

## Problem

Newcomers to a city often encounter the same problem: they have difficulty meeting new people outside of their workplace or school. In Seattle, newcomers have grown 20% in the past 8 years while only 29% of them felt welcomed by the local communities. For the newcomers aged from 23-33, they have spare time and money, but feel hard to make the first step to meet

people due to the discrepancies in background, culture.

In our primary research, we found that people meet new friends by being at the same place and engaging in same activities, similarities in interests and past experiences help enhance their chances of becoming real friends.



## Approach

### A social game

- > A stand-alone app
- > Recommendation algorithm based on geolocation
- > Check-in System
- > Chat System
- > Mission System



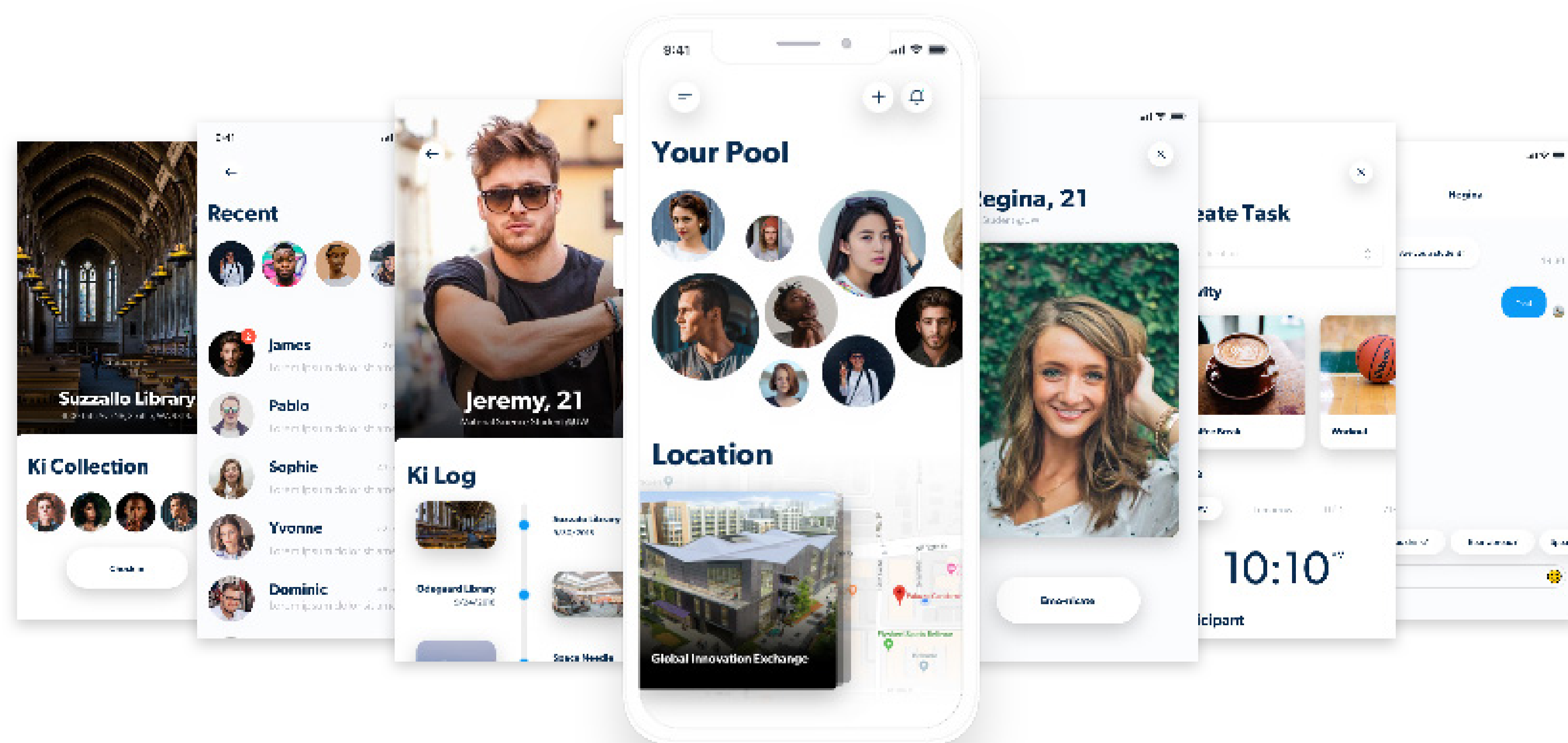
Affinity Analysis from User Study



Group critique in session

## Solution

A social interaction game to enhance the friend-making experience.



Screens from Kico App