

CRACKLE

The ultimate Ice-breaker



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Summary

In the age of Digital Identities, it is hard to keep track of all interactions on the web let alone think about their quality and where they're leading. This project is a small discourse on the subject and a realization of interpersonal interactions involving Millennials and Gen-Z.

With an aim to understand the larger social media interaction system and to realize its shortcomings, we did a study on different types of users to gauge what goes through their minds while engaging with anyone online via Social Media.

Within the realized system we found out gaps where we can contribute and Hypothesized some assumptions. After validating our Hypotheses, a general direction of improving the quality of social media interactions by comparing with Real-life counterparts was taken for the design brief.

After the brief, ideations were done on the said statement which lead us to building a concept of an Icebreaker tool, CRACKLE. The Tool is a web-based application with free-limited use restriction which helps people get talking in closed group environments.

The tool aims to gamify the icebreaking challenge faced in institutions by providing anonymous discussions on relevant topics, forcing users subtly to talk one-on-one and incentivizing once they choose to reveal their identities personally in a duplex chat. The incentives can also be customized by administrators to suit their requirements and help get the group to talking terms in a faster way.

Secondary Research

We conducted Secondary Research to understand how interactions on social media really work, the effect it has on them and their reaction towards it. We made a Rich Picture that branches out the current journey of how the social media interactions usually take place.

Primary Research

To understand the social interactions in first person, we interviewed some people to get to know their perspective. Since major digital interaction takes place between young adults we chose the age range of 18-25.

Findings

After the Secondary and Primary Research we classified our findings into Enablers and Prohibitors. Further we created affinity clusters of the same to understand the themes evident therein.

Gaps

Once we received a clarity on the opinion and insights from the research, we went ahead and searched for the gaps in the system and where we could potentially intervene to create or redesign a system. We found some interesting gaps like:

- Social Media privacy is a false truth
- Digital Interactions don't feel natural/fluid
- Some people don't want to reveal their identities/opinions to others due to fear of judgement

Hypothesis

Based on the gaps, we created our Hypothesis :

To verify our Hypothesis we conducted online surveys with 42 participants and a Focused Group Discussion with a group of 6. We ended up choosing the below Hypothesis to move ahead with as it was the most relevant and was the most validated.

“If there are more definite and original ways to interact, people would interact better and naturally, because people feel constrained due to the arbitrary nature of Digital Interactions. ”

Design Brief

Once we got our Hypothesis validated, we went ahead to create the Design Brief by using the Hypothesis as a base.

“To Design a way to engage more of India's Young adults' to interact actively on Social Media so that they can have genuine and wholesome interactions”

Ideation

Keeping the Design Brief in mind, we ideated over 60 ideas with the help of more research and used ideation tools like Round Robin, Brainstorming and Crazy 8.

We finally boiled down to Best of 4 ideas using the Idea Shopping Cart and brainstormed to build on them further and incorporate some of them into one major idea.

Crackle

Crackle is an Icebreaker Tool to get to know you friends and colleagues better - Comment on the prompts asked and bond with anyone whose comment catches your attention. The tool is basically a catalyst to boost first-meet interactions in closed group environments but can also be used as a way to bond better with known people, too.

Impact

- Best suited for closed groups
- Flexible enough to be used in any geography
- Gamified Icebreaking
- Easy to setup by any organization
- Custom incentives
- Always relevant
- Helps people open up
- Provokes people to get out of their seats

Scope

- Fits right in with the existing Social Media Ecosystem
- Boosts physical relations with digital means
- Can be implemented in a free limited-use model
- Potential for tie-ups with organizations

Team

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