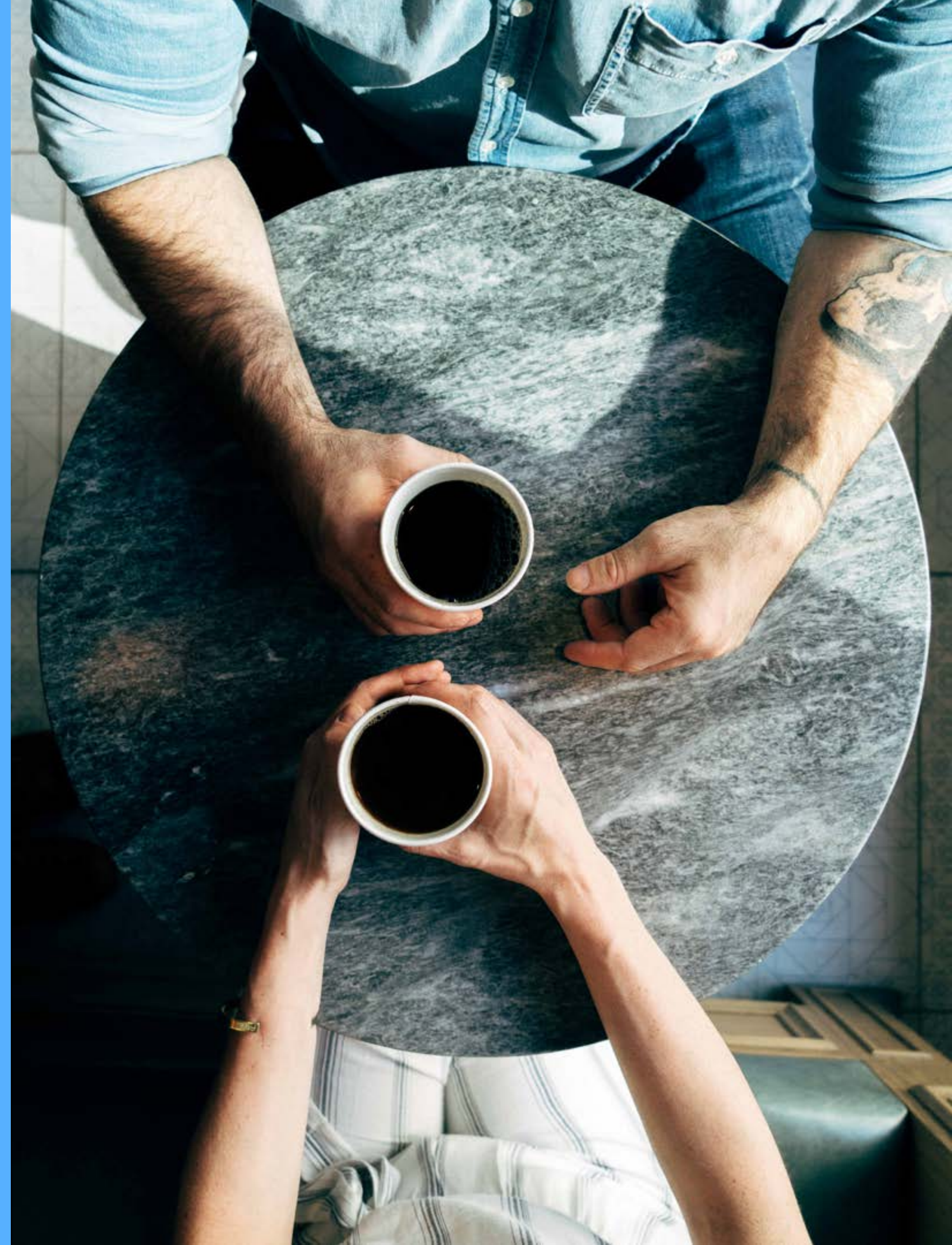
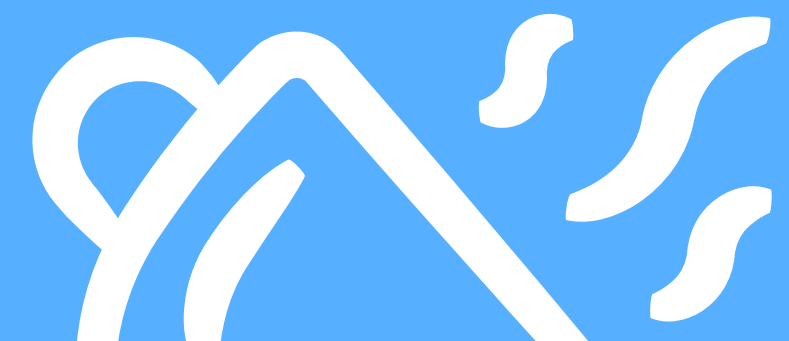


SOCIAL COFFEE



Design Goal

I want to help parents at the Delft library cafe to feel more confident about socialising with each other and meeting new people.

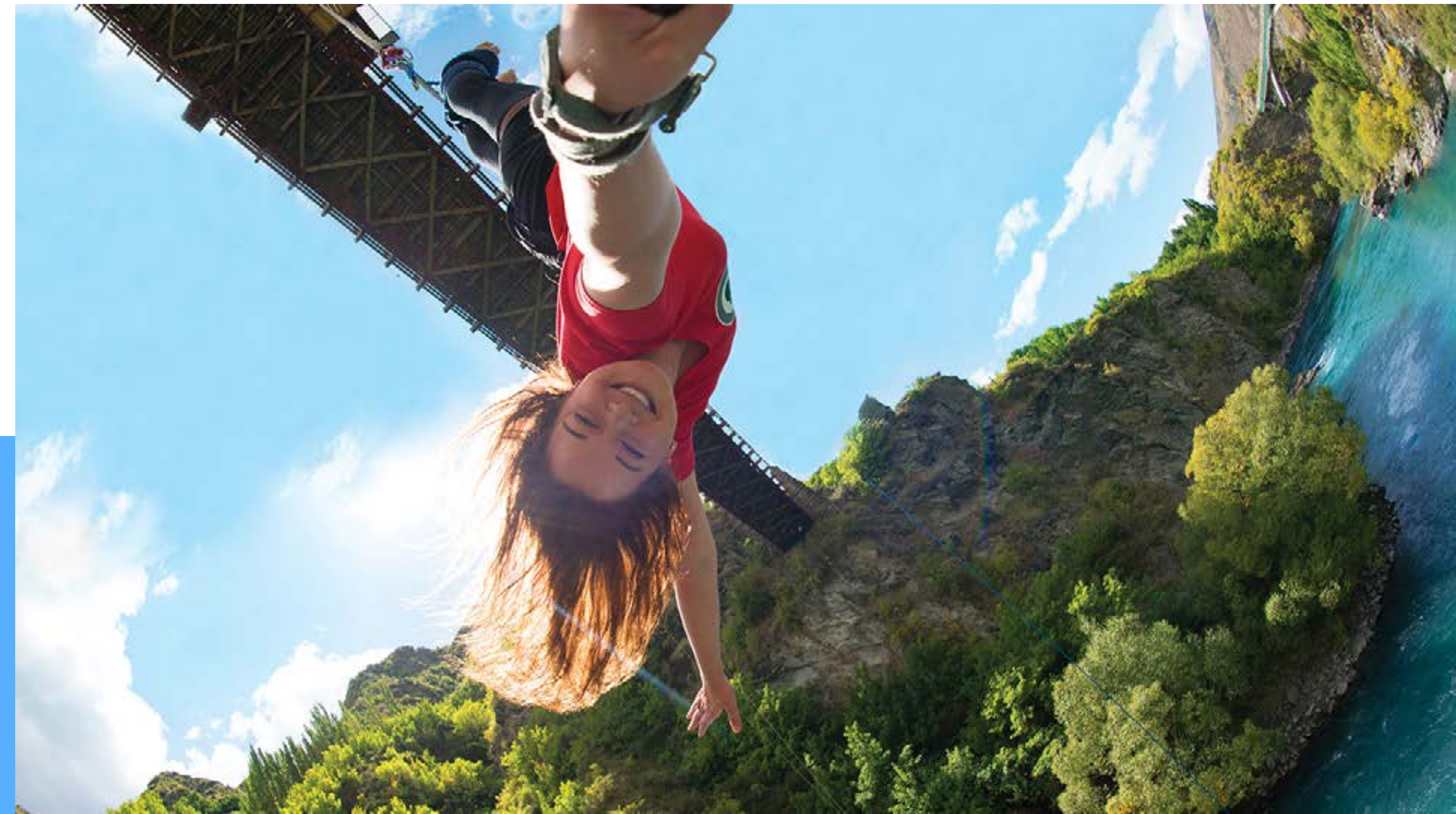


Interaction Vision

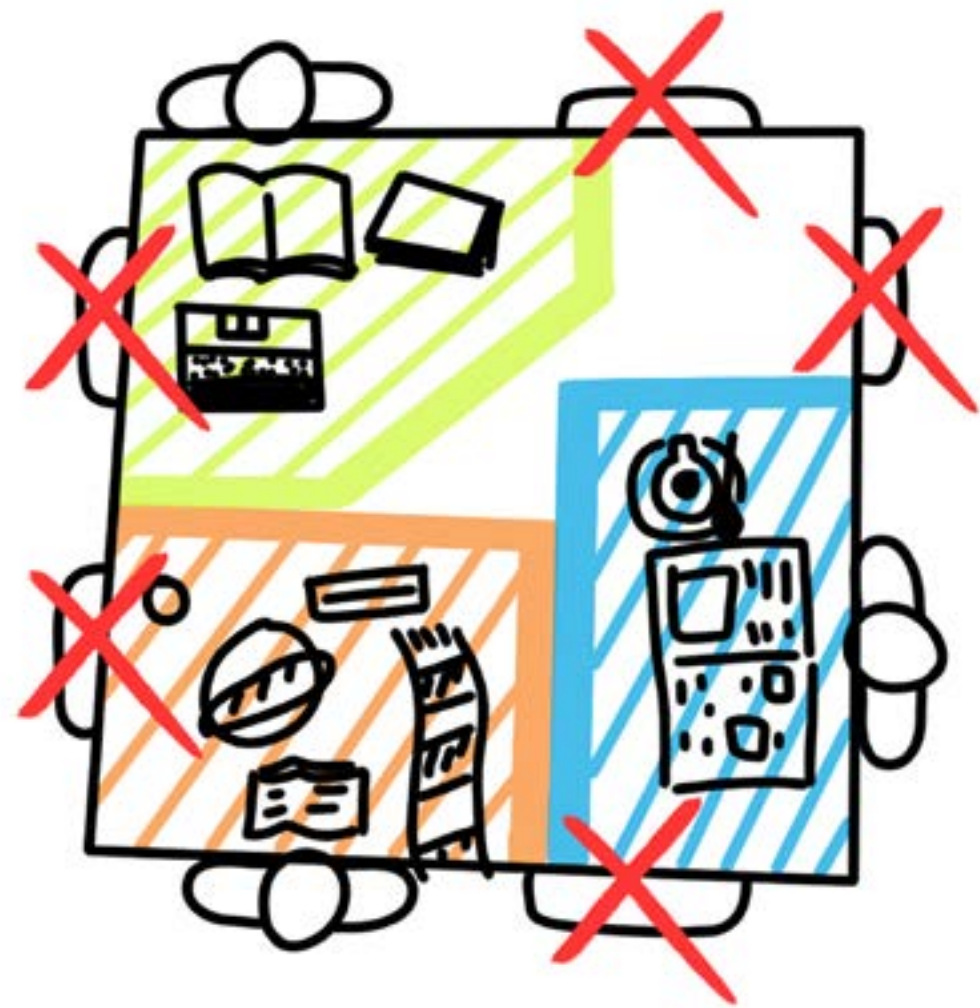


Like socialising, it takes a lot of courage to take a leap to initiate and can be a rewarding or a terrifying experience. It takes people out of their comfort zones but will return.

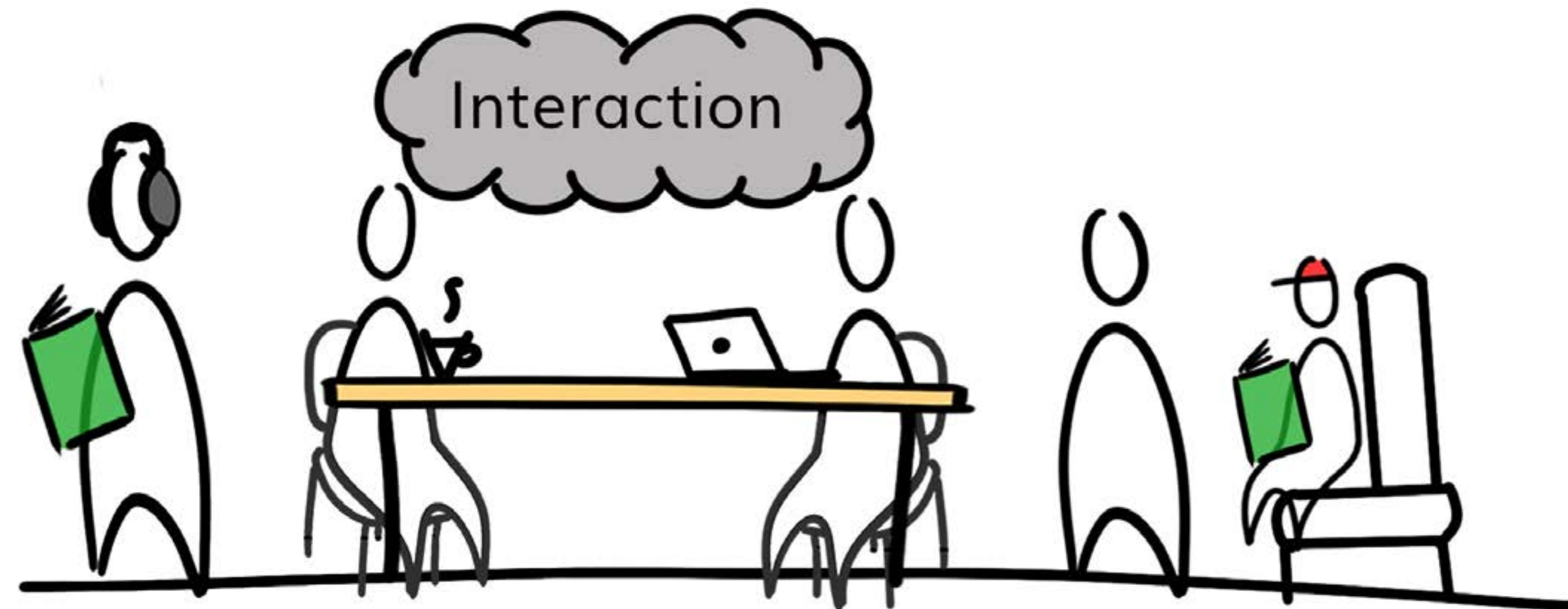
- Thrilling
- Self initiation
- Achievement
- Yearn for more



Problems

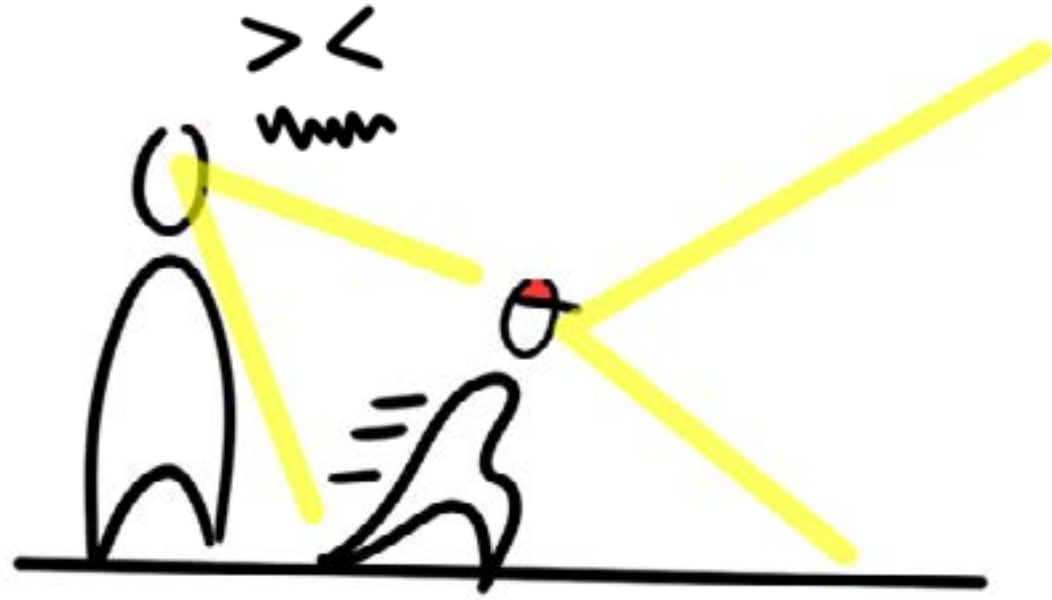


Unintentional and intentional interaction boundaries within the context.



Interactions

Observed interactions involving parents



NONE



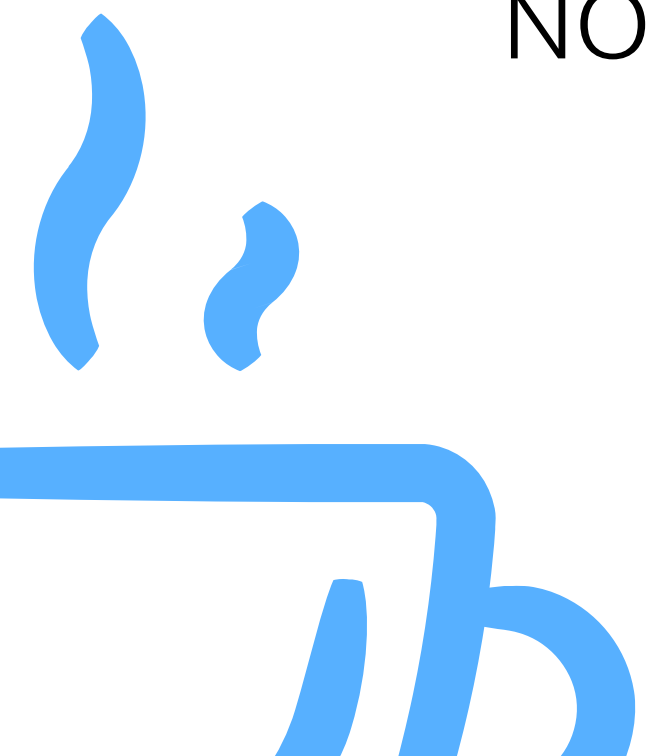
MINIMAL



LIGHT



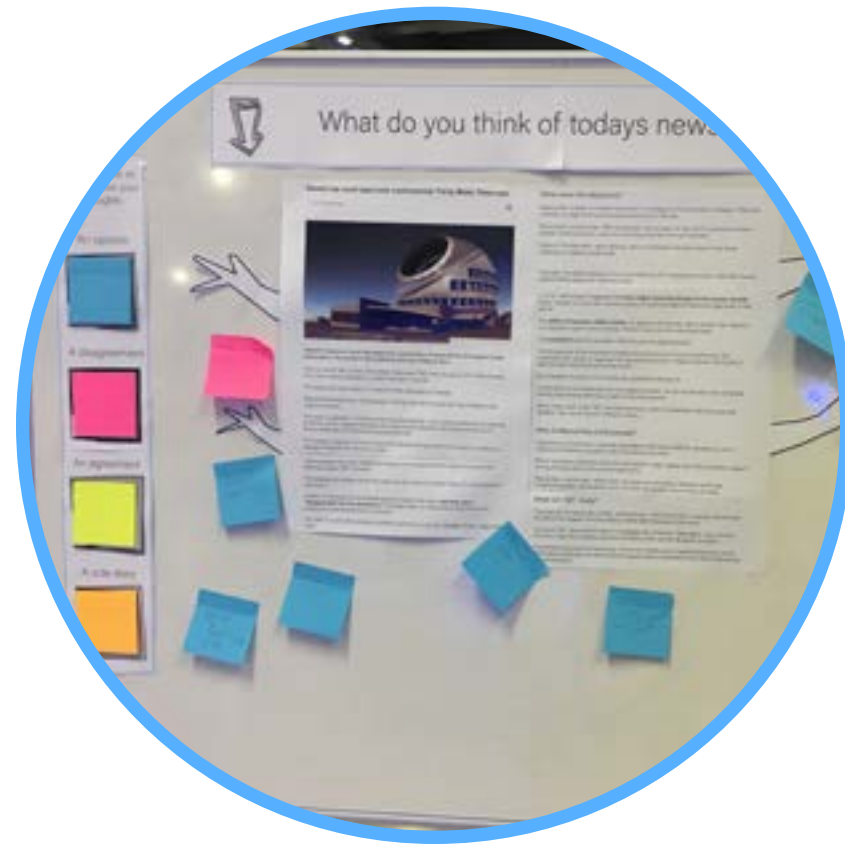
DESIRED



Insights



Spark of interest



AIDA



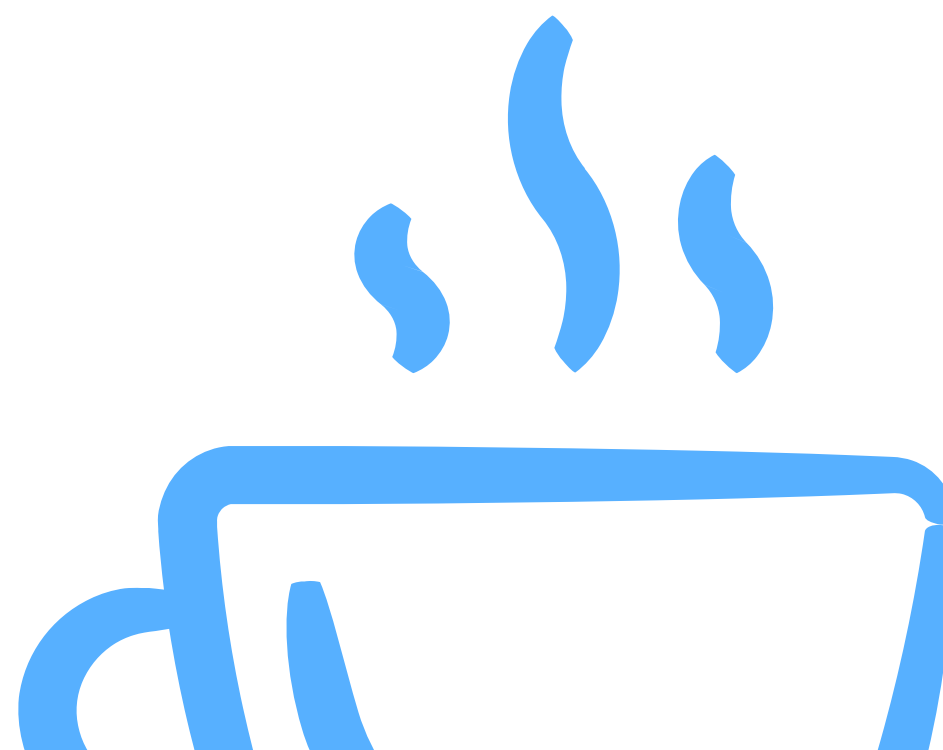
Break social boundaries



Exploit curiosity



Introduce & support



Final Concept

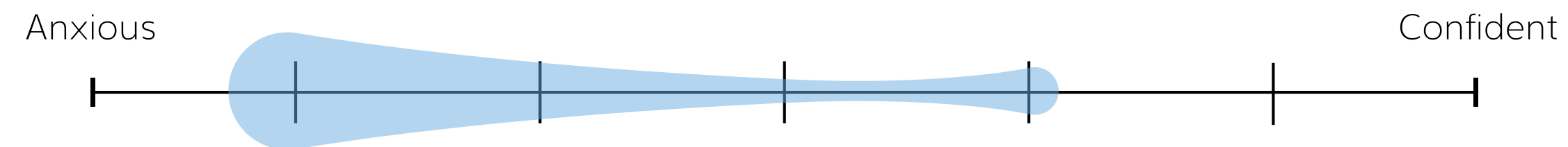


Results

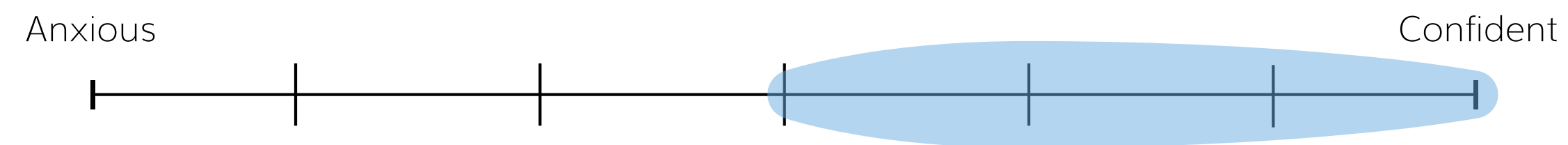
Questionnaire results IO:

How do you feel about socialising with strangers?

Without the product:

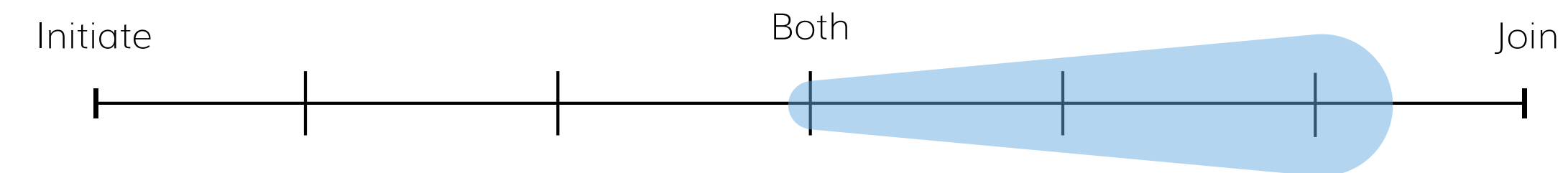


With the product:

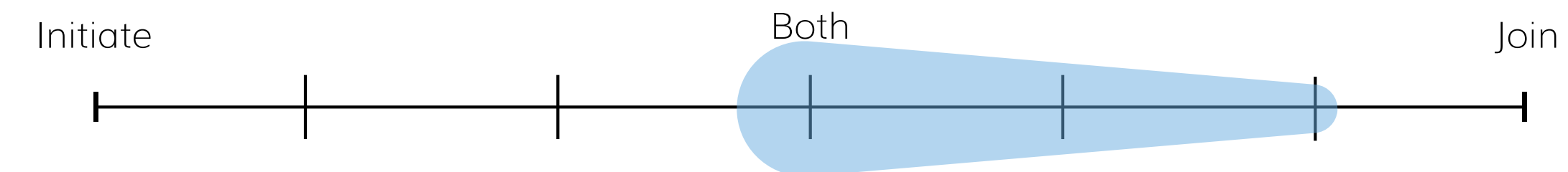


Would you prefer to initiate or join a social interaction?

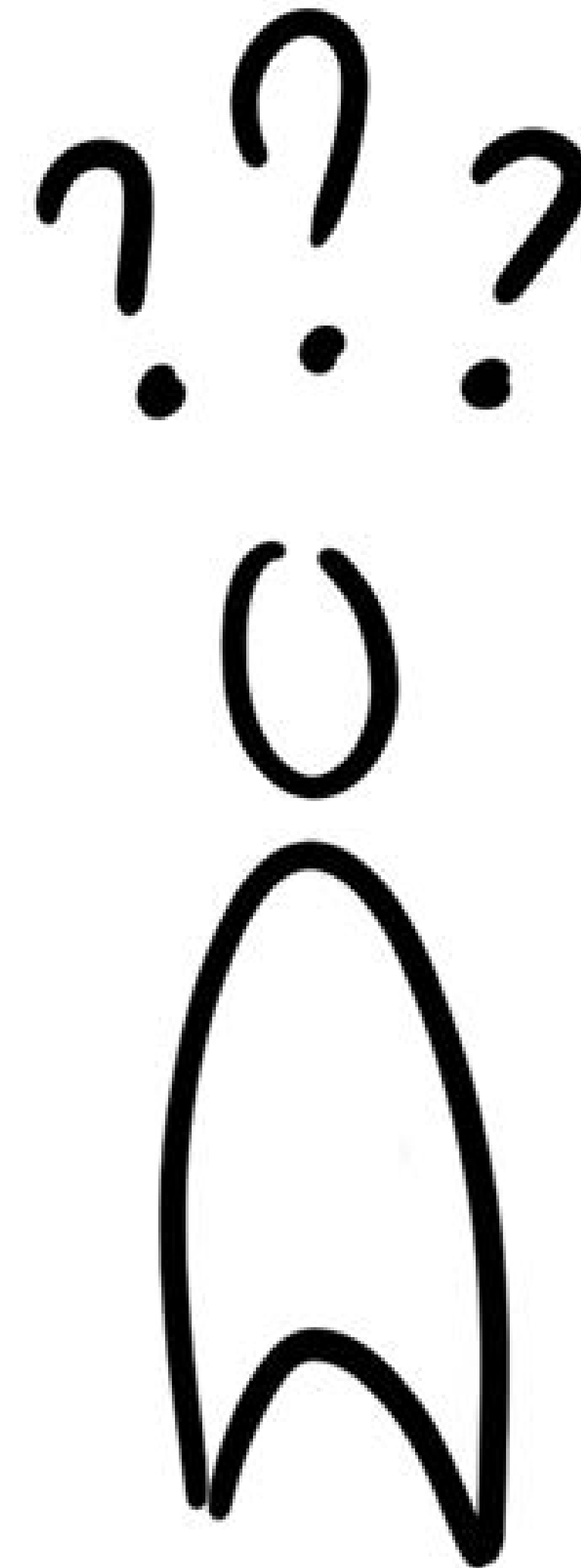
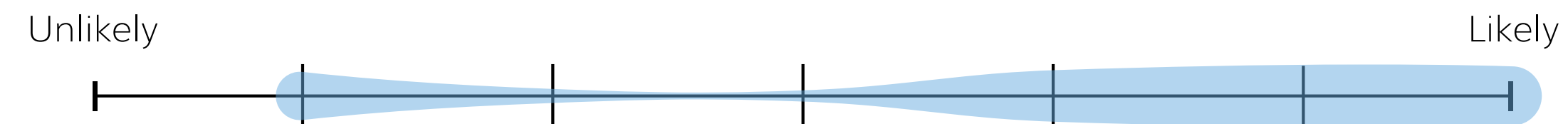
Without the product:



With the product:



Would you use this product?

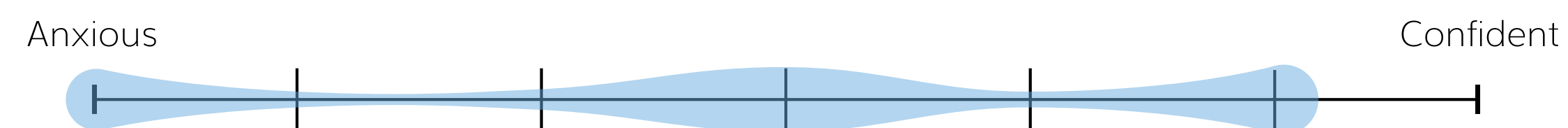


Results

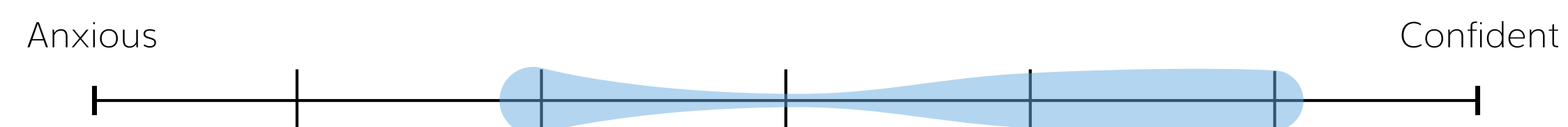
Questionnaire results context:

How do you feel about socialising with strangers?

Without the product:

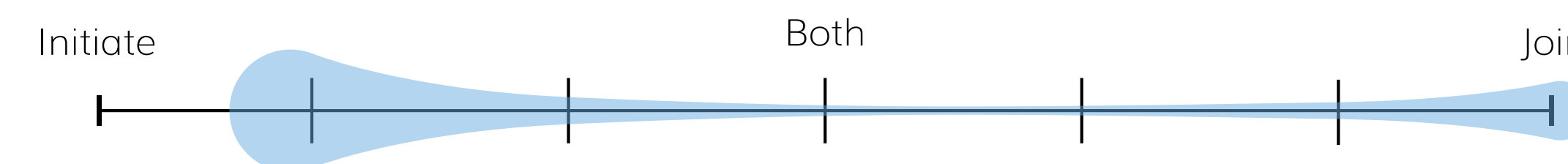


With the product:

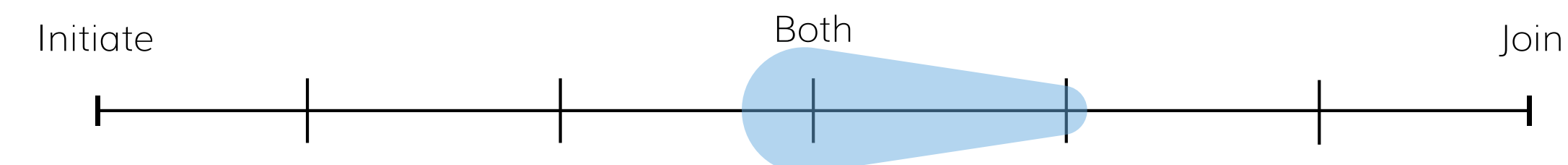


Would you prefer to initiate or join a social interaction?

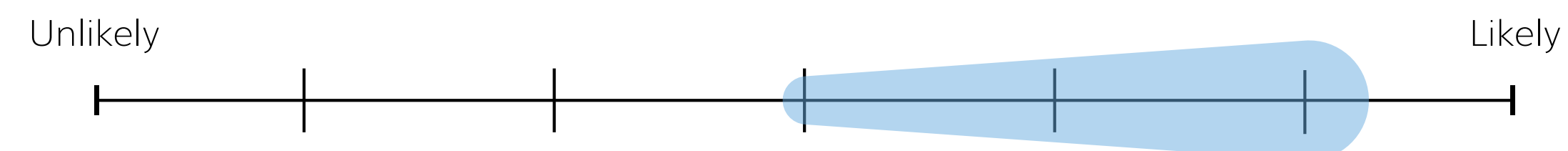
Without the product:



With the product:



Would you use this product?



Product Video

<https://youtu.be/TULLYbxyz5c>

Quotes

“I can really see myself using this, it's always hard to tell if someone is up for a chat.”

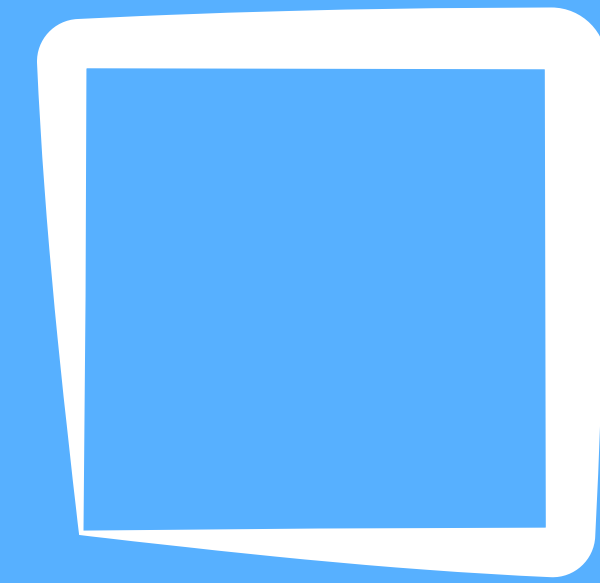
“I would definitely join someone who is using this, but i'd rather not initiate”

“I like the way it looks very vivid and is nice to touch”

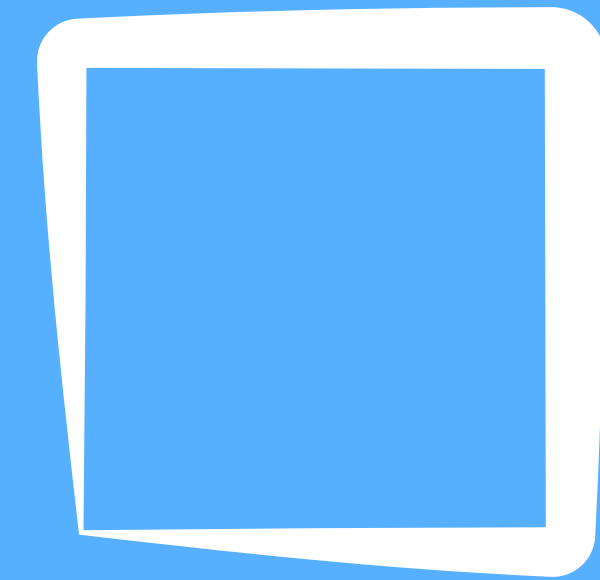


Design Goal

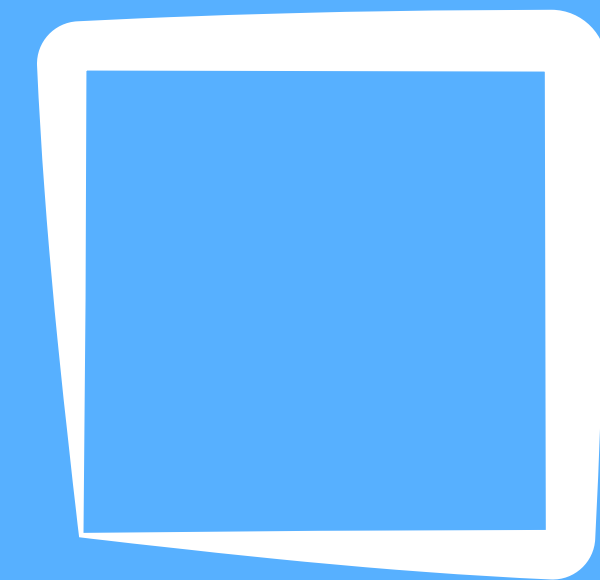
I want to help parents at the Delft library café to feel more confident about socialising with each other and meeting new people.



Delft library café



Confident socialising



Help parents

Design Goal

I want to help parents at the Delft library café to feel more confident about socialising with each other and meeting new people.



Delft library café



Confident socialising



Help parents

Any Questions?

