

NEW
03

Connections

Handshake
the mobile
social network

Location: Chicago, Illinois
Wants to: connect with: interior designers, Cubs fans,
folk rock enthusiasts, vintage camera collectors
Music: Vampire Weekend, Tokyo Police Club
Current Trends: Debonair Social Club, Wolf Camera,
Chipotle, Starbucks Coffee.
Good Friends: Mark, Cindy, Julie, Matt.

01
Connection

Name: Jon
Location: Milwaukee, Wisconsin
Other Users Nearby: 3
Wants to connect with: Artists, Musicians
Music: Phoenix, NGMT
Current Trends: Architecture, Coffee Shop
Good Friends: Cindy, Marty, Debbie

00 Intro

This project started with a simple question: How can I connect with people that have the same specific interests that I do? From Alfred Hitchcock to imported Italian wool, these specific interests rarely come out in conversation.

I knew that people with the same specific interests were bound to share the same social space that I did. I wanted to be able to connect with them in a modern way that could be easily distributed and used widely,

Handshake was created to bridge that gap. Originally intended as a conversation aid, Handshake grew into a unique Mobile Social Networking Application that connects you with people of similar interests.



04
Connections

Wants to connect with: Artists, Musicians, Architecture, Coffee Shops, Cameras, Cindy, Mary, Debbie

01
Connections

Name: Cynthia
Location: Chicago, Illinois
Other Users Nearby: 2
Wants to connect with: Car Enthusiasts, World of Warcraft Users, Submarine Mechanics.
Music: Metallica, Los Lobos.
Current Trends: Playing Xbox, Art Shows, Bowling.
Good Friends: Andrew

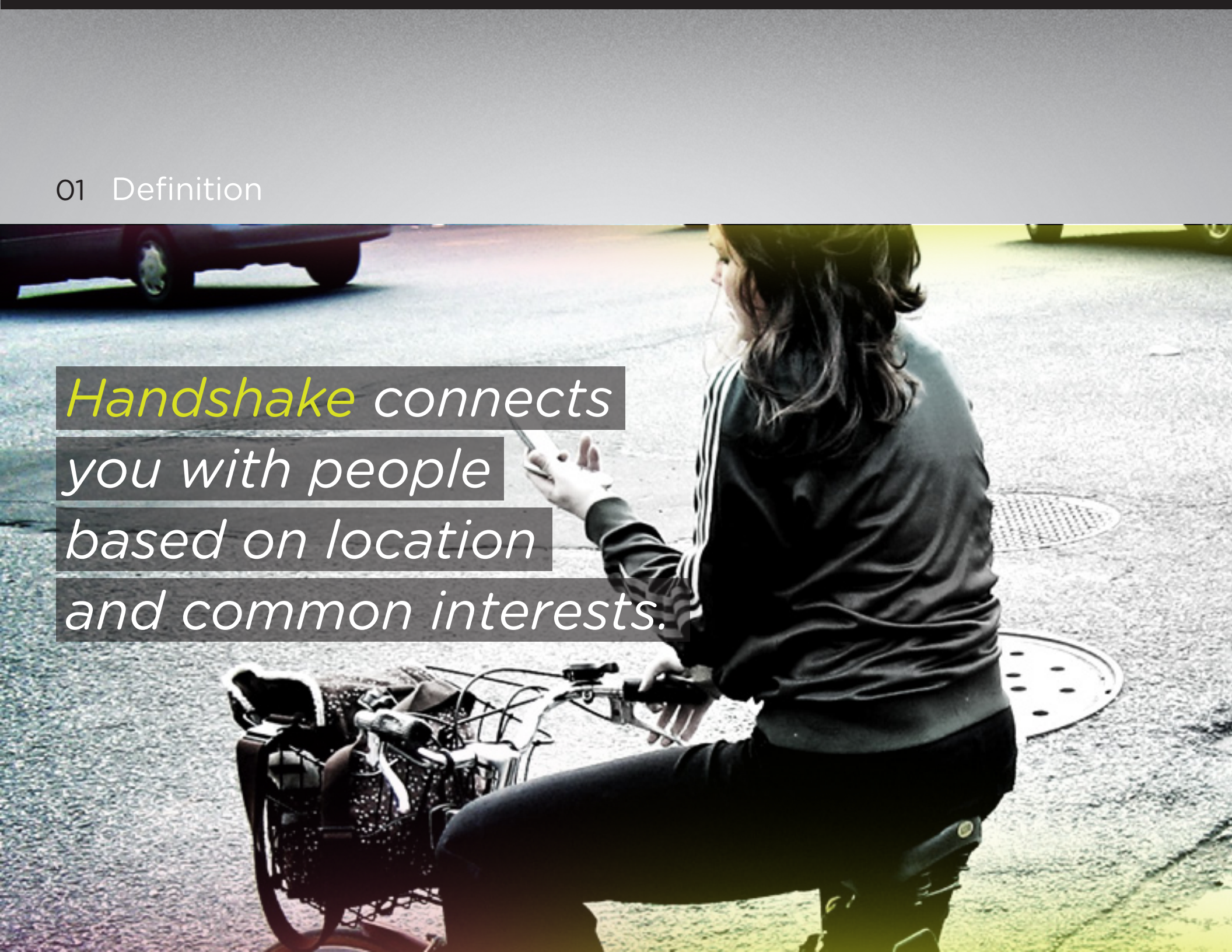
02

Connections

Name: Daniel
Location: Chicago, Illinois
Other Users Nearby: 4
Wants to connect with: Interior designers, Cubs fans, folk rock enthusiasts, vintage camera collectors.
Music: Vampire Weekend, Tokyo Police Club
Current Trends: Debonair Social Club, Wolf Camera, Chipotle, Starbucks Coffee.
Good Friends: Mark, Cindy, Julie, Matt.

01 Definition

Handshake connects you with people based on location and common interests.

A woman with long dark hair, wearing a dark jacket with white stripes on the sleeves and dark pants, is sitting on a bicycle. She is looking down at a smartphone in her right hand. The bicycle has a basket on the front containing some items. The background shows a city street with a manhole cover and a car wheel visible in the distance. The lighting is bright, suggesting daytime.

02 How.

Handshake works in the background on your mobile device. During this time, Handshake searches for other Handshake users, restaurants, and social destinations.

By monitoring your habits, Handshake is able to gain a better understanding; of who you are. It is able to match you with with people, places, and things that are cohesive with your already existing lifestyle.



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Connections

Name: Abigail

Location: Chicago, Illinois

Other Users Nearby: 4

Wants to: connect with: Interior designers, Cubs fans, folk rock enthusiasts, vintage camera collectors.

Music: Vampire Weekend, Tokyo Police Club

Current Trends: Debonair Social Club, Wolf Camera, Chipotle, Starbucks Coffee.

Good Friends: Mark, Cindy, Julie, Matt.

02
01

03 Interests

Handshake gauges your interests by understanding the places you frequent, your friends, and music preferences.

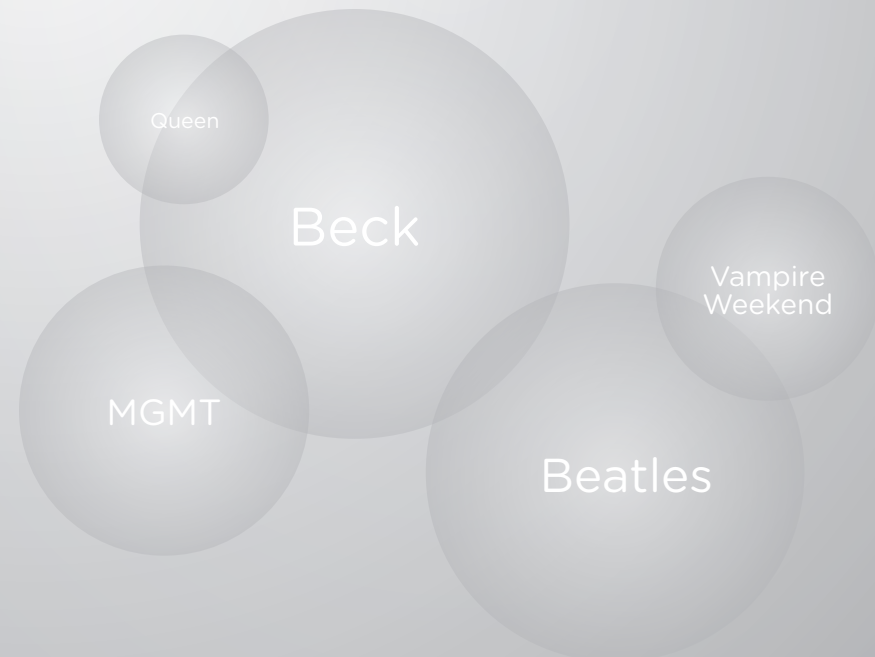
Facebook recognizes your interests as a static list. These lists become outdated quickly, requiring the user to update them periodically. Also, the lists are not used to connect you to you with people of similar interests.

We can use music as an example in how Handshake tracks your interests. Since Handshake tracks your plays, there is no need to update your favorite artists. Handshake can recommend new artists, and connect you with other fans.

Facebook's understanding of your music preferences

- Beck
- Beatles
- MGMT
- Vampire Weekend
- Queen

Handshake's understanding of your music preferences



04 Interface

Two interface concepts were developed to complement the project.

A standard iPhone style interface helps users easily find other Handshake users in their proximity. The interface is similar to other social networking smartphone applications, containing a conventional “home” page, inbox, friends, and privacy controls.

The second interface uses circles to represent Handshake users, which move in real time on the screen. The yellow circle represents you and the grey circles represent other users. The size of each circle reflects interest similarity between you and that user. Additional information can be acquired by selecting a specific circle in your proximity.



iPhone Interface



Circle Interface

05 Privacy

Many potential Handshake users understand the advantages of connecting with people in a public space, but question how Handshake protects them from the people they don't want to interact with.

Privacy controls give you the ability to turn Handshake on or off. An additional "Away" feature disables Handshake's notifications, while still allowing the program to work in the background. This allows you to use Handshake at your convenience without receiving disruptive notifications throughout the day.



06 Additional Features

Destinations

In addition to finding people with similar interests, Handshake can recommend social destinations based on your friends and the places you already frequent.

Hotspot

Handshake Hotspot allows businesses to interact directly with Handshake users. If traffic is slow, businesses can send promotional notifications to users in their proximity. Once Handshake users enter a Hotspot, they are given access to menus, calendar events, and other business related media.



07 Photo Credits

00 Jessica Hische

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