

Capsule

Needfinding Report

Meet the team!



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CS Coterm
Alamo, CA

Choosing a domain



Threads



Trends

Choosing a domain

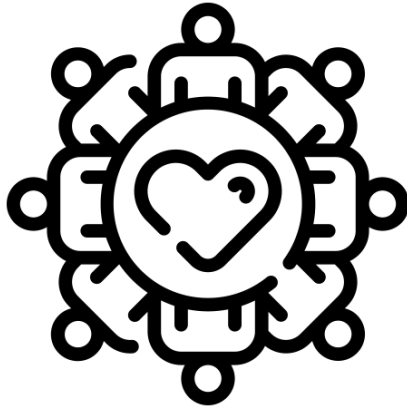


Social Media

Choosing a domain



Social Media

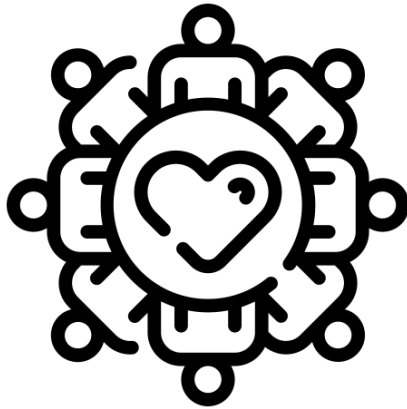


Community

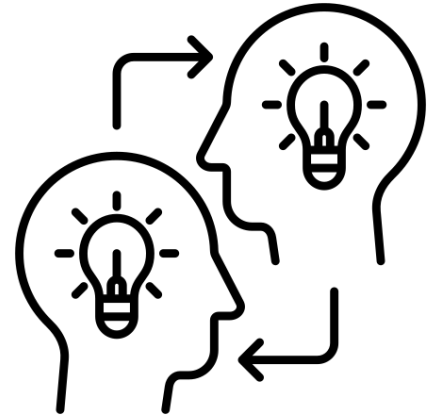
Choosing a domain



Social Media



Community



Knowledge Sharing

Participant selection

We went out ...

Participant selection

We went out ...



Participant selection

We went out ...



Participant selection

We sought diversity ...



Participant selection

We sought diversity ...



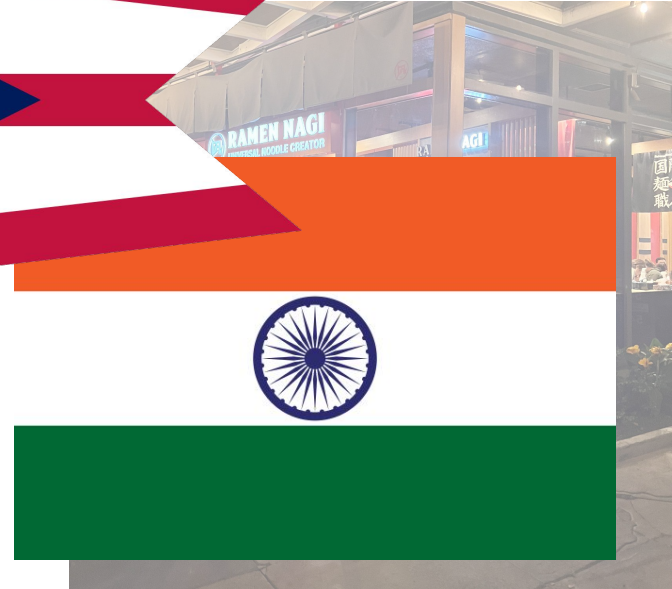
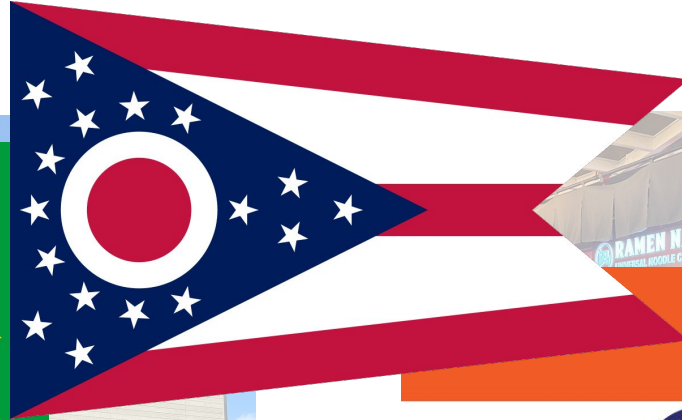
Participant selection

We sought diversity ...



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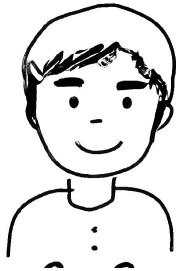
Who we spoke with

Hunter



Early 20s
*Software Engineer @
Tesla*
From Ohio

Coco



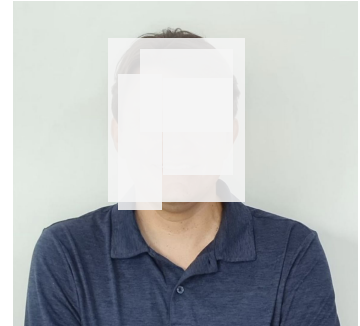
Early 20s
Student @ Stanford
From Utah

Zed



Late 20s
*Data Scientist @
Survey Monkey*
From India

Gustavo



Early 40s
*Head of Legal Latin America @
Expedia*
From Brazil

What we asked about



Relationship with social media



Sentiments toward fun facts



Definition of community

What we asked about



Relationship with social media



Sentiments toward fun facts



Definition of community

... and more!

P1 - Hunter: Avg User

SAYS

What did this person SAY that surprised you?

"both of my parents were engineers, got me interested in it"

"I just love Discord just to play games with friends"

"I wish scrolling wasn't such a time sink"

"I wish social media wasn't as addicting"

"He thinks he should try to step away from the phone more"

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THINKS

Based on what they SAY and DO, what might they be THINKING?

"He wishes scrolling wasn't such a time sink"

"He wishes social media wasn't as addicting"

"He thinks he should try to step away from the phone more"

DOES

What did this person DO that surprised you?

"He surprised me when he told me he was going to delete the app off his phone"

"He surprised me when he told me he was about to connect with his cousin and was excited to have someone to play with"

FEEL

Based on what they SAY and DO, what might they be FEELING?

"He may feel like he needs to step away from the phone more"

"He may feel that he doesn't yet have that community that he had back home"

"He may feel like he is having a hard time connecting to those around him"

P1 - Hunter: Avg User

- Says he looks at content he's subscribed to

SAYS
What did this person SAY that surprised you?

"both of parents v engineers, me interested in it"

"he found out about it when scrolling through the app"

"he said he was on the app"

"I'm generally looking at stuff that I'm subscribed to and I'm pretty interested in"

THINKS
Based on what they SAY and DO, what might they be THINKING?

He wishes scrolling wasn't such a time sink

He wishes social media wasn't as addictive

He thinks he should try to step away from the phone more

DOES
What did this person DO that surprised you?

He surprised me when he told me he was on the app

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Based on what they SAY and DO, what might they be FEELING?

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P1 - Hunter: Avg User

- Says he looks at content he's subscribed to
- Wishes social media wasn't so addictive

SAYS
What did this person SAY that surprised you?

"generally I'm looking at stuff that I'm subscribed to and I'm pretty interested in"

"both of parents & engineers are interested in it"

"I've found a lot of interesting stuff, but I'm not sure if it's worth the time and effort to look at it"

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THINKS
Based on what they SAY and DO, what might they be THINKING?

He wishes social media wasn't as addictive

DOES
What did this person DO that surprised you?

He surprised me when he told me he was on his phone when he was at work

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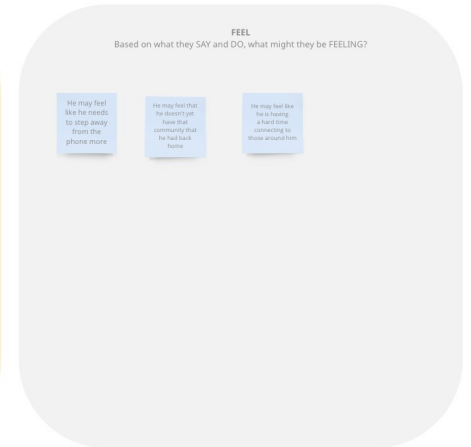
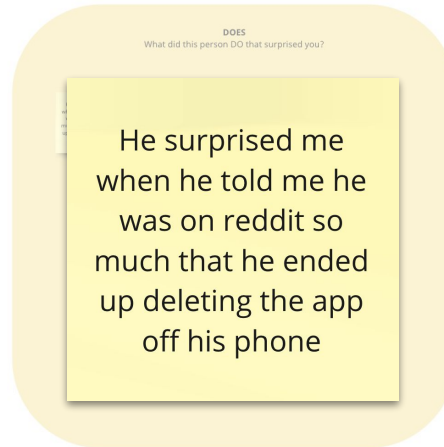
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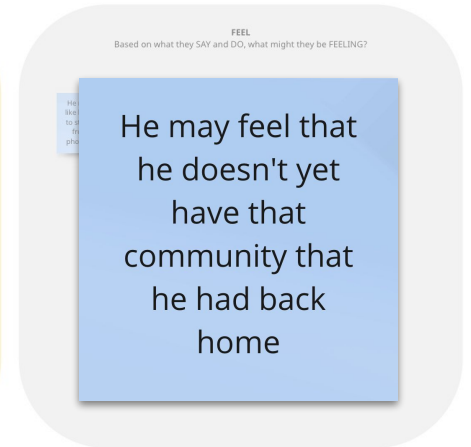
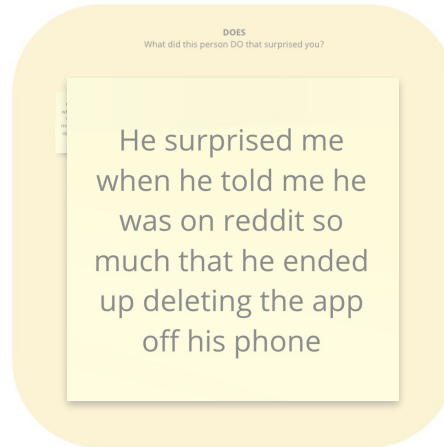
P1 - Hunter: Avg User

- Says he looks at content he's subscribed to
- Wishes social media wasn't so addictive
- Has deleted an app due to overuse



P1 - Hunter: Avg User

- Says he looks at content he's subscribed to
- Wishes social media wasn't so addictive
- Has deleted an app due to overuse
- Doesn't feel a sense of community here yet



P2 - Coco: Strong User

SAYS

What did this person SAY that surprised you?

I was surprised by how much people are using social media to connect with friends and family and share experiences.	I was surprised to see how many people are using social media to connect with friends and family and share experiences.	I was surprised to see how many people are using social media to connect with friends and family and share experiences.	I was surprised to see how many people are using social media to connect with friends and family and share experiences.	I was surprised to see how many people are using social media to connect with friends and family and share experiences.	I was surprised to see how many people are using social media to connect with friends and family and share experiences.
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THINKS

Based on what they SAY and DO, what might they be THINKING?

He might be thinking different apps align with different purposes	He might think that online communities are the best place to learn new things	He may think Reddit is a friendly community than Twitter
He may prefer to go to Reddit to learn more about a topic	He appreciates and values community	He might value online communities as platforms that facilitate learning and knowledge sharing.
He might think that have many different platforms is ok	He might be thinking he should be calmer in future online interactions	

DOES

What did this person DO that surprised you?

Coco surprised me with his ability to maintain a balanced perspective on social media despite its potential to be overwhelming.	Coco's engagement in discussion boards and Reddit's moderation has surprised me in the sense that he actively seeks out diverse perspectives, contributing to his more global outlook.	Coco's thoughtfulness in using various social media platforms for different purposes, such as Instagram for personal updates and Facebook for extended family and connections, surprised me in the way he balances his digital footprint.
His desire for more structured and in-depth discussions on Twitter (X) surprised me, indicating a preference for substantive conversations over a platform known for brevity.	Coco's recent fascination with the history of cryptography is a surprising and unique interest.	The fact that Coco enjoys sharing fun facts and had had positive interactions with followers who expand on these facts. He used Reddit to learn more.
Coco's ability to apply skills learned from local communities to his role as a moderator in online communities is a surprising demonstration of how offline and online interactions can mutually benefit each other.		

FEEL

Based on what they SAY and DO, what might they be FEELING?

When reflecting on his initial use of social media for connecting with friends and sharing moments, he may feel a sense of nostalgia or sentimentality.

When reflecting on his initial use of social media for connecting with friends and sharing moments, he may feel a sense of nostalgia or sentimentality.	Recalling the toxic climate during discussions, he may feel disappointment and frustration as low-quality online conversations can turn negative.	Experiencing kindness from his neighbor might make him feel appreciation of human generosity and community spirit.
His active participation in discussion boards and his desire to learn from others might indicate he feels a strong sense of curiosity.	He may feel he needs to balance his social media time	Maybe he feels good working for an online community and moderating it.

P2 - Coco: Strong User

- Says that fun facts are intriguing

SAYS
What did this person SAY that surprised you?

I absolutely do!
Fun facts add an
element of
intrigue to
everyday life.

THINKS
Based on what they SAY and DO, what might they be THINKING?

- He might be thinking different apps align with different purposes
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DOES
What did this person DO that surprised you?

- Coco surprised me with his ability to maintain a balanced perspective on social media despite its potential to be overwhelming.
- Coco's engagement in discussion threads and Reddit's moderation has surprised me in the sense that he actively seeks out diverse perspectives, contributing to his own global network.
- Coco's thoughtfulness in using open-ended-ended questions for different purposes, such as prompts for personal stories.
- His desire for more structured and in-depth discussions on Twitter (X) surprised me, indicating a preference for substantive conversations over a platform known for brevity.
- Coco's recent fascination with the history of cryptography is a surprising and unique interest.
- The fact that Coco enjoys sharing fun facts and has had positive interactions with followers who expand on these facts. He used Reddit to learn more.
- Coco's ability to apply skills learned from local communities to his role as a moderator in online communities is a surprising demonstration of how offline and online interactions can mutually benefit each other.

FEEL
Based on what they SAY and DO, what might they be FEELING?

When reflecting on his initial use of social media for connecting with friends and sharing moments, he may feel a sense of nostalgia or sentimentality.

Recalling the toxic climate of social media, he may feel disappointment and frustration at how quality online conversations can turn negative.

Experiencing kindness from his neighbor might make him feel appreciation of human generosity and community spirit.

His active participation in discussions boards and his desire to help others online might indicate he feels a strong sense of curiosity.

He may feel he needs to balance his social media time.

Maybe he feels good working for an online community and moderating it.

P2 - Coco: Strong User

- Says that fun facts are intriguing
- Appreciates and values community

SAYS
What did this person SAY that surprised you?

I absolutely do!
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Based on what they SAY and DO, what might they be THINKING?

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DOES
What did this person DO that surprised you?

Coco surprised me with his ability to maintain a balanced perspective on social media despite its potential to be overwhelming.

Coco's engagement in discussion threads and Reddit's moderation has surprised me in the sense that he actively seeks out diverse perspectives, contributing to his own digital network.

Coco's thoughtfulness in using various social media systems for different purposes, such as frequent use of personal spaces.

His desire for more structured and in-depth discussions on Twitter (X) surprised me, indicating a preference for substantive conversations over on a platform known for brevity.

Coco's recent fascination with the history of cryptography is a surprising and unique interest.

The fact that Coco enjoys sharing fun facts and has had positive interactions with followers who expand on these facts. He used Reddit to learn more.

Coco's ability to apply skills learned from local communities to his role as a moderator in online communities is a surprising demonstration of how offline and online interactions can mutually benefit each other.

FEEL
Based on what they SAY and DO, what might they be FEELING?

When reflecting on his initial use of social media for connecting with friends and sharing moments, he may feel a sense of nostalgia or sentimentality.

Reflecting on the toxic climate of social media, he may feel disappointment and frustration at how quality online conversations can turn negative.

Experiencing kindness from his neighbor might make him feel appreciation of human generosity and community spirit.

His active participation in discussions online and his desire to have them return to platforms like Reddit might indicate he has a strong sense of curiosity.

He may feel he needs to balance his social media time.

Maybe he feels good working for an online community and moderating it.

P2 - Coco: Strong User

- Says that fun facts are intriguing
- Appreciates and values community
- Enjoys using Reddit to learn and share knowledge with followers

SAYS
What did this person SAY that surprised you?

I absolutely do!
Fun facts add an element of intrigue to everyday life.

THINKS
Based on what they SAY and DO, what might they be THINKING?

He appreciates and values community

DOES
What did this person DO that surprised you?

The fact that Coco enjoys sharing fun facts and has had positive interactions with followers who expand on these facts. He used Reddit to learn more.

FEEL
Based on what they SAY and DO, what might they be FEELING?

When reflecting on his initial use of social media for connecting with friends and sharing moments, he may feel a sense of nostalgia or sentimentality.

Recalling the toxic climate from his neighbor might make him feel disappointed and frustrated as he realizes online conversations can be negative.

Experiencing kindness from his neighbor might make him feel appreciative of human generosity and community spirit.

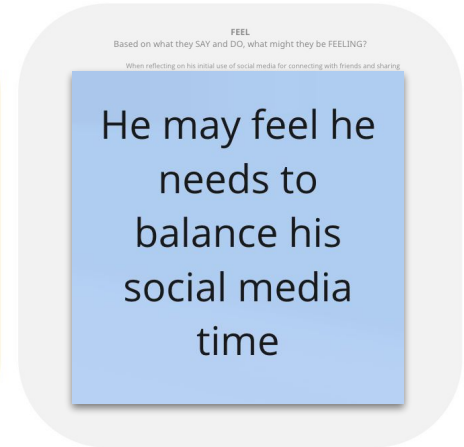
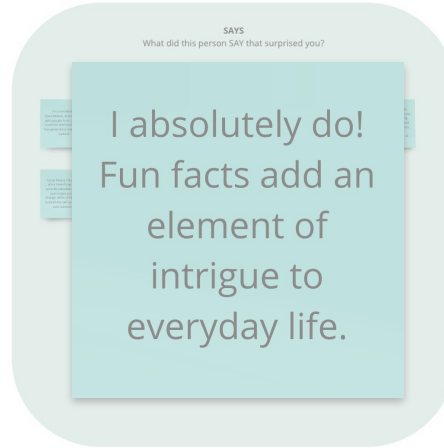
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P2 - Coco: Strong User

- Says that fun facts are intriguing
- Appreciates and values community
- Enjoys using Reddit to learn and share knowledge with followers
- Feels like he needs to manage the amount of time spent on socials



P3 - Zed: Light User

SAYS

What did this person SAY that surprised you?

"I do. I'm on every platform. Consider it to be healthy. Keep it very intentional. The way I used it is a big part of my life. It's very moderated."

"Because I want to understand the world is not better. Understand any community. Understand the world."

"It is the leading - a real time indicator of how the world is around me."

"Have habits - because of mental use and intention. If you had an idea or insight and any through usage. It makes a day. What if they don't even open the app. Sunday spent 20 minutes. Monday 15 minutes. Sometimes I don't even open it - it's intentional."

"Mostly median usage of activity - on what they do do. But I do see people taking about abstract elements with friends which require a more diverse perspective. It's not about details. It's a conversation about diverse perspectives."

"Used NY Times WS. More just based. However for going to the office. I don't see assembly. Be good with. Only comparison. Can understand the world. Not going into dark corners. It's helpful. It's very interesting. It's understood the world's like better."

"Have social experimentation. Try to do it in person - could be how people react if I sit down on the floor at job and the back. Visually. I can put a not so great perspective out there. Just to get a 1% siding."

"It depends on what type of knowledge you want to provide. What do they think about the person asking/presenting the opinion. Information has an elaboration."

"It's not agreed it - would love to. Really depends. It's very person specific - how do I want to provide input for the world - what might other people if I share it. They can react. As of times, not just self-regulating. How they might react to it - will not keep it to myself."

THINKS

Based on what they SAY and DO, what might they be THINKING?

He might think he doesn't know enough about the world around him

He might think social media is addictive because he wants to control usage

He might think his time is very valuable and don't want to be distracted by others

He might think he knows what he wants and actively goes for it

He values the diversity of opinions and wide access of people in the online space

He might think that he could offend people with his opinions in different communities

DOES

What did this person DO that surprised you?

Zed does not use social media a lot and he has good self-control and use them intently.

Zed showed me his actual app usage - 8 minutes on average per week

Zed talked about his high school experience and how it impacted his knowledge consumption

Zed participates in multiple communities, online and offline

Zed likes to engage with an online community that builds around inspirations because the community has a theme

Zed doesn't like to consume information passively. He would read NYT when he wants to.

Zed mutes push notifications on his phone

Zed designs a "post" and then tests how others would react to it

FEEL

Based on what they SAY and DO, what might they be FEELING?

Zed might feel the need to control his life and his information source

Zed feels the need to prioritize learning other people's experiences

Zed feels he's sometimes at odds with other people's opinions

Zed feels the need to be in a community (online and offline)

Zed wants to feel positive about other people in the community

P3 - Zed: Light User

- Says it's healthy for him to be on every platform

SAYS

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P3 - Zed: Light User

- Says it's healthy for him to be on every platform
- Thinks he doesn't know enough about the world around him
- Is an active participant in several communities

SAYS
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P3 - Zed: Light User

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- Is an active participant in several communities
- Feels the importance of learning from others

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FEELS
Based on what they SAY and DO, what might they be FEELING?

Zed feels the need to prioritize learning other people's experiences

P4 - Gustavo: Light User

SAYS

What did this person SAY that surprised you?

He doesn't know why he keeps the Facebook app even if he doesn't use it

He never got into BeReal because no one else around him was using it

Instagram is becoming too commercial

He values the lived knowledge of locals / people who are immersed in a community

He doesn't mind having a lot of posts, there is no problem with it, he likes it because he has more content than his friends

"Instagram feels like the Big Brother TV show - many people in Brazil like the show and I guess it's something that works for people"

"LinkedIn is becoming polluted as well"

"LinkedIn is starting to feel like a professional version of Instagram"

"Valuable content is content which is not frivolous"

THINKS

Based on what they SAY and DO, what might they be THINKING?

It's silly / doesn't make sense that he keeps the app for Facebook even if he doesn't use it

He prefers a platform that is more personal, intimate

There's more value to a story with context and a personal touch

His community is not just his friends and family, but also people who share interests, he admires, or produce valuable content

People who produce a statement should have some authority to discuss and produce the content posted online

His learning/fact acquisition process is derailed by

DOES

What did this person DO that surprised you?

Doesn't post on Instagram daily but doesn't just follow

He was an early adopter of Facebook

Checks LinkedIn for a few minutes when he has spare time or remembers to

Keeps the app for Facebook even if he doesn't use it

Keeps the notifications for Facebook even if the attempts for engagement don't work

Controls the content that his young daughter has access to on her phone

FEEL

Based on what they SAY and DO, what might they be FEELING?

Concerned about the climate of social media and body image

More connection / motivation to use an app that people he regards are using

Annoyed by the inauthenticity of social media

Off put by the video content on LinkedIn because he's found it to be an, cheap, or cheap (poor quality) coaching

The background / credentials of a content creator are essential

Uncomfortable with the current state of social media

Worried for his young daughter and unsure of what to do

P4 - Gustavo: Light User

- Says lived experiences from members of a community are important to him

SAYS
What did this person SAY that surprised you?

He values the lived knowledge of locals / people who are immersed in a community

THINKS
Based on what they SAY and DO, what might they be THINKING?

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Off put by the value content on LinkedIn because he's found it to be less, longer, or cheap (poor quality) coaching

The background / credentials of a content creator are essential

Uncomfortable with the current state of social media

Worried for his young daughter and unsure of what to do

P4 - Gustavo: Light User

- Says lived experiences from members of a community are important
- Thinks his informal learning may be derailed by the nature of social media platforms

SAYS
What did this person SAY that surprised you?

He values the lived knowledge of locals / people who are immersed in a community

THINKS
Based on what they SAY and DO, what might they be THINKING?

His learning/fact acquisition process is derailed by inauthenticity and current social media

DOES
What did this person DO that surprised you?

Goes on Instagram daily but doesn't post, just follows

He was an early adopter of Facebook

Checks LinkedIn for a few minutes when he has spare time or remembers to

Keeps the app for Facebook even if he doesn't use it

Keeps the notifications for Facebook even if the attempts for engagement don't work

Controls the content that his young daughter has access to on her phone

FEEL
Based on what they SAY and DO, what might they be FEELING?

Concerned about the climate of social media and body image

More connection / motivation to use an app that people he regards are using

Annoyed by the inauthenticity of social media

Off put by the value content on LinkedIn because he's found it to be less helpful, or cheap (poor quality) coaching

The background / credentials of a content creator are essential

Uncomfortable with the current state of social media

Worried for his young daughter and unsure of what to do

P4 - Gustavo: Light User

- Says lived experiences from members of a community are important
- Thinks his informal learning may be derailed by the nature of social media platforms
- Keeps notifications for Facebook even if the attempts for engagement don't work

SAYS
What did this person SAY that surprised you?

He values the lived knowledge of locals / people who are immersed in a community

THINKS
Based on what they SAY and DO, what might they be THINKING?

His learning/fact acquisition process is derailed by inauthenticity and current social media

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Key insights

- **Things people value and are looking for [in social media]**
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People **want community** and **knowledge sharing from social media**, but factors such as **virality and information overload** make it **difficult** to have an enjoyable experience which achieves the **users' goals**.

What's next?

- ✓ Expand interviews to include more diversity yet
- ✓ Continue to unpack these interviews and dig out insights
- ✓ Focus-in on a problem
- ✓ Craft HMW statements based on our POVs
- ✓ Test out some experience prototypes

Thank you!

