



Interviewer: Persona & Demographic Information

- **Age & Gender:** 19, M
- **Social Media Usage (Daily/Hours/Type):** ~ 3 hours a day, Instagram, TikTok
- **When you think of meeting new people, what tool comes to mind:** Instagram or some sort of mixer. Most often, meeting new people happens as a result of proximity or shared obligations/extracurricular activities.
- **How often do you think of “networking” for new people:** Not often; like to find people naturally, but I really enjoy it when I do.

Top 3 Insights From My Conversation:

Q1: What sticks out to you on the landing page?

- **Context:** N/A
- **Response:** What’s happening on the phone in the video draws him in the most, but it is difficult to see and hard to figure out what’s happening. Although frustrating, it does prompt him to sign up because there is a sense of intrigue surrounding the application. He then is pointed to the start connecting button.

Q2: Do you understand what the intent of Series is? Before you start onboarding, what do you make of Series?

- **Context:** As he was signing up, he wanted to know more about Series.
- **Response:** He understands that it's a platform that is connected through messages, but not much more, and he only picked that up because of the phone demo on the landing page. He understood the top-level mission, but had questions: “What kind of connection is this supposed to be?” “Do they hand out my personal phone number?” “How does this connection even happen?” He wanted to know more before he signed up.

Q3: What do you think about the initial messages? How smooth is the transition from the landing page to iMessages?

- **Context:** He had gotten his first batch of messages welcoming him to Series.
- **Response:** He thought that some of it was redundant from information that you got on the website; we already know that Series is a platform for connecting through iMessages. However, he really liked the example profiles and shares, as he thought that provided the clearest insight into the app. Less messages would be nice, he felt like he was getting spammed.



Interviewer: Persona & Demographic Information

- **Age & Gender:** 20, F
- **Social Media Usage (Daily/Hours/Type):** ~4 hours a day, Instagram, Snapchat, LinkedIn (started using recently for internships)
- **When you think of meeting new people, what tool comes to mind:** Snapchat or Instagram DMs for casual connections; LinkedIn for anything professional. In person, mostly through classes, clubs, or mutual friends.
- **How often do you think of "networking" for new people:** More than she used to – starting to think about it for career reasons – but still feels uncomfortable with the word "networking." Prefers to think of it as just meeting people.

Top 3 Insights From My Conversation:

Q1: What sticks out to you on the landing page?

- **Context:** N/A
- **Response:** The iMessage-style visuals immediately caught her eye because it felt familiar and low-stakes compared to other social platforms. However, she wasn't sure if Series was a real iMessage integration or just aesthetic branding. She lingered on the landing page longer than expected, trying to figure that out before committing to signing up. The "Start Connecting" CTA eventually pulled her in, but she noted she almost didn't click it because she wasn't sure if it would ask for her phone number.

Q2: Do you understand what the intent of Series is? Before you start onboarding, what do you make of Series?

- **Context:** She was mid-sign-up and paused to reflect on what she was actually agreeing to.
- **Response:** She grasped that it was message-based and had something to do with making connections, but the value proposition felt blurry. Her main concern was privacy: "Is this going to give strangers my actual number?" She also questioned the scope: is this for dating, friendship, professional networking, or all three? The ambiguity made her hesitant to continue. She said she would have appreciated a single sentence upfront that clarified the purpose and reassured her about how her contact information would be handled.

Q3: What do you think about the initial messages? How smooth is the transition from the landing page to iMessages?

- **Context:** She had received her first batch of onboarding messages in iMessage.



- **Response:** The transition itself felt surprisingly smooth and novel. She liked that it lived in her actual messages rather than a separate app. That said, the volume of messages felt overwhelming and slightly anxiety-inducing, like a group chat she hadn't agreed to. She appreciated the example profiles but felt the tone of some messages was generic and overly enthusiastic, which made it feel less genuine. She suggested fewer, more intentional messages would go further. She also noted she wasn't sure when a real connection would actually happen, which left her in a state of uncertain anticipation.

Summary

Positive Feedback (Validated Ideas)

- The iMessage-native format is genuinely novel and feels lower-stakes than traditional social media platforms. Both interviewees responded positively to this as a differentiator
- Example profiles and "shares" in the onboarding messages were the clearest and most effective communication of what Series actually does; both found them to be the most useful part of the initial experience
- The landing page video creates intrigue and successfully drives sign-up behavior, even when (or perhaps because) it isn't fully legible at first glance

Pain Points & Issues

- Critical information gaps before sign-up: both users had unanswered questions about privacy (phone number sharing), connection type (social vs. professional vs. romantic), and how the matching mechanism actually works. This friction risks drop-off before onboarding even begins
- Onboarding message volume feels like spam: both interviewees independently flagged that the initial message batch was too heavy, with redundant information that repeated what the landing page already communicated; fewer, more purposeful messages would improve the experience
- The transition from landing page to iMessage lacks a clear explanation of what happens next, leaving users in a state of uncertain anticipation, as neither interviewee knew when or how their first real connection would occur, which creates anxiety rather than excitement