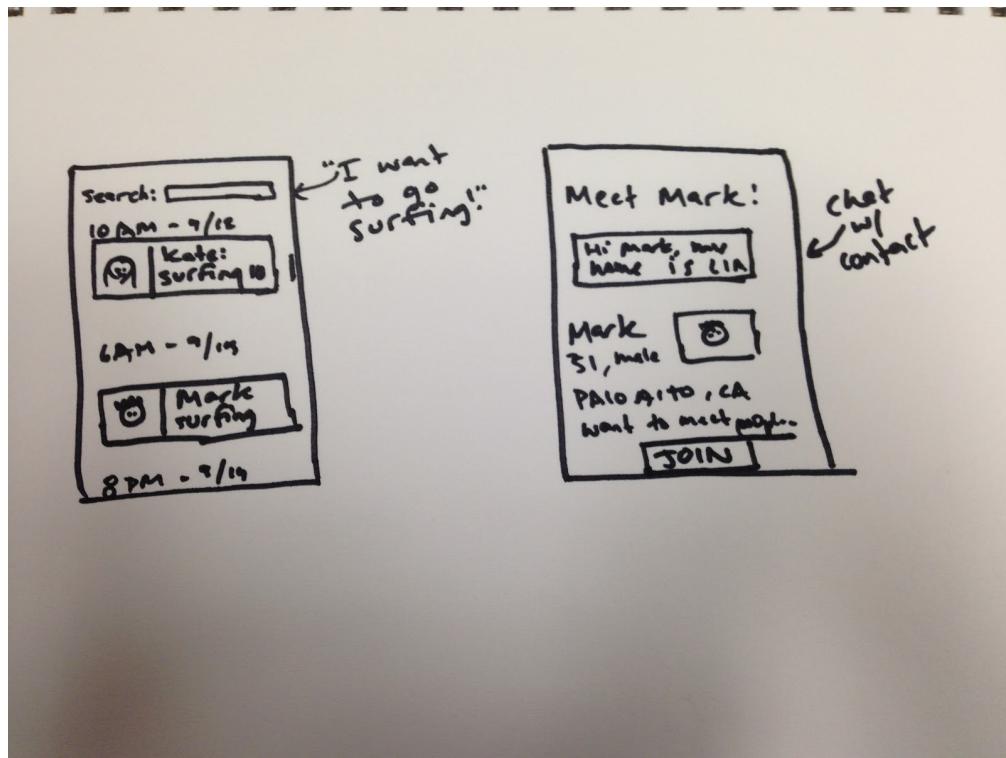
Feasibility: High

Interest: Medium

This app focuses specifically on the workout space. Similar to the location based shared activities calendar above, it allows people who are looking for buddies find each other. We envisioned it being based off the uber app, where people can meet others near their area and meet up. Each person will get a rating at the very end from the other person for feedback, and this can be viewed whenever another user is looking at another potential buddy. There are a couple concerns with this specific app

idea: the market may be too narrow, and people who work out may prefer to work out by themselves as opposed to a stranger they don't know.

## Sketches



Designed by Cesca Fleischer

**Discover**

Make Pottery 10:30a  
With: Cindy Lee 1.3mi

Walk the Dish 12:00p  
With: Carlos Sanchez 0.4mi

Bake Pie 7:00p  
With: James, Julia 4.2mi

**Make Pottery**

Cindy Lee  
I like to ...

Where: Color Me Mine

Join

**Friends**

Jimmy Small  
4 activities

Lara Smith  
3 activities

Frank Jones  
1 activity

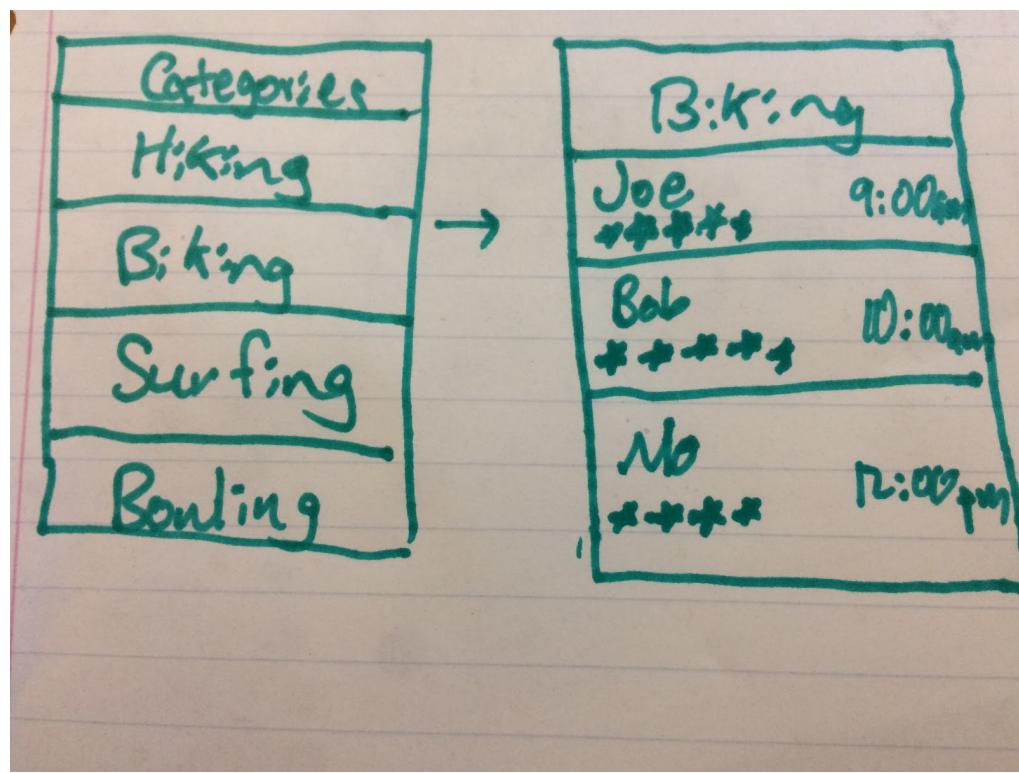
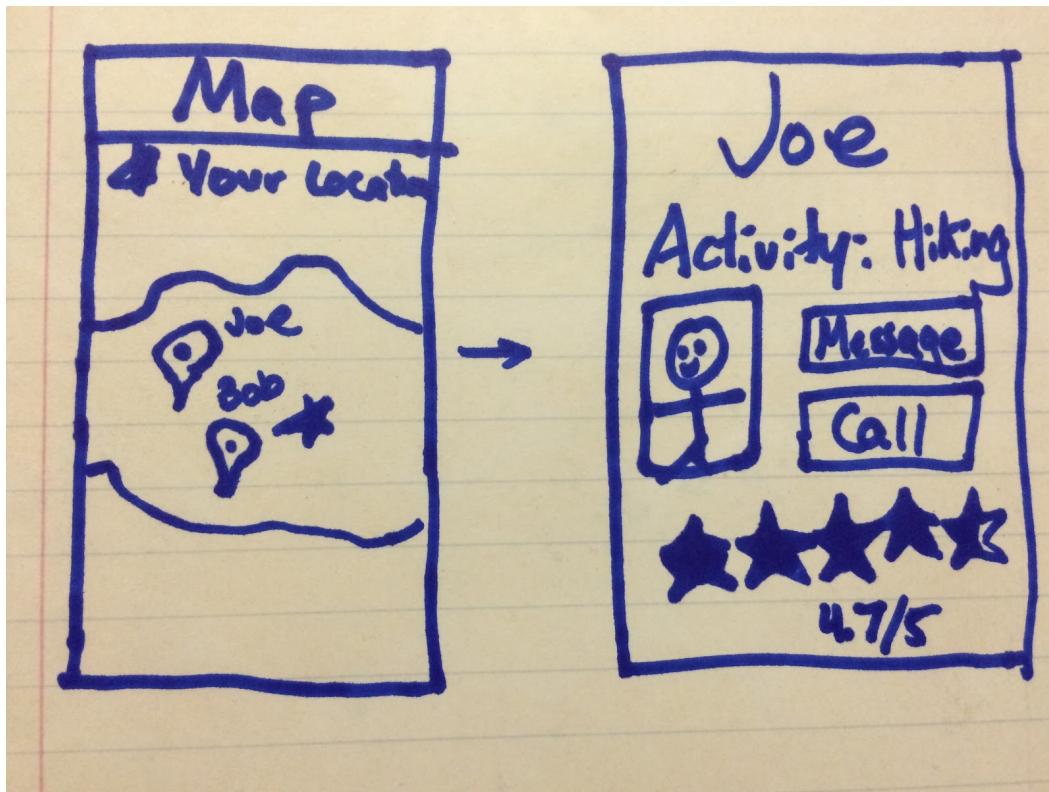
**Activities**

Spinning 10/4  
With: Carlos

Pie Baking 10/2  
With: James, Julia

Hiking 9/27  
With: Jessica

Designed by Kirby Gee



Designed by William Huang