HIGH FIVE!

Trevor Savage   Mark Shuster   Ray Luong   Sara Lee   Spencer Sugarman

Social

Blurring between online and offline lives
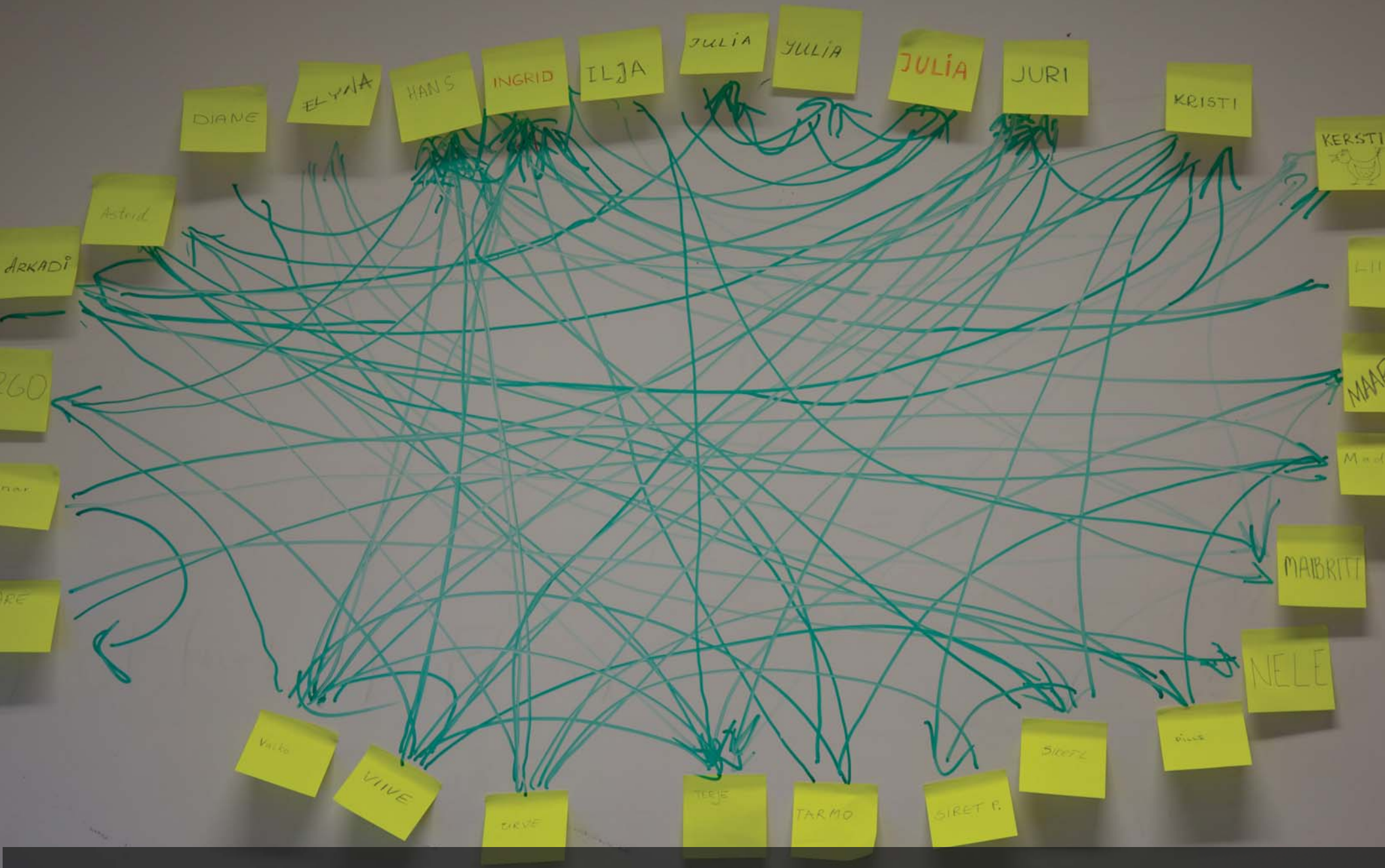
Economic

Barriers to entry for business have lowered

Technological

GPS, Wifi, and NFC is ubiquitous in devices

TRENDS

OPPORTUNITY GAP

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To encourage people in **shared physical spaces** to engage in meaningful experiences with each other through **interacting with their mobile devices**

HUNT STATEMENT

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USER RESEARCH

Trevor Savage   Mark Shuster   Ray Luong   Sara Lee   Spencer Sugarman

"Lonely people with cell phones"

4 students
 1 technology professional

Broad scope:
"Why do you talk to strangers?"

FIRST PHASE

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"About a week ago a gentleman walking down Bayard Street near Craig stopped me and asked if I knew the owner of the Sunoco gas station, which I didn't, then asked me if I knew the nearest gas station. I completely forgot about the gas station on Baum. Whoops."

- Jeremy

INSIGHTS

Talking to strangers is *rare*

Few reasons to interact with strangers

Usually based on simple requests for information

More likely to talk to strangers online than offline

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INSIGHTS

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People congregate online around common interests, but how can we project this into a physical space?

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People congregate online around common interests, but how can we project this into a physical space?

Find a venue where attendees are focused on meeting new people based on a common interest— such as conferences!

REFOCUSING

Trevor Savage   Mark Shuster   Ray Luong   Sara Lee   Spencer Sugarman

COMPETITIVE ANALYSIS

Trevor Savage   Mark Shuster   Ray Luong   Sara Lee   Spencer Sugarman

8 conference attendees
2 event planners

Narrow scope:
Understand if and how conference attendees find
others to share knowledge and collaborate

SECOND PHASE

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"I was looking for work, so it's a great networking opportunity. I don't know, networking is a bit of a strong term. I like socializing more even though it doesn't have that official sounding connotation. At CHI I did, but it was a job fair, and I kinda gave up."
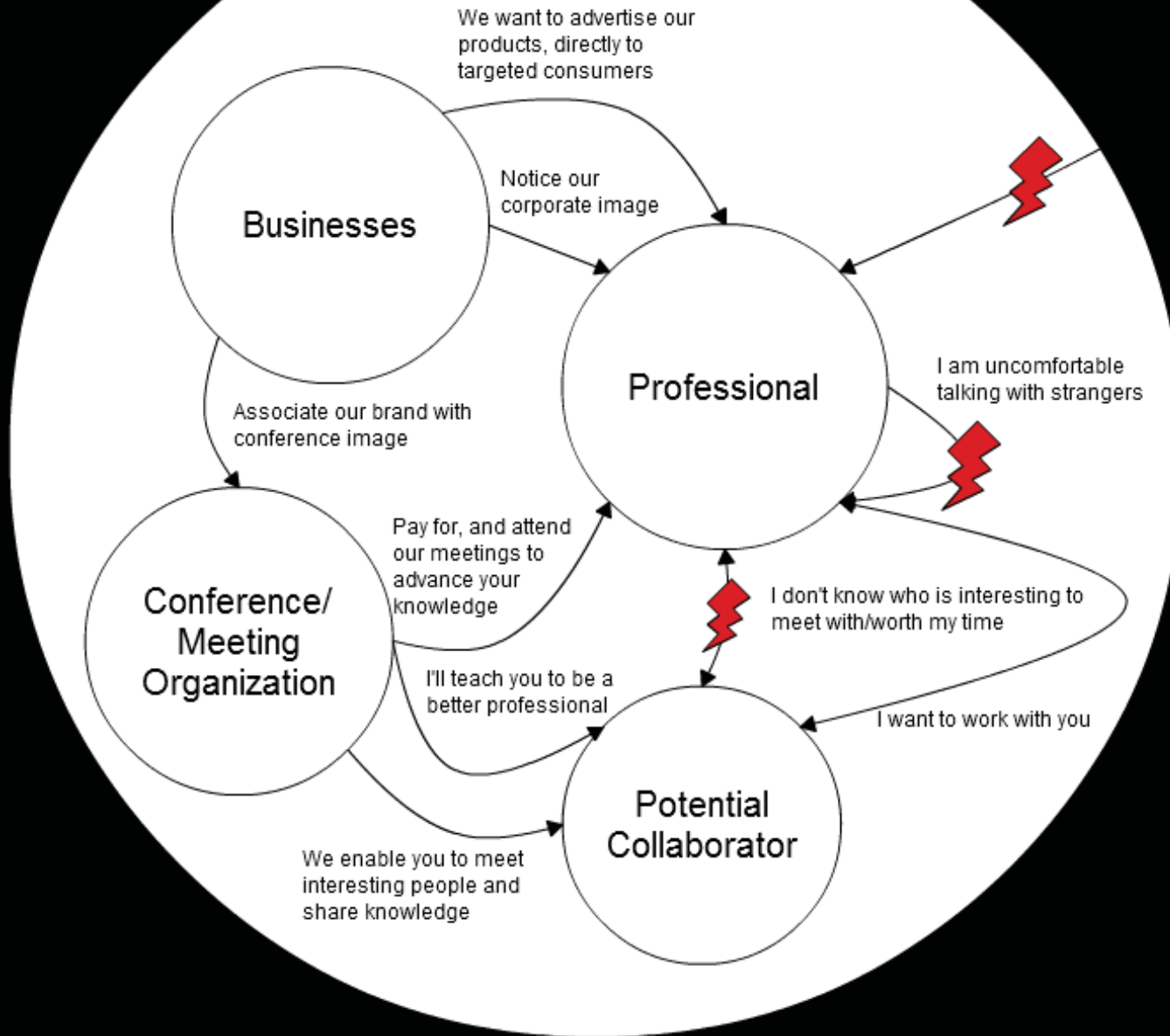
- Zac

INSIGHTS

People want to network

People walk to talk to others with shared goals, interests.

The larger the event, the harder it is to find people

No good way to carry contacts into the future

INSIGHTS

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CULTURAL MODEL

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JIM MORRISON
Knowledge Seeker

WANTS TO:
Go to interesting sessions

Learn successes and mistakes from people with similar experiences

Find experts for future consultation

PERSONAS

MICHELLE TOMLIN
Networker

WANTS TO:
Get a job!

Find like-minded people to
collaborate on a start-up

PERSONAS

USERS PROVIDE:

Interests and background

Location

Schedule

Opinions on sessions

CO-CONSTRUCTION OF VALUE

Trevor Savage   Mark Shuster   **Ray Luong**   Sara Lee   **Spencer Sugarman**

Design a service that introduces people at conferences to the most interesting people around them

But what if the most interesting people do not want to be bothered?

MOVING FORWARD

Trevor Savage   Mark Shuster   Ray Luong   Sara Lee   Spencer Sugarman