WHAT THE **BUMP**!

Gregory, Andrea, Sydney, Naila

HELP PEOPLE
MEET, CONNECT,
AND FIGURE OUT
WHAT THEY HAVE IN COMMON

One-on-one
or
at events such as
conferences, weddings and
networking events.

USER PROFILES 1.0

- **Daters**
  - Finding commonalities on a first date

- **People at parties**
  - Those who know each other but want to learn something new about their friends

- **People at networking events**
  - Young professionals looking to start conversations with potential colleagues

USER RESEARCH

USER RESEARCH

Screener

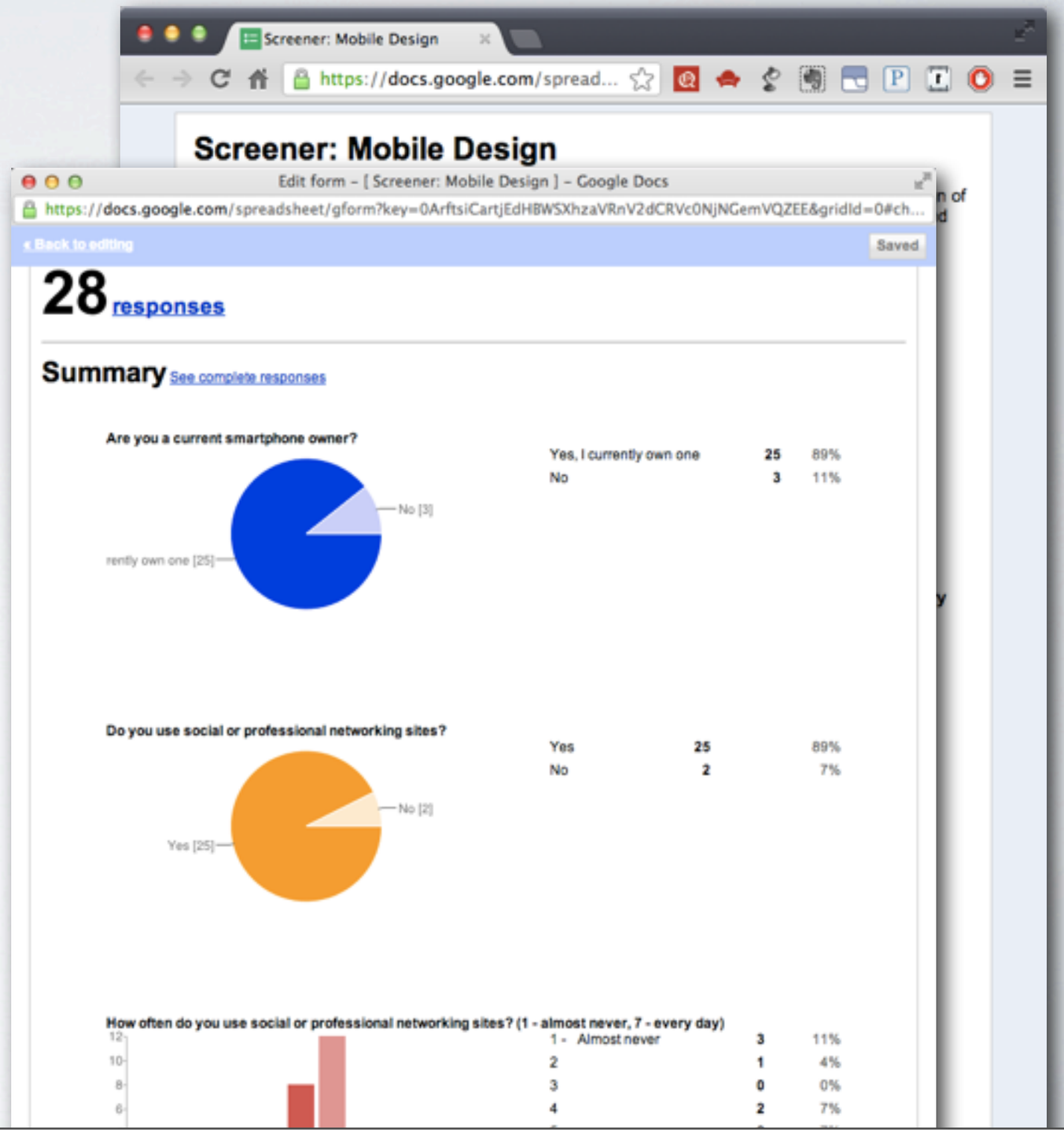
- Device ownership
- Online Habits

Interviews (x5)

- What type of professional events do you attend?
- Are you on dating sites?
- How do you meet people at parties?

Concept walkthrough

- Preferences, Changes, Privacy Concerns



USER RESEARCH

Screener

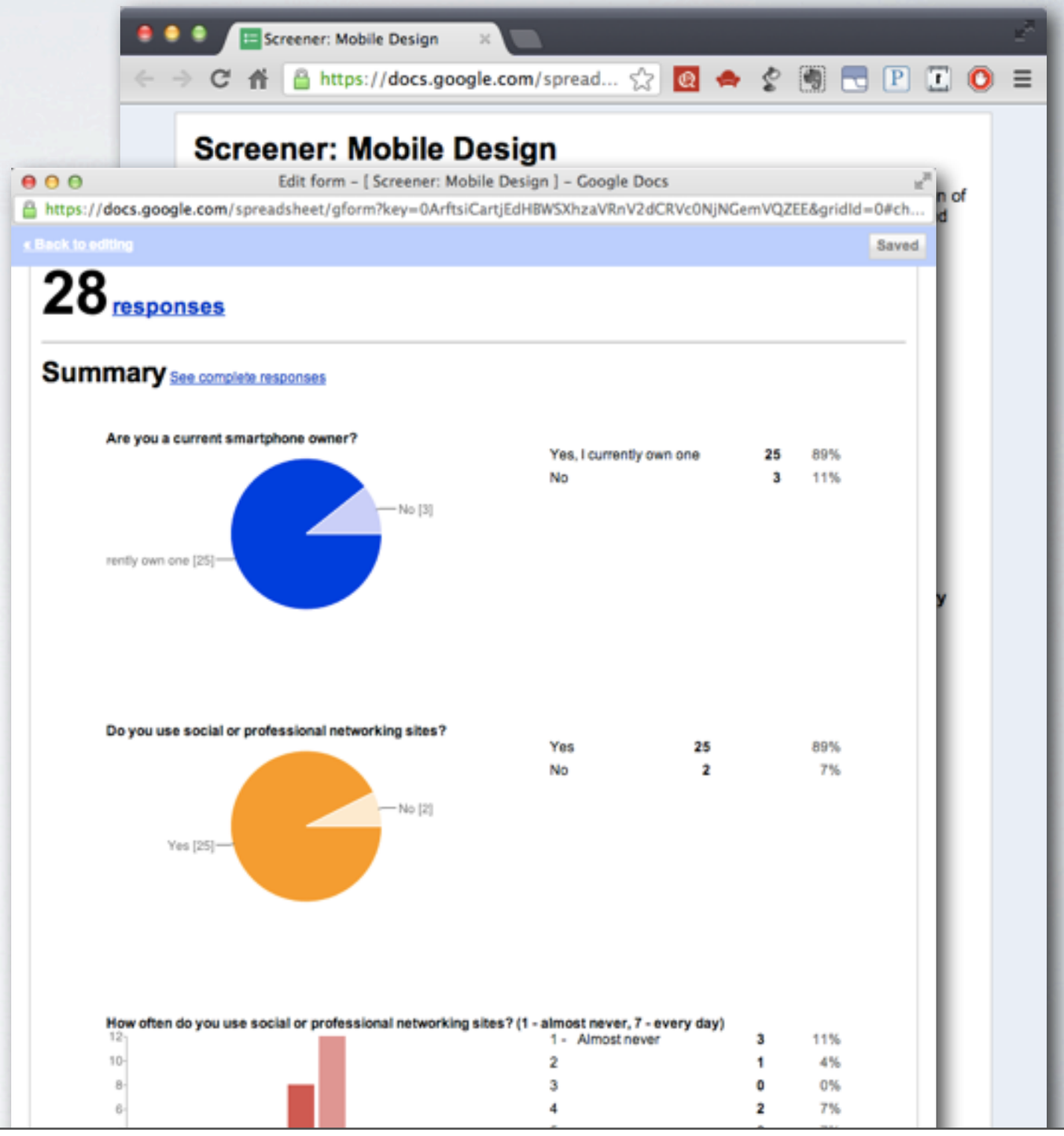
- Device ownership
- Online Habits

Interviews (x5)

- What type of professional events do you attend?
- Are you on dating sites?
- How do you meet people at parties?

Concept walkthrough

- Preferences, Changes, Privacy Concerns



USER RESEARCH

Screener

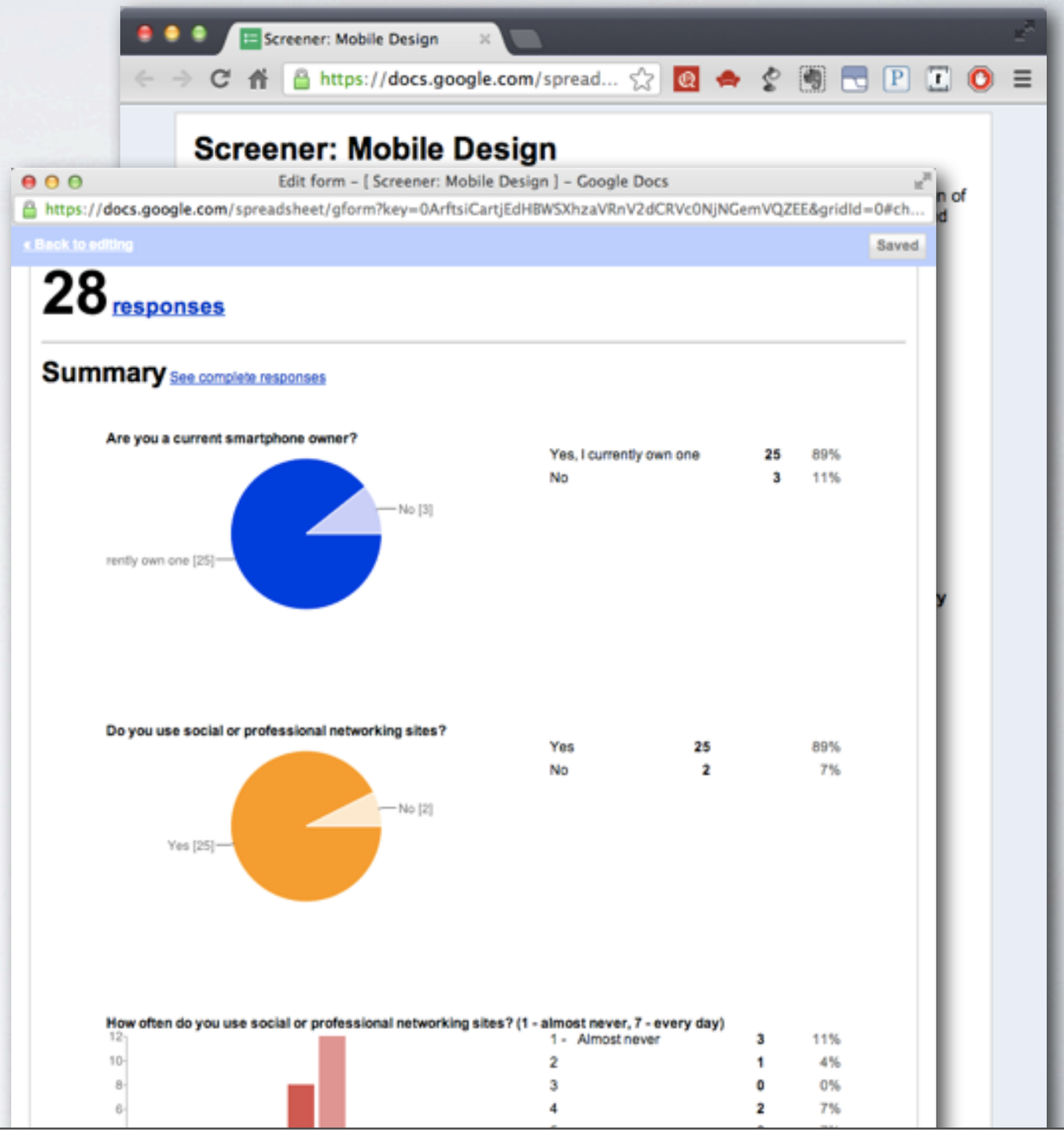
- Device ownership
- Online Habits

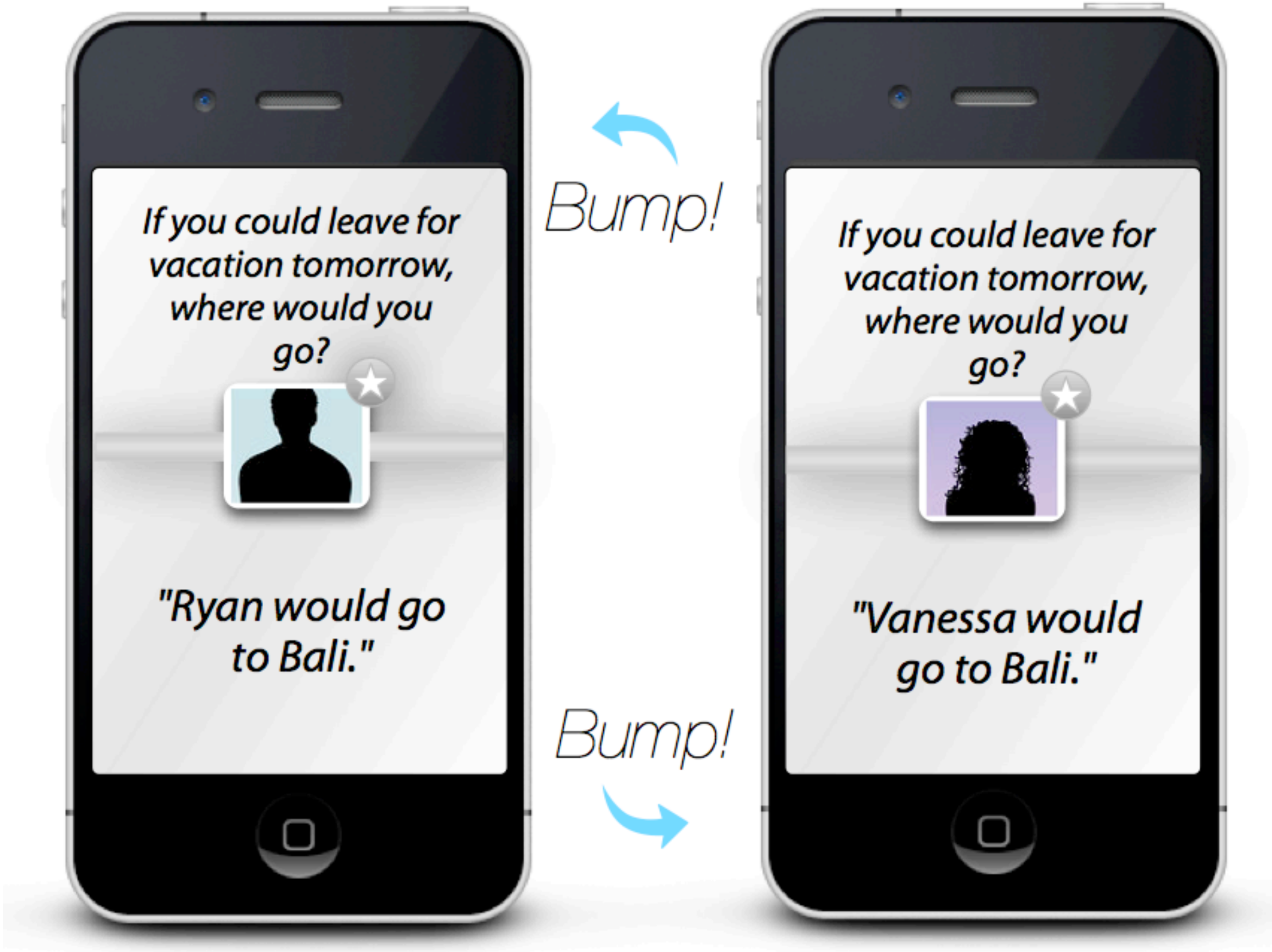
Interviews (x5)

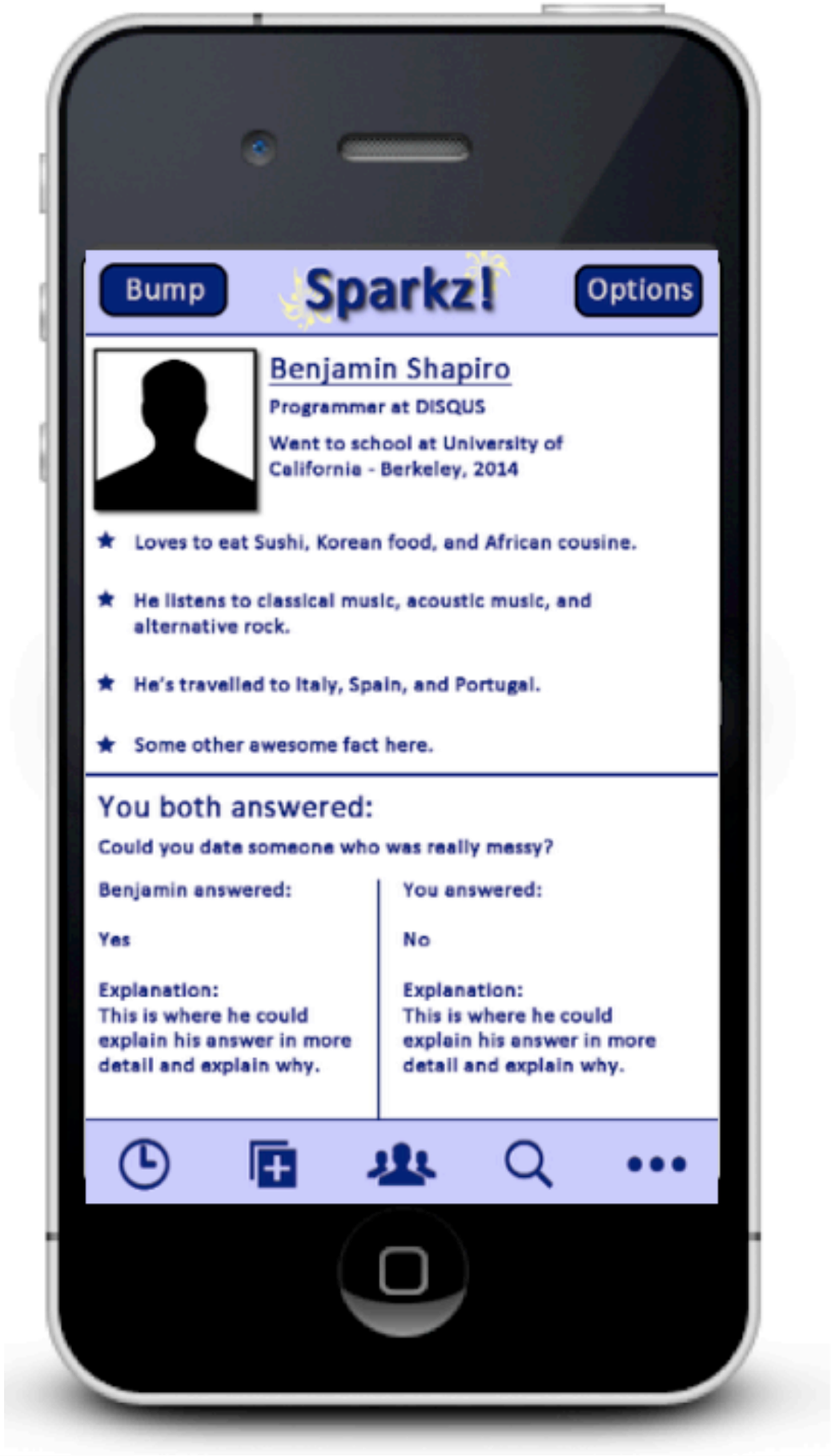
- What type of professional events do you attend?
- Are you on dating sites?
- How do you meet people at parties?

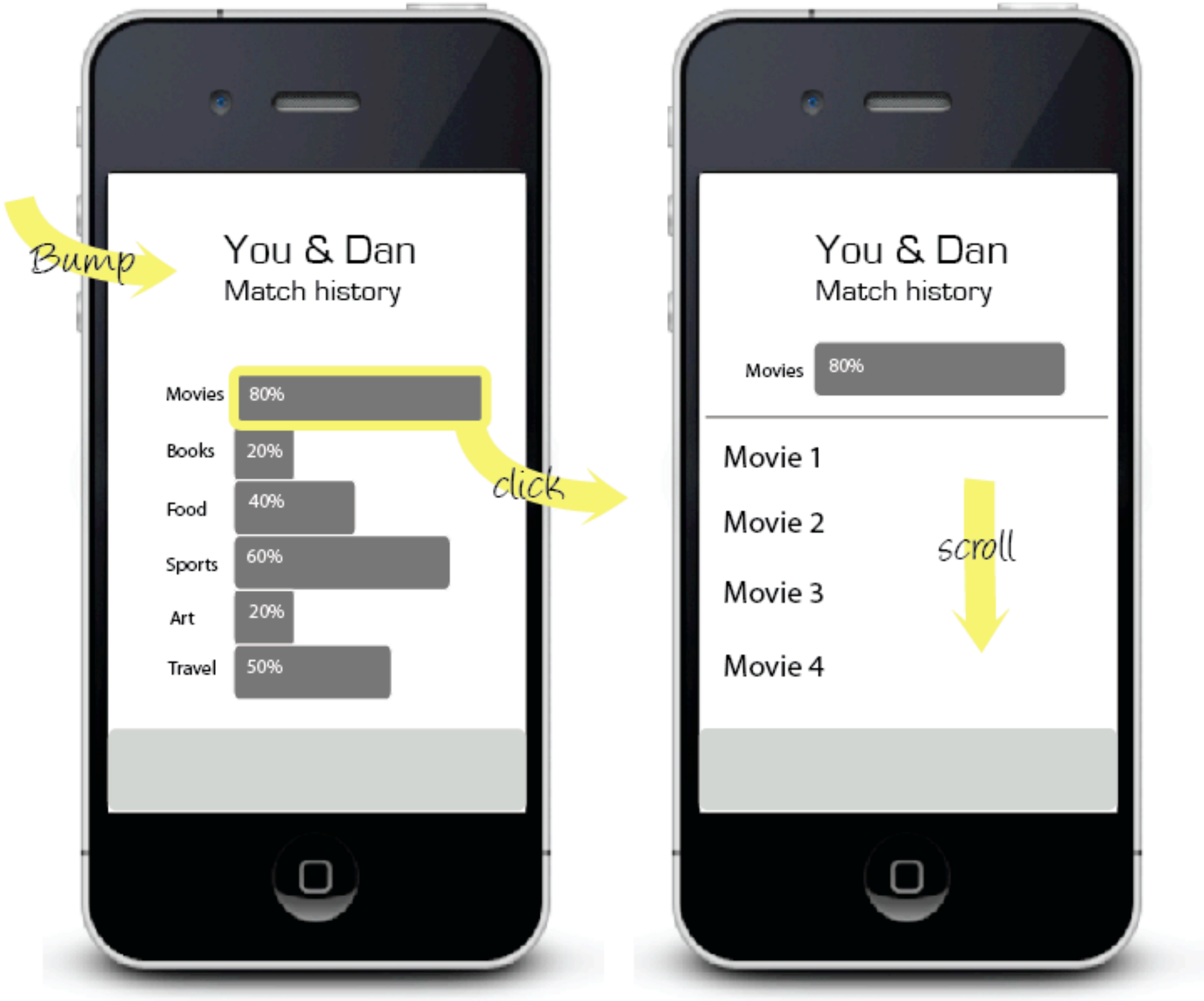
Concept walkthrough

- Preferences, Changes, Privacy Concerns




If you could leave for vacation tomorrow, where would you go?
"Ryan would go to Bali."
Bump!
If you could leave for vacation tomorrow, where would you go?
"Vanessa would go to Bali."
Bump!


Bump
Sparkz!
Options
Benjamin Shapiro
Programmer at DISQUS
Went to school at University of California - Berkeley, 2014
Loves to eat Sushi, Korean food, and African cousine.
He listens to classical music, acoustic music, and alternative rock.
He's travelled to Italy, Spain, and Portugal.
Some other awesome fact here.
You both answered:
Could you date someone who was really messy?
Benjamin answered:
Yes
Explanation:
This is where he could explain his answer in more detail and explain why.
You answered:
No
Explanation:
This is where he could explain his answer in more detail and explain why.


Bump
You & Dan
Match history
Movies
80%
Books
20%
Food
40%
Sports
60%
Art
20%
Travel
50%
click
You & Dan
Match history
Movies
80%
Movie 1
Movie 2
Movie 3
Movie 4
scroll

FINDINGS

FINDINGS

- **Privacy and Social Expectations**
  - At social events (parties)
  - Networking events
- **General App Usage**
- **Thoughts on "What the Bump?"**
  - On dates: Awkward
  - At parties: Unnecessary
  - At professional events: Expected

FINDINGS

Changes

- Compatibility score/ percentage.
- Handle people that AREN'T compatible
- Focus on professional events
- New use cases: adapt the app to use at weddings

FINDINGS

Questions

- Gamify things?
- Mini-Me (professional) or Opposites-Attract (personal)?
- Could we make all the "match" scores fun or compelling?
- Meet people nearby or find new conversation topics?

USER PROFILES 1.0

- **Daters**
  - Finding commonalities on a first date

- **People at parties**
  - Those who know each other but want to learn something new about their friends

- **People at networking events**
  - Young professionals looking to start conversations with potential colleagues

USER PROFILES 2.0

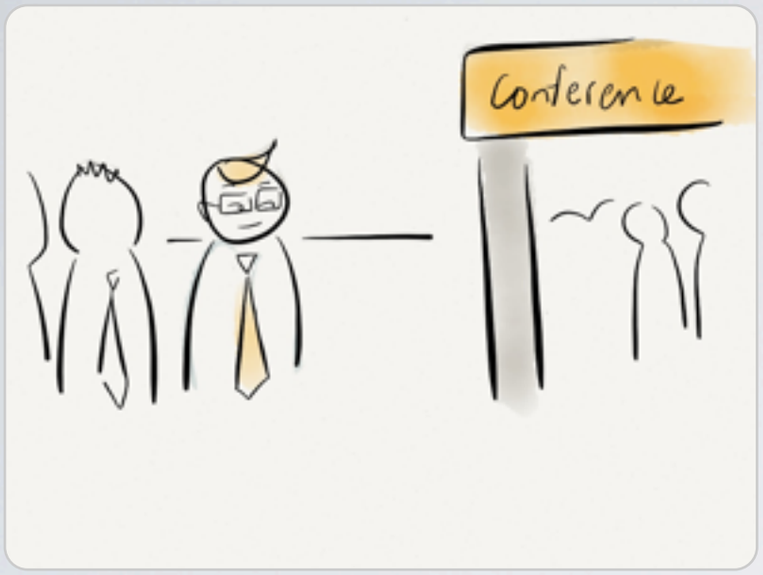
- ~~**Daters**~~
- ~~**People at parties**~~
- **People at networking events**
  - Young professionals looking to start conversations with potential colleagues at
  - Meetups
  - Conferences

USER PROFILES 2.0

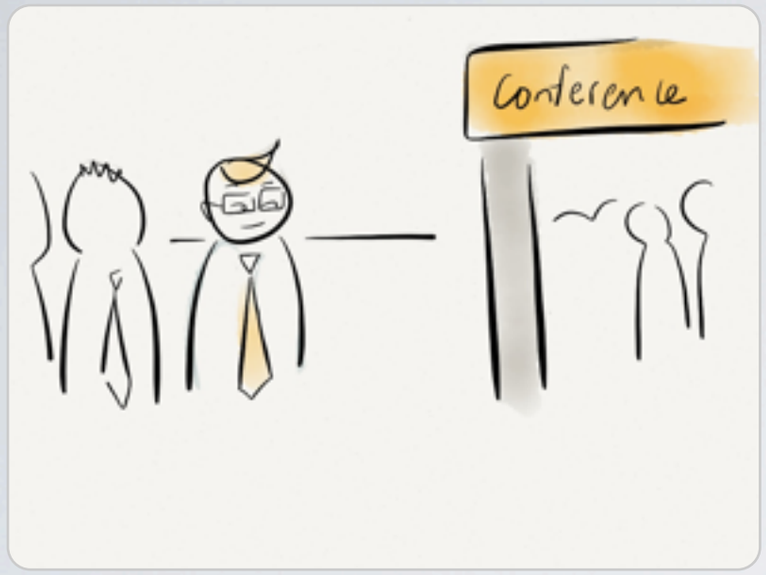
- ~~**Daters**~~
- ~~**People at parties**~~
- **People at networking events**
  - Young professionals looking to start conversations with potential colleagues at
  - Meetups
  - Conferences
- **Personal Events**
  - When hosts try to connect people at an event where people don't know each other
  - Weddings

STORYBOARD 1

Alex at a conference

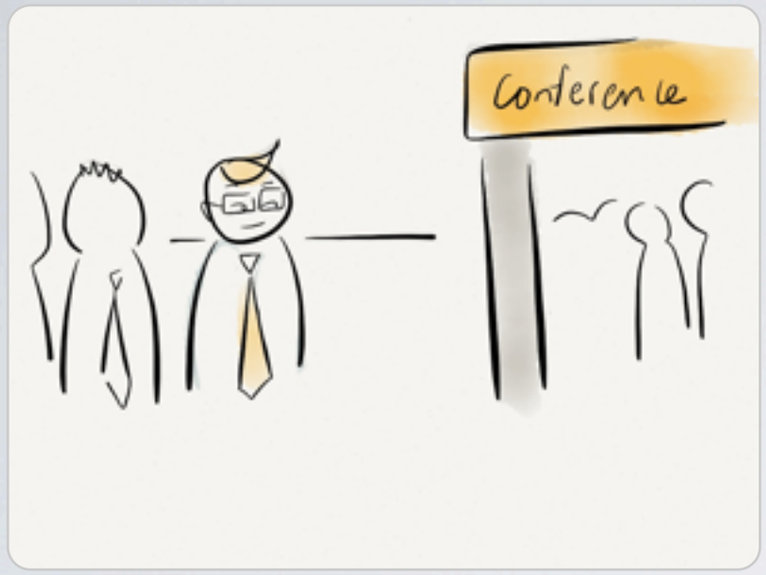


Shot 1: Alex going to a conference



Shot 1: Alex going to a conference

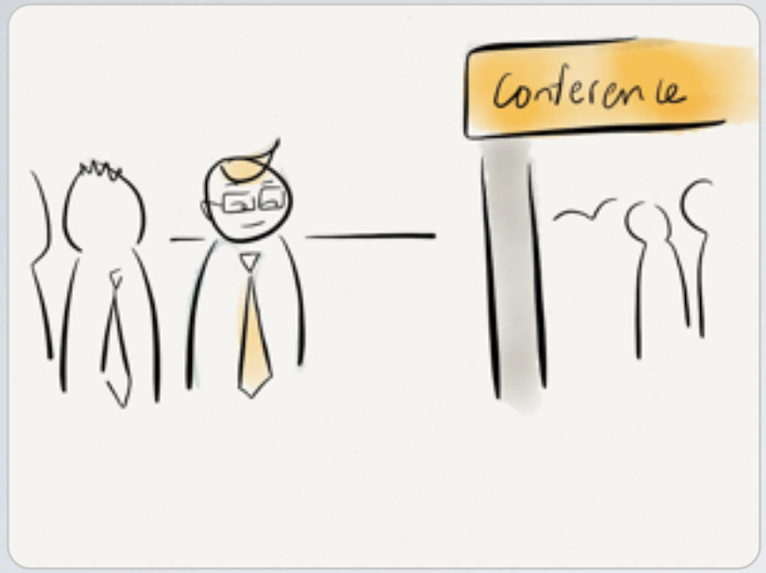
Shot 2: Checking the agenda. Decides to download the app.



Shot 1: Alex going to a conference

Shot 2: Checking the agenda. Decides to download the app.

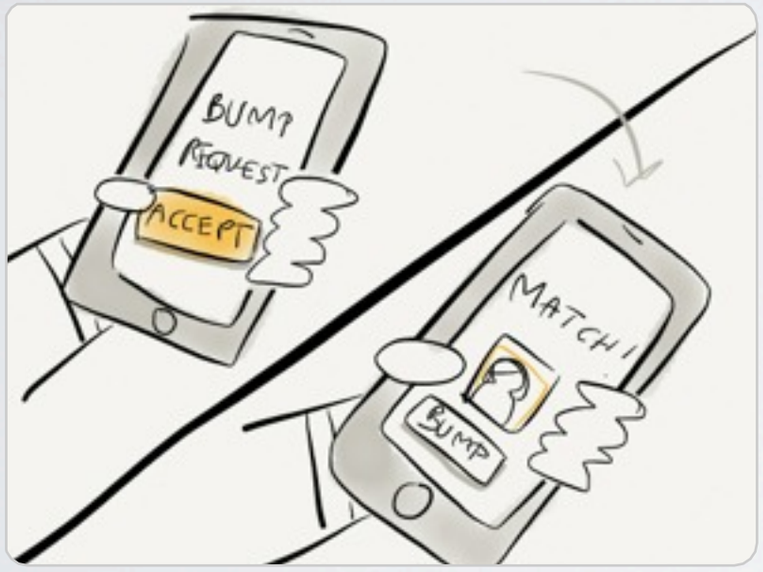
Shot 3: Alex is early, he does not know any of the attendees. His phone rings.



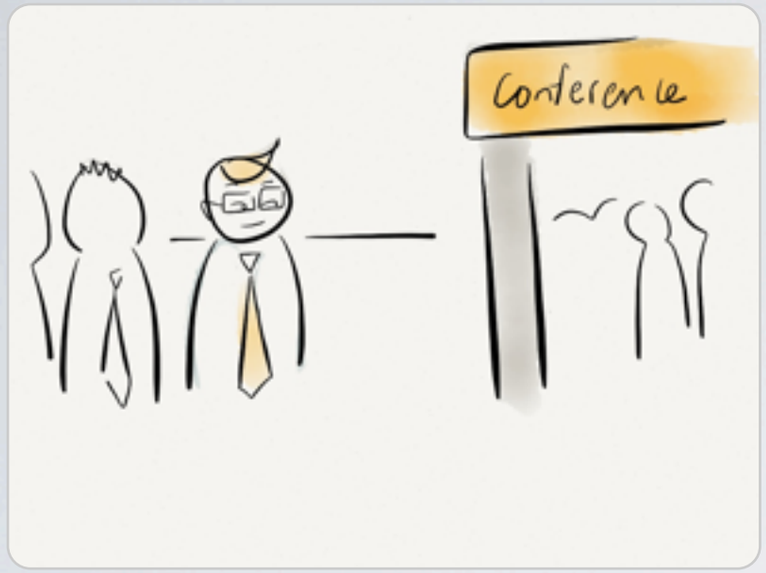
Shot 1: Alex going to a conference

Shot 2: Checking the agenda. Decides to download the app.

Shot 3: Alex is early, he does not know any of the attendees. His phone rings.



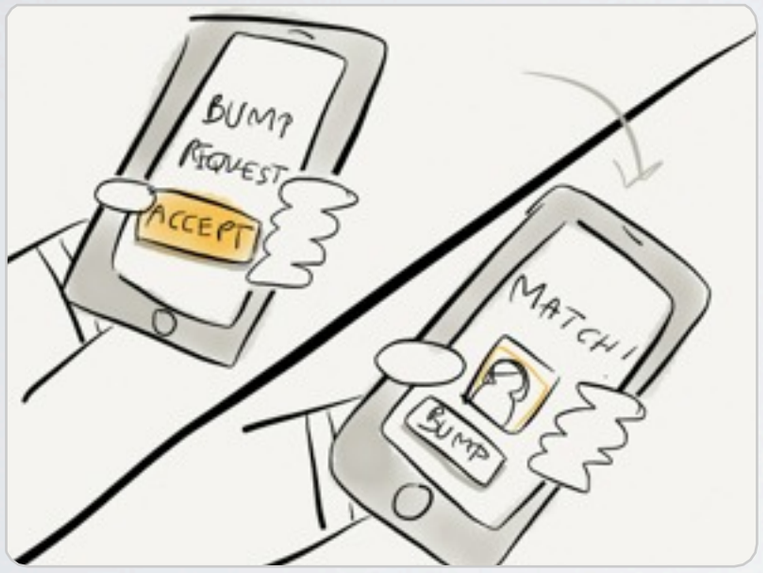
Shot 4: Accepts the bump request, recognizes the profile image



Shot 1: Alex going to a conference

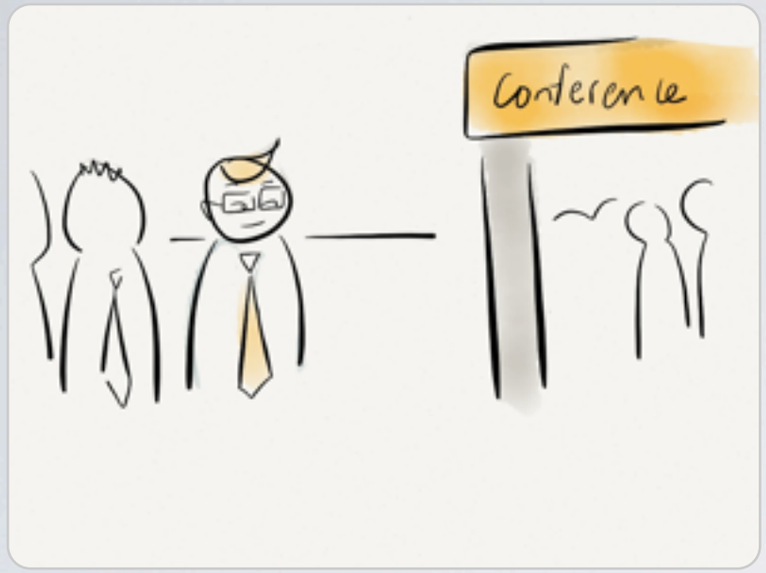
Shot 2: Checking the agenda. Decides to download the app.

Shot 3: Alex is early, he does not know any of the attendees. His phone rings.



Shot 4: Accepts the bump request, recognizes the profile image

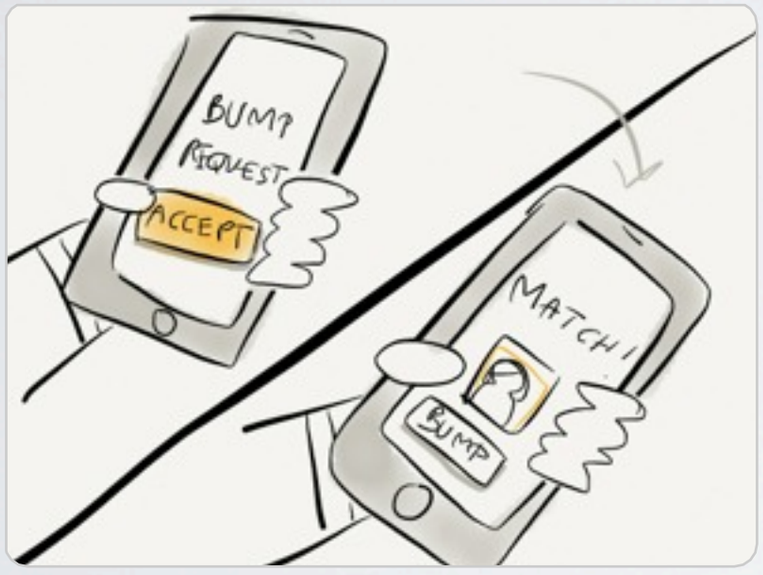
Shot 5: .. And a conversation starts



Shot 1: Alex going to a conference

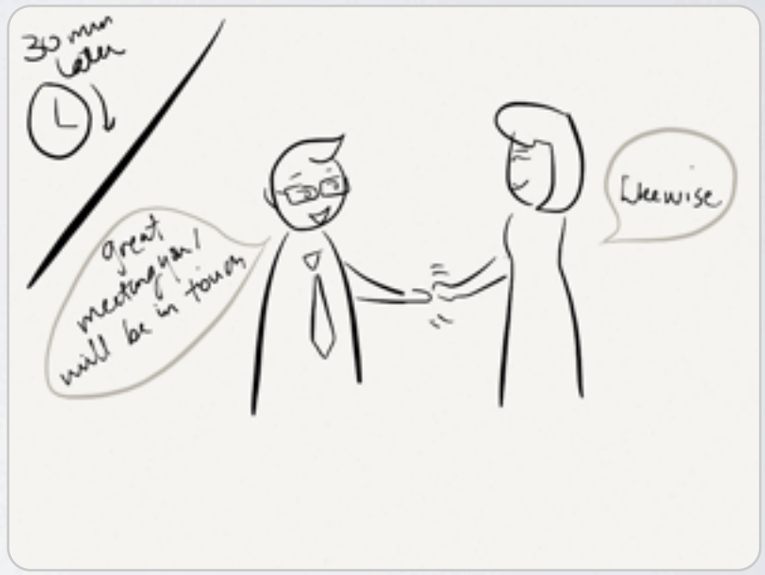
Shot 2: Checking the agenda. Decides to download the app.

Shot 3: Alex is early, he does not know any of the attendees. His phone rings.



Shot 4: Accepts the bump request, recognizes the profile image

Shot 5: .. And a conversation starts



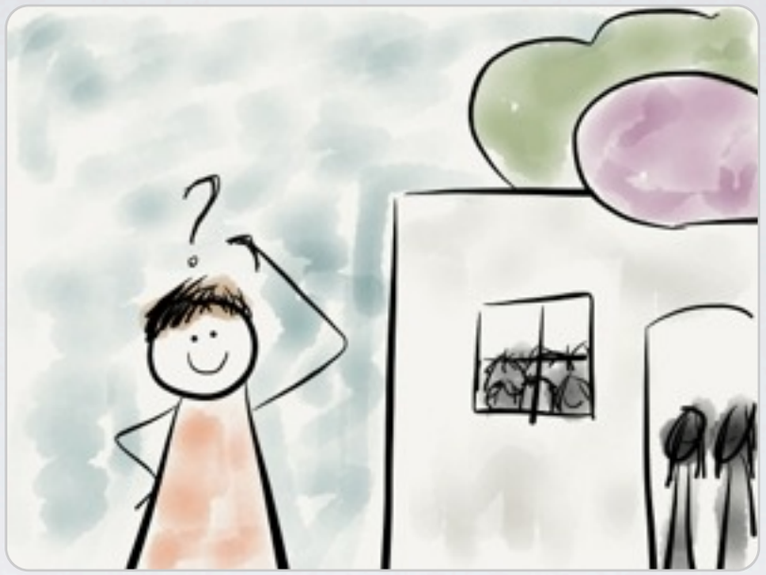
Shot 6: The start of a successful partnership!

STORYBOARD 2

James at a networking event

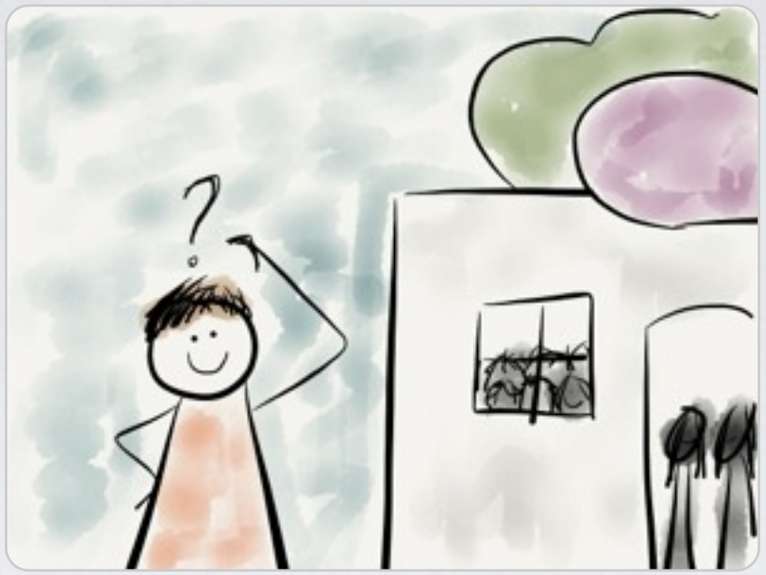
James RSVPed to a UX Designers happy hour meet up online. He's super excited to go and meet other UX designers in San Francisco.

James RSVPed to a UX Designers happy hour meet up online. He's super excited to go and meet other UX designers in San Francisco.



James arrives at Churchill Bar at 8pm by himself not knowing anyone. Since it's a bar meet up, nobody has name tags and he can't even tell who is there for the meet up or who is there just hanging out on their own accord.

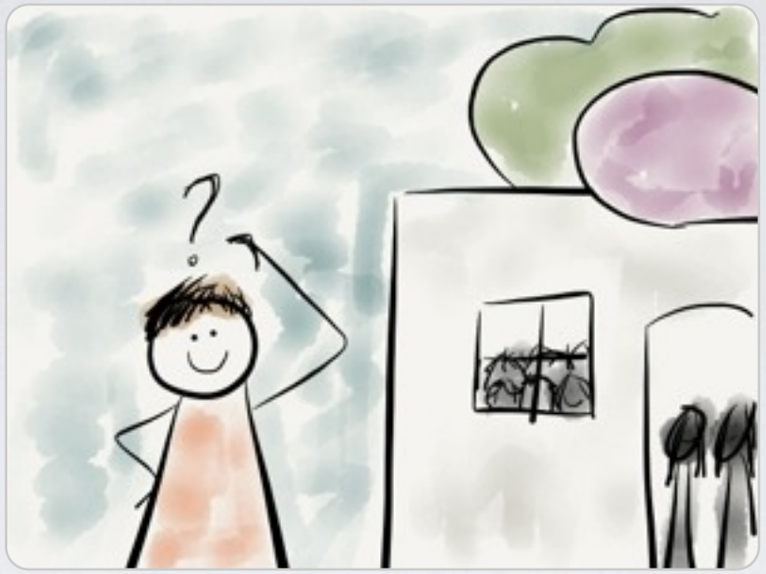
James RSVPed to a UX Designers happy hour meet up online. He's super excited to go and meet other UX designers in San Francisco.



James arrives at Churchill Bar at 8pm by himself not knowing anyone. Since it's a bar meet up, nobody has name tags and he can't even tell who is there for the meet up or who is there just hanging out on their own accord.

He pulls out What The Bump and checks into the UX Designers Happy Hour Event and sees there are already 26 members checked-in.

James RSVPed to a UX Designers happy hour meet up online. He's super excited to go and meet other UX designers in San Francisco.

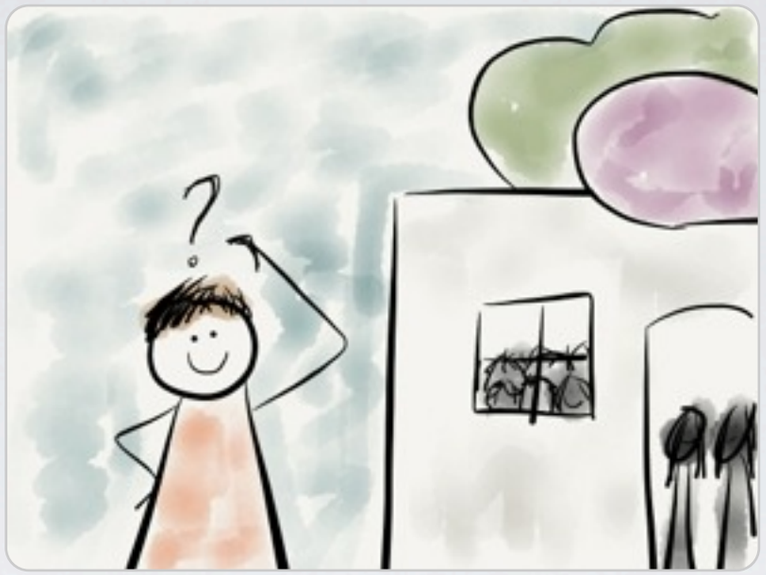


James arrives at Churchill Bar at 8pm by himself not knowing anyone. Since it's a bar meet up, nobody has name tags and he can't even tell who is there for the meet up or who is there just hanging out on their own accord.

He pulls out What The Bump and checks into the UX Designers Happy Hour Event and sees there are already 26 members checked-in.

Doing a quick scan of the bar he sees another guy by himself who's on the list as well. James goes over and introduces himself as another UX designer also there for the happy hour meet up.

James RSVPed to a UX Designers happy hour meet up online. He's super excited to go and meet other UX designers in San Francisco.



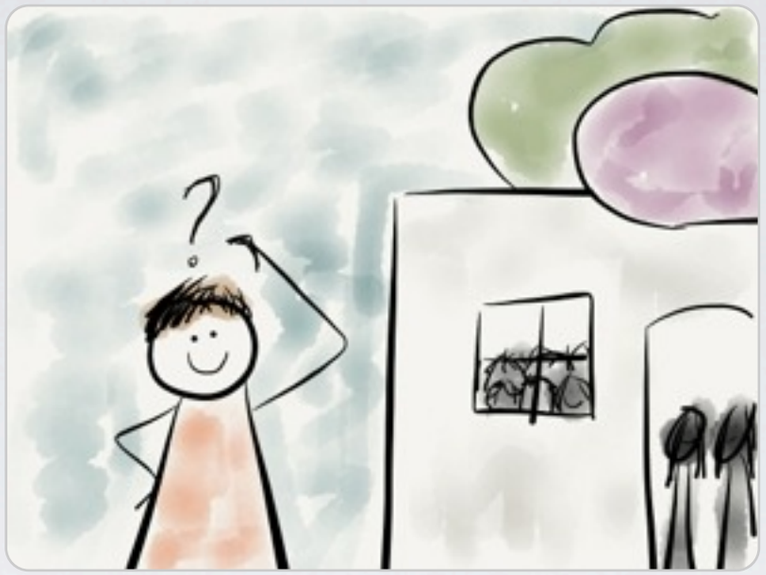
James arrives at Churchill Bar at 8pm by himself not knowing anyone. Since it's a bar meet up, nobody has name tags and he can't even tell who is there for the meet up or who is there just hanging out on their own accord.

He pulls out What The Bump and checks into the UX Designers Happy Hour Event and sees there are already 26 members checked-in.

Doing a quick scan of the bar he sees another guy by himself who's on the list as well. James goes over and introduces himself as another UX designer also there for the happy hour meet up.

The two of them Bump via What The Bump.

James RSVPed to a UX Designers happy hour meet up online. He's super excited to go and meet other UX designers in San Francisco.



James arrives at Churchill Bar at 8pm by himself not knowing anyone. Since it's a bar meet up, nobody has name tags and he can't even tell who is there for the meet up or who is there just hanging out on their own accord.

He pulls out What The Bump and checks into the UX Designers Happy Hour Event and sees there are already 26 members checked-in.

Doing a quick scan of the bar he sees another guy by himself who's on the list as well. James goes over and introduces himself as another UX designer also there for the happy hour meet up.

The two of them Bump via What The Bump.

They find out that they both love Taylor Swift and Sushi (and of course UX Design). A friendship and business partnership follows.

STORYBOARD 3

Liz at a wedding

Liz and Adam are getting married. On their wedding website, they invite their guests to use What the Bump to help people meet each other

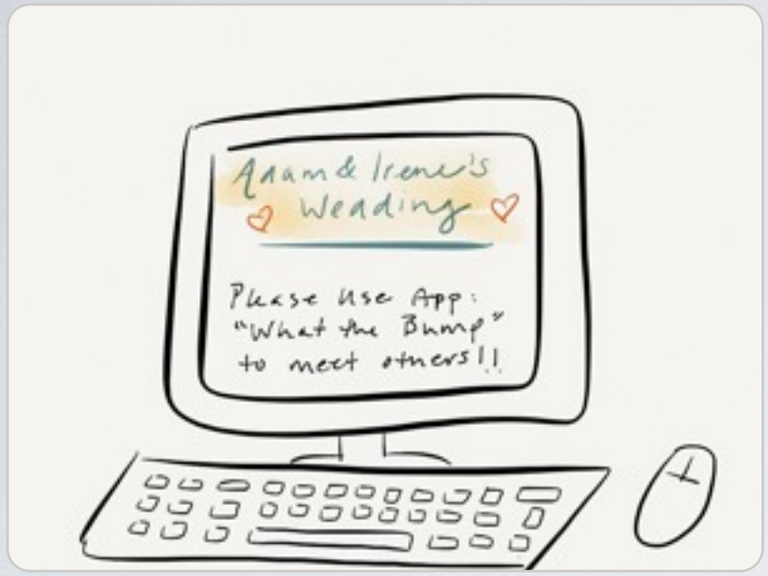
Liz and Adam are getting married. On their wedding website, they invite their guests to use What the Bump to help people meet each other

Many of the guests live in the same cities or have things in common, but they don't all know each other

Liz and Adam are getting married. On their wedding website, they invite their guests to use What the Bump to help people meet each other

Many of the guests live in the same cities or have things in common, but they don't all know each other

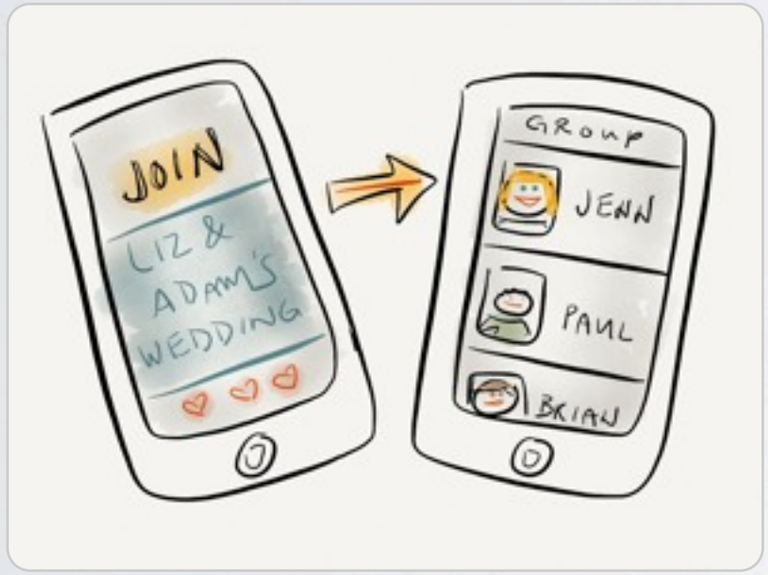
Liz has heard from Irene that there are guests at the wedding that she should get to know, but she isn't sure how to find them.



Liz and Adam are getting married. On their wedding website, they invite their guests to use What the Bump to help people meet each other

Many of the guests live in the same cities or have things in common, but they don't all know each other

Liz has heard from Irene that there are guests at the wedding that she should get to know, but she isn't sure how to find them.

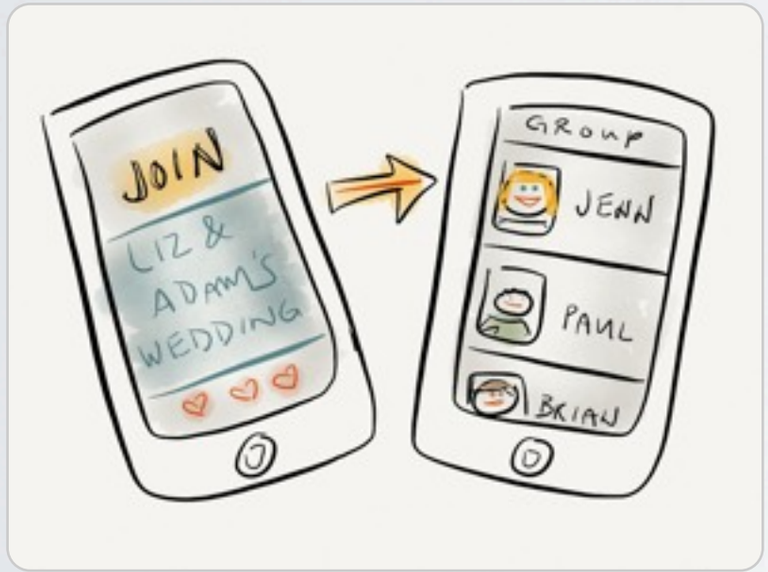


At the reception, Liz opens What the Bump and joins the wedding group. A person in the group, Jenn, is standing closeby.

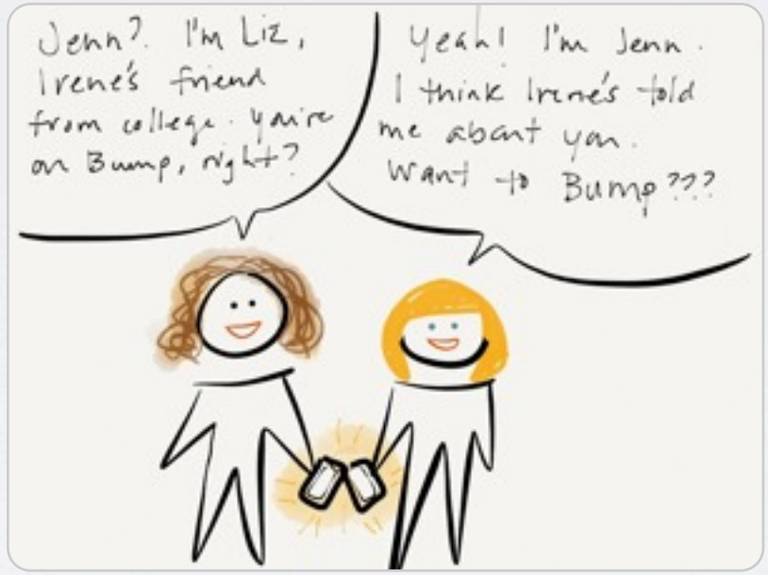
Liz and Adam are getting married. On their wedding website, they invite their guests to use What the Bump to help people meet each other

Many of the guests live in the same cities or have things in common, but they don't all know each other

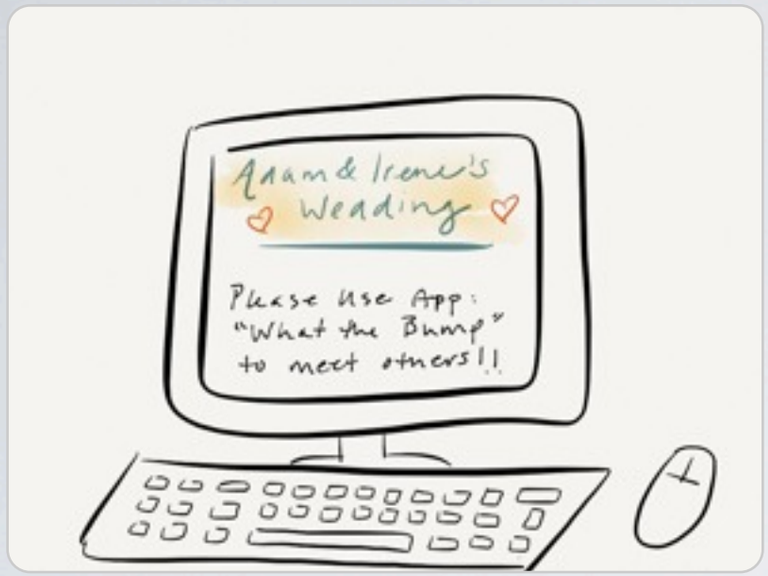
Liz has heard from Irene that there are guests at the wedding that she should get to know, but she isn't sure how to find them.



At the reception, Liz opens What the Bump and joins the wedding group. A person in the group, Jenn, is standing closeby.



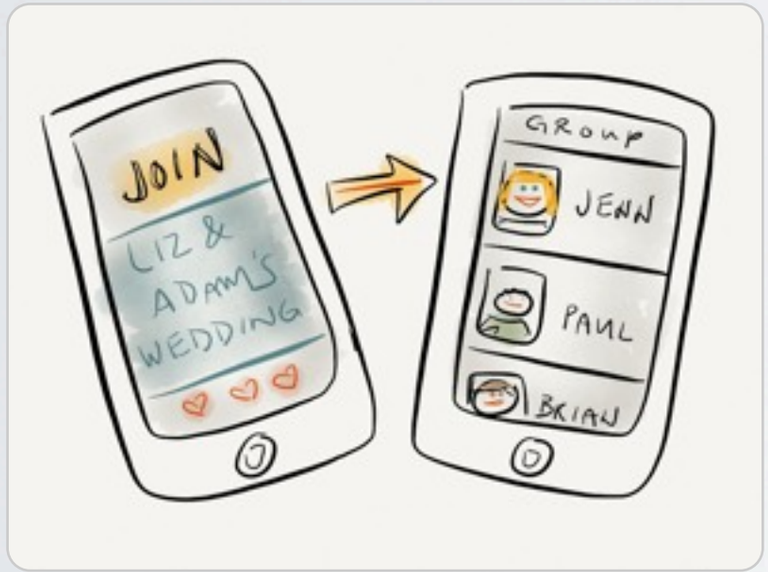
Liz goes over to Jenn and introduces herself. She mentions that she saw Jenn on What the Bump. Jenn suggests bumping to see what they have in common.



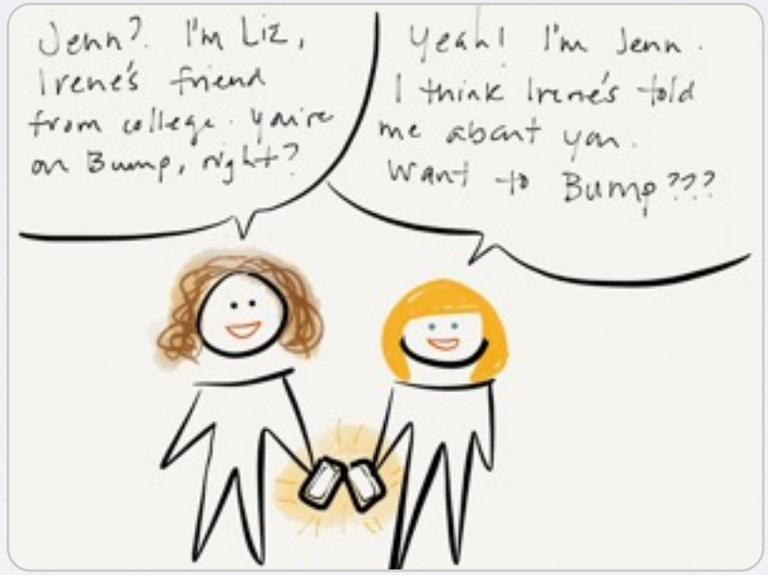
Liz and Adam are getting married. On their wedding website, they invite their guests to use What the Bump to help people meet each other

Many of the guests live in the same cities or have things in common, but they don't all know each other

Liz has heard from Irene that there are guests at the wedding that she should get to know, but she isn't sure how to find them.



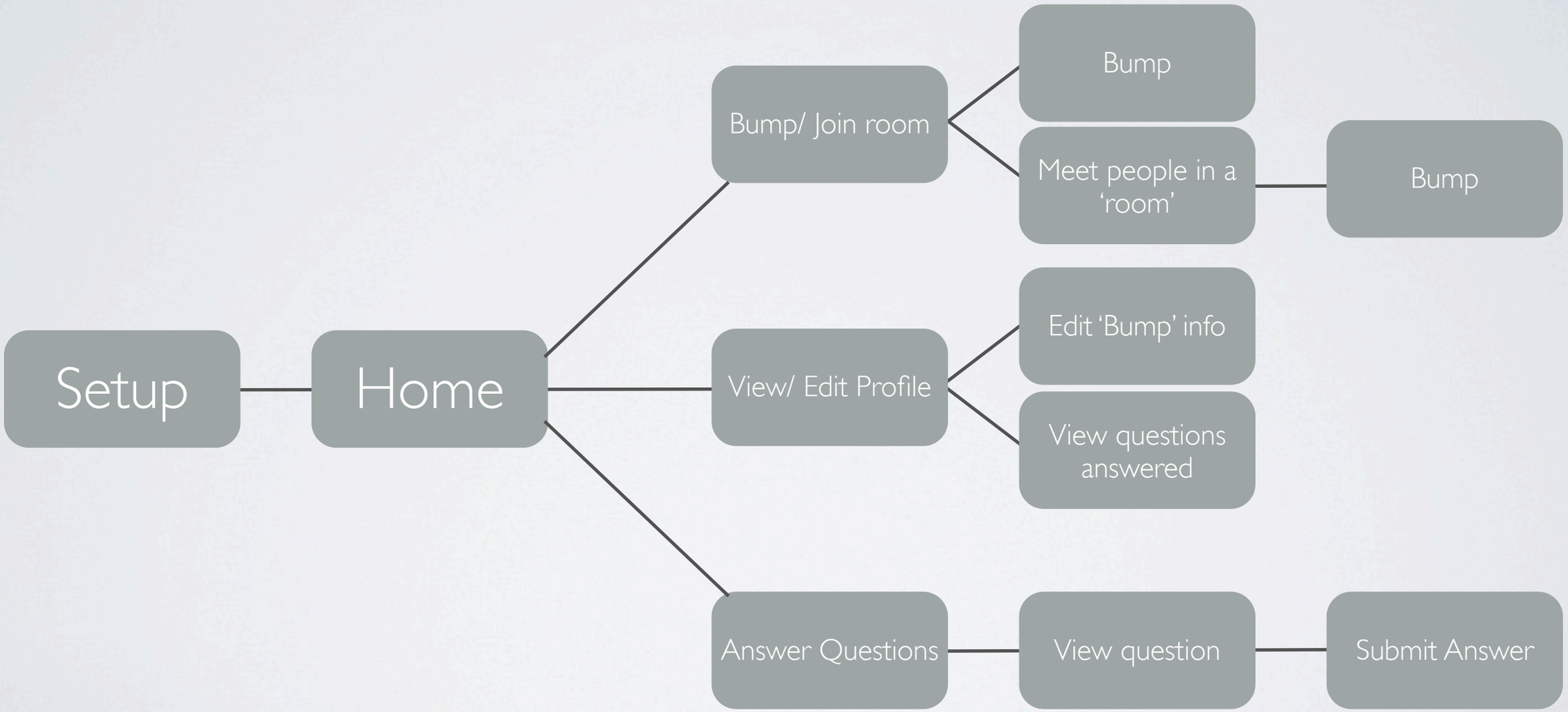
At the reception, Liz opens What the Bump and joins the wedding group. A person in the group, Jenn, is standing closeby.



Liz goes over to Jenn and introduces herself. She mentions that she saw Jenn on What the Bump. Jenn suggests bumping to see what they have in common.

Liz and Jenn discover that they both live near each other in Washington, DC and that they both love spinning. They make plans to meet after the wedding.

APP MAP


Setup
Home
Bump/ Join room
Bump
Meet people in a 'room'
Bump
View/ Edit Profile
Edit 'Bump' info
View questions answered
Answer Questions
View question
Submit Answer

NEXT STEPS

Tools

- Axure or Keynote

Task focus for first prototype

- "Bump"
- Answer Questions
- Find Matches

THANK YOU!