winter
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BUD'N

PROCESS BOOK

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CONTENTS —

INTRODUCTION

In the following pages we present the process of creation of a new SNS platform: Bud'n.

The aim of the Bud'n app and platform is to facilitate the creation of meaningful connections between people experiencing a new city and those who went through the same chapter in life and are willing to share their knowledge and company.

THE PROBLEM

Moving to a new city represents a life changing event. Getting used to a new environment, new people and possibly a new role is never easy. Figuring out how to move around, where to go and what to do in relation to entertainment or lifestyle might be challenging for most people who don't have any friends or family to support them. During our research we found out that when it comes to finding guidance or support during a life changing event people are seeking for meaningful and less superficial relationships that are not usually achieved through modern social media or discussion websites. Additionally, we discovered people can feel more comfortable sharing this with strangers to avoid "bothering" their relatives and friends. And on the other hand, most people feel helping a stranger go through an experience they went through themselves is a way of giving back and it can be rewarding in itself.

OUR TEAM

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PROJECT PLAN

	Market identification	Market impact/SNS Concept	Understanding User Stakeholders	Generating Insights from User Data	Competitor Landscape and Analysis	Prototype + Business Model Canvas	User + Usability Testing + Validation	Final Pitch Presentation + Video Clip
Responsible		TM SP LC TS	TM SP LC TS	LC TM	LC TM	SP TS	TS SP	LC TM TS SP
Accountable		TM LC	SP TS	TM LC	SP TS	TM LC	SP TS	TM LC
Consulted		TS	LC TM	SP TS	SP TS	LC TM	LC TM	SP TS
Informed		TM SP LC TS	TM SP LC TS	TM SP LC TS	TM SP LC TS	TM SP LC TS	TM SP LC TS	TM SP LC TS

PART 1

MARKET IDENTIFICATION: COMPETITOR ANALYSIS OF EXISTING SNS

The first step was to assess what kind of social media and networking platforms exist currently in the market. Our strategy was to analyze platforms that are popular and/or have a social inclination. Our aim since the beginning was to strive for a socially driven platform, hence it was important to understand the market in the same area in order to see what our opportunity area looks like at a broad scale. We looked at the history, SWOT analysis, competitive forces and basic information pertaining to 4 such platforms.

COMPETITOR ANALYSIS

The first step was to assess what kind of social media and networking platforms exist currently in the market. Our strategy was to analyze platforms that are popular and/or have a social inclination. Our aim since the beginning was to strive for a socially driven platform, hence it was important to understand the market in the same area in order to see what our opportunity area looks like at a broad scale. We looked at the history, SWOT analysis, competitive forces and basic information pertaining to 4 such platforms.

TWITCH

HOW IT STARTED —

2005 ———————————— 2011

Pioneering in life-casting

justin.tv - "Big Brother" style site that live-streamed the everyday life of the creators.

The gaming platform

A new platform designed specifically for the live- streaming of gaming content

THE CAMPFIRE

"I don't want you to think of a million livestreams of video games. Instead, what I want you to picture is millions of campfires" - Emmett Shear. 2019

Relieving
stress

Being part of a
community

Staying connected
to others
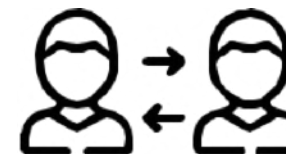
Interactive experience:
two way entertainment

SEGMENT MATRIX —

What

The only live streaming gaming platform

How

That pioneered with life-casting content

Who

Specially designed for gamers and gaming aficionados

Where

All around the world

Why

Who want to be a part of a community, share and create content. Be actively part of something without feeling judged

When

During a time where the digital world seems like a tool to isolate people instead of bringing them together

PORTER'S FIVE FORCES —

Threat of new entrants

A few companies are trying to enter the live streaming market (aside from "traditional" social media platforms), but gaining the trust of seasoned streamers and viewers has not been easy.

Rivalry among existing competitors

Twitch currently has one direct competitor and a couple that offer live streaming services. However they remains as leaders in live streaming among the gaming community.

Bargaining power of buyers

Twitch has a large and diverse worldwide user base, and because of the "big names" and "influencers" that are committed to the platform, most viewers are loyal.

Bargaining power of suppliers

The main suppliers of the platform are the content creators (streamers), most of them built their fan base through Twitch. Also most of Twitch partners have exclusivity contracts. However streamers could deflect for better payment or benefits

Threat of substitutes

Twitch must compete with Youtube gaming and with live streaming services offered by popular social media platforms (Instagram and Facebook).
Twitch needs to evaluate the market constantly to avoid losing their status.

SWOT —

A large community grown through the years, starting with Justin.tv

Ability to retain viewers through participative and direct interactivity with creators and other viewers.

Maintaining the tech. Supporting the increasing amount of data to deliver content to users.

Depending on few parties or suppliers to solve specific software issues.

Low cost and accessibility

S

W

Possible deflection of viewers and streamers to other platforms like YouTube gaming.

Expansion into new topics to open new niches

O

T

The competing platform. YouTube Gaming has some advantages over Twitch (not banned by VPN)

Creation of related products. With their popularity within the gaming community Twitch could create tech gadgets under their brand with the help of Amazon.

The growth of other live streaming services, like the ones on popular social media platforms. Users may choose them for convenience reasons.

twitch

TWITTER

HOW IT STARTED —

2006

2007

2013

Started as SMS

Podcasting company Odeo officially released Twitter. Short messaging service (SMS) for groups.

Rapid rise

During the South by Southwest (SXSW) festival. Twitter gained momentum.

Going Public

Twitter went public through an IPO after its user base surpassed 100 M with 340 M tweets per day.

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PURPOSE

"We believe real change starts with conversation. Here, your voice matters. Come as you are and together we'll do what's right (not what's easy) to serve the public conversation."

GLOBAL IMPACT

People and culture
establishing inclusion and diversity within the organization and providing exceptional employee experience

Twitter for good
bringing company & community together as a force for good.

Planet
protecting the environment and fostering long- term sustainability.

SEGMENT MATRIX —

What

The only Micro-blogging platform

How

That fosters free & fast conversations and allows for the consumption, creation, distribution, and discovery of information about topics and events based on personal preferences

Who

For people, with diverse perspectives, ideas, and beliefs

Where

From all over the world

Why

Because public conversation helps the world learn faster, and solve common issues

When

During a time where public opinion and different points of view matter the most

PORTER'S FIVE FORCES —

Threat of new entrants

Twitter has developed a brand image and brand loyalty, making it very difficult for new entrants to enter the market. It also holds the power and money to acquire any entry level competitors

Bargaining power of buyers

The buyers, different businesses and marketers who run ads on Twitter have multiple options to choose from. Moreover, the switching costs are very low so buyers hold a strong bargaining power.

Rivalry among existing competitors

Twitter currently has a very high competition. The social networking industry is continuously innovating and adding new features to attract new users as they are always looking for new and updated content.

Bargaining power of suppliers

As the number of technical equipment manufacturers are very limited, Twitter has limited choices. Also users, can switch to any substitute service for free. As Twitter is dependent entirely on its users for content as well as impressions, the risk may be high.

Threat of substitutes

Twitter has a high competition in the social networking industry. From Google to Facebook. Twitter allows only a limited number of characters in a tweet and has a limited set of offerings. This all makes the threat of substitutes very high

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SWOT —

Highly preferred by governments, organizations and celebrities. Significant component in B2B marketing

Hashtag, Trending topics, retweets etc. are all features which have become popular among heavy internet users

Twitter solely relies on its social media platform and doesn't diversify.

Even though Twitter engages globally, it relies heavily on the US market

The brand has strengthened its position by several strategic acquisitions

S

W

A few cases of fake accounts, data leaks, lawsuits are an issue for all social media platforms in general

Branching out to newer areas and target broader audiences offer personalized offerings

O

T

Current social networking platforms are rapidly adding new features which can lead to decline in Twitter usage

Expand revenue generating sources. eg. offering virtual stores or marketplace to sell directly to users

Increase user satisfaction by reducing abuse, misinformation & protecting the integrity of political conversations

Government policies against internet & social media platforms as people have started taking data privacy seriously can hurt Twitter's business

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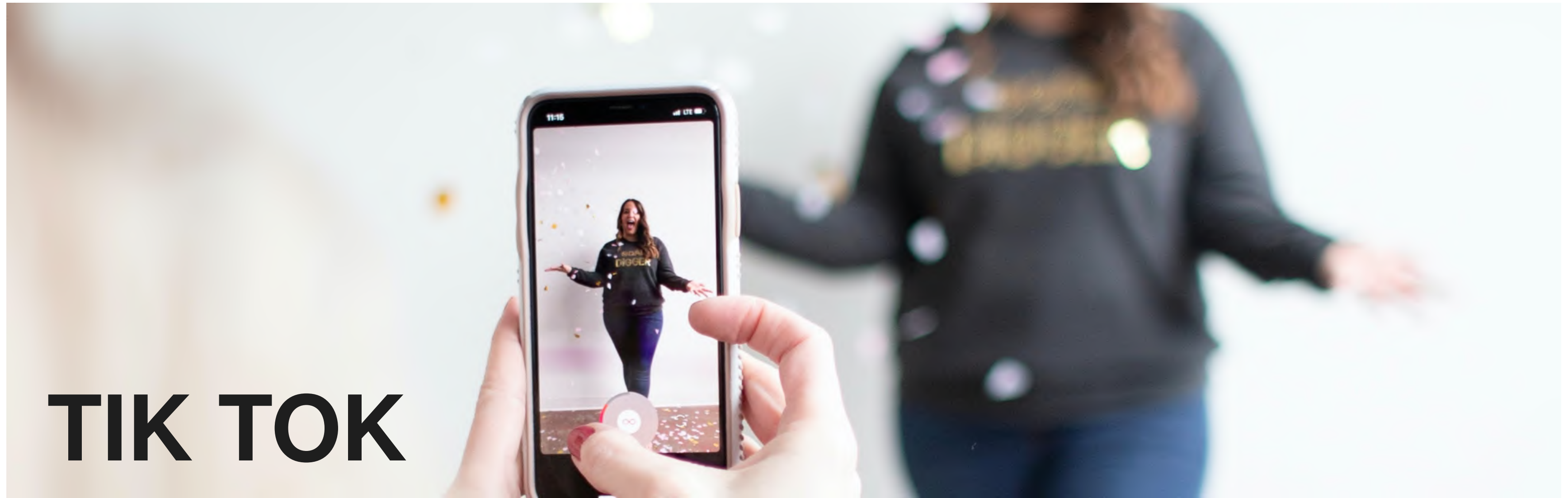
TIK TOK

HOW IT STARTED —

2016 ——————————— 2017

Starting From Home

ByteDance created "Douyin" - a video-sharing
app targeting Chinese users

Going Global

Following Douyin's success, TikTok was
launched on the same format to tap
into international markets

OFFERINGS —

RECORDING THE GOOD LIFE

"We must work harder, we must also be more perfectionist" - Zhang Yiming, TikTok Founder

Fun content creation

Self-promoting and branding

Collaborative Content

Informational Content

SEGMENT MATRIX —

What

A short-format video centered social media platform

How

That offers a space where users can explore, create and publish creative content

Who

Made by brands and content creators for young viewers, predominantly Gen Z

Where

All around the world, including areas with limited access to digital entertainment

Why

To inspire creativity and bring joy through a community of short-form mobile video creators

When

At a time when young people are constantly looking for new ways to express themselves

PORTER'S FIVE FORCES —

Threat of new entrants

With TikTok's ban in some South Asian countries came a quick rise in alternative new platforms such as Snack Video

Bargaining power of buyers

Currently, younger people prefer TikTok over other Apps, but it comes with an option to always uninstall or move to another app. This also applies to brands who use TikTok for advertising

Rivalry among existing competitors

TikTok currently competes with brands like Instagram and Snapchat that try to attract its younger user-base using similar formats

Bargaining power of suppliers

If third party hosting services are in abundance, suppliers have low bargaining power. If we consider content creators and "TikTok Stars" as suppliers, their bargaining power might depend on the offerings available to them

Threat of substitutes

TikTok in itself is a substitute to other social media and content sharing apps. With increasing hype surrounding the "Metaverse", TikTok might lose out on its market share if more people start shifting towards this new concept

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SWOT —

Strong branding & market presence among Gen Z and younger audiences

Built in tools that make content creation easy

The App is banned in some Asian countries due to controversial content

Increasing variety of content from lip- sync battles to informative videos

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W

Content vetting and filtering system isn't very strong

Developing a better vetting system for content

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Growing negative perceptions among older generations

Promote and facilitate socially driven content

Introduce features that cater to older audiences

Other social networks are replicating TikTok's algorithm

More and more people are taking data privacy seriously
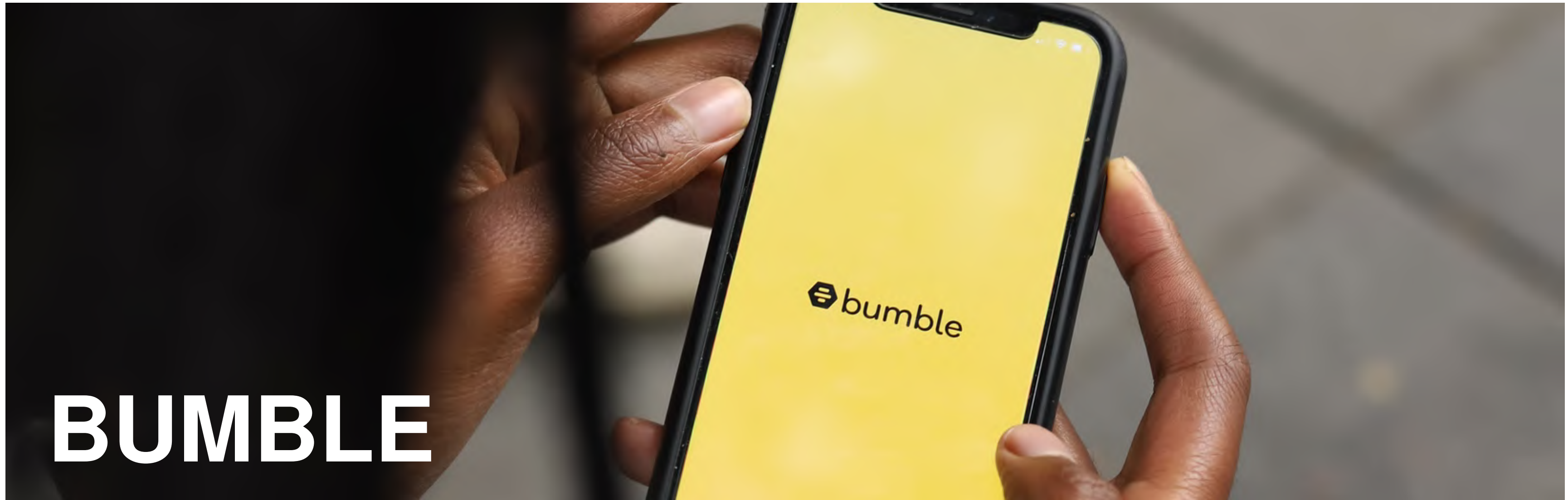
BUMBLE

HOW IT STARTED —

2012   2014

Young creative mind

Whitney Wolf Herd co-founded

Tinder at the age of 22

Rise from rivalry

She left Tinder & filed a lawsuit for sexual harrasment

Herd decided to launch her own women centric social brand . Badoo founder

Andrey Andreev offered to partner with Herd & Bumble was launched in Dec 2014

OFFERINGS —

bumble

POSITIVE PRODUCTIVE LIFE

"I'm more dedicated than ever to helping advance gender equality — and putting an end to the misogyny that still plagues society." - Bumble Founder, Whitney Wolfe Herd

Women make the first move

Find real romantic relationships

Grow your professional network

Find new friends and expand your social circle

SEGMENT MATRIX —

What

First ever women centric social media app that challenges the archaic dating standards

How

That lets women make the first move and also combines friend-finding, career building and dating into one social networking platform

Who

For any adult looking for equitable, respectful, healthy connections

Where

Anywhere around the world

Why

Who know that healthy equitable relationships are central to living a positive and productive life

When

In today's unkind and misogynistic social era

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PORTER'S FIVE FORCES —

Threat of new entrants

The dating industry is highly competitive, with low switching costs and a consistent stream of new products and entrants which can lead to increase in user engagement with other competitive products or services

Rivalry among existing competitors

Bumble in constant legal controversies with the "Tinder" and it continues to be the biggest rival in terms of app usage

Bargaining power of buyers

Bumble has a loyal user base (especially women) that admire the platform for its values and mission and user experience however as there are a number of similar apps in the market users have a lot of options.

Bargaining power of suppliers

Bumble has limited choices when it comes to their suppliers and has a lower supplier buyer concentration ratio. Low switching cost for customers & a freemium model takes down the bargaining power of suppliers.

Threat of substitutes

The upcoming demograph- Gen Z, would bring a cultural shift, by rejecting the traditional online dating norms and desiring more authentic, expressive and creative platforms like Snack.
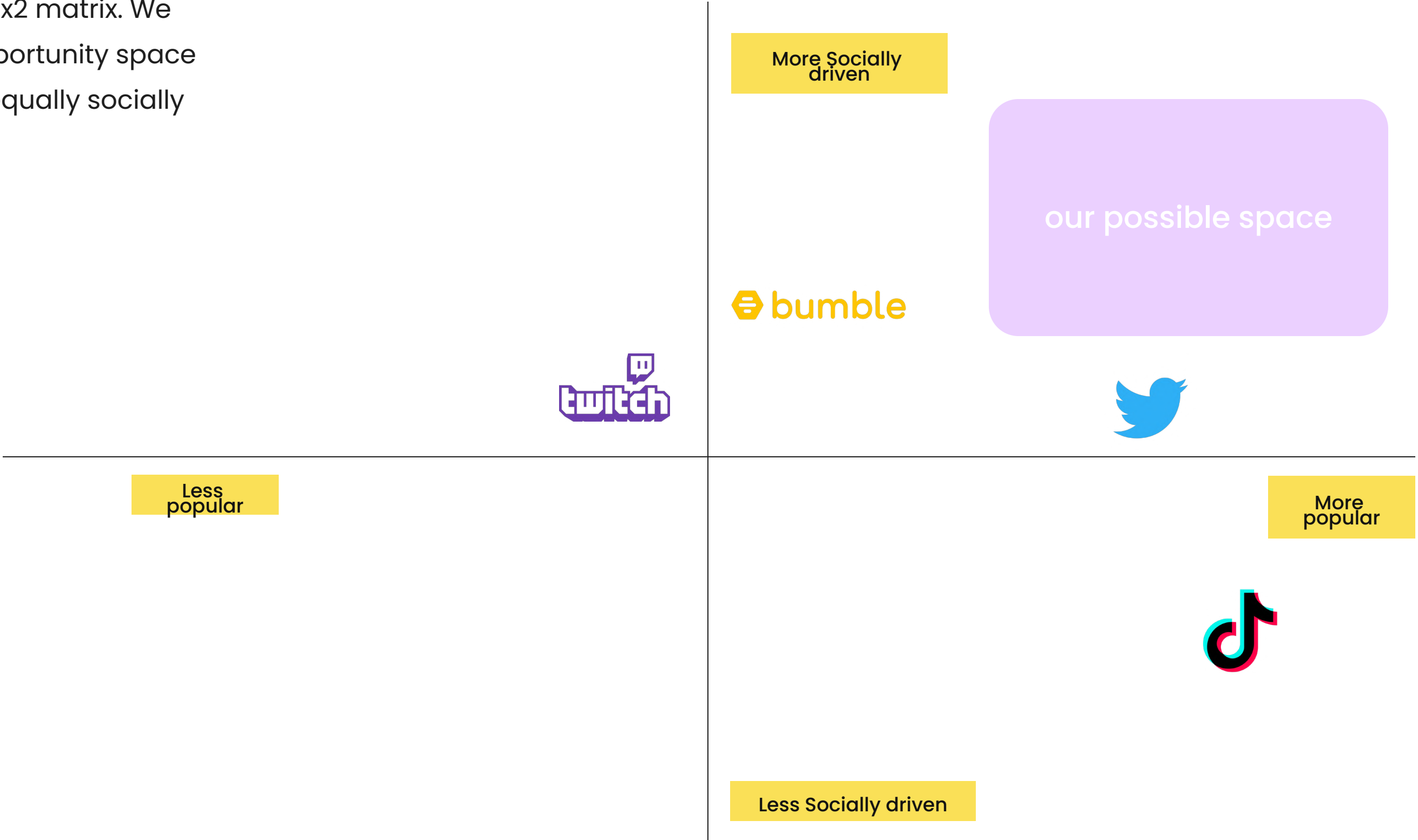
SWOT —

bumble

Redefines gender dynamics of dating & challenges traditional dating stigma

Prioritizes safety and is socially driven. It is dedicated to advancing gender equality and women empowerment

It is a location based dating app, and demands you to share your location leading to concerns for privacy and sharing user data

Offers connections beyond love - attracts a wider consumer segment

S

W

Gives you only 24 hours to connect with someone - can lead to user frustration

Target more ads to gain traction for their other two offerings - Bumble Bizz & Bumble Bff

O

T

Low switching costs and a consistent stream of new products and entrants

Having established user base in urban cities, they must now strategize expanding their reach in smaller cities and towns

The majority of dating app users are men and that fact alone makes the app inherently market limited

Decrease in user retention when users find meaningful relationships on the platforms

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2X2 MATRIX

In order to understand the landscape, we mapped out the four brands we chose in a 2x2 matrix. We wanted to verify if there was an opportunity space for a social network that could be equally socially driven and popular

More Socially driven

our possible space

bumble

twitch

Less popular

More popular

Less Socially driven

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GLOBAL TRENDS

WELLNESS AND CALMTAINMENT —

"Entertainment platforms are transporting viewers into a world of calm"

People today are experiencing heightened stress levels, anxiety, and other mental health issues—whether that is due to an accelerated working environment, or the ongoing pandemic, among other things. In an attempt to be more conscious of their personal needs, users are now taking charge of their health, while being more mindful of their limits and work-life balance.
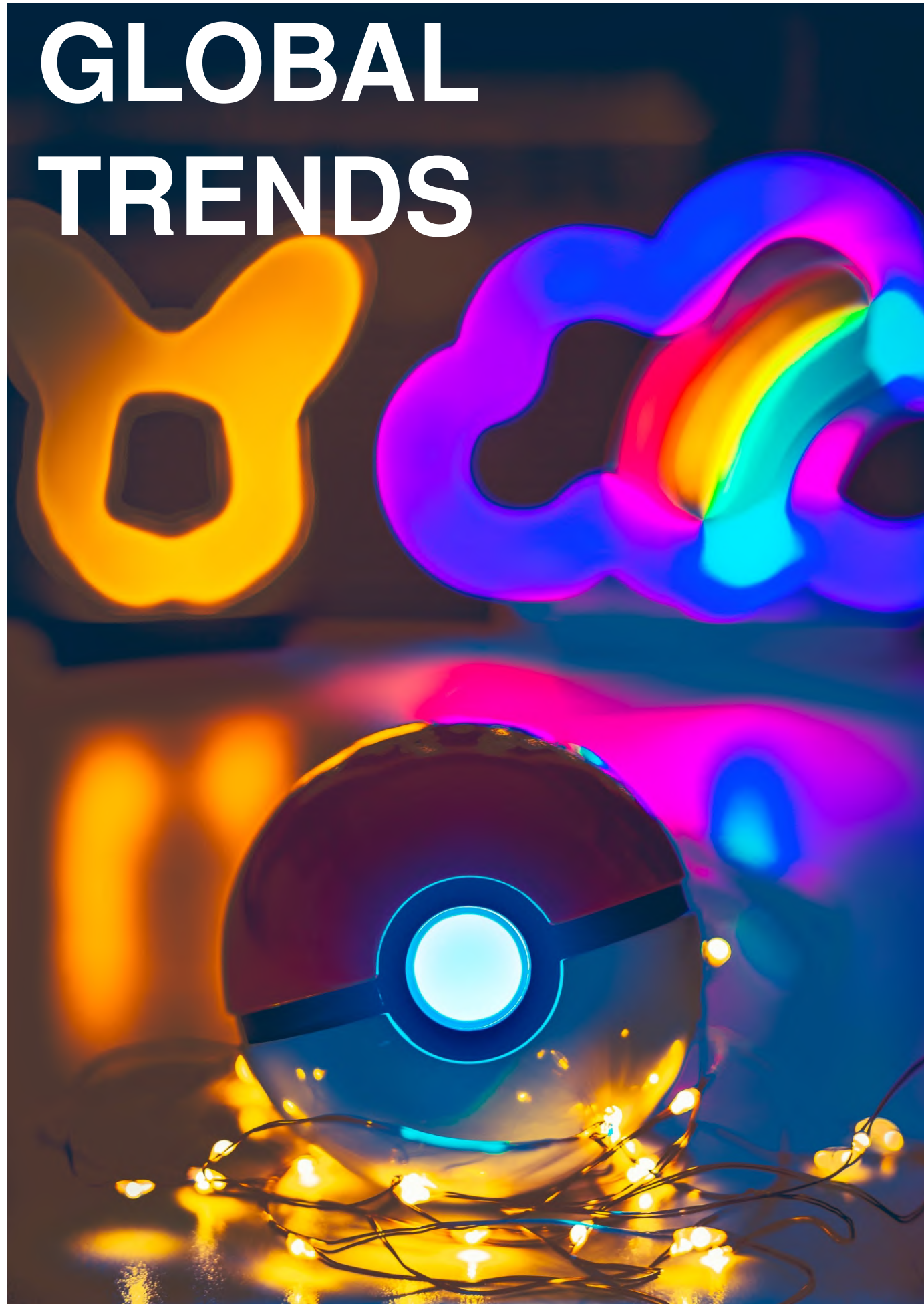
Over the last few years, wellness apps have become increasingly popular

Content creators are taking a new approach to entertainment by encouraging audiences to practice meditation, mindfulness and self-care

GLOBAL TRENDS

NEW GAMING FRONTIERS —

"The stage is set for a gaming revolution"

The consumer gaming industry is expected to reach a value of $198 billion by 2024

With in-person events sidelined due to the pandemic, there is a need for virtual events and entertainment platforms offering solutions with customizable experiences. Users are seeking for virtually interactive experiences that through game sets can facilitate different activities without feeling isolated. Closeness, connectivity and connection are still a priority but the stage might change.

Digital games are now the stage for a variety of activities. Like going to a concert, graduation ceremonies, protests, dating and so much more.

Traditional gaming spaces are now transforming into cultural and social environments were people can virtually gather to create community, be entertained and even discuss business.

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GLOBAL TRENDS

PROTECTING OUR PRIVACY —

"Mainstream technology brands are prioritizing consumer's data privacy"

Consumers are now more aware of how their personal data is being exploited. Many find this behavior an invasion of privacy and are demanding brands take steps to protect their personal data.

Parents are also now concerned with the social media presence of their children, since most are exposed since birth

53% of parents in America are concerned with the privacy of their children (under 18)

Technology brands are now catering to consumers' desire for privacy when it comes to their personal information

Many companies are changing their policies and launching new initiatives to help ensure user's information is not unknowingly profited from.

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PART 2

SNS
CONCEPTS

WHAT INTRIGUED US

As a starting point for the second phase, we went over our 2x2 matrix, the trends we selected and some new ones.

Based on that we mapped out concepts or topics that interested us as inspiration for our own social network

Genuifluencers	Metaverse	Social Activism	Sharing	Conversation
Guidance	Safety	Community	Digital Seniors	Privacy
Ethical Scoreboards	Gaming	Superficiality	Wellbeing	

WHAT REALLY INTRIGUED US

We then further discussed to analyze what are the areas that really intrigued

us and we wanted to focus on!

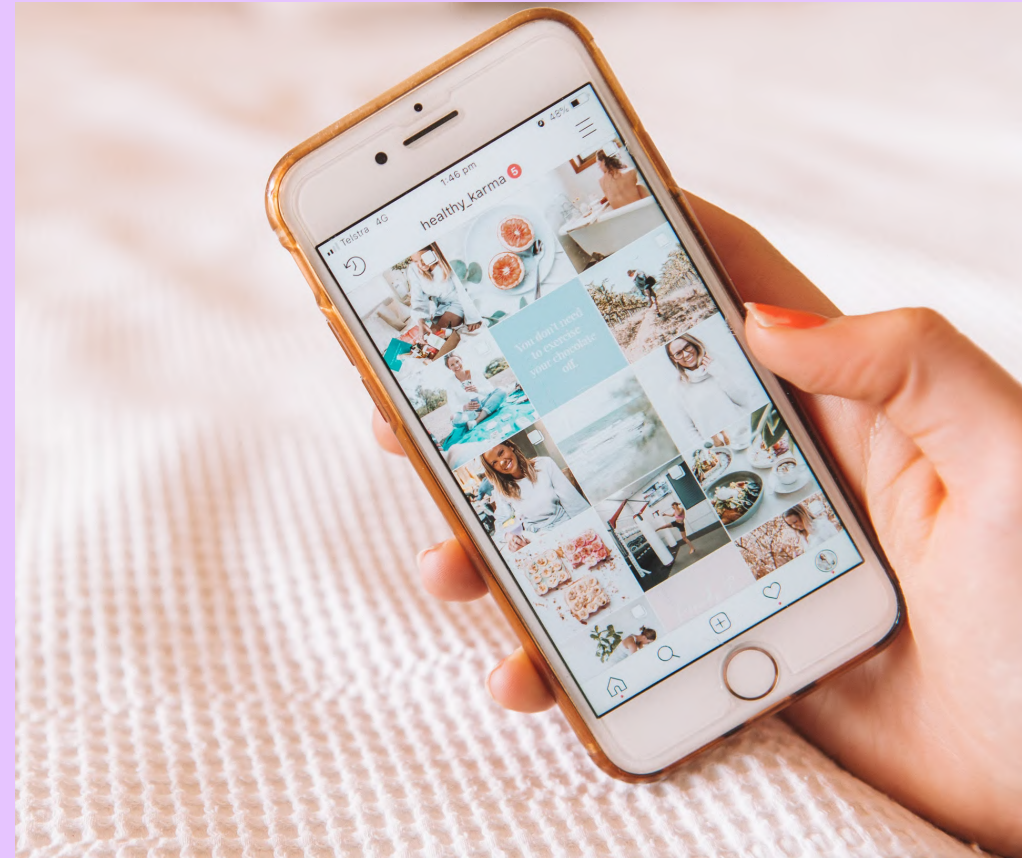|				
Genuifluencers	Metaverse	Social Activism	Sharing	Conversation
Guidance	Safety	Community	Digital Seniors	Privacy
Ethical Scoreboards	Gaming	Superficiality	Wellbeing	

THREE CONCEPTS

Based on the seven selected topics, we started our initial concept ideation process and ended up with three basic paths.

**Branding For
Social Change**

**From Influencer
to Mentor**

**Second Innings
for Seniors**

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BRANDING FOR SOCIAL CHANGE

CONCEPT —

A platform that brings together socially active individuals and brands to work towards social causes

USERS

| Brands | Social Warriors | Social Beginners | Social Organizations |

SUPPORTING TRENDS —

BRANDING
TOGETHER

Customers are more interested on brands
that stand for something and thrive to make
social impact rather than ones worried only
about profit

ETHICAL
SCOREBOARD

New platforms are surging were customers
can look up brand scoreboards. Things such as
social impact, sustainable impact, employee
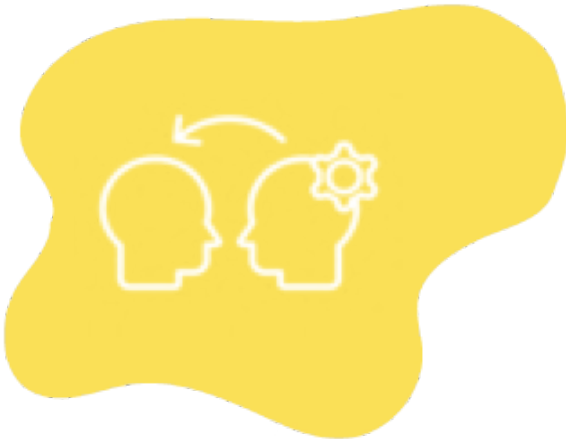and client satisfaction are available.

FROM INFLUENCER TO MENTOR

CONCEPT —

A mentor/buddy system that facilitates a seamless connection between people who need help and people who are willing to help.

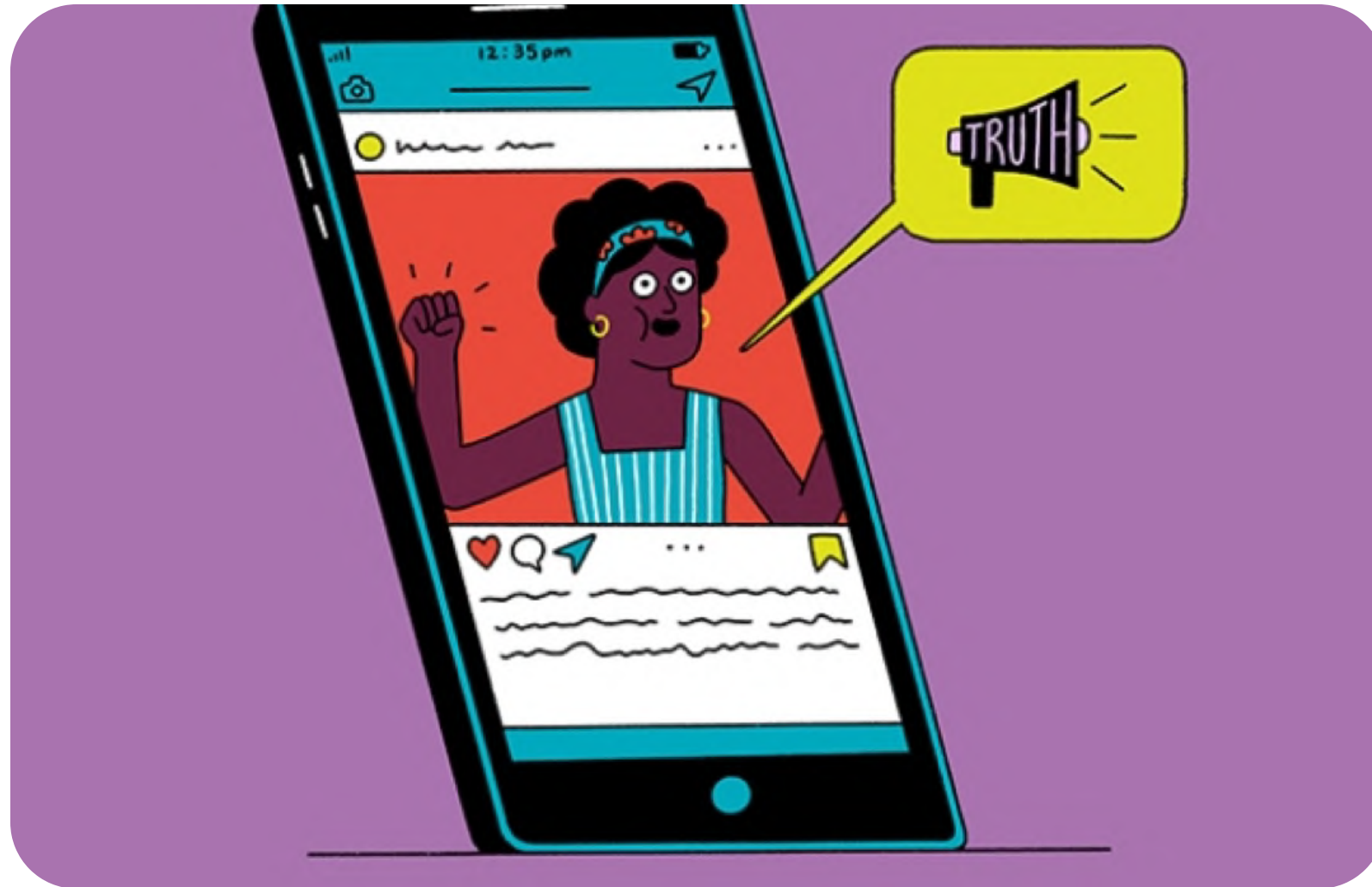**USERS**

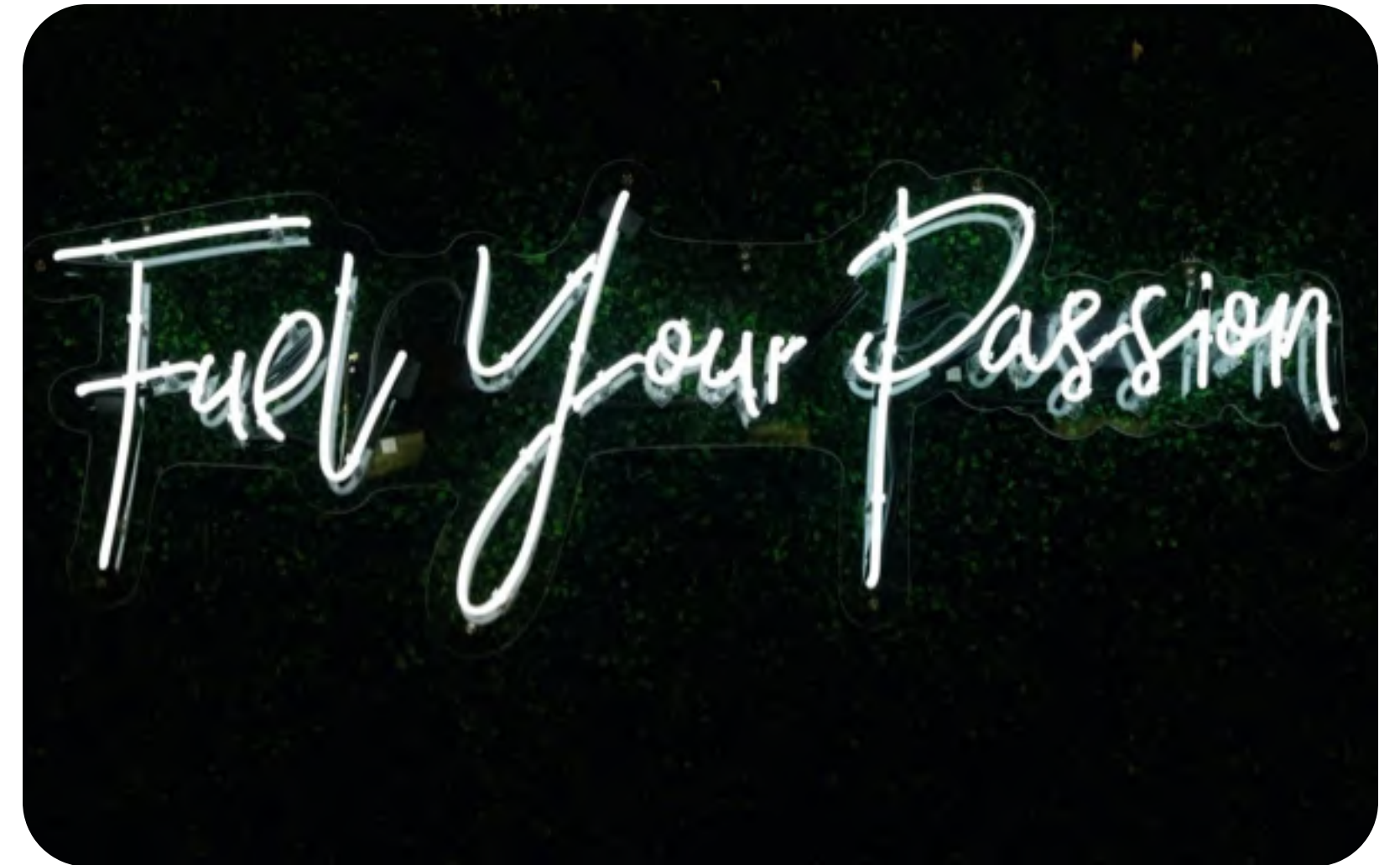Guides / Helpers

Strugglers / Help seekers

Newbies

Professional experts

SUPPORTING TRENDS —

GENUINFLUENCERS

Social media users are now seeking for a
more "real", "non-superficial" image from
their favorite influencers. Perfection is now
considered fake.

THE GREAT
LIFE REFRESH

Consumers focus on personal growth and
well-being, making drastic changes that
reflect their values, passions and purpose.

ENHANCING SECOND INNINGS FOR SENIORS

CONCEPT —

A platform that enables senior citizens
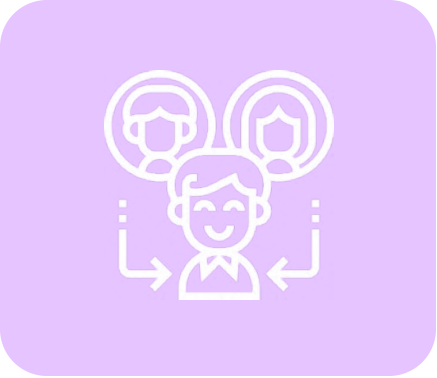to socialize with each other over shared hobbies and interests

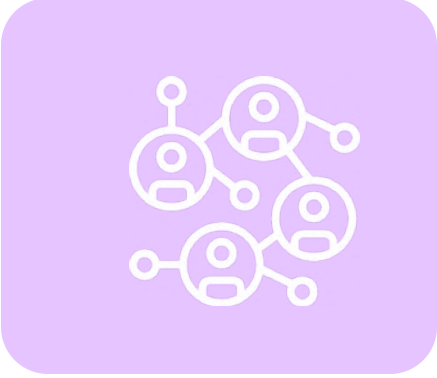**USERS**

| Retired senior citizens | Single seniors missing partnership | Trainers / Facilitators | Professional Organizations |

SUPPORTING TRENDS —

DIGITAL SENIORS

Older consumers were forced online as the world shut down. Now, familiar and comfortable with technology, Digital Seniors are empowered to use services through this channel.
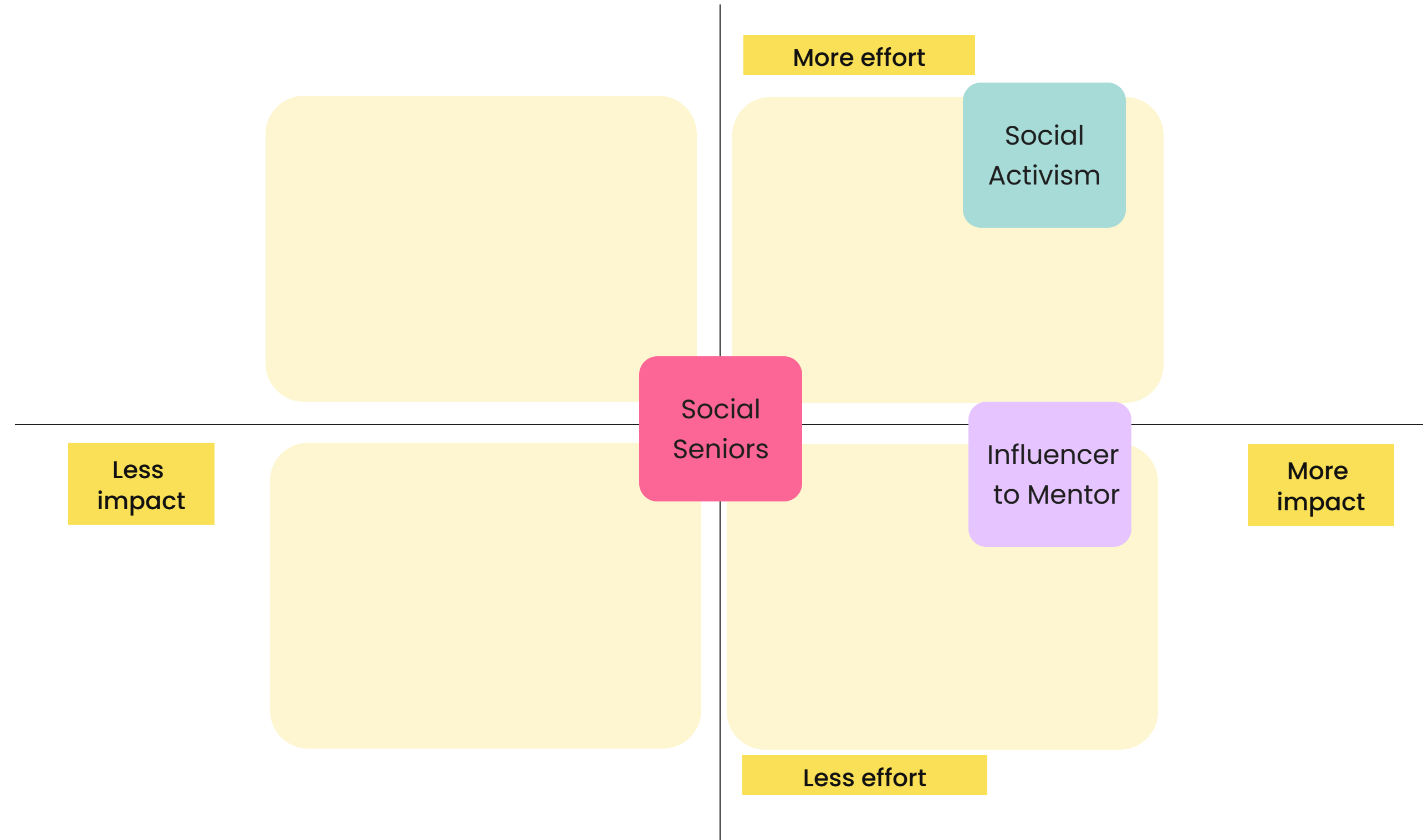
STAYING SOCIALLY ACTIVE AS YOU AGE

As older consumers embrace technology, human interactions will remain a prevalent component of how they engage with brands. Businesses have an opportunity to tailor their digital experience to target and meet the needs of this expanded online audience.

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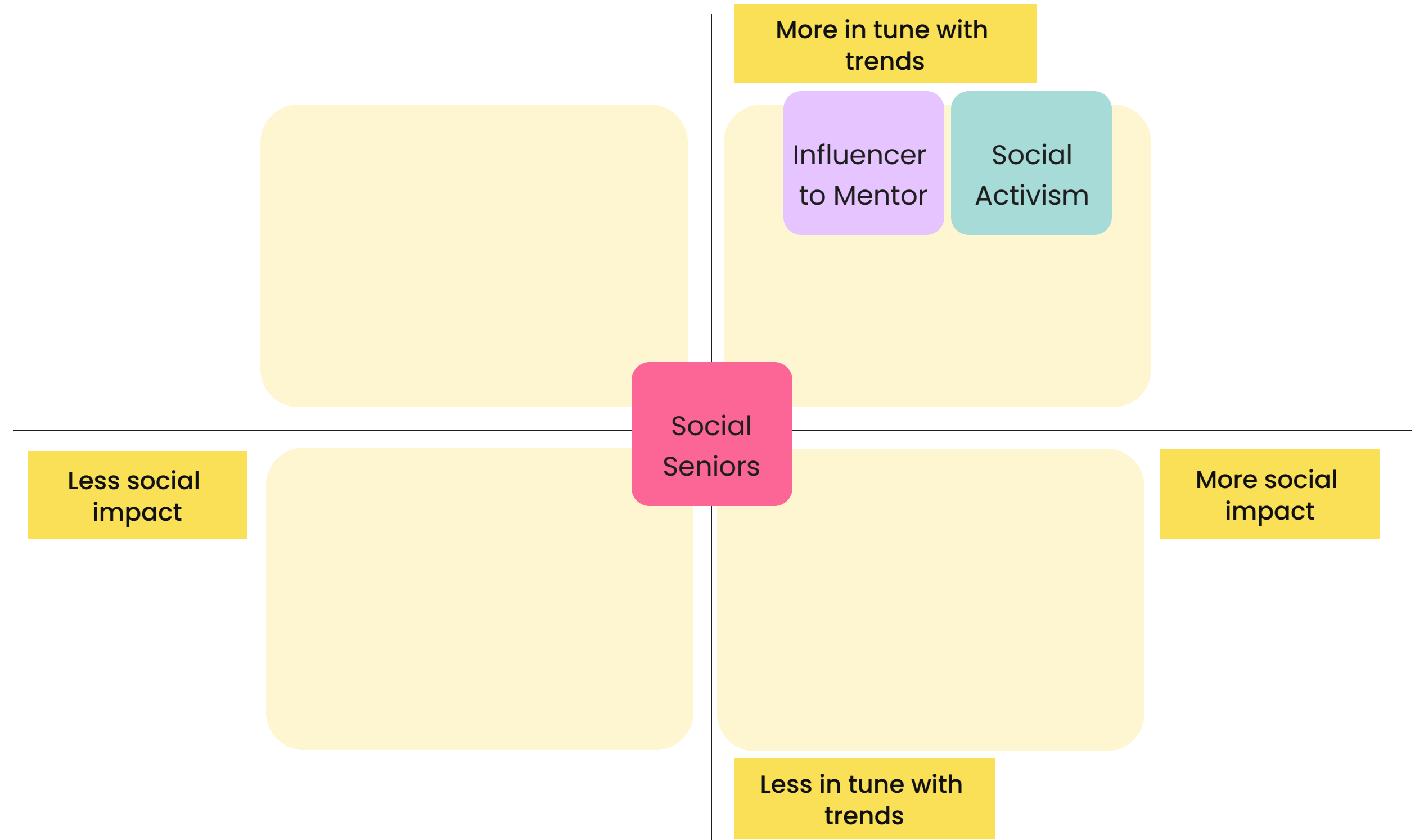
DMGT /2U | BUD'N PROCESS BUUK

FIRST 2X2 MATRIX

In order to select one of the concepts to move forward with, we mapped all three on two different 2x2 matrixes. One considering level of impact for the user vs amount of effort to develop.

More effort

Social Activism

Less impact

Social Seniors

Influencer to Mentor

More impact

Less effort

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Level of social impact vs how in tune it was with global trends

SECOND 2X2 MATRIX

And the second one considering level of social impact vs how in tune it was with global trends.

More in tune with trends

Influencer to Mentor

Social Activism

Social Seniors

Less social impact

More social impact

Less in tune with trends

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FROM INFLUENCER

TO MENTOR

Based on the prioritization through the 2x2 matrix, as a team we decided to move forward with the "from influencer to mentor" concept. It was high on impact and low on effort considering the time frame we had. **In the following pages we show our initial approach to the concept.**

BACKGROUND

When it comes to big decisions or relevant experiences in our life, having someone with experience or valuable insight makes all the difference.

OVERVIEW

What if we could take the **influencer out of the screen** and give people a chance of having **real-life mentors and guides,** without the likes and the superficiality, focusing on empathy, growth & real connections?

DRIVERS

| Growth | Emapthy | Community | Meaningful Connection |

AUDIENCE

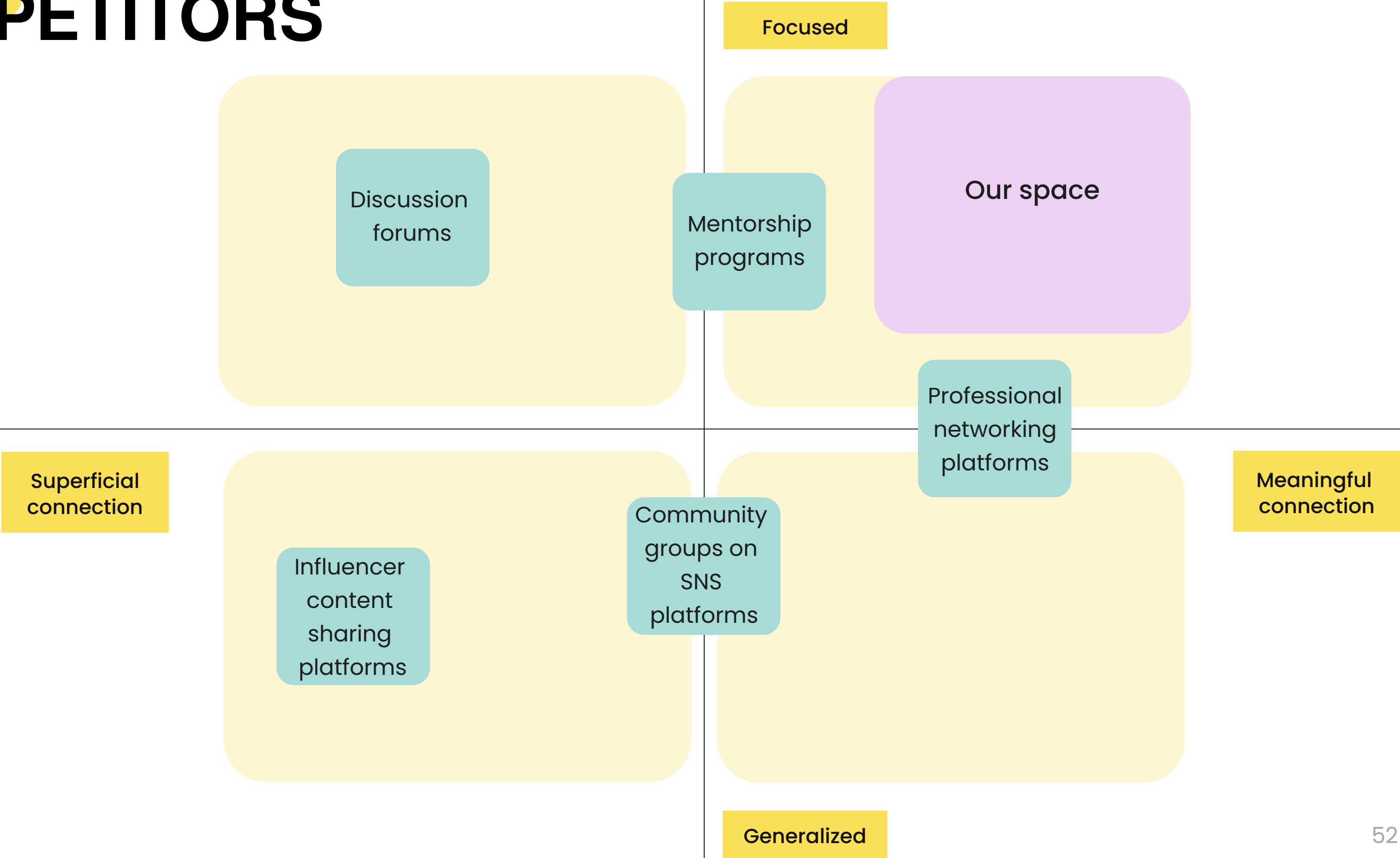| Guides / Helpers | Strugglers / Help seekers | Newbies | Professional experts |

TONE

| Friendly | Inspirational | Genuine |

COMPETITORS

Focused

Discussion forums

Mentorship programs

Our space

Professional networking platforms

Superficial connection

Meaningful connection

Influencer content sharing platforms

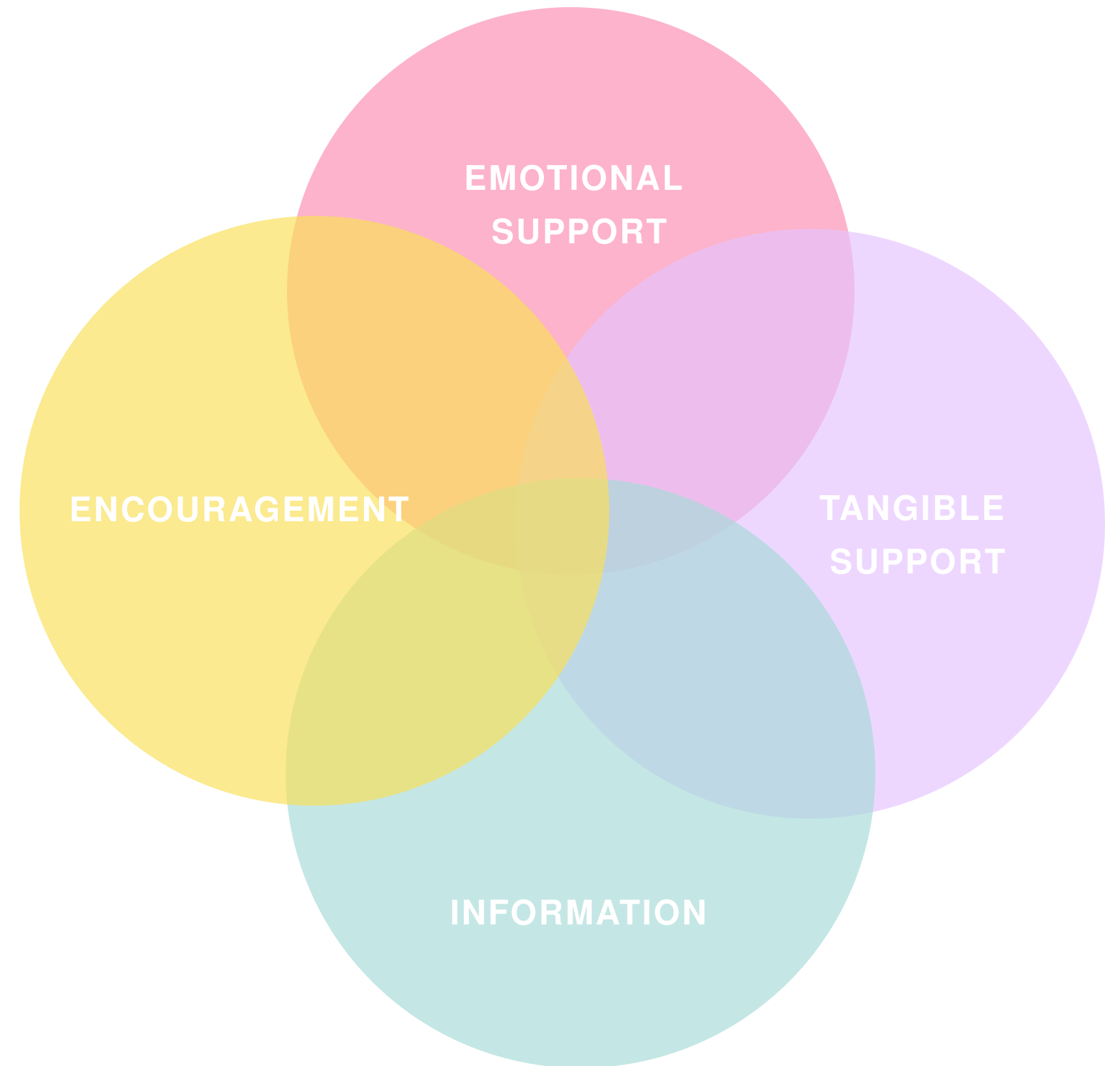Community groups on SNS platforms

Generalized

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PART 3

IDENTIFYING AND UNDERSTANDING USER STAKEHOLDERS

Reframed CONCEPT

BUDDY-ING UP IN THE FACE OF CHANGE

SECONDARY RESEARCH

To begin the third phase of the project, we started by researching types of non-professional guidance/support and different studies that could give light to why, how and if people would be interested in a platform that would offer what we were planning on offering.

EMOTIONAL SUPPORT

ENCOURAGEMENT

TANGIBLE SUPPORT

INFORMATION

EMOTIONAL SUPPORT

ENCOURAGEMENT

INFORMATION

TANGIBLE SUPPORT

Friends and loved ones can listen and provide empathy and comfort.

A social support system can also encourage someone to succeed when confronting some type of challenge.

Social connections are a way to learn things and gain information when facing life changes.

Changes may bring a need for actual physical help with certain tasks. For example, driving someone somewhere

1

Shared experiences may influence the way we perceive ourselves and possibly the way we interact with others.

(Tsakiris et al., 2008)

EMOTIONAL SUPPORT

Friends and loved ones can listen and provide empathy and comfort.
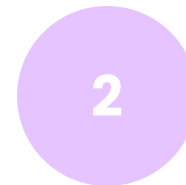
ENCOURAGEMENT

A social support system can also encourage someone to succeed when confronting some type of challenge.

INFORMATION

Social connections are a way to learn things and gain information when facing life changes.

TANGIBLE SUPPORT

Changes may bring a need for actual physical help with certain tasks. For example, driving someone somewhere

2

"A shared experience allows us to truly feel our own and other's emotions, to develop our ability for emotional empathy and to understand each other better. These connections then give our own lives a sense of meaning."

— Mark Leary and Roy Baumeister

PRIMARY RESEARCH

Our primary research was carried out through tow main activities: an initial survey to understand context and reach potential users, and a series of interviews to gain a deeper understanding of how our social network could be designed to asses our user's needs and wants.

SURVEY QUESTIONS

1. Age group

2. Have you ever felt you needed support or guidance during a specific phase in your life?

3. Which of these aspects in your life have you felt the need for someone to guide or support you (check all that apply)

Personal growth

Adjusting to changes in life

Career guidance / Professional growth

4. Have you ever felt a desire to guide others based on your experience or knowledge?
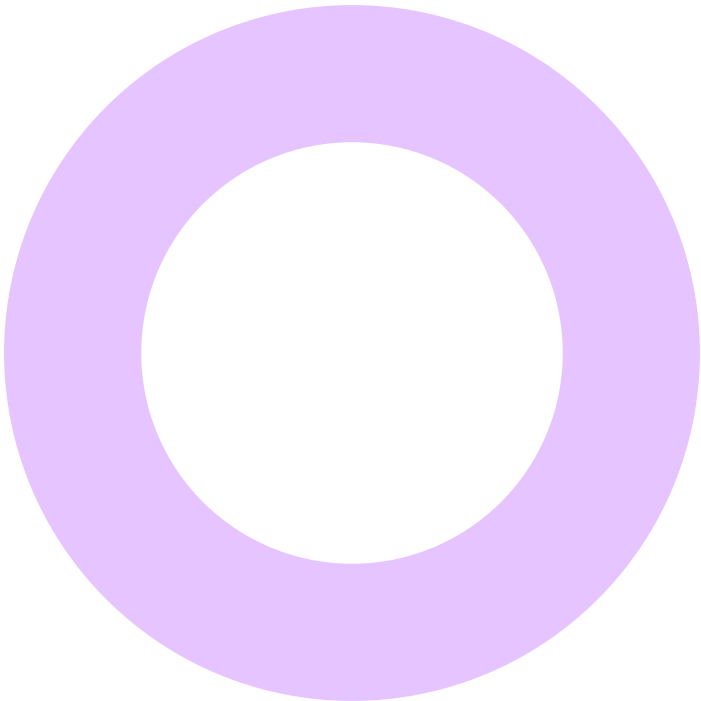
5. Why/Why not?

6. What areas do you feel you can guide/mentor others on?

7. On a scale of 1 to 5, how interested would you be in a platform that enables you to develop meaningful relationships based on one-on-one guidance in various aspects of your life?

100% of the of the participants felt at some point in their lives a need for support or guidance during a specific phase

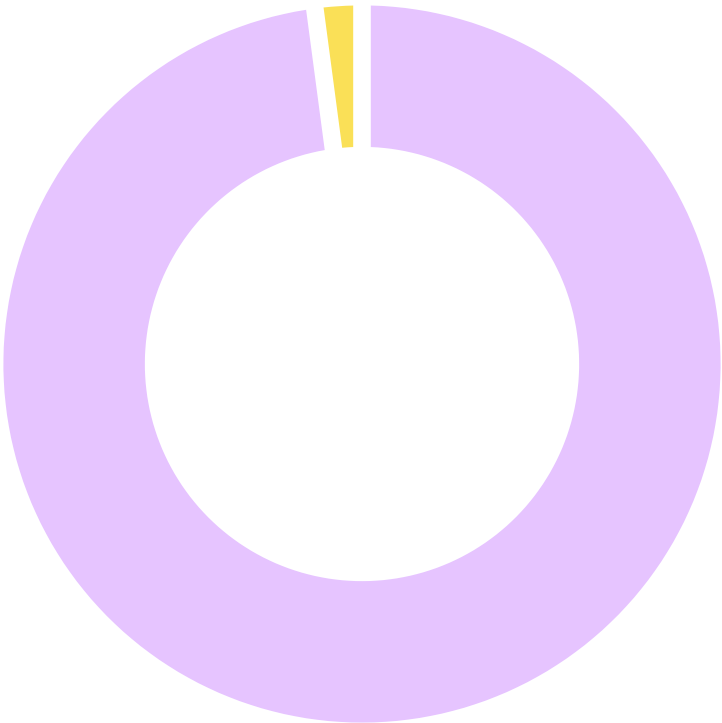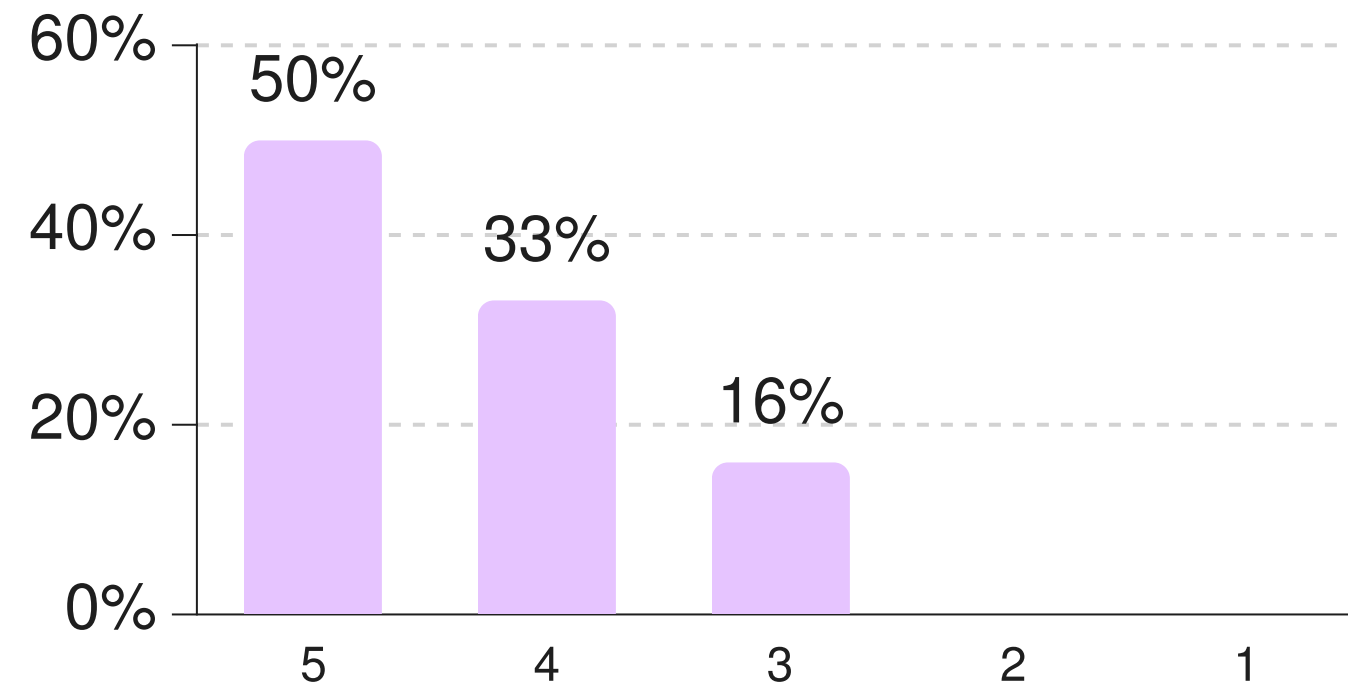98% of the of the participants felt felt a desire to guide others based on their experience or knowledge

Didn't agree
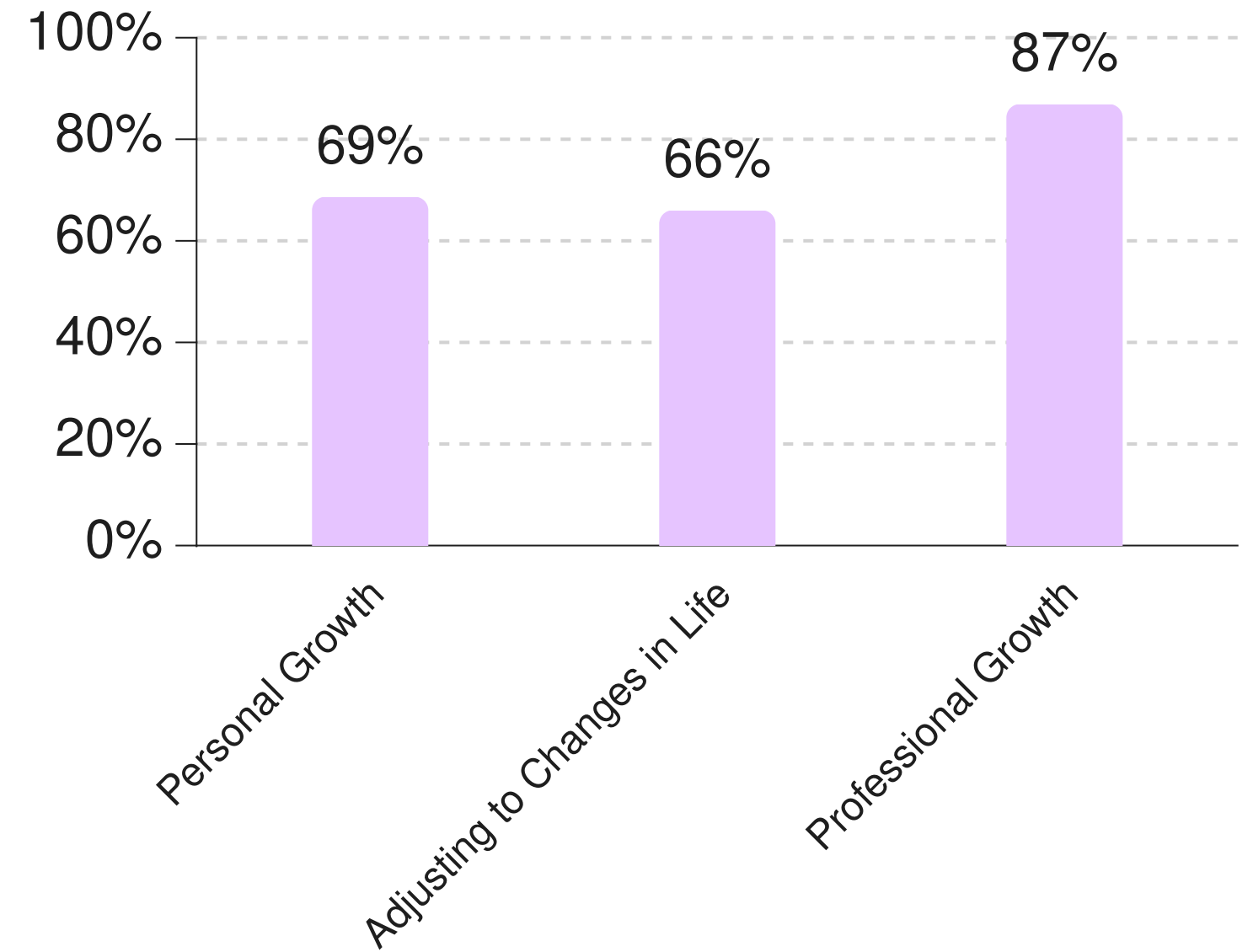2%

Yes
100%

Agreed
98%

Values shown are in percentages

Scale of 1 to 5 with 5 being "most interested"
and 1 being "not interested at all"

A Majority of the participants showed interest in a platform that enables developing meaningful relationships based on one-on-one guidance in various aspects of life

Main aspects in which participants have felt the need for someone to guide or support

USER QUOTES

"I don't want others to go through what I went through"

"Self-learning is slow, learning from others' experiences can help us in avoiding mistakes & wrong decisions."

"I would love to guide someone to overcome failure in life"

NARROWING DOWN
OUR CONCEPT
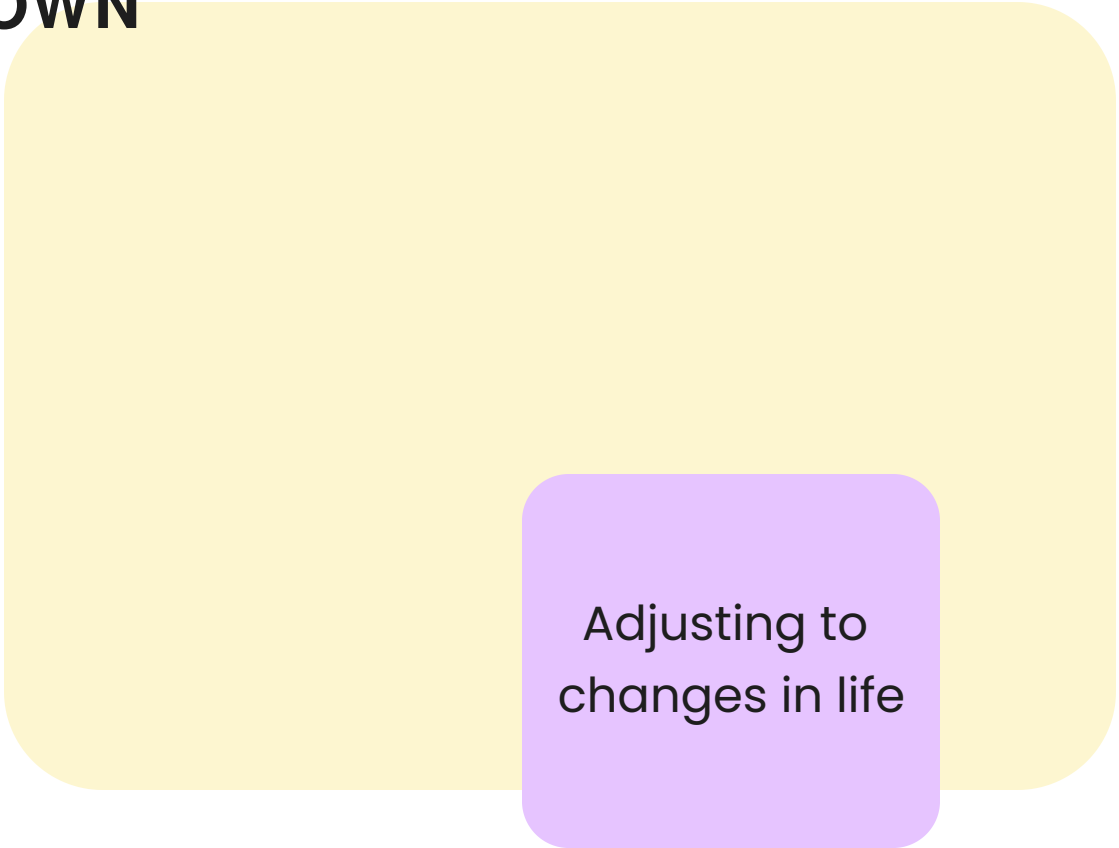
More responses
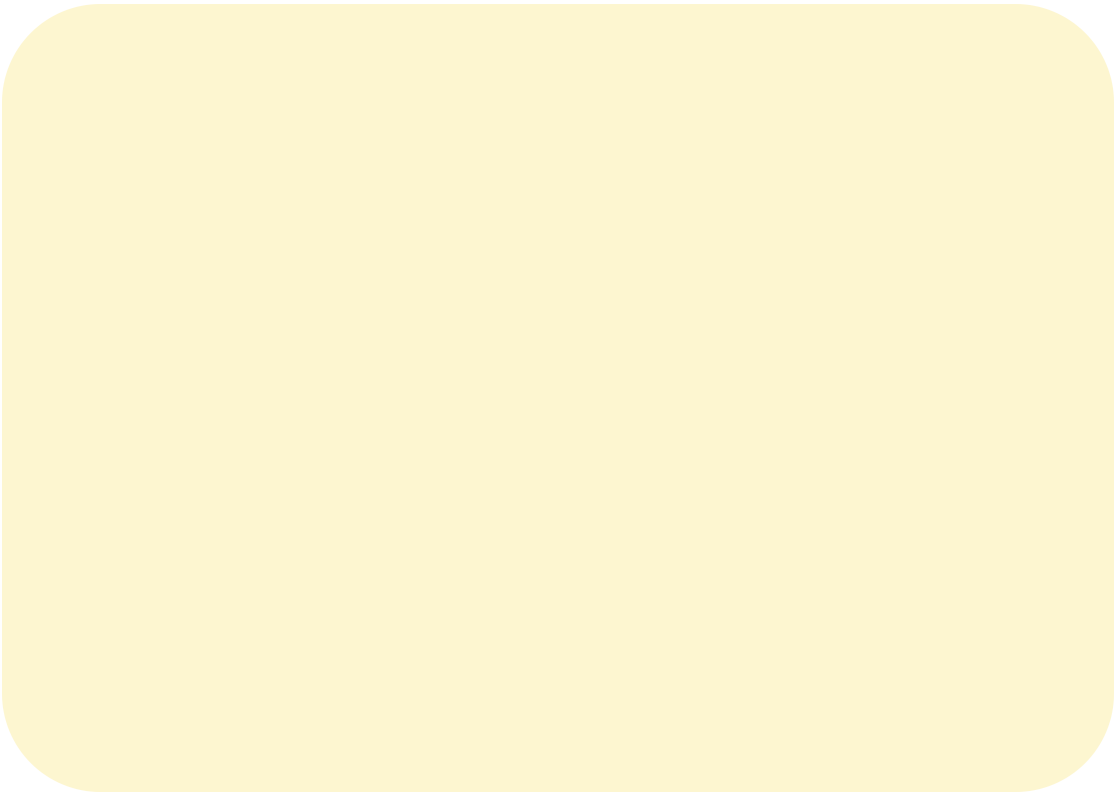
Adjusting to changes in life

Career guidance / Professional growth

Personal growth

Less crowded market

More crowded market

Less responses

63

More responses

Our focus for
the platform
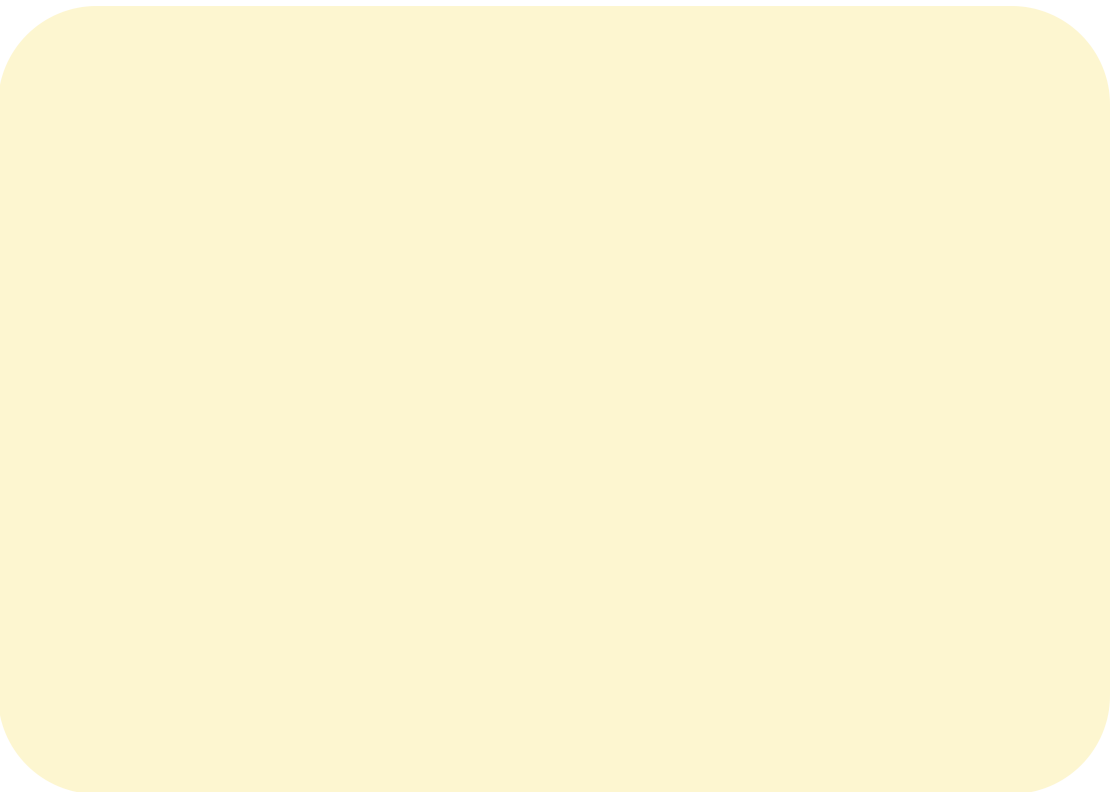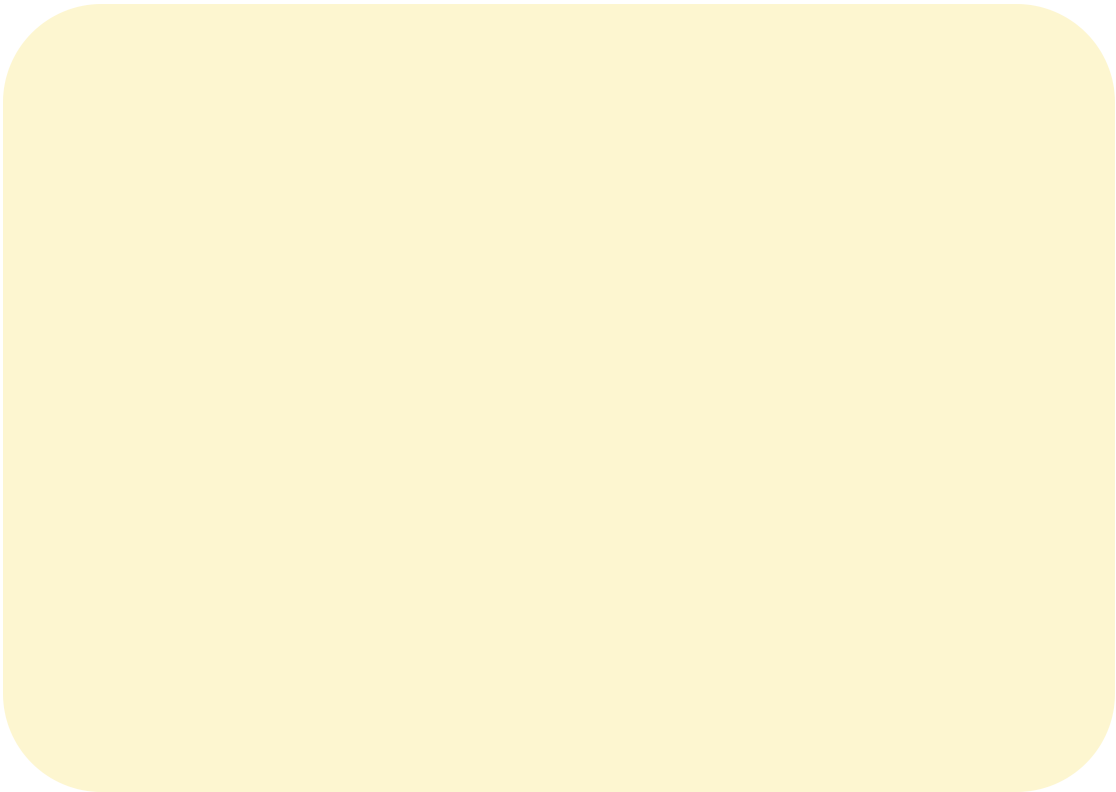
**Less crowded
market**
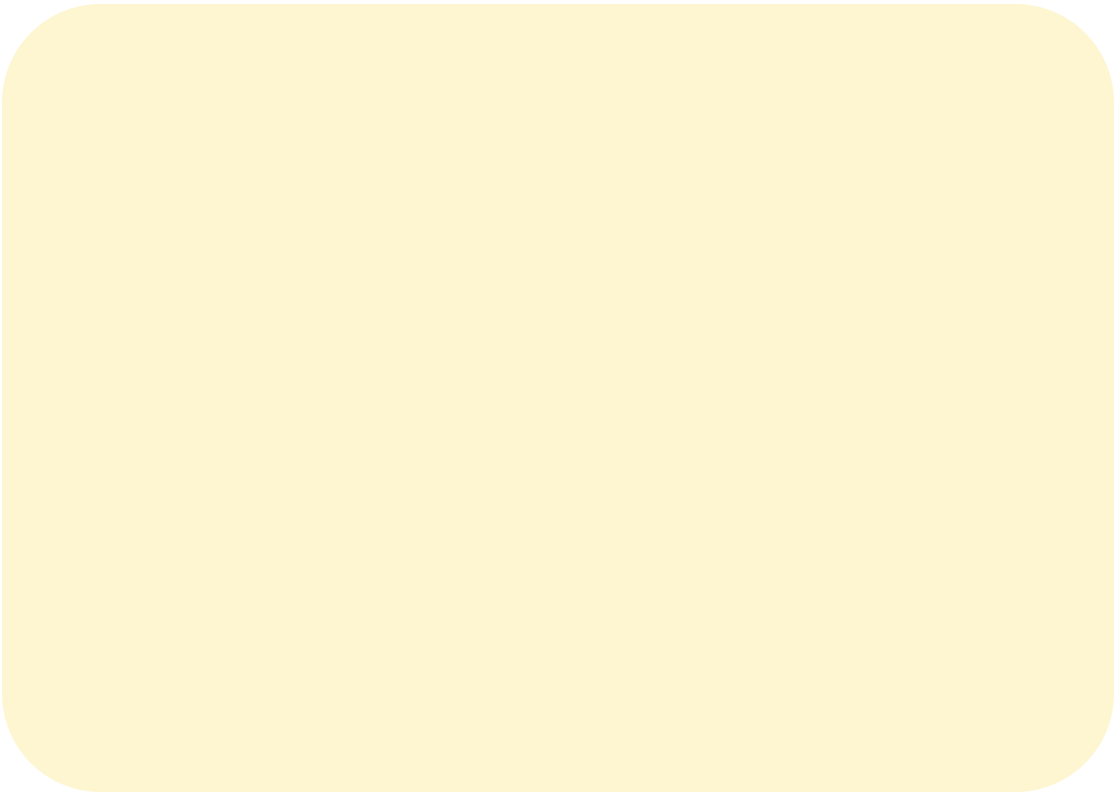
**More crowded
market**
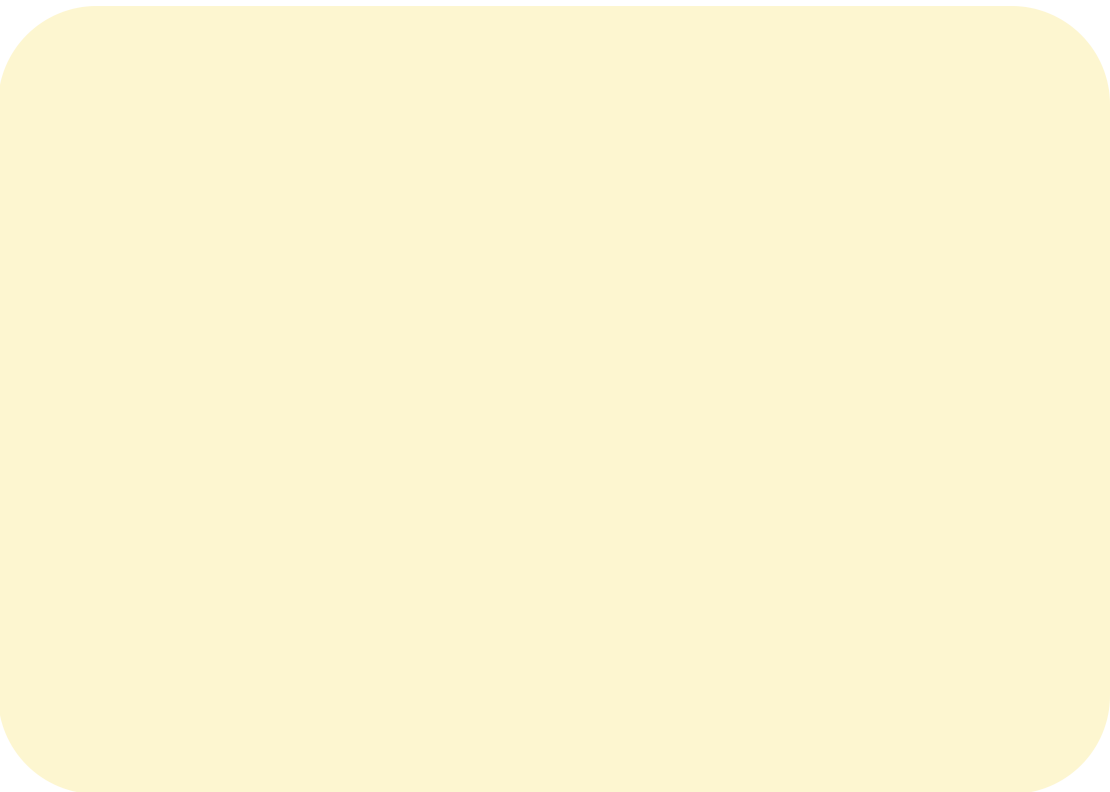
Less responses

STAKEHOLDER MAP
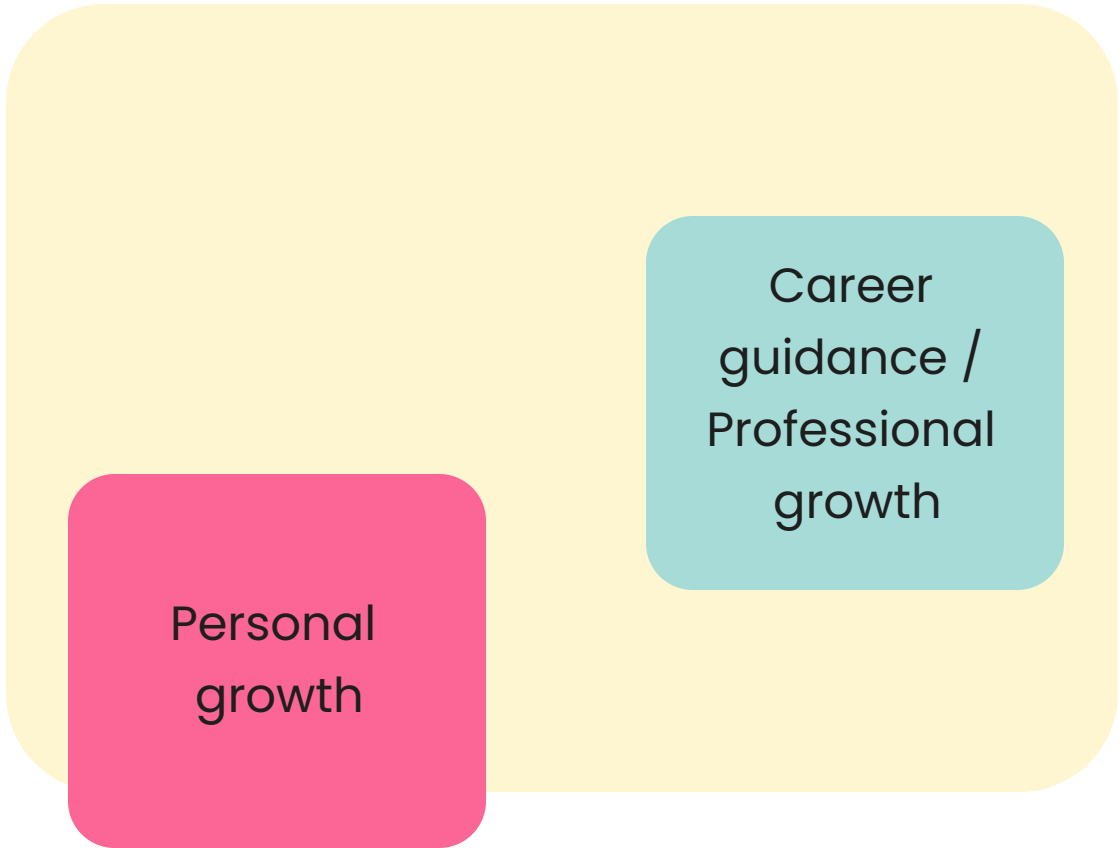
Based on the information we gathered from secondary research and the survey, we mapped out our stakeholders map as a "guiding path" for our interview process.

Wellness guides

Professional Mentors

Life coaches

People willing to guide someone

People going through a new phase in life

Influencers

Mental health professionals

Organizations

spiritual leaders

65

INTERVIEWS

(12 participants)

Questions - For Users

1. Have you ever felt you needed support or guidance when adjusting to change or new experiences? What did you do?
2. What sort of changes (or new experiences) have you been faced in life which you think could have been made easier to adapt to with guidance and support from someone who has gone trough the same?
3. Please tell us about your experiences.
4. When it comes to guidance and support, do you feel more comfortable talking to people close to you or strangers with similar experiences? Why?
5. What are some others sources that you'd look up to if you cannot find help or guidance in someone you know personally?
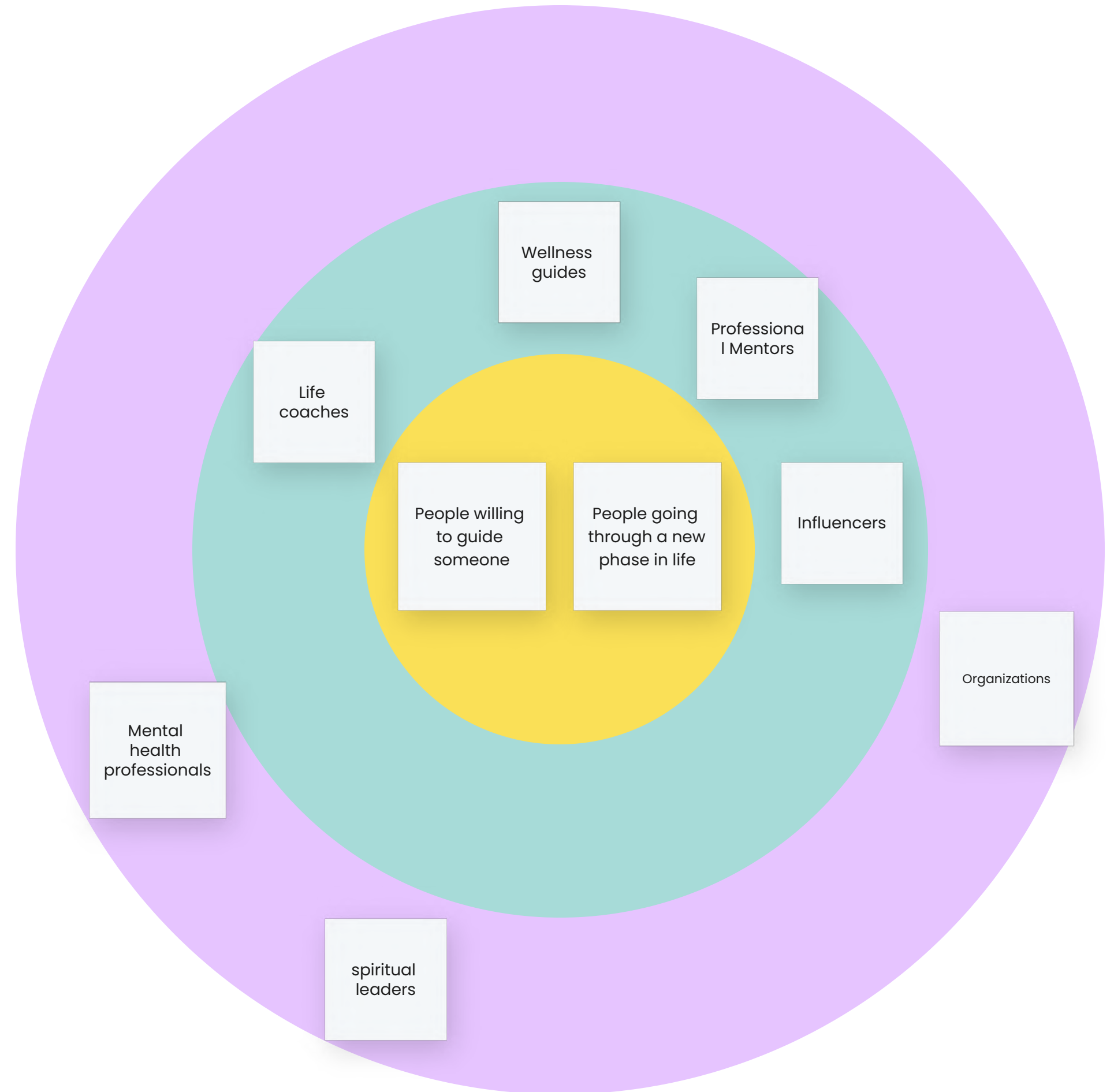6. What would you look for in an ideal guide
7. What strategy/outlet/source would you see as adequate to help people develop meaningful relationships based on one-on-one guidance when they're strangers?
8. When having the desire to empower/guide someone else through change, do you feel having similar personal experiences is an asset? Why?

Questions - For Professionals

1. Please tell me a little bit about your background and your professional journey
2. What has been the biggest insight/learning about people going through major changes in life from all these years of being a counselor?
3. How much does changes in life correspond to people's mental and personal well-being?
4. How do you feel people cope up with these changes in life, if they don't have a councillor/guide in life?
5. Do you feel all the major life changes, from as small as to moving to a different country to as big as getting divorced, need professional counseling?
6. What is the difference between counselor, mentor and life coach?
7. Do you think when going through these life changes, people would benefit from connecting and taking guidance from a person who has gone through a similar experience?
8. When it comes to guidance and support, do you feel people feel more comfortable talking to people close to them or strangers with similar experiences?
9. What would be some of the challenges that people would face when seeking guidance from strangers?
10. In an ideal world, if there was a platform to help you connect to someone over a shared experience to seek/provide help, what all features would you desire from it?
11. Can you list a few changes/situations that people would most benefit by making use of this platform?
12. What strategy/outlet/source would you see as adequate to help people develop meaningful relationships based on one-on-one guidance when they're strangers?
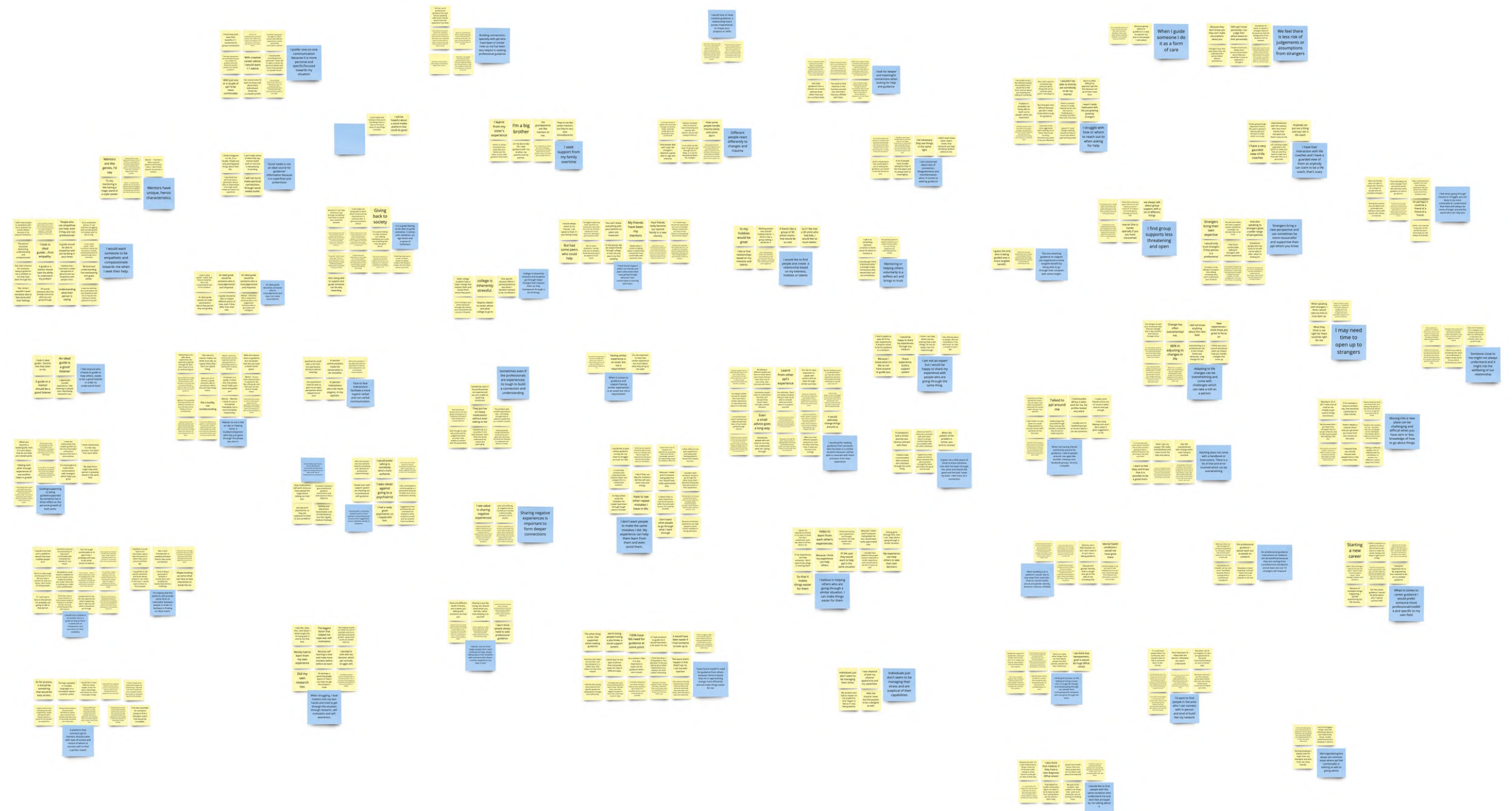
PART 3B

GENERATING INSIGHTS FROM USER DATA

AFFINITIZATION

With all the information gathered through secondary and primary research, we started our affinitization process to generate the insights that would lead our design process

460

DATA POINTS

7

INSIGHTS

Mentoring and guiding someone comes with a sense of fulfillment and validation as well as a form of care for others

being guided/supported by someone has a direct effect on the personal growth of both parts.

Mentoring and guidance based on shared experiences are mutually beneficial in terms of self-growth and the greater good and often come as a ripple effect

Mentoring or helping others voluntarily is a selfless act and brings in trust

Mentoring or helping others voluntarily comes without tangible benefits and brings in trust

I find that things like face to face interactions, group encounter, one on one meetings and icebreakers facilitate the process of a successful guidance/guiding experience

I will need some sort of assurance, proof of credibility and choice in order to find a perfect match to seek guidance from before opening up to a stranger

The platform must ensure credibility and offer a choice to select the "perfect" match for guidance/support. Face to face interactions and different type of meetings are needed to build a connection

I look for deeper and meaningful connections when looking for help and guidance

Mainstream Social media is not an ideal source for guidance/ information because it is superficial and pretentious & I will be hopeful about a social media platform that could do good

Shared experiences are an important factor when it comes to guidance and forming meaningful connections

People look for relatability and meaningful relationships when seeking guidance as opposed to superficial or impersonal interactions

I would turn to professional help for bigger issues such as mental health

When building such a platform I would like to stay away from areas like - Divorce, mental health, sexual and gender identity, domestic violence, infidelity

I would like to keep few areas of life change like - Divorce, mental health, sexual and gender identity, domestic violence, infidelity just for professional guidance

When entering a new phase in life I often feel overwhelmed and in need of guidance to approach this change more efficiently

A mentor has unique heroic characteristic. They are allies or helping hands. Good listeners, who are not judgemental and understanding

Entering a new phase in life often requires guidance from mentors who are good listners, non-judgemental and understanding

When not having friends and family around for guidance, I talk to people around, use apps like bumble, meetup.com, facebook groups, forums, LinkedIN

I would be more comfortable opening up to a stranger because they can bring a new perspective, understand better my situation and there is less risk of judgment or assumptions

Different people react differently to changes and sometimes at certain situations, it's tough to even make a connection with a professional rather talking to someone with a similar experience can help in healing

Opening up to a stranger often results in less judgement and an impartial perspective on the situation

ONE

Mentoring and guidance **based on shared experiences** contributes to **self-growth**

"I feel helping each other move through similar experiences is a great way to give back to the society"

TWO

Helping others voluntarily without **tangible expectations** brings in trust

"I actually feel impressed and happy when a stranger helps me without seeking a profit, it makes me hopeful about a kinder world."

THREE

Face to face interactions are essential to develop a **connection**

"I will probably have to do some check-ins before I get comfortable or gain trust"

FOUR

Guidance is about **relatability and meaningful relationships**

"I think we are having a generation whose idea of connections and relationships is through social media, but they are so superficial!"

FIVE

Opening up to **a stranger** often **results in less judgement and an impartial perspective**

"I feel people around you always have a preconceived notion about what you would like to hear as opposed to strangers"

SIX

A few areas should be **left off the platform** - Divorce, mental health, sexual and gender identity, domestic violence and infidelity. **They require (in most cases) professional guidance**

"I feel some areas are more oriented for professional help"

SEVEN

Guidance through new phases require **good listeners, nonjudgemental and understanding "buddies"**

"When feeling overwhelmed and unsure I need someone who can listen to me patiently and guide me wisely without making assumptions"

NEWBIE

ARCHETYPES

THE ONE WITHOUT A CLUE

"I don't know what, or how"

- Is clueless about this new change and feels overwhelmed about where to start.
- Needs someone relatable to rely on for clarity and help in navigating this new chapter in their lives.

Gains

A clear path to follow

Familiarity

Want clarity on what to do

Guiding light

Adjustment and acceptance

Want to become familiarized

JOBS

Pains

Feeling lost

Having a hard time adapting to change

Looking for a helping hand

Confusion

Don't have anyone to ask for help

NEWBIE
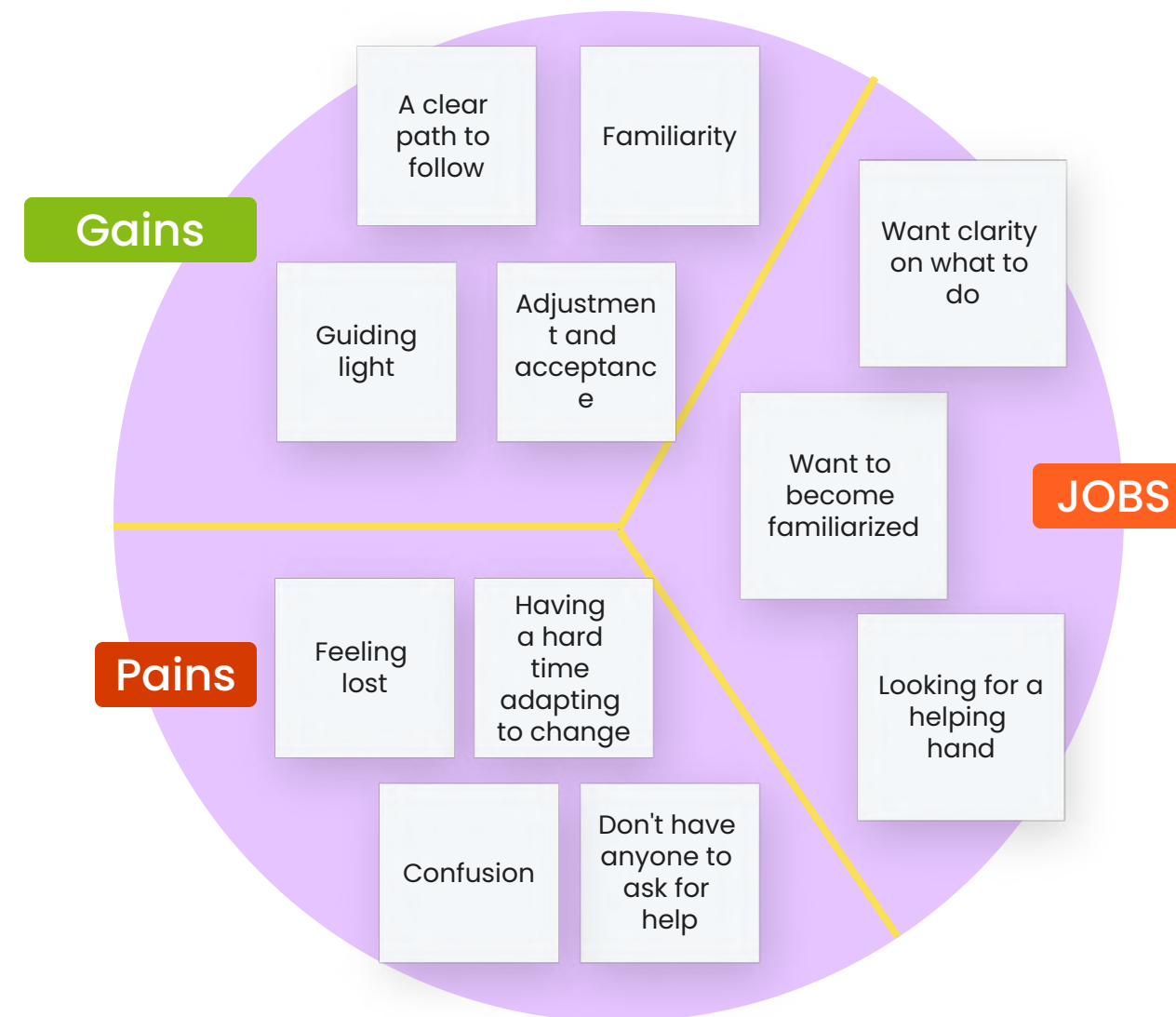
ARCHETYPES

THE ONE WHO "KIND OF" KNOWS

"I know what, show me how"

- Knows that they need to adapt to this change and that they require support or reaffirmation to confirm that they are on the right track.
- Needs a push towards the right direction through the support of someone who has been in their shoes.

Gains

A push to the right direction

Knowing where to start

Companion-ship

Reaffirmation/ validation

Want to become proactive

JOBS

Pains

Not knowing where to begin

Less know-how

Looking for someone to point them in the right direction

No familiarity
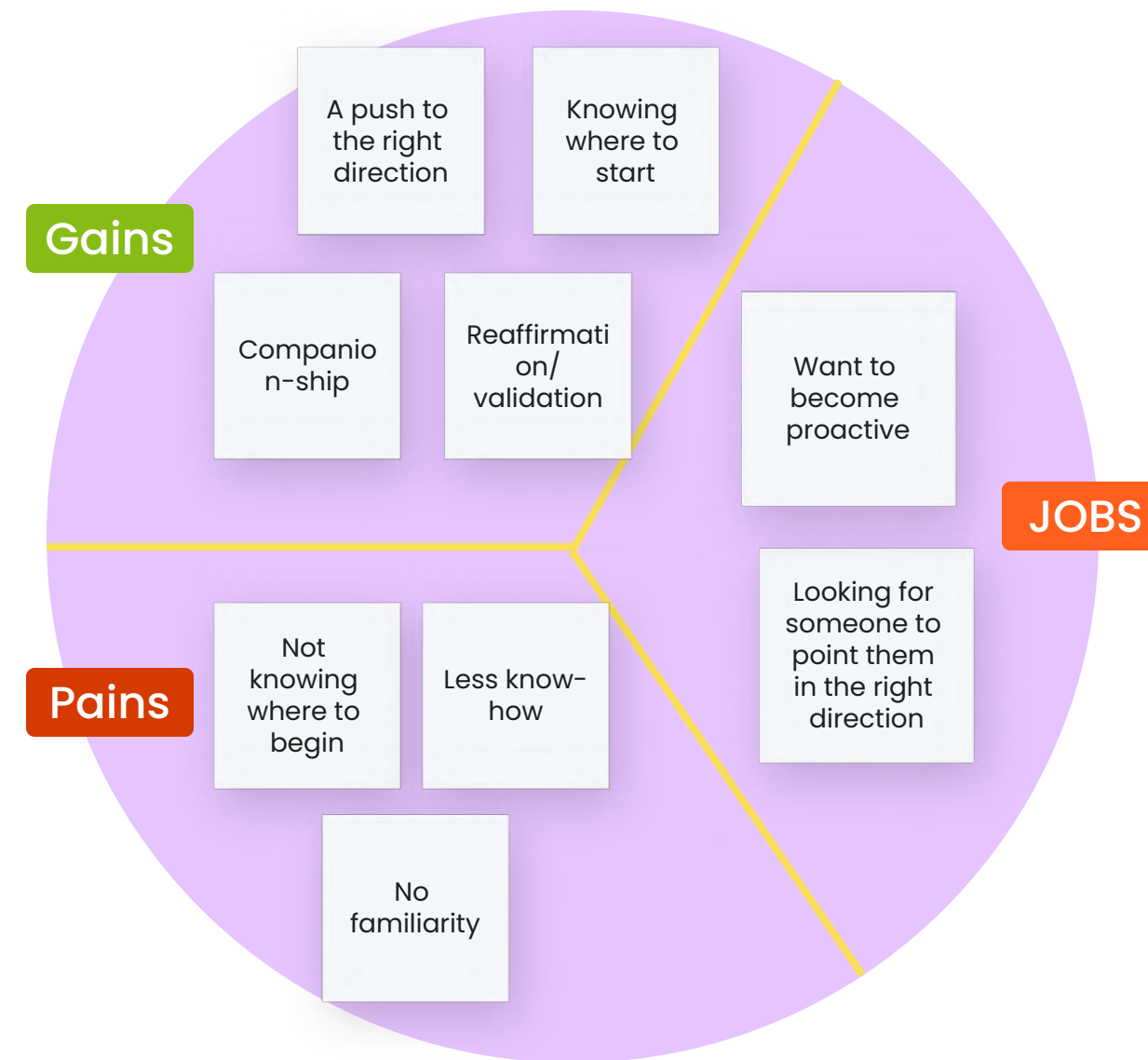
ARCHETYPES

THE ONE WITH THE FOOTPRINTS

"I have been there"

- Has learned from their experiences and, possibly, mistakes.
- Wants to share their knowledge and acquired tools to help others in dealing with the same.
- Driven by an empathetic mindset.

BUDDY

Gains
- Ego boost
- Giving back to people
- Feeling useful

JOBS
- To guide ppl going through their own experience
- Want to make those transitions easier for ppl
- Be a guiding light

Pains
- Past experiences
- Wants to help but don't know how

BUDDY
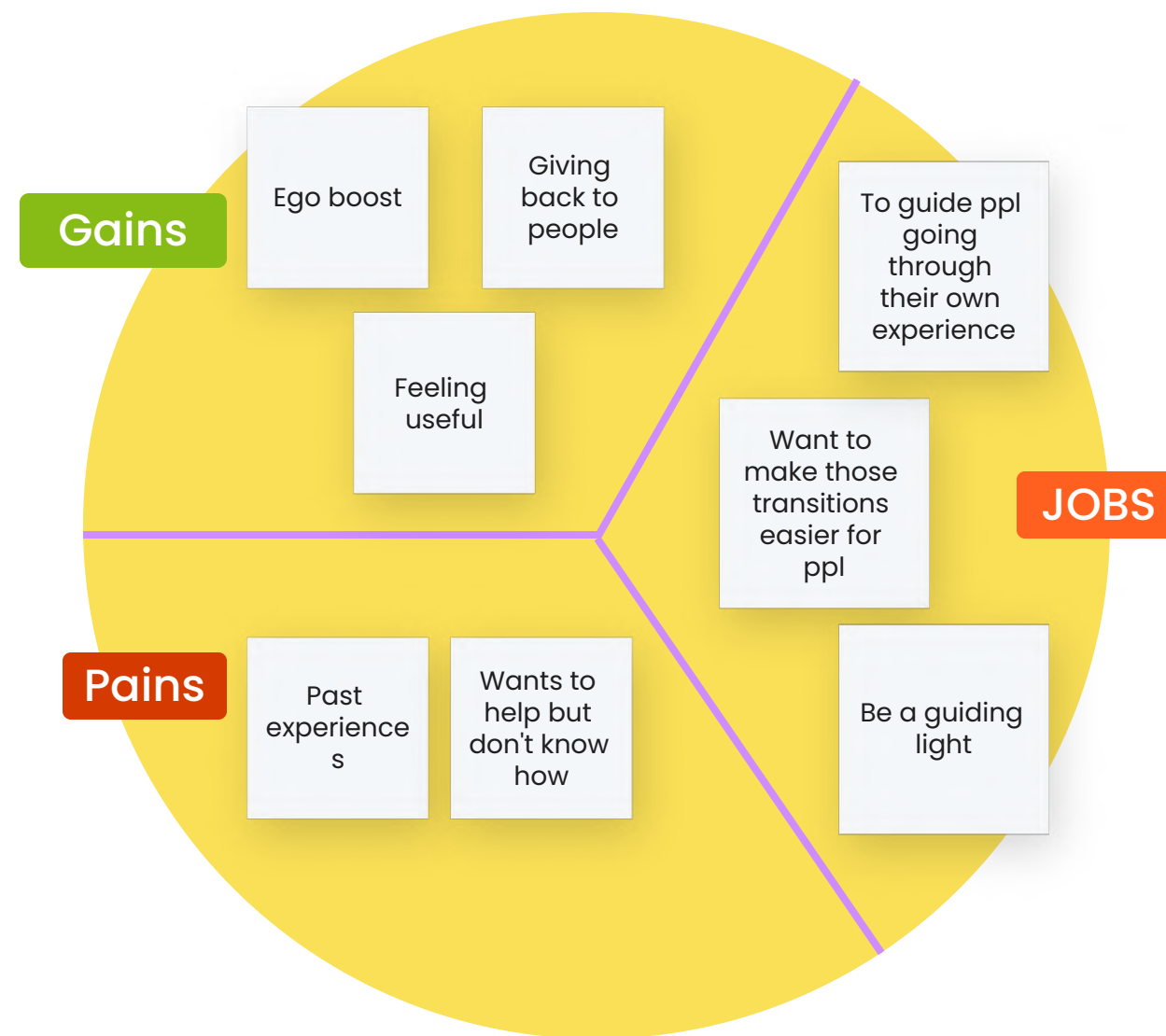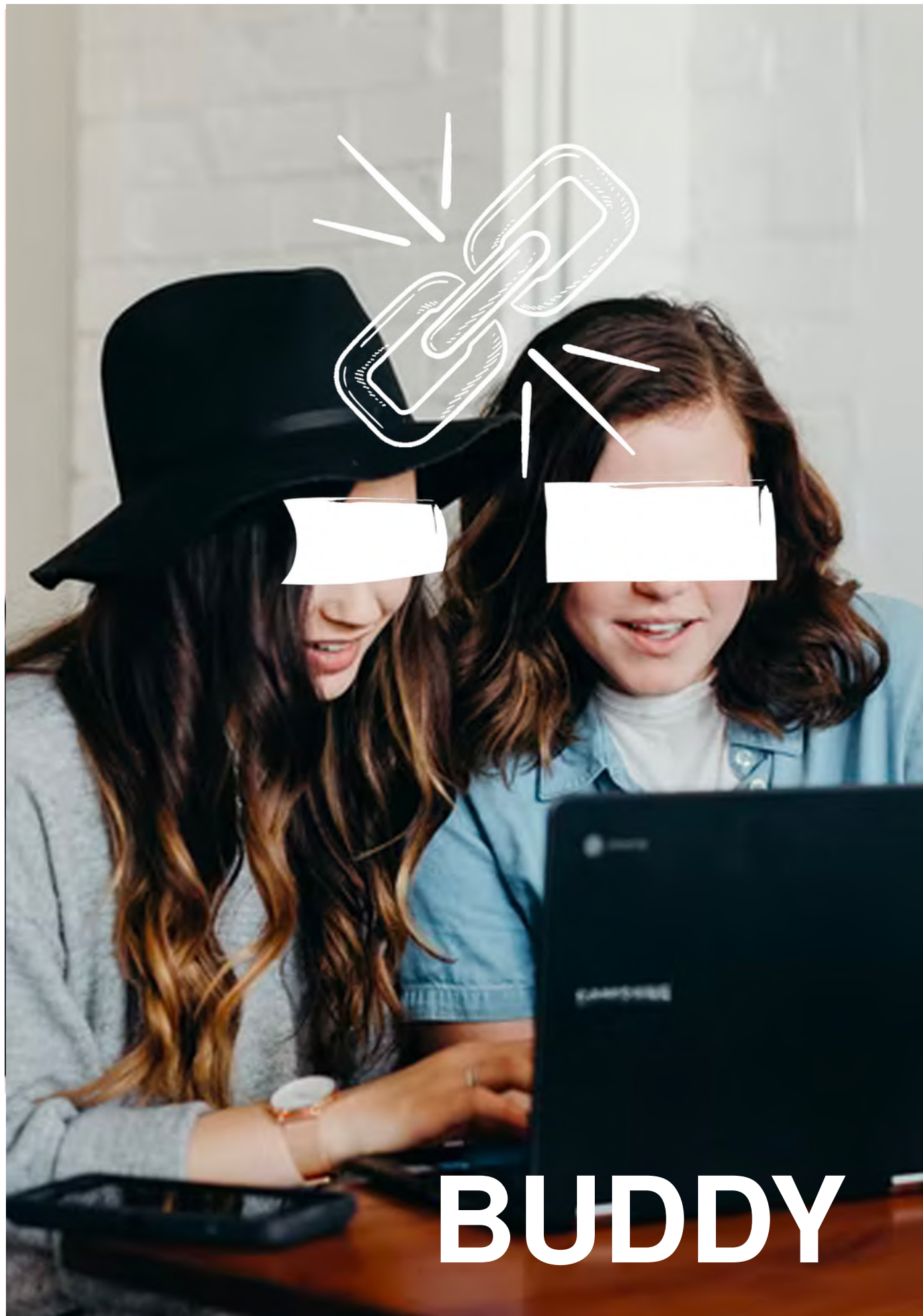
ARCHETYPES

THE ONE WITH THE FOOTPRINTS

"I have seen this happen around me"

- Has observed or gone through second-hand experiences multiple times.
- Has an outsider's insight and an impartial point of view to said situations.
- Driven by compassion.

Gains
- Meaningful relationships
- Contribution towards greater good
- Personal growth

JOBS
- Want to share their observations
- To give an impartial perspective

Pains
- Don't know who to help
- Can't relate directly
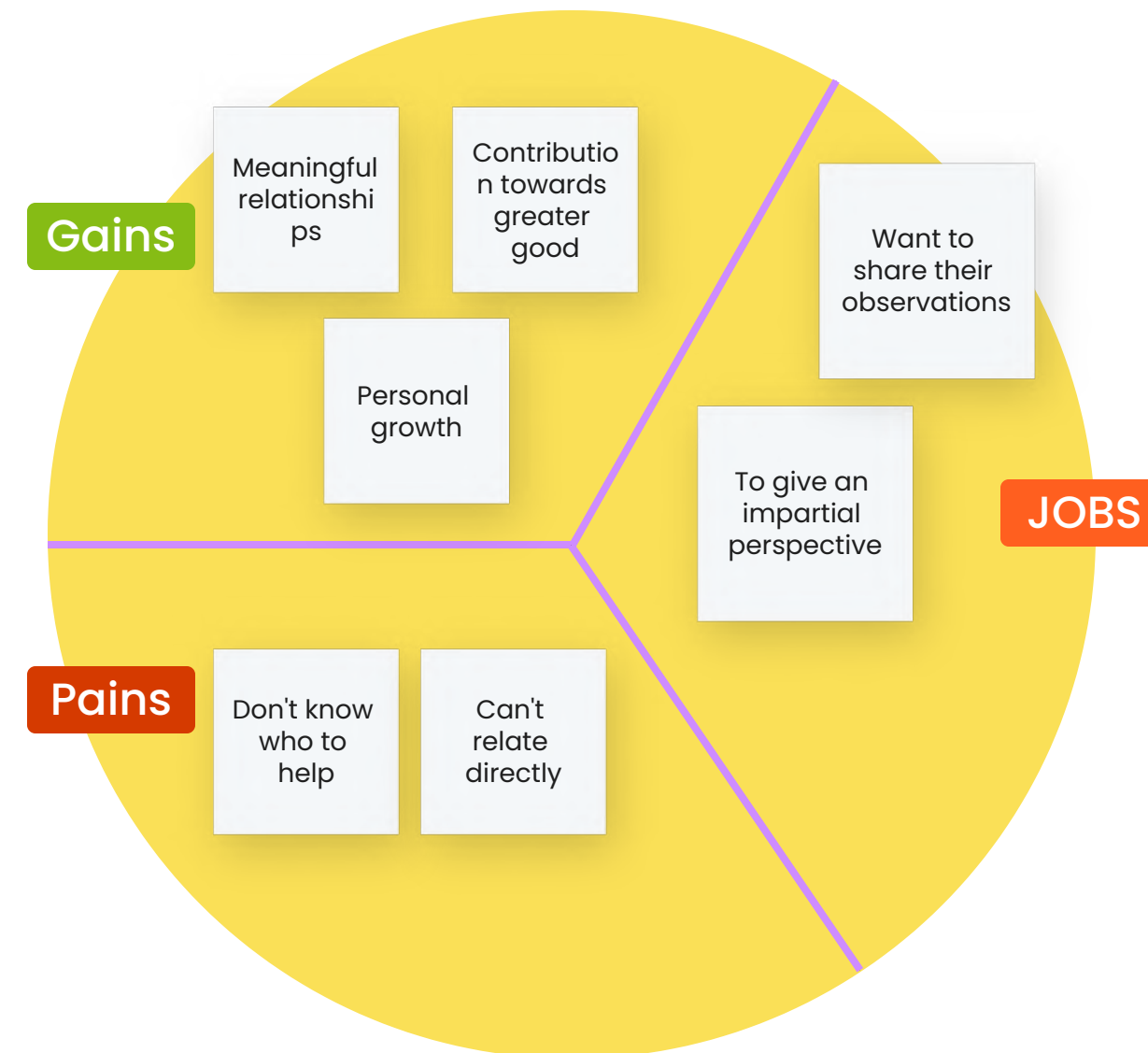
ERAF MAP
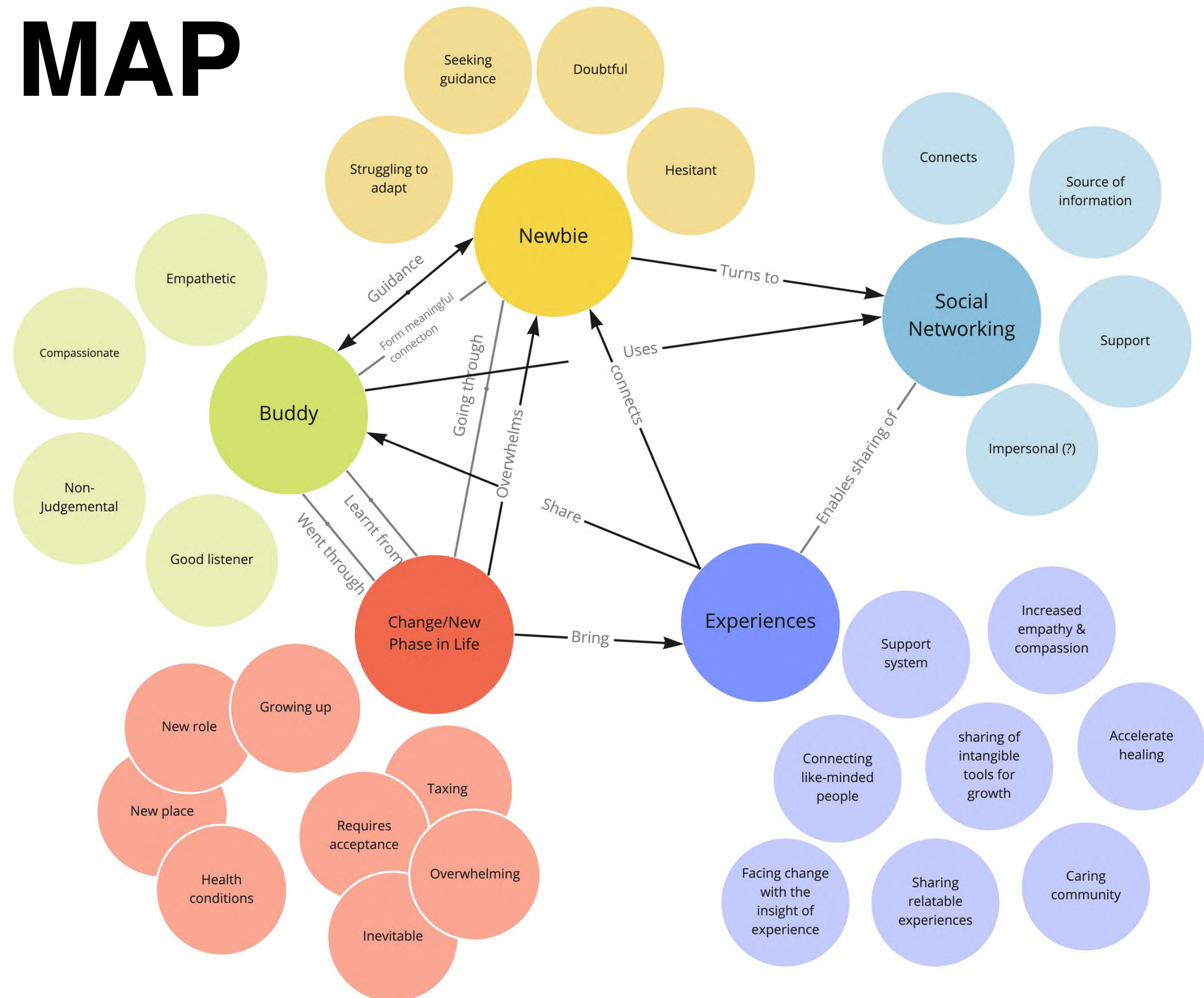
OPPORTUNITY STATEMENT

We will improve the experience of	Forming meaningful connections for mentoring and guidance based on shared experiences
For	People trying to adapt to changes after moving to a new city
The user struggles today with	Seeking appropriate guidance, avoiding superficial connections and lack of trust
Solving this will be good for our business because	The platform will cater to an untapped area and open avenues to a new form of social networking

DESIGN CRITERIA

MUST HAVE	SHOULD HAVE	MAY HAVE	WON'T HAVE

MUST HAVE

Check and balance to ensure credibility

A thorough profile development model

Face to face interactions (digital or in-person)

Compatibility index (based on similar experiences)

Easy to use and access interface

Choice on whom to connect with based on profile

SHOULD HAVE

Icebreakers to start interactions

Defined boundaries on usage

Testimonials/ feedback feature

Mixed experiences: (one on one and group meetings)

Gamified Rating system to motivate users

MAY HAVE

Features to monitor foul communication

Various categories concerning life changes

Accessibility features (different languages)

A freemium model

A blog with tutorials etc.

Levels of usage

WON'T HAVE

Channels for professional mental health support

Allow for Self-promotion of users

Paid promotions

PART 4

COMPETITOR
LANDSCAPE &
ANALYSIS

To continue with the design and further definition of our social network platform, we started by analyzing different services that in some way could be considered as competitors.

IDENTIFYING POTENTIAL COMPETITORS

In order to select what existing platforms to analyze, we mapped out all the relevant ones in a 2x2 matrix based on if they were digital or physical services and how likely or unlikely was for them to be our competition based on their offerings

Digital

Google
twitch
betterhelp

Instagram   facebook   YouTube
Linkedin   reddit
TED   bumble

Unlikely   **Likely**

Therapists   Professional mentorship programs
Academic Mentorship programs   Support Groups

Life Coaches
Remente

Physical

Digital

Instagram   facebook   YouTube
Linkedin   reddit
TED   bumble

Unlikely   **Likely**

Life Coaches
Remente

Physical

87
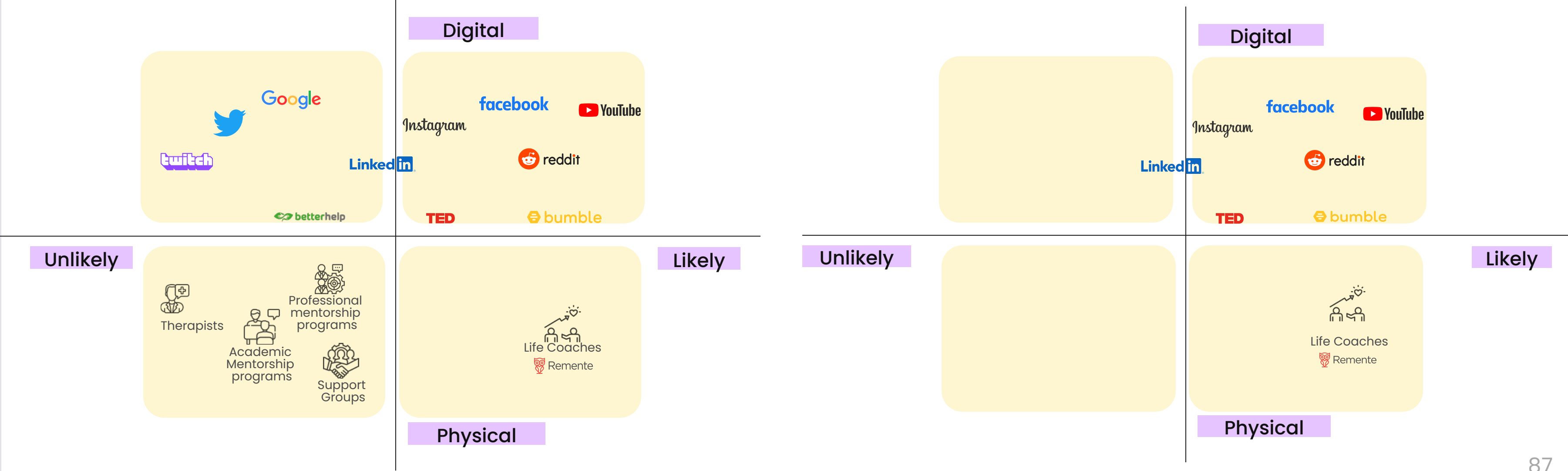
BLUE OCEAN STRATEGY

Based on the competitor selection previously shown, we decided on a measurement criteria to "test" competitors against our platform. The criteria was decided based on the design criteria defined during phase 4.

On the following pages, a graph will be shown for each of our 8 selected competitors. Each criteria was rated from 1 to 8. 1 being a bad experience for users and 8 a good experience.

Socially driven	**Thorough profile**	**Transparency**
Face to face interaction	**Compatibility (matching index)**	**Element of choice**
Interface / Ease of use	**Feedback system**	**Monetary cost to the user**
Content moderation	**Credibility of information**	**Supplementary content**

88
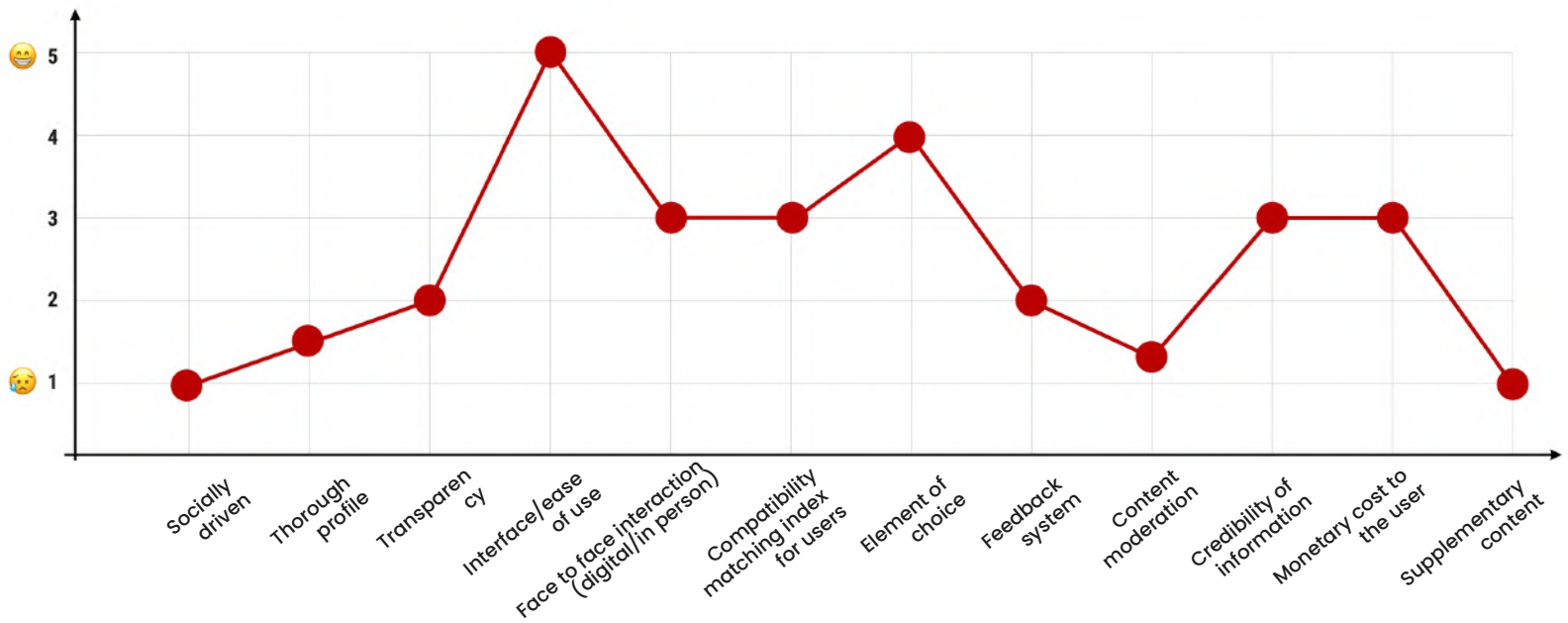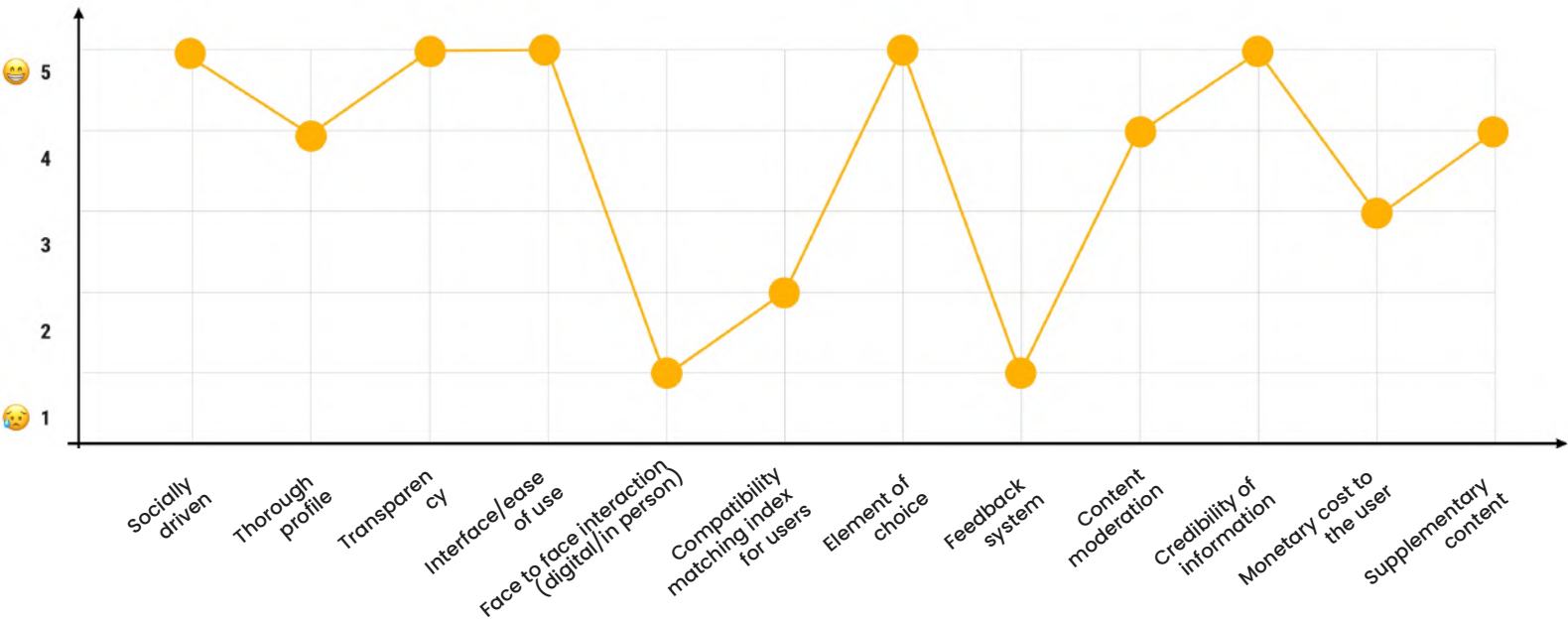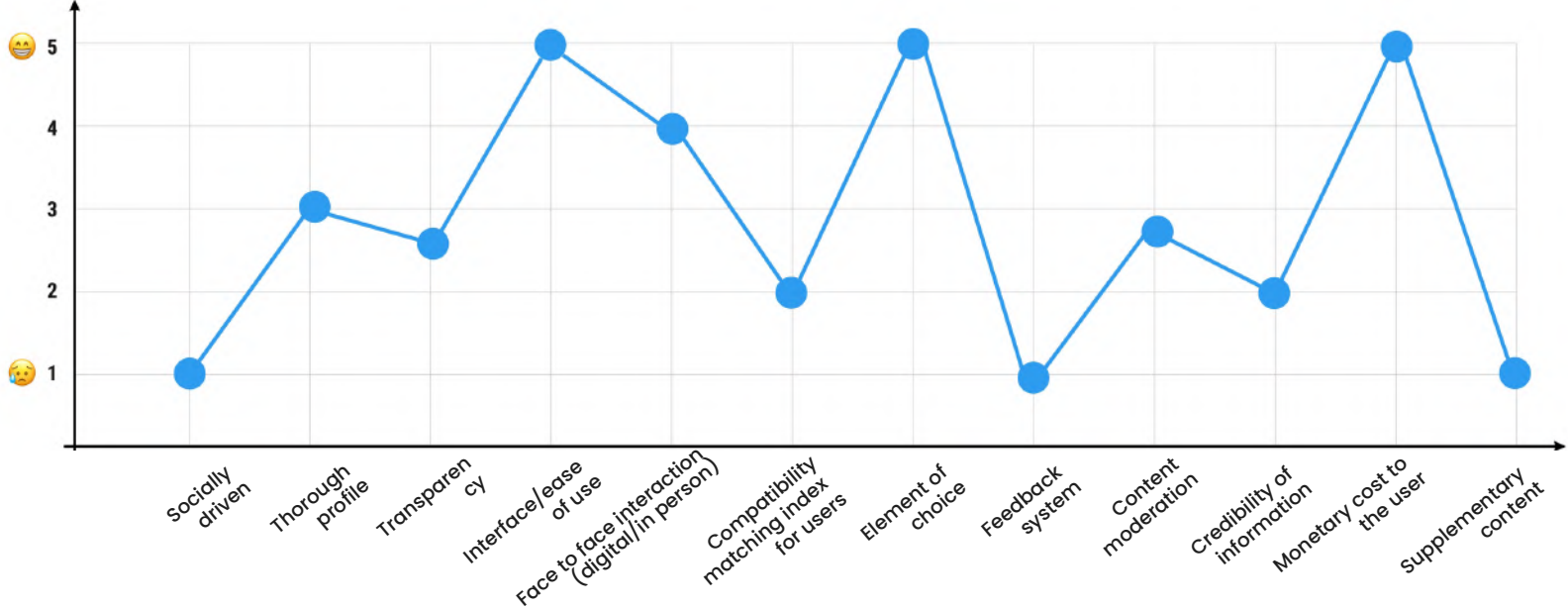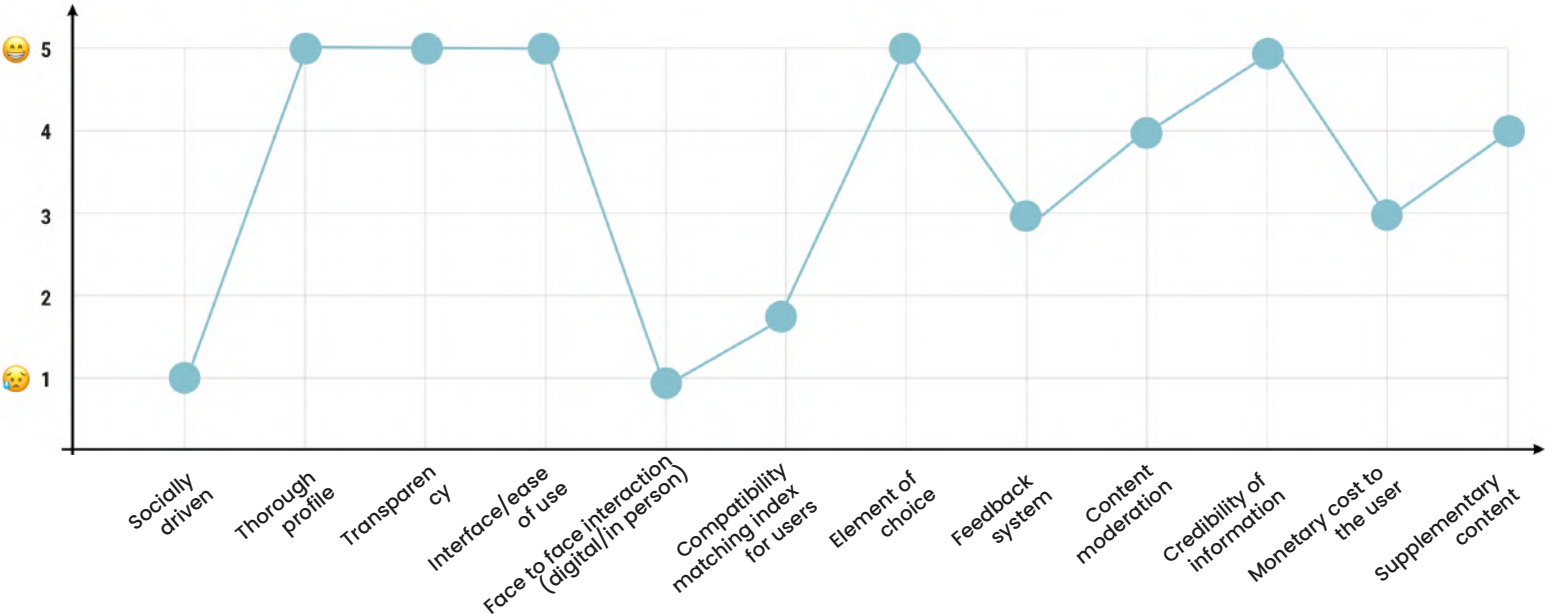
TED
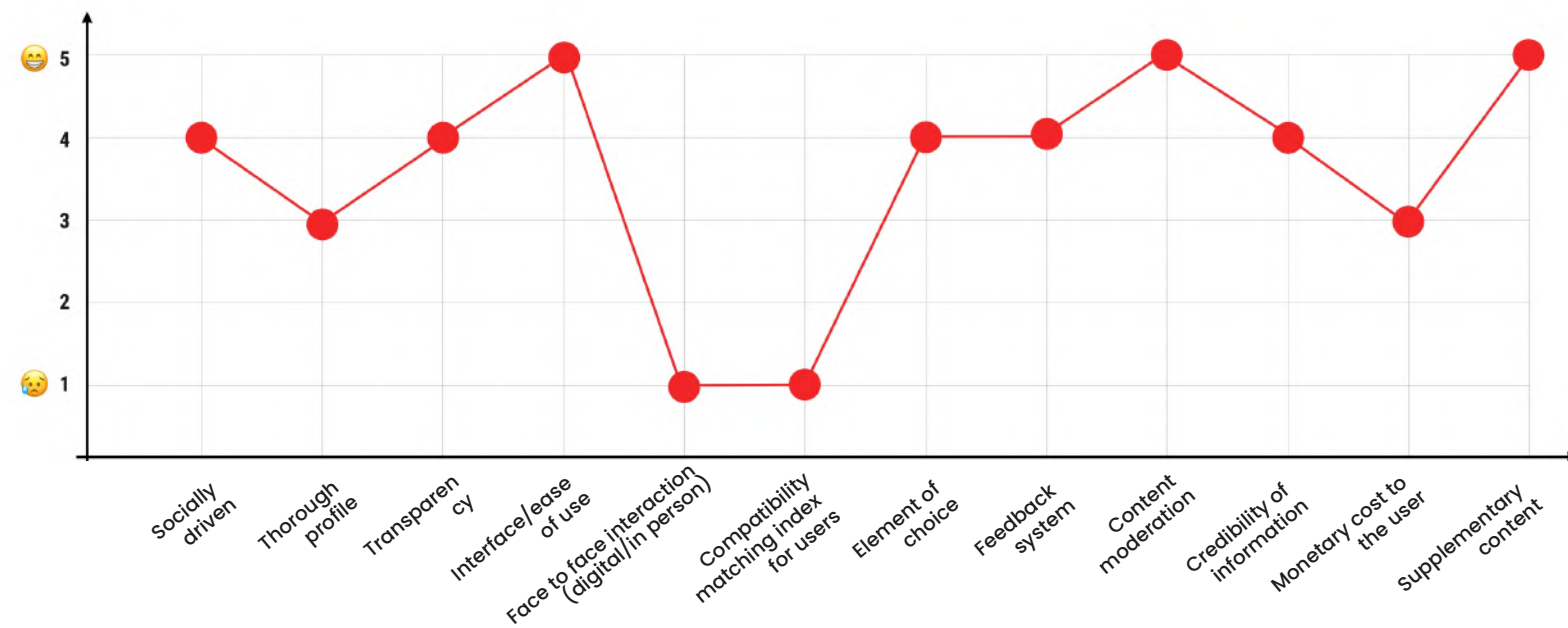
reddit
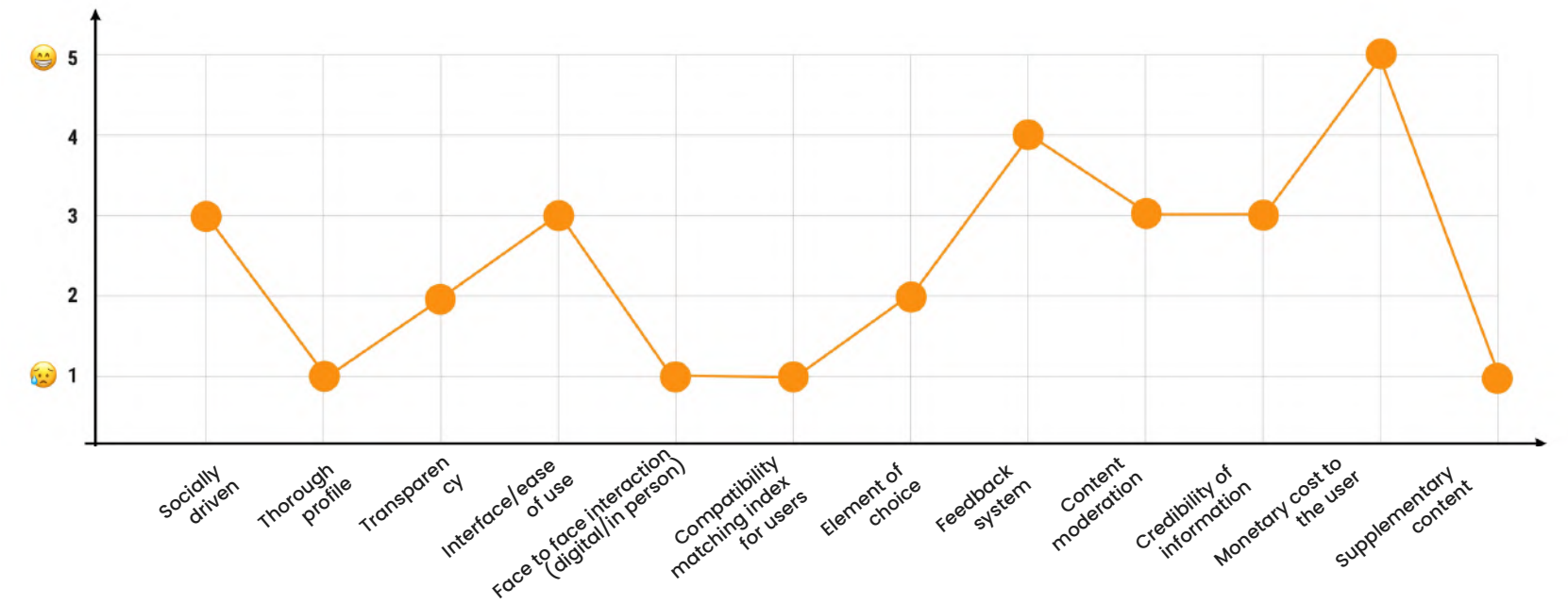
Instagram
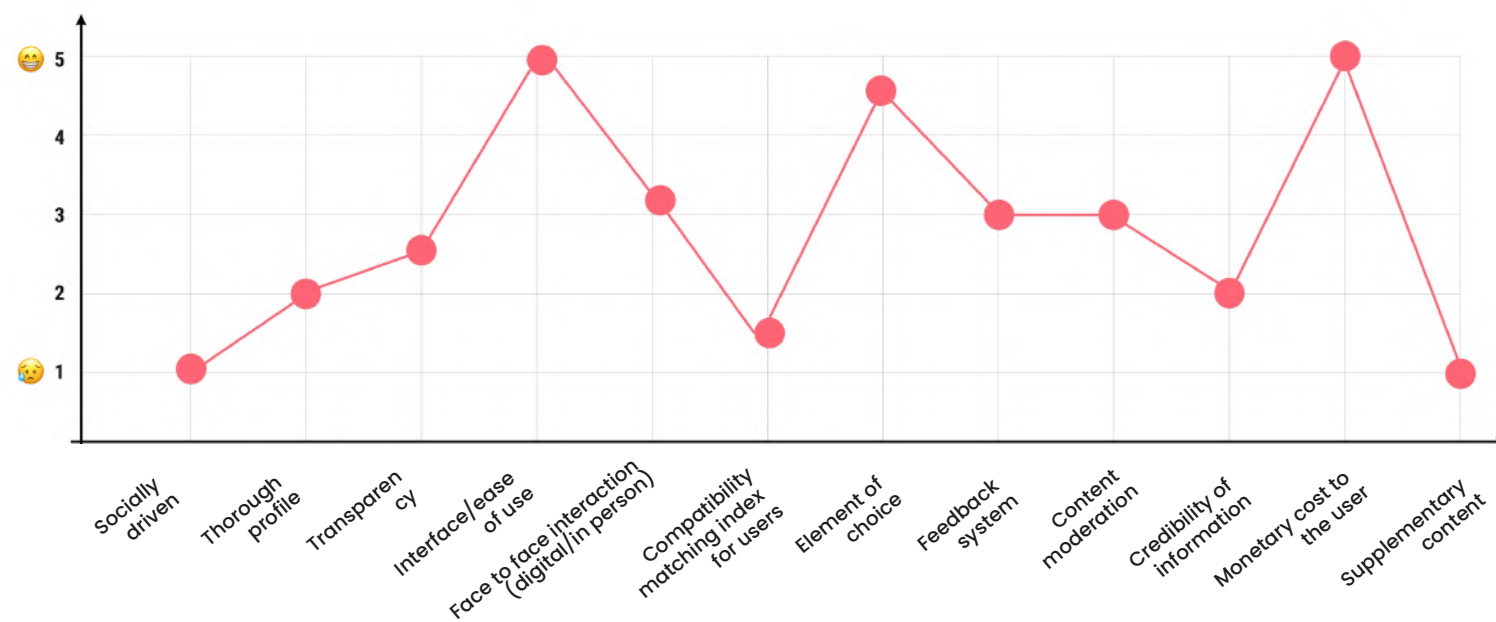
bumble
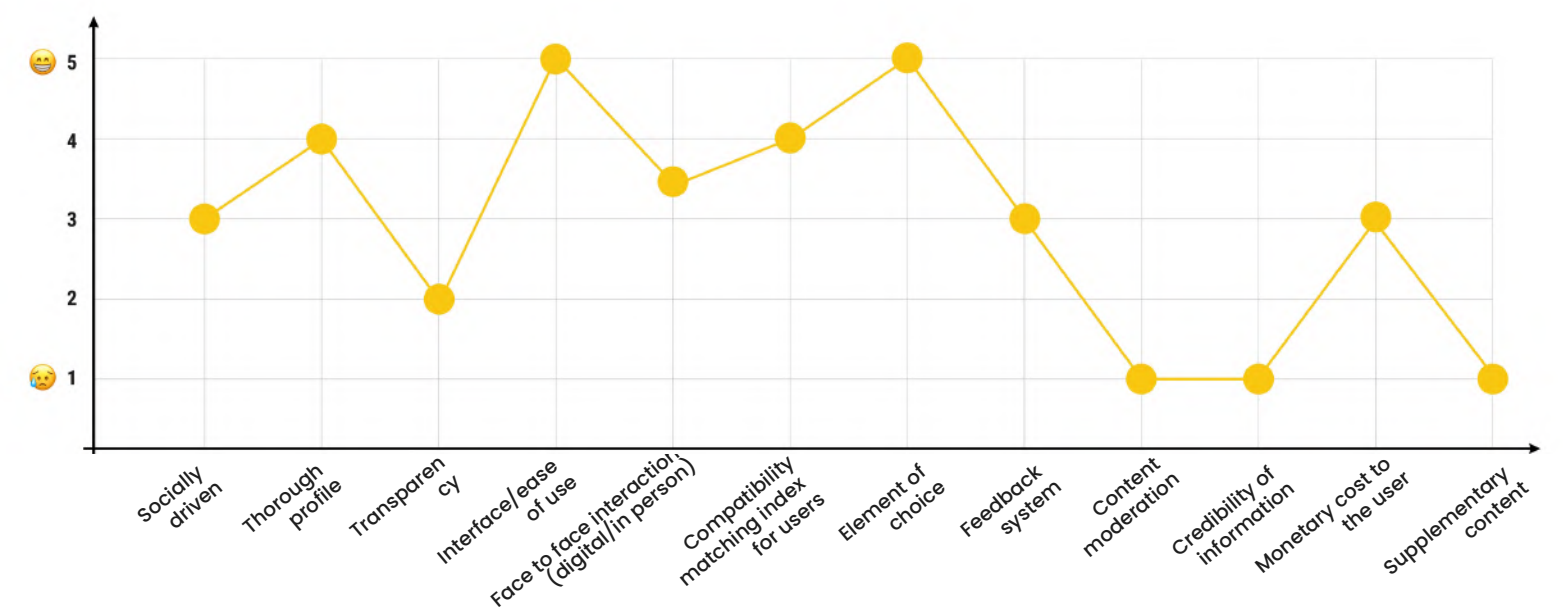
OPPORTUNITY SPACES

Our biggest opportunity spaces are unattended areas are highlighted in green.
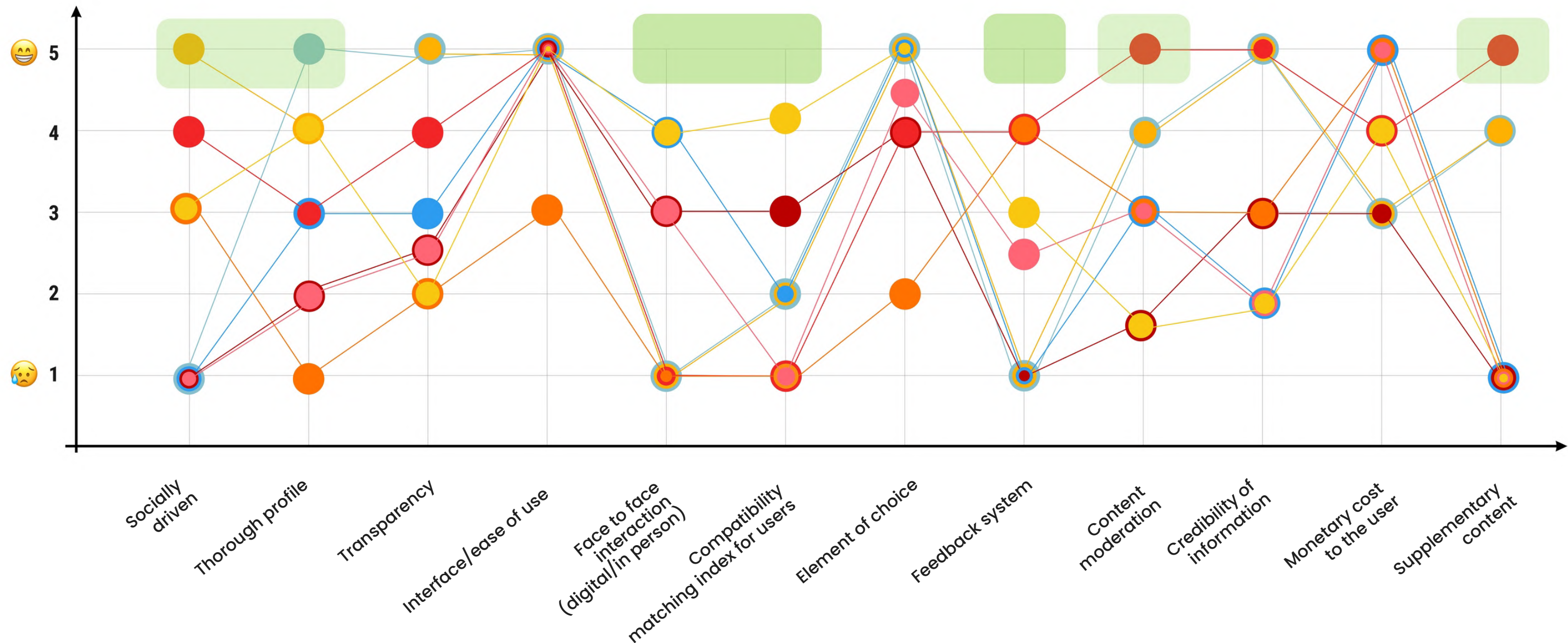
COMPETITORS AND COLLABORATORS

In addition to mapping out our competitors, we decided to define which of them could be considered as potential collaborators going down the road with our platform
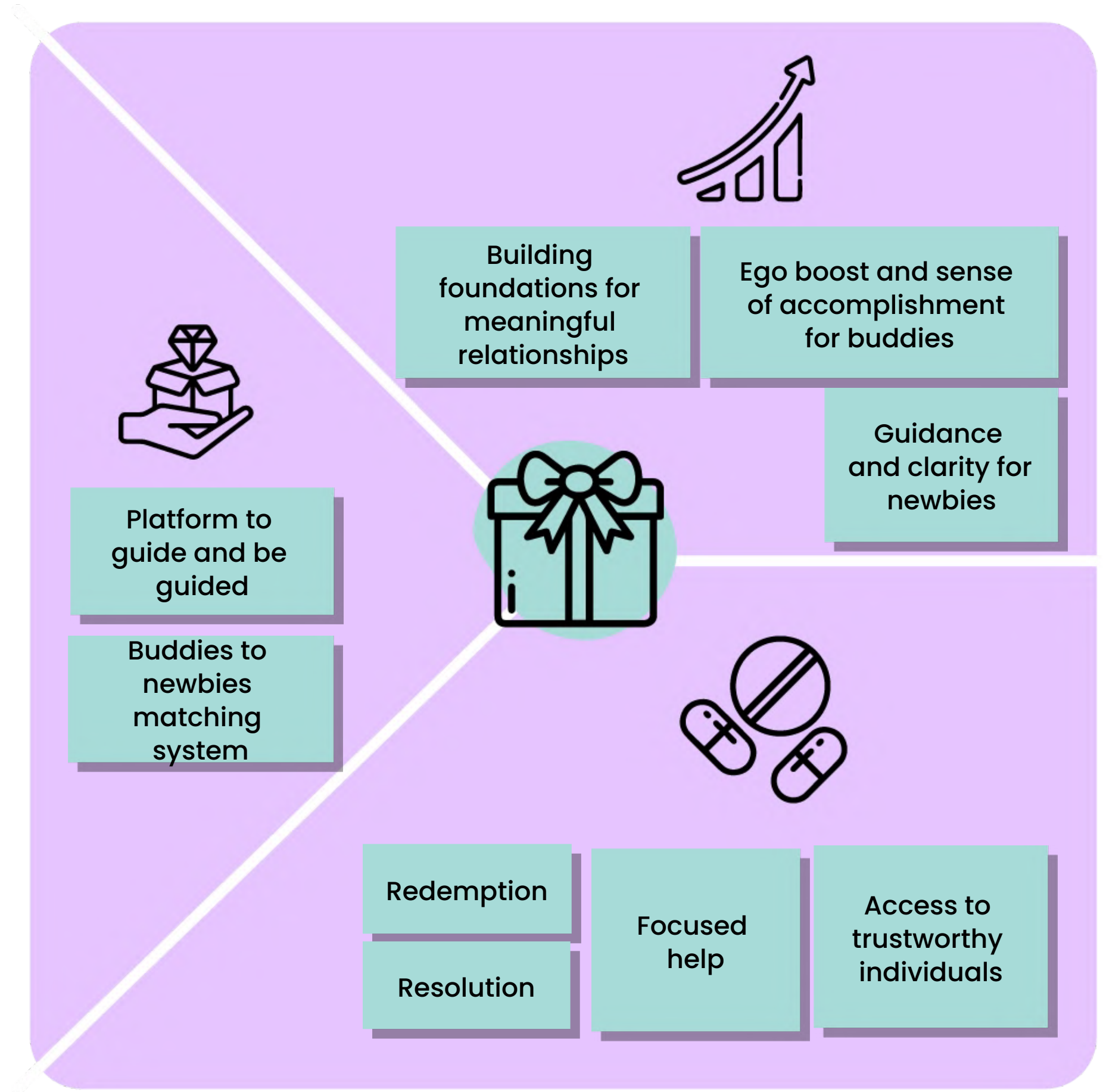
More collaboration

TED

▶ YouTube

Less Competition

More Competition

Professional mentorship programs

Linked in

Instagram

facebook

reddit

bumble

Life Coaches

Remente

Less Collaboration

92
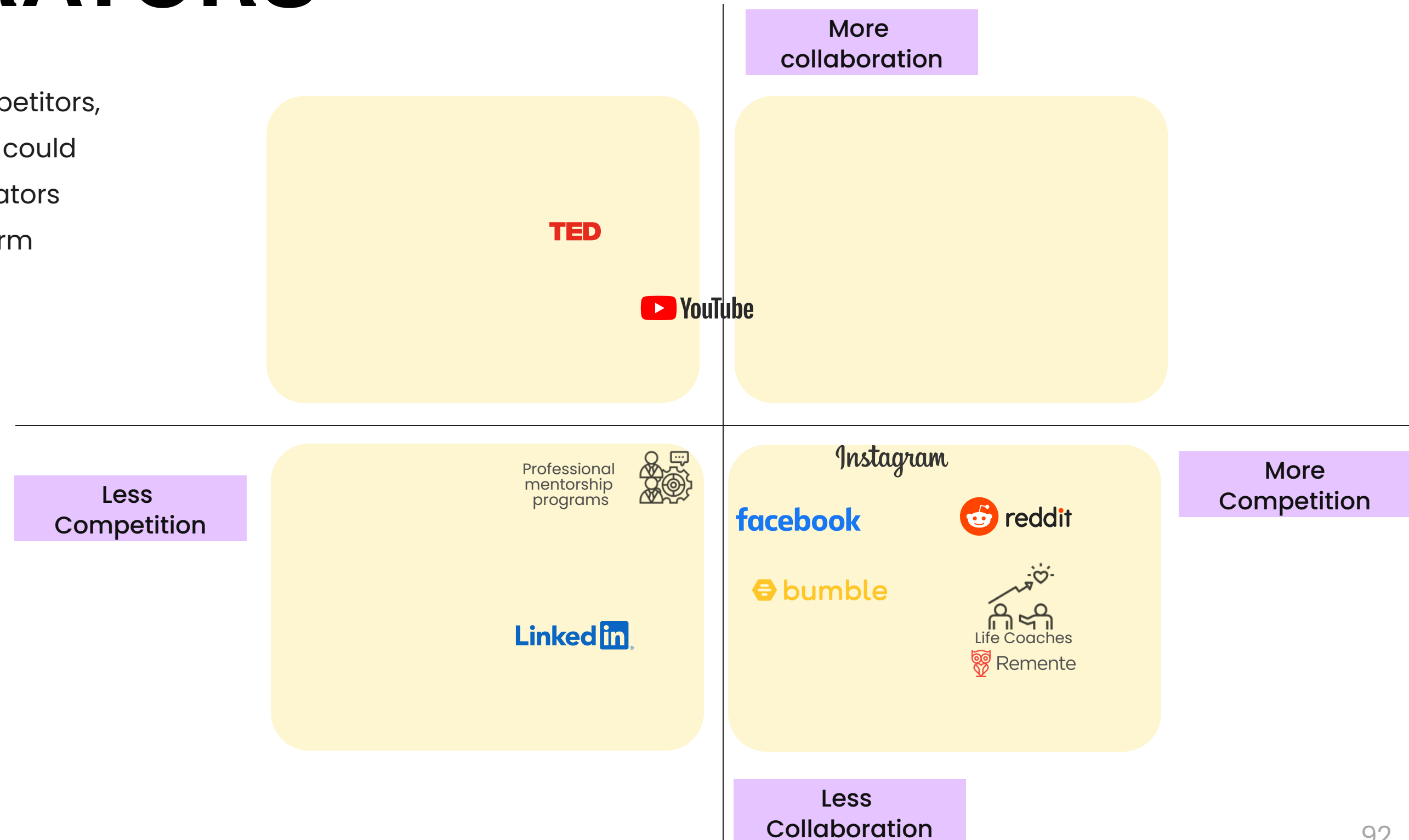
PART 5

**BUSINESS MODEL CANVAS
& PROTOTYPE**

VALUE PROPOSITION

As a first step in creating an initial version of our platform, it was essential to define our value propositions and basic pillars that would need to be communicated clearly through our social network.

Building foundations for meaningful relationships

Ego boost and sense of accomplishment for buddies

Guidance and clarity for newbies

Platform to guide and be guided

Buddies to newbies matching system

Redemption

Resolution

Focused help

Access to trustworthy individuals

OUR VALUE PILLARS
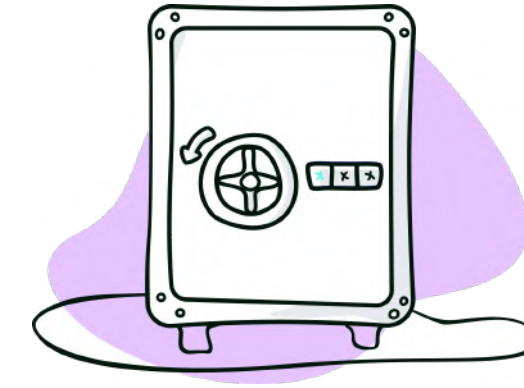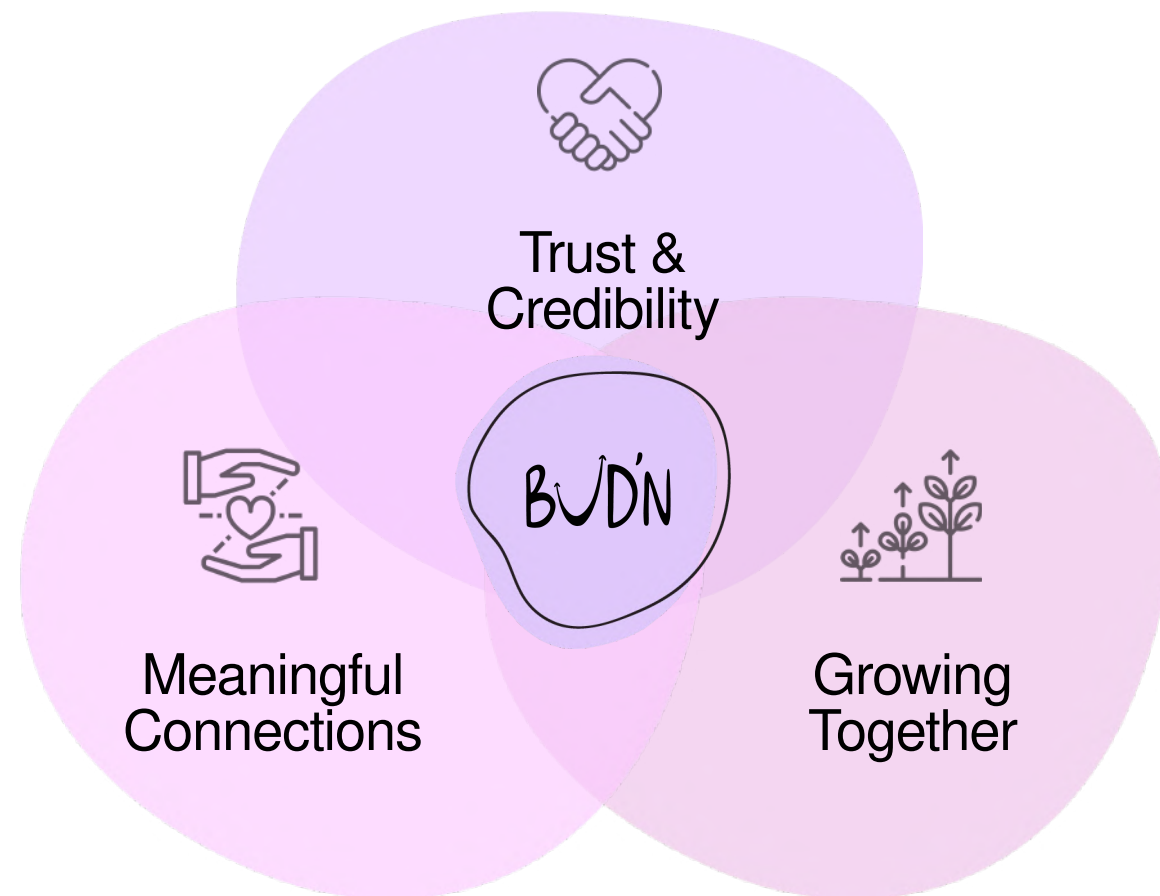
Credibility & Trust
Between our users through verification process
and with our users as a trusted platform.

Trust &
Credibility

BUD'N

Meaningful
Connections

Growing
Together

Meaningful Connections
Facilitated by us for our users to enable a
community centered on **genuineness.**

Mutual Growth
We encourage our users to grow together,
and also grow with our users to provide
better services.

1

WHO ARE WE?

A platform that facilitates meaningful connections in the face of change through a matching system based on common profiles of people seeking support in a new experience and those willing to guide them

2

WHAT DO WE DO?

Enable our users to guide each other through new phases in their lives in light of shared experiences using our social networking platform

97

3

WHAT IS OUR VISION?

To become a go to platform for people adapting to new phases to bond over new and shared experiences and to build sense of community beyond superficial interactions

4

WHAT WAVE ARE WE RIDING?

As the world becomes smaller, embracing change is becoming integral and people are seeking more genuine connections as opposed to superficial ones

GENUINFLUENCERS

THE GREAT LIFE REFRESH

5

WHO SHARES OUR BRANSCAPE?

Currently, no other SNS platform provides a similar, specified service.

Our target audience currently turns to alternate platforms such as Reddit, Facebook groups and social media influencers, who do not provide personalized, meaningful or one-on-one compatibility

100

6

WHAT MAKES US THE ONLY?

The only social network platform that facilitates meaningful connections by matching people based on their shared experiences. Allowing them to face change and new experiences with the help from an empathic buddy.

7

WHAT SHOULD WE ADD OR SUBSTRACT?

Add +

- Compatibility matching feature
- Feedback system
- In-person meeting facilitation and partnership
- Reward system for buddies
- Icebreakers

Subtract -

- Generalized content
- Paid content

8

WHO LOVES US?

Facilitating their connection

Newbies

Buddies

Alliance between services. Use their content - increase visits in their platforms

Our brand

Tech providers

Service for payment

Content creation platforms (allies)

Partnership between services. Promote visits to their stores for special pricing

Physical spaces (partnerships)

9
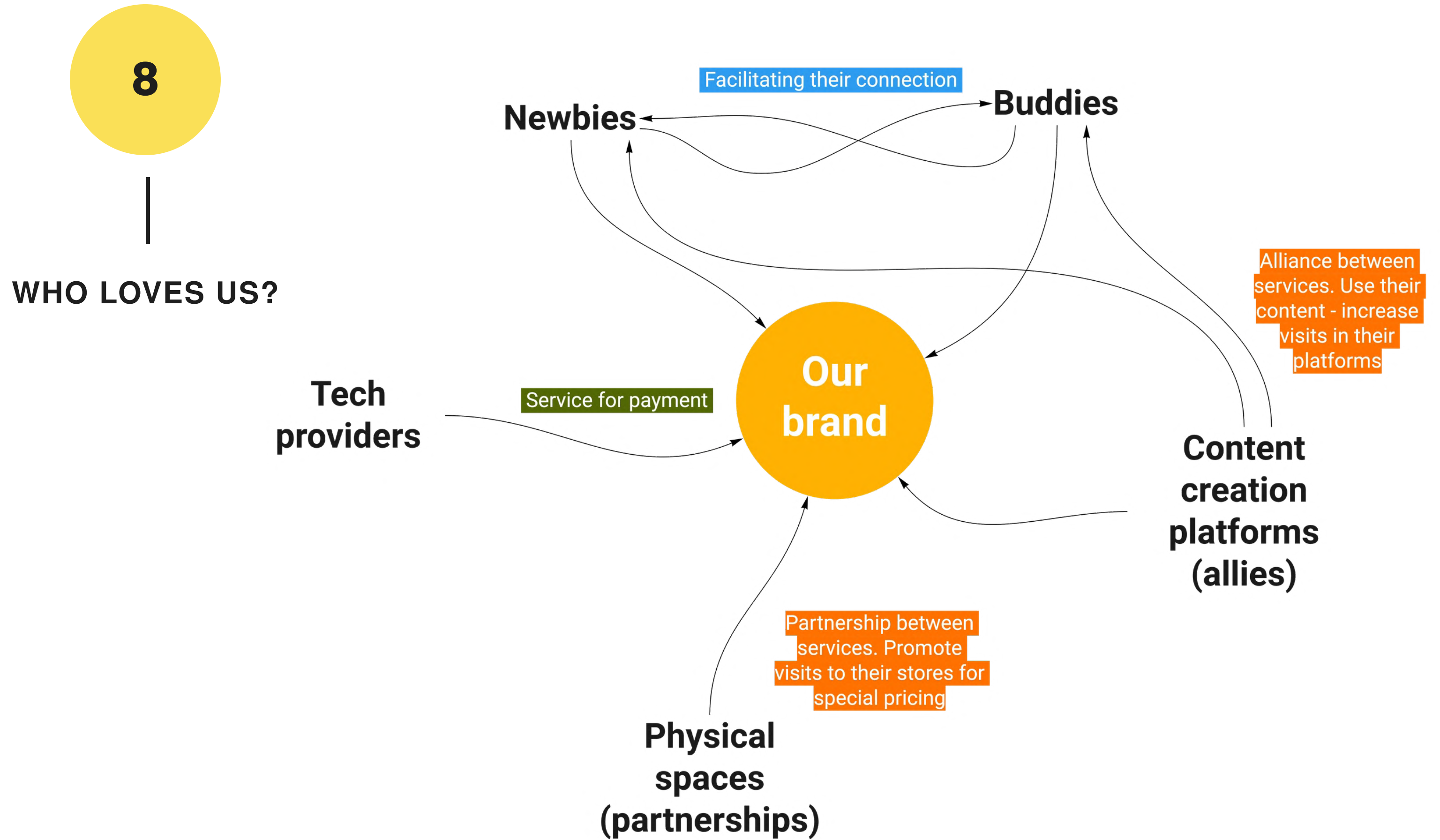
WHO IS THE ENEMY?

We are not:

1. A career and/or profession mentorship service
2. A support group service
3. A professional mental/physical health support service

In the following pages you will find our first prototype. The main objective of this first approach was to understand the user flow and have a baseline to move on with to user and usability testing.

LOW FIDELITY PROTOTYPE

LOW FIDELITY PROTOTYPE

Newbie Frames

LOGIN/SIGN UP

Welcome

Logo

Email

Password

forgot password

SIGN IN   SIGN UP

‹ Back   **Sign Up**

Full Name

Email

Password

CREATE AN ACCOUNT

Already have an account?

SIGN IN

VERIFICATION

‹ Back   **Verification**

Add a copy of your valid government-issued photo ID

TAKE PHOTO

‹ Back   **Verification**

✓

Your account has been verifyed

CONTINUE

LISTING CHALLENGES AND CONCERNS

Home Screen ≡

NEWBIE

BUDDY

MOVING TO A NEW CITY | NEWLY LIVING ALONE | STARTING A NEW ACTIVITY

City

Select ▼

Challenge

0/15

Requirement

0/15

Concerns

0/10

POST

106

LOW FIDELITY PROTOTYPE

Buddy Frames

BE A BUDDY

Home Screen ☰

NEWBIE

BUDDY

MOVING TO A NEW CITY	NEWLY LIVING ALONE	STARTING A NEW ACTIVITY

Cities

⊠ Alabama	>
⊠ Boston	>
⊠ Chicago	>
⊠ Houston	>
⊠ Kansas City	>
⊠ Los Angeles	>
⊠ Newyork	>
⊠ Philadelphia	>
⊠ Savannah	>

MENTION YOUR STRENGTHS AND BE A BUDDY

MOVING TO A NEW CITY	NEWLY LIVING ALONE	STARTING A NEW ACTIVITY

Find a Newbie

ABC
Lorem ipsum dolor sit amet, consectetur adipiscing
Curabitur varius arcu nibh, sit amet mattis massa suscipit sed. Pellentesque commodo justo augue, sit amet fringilla magna aliquet.

XYZ
Lorem ipsum dolor sit amet, consectetur adipiscing
Curabitur varius arcu nibh, sit amet mattis massa suscipit sed. Pellentesque commodo justo augue, sit amet fringilla magna aliquet.

Ana
A single mother of three reloacted in Chicago.
Looking for someone to guide by sharing their journey and how they managed the problems of reloacting with kids

XYZ
Lorem ipsum dolor sit amet, consectetur adipiscing

MOVING TO A NEW CITY	NEWLY LIVING ALONE	STARTING A NEW ACTIVITY

Ana Garcia

A single mother of three reloacted in Chicago.

Looking for someone to guide by sharing their journey and how they managed the problems of reloacting with kids.

CONCERNS

Lack Of Confidence | Work-Life Challenges
Manage The Academic Schedule Of Her Kids
Financial Strain | Planning Process
Loneliness | Fatigue | Time Management
Finding Resources

BE A BUDDY

MOVING TO A NEW CITY	NEWLY LIVING ALONE	STARTING A NEW ACTIVITY

Ana Garcia

A single mother of three reloacted in Chicago.

Looking for someone to guide by sharing their journey and how they managed the problems of reloacting with kids.

CONCERNS

Lack Of Confidence | Work-Life Challenges
Manage The Academic Schedule Of Her Kids
Financial Strain | Planning Process
Loneliness | Fatigue | Time Management
Finding Resources

BE A BUDDY

LOW FIDELITY PROTOTYPE

FIND A BUDDY

Profile

XYZ
Chicago

Personal Information
Notifications
Your Posts
Preious Connections
Supplementary Content
Rewards
Settings

MOVING TO A NEW CITY | NEWLY LIVING ALONE | STARTING A NEW ACTIVITY

Buddies   Sort

Charlotte Hill
Separated woman, sole earning member, supporting her old parents

Emma Ellen
Working mother of five

CHOOSE A BUDDY

MOVING TO A NEW CITY | NEWLY LIVING ALONE | STARTING A NEW ACTIVITY

Buddies   Sort

Priority
Number of matches

Emma
Working

Charlotte Hill
Separated woman, sole earning member, supporting her old parents

---

MOVING TO A NEW CITY | NEWLY LIVING ALONE | STARTING A NEW ACTIVITY

Buddies   Sort

Emma Ellen
Working mother of five

Charlotte Hill
Separated woman, sole earning member, supporting her old parents

---

MOVING TO A NEW CITY | NEWLY LIVING ALONE | STARTING A NEW ACTIVITY

Emma Ellen

Working mother of five

STRENGTHS

Lack Of Confidence | Work-Life Challenges
Manage The Academic Schedule Of Her Kids
Financial Strain | Planning Process
Loneliness | Fatigue | Time Management
Finding Resources

MAKE A BUDDY

BREAK THE ICE

IT'S A MATCH!

Emma Ellen | Olivia Clark

KNOW MORE ABOUT YOUR BUDDY!

Question 1
                                    0/15
Question 2
                                    0/15
Question 3
                                    0/15

SEND

GO MEET YOUR BUDDY AND EARN REWARDS

HOW WOULD YOU LIKE TO MEET?

IN-PERSON

VIRTUALLY

MEET AT THESE CAFES TO REDEEM POINTS!

xyz cafe | xyz cafe
xyz cafe | xyz cafe
xyz cafe

SEND VOTE

108
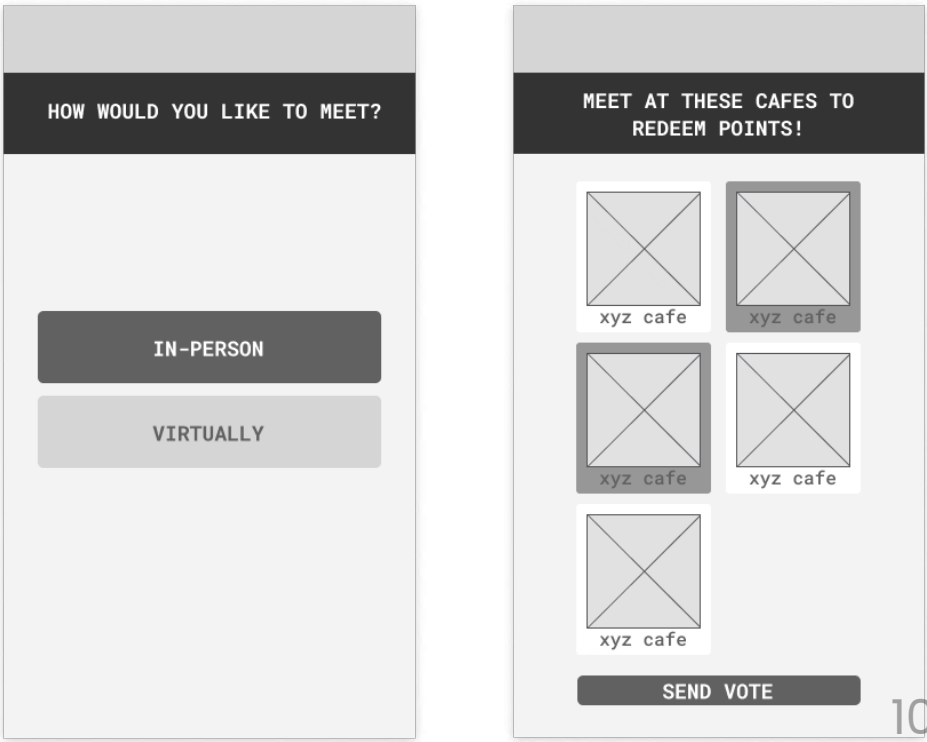
BUSINESS MODEL CANVAS

As one of the last steps in finishing the design of our social network we worked on the business side of our idea. With the use of the Business Model Canvas we were able to understand every key part of how our platform could work.

Key Partners 🔗

Cloud Service Providers

Users

Physical meeting spaces

Local cafes, restaurants, venues

Key Activities ✔

Platform engagement and management

Marketing

Facilitating compatible connections

Mantaining user data

Organizing events

Key Resources 🏭

User data

Technology (AI) for the matching system

Human resources

Brand

Platform/App

Value Propositions 🎁

Meaninful connections

Based on shared experiences

With a thorough and credible matching system

And facilitated interactions online and offline

Customer Relationships ❤

Direct network effect

Trust

Community

Semi-transactional

Reward system

Channels 🚚

App/Platform

Word of mouth

Google Ads

Social Media

Bud'n events

Customer Segments

Internet users above 18 years old

People seeking a buddy in the face of change

People willing to share their experience

Cost Structure 🏷

Human resources

Cloud service cost

IT service cost

Marketing costs

Comissions to reward partners

Event hosting costs

Revenue Streams 💰

Freemium model

Paid partnerships with physical meeting spaces providers

Social media content monetization

Bud'n events tickets

PART 6

USER &
USABILITY TESTING

In order to carry out our user and usability testing, we started by mapping out all features of our platform to then decide which ones to test with our potential users.

Initial features

Login	Verification	Profile	Categories	Experience Sharing
Matching System	Icebreaker	Chat	Video Call	Physical Meeting Suggestions
	Feedback	Rewards	Blog: Sup. Content	
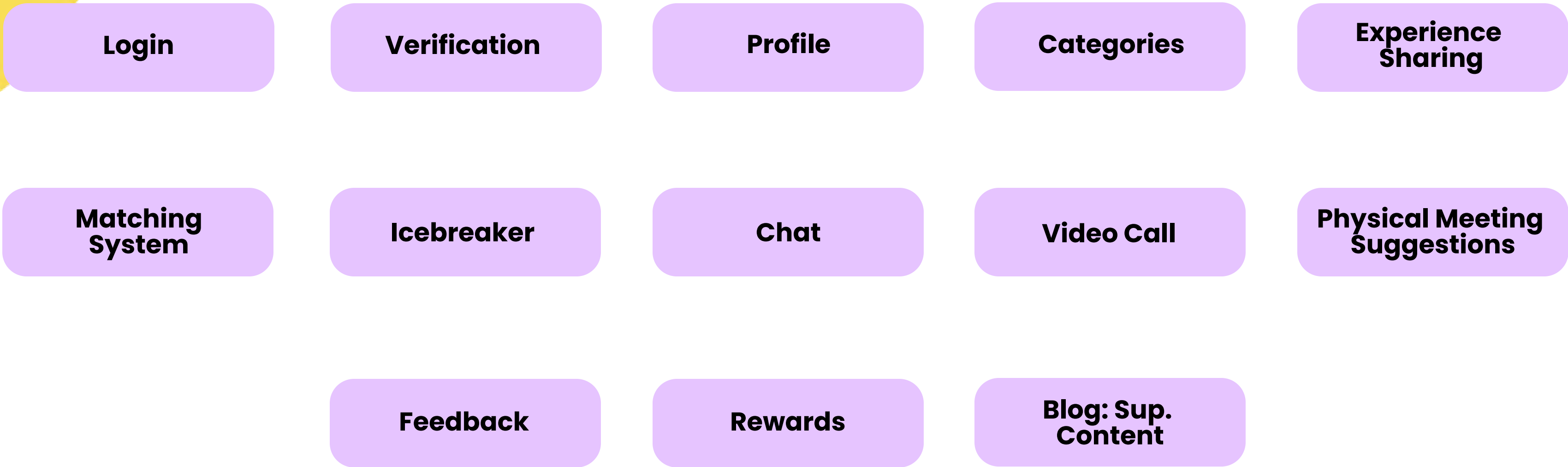
In the following pages you will find our entire testing activity including our measuring system to select the features to test, and images of the print-outs used during our sessions.

13 features
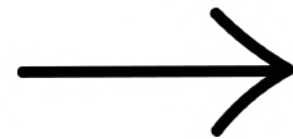
What to test?

→

Risk   Business Impact   User Impact

	Risk	Business Impact	User Impact	Total
Login	3	1	2	6
Verification	1	1	1	3
Profile	1	2	1	4
Category	1	1	1	3
Chat	3	2	2	7
Icebreaker	1	2	1	4
Compatibility	3	3	3	9
Share Experience	1	2	2	5
Video Call	3	3	3	9
Suggest Physical Meeting Spaces	1	1	2	4
Feedback	2	2	2	6
Rewards	1	2	1	4
Supplementary Content	3	3	3	9

13 features → **6 features**

Verification	Profile	Categories
Icebreaker	Feedback	Rewards
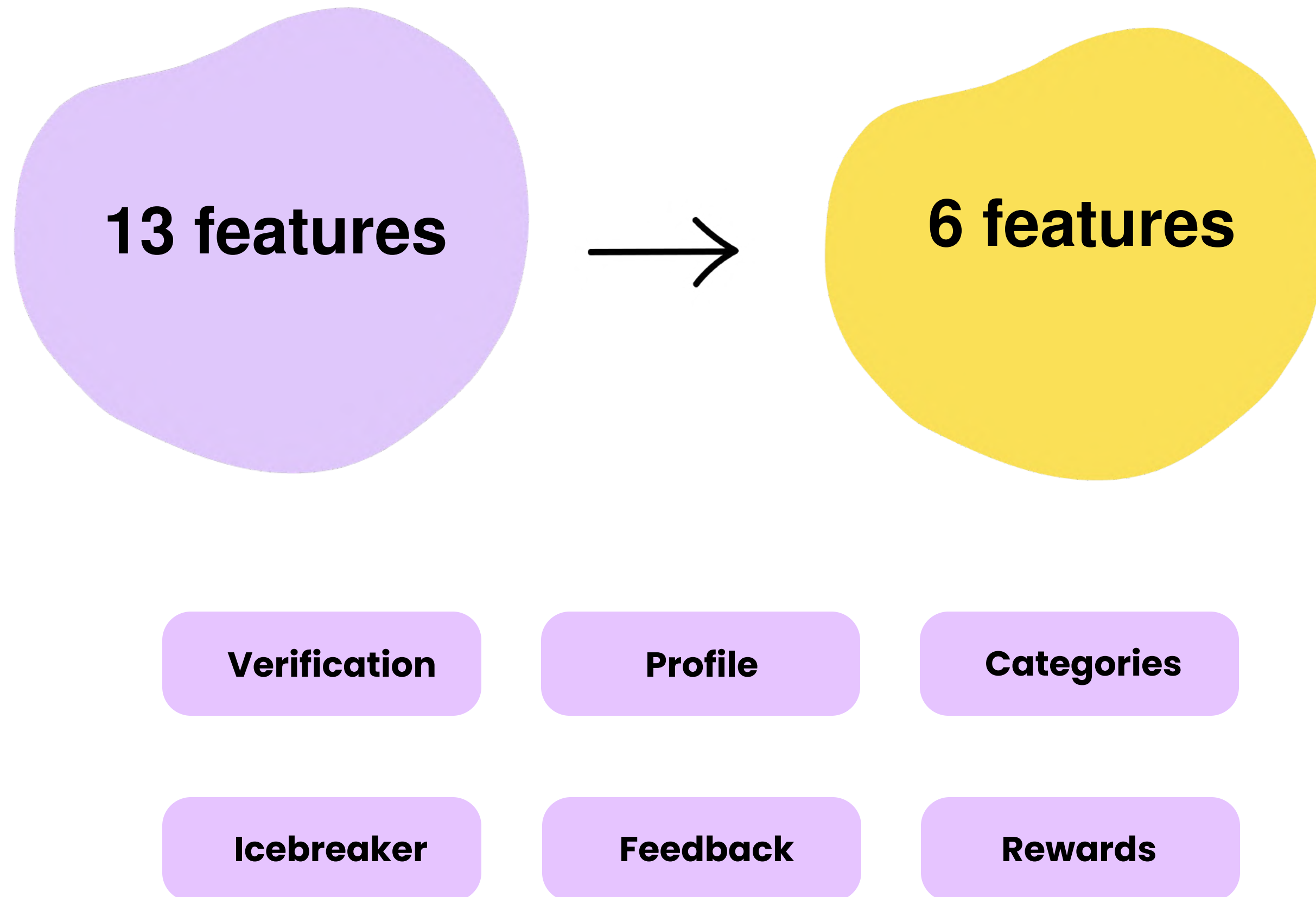
TESTING TOOLKIT
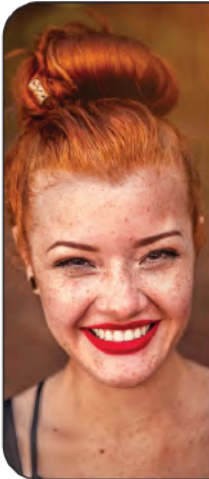
In this first activity we asked our potential users to "create" their own profile using the available taps. Our mission was to understand what type of information would they be willing to share. Additionally we wanted to test what verification method would make them feel more comfortable and safe.
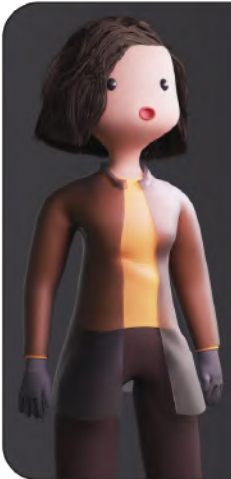
Verification

Profile

PROFILE
NAME:

Name

Age

Personality Traits

Nickname

Location

Gender

Profession

Birthday

Photo ID

References

Professional Profile

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TESTING TOOLKIT

In the first second part of the activity we asked our potential users to choose which of the categories would they select if and when using our platform. Our mission was to understand if we needed all three of them or if a more focused concept would be better for our user.

Categories

PROFILE
NAME:

MOVING TO A NEW CITY

NEWLY LIVING ALONE

NEW ACTIVITY OR HOBBY
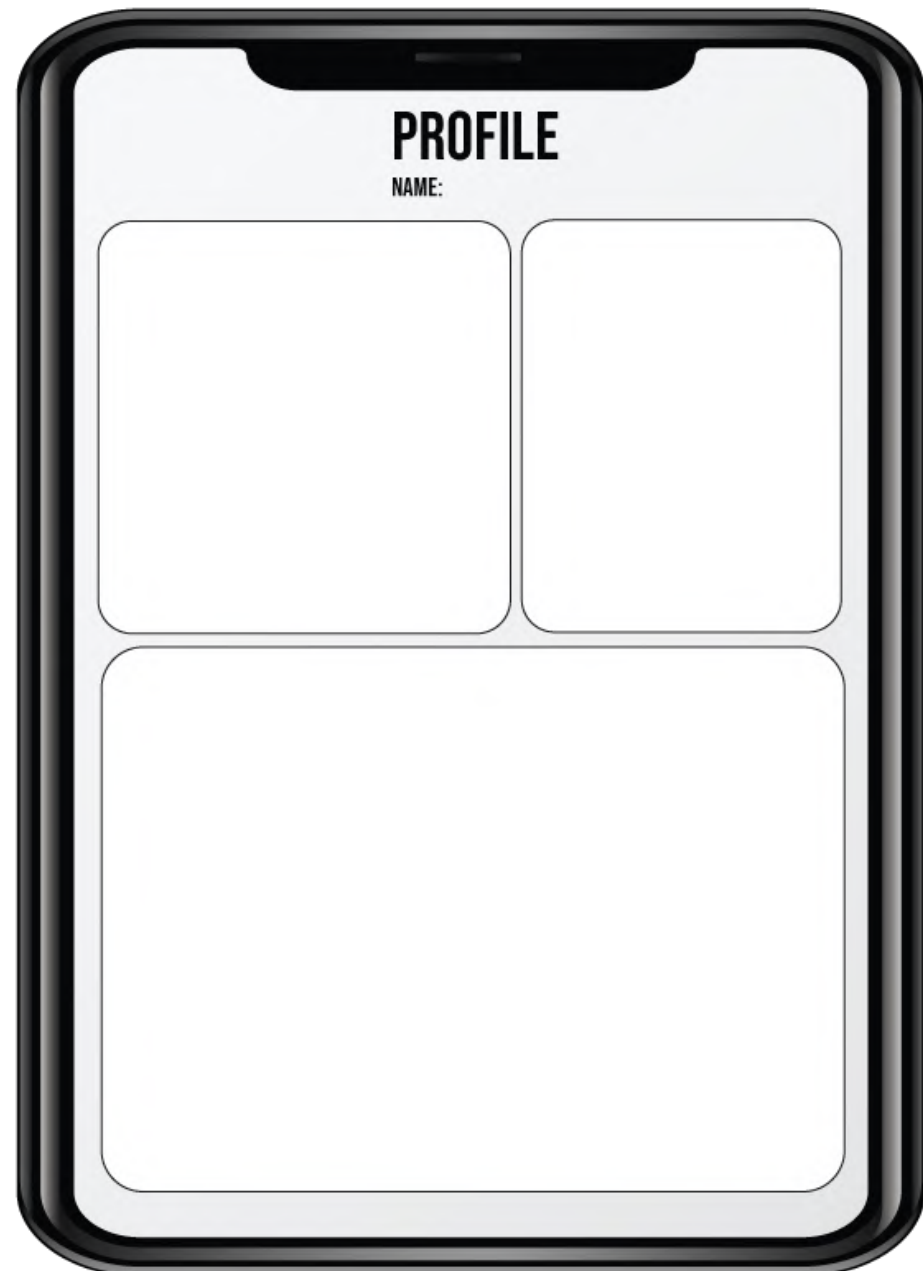
TESTING TOOLKIT

In the third part we asked our potential users to let us know how would they break the ice with a stranger and if they needed the app to facilitate their first interaction in some way. We gave them some options of fun icebreakers to choose from.

Icebreaker

How would you break the ice?

→

Would you rather

2 truths 1 lie

20 questions
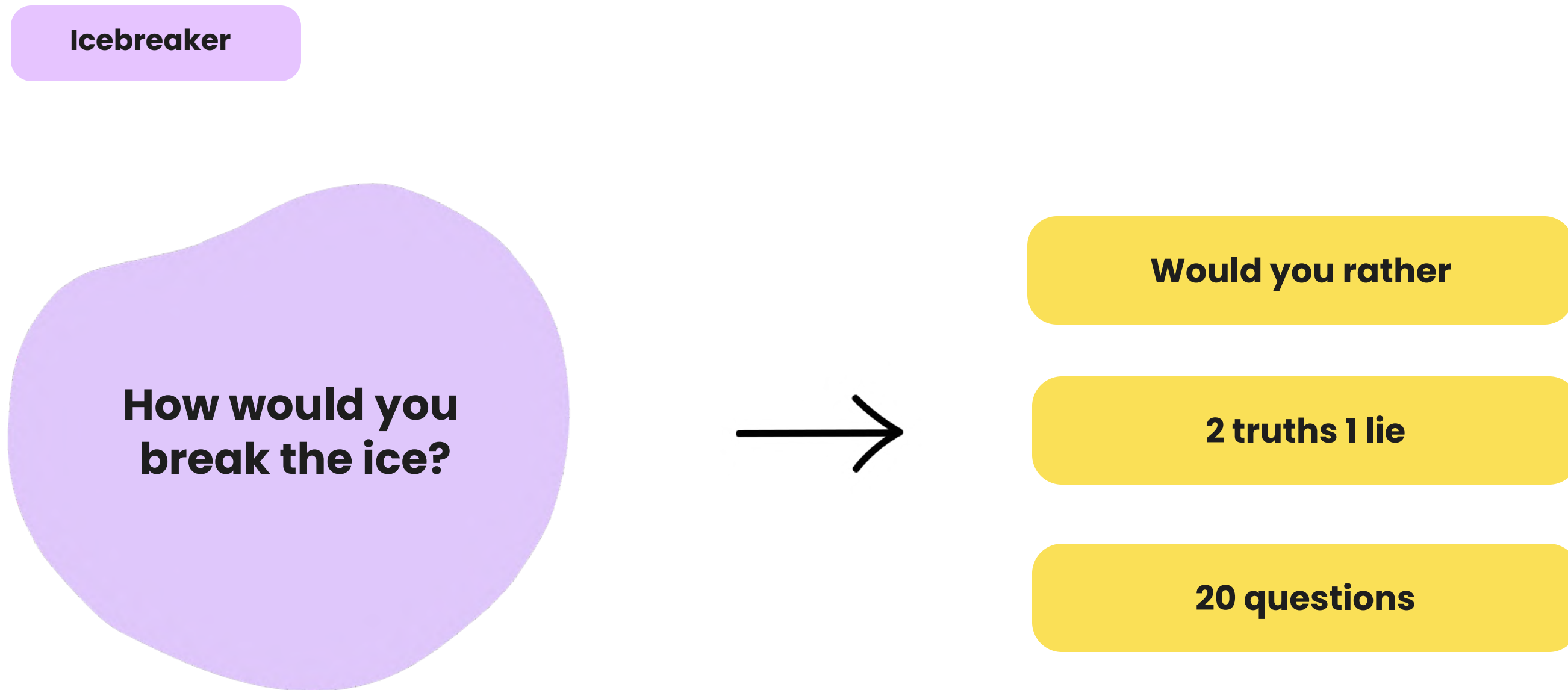
TESTING TOOLKIT

As a closing activity, we wanted to understand what were the best options to reward our users in the platform for their willingness to share their experience with others, and off course as a way to promote face to face, on ground meetings. We asked them to select the boxes that felt "more" rewarding to them.

Feedback   **Rewards**
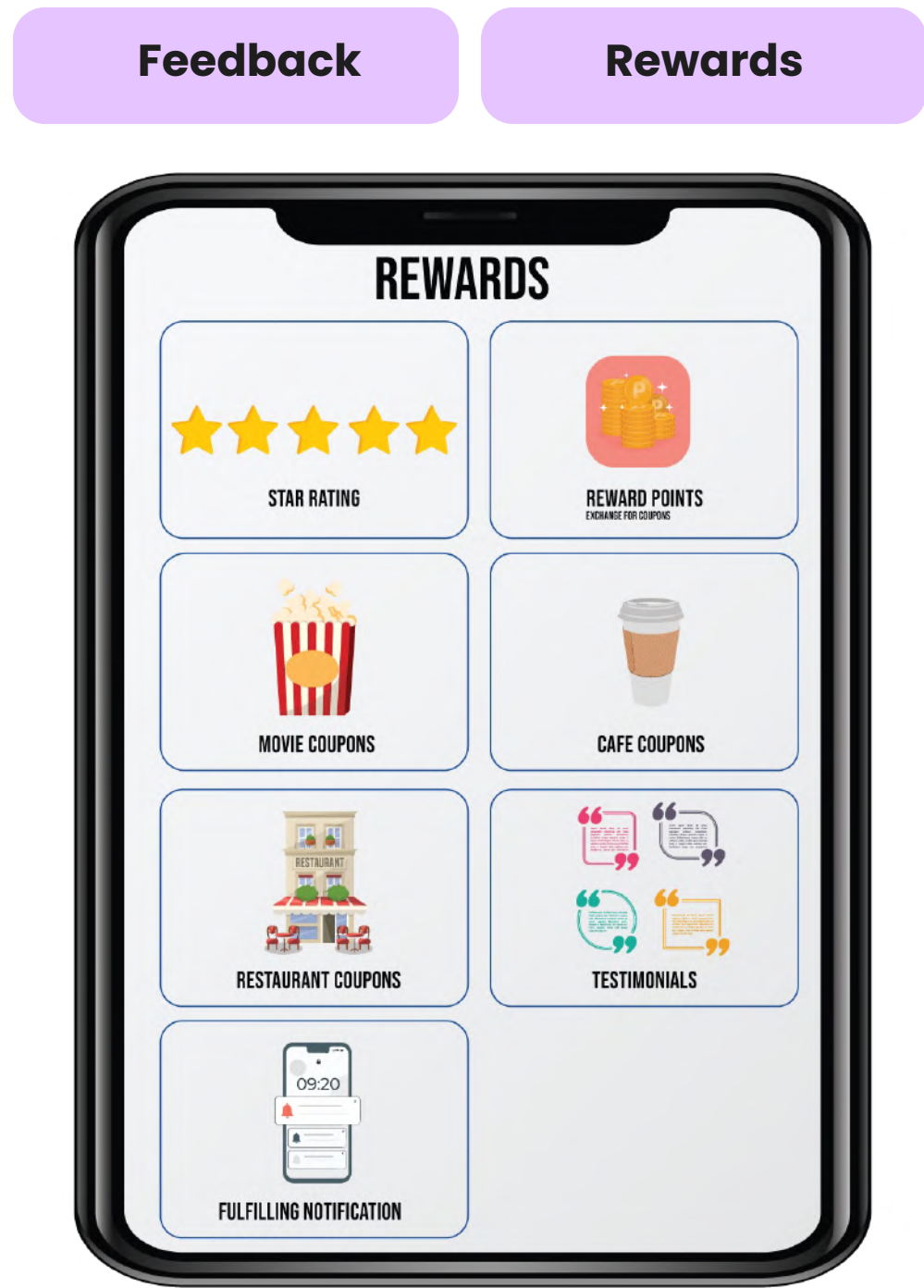
RESULTS
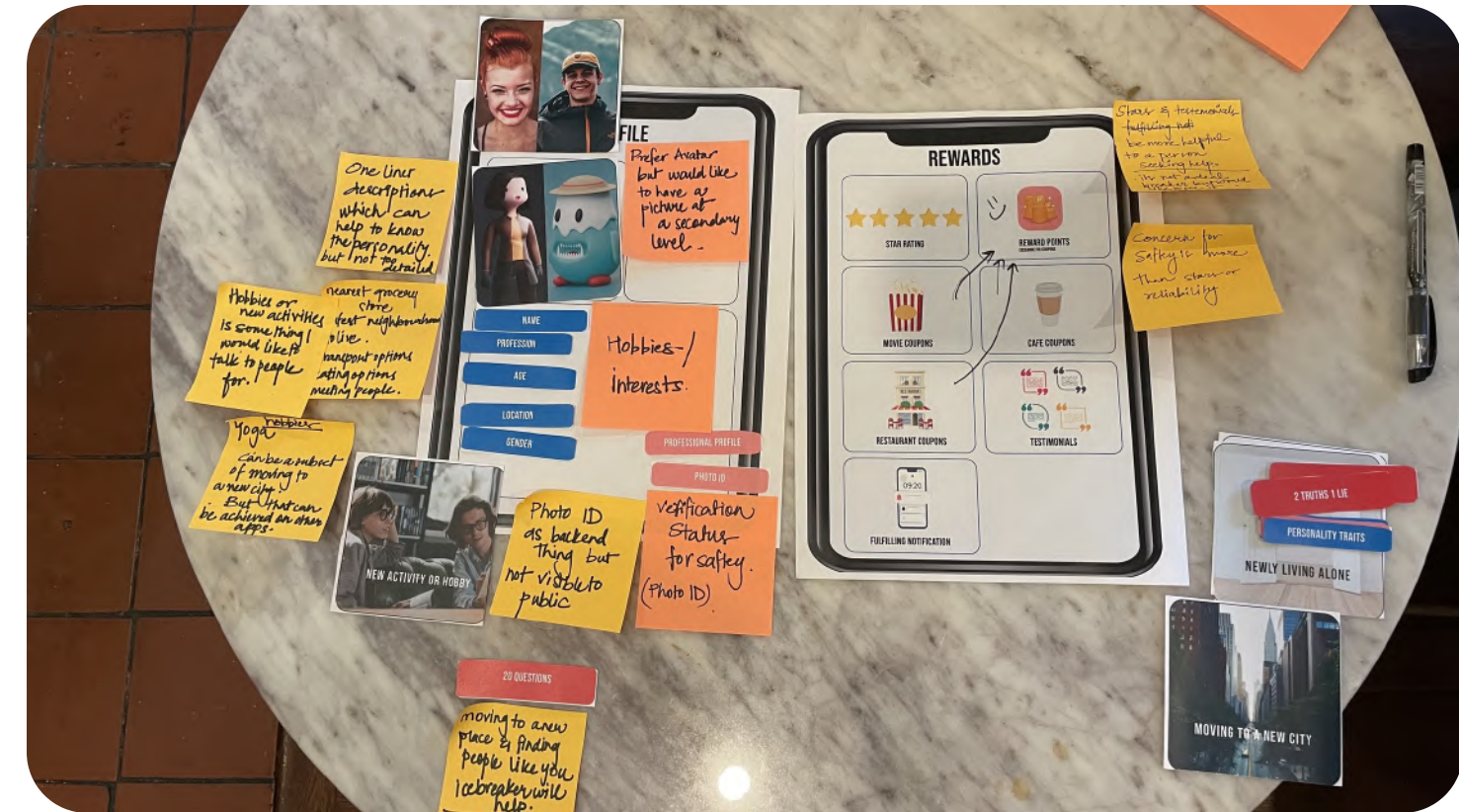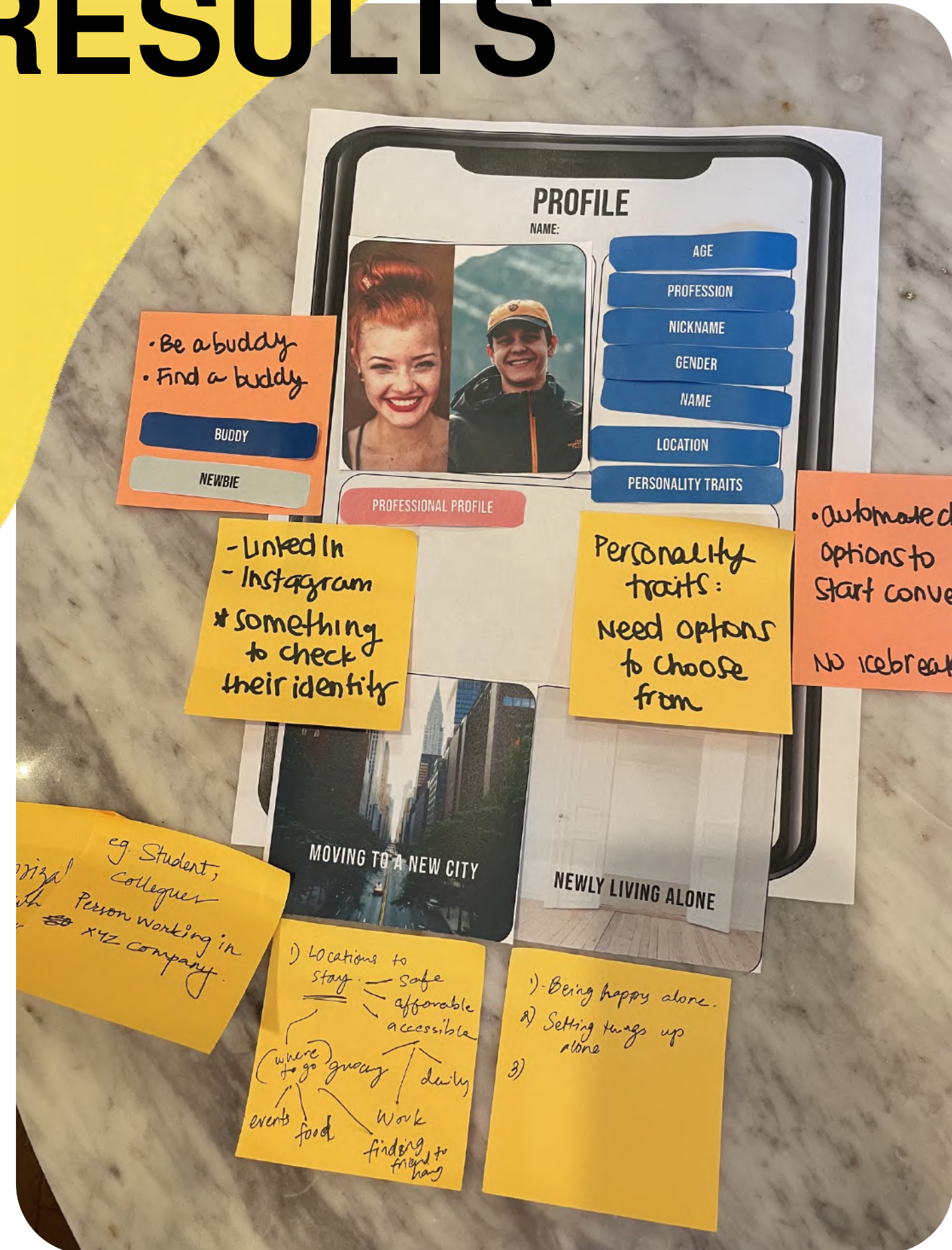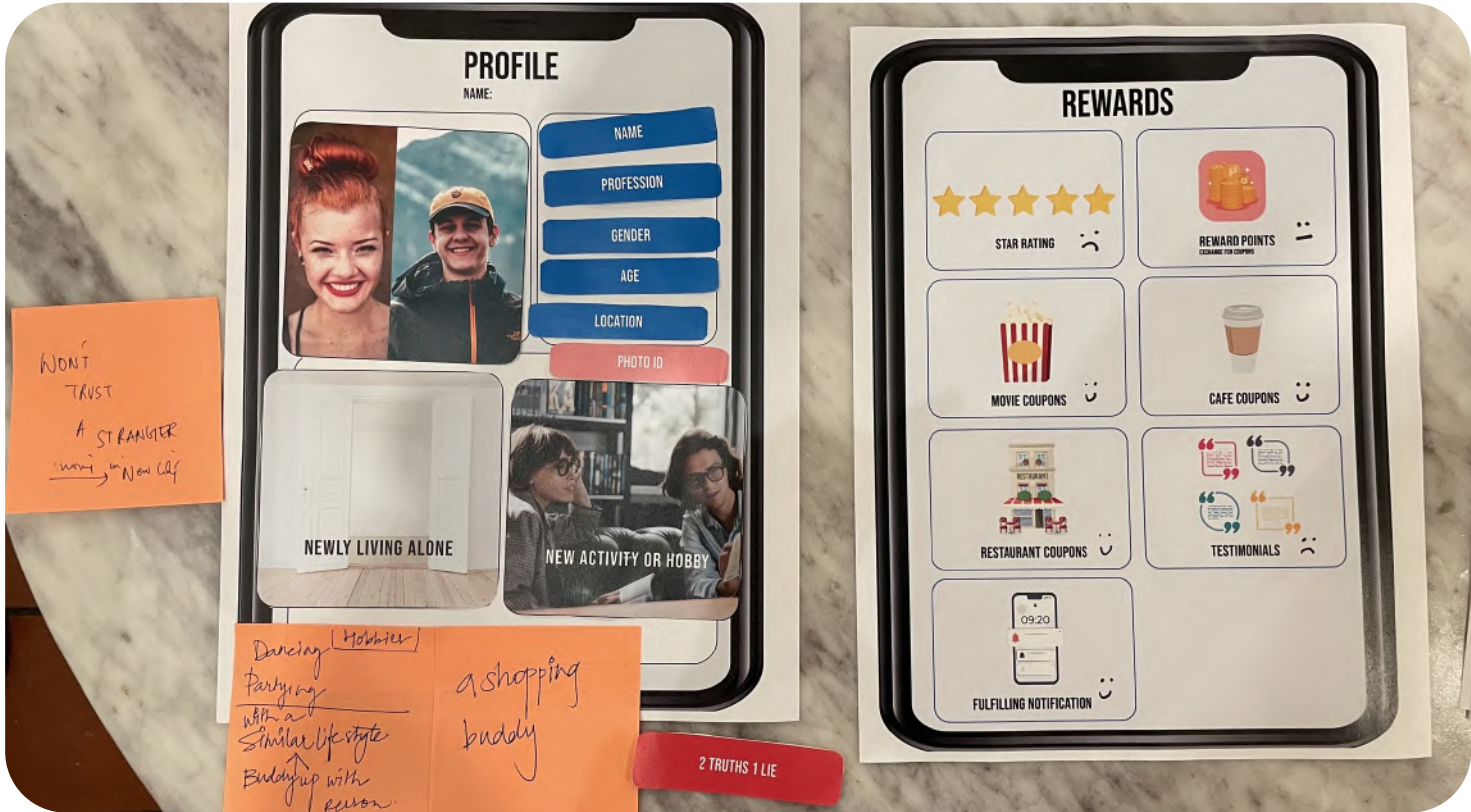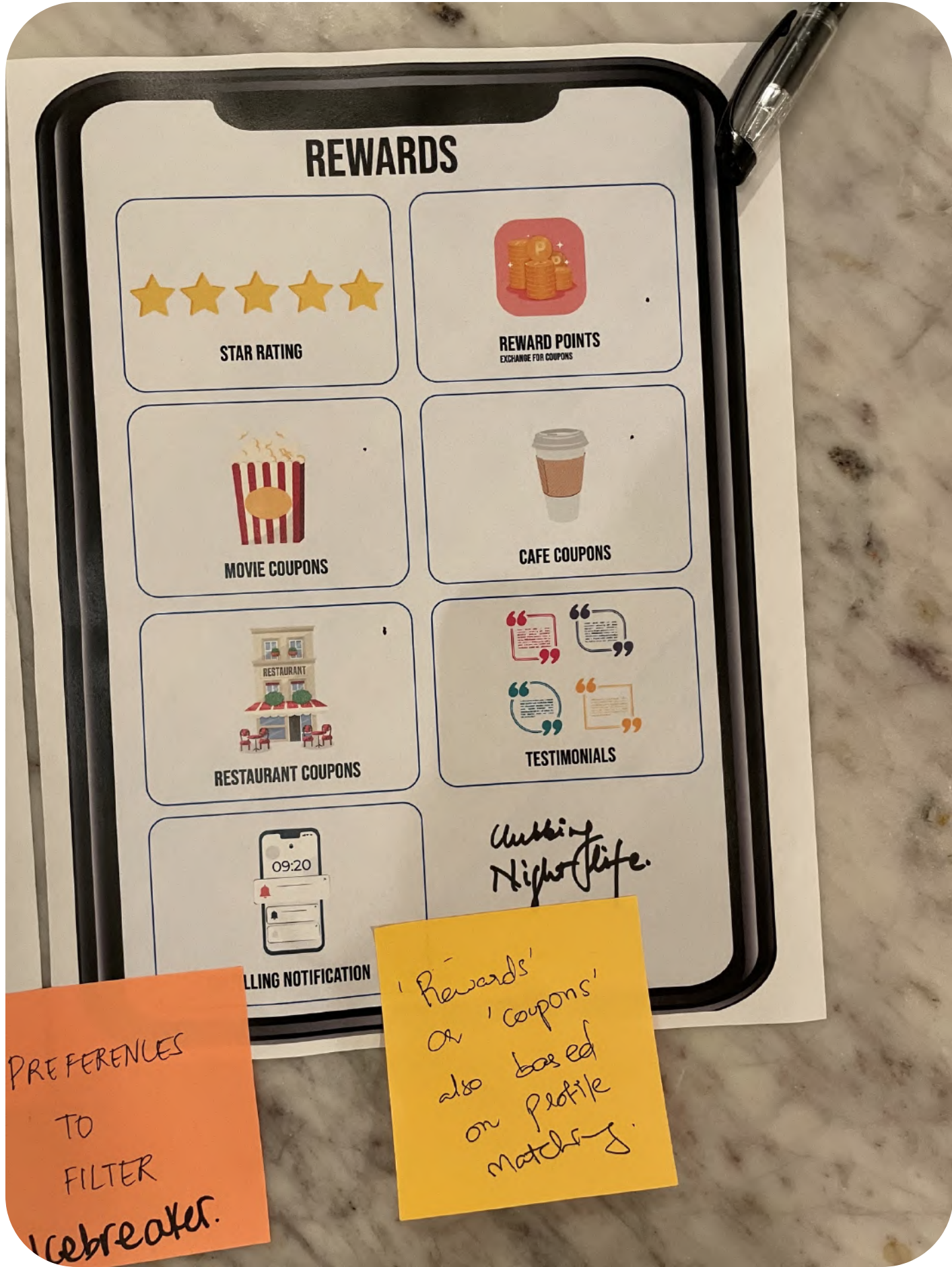
Profile

"I would choose both a **profile picture and an avatar.** The photo gives a sense of safety and the avatar makes it fun"

Profile

"Relevant options, like their ability to communicate or relate. Not things like - I'm a happy person -"
"I would add **personality traits,** but **I need options**"

Verification

"As a verification method **I would choose a photo ID but as backend.** I wouldn't want other users to see my ID"

Categories

"I would choose **moving to a new city.** Not to find things that Google can provide but **to find people and a community around my interests or lifestyle** with the **help of someone who was new** at some point"

Rewards

"**Coupons** seem like the **most rewarding.** Maybe they can be **based on the user's profile."**

Our final features

Based on the testing results and the feedback from our users,

we decided on the final features to include on our platform

| Login | Verification | Profile | Categories | Experience sharing |

| Matching System | Icebreaker | Chat | Video Call | Physical Meeting suggestions |

| Rewards | Event suggestions |
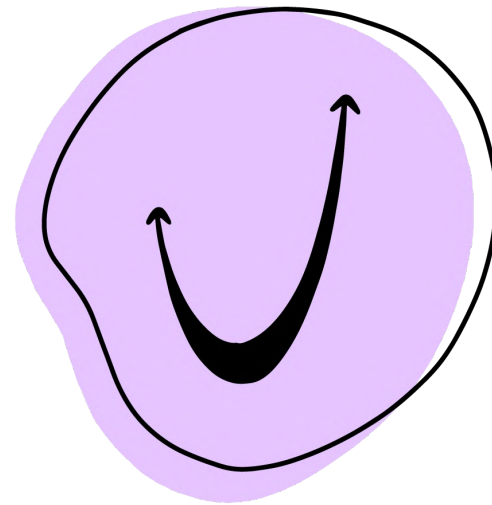
FINAL PRODUCT

After our user and usability testing it was time to create the last version of our platform, including off course a name, a logo and our main attributes. In the following pages you will get a view of the first ever social network created to buddy up in the face of change.

Let's get bud'n!

BUD'N

BUD'N

New in town?
Want to Help a Newbie?
#get chatt'n
#get meet'n
#get bud'n

BUD'N

Be a buddy!

Find a buddy!

Trending events near you

View More

WINTER
WARMER

Winter Warmer
Rockefeller Center
7th March 2021

Winter Warmer
Rockefeller Center
7th March 2021

Winter Warm
Rockefeller Cent
7th March 2021

We grow well together

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BUD'N what?

The only social networking platform that facilitates meaningful connections in the face of change

through a matching system based on shared experiences

of people seeking to buddy up while facing a new experience and those willing to share their experience

in the United States (and later globally)

because shared experiences and buddying up helps people in adapting to new experiences

at a time when embracing change is instrumental for growth and people are seeking more genuine connections as opposed to superficial ones.

Our vision

Enable our users to guide each other through new phases in their lives in light of shared experiences using our platform
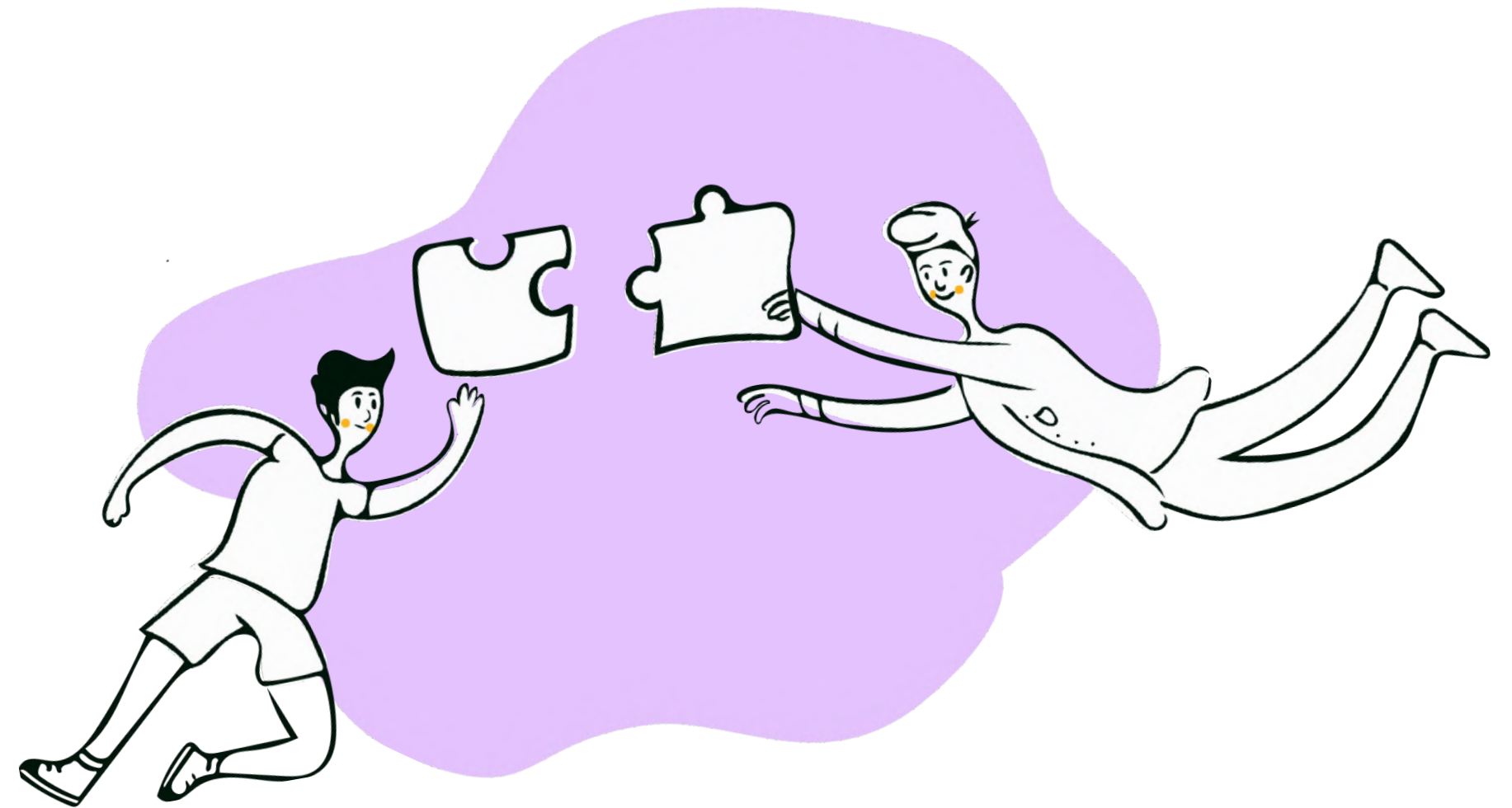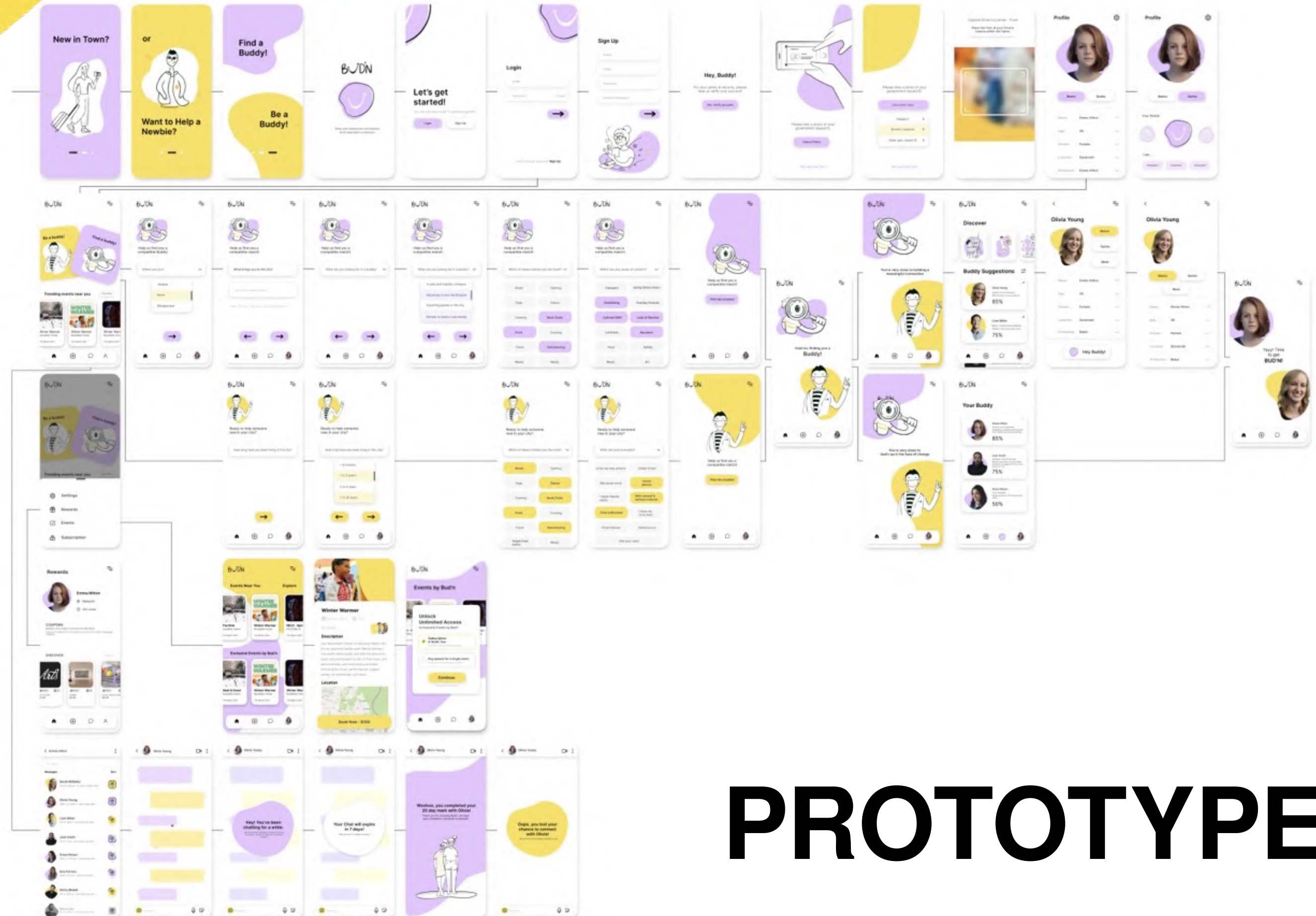
PROTOTYPE

New in Town?

or

Want to Help a Newbie?
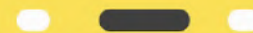
Find a Buddy!

Be a Buddy!

Gett'n Started

BUD'N

Share your experiences and interests
Build meaningful connections

Let's get
started!

You are one step closer to growing together!

Login   Sign Up

Login

Email

Password   Forgot

Don't have an account? **Sign Up**

Sign Up

Name

Email

Password

Confirm Password
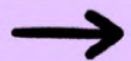
Verification

Hey, Buddy!

For your safety & security, please help us verify your account!

Yes, Verify account

Please take a photo of your government issued ID.

Take a Photo

Why we need this?

Please take a photo of your government issued ID.

Document type

Passport >

Driver's Liscence >

Other gov. issued ID >

Why we need this?

Capture Driver's License - Front

Place the front of your Driver's Lisence within the frame.

Driver's Lisence requirements

Initial Profile

Profile

Basics | Quirks

Name:	**Emma Hilton**	Edit
Age:	**26**	Edit
Gender:	**Female**	Edit
Location:	**Savannah**	Edit
Profession:	**Emma Hilton**	Edit

Profile

Basics | **Quirks**

Your Avatar

I am...

Ambivert | Introvert | Extrovert

Initial Profile
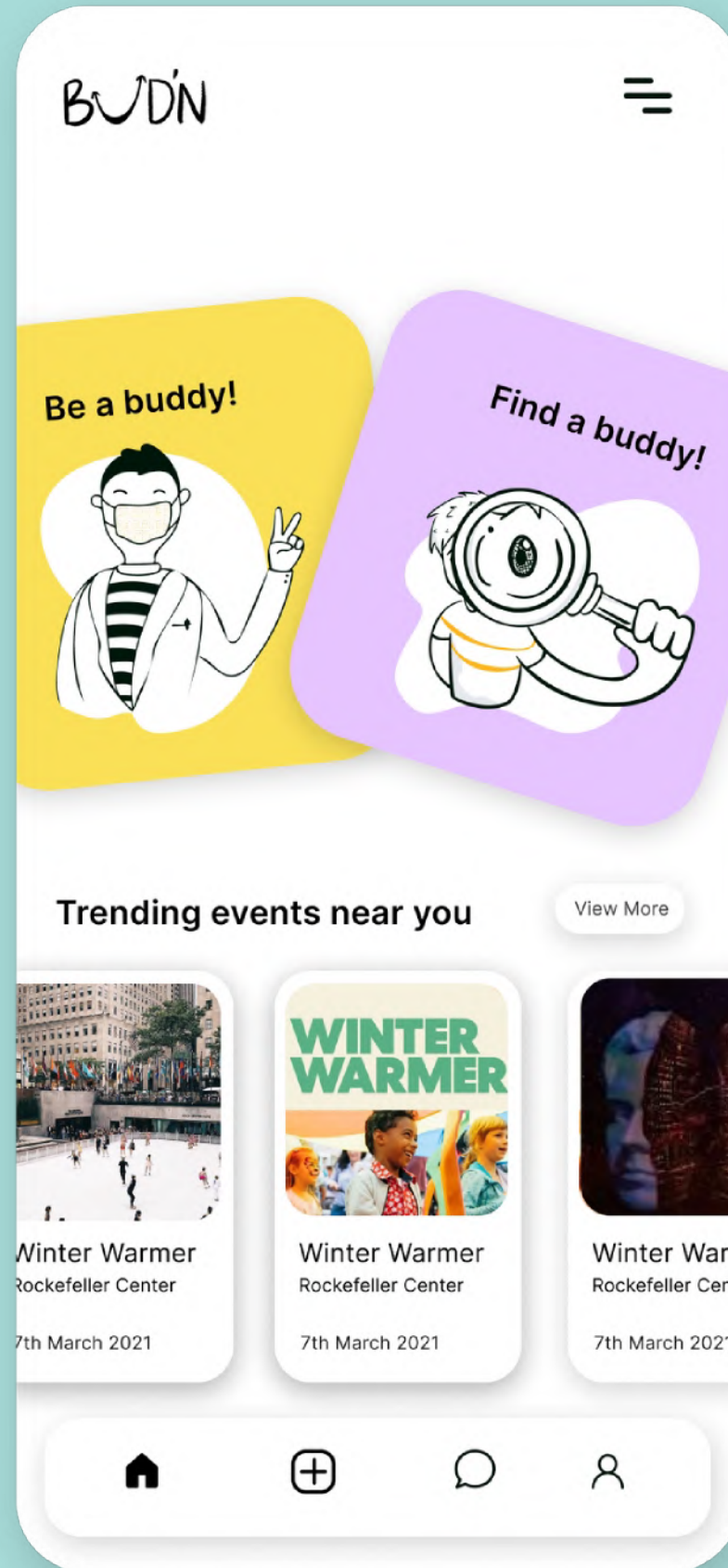
Find a Buddy!

Be a Buddy!

Lay'n Down the Basics
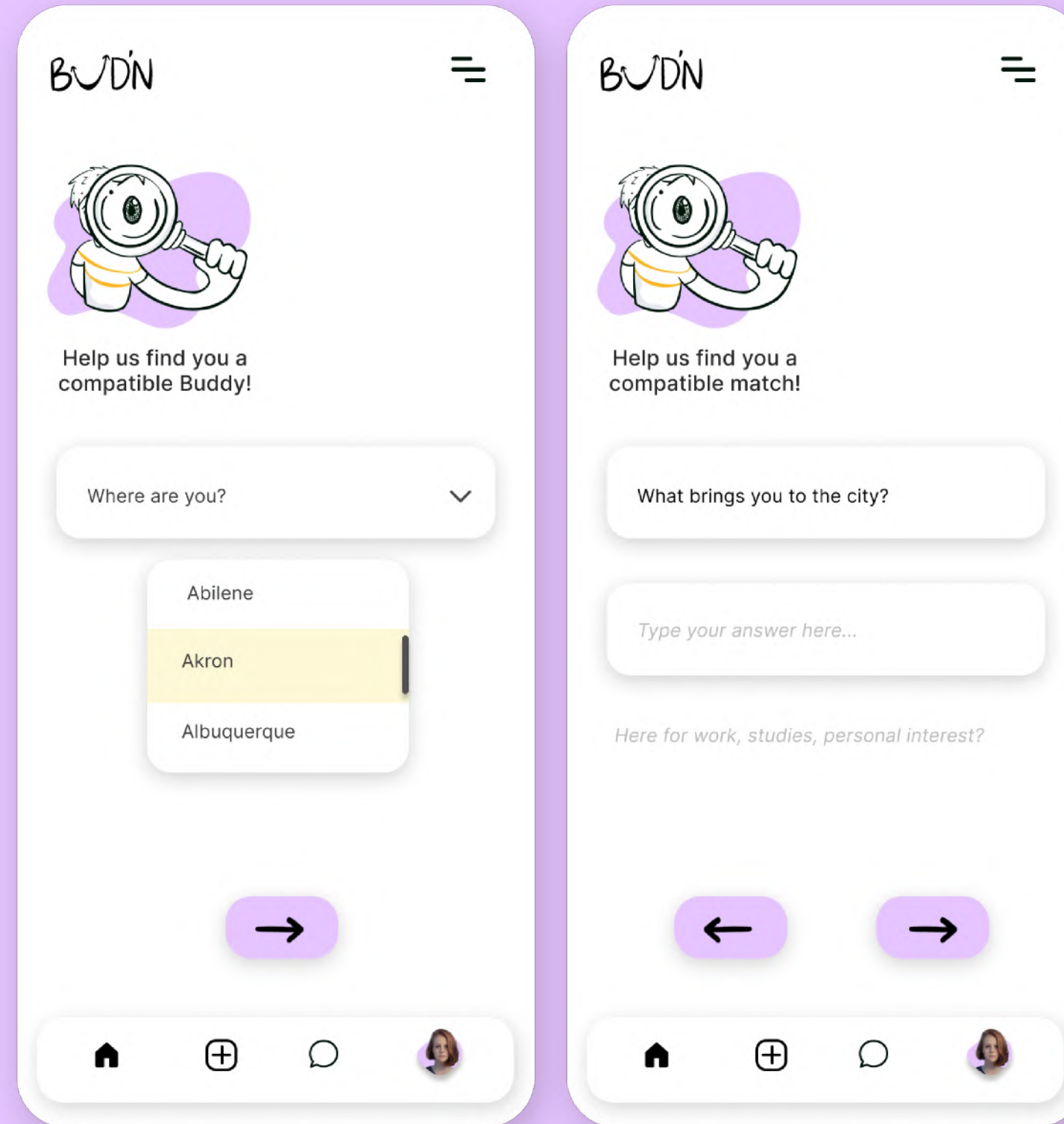
Lay'n Down the Basics

Tell Us More!

All in Good Time

Choices, Choices
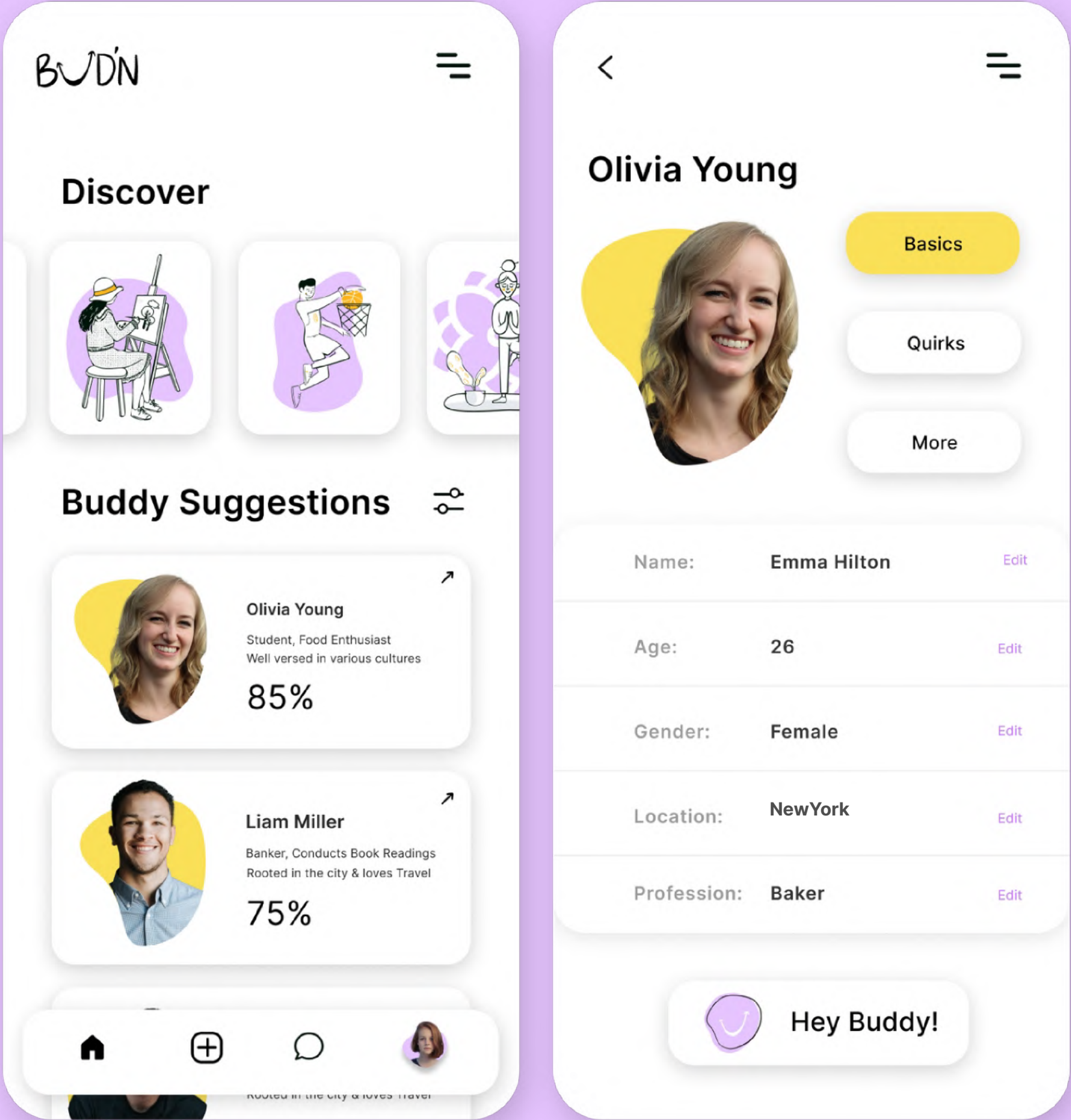
Choices, Choices
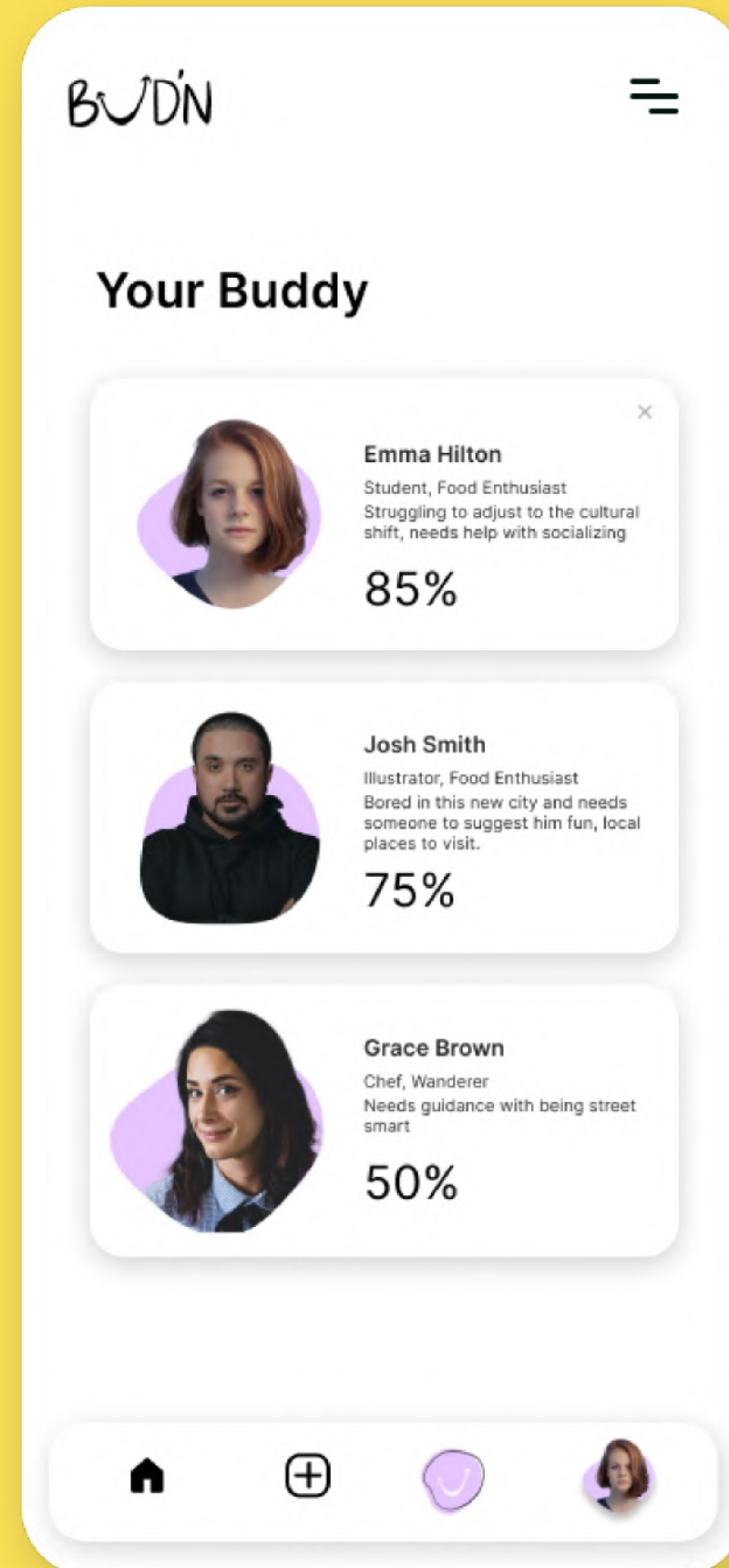
Time to Get

BUD'N
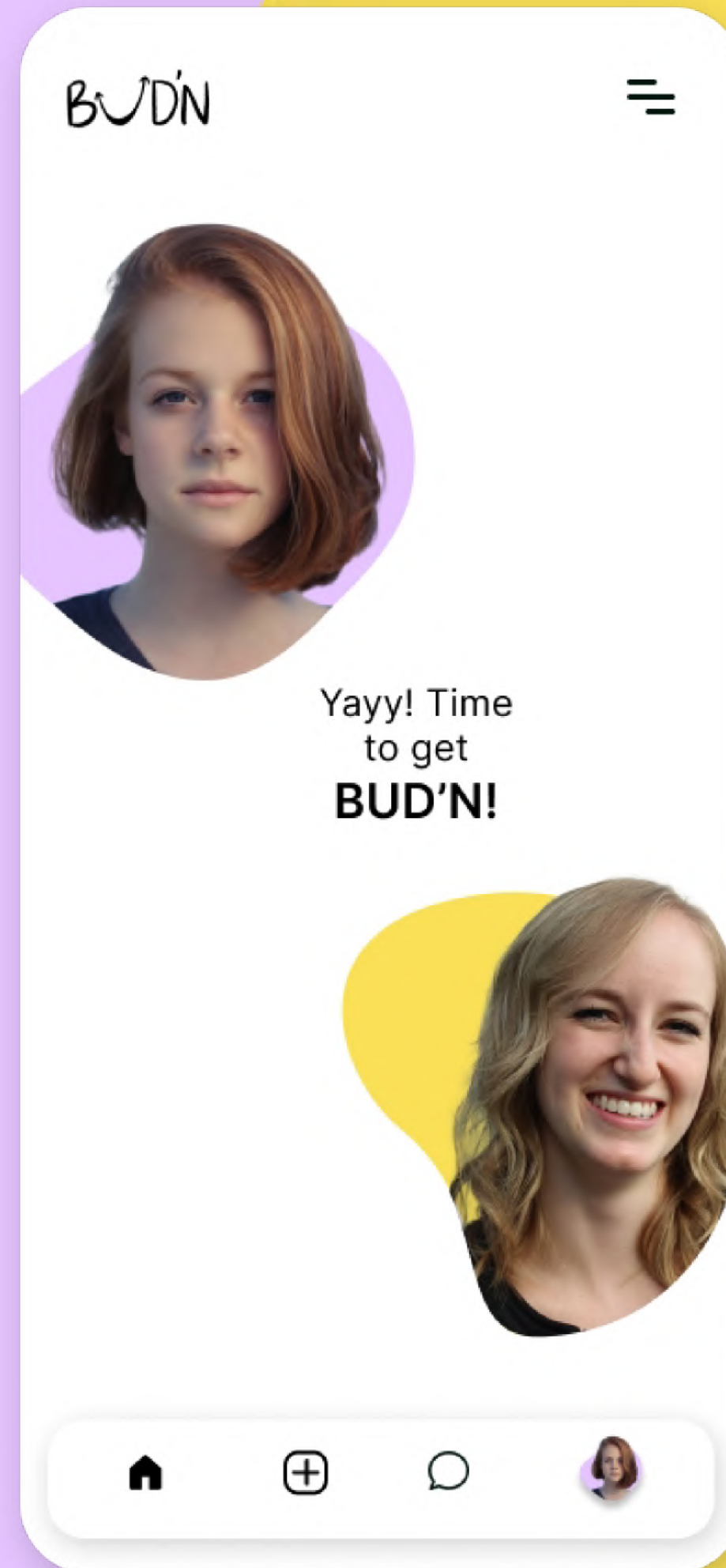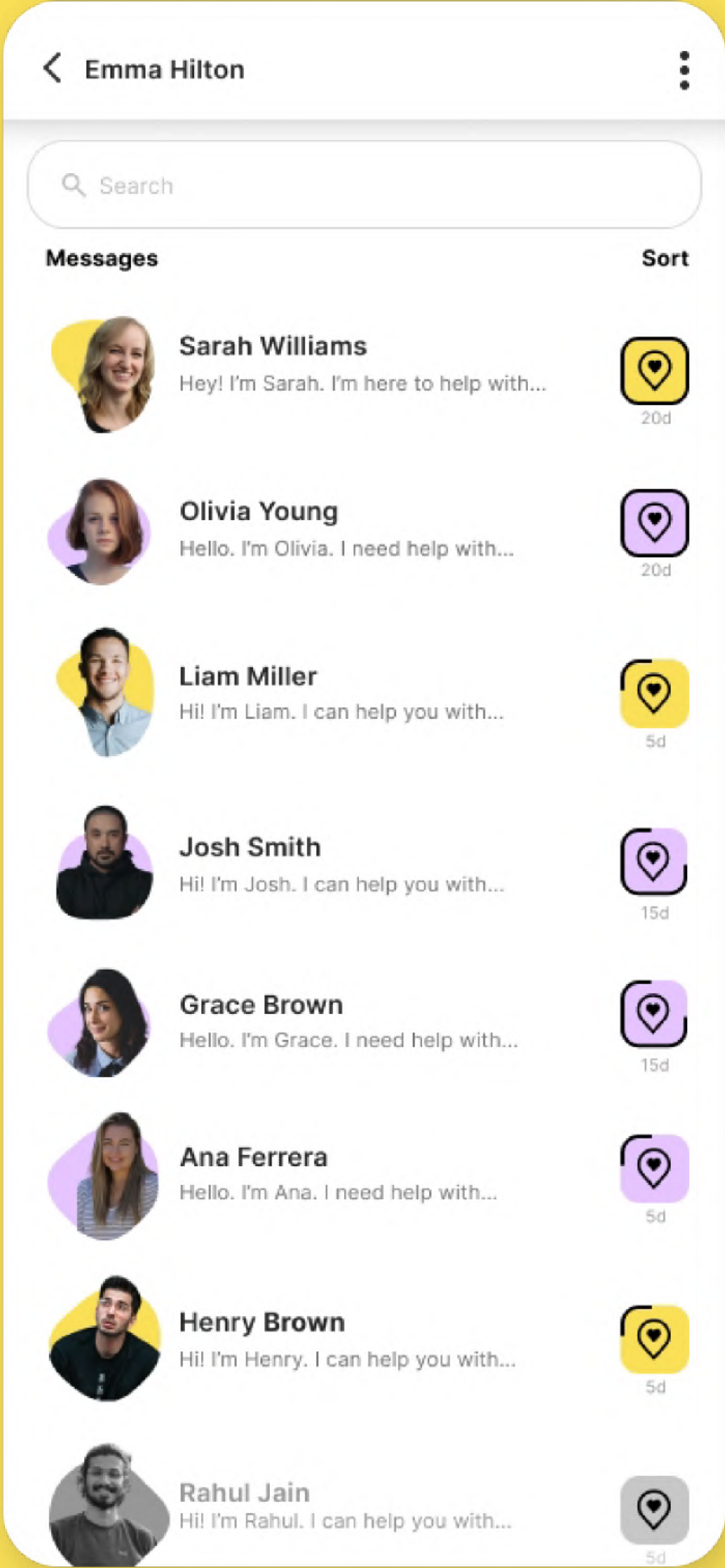
Let's get
Chat'n!

Chat'n, Meet'n, Bud'n
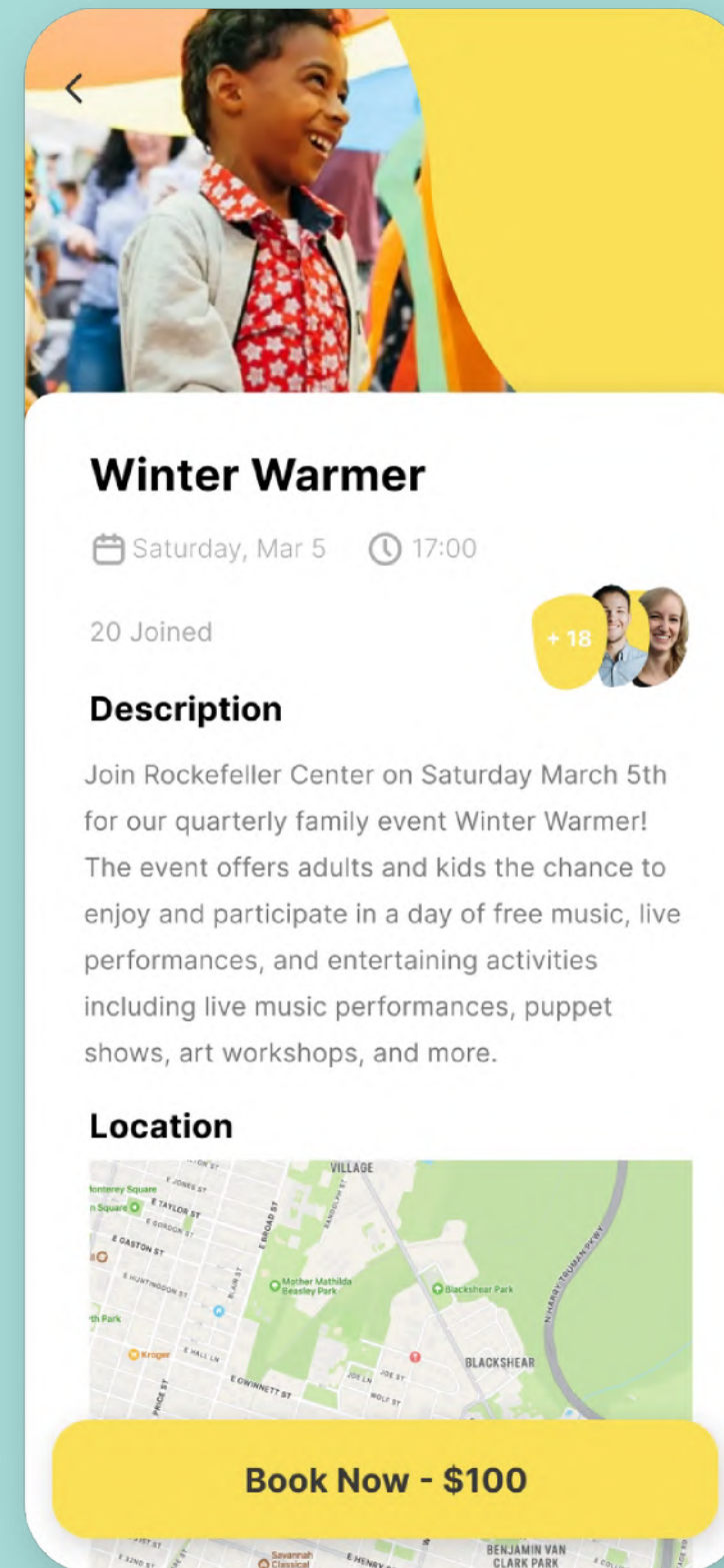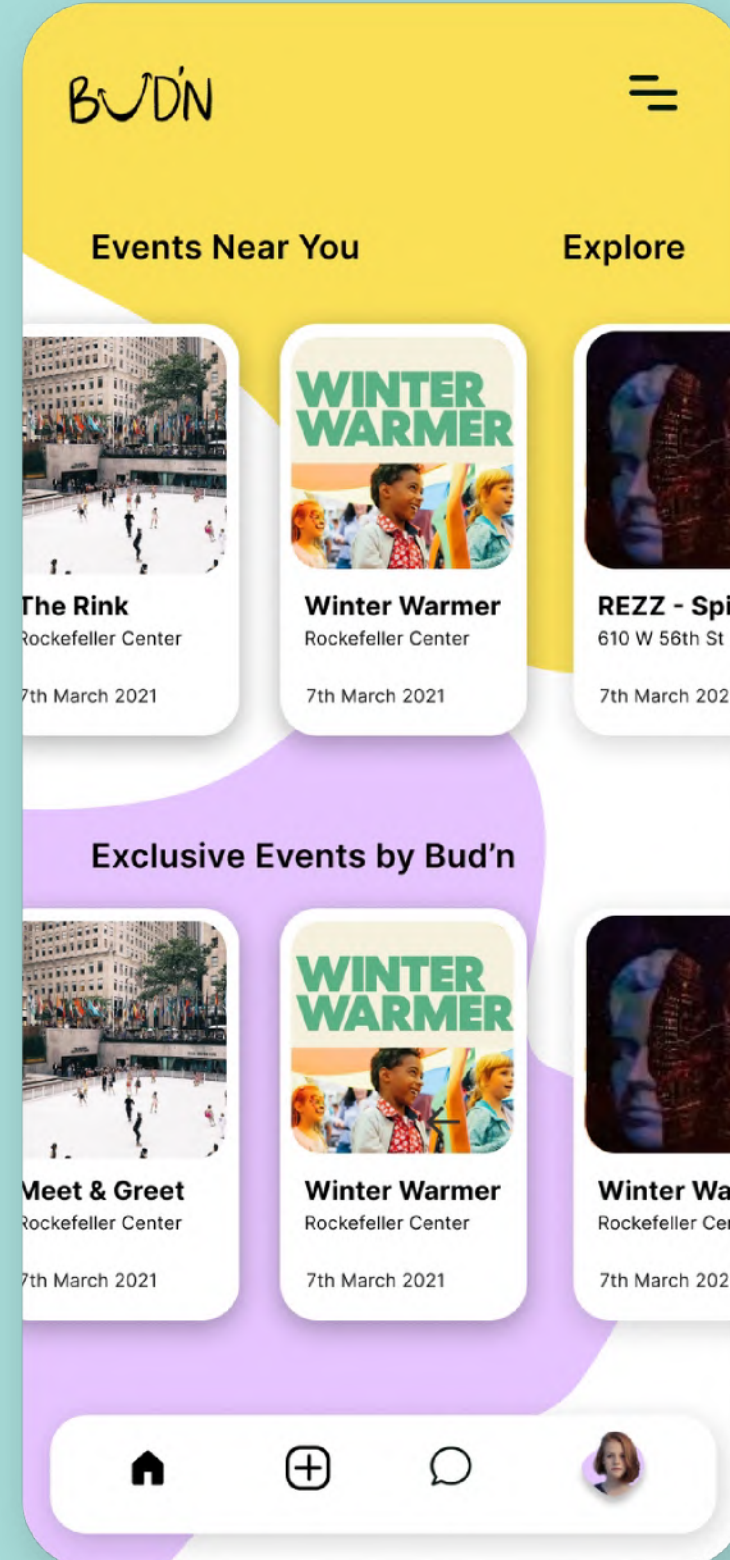
Olivia Young

Olivia Young

Olivia Young

Hey! You've been chatting for a while.

We recommend meeting in-person at one of our partner venues to keep the connection buddin'

Your Chat will expire in 7 days!

Meet up soon to redeem coupons!
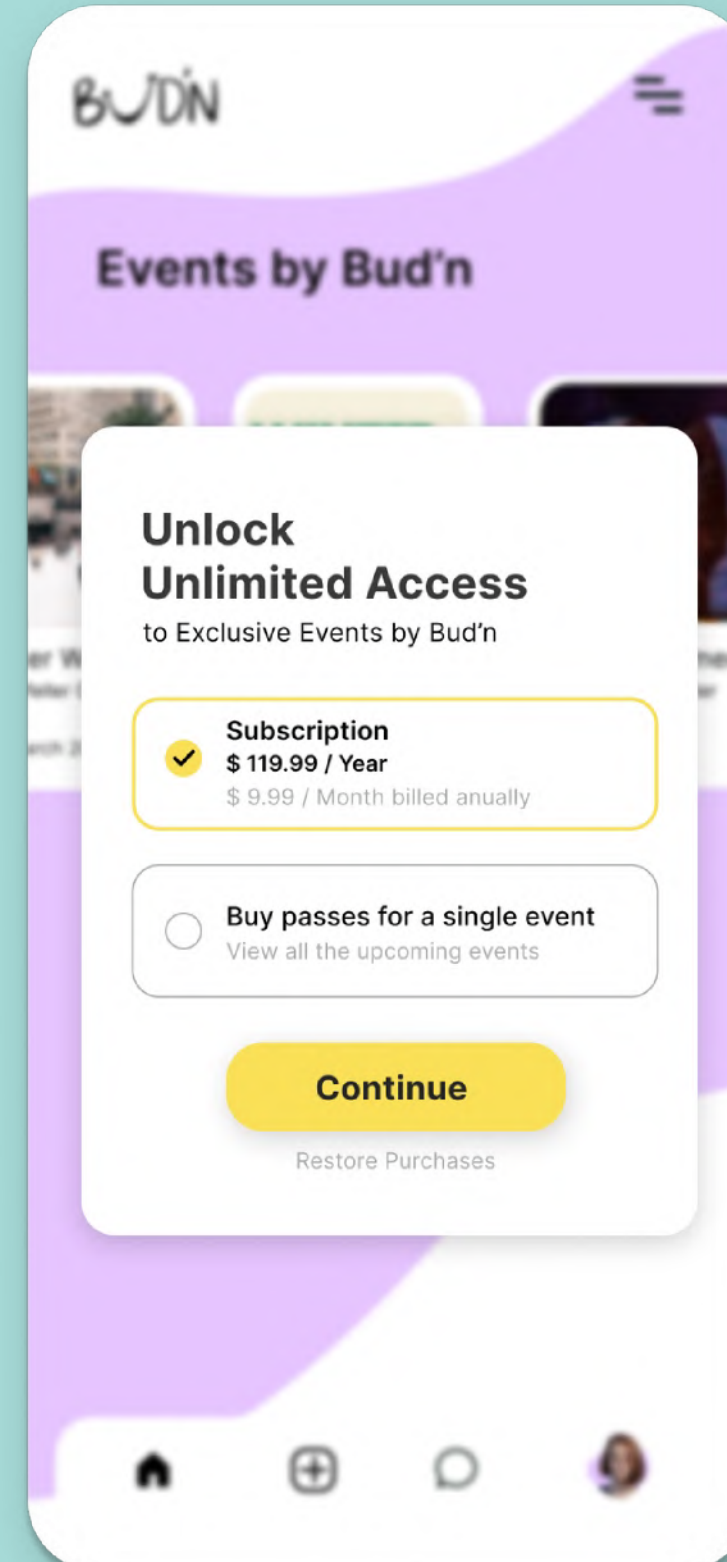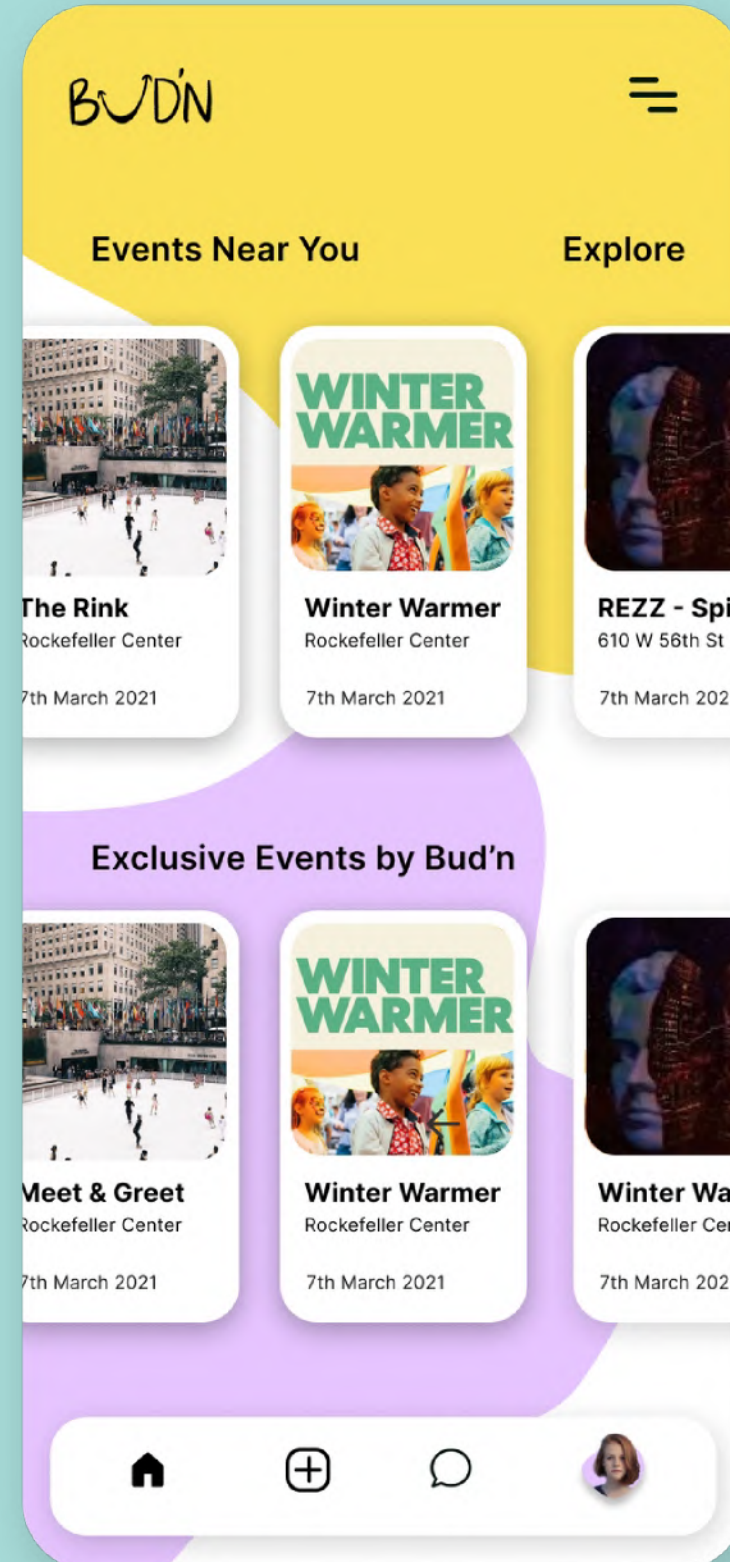
Message...

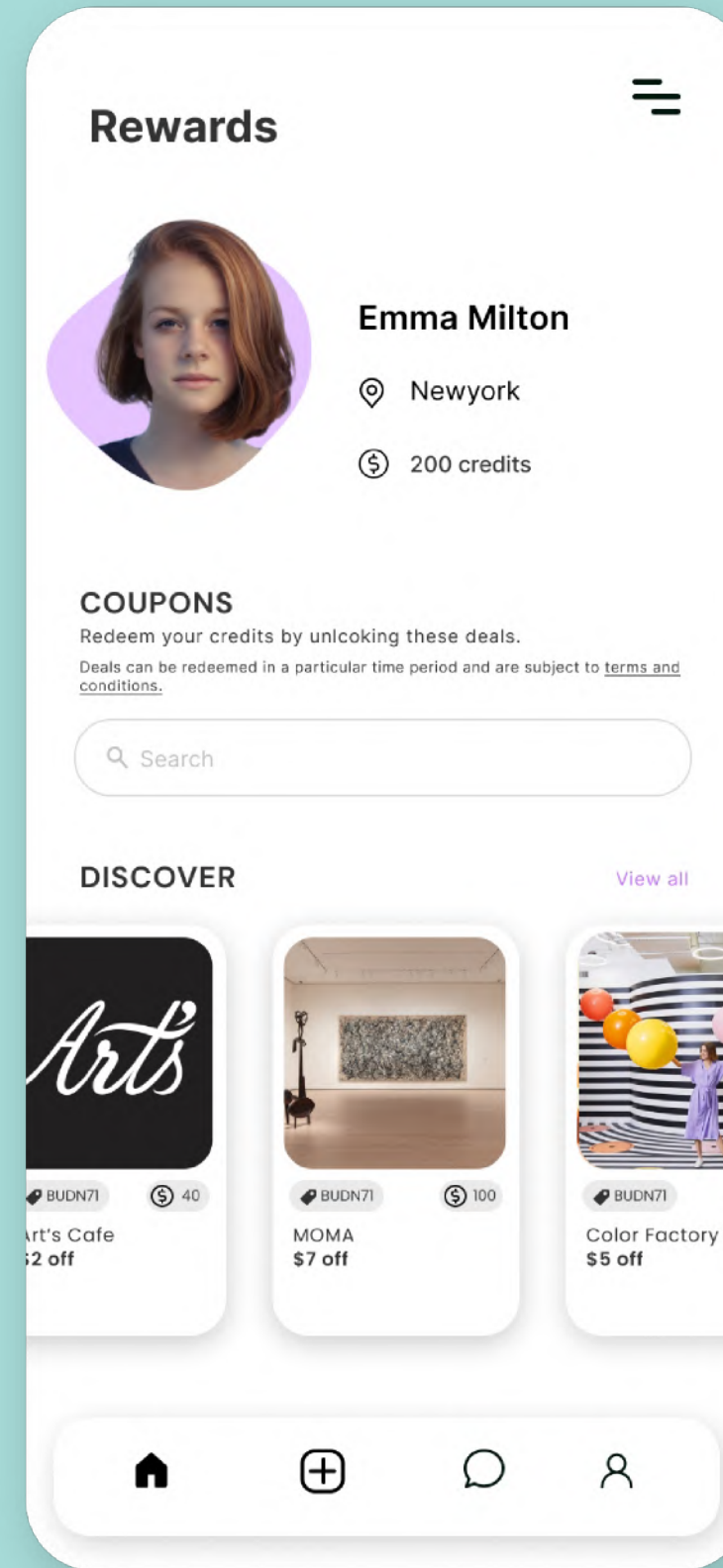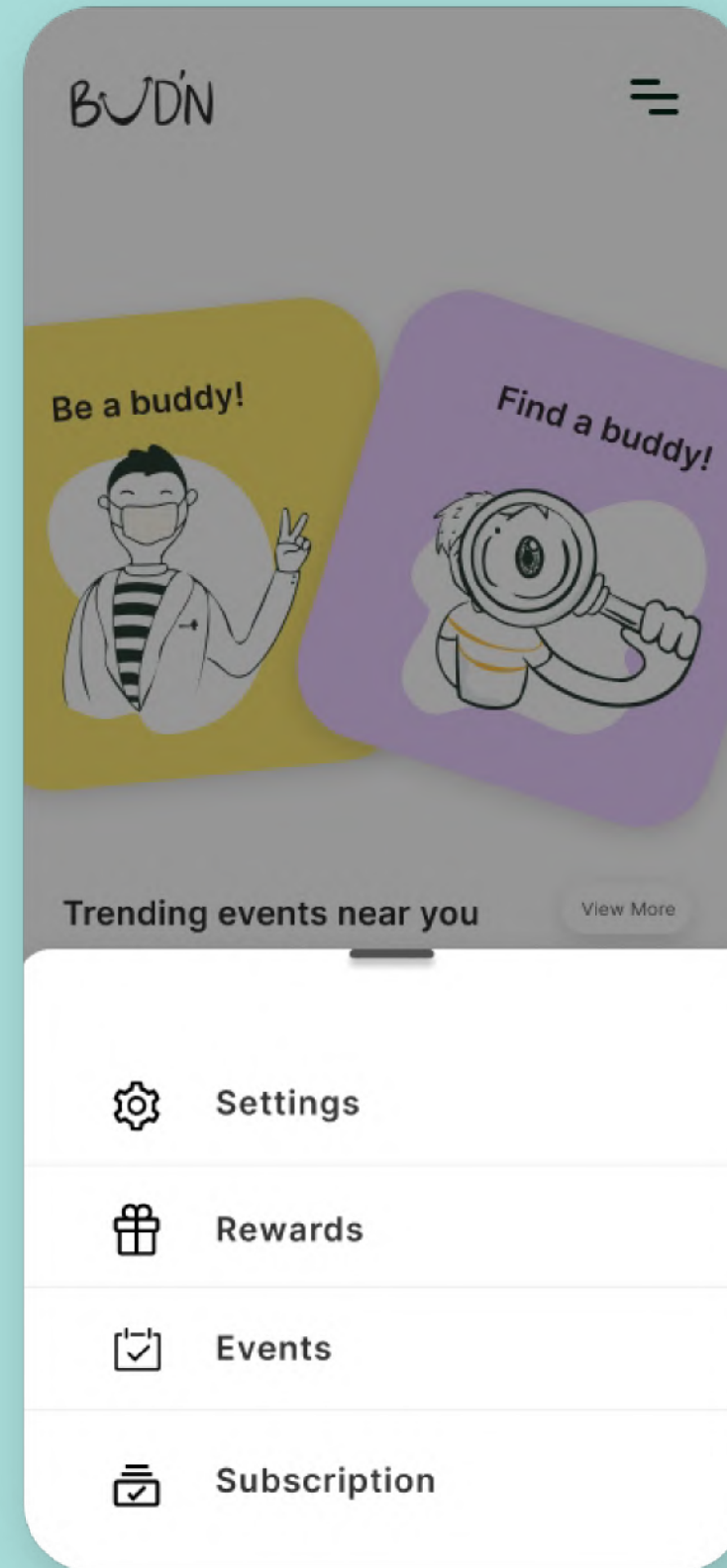Message...

Message...
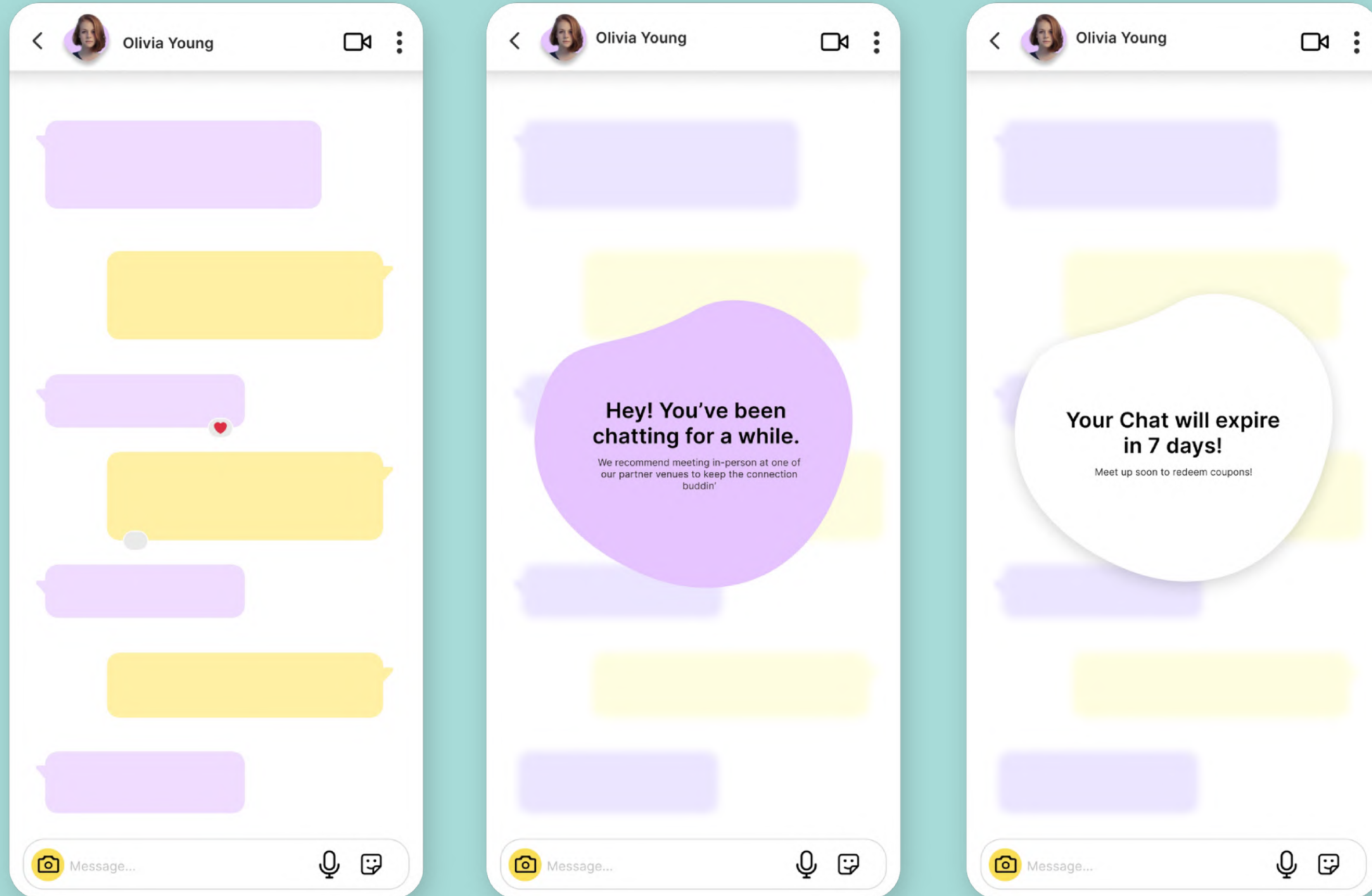
Connection established
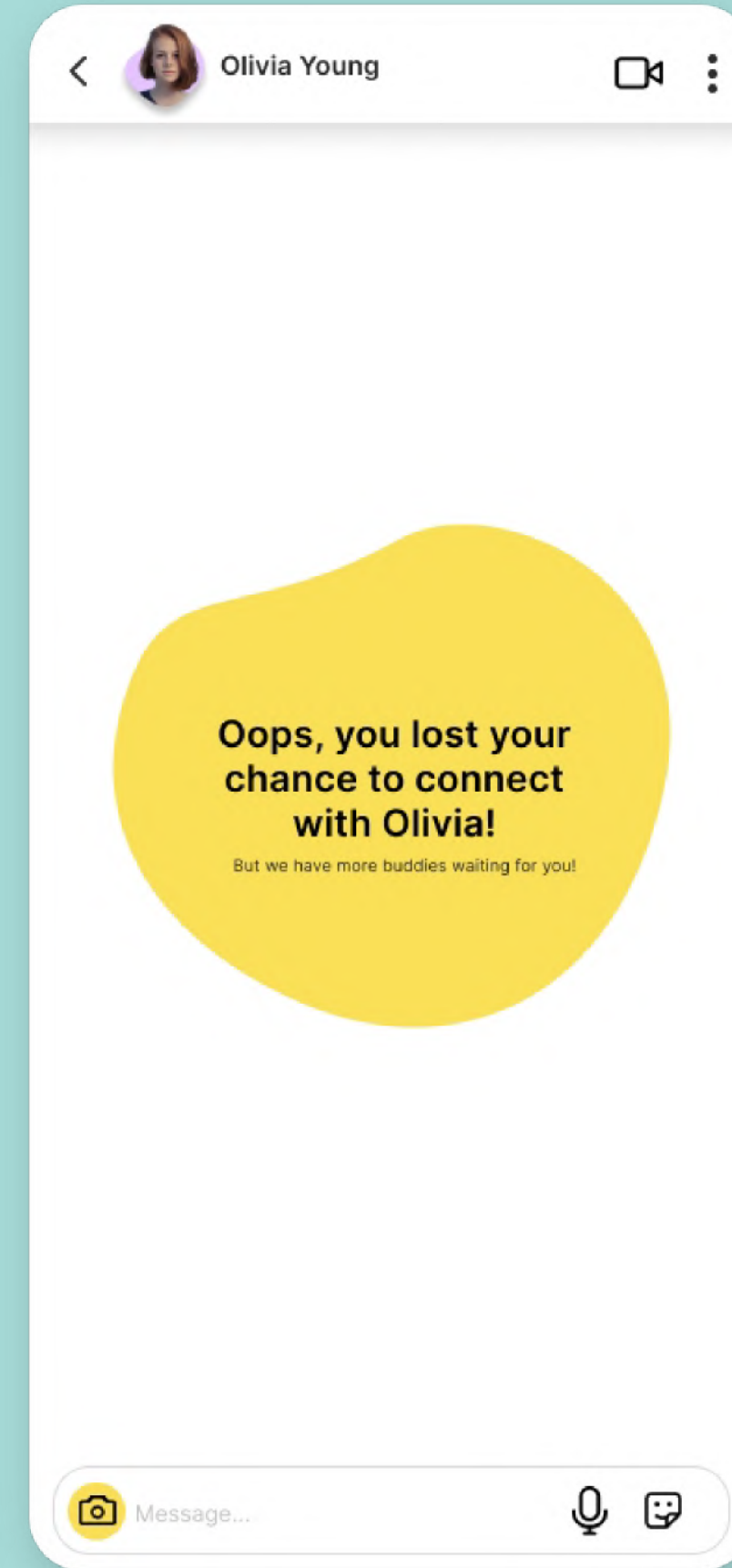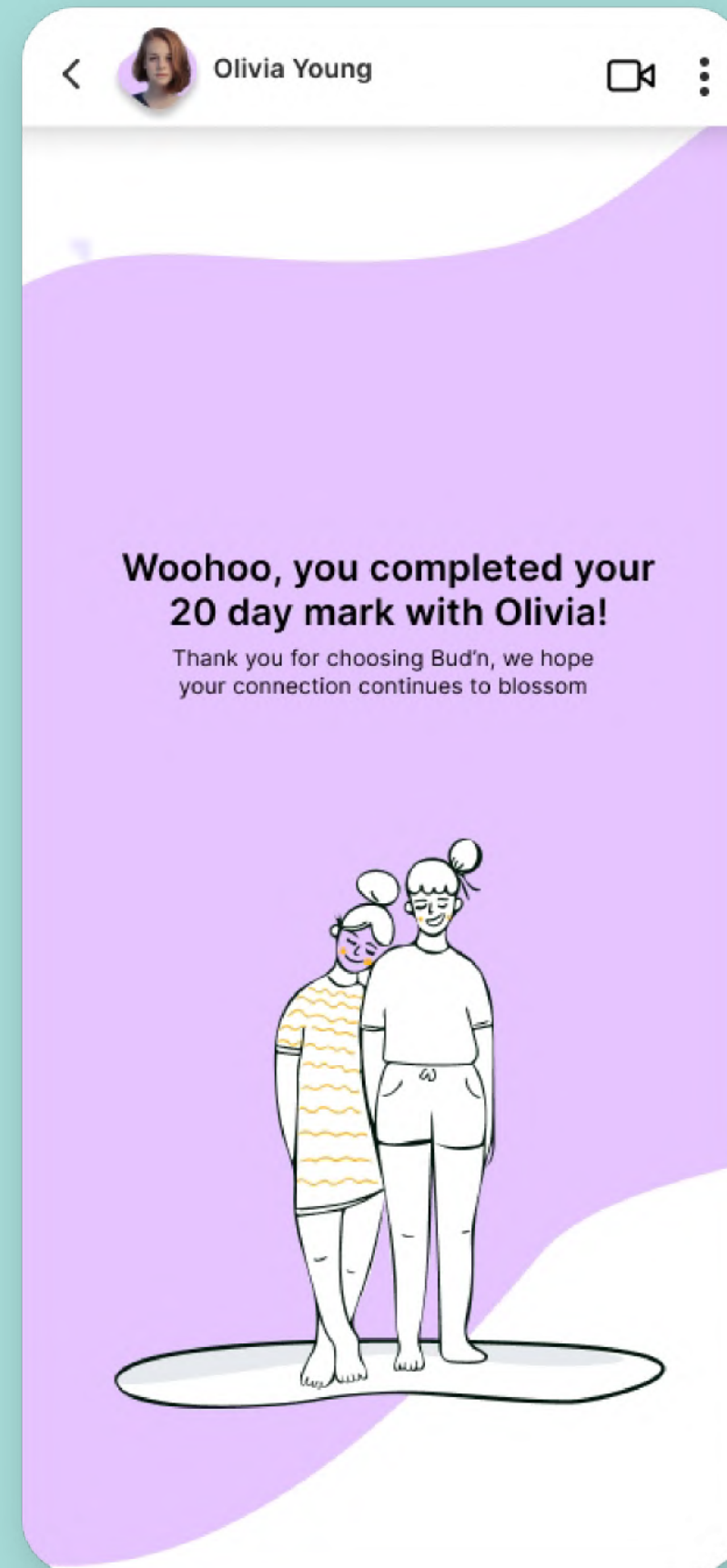
...or maybe next time

Events Near you

Events By Bud'n

**Helping Others
can be Reward'n**

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BUD'N

THANK YOU

SHIVANI PATEL | TAMISHA SHANKAR | TASMEENA MARYAM | LINA CHONA

Please Scan to View Our
Pitch Presentation & Video