

Hangouts



Connect with friends of friends in big cities like New York to alleviate urban isolation and foster meaningful connections.

Team 8

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1 - Target Customer/Segment

- **Young Urban Professionals:** Individuals aged 25-40 living in New York City, who are looking to expand their social circles, meet new people, and combat feelings of isolation or loneliness in a busy city.
- **Remote Workers:** Professionals who work remotely, seeking social interactions, networking opportunities, and community-building activities outside traditional office settings.
- **Local Business Supporters:** Individuals interested in social impact and community engagement, looking for opportunities to support local businesses and participate in community events through Hangouts.



2 - Stakeholders & Ecosystem

Stakeholders:

- **Young Professionals:** Our primary stakeholders that connect with others and want to participate in social gatherings
- **Local Businesses and Venues:** Cafes, parks, restaurants, and other public spaces that events can be hosted at that could benefit from increased foot traffic.
- **Community Organizations:** Groups or initiatives focused on social connections and community building

Ecosystem:

- **Third Spaces (Public Places):** Such as cafes, parks, libraries, and community centers where people can gather for social interactions and events.
- **Entertainment Venues:** Museums, theaters, and cultural centers where people can connect with individuals of similar interest, attend events, and explore shared interests.
- **Neighborhoods Parks and Residential Areas:** Where neighbors can arrange social gatherings and community events.



3 - Insights into customers and stakeholders

Stakeholder Interview with Young Professional Strangers in NY

- General insights: Moving to a new city after college posed several challenges because they were not used to being thrown into a busy environment without the built in community (like college has). Meeting new people has felt inauthentic at times especially when going to events that are specifically advertised as one to “network” or “make friends”
- “[After moving to NY] I didn’t really know anyone in the city that well, so I made attempts to find community.”

Stakeholder Interview w/ Ally Mullen, Church Coordinator

- Provided us with an example of how repurposing a space brought her community together.
- Ally worked with her church to develop a recreational room (pickleball, volleyball, basketball court) that was available to church-goers after work hours.
 - Dual benefit of physical exercise and friendly bonding, bringing community together
- Insight: Shared activities are at the crux of bringing people together and there lacks spaces (either physical or not) to allow people to experience shared activities with new people.

Stakeholder Interview w/ Pink Frog Patron and Host

- Cafe/community space that hosts events proposed by community members (jam session, open mic night, drag shows, Mandarin meet-up)
- Patron: “When you’re making that decision to do something together, your life just becomes way more amazing because every single moment is more communal than you living in your concrete cage.”
- Insight: People love to experience activities together but there are some barriers to doing so like not knowing who to go with or not being able to financially.

4 - The value you are providing to your stakeholders

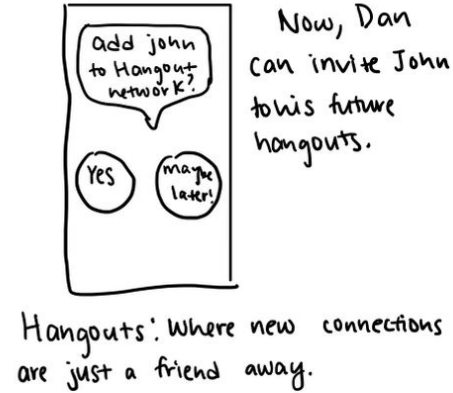
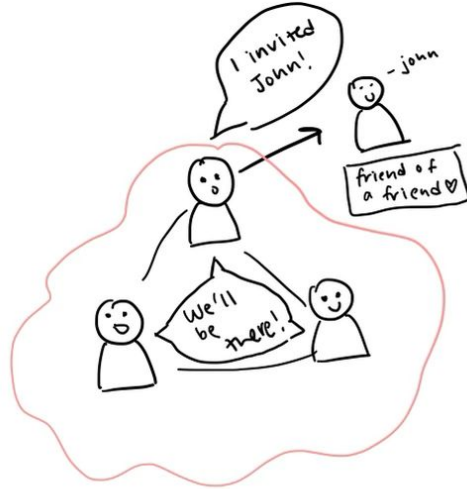
Relief of Urban Isolation - Hangouts addresses loneliness in the densely populated New York City by facilitating the act of meeting new people. We take an existing concept of meeting the friends of your friends and built a platform that encourages and normalizes it.

Community Building - Hangouts strengthens community ties by encouraging mutuals who may not have met, to interact with each other. Building connections with others allows us to become closer with our communities and build trust.

Network Effect - The more that users use the app Hangouts, the larger their networks grows within the app. Each new user expands the potential connections others can build, making the app more attractive and retains users. First time users start by choosing which of their existing contacts they want to add to their Hangouts network.

Business Opportunities - As Hangouts begin to grow, we could expand the app to allow businesses/events to post advertisements on Hangouts to encourage people to plan activities in their spaces. This could further help small businesses gain more popularity if seen as a space to meet new people.

5 - Ideal experience



6 - How Hangouts delivers the experience

1. Ease of Use

- Simple app interface with clear intentions that makes the planning of an event quick and easy, allowing individuals to focus on the connections made
- One click to let your entire network know about a hangout opportunity
- Repurposes your time spent attempting to make new friends and connections in the city

2. Familiarity and Trust

- Organizing hangouts with friends of your friends is less awkward of an experience than meeting a total stranger
- Ensuring you are inviting friends of friends develops trust in the process of meeting new people in New York

3. Spontaneity and Casual Meetups

- Hangouts focuses on casual, organic hangouts like grabbing a coffee or a walk in a park, not an organized event or large party
- Informal, public, low-pressure hangouts encouraged to create a relaxed environment to help build relationships

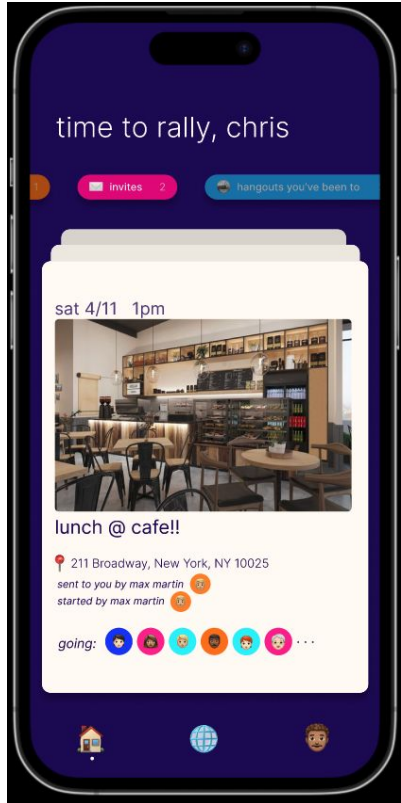
7 - Competition

	What is It?	Pros:	Cons:
Eventbrite	Event management application that offers ticketed local events to browse from or share	<ul style="list-style-type: none">- Offers ticketing & registration tools- Diverse types of events, can be niche	<ul style="list-style-type: none">- Events generally formal and organized by a company or organization- More transactional as opposed to personal connection based
Partiful	RSVP-oriented event platform for creating and hosting parties (birthday, game night, dinner, etc.)	<ul style="list-style-type: none">- Polling option to decide on ideal time/place- Mass invite and event detail distribution capabilities in real time	<ul style="list-style-type: none">- Big focus on the logistics of an event rather than the social interactions- Lacks follow up tools to allow for communication after the event
Bumble Friends	Dating-app-style swipe platform to pair individuals for a platonic relationship	<ul style="list-style-type: none">- Verification process to ensure safety of users- Can meet friends from having a mutual interest	<ul style="list-style-type: none">- Does not facilitate any connection in person- Could potentially be awkward as it's tailored to 1on1 connections

8 - Elevator Pitch

NYC is the densest American city, yet over half of New Yorkers report regularly feeling lonely. Hangout maximizes your opportunities for chance new connections by leveraging your friends of friends. When someone in your Hangout network opens a Hangout at a public space like a cafe or park, our app sends invites to everyone in their network, including you. You can accept and send the invite to your own network. Now you can go to Hangouts with a mix of old friends and new faces, simplifying your journey to make lasting connections in the busy city of New York.

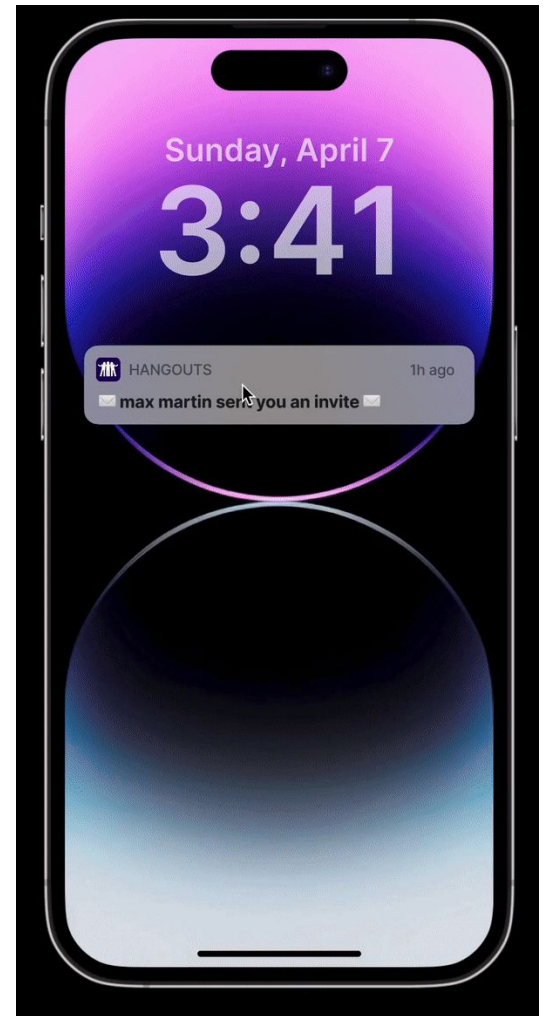
9 - Prototype










X

you invited your friends to lunch @ cafe!!

see your upcoming hangouts



10 - Business Model Canvas

<p>Key Partners </p> <ul style="list-style-type: none"> Local third spaces and businesses: partner w/ restaurants, bars, cafes, other rec facilities to host Hangouts. Also include discounts/promotions for Hangouts users Hangouts influencers: invite users who have helped their friends make the most connections to an influencer program where the Hangouts they invite their friends to have discounts/promotions, and they receive a small commission 	<p>Key Activities </p> <ul style="list-style-type: none"> App development and iteration User acquisition and growth Community building Partnership development Customer support and engagement 	<p>Value Propositions </p> <ul style="list-style-type: none"> Casual Hangouts in public spaces where the object is the Hangout, not the specific people The best indicator of friendship fit is whether they're friends with people you're already friends with - connect with your friends of friends Visualize your social network as a 3D graph Alleviate urban isolation 	<p>Customer Relationships </p> <ul style="list-style-type: none"> Reward programs: perks for users who actively participate + invite friends Use data analytics to prioritize invites in queue based on user preferences Engagement features: event reminders, notifis, in-app group chats Frequent user feedback 	<p>Customer Segments </p> <ul style="list-style-type: none"> Young professionals, starting with those in NYC first and growing to more dense urban cities later Specifically, target young professionals who have been in the city for 6mos to 2yrs - they've made some connections already but are looking to meet more people Desire a sense of connectedness and community Seek to strengthen existing relationships while also expanding social circles in a casual environment Value authenticity, trust, shared experiences, and organic connections
<p>Cost Structure </p> <ul style="list-style-type: none"> \$75k upfront costs: design and scrappy software development, market research, regulatory compliance \$15k/mo fixed costs: tech infrastructure, office space, \$35k/mo variable costs: marketing and promotion, customer acquisition Economies of scale: Hangouts gains traction > cost efficiencies in tech infrastructure, marketing, customer acquisition. Increased user engagement and retention > lower customer acquisition costs over time. 		<p>Revenue Streams </p> <ul style="list-style-type: none"> Premium features: priority for events with limited capacity, advanced invite filters, access to exclusive Hangouts-sponsored events Partnerships and sponsorships with local third spaces Data insights: sell anonymized + aggregated user data to third-party orgs - data provides insights on the kinds of things young adults like to do to socialize, their preferences for public spaces to spend time, etc 		

11 - How it works technically

Frontend: native/cross-platform frameworks (eg. React Native for iOS and Android) lets users register for an account, create a profile, add their existing friends, create Hangouts, and send/accept invites

Backend: scalable backend (eg. Node.js) to manage user authentication, authorization, user profiles, event creation, event data storage, messaging and communication

Database: relational database (eg. PostgreSQL) to store user data, Hangout info, social connections

Cloud infrastructure: app hosted on AWS cloud infrastructure

Real-time communication: WebSockets for notifications

Security: HTTPS encryption, authentication, authorization mechanisms, comply with data protection regulations

12 - Explore technology to make it even better

AI-powered personalized invite prioritization: learn user preferences, interests, behaviors to predict chances of making new meaningful connections at each Hangout and put Hangouts where user is most likely to make new friends at the top of the invite stack

AR integration: users can preview Hangout locations and details through immersive AR interfaces

Real Time Location Processing: incorporate location services as a factor in hangout locations and recommended connection lists from the AI

Hangout challenges: once users all arrive at a Hangout, give them a scavenger hunt list of things to do to collaborate/explore over the course of the Hangout