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Community promotes...

➔ The Problem

➔ The Past

➔ The People

➔ The Proposal

➔ The Plan

➔ The Prototype

➔ The Possibilities



...and we are becoming increasingly socially isolated.

The Problem

Social Isolation...

- leads to anxiety, heart disease, depression, increased risk of dementia, and increased risk of premature death.
- is seen in higher rates amongst immigrants, LGBT populations, minorities, and victims of elder abuse.
- is one of the key factors found to increase the risk of radicalization from hate groups.



➔ The Problem

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Source

Source

Source

Source

Source

The Past

→ The Problem

➔ The Past

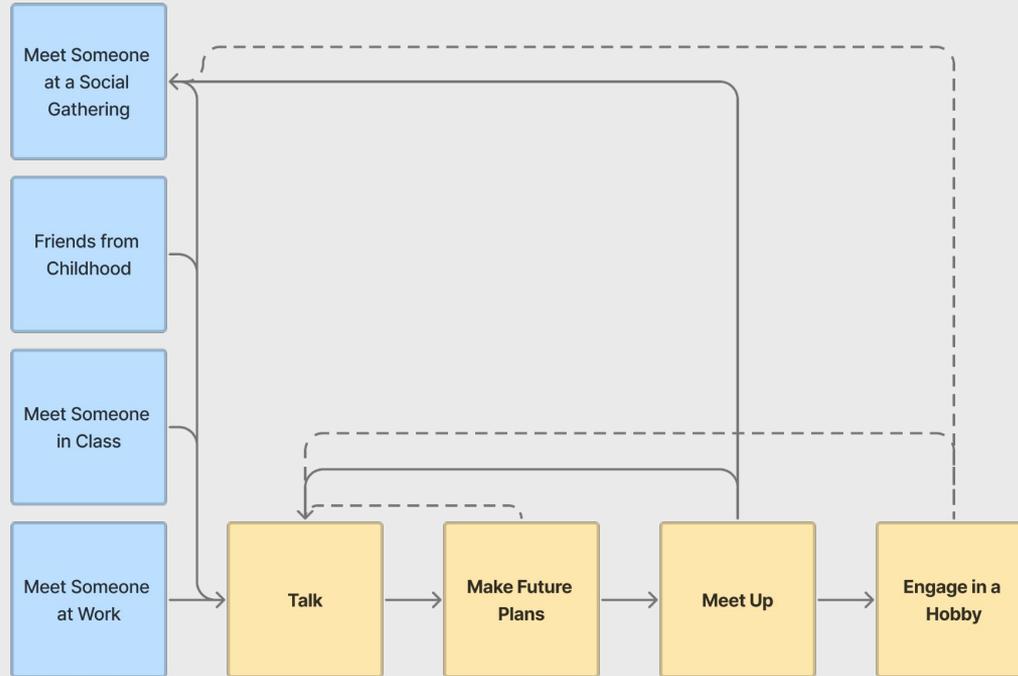
→ The People

→ The Proposal

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→ The Problem

➔ The Past

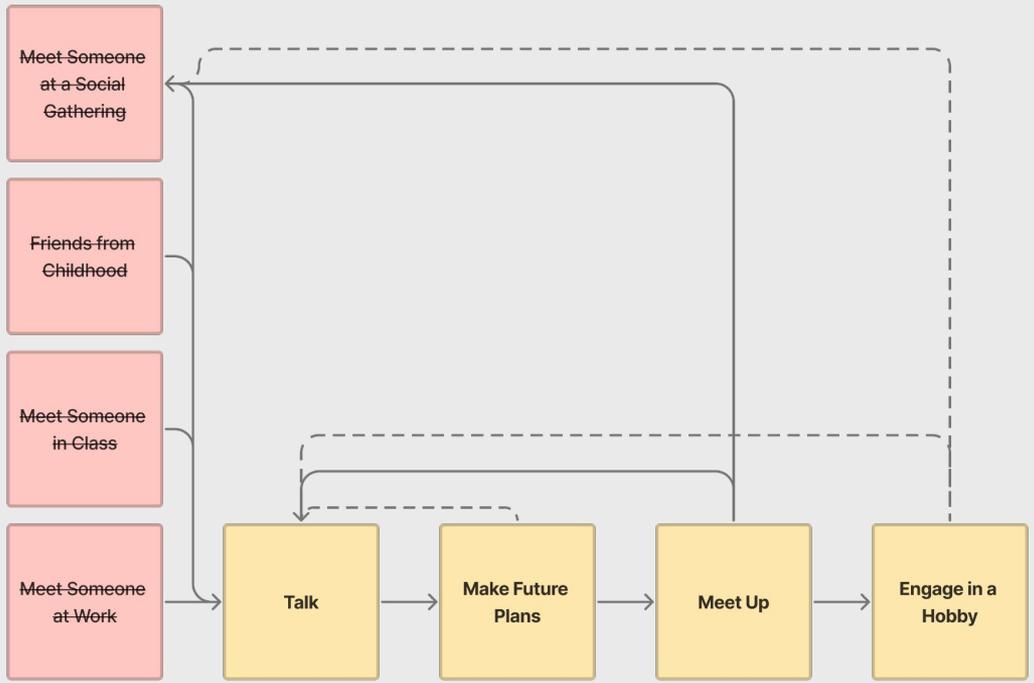
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Within the realm of social psychology,

the proximity principle accounts for the tendency for individuals to form close relationships with those who are physically close by.

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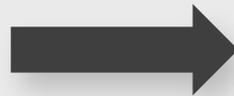
→ The Plan

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Within the realm of social psychology,

the proximity principle accounts for the tendency for individuals to form close relationships with those who are physically close by.



How do we get people close enough to interact?

The People

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Young Adults

More likely to make lifestyle changes



New Movers

More likely to not have any local ties



Retirees

More likely to pursue new interests

Their Thoughts

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Hosting creates
a weird dynamic



Small groups
promote safety



Messaging
without an intent
is uncomfortable



Introverts and extroverts
like different interaction
levels



1-on-1
interaction is
intimidating



Their Solutions

...aren't working

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"I am struggling to find long-term friends"

"...not sure where to start"

"...not looking to waste time"

"want easier, low-pressure interactions"

"...have safety-related fears"

"...hate direct rejection"

"...looking for people in a similar life stage"



The Proposal

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Increase access to...

Group activities

People with specific interests and hobbies

In-person interaction within communities

Healthy habits, both socially and physically



Giving individuals lacking either community or others who share in their hobbies and passions the ability to create, search, and join local group activities.

The Plan

➡ The Problem

➡ The Past

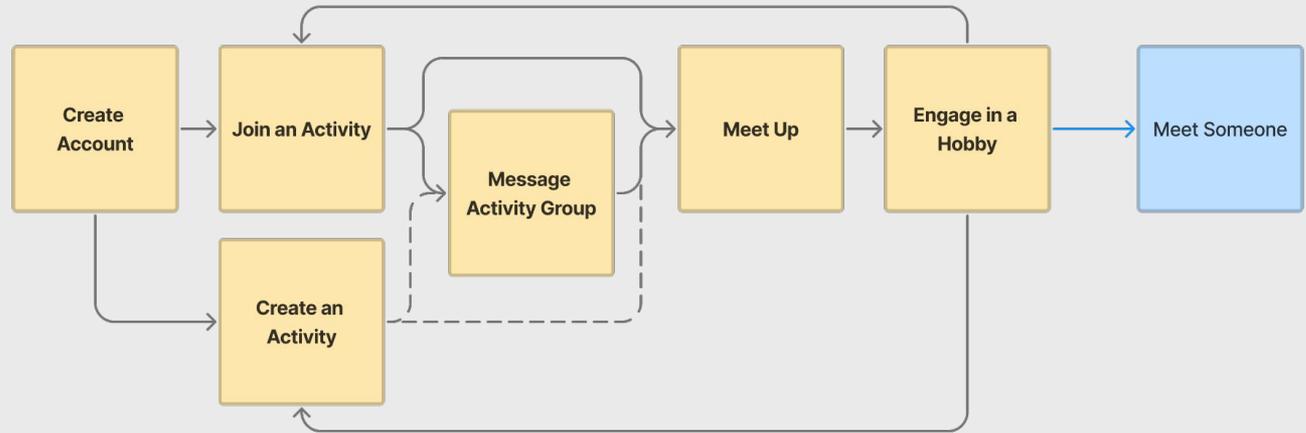
➡ The People

➡ The Proposal

➡ **The Plan**

➡ The Prototype

➡ The Possibilities



The Prototype

Create an Account

Focus: Learnability, Safety, Customization

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The Prototype

Go Through the Tutorial

Focus: Personal Comfort, Introduce Options

→ The Problem

→ The Past

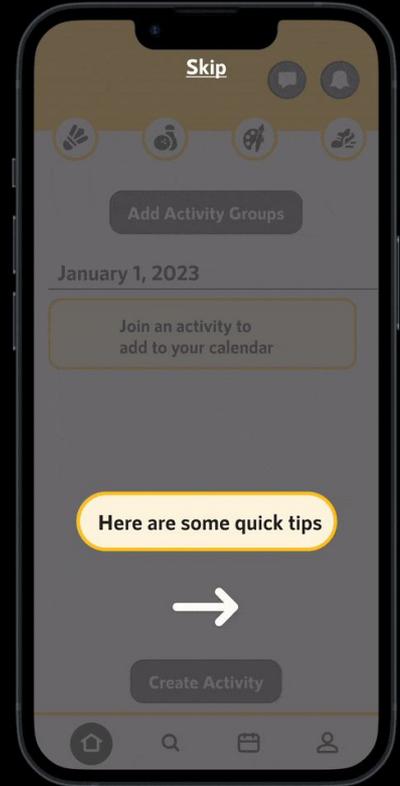
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The Prototype

Find an Activity

Focus: Discoverability, Accessibility,
Individualized Experiences

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The Prototype

Create an Activity

Focus: Customization, Avoiding Host Dynamic

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The Prototype

Review an Activity

Focus: Safety, Accountability

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The Prototype

Connect with Friends

Focus: Relationship Forming, Aligning with Introvert vs. Extrovert Expectations

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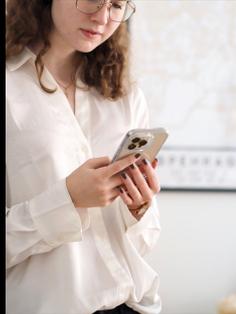
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The Prototype

Share an Activity

Focus: Repeated Interactions, Encourage continued use

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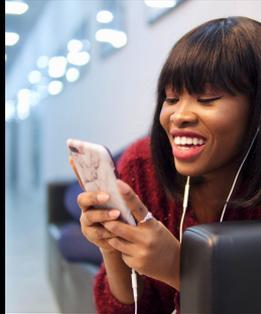
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The Possibilities

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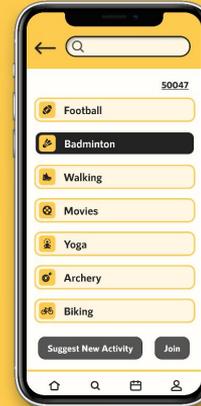
• Building out more activities

• Location-specific activities, like surfing

• Managing multiple locations

• Companies hosting activities, like yoga

• Companies promoting themselves as locations



The Links

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Project Proposal

Case Study

Final Prototype