



PRESERVING RELATIONSHIPS

NEEDFINDING REPORT

Chloe Pae, Paige Olson, Gabriel Iluma

Assignment #1

CS 147, Fall 2023



CONTENTS

- Team Introductions
- Methods
- Findings
- Analysis



OUR TEAM



Chloe Pae
New York City
Symbolic Systems
Class of 2024



Paige Olson
San Diego
Symbolic Systems
Class of 2024



Gabriel Iluma
Abuja, Nigeria
Product Design & Computer Science
Class of 2024



DOMAIN SELECTION

Time capsule

Daily photos

Community bucket list

Baby's firsts

Staying in touch

Mapping family tree

Long distance relationships

Digital journaling

One-year-ago reminders

Past friendships

Documenting family history



OVERARCHING THEME

*preserving
relationships*



WE SPOKE TO



Sita Antel
Student



Anton Vera
Venture Partner



John G.
Serial Entrepreneur



Jennie Bernheim
Artist

Sourced through primary and secondary connections. We specifically reached out to friends via iMessage.
All participants volunteered to be interviewed.



WE ASKED QUESTIONS LIKE...

Who have you talked to in the past 24 hours?

In what ways did you communicate with them?

Who are the closest people in your life and why?

How satisfied are you with your social life?



How satisfied are you with your ability to maintain relationships over time?

Why have some of your relationships persisted while others have deteriorated?

How do you put effort into your relationships?



Google Docs





Sita Antel

*Stanford Class of 2026
History Major from San Diego, CA*

*In-Person Interview, Otter.ai
Chloe & Paige*

“There are some people in my friend group who I probably wouldn’t hangout with one-on-one”

“The people I’m closest to are uniquely unlike me, but also from California, like me.”

Say

When my 10-person friend group is hanging out, I feel anxious about which sub-group I will fall into
Paige

My social life is a 10, but I operate it at a 7 or 8
Paige

I changed my outlook on friendship after a bad experience with my random freshman roommate
Choe Pae

I have had a best friend since sixth grade
Paige

My best friend has seen me through both horrendous decisions and life-changing moments
Paige

I am hyper-aware of my friend group's dynamics
Choe Pae

I like meeting people who have different interests than me
Choe Pae

My best friend and I feed off of each other's energies in a way no one can understand
Paige

I was really outgoing and social in freshman year
Choe Pae

There are only a few people in my ten person friend group I would ask to get lunch
Choe Pae

I like to watch videos of her friends, even doing mundane tasks like applying makeup
Choe Pae

I adapt who I am based on who I am sitting with, but I try to be genuine
Paige

The people I am close to are uniquely unlike me
Choe Pae

We've all had meaningless coffee dates
Paige

I am closest with three girls who are also from California
Choe Pae

I realized I need to nurture my friendships when I saw a friend plan a birthday trip
Paige

I measure the closeness of my friendships by my ability to sit in silence with them
Choe Pae

I want to be known around school while spending most social time with close friends
Paige

I Snapchats my high school friends frequently in a group chat
Paige

I will stop reaching out to friends if they tell me more than twice that they are free
Choe Pae

I went to yoga class with two friends yesterday
Choe Pae

I spend time alone to recharge
Choe Pae

I texted 12 people yesterday and called 1
Choe Pae

I text my mom updates of my classes and day
Choe Pae

I stuck with the major I intended to pursue prior to Stanford
Choe Pae

I do not participate frequently in group chats
Choe Pae

In the past I have tried new activities that her best friend has tried first
Paige

I will take extra time walking to class to hopefully run into people spontaneously
Choe Pae

I create long videos on Snapchat to update friends and tell them stories
Choe Pae

I play on the club water polo team, continuing an old hobby from high school
Choe Pae

I joined a friend group of 10 other Stanford girls, traveled to Europe with some of them this summer
Choe Pae

I joined a sorority to make more friends
Choe Pae

I wake up and check iMessages, school email, personal email, Snapchat
Choe Pae

Do

Think

Friendships are most fulfilling when time and effort is invested into them
Choe Pae

Some connections are so unique that you have to make every effort to maintain them
Choe Pae

It's important to realize if a friendship is one sided
Choe Pae

Her college friendships aren't as strong as her home/highschool friendships
Choe Pae

Sending live videos to her best friend is the best replacement for being together in person
Paige

Calling someone on the phone or FaceTiming is awkward
Choe Pae

Sororities relieve the stress of making new friends
Paige

When entering a new environment, being as outgoing as possible is very important
Choe Pae

Having friends who value female friendships is important
Paige

Catching-up one on one is more meaningful than in a group
Choe Pae

She should be checking in with her close friends frequently
Paige

Having deep passions makes her interesting
Choe Pae

Anxious about scheduling plans
Choe Pae

Stressed to navigate maintaining relationships with a big friend group and a close friend who is not in that group
Paige

Pressured to be social in her free time
Paige

Afraid of getting rejected, both by close friends and acquaintances
Choe Pae

Values comfort in her friendships
Paige

Intimidated by making new friends
Choe Pae

Overwhelmed by school-related obligations, preventing her from making plans
Choe Pae

Recharged by spending time alone
Choe Pae

Confused about whether or not she should appear relatable or genuine in conversations
Paige

Frustrated when people tell her they're not free
Choe Pae

Safe by having a lot of people in her friend group
Choe Pae

Proud when she puts herself out there socially
Choe Pae

Feel

Say

When my 10-person friend group is hanging out, I feel anxious about which sub-group I will fall into

My social but I oper or 8

I changed my outlook on friendship

I have had a best friend since sixth

My best friend has seen me through both horrendous decisions and life-changing moments

I am hyper-aware of my friend group's dynamics

I like to watch videos of her friends, even doing mundane tasks like applying makeup

I want to be known around school while spending most social time with close friends

We've all had meaningless dates

I realized I need to nurture my friendships when I saw a friend plan a birthday trip

I measure the closeness of my friendships by my ability to sit in silence with them

I was really outgoing and social in freshman year

There are only a few people in my ten person friend group I would ask to get lunch

It would be nice to see my close friends more spontaneously

Think

Friendships are most fulfilling when time and effort is invested into them

When entering a new environment, being as outgoing as possible is very important

Having friends who value female friendships is important

Her college friendships aren't as strong as her home/highschool friendships

Having deep passions makes her interesting

It is important to know what your close friends are up to

I Snapchats my high school friends frequently in a group chat

I spend time alone to recharge

I texted 12 people yesterday and called 1

I text my mom updates of my classes and day

I will take extra time walking to class to hopefully run into people spontaneously

I wake up and check iMessages, school email, personal email, Snapchat

In the past I have tried new activities that her best friend has tried first

I stuck with the major I intended to pursue prior to Stanford

I play on the club water polo team, continuing an old hobby from high school

I try to schedule time with my friends over iMessage

I try to schedule time with my friends over iMessage

Anxious about scheduling plans

Stressed to navigate maintaining relationships with a big friend group and a close friend who is not in that group

Values comfort in her friendships

Overwhelmed by school-related obligations, preventing her from making plans

Recharged by spending time alone

Comfortable because having a large friend group makes planning easier

Proud when she puts herself out there socially

Comfortable because having a large friend group makes planning easier

Do

Feel

Sita Antel



INSIGHTS TO NEEDS

Operating a fulfilling social life requires a lot of time/effort



An easy way to have a more fulfilling social life

In person interaction is the most rewarding form of communication



Accessible opportunities for in-person hangouts

Getting rejected after initiating plans is demoralizing and embarrassing



A way to schedule plans that doesn't make someone feel vulnerable



Anton Vera

Venture Partner

Stanford GSB Class of 2023

Phillipines and Palo Alto

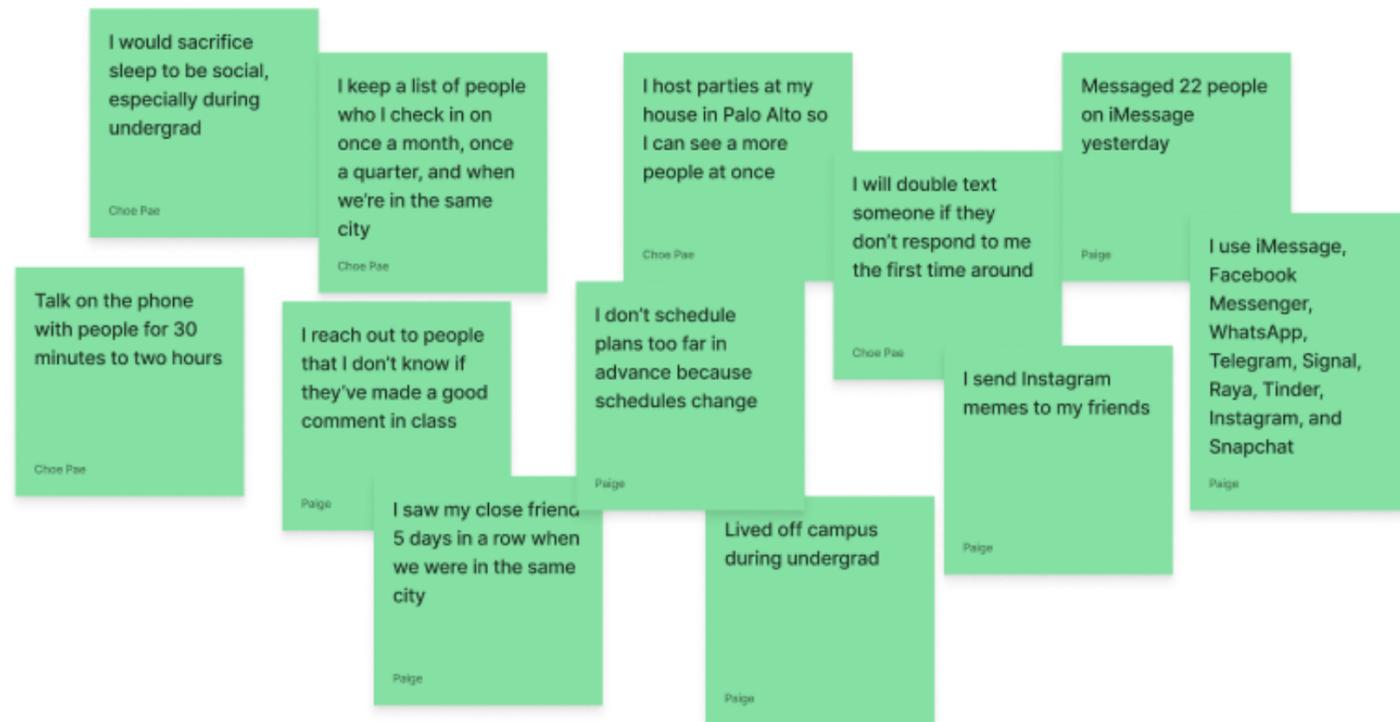
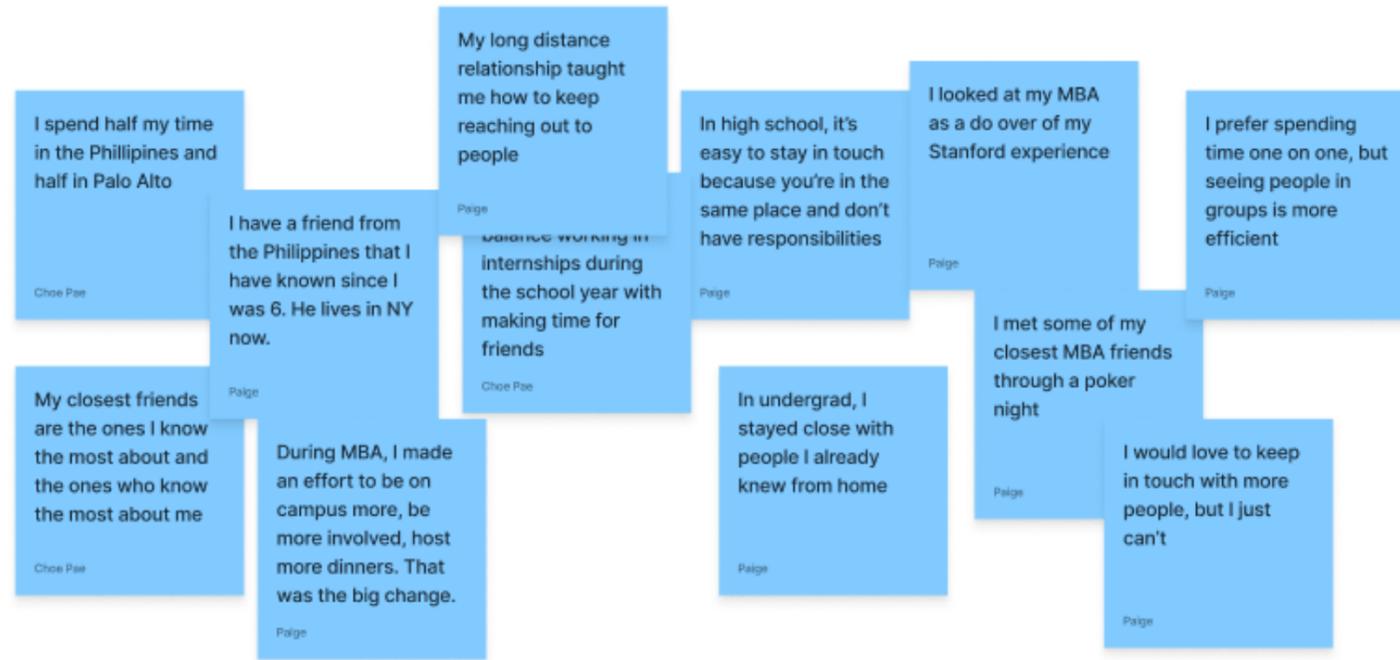
Zoom, Extreme User

Chloe & Paige

“On iMessage alone, I messaged 22
people
individually yesterday”

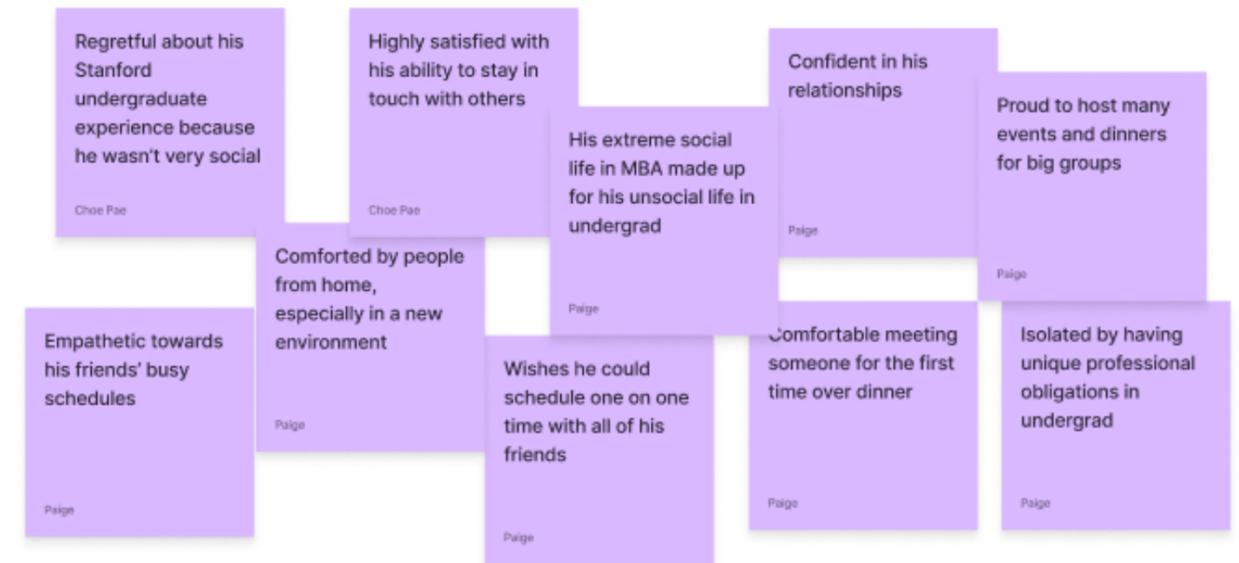
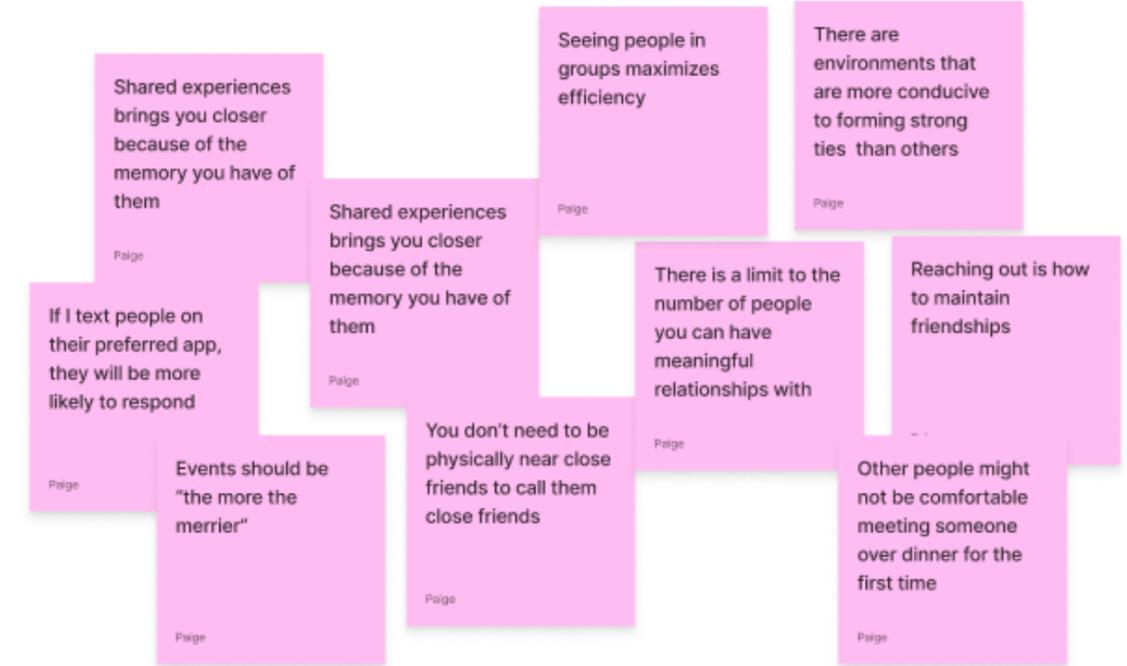
“If someone doesn’t respond to me,
I’m totally fine following up if I really
want to talk to them”

Say



Do

Think



Feel

Anton Vera

Say

I spend half my time in the Philippines and half in Palo Alto

My closest friends are the ones I know the most about and the ones who know the most about me

I was way better at maintaining friendships during my MBA than undergrad

it's touch in the and don't abilities

I looked at my MBA as a do over of my Stanford experience

I prefer spending time one on one, but seeing people in groups is more efficient

ad, I use with ready home

I met some of my closest MBA friends through a poker night

I would love to keep in touch with more people, but I just can't

Think

Shared ex brings you because of memory y them

If I text people on their preferred app they will be more likely to respond

Even "the merri

Seeing people in groups is more efficient, but one-on-one time is better

There are environments that are more conducive to forming strong ties than others

Reaching out is how to maintain friendships

Other people might not be comfortable meeting someone over dinner for the first time

Do

I would sacrifice sleep to be social, especially during undergrad

I keep a list of people who I check in on

I host parties at my house in Palo Alto so

Messaged 22 people on iMessage yesterday

I will double text someone if they don't respond to me the first time around

I use iMessage, Facebook Messenger, WhatsApp, Telegram, Signal, Raya, Tinder, Instagram, and Snapchat

I send Instagram memes to my friends

I host dinner parties and expect many friends and friends of friends to be there

Talk on the phone with people for 30 minutes to two hours

Feel

Regretful about his Stanford undergraduate experience because he wasn't very so

Highly satisfied with

Confident in his relationships

Proud to host many events and dinners for big groups

Feels closest to the people that know the most about him

Other people might not be comfortable meeting someone for the first time over dinner

Isolated by having unique professional obligations in undergrad

Anton Vera



INSIGHTS TO NEEDS

Close friends know who you fundamentally are as a person



Opportunities for friendships to help you stay grounded in who you are

Seeing people in groups is more efficient but less meaningful



A way for people to hangout “efficiently” and “meaningfully”

Being a highly social person requires strong organizational skills



A method of organization with regard to relationships that doesn't feel clinical



John G.

*Serial Entrepreneur
Stanford GSB Class of 2023
Palo Alto*

*In-Person, Extreme User
Chloe & Gabriel*

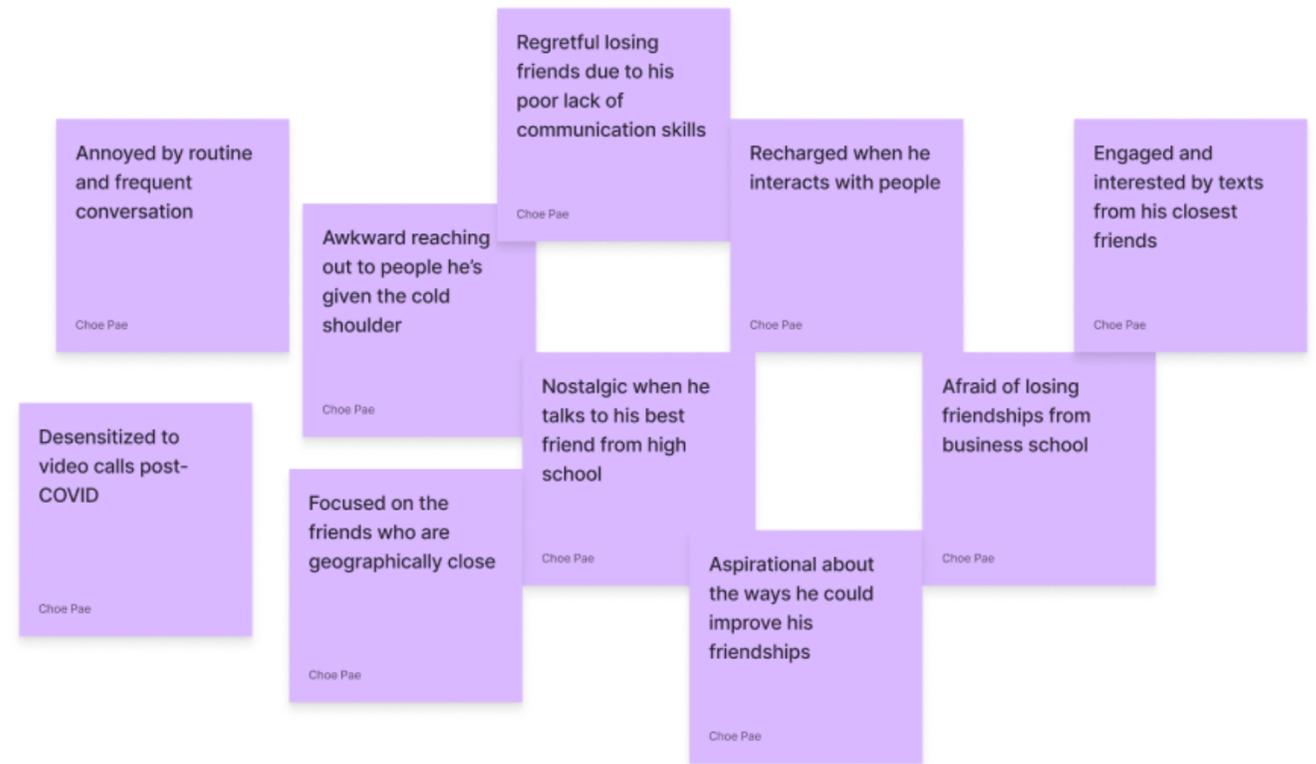
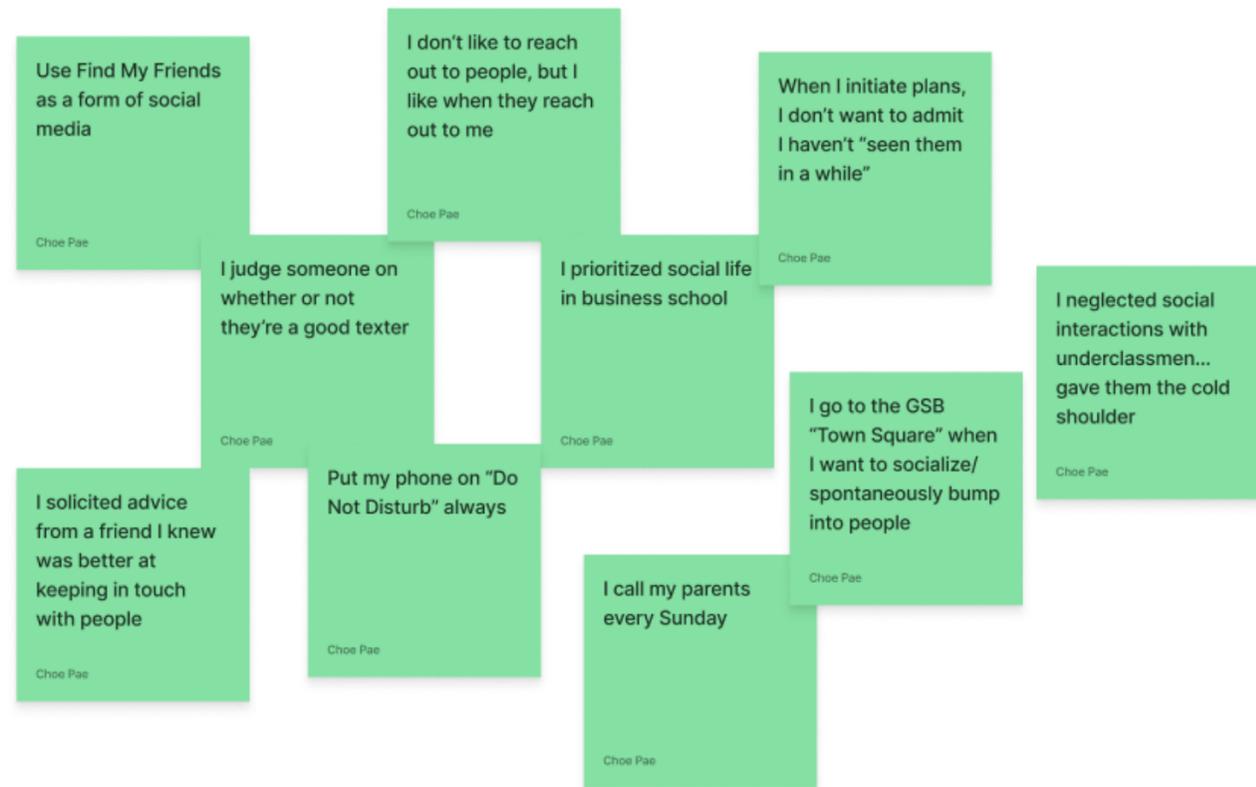
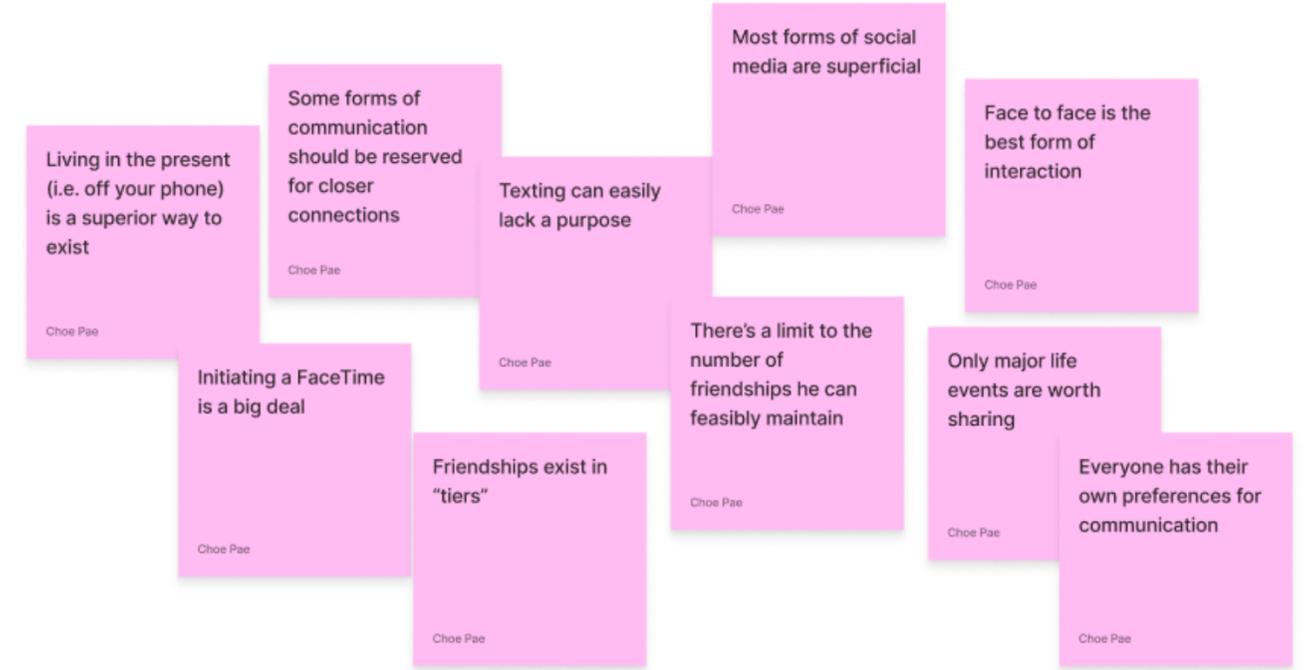
“I have a very hard time staying in touch with people, both because I have no social media and because I want to live in the present.”

“It’s a very abrupt transition socially to post-grad life”

Say



Think



Do

Feel

John G.

Say

Generally avoids superficial interactions and relationships.

I don't like having superficial exchanges (i.e. "How was your day?")

Choe Pae

If I'm not in the same city as someone, I won't keep in touch with them

Choe Pae

Choe Pae

Group chats are helpful but I hate

I don't really care what people post on their Instagram

Choe Pae

I'm more likely to call someone just to chat if they're in the same geographic location as me

Choe Pae

I've messed up friendships because I haven't been good at keeping in touch with people

Choe Pae

Think

Intimacy should be reserved for only the closest of relationships.

Most forms of social media are superficial

Face to face is the best form of interaction

Choe Pae

Only major life events are worth sharing

Choe Pae

Everyone has their own preferences for communication

Choe Pae

Living in the present (i.e. off your phone) is a superior way to exist

Choe Pae

Initiating a Face is a big deal

Choe Pae

Some communication should be reserved for close connections

Choe Pae

Neglects communication until he feels like reaching out.

Use Find My Friends as a form of social media

Choe Pae

I judge someone whether or not they're a friend

Choe Pae

I solicited advice from a friend I knew was better at keeping in touch with people

Choe Pae

I don't like to reach out to people, but I

When I initiate plans, I want to admit I've seen them

I neglected social interactions with underclassmen... gave them the cold shoulder

Choe Pae

"GSB" when socialize/ bump

Choe Pae

Annoyed by routine and frequent conversation

Choe Pae

Awkward reaching out to people given the cold shoulder

Choe Pae

Desensitized to video calls post-COVID

Choe Pae

Focused on talking to friends who are geographically close

Choe Pae

Regretful losing friends due to his poor lack of communication skills

Choe Pae

Engaged and interested by texts from his closest friends

Choe Pae

of losing friendships from school

Do

Feel

John G.



INSIGHTS TO NEEDS

It is easy to lose track of how long it's been since one has seen his or her friends



A easy way to keep track of when one has last communicated with someone

Avoiding vulnerability, people seeking meaningful connections often prefer superficial interactions over intimate ones



An avenue to express intimate feelings without feeling overly exposed

Introverted qualities are sometimes indistinguishable from neglect in relationships



A way to demonstrate care without betraying one's preferences and personality



Jennie Bernheim

Artist

Mom of 2 Stanford Undergrads

Palo Alto

In-Person

Chloe & Paige

“Losing friendships and growing apart is a part of life”

“I am terrible at remembering my friend’s and family’s key life moments and milestones, maybe it’s because I don’t have Facebook anymore”

Say

I have a lot of friends

I'm in the middle between introvert and extrovert

I'm terrible at organizing plans and remembering major life events (birthdays)

I see my dog walking friends, gym friends, and mom friends as separate

There was nothing additive to having a Facebook account

COVID made my friendship circles smaller, only interact with direct connections (vs. secondary)

One of my friends in my core group is very good at organizing plans and it's the same person every time

I'm an outsider compared to other Penn State alums because I moved out of state

There are people in the larger friend group that I am closer with

I need my alone time, but also need to see people as soon as I'm done with that

My lives with many people from my past have gone in completely different directions

It's hard to find alignment with a friend's schedules, ends up being just one-on-one or two-on-one

Have phone conversations with friends 2-3 times a week

If someone is on the same route as me (dog walking, driving), I propose doing it together

Smiled when speaking about my best friend surprise visiting her

Mainly use iMessage to talk to my friends

I text to coordinate walks with "dog-walking friends" -- it's not spontaneous

I have never visited my best friend who moved away 4 years ago

I go on girls trips and birthday parties with moms from my kids' kindergarten classes

Turn off my phone when working (as an artist)

Talk to my best friend of 30 years every Friday

I don't download the social apps my kids want me to join

Think

She's putting pressure on someone (like her kids) by texting frequently

Social media is all bad, no good

Socializing distracts her creative process

There are different ways to bond with people (dog owners, parents, gym buddies)

As a mom, it's easier to be friends with parents who also have kids

It's nearly impossible to find a time when everyone is free

Her friends from different parts of her life would not get along

Texting is less intimate than calling

Unless you're in a specific community group (i.e. a FB Group), social media is not a place to meet people

People who are hard to get a hold of are best reached through a phone call

Ambivalent about losing friendships over the course of life -- it's a part of living

Drained from spending too much time around others

Distant from people from past stages in her life

Expectant of some of her friends to initiate plans, while understanding she has to initiate some communication for others

Secure by having a long-standing friend group

Unique from state school classmates who have different political beliefs or never moved

Proud of her career accomplishments

Satisfied with her social life

Helpless in terms of ways to improve remembering major life events without social media

Obligated to shape her social life around her children when they are very young

Reliant on her "organized" friend for her social plans

Do

Feel

Jennie Bernheim

Say

I have a lot of friends

I see my dog walking friends, gym friends, and mom friends as

I'm in the middle between introvert and extrovert

There was nothing additive to having a Facebook account

COVID made my friendship circles smaller, only interact with direct connections (vs. secondary)

It's hard to find alignment with a friend's schedules, ends up being just one-on-one or two-on-one

My lives with many people from my past have gone in completely different directions

There are people in the larger friend group that I am closer with

On my very organized it's even

I am terrible at making plans but I am very satisfied with my social life

Have phone conversations with friends 2-3 times a week

If someone is on the same route as me (dog walking, driving), I propose doing it together

Smiled when speaking about my best friend surprise visiting her

I go on girls trips and birthday parties with moms from my kids' kindergarten classes

Mainly use iMessage to talk to my friends

Turn off my phone when working (as an artist)

I see a lot of my friends through shared activities - dog walking, going to the gym

Do

Think

She's putting pressure on someone (like her kids) by texting frequently

Social media is all bad, no good

Socializing distracts her creative process

There are different ways to bond with people (dog owners, parents, gym buddies)

It's nearly impossible to find a time when everyone is free

Unless you're in a specific community group (i.e. a FB Group), social media is not a place to meet people

People who are hard to get a hold of are best reached through a phone call

It's hard to find alignment with a friend's schedules, ends up being just one-on-one or two-on-one

Social media is a waste of time and does not help cultivate relationships

Ambivalent about losing friendships over the course of life -- it's a part of living

Drained from spending too much time around others

Distant from people from past stages in her life

Expectant of some of her friends to initiate plans, while understanding she has to initiate some communication for others

Proud of her career accomplishments

Satisfied with her social life

Secure by having a long-standing friend group

Helpless in ways to improve remembering life events via social media

Ambivalent about losing touch or drifting apart with some friends

Feel

Jennie Bernheim



INSIGHTS TO NEEDS

People think they're either good or bad at making plans



A way to transform people's fixed mindsets surrounding social ability

Maintaining a social life can mean engaging friends in your daily routine



Methods of inviting individuals into your preexisting routine

Having a set time to talk to a long-distance friend is a successful way to maintain connection



Tools to maintain friendship when there is long-term physical separation



MAJOR TAKEAWAYS

1

Even if people are satisfied with their social life, they can still think they are poor at keeping in touch with their friends

2

People are afraid of intimate connection (online or in-person) with people they don't know well already, but want to have meaningful relationships

3

Maintaining friendships and relationships requires time and effort that is usually rewarding, but often time-consuming



NEXT STEPS

- Continue to analyze interview data for further contradictions, insights, and needs
- Expand horizons and interview those with different points of view
 - Ideas: students at other colleges, individuals with more isolated living experiences, etc.
- POV statements and HMW Analysis



APPENDIX



- Link to Consent Forms:
https://drive.google.com/file/d/1uSbpL-pjhQRF1xhgpbEiKriwREAmJ9e1/view?usp=drive_link
- Link to Empathy Maps:
https://drive.google.com/file/d/1o80hYV62ERuyD_e0SmjzZeCKx_klx0YV/view?usp=drive_link