

The background is a dark, almost black, space filled with abstract, organic shapes. On the left and right sides, there are large, vertical, wavy shapes that resemble the profiles of human faces. These shapes are filled with a gradient of colors, transitioning from a deep blue at the bottom to a bright red at the top. The outlines of these shapes are defined by thin, white, wavy lines. Scattered throughout the central area are several smaller, irregular shapes, some of which are also filled with the blue-to-red gradient and have thin white outlines. The overall composition is balanced and visually striking due to the contrast between the dark background and the vibrant colors and white lines.

# CONCEPT VIDEO

Sofia Kim, Sheng Moua, and Jennifer Quach

# WHO WE ARE



**SOFIA KIM**

'25  
Symbolic Systems  
Santa Cruz, Bolivia



**SHENG MOUA**

'25  
Computer Science  
Eau Claire, WI



**JENNIFER QUACH**

'25  
Symbolic Systems  
Lincoln, NE

A RECAP...

## OUR HMWs

- How might we make festivals feel less overwhelming for *new attendees*?
- How might we enhance *connection* and social interaction at festivals?
- How might we *promote* the niche festival scene through its *traditions*?

A RECAP...

# OUR PREVIOUS SOLUTIONS

1

## MATCHMAKING SERVICE WITH PROFILES

Pair new attendees with more experienced festival-goers based on compatibility.

2

## DIGITAL CONNECTIONS

Create a digital medium for festival attendees to add each other as friends if have a musical connection.

3

## FESTIVAL SCAVENGER HUNT

Gamify the festival experience to encourage attendees to learn about festival traditions.

# PROBLEM

**New festival attendees** find it **difficult to get into the scene** because of the complex and overwhelming **festival culture**

A social platform that **gamifies** the festival experience—learn about upcoming events, add friends, and capture pictures of festival traditions to earn achievements

# SOLUTION

## PRESENTING OUR PROJECT NAME & VALUE PROPOSITION:



**glow together.**

### **Motivation:**

We chose “kandi” as the name of our project because in festival culture kandi refers to the brightly colored beaded bracelets used to memorialize a special moment shared with someone or a connection at music festivals. The main premise of our app is to help festival goers connect by gamifying the festival experience.

# VALUES IN DESIGN

## COMMUNITY

Prioritizing community-building through making deeper connections with other festival attendees.

## SIMPLICITY

Allowing for the experience of attending a festival to be easier and more intuitive

## ENJOYMENT

Increasing overall enjoyment by promoting fun and satisfaction.

## INCLUSIVITY

Advocating for physical and digital spaces that are inviting and inclusive of everyone.

# STAKEHOLDERS

## DIRECT

- Festival attendees
- Event promoters
- DJs and artists
- Festival vendors
- Festival organizers
- Festival workers

**Directly involved** with the festival and can **gain insight and knowledge** about upcoming festivals.

# STAKEHOLDERS

## INDIRECT

- Transportation providers (i.e., Uber, Lyft, shuttles)
- Local businesses around festival venue
- Hotels/Airbnbs in the area around the festival

Impacted **financially** by the **decisions** and **recommendations** of festival-goers.

# POTENTIAL ETHICAL IMPLICATIONS

- Less in-person **involvement** during festivals because of distraction with phones. Might take away from the true festival experience
- People could use our feature of connecting and friending other people for **bad motives**. There is risk for personal information to be used in unwanted ways.

# MARKET RESEARCH

The background is a dark gradient, transitioning from black to a deep purple and blue. It features several abstract, glowing shapes: a large, irregular shape in the top right corner with a gradient from purple to blue; a smaller, teardrop-shaped shape in the top left; a small, elongated shape in the middle right; a small, teardrop-shaped shape in the bottom right; and a large, irregular shape in the bottom left corner with a gradient from purple to blue. The text "MARKET RESEARCH" is centered in a bold, white, sans-serif font.

# RADIATE

Radiate is an EDM festival centered social media platform that seeks to foster community and connect festival goers with others going to the same events through forums, public profiles, and a group creation section.

### What Works:

- **All-rounded** app which can help plan events, form a group, and even sell/buy tickets
- **Facilitates discussion** within the festival community with **festival specific forums** that only feature posts regarding festival experiences, outfits, or questions
- Can **easily connect** attendees with one another through a tinder-like swiping medium
- Lets users **directly chat** with others with a section for group chats

### What Doesn't Work:

- **Complex and congested UI** seems to gear towards experienced festival goers, shying new attendees from using the app
- Choosing who to connect with is based on a **tinder-like profile swiping method** used by many to date rather than befriend
- **Little anonymity** and **safety concerns** for when groups meet up in person
- **Inappropriate content** promoting illicit activities is not filtered out

# FACEBOOK GROUPS

Facebook groups are online communities within the Facebook platform where people with shared interests, hobbies, or goals come together to connect, interact, and collaborate.

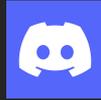
## What Works:

- **Accessible** - most people already have a Facebook account, so there's no need to sign up for a different platform
- Established user base facilitates **post engagement**
- Group admins and rules curb harassment and rude behavior, maintaining **respectful environment**
- Users can **directly engage** with posts from DJs and events

## What Doesn't Work:

- Algorithm limitations and **complicated UI** make it difficult for users to see the newest posts
- Plethora of hacked accounts and **scammers**
- Mostly used to sell tickets - **hard to find real sense of community**
- **Lack of privacy** due to public nature of profiles; difficult to keep private life and hobbies separate

# DISCORD



Discord is a social platform where users can join communities called “servers” as well as communicate through messaging, video calls, and voice calls.

### What Works:

- Can foster sense of community **within** server
- Flexibility; any user can join/create any type of server based on personal interests
- Allows for people to connect through voice channels and text
- Organized channels dedicated to specific topics
  - I.e. finding people to go to certain festivals with, festival info & tips, buying/selling tickets, photo vault

### What Doesn't Work:

- Limited to the rave scene
- **Focuses more on connecting before and after festivals rather than during**
- Hard to make deeper connections

# MARKET ANALYSIS

Categories	Radiate	Facebook Groups	Discord
Easy to use	✗	✓	✗
Easy to make new connections	✓	✗	✗
Can use to get information about festivals	✗	✗	✓
Inclusive for all types of festivals	✗	✓	✗
Rewards festival attendance	✗	✗	✗

# TASKS

## SIMPLE

**Individual challenge:** users complete tasks individually (i.e. taking pictures of glovers, trading kandi)

*Why simple?* Captures the essence of gamifying festivals

## MODERATE

**Add a friend** on the platform

*Why moderate?* Adds an extra layer of connection at festivals

## COMPLEX

**Small group challenge (~5 or less people):** users complete tasks within a group (i.e. create a totem for your group, coordinate outfits)

*Why complex?* Requires group coordination and intentional planning

Other tasks:

- **Moderate:** create/join a festival group
- **Complex:** Community (per festival) challenge: attendees going to the same festival work towards a challenge together

# STORYBOARDING

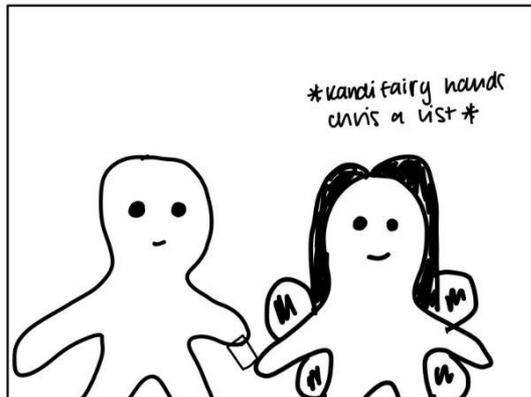
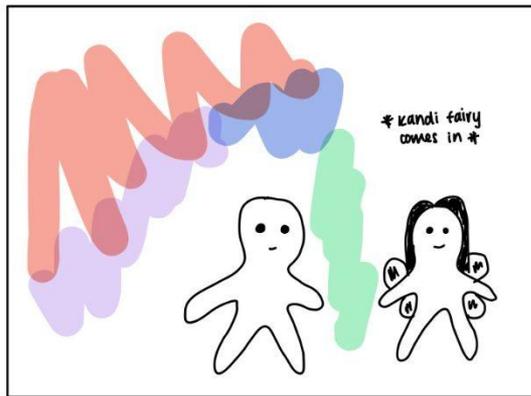
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\* ROYALTY-FREE EDM MUSIC IN THE BACKGROUND \*

OPENING SCENE

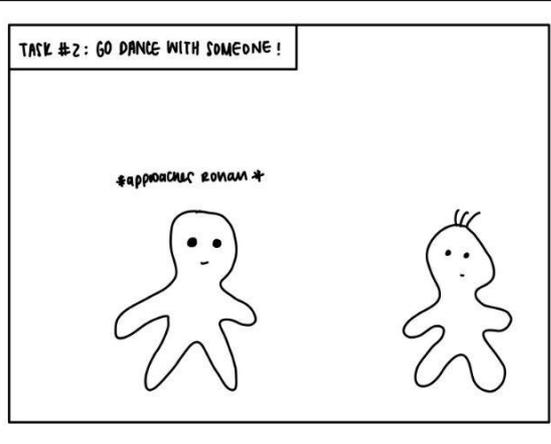
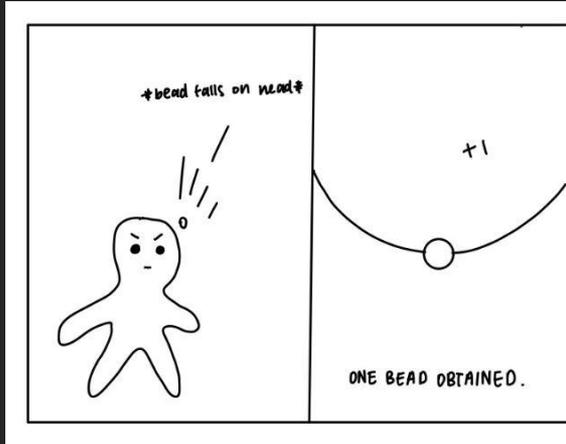
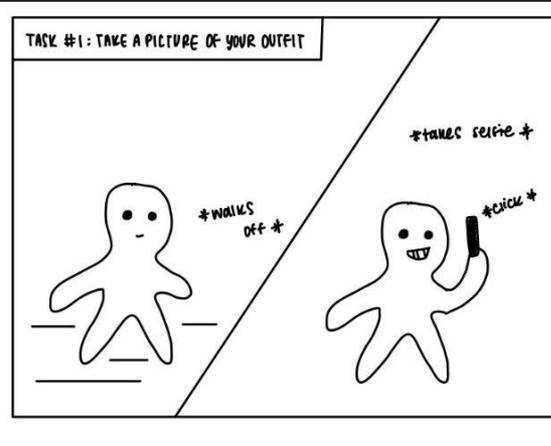
CHRIS IS LOST AT A RAVE.

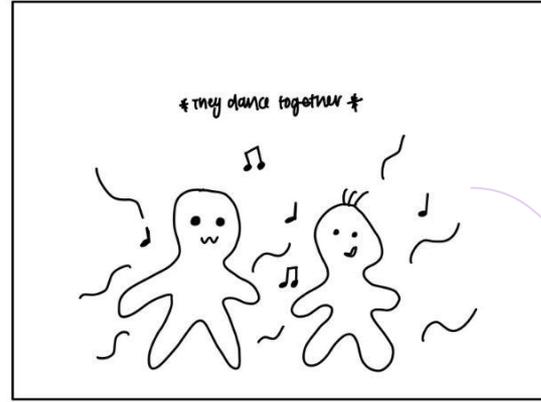
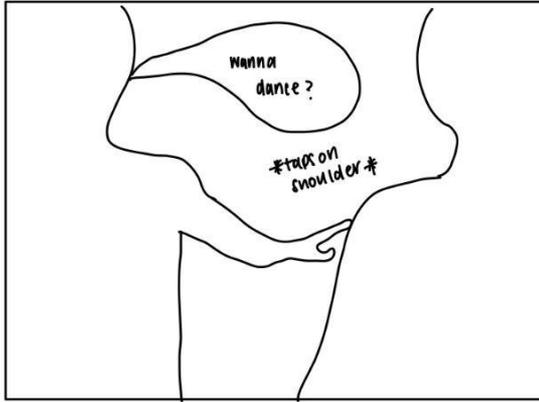
\* AT A RAVE \*  
\* FLASHING LIGHTS \*



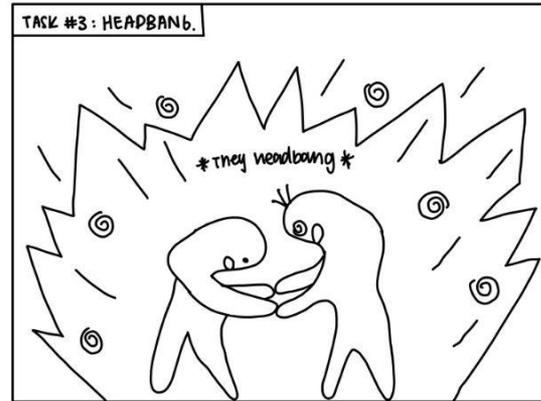
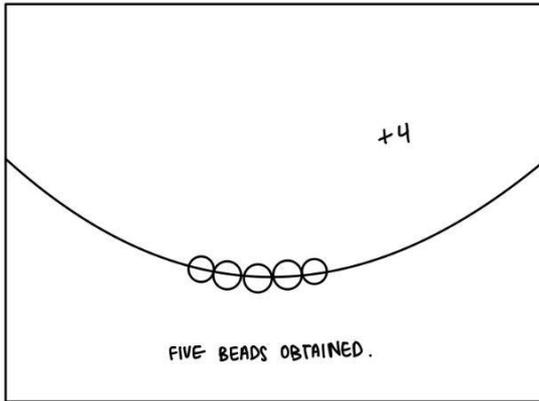
Note, this is Chris' first time at a music festival. He doesn't know what to do.

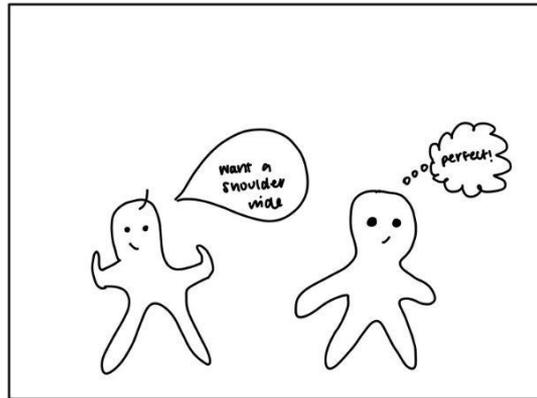
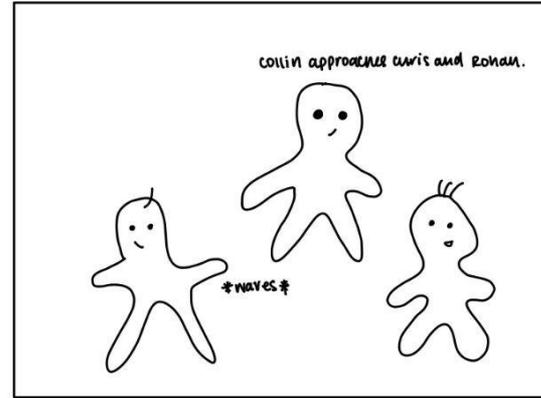
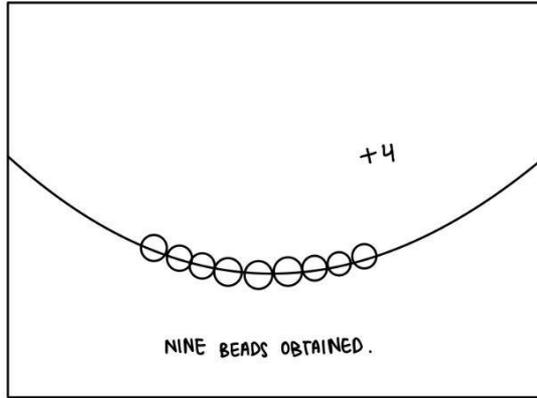
Chris feels a sense of relief, he is given guidance. He feels like he's on a quest.



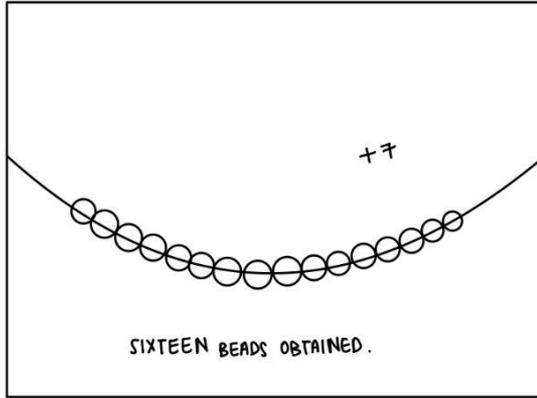


Chris is having fun. He's happy that he's made a new friend. He feels a sense of community.





Chris feels accomplished at all he's done. He's had the festival experience!

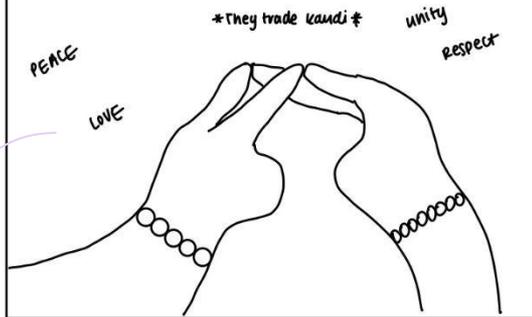


CHRIS THINKS THAT WAS SUCH A NICE INTERACTION. COLLIN DOES TOO.

AND SO THEY TRADED KANDI.

(kandi refers to brightly colored beaded bracelets to memorialize a special moment shared with someone or a connection formed at music festivals)

ENDING SCENE



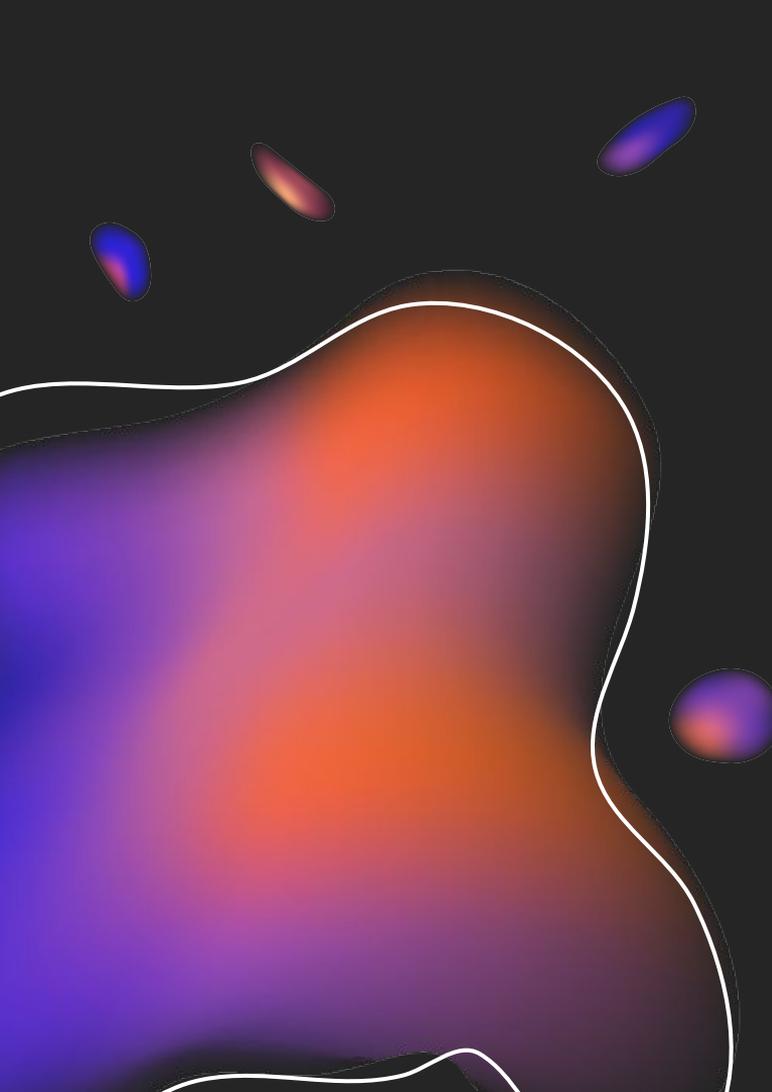
\*insert credits\*

Chris trades kandi with Collin, commemorating a memorable experience,

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# THANKS!

Questions?

Contact us!

[sofiakim@stanford.edu](mailto:sofiakim@stanford.edu)

[smoua@stanford.edu](mailto:smoua@stanford.edu)

[tmquach@stanford.edu](mailto:tmquach@stanford.edu)