

5 DECEMBER 2025

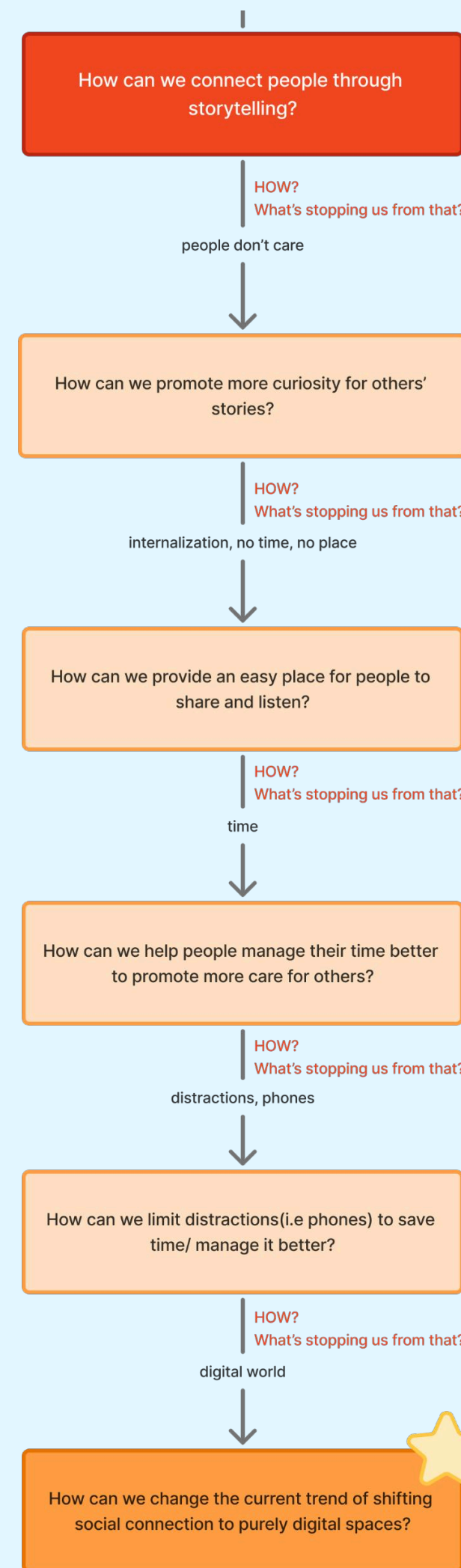
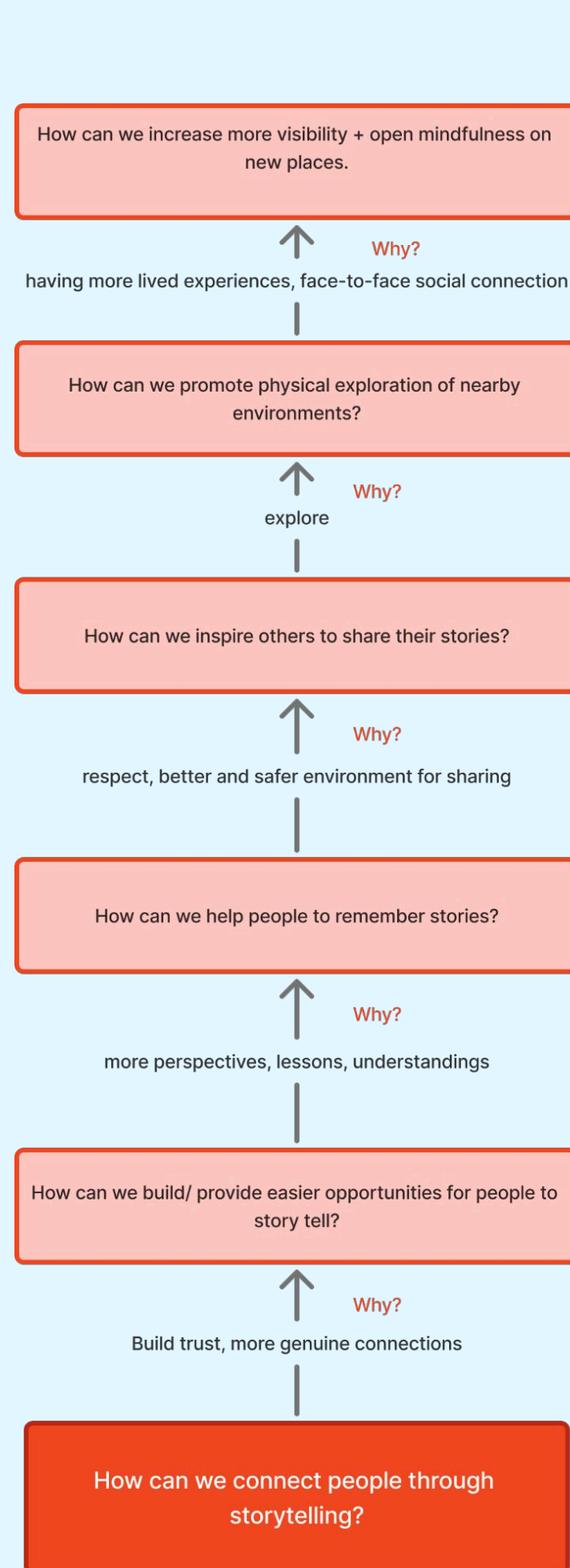
SettledIn

OUR FINAL REFLECTIONS AND LEARNINGS

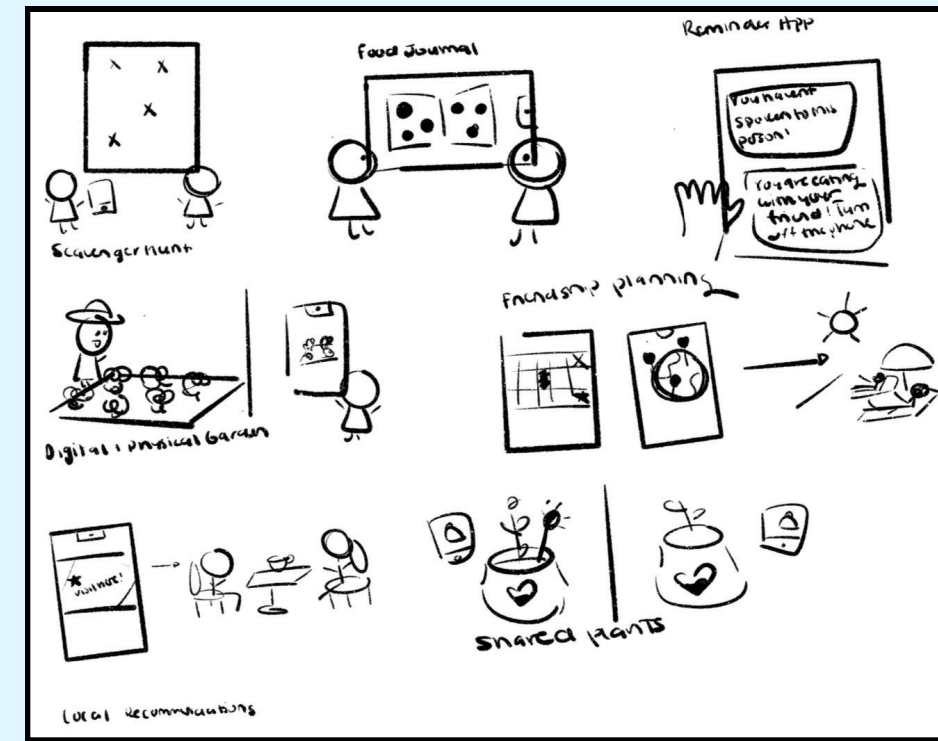
ANNABELLE CHOW, CASS MA, REEM KENSOUH, SAVANNAH XU



WHAT WERE OUR ORIGINAL QUESTIONS & IDEATION?

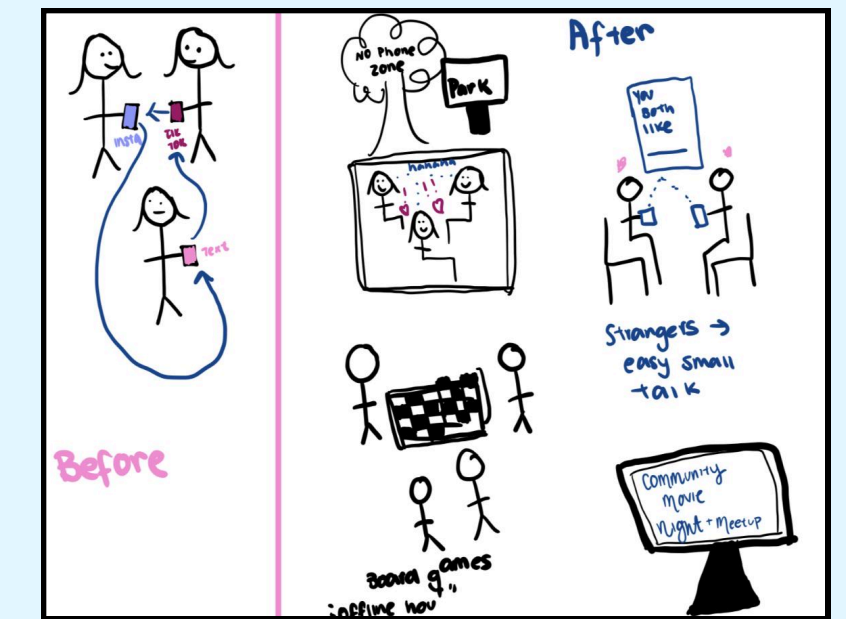


Our initial sketches of what our service could entail

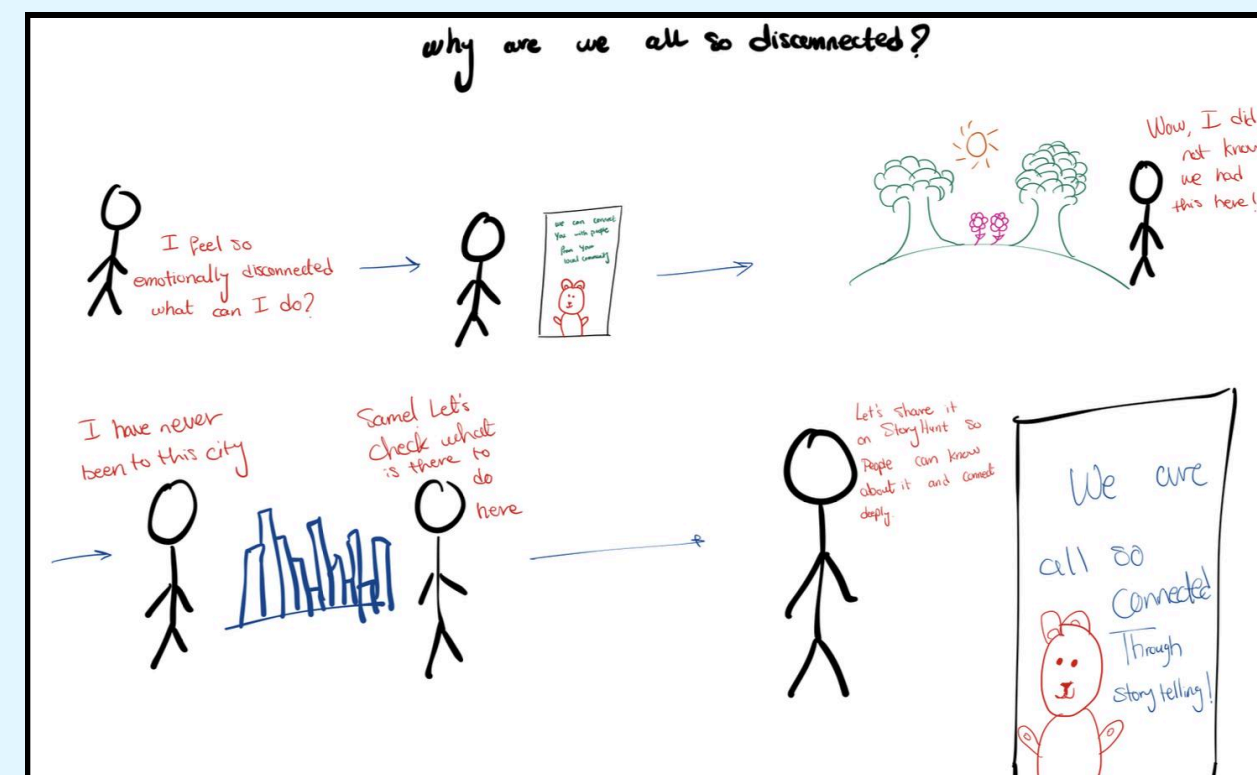


App-based

Similar Interests

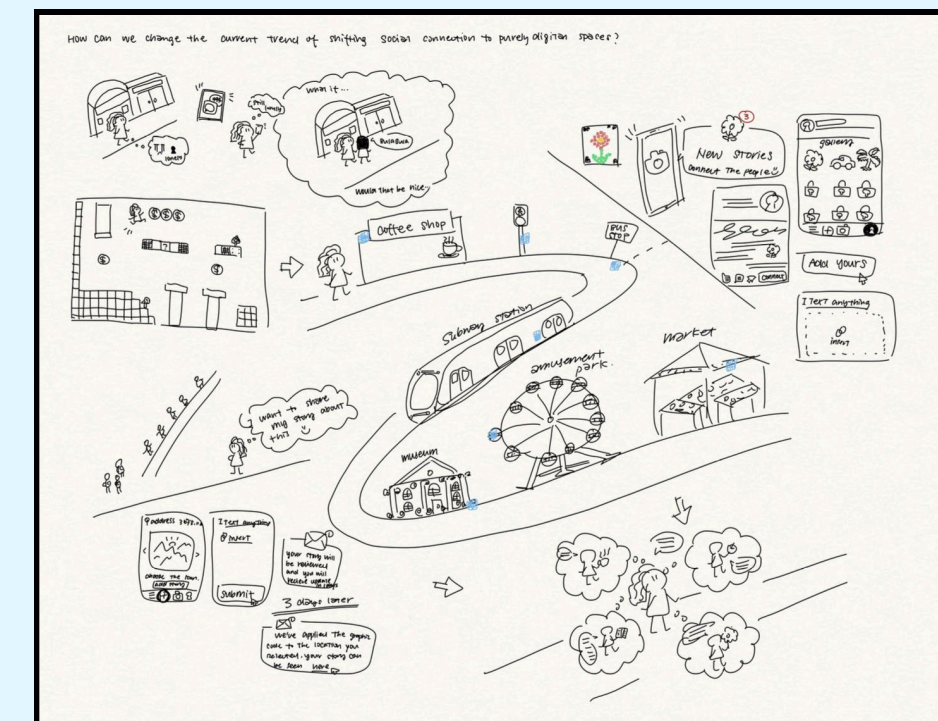


Meeting offline



Share stories

real life exploration



Genuine Connection

With the combination of our POG and our five whys, we identified that this problem frame of **“How can we change the current trend of shifting social connection to purely digital spaces?”**

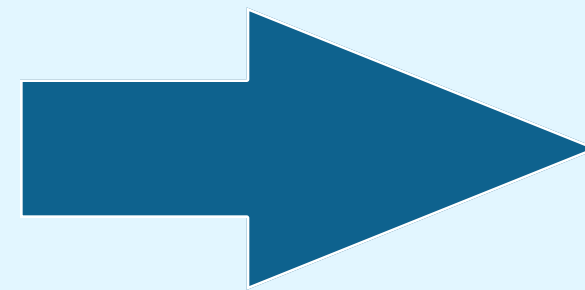
SHIFT TO A NEW IDEA

Meeting offline

Exploration of your city

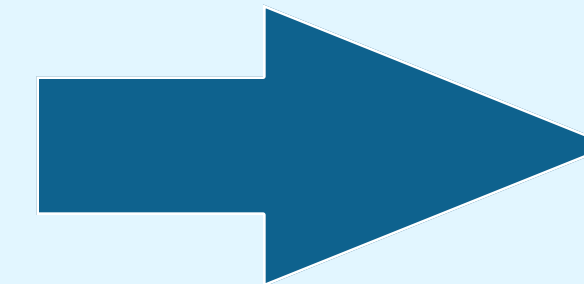
Activity Based

Engaging local Community



Physical installation in local cities

- Installations would show off local community attributes
- Think farmers markets, cultural shows, popup shops, etc
- Find these physical installations via an app
- collect “Badges” upon visiting each installation



Get to know your city better!

Connect offline!

Genuine connections

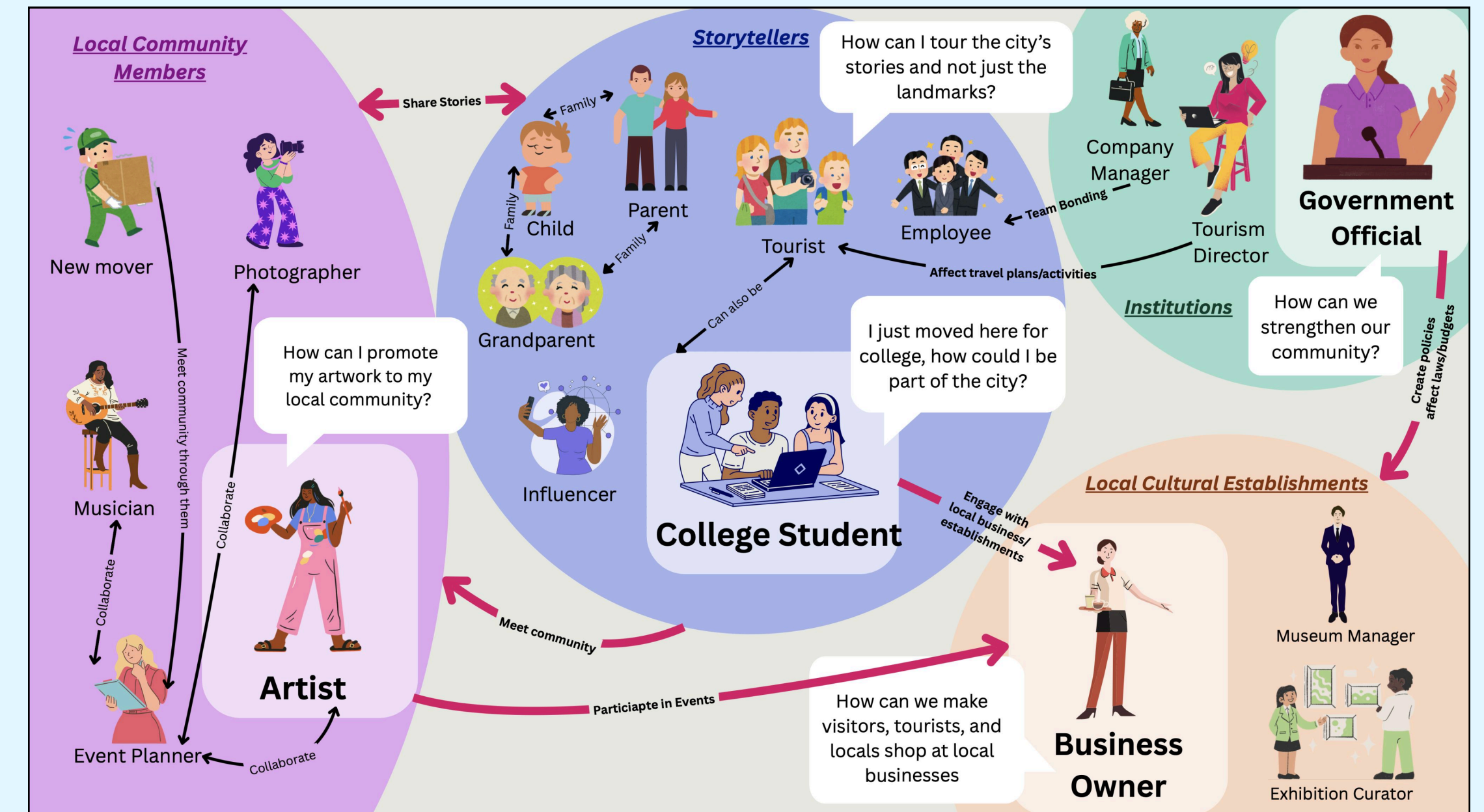
Meet new people!

STAKEHOLDER ---> DISCOVERING THE USER GROUP TO FOCUS

While working on our stakeholder map, we were still a storytelling-based social connection service. But when we tried to identify our stakeholders, we didn't know who should be put in the center. And that's the problem... Who's our **MAIN TARGET USER!**?

During our discussion, we decided to start narrowing things down from the POV of a **college student** (since we all are). And when we narrowed it down, we quickly realized that “yes, *this makes more sense. When people come to a new place for college, they need to explore the city and meet new people.*” They definitely need it more than general local citizens.

Although the concept was still rough at that point—and we hadn't yet landed on “newcomers” as the right term for this group—it was beginning to take shape. **The stakeholder mapping process helped us move from a cloud of vague ideas toward clearer insights about the direction our service needed to go.**



Centered college student who is new to the city BUT haven't find a better word to frame and phrase this “new mover” concept

LEAN CANVAS

This is when we landed on a clear, cohesive word for our user group for the FIRST TIME: **New Movers!** We want to create value for them by **facilitating genuine connections with locals and helping them plug into the community faster and more easily.**

We were not yet sure about the details of **how** we would do that. In our solution section, we basically mentioned general thoughts like a “digital app with local recommendations” and a “physical installations where people can meet.”

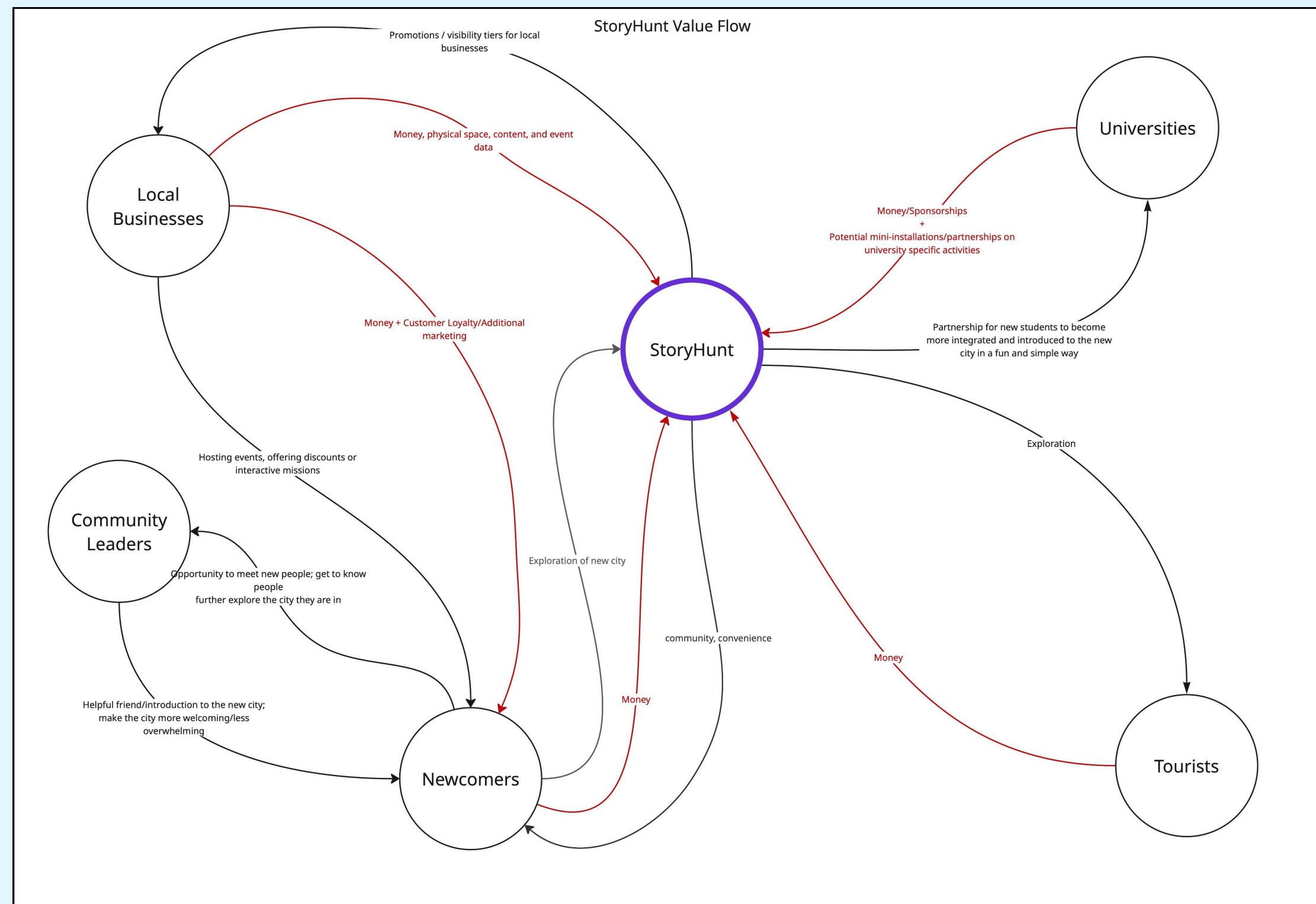
But from this moment on, at least we were very sure about **our value proposition and who we were creating value for!**

Lean Canvas
Designed for: **Story Hunt** 😊
Designed by: **Amabelle C., Cass H., Reem K., Savannah X.**
Date: 11/03
Version: 01

Problem (List your 1-3 problems) • new movers are isolated in the new city they are moving to • new movers are overwhelmed and unable to have a one-stop shop making the moving process even more overwhelming	Solution (Outline a possible solution for each problem) • digitally, we have an app which is the one-stop shop to learning & having the location of places to visit & meet other people • physical mini installation in partnership with local businesses for new movers to meet other people	Unique Value Proposition (Single, clear, compelling message that states why you are different and worth paying attention) Facilitating genuine connections for newcomers with locals & other new ^{comers} businesses through less friction / shortened process of plugging in to the community	Unfair Advantage (Something that cannot easily be bought or copied) local & city leaders facilitating integration into new community.	Customer Segments (List your target customers and users) - New movers - College students - young adults - Business owners
Cost Structure (List your fixed and variable costs) - App development - Marketing - Research - Installation fees - Staff	Key Metrics (List the key numbers that tell you how your business is doing.) Active Users - Business owners - Traffic for local businesses - Participation / turnout	Revenue Streams (List your sources of revenue) - Business owner who wants to host events - Ads - University/orgs that want to partner - Small customer fee to join	Channels (List your path to customers (inbound or outbound)) - physical posters - online advertisements - local business partnerships	

new mover starts to appear

VALUE FLOW DIAGRAM



Introducing buddy-like concept for the first time

We benefited a lot from the in-class discussion within our group and with the professors from our Lean Canvas.

First, we decided to drop the physical installation idea because of the amount of labor and investment. And also for the first time, we introduced in COMMUNITY LEADERS as part of our solution. It's basically the iteration0 of our buddy concept who is in charge of showing the new member in the city around their community.

However, we still have tourists and haven't finalized our buddy concept up till this point.

We lacked focus & clear direction

We had an idea, but didn't feel like we provided clear value. What was our competitive advantage?

WE DISCUSSED WITH THE PROFESSORS REGARDING OUR CONCERNS

During our discussion in class with Professor Vinchesi, she observed that we were trying to address too many issues and encouraged us to focus on the new movers and asked:

“What makes you different from Nextdoor?
What if you had someone knocking on
people's door to help them integrate?”



This led to our buddy system where a local would meet with the new mover.

With additional ideation, we decided to **drop the physical installations** and focus on the local taking the new mover to their favorite local spots and develop their routine. We wanted to **focus** on things that are difficult for the **new mover to easily discover on their own.**

PROTOTYPES: MVP



We decided to go with bodystorming MVP, where we took the roles of the buddy and acted with the new mover (user) to see their comfort. We felt that this form would test our concept the best.

We wanted to test our riskiest assumption:

Do new movers want a buddy? Are they comfortable with this concept? Are they not?

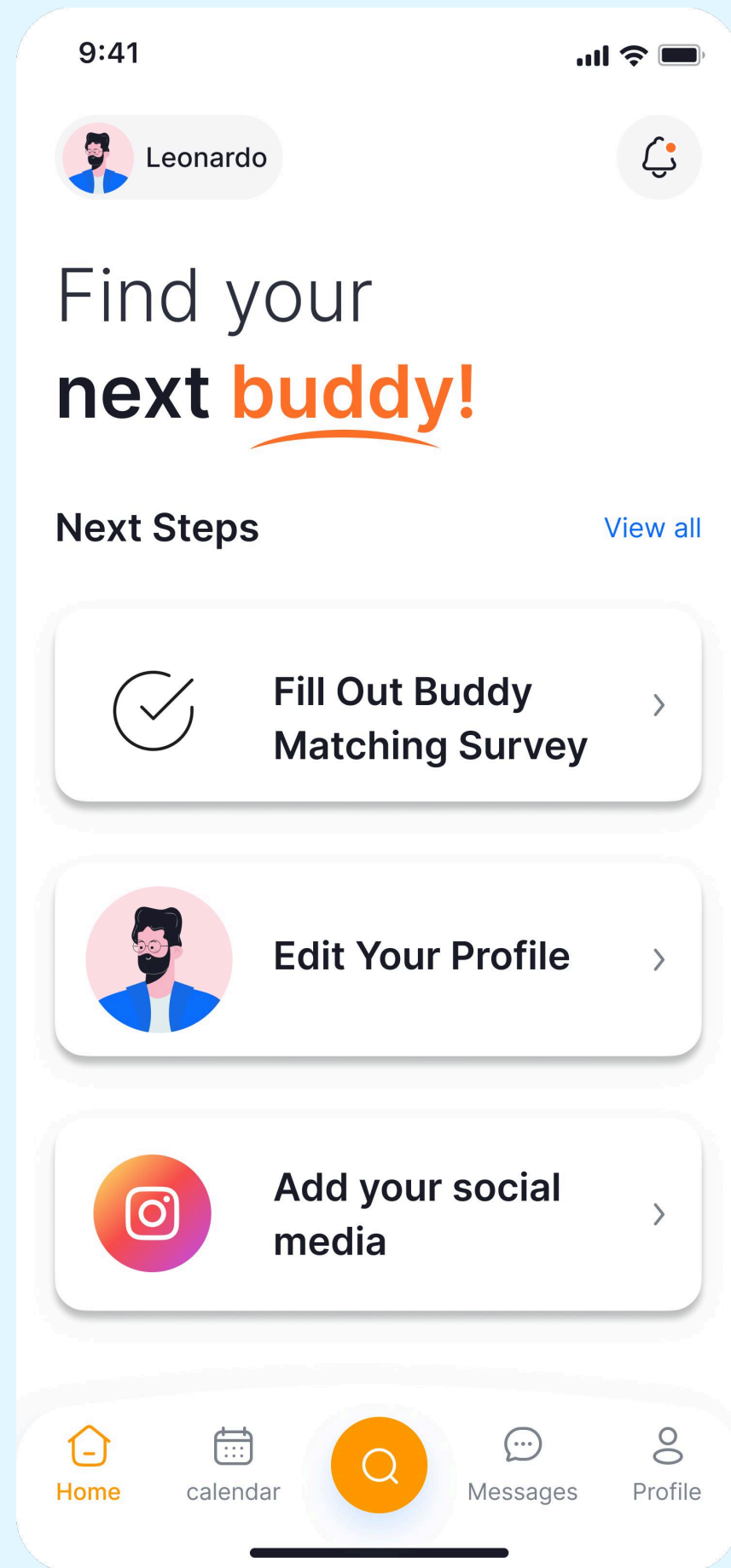
Results of user tests:

We found that majority of our users really liked the concept. They appreciated the uniqueness of having a local guide them to local spots. They did have a couple of concerns:

- **Safety/Privacy**
 - Most users disliked the idea of buddy coming to their home → this felt unsafe
 - **We decided to make the first meeting in a public space (e.g. coffee shops, grocery store, etc.)**
- **Chemistry**
 - Many users were concerned regarding buddy chemistry
 - **In-app messaging for safety and privacy**, while also being able to interact with buddy ahead of time
 - **Matching process be based off of second-degree connections** using their social media so the buddy has some prior connection to the user

PROTOTYPES: OUR KEY WIREFRAMES

To help better visualize the features and how the digital service would work, we created mockups of SettledIn app.



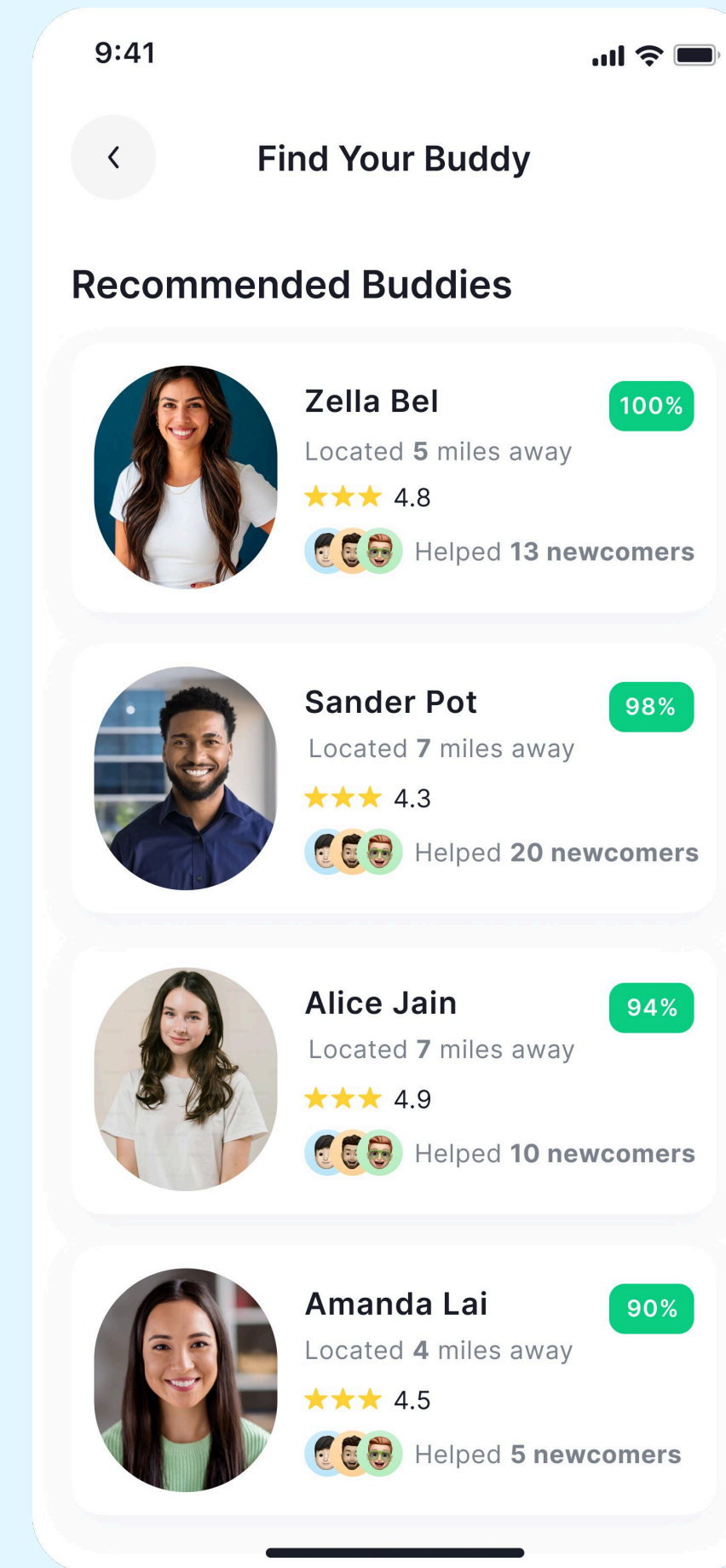
Initial Home Screen

For the initial screen, we made it simple with **three easy steps to make it less overwhelming for our users.**

We first have the **buddy matching survey** that will be based on their interests/hobbies, demographic preferences like gender or age, and additional personality questions to **provide the best match.**

We also have an adding social media option, where the **second-degree connections come to play** and are accounted for in combination with the survey.

1



Matched Buddies List

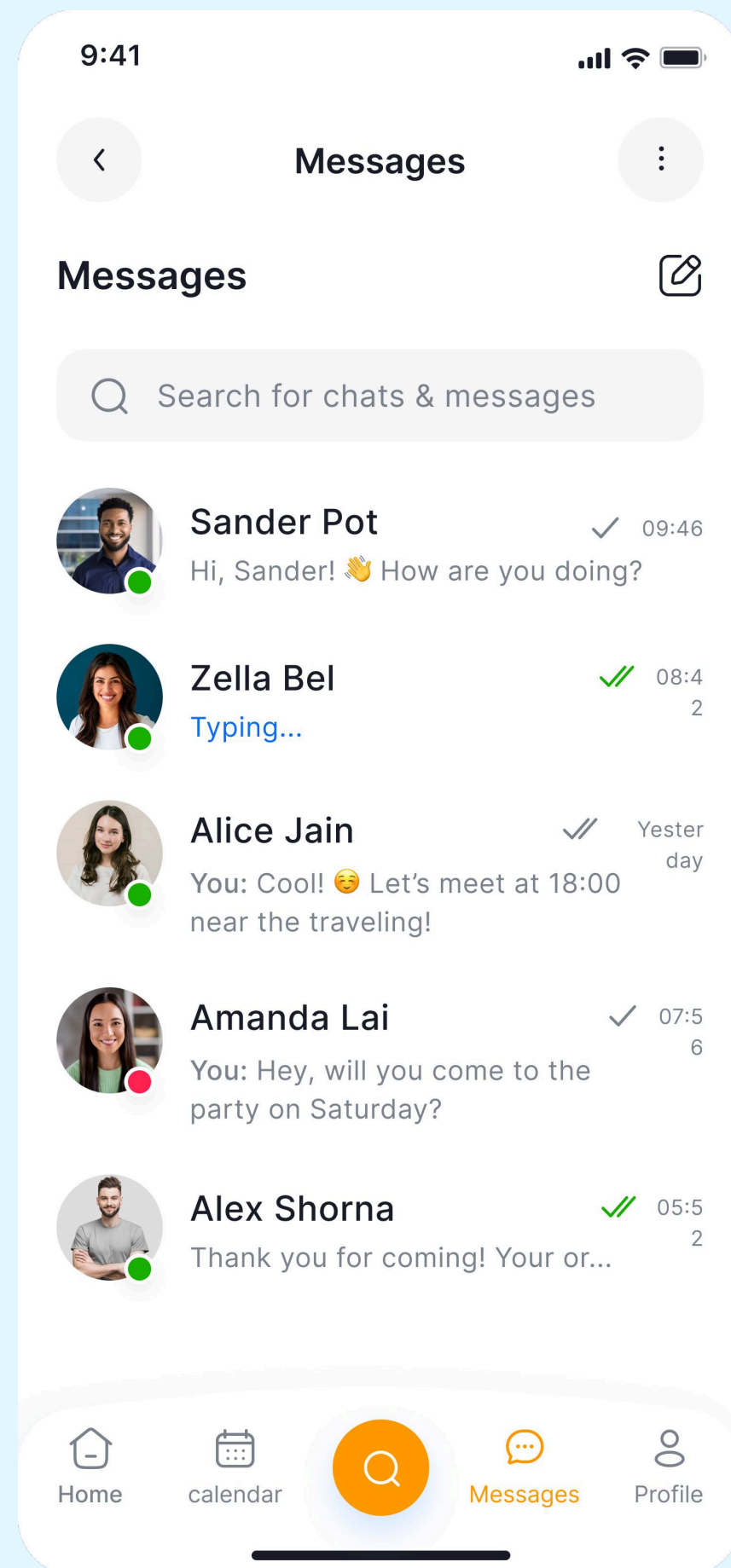
The next screen, we mocked up the matched buddy list ranked from best to worse. In this screen all **matches are green** because they are all **above 90%**. However, as the user **scrolls** they will eventually turn **yellow then red.**

Additionally, we have the buddies distance from the new mover, the overall reviews, and the number of new movers they have helped. With all these **quantitative information**, it can assist the user in **making their decision** regarding which buddy they would like to meet.

2

PROTOTYPES: OUR KEY WIREFRAMES

To help better visualize the features and how the digital service would work, we created mockups of SettledIn app.

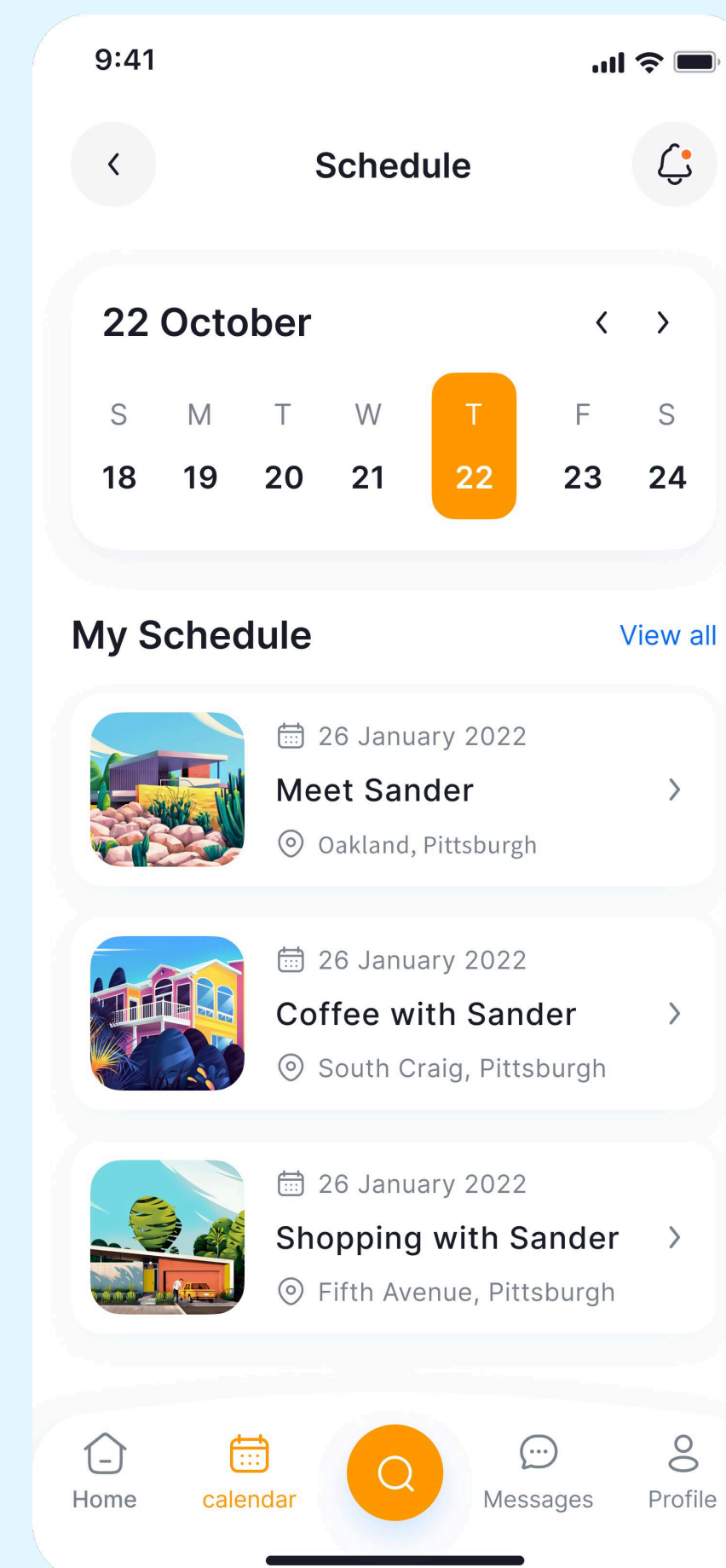


In-App Messaging

We also added an in-app messaging page, so buddies and locals are **able to easily contact each other within the app**. This provides an **extra level of security** where both buddies and new movers do not have to share personal contact information before becoming comfortable.

This is also an opportunity for new movers and buddies to text and **see if there's chemistry** before meeting in person. Lastly, new movers can **share what they are interested in** specifically about the city.

3



Schedule Events

Our last screen is scheduling events. Once both buddies and new movers are comfortable, they start **planning their meetups via in app**.


Here they will have access to SettledIn **exclusive events via our partnership with local businesses**. Both new movers and buddies can also easily add one another to an event and have it **automatically connect with their calendar** with the time and location. This keeps things **seamless and simple** for our users, who are already experiencing **stress from the move**.

4

Journey Map: Overwhelmed Owen's Path to Feeling Settled

- Our journey map shows the **emotional process** of a new mover like Owen. This starts from **stress and isolation to connection and confidence**.
- The early stages reveal **unmet needs** about trust, belonging, and having a simple way to meet people and learn the city that they are moving into and they are unfamiliar with.
- After iterating and **pivoting**, key opportunities emerged in the discovery which included, **Buddy Match process, where clear guidance and human support reduce anxiety**.
- This map shaped the **core of SettledIn's value**, helping **movers transition from feeling overwhelmed to feeling welcomed**.

NN/g CUSTOMER JOURNEY MAP TEMPLATE

PERSONA		SCENARIO		USER EXPECTATIONS	
 <u>Overwhelmed Owen</u>		<u>Owen just moved to Pittsburgh and knows no one!</u>		<u>Owen expects to be matched with someone from the local community based on their interests, comfort level, and other aspects. After being matched Owen expects the buddy to show him around and help him integrate more easily and seamlessly into their new community.</u>	
PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 1	PHASE 2
<u>SettledIn discovered</u>	<u>Mover uses SettledIn</u>	<u>Matching Buddy Process</u>	<u>Meet Up</u>		
DOING Preparing for moving	Owen sees an ad on Instagram, or Flyer for SettledIn. He is also in the process of moving into their new home/apartment	Owen starts the matching process with a buddy based on different aspects	Owen and the buddy meet up in a local coffee shop		
THINKING "I have so much to move. It will be nice if I can find a friend to help me!"	"Wow this seems like such a great opportunity to easily get to know more people and get settled into my city more smoothly"	"I hope the buddy that I will meet will be understanding and comfortable. I hope we share similar interests and have good chemistry!"	"I am very excited to finally meet a local from the city and make a new friend"		
SAYING "I want an easy way to meet new friends and get to know my new city easily"	"I hope I will be good friends with my buddy and that they can take me around the city to unique places I can go in my free time, or help me figure out transportation/places to go for my routine, like grocery shopping."	"I want to be matched with someone who likes to go on hikes, swim, and be outgoing!"	"Wow you are so outgoing and you are even giving me stories and information behind the creation and the opening of this coffee shop!"		
INSIGHTS <u>Discovery of SettledIn is passive via ads/flyers. Maybe consider partnership with moving company for more direct discovery</u> <u>Trust is crucially important for Owen to use Settled In, He wants to ensure that his match will be a good fit!</u>			INTERNAL OWNERSHIP <u>Marketing Team in charge of ads, flyers branding + messaging</u> <u>UX/UI designer will design the screens, and developers will build the onboarding flow + build the matching algorithm</u> <u>Business Development will coordinate with local businesses</u>		

Insights from this journey directly informed our final features and service touchpoints.

What We Learned & Where We're Going

SettledIn began as StoryHunt, which was a playful idea about exploring different cities and making genuine connections. **As we iterated**, and moved deeper into research we found that the **problem was not just discovery, it was belonging**. We thus decided to focus on **helping new movers feel settled in** and increase their feeling of their belonging in their city. New movers didn't need another map, they needed **a human way into the city**. Through iterative prototypes, journey mapping, and constant refinement, we discovered the true value our service could offer: **helping people feel less alone in their first weeks** and more rooted in the communities they join.

Looking ahead, we see that SettledIn needs room for improvement on its core ideas and concepts. Thus, we see continued **exploration rather than immediate implementation**. Further **testing** can be done on more **diverse mover groups**, with different ages and different backgrounds. In addition, **refinement on our matching process** will bring a more solid ground and understanding of the Buddy system. This will help us understand how SettledIn can mature as a service. Moreover, these steps would help reveal how SettledIn could be refined, scaled, or repositioned within the ecosystem of **city integration services**. These directions reflect the same iterative mindset that shaped the project from the start.

Thank you for your continued support and believing in SettledIn



Appendix


Poster

Feel at home, faster.

SETTLE IN WITH SETTLEDIN

...


Connecting new movers with local Buddies to get to know their city better and faster



Fill out buddy survey

Get matched with buddies

Meet buddy and settle in faster



A **Trusted Local Companion**, matched to a new mover's **Needs** and **NOT** a forum full of strangers.

Who Pays?

NEW MOVERS \$10/month Membership	BUSINESS OWNERS Pays for advertising & promotions	LOCAL INSTITUTIONS Employer + Relocation Partnerships
--	---	---

**"I JUST MOVED HERE AND
I FEEL COMPLETELY
OVERWHELMED"**

**"I FELT DISCONNECTED FOR
MONTHS WHEN I FIRST
MOVED"**

**"I DON'T KNOW ANYONE
IN THIS CITY"**

THOUGHTS ABOUT JUST MOVING TO A NEW CITY...

**"EVERYONE SAYS MEET
PEOPLE ONLINE, BUT I
DON'T FEEL SAFE
MEETING STRANGERS"**

**"I WISH SOMEONE
SHOWED ME LOCAL
SPOTS"**

**"MAYBE I SHOULD JUST
MOVE BACK HOME"**

THE FIRST WEEKS IN A NEW CITY ARE THE MOST LONELY AND CONFUSING



New movers feel **overwhelmed, lonely, and disconnected.**



There's **no trusted way** to learn a new city or meet people safely.



Existing apps help you move in, **none help you settle in.**

THE DATA SHOWS A GAP NO ONE IS SOLVING.

Market Data

- **80% feel stressed** when moving
- **1 in 3 feel lonely** after relocating
- No platform supports social integration



User Research

- **82% of users** said the service would help them
- **70% said they would pay** for this service.
- Users believed it would **reduce stress, confusion, and loneliness.**

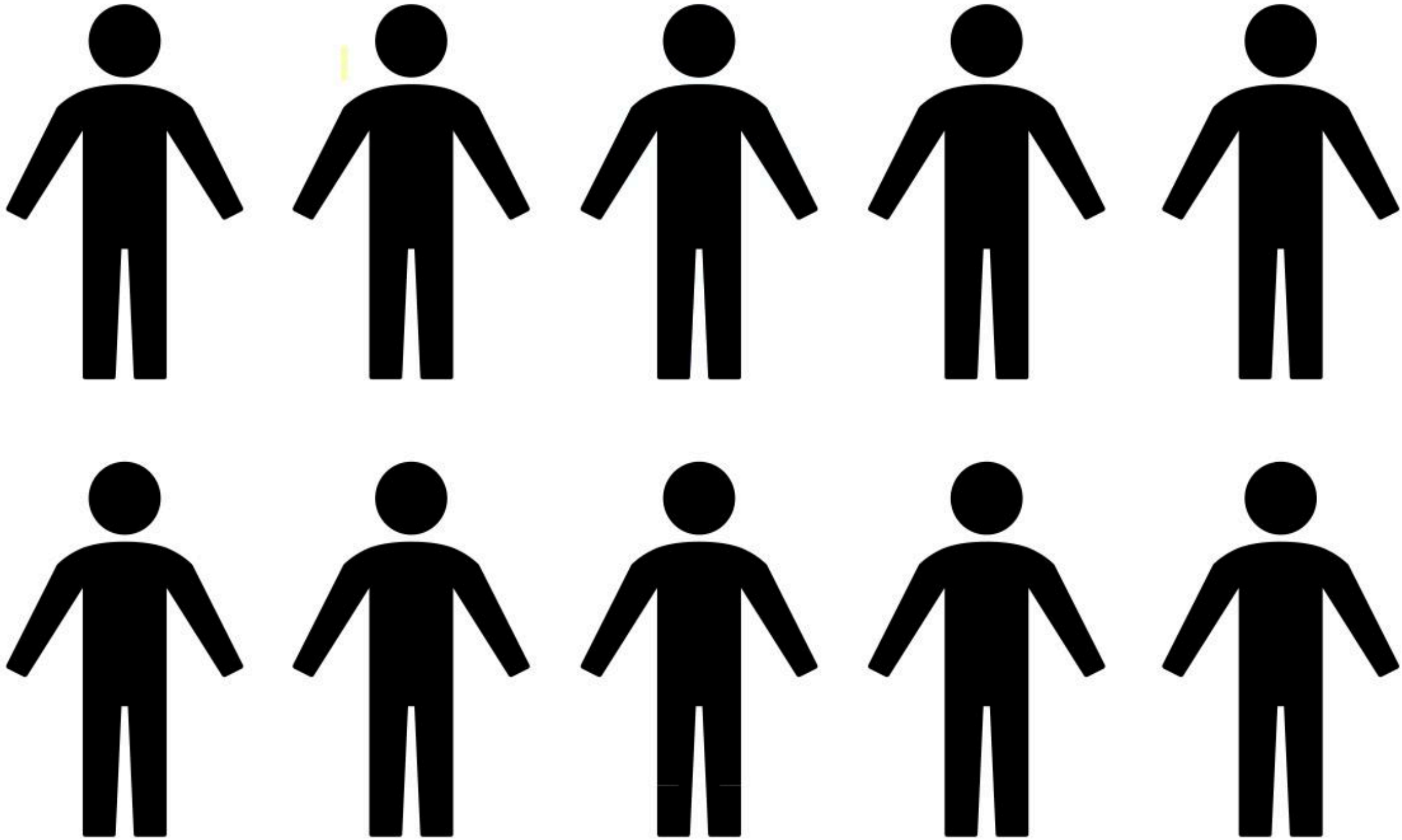


FEEL AT HOME
FASTER

SettledIn

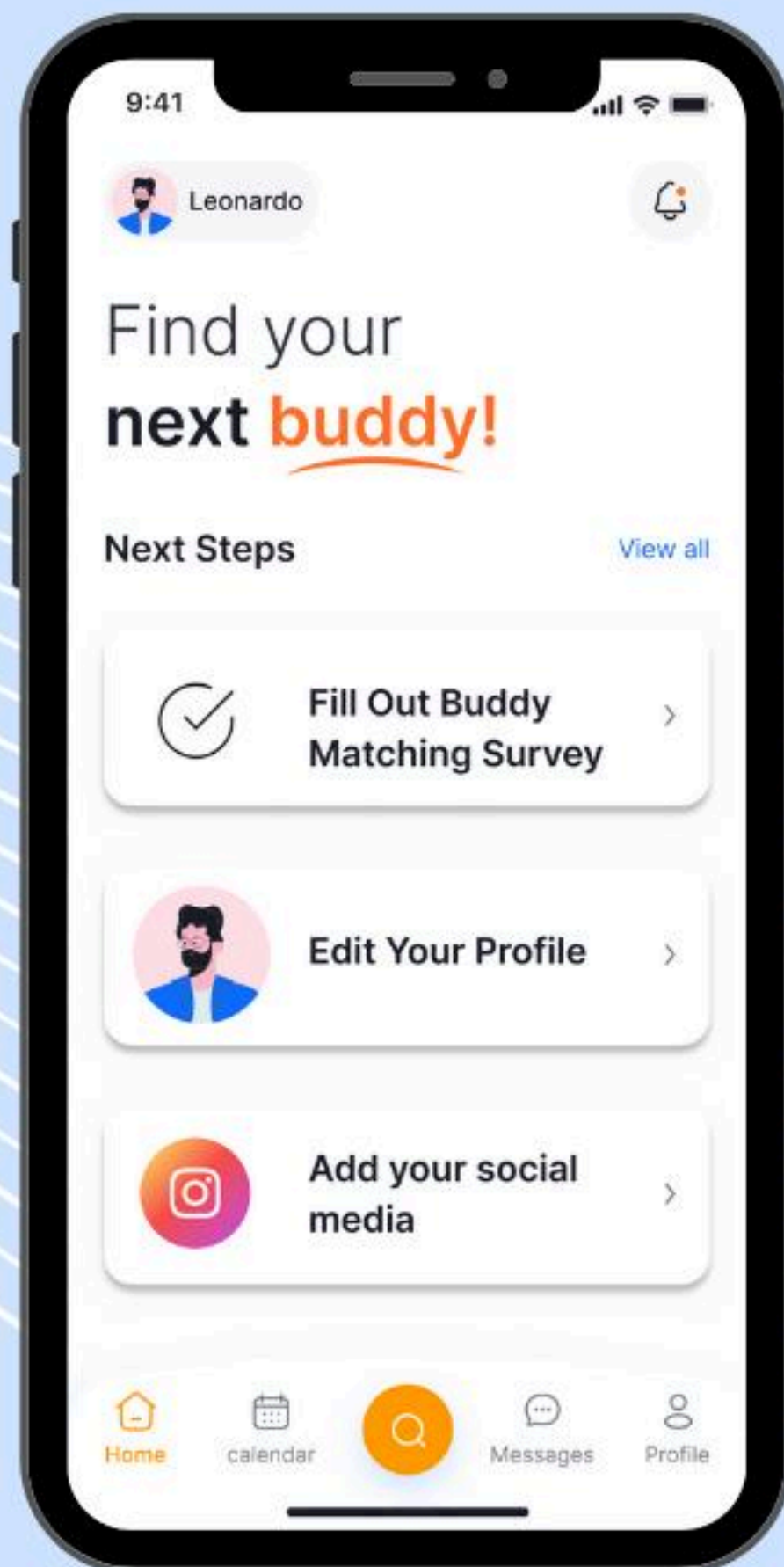


HOW DOES OUR SERVICE WORK?

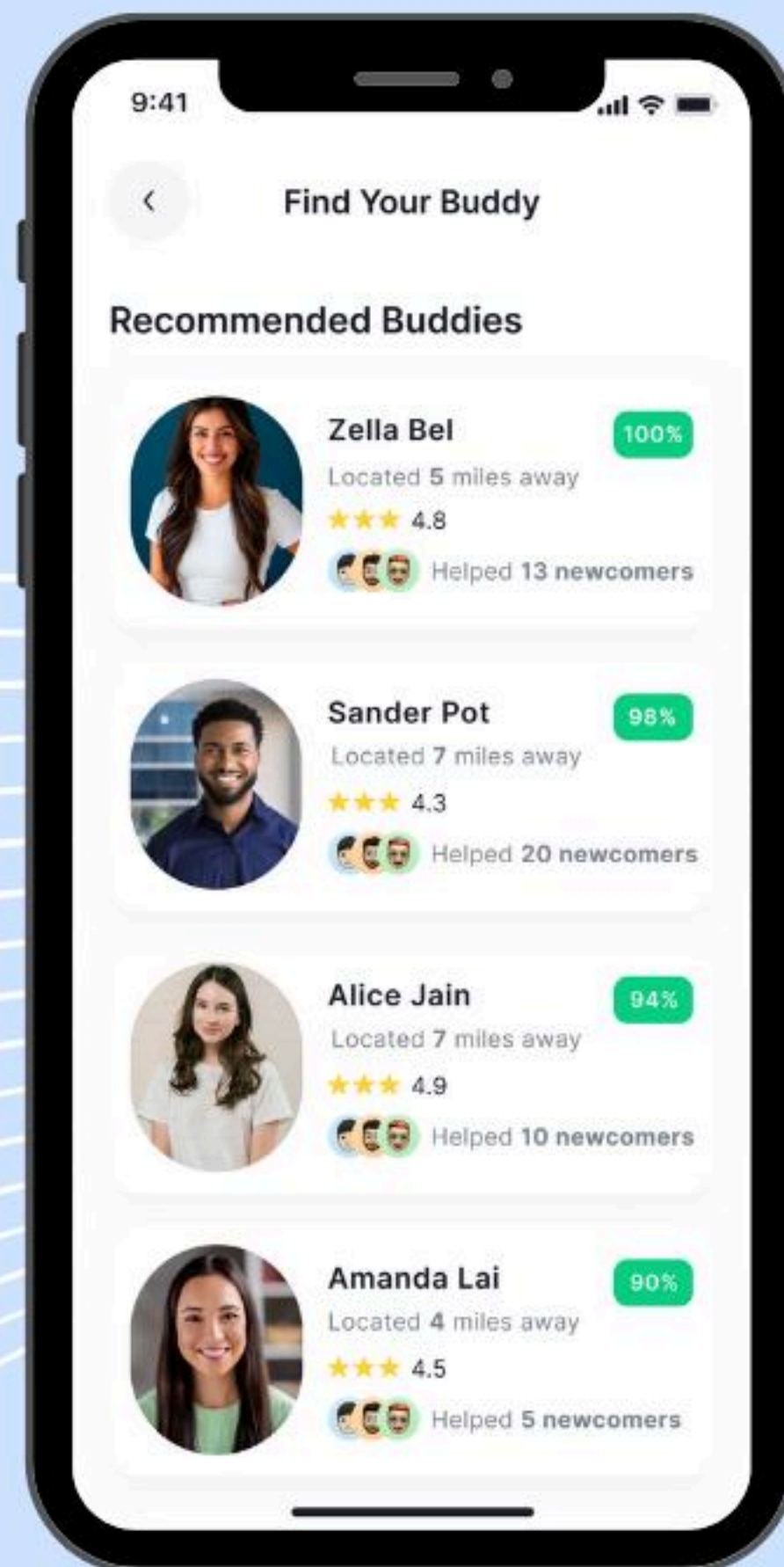


HOW DOES OUR APP WORK?

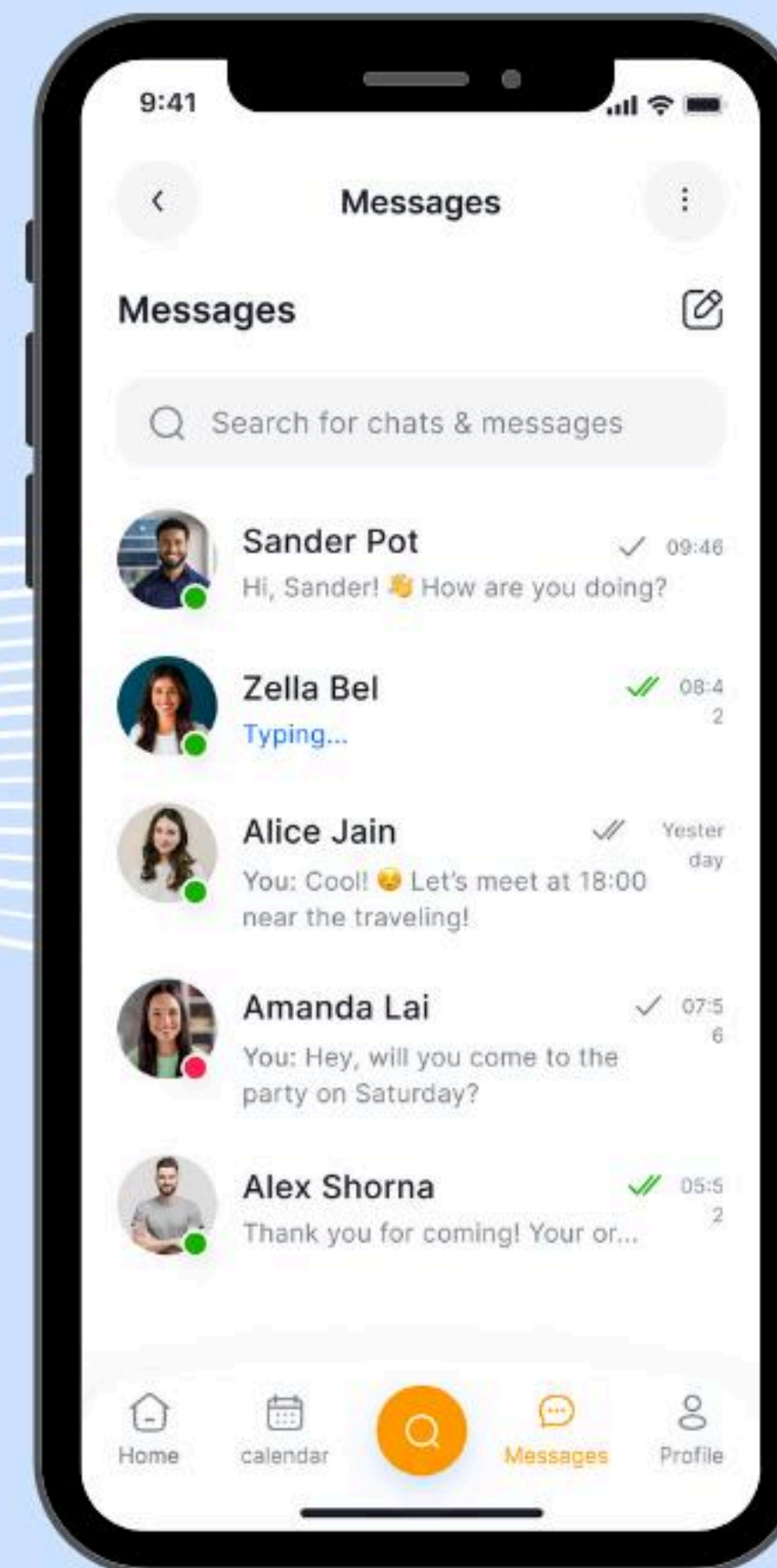
1/ FIND BUDDY



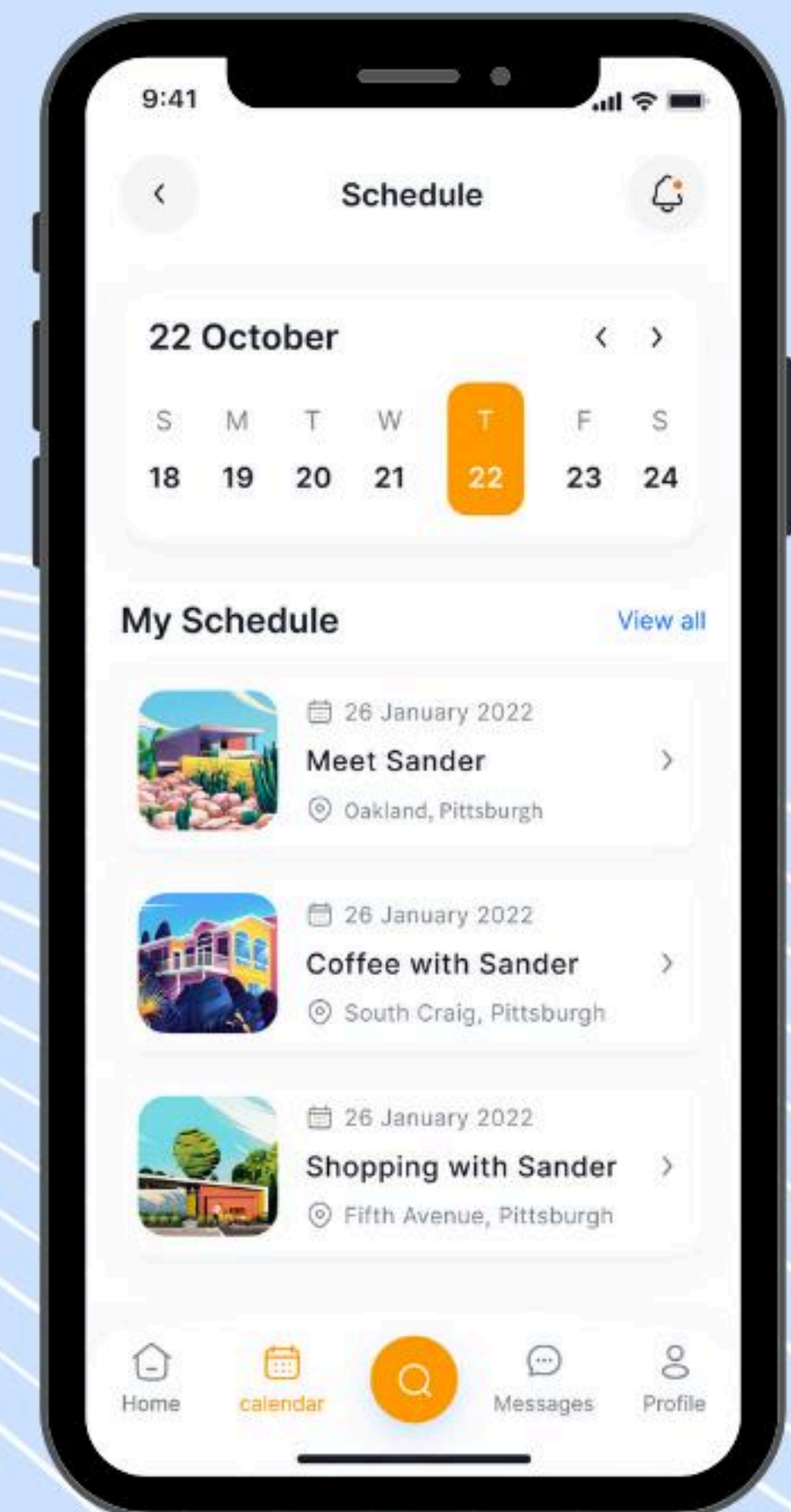
2/ GET MATCHED



3/ REACH OUT















4/ SCHEDULE MEETUPS



WITH YOUR BUDDY, GET TO KNOW YOUR CITY FASTER IN THE LITTLE WAYS



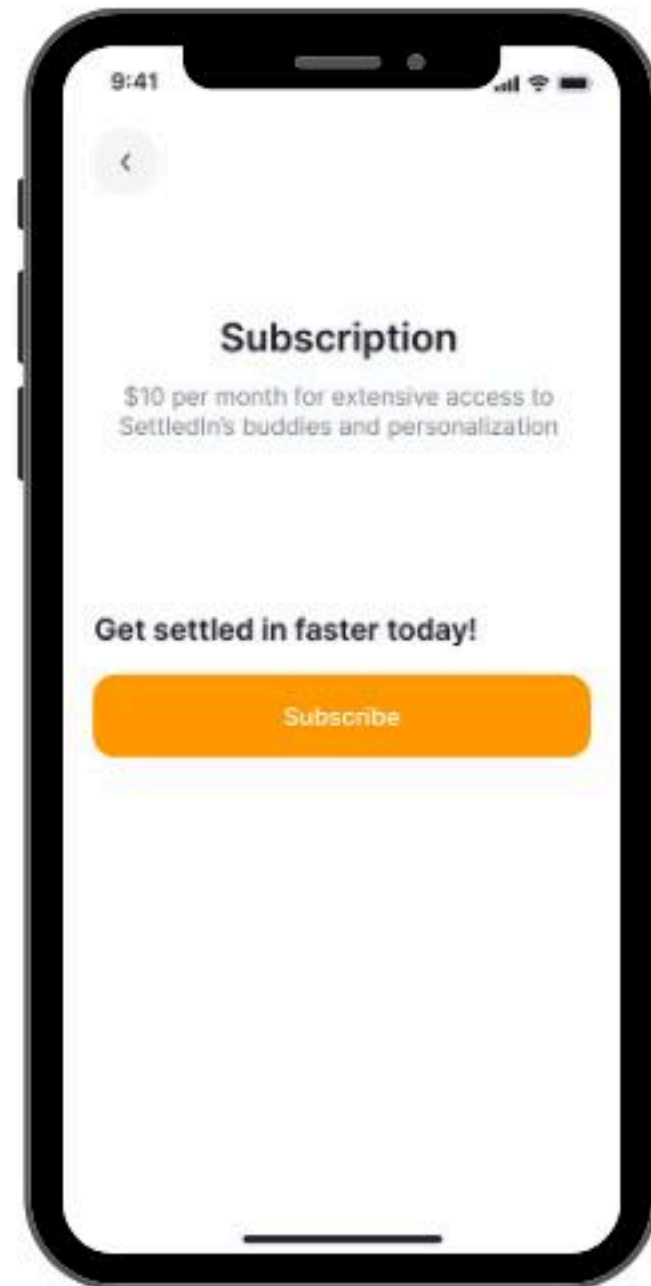
WHAT EXISTS NOW?

			
Personalization			
Safety/Trust			
Network-based matching			

NO PERSONALIZATION. NO TRUST. SAFETY CONCERNS.

HOW WILL WE SUSTAIN SETTLEDIN?

Subscription based
\$10/month



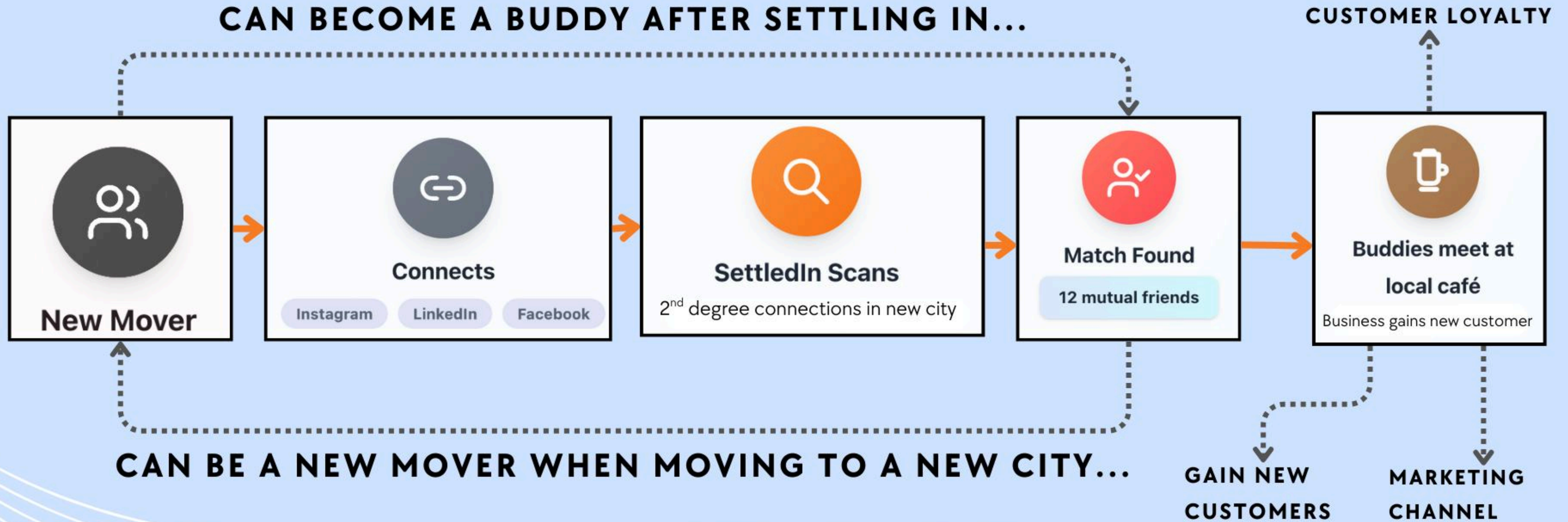
Local Business
Promotional Opportunities



Employer & Relocation
Partnerships



NOT STRANGERS. NOT NEIGHBORS. YOUR EXTENDED NETWORK.



SETTLEDIN ECOSYSTEM



THANK YOU

LETS SETTLEIN TOGETHER!