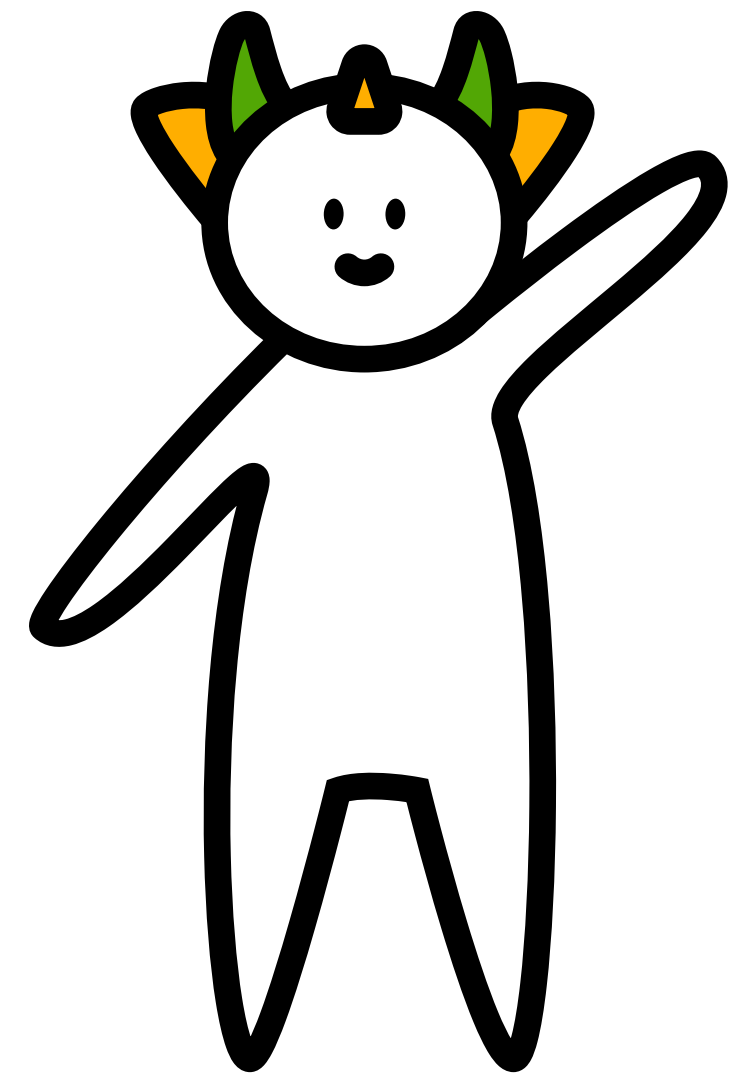
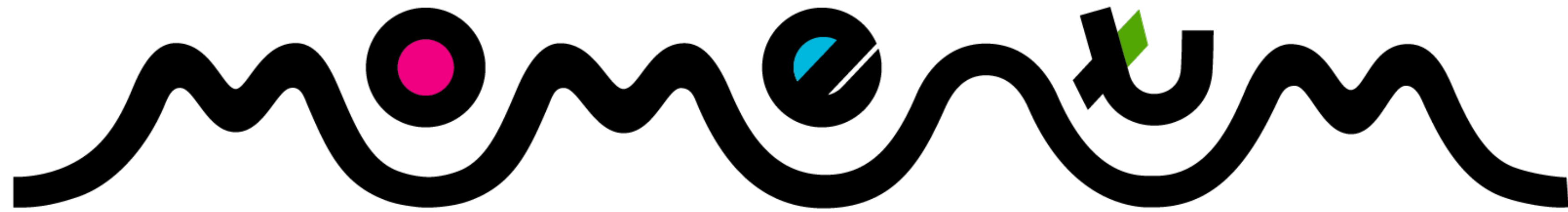
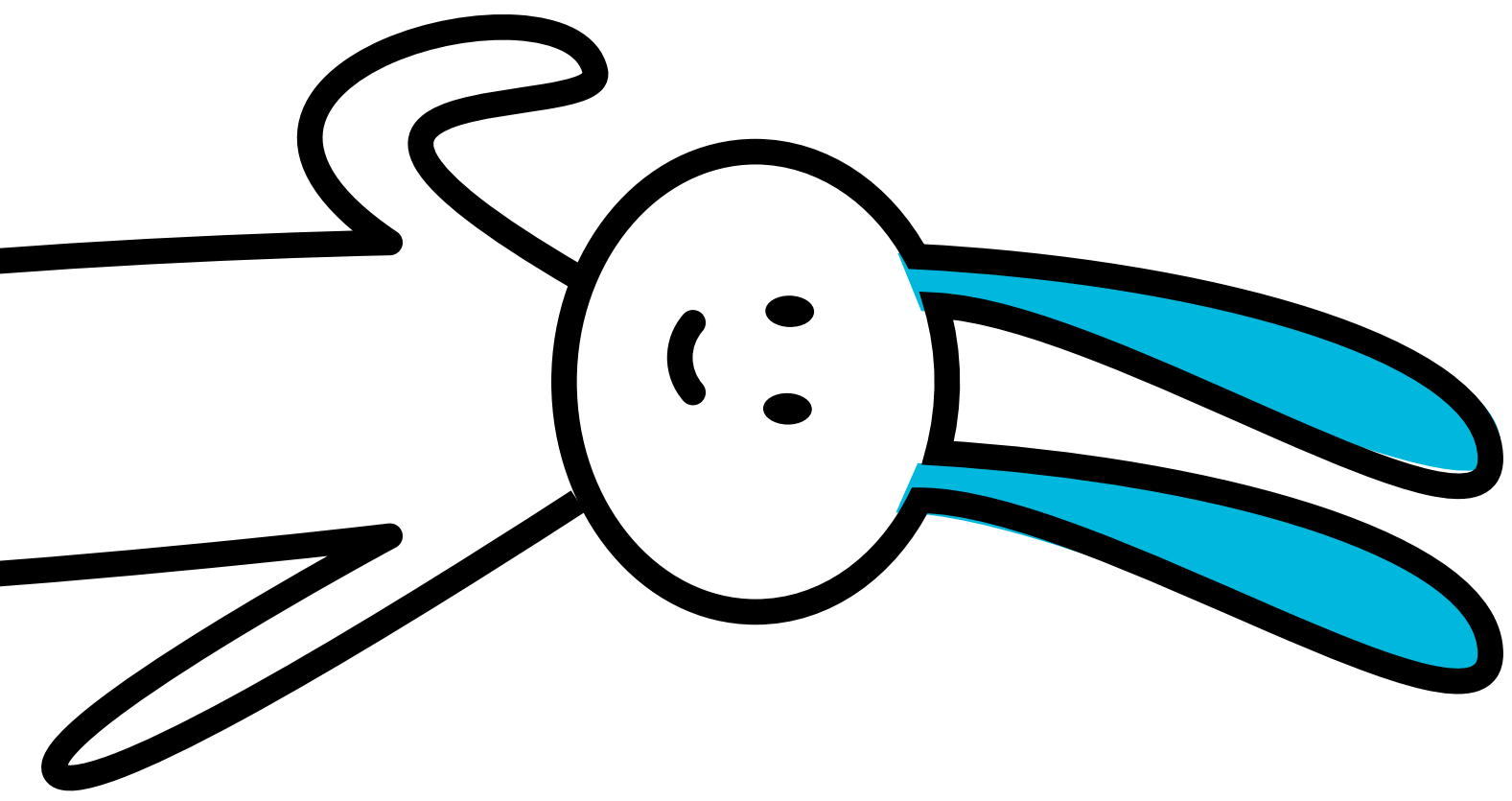


momentum

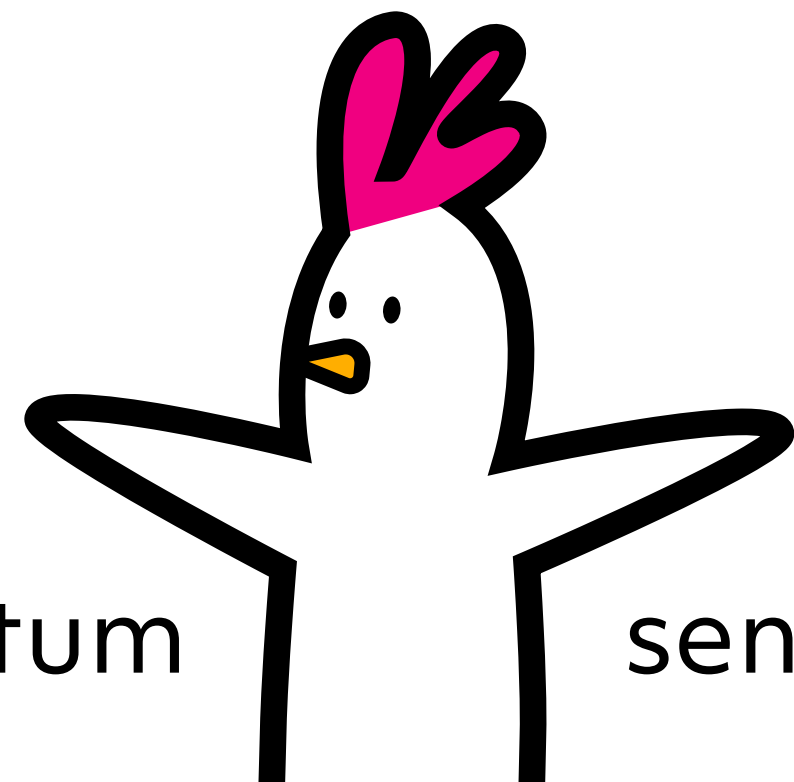
senior thesis documentation

cindy kao



**conversation & time**

momentum



senior thesis documentation

cindy kao

## **introduction**

### **research**

methods

survey

interview

journaling

### **thesis statement**

### **branding**

mark process

## **brand applications**

principles

guidelines

### **conversation**

touchpoints

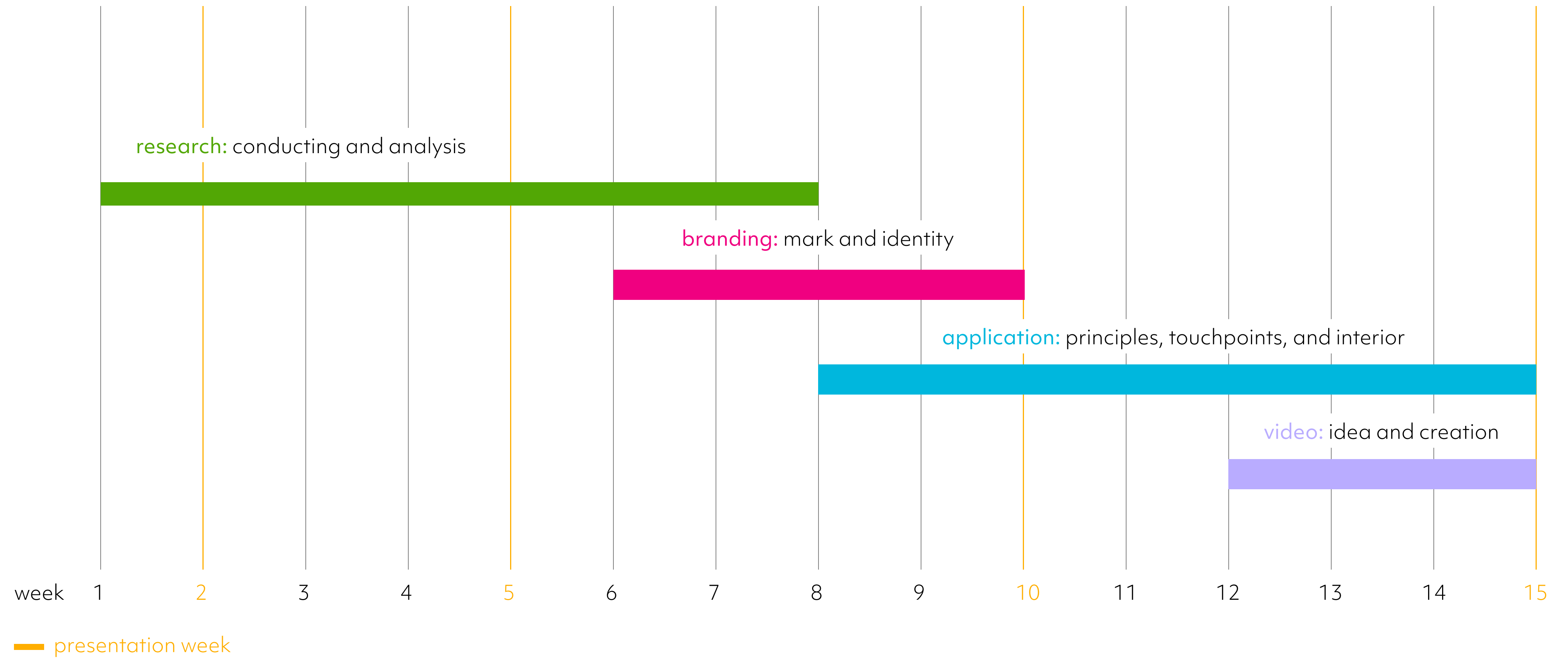
murals

cups

### **time**

space offerings

# **content**



# timeline

## context

it all started with  
*one simple question...*

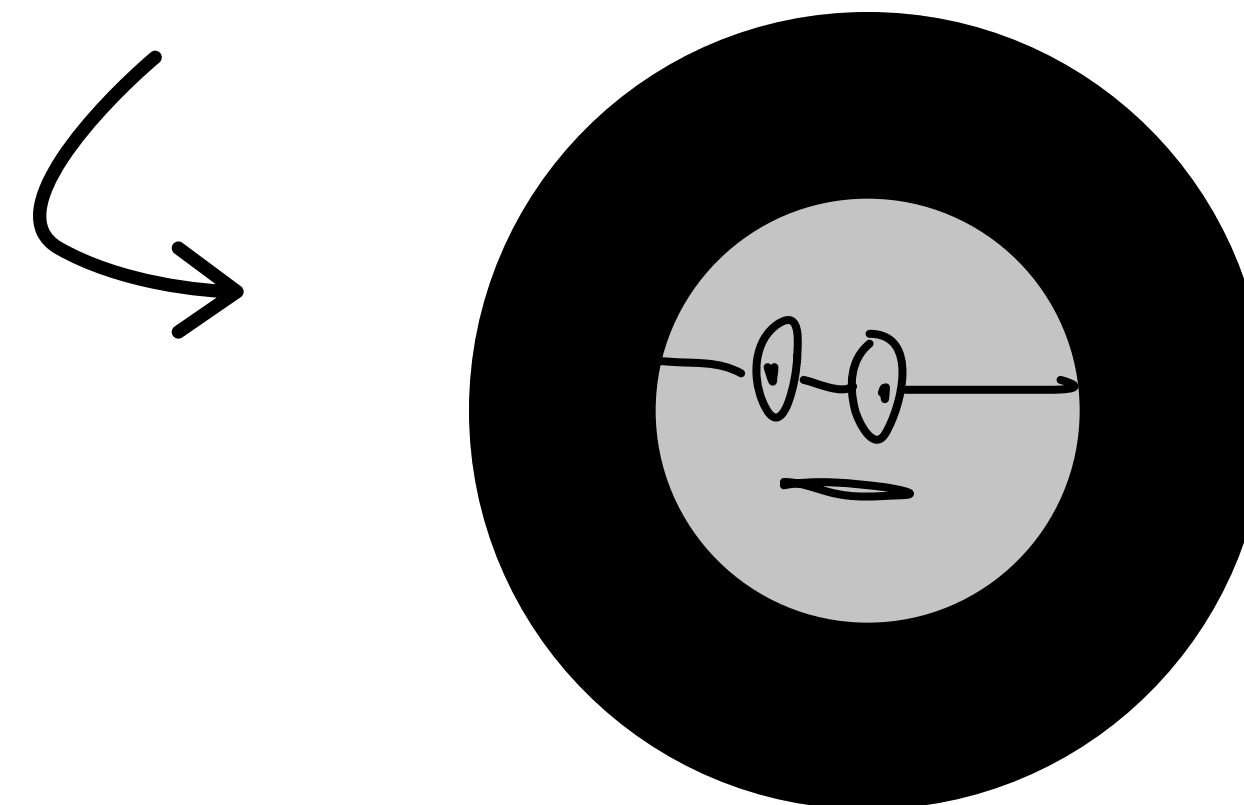


**why don't we talk more openly  
about what we go through?**

## defining the problem

how might we encourage people to have deeper, more meaningful conversations with each other?

me at the beginning  
of the semester



mayB it's an ApP?

# methods

## literature review

read articles on the scientific basis of deeper conversations, and how to have these conversations

## interview

interviewed four participants to better understand specific experiences dealing with deeper conversations and discuss potential solutions

## survey

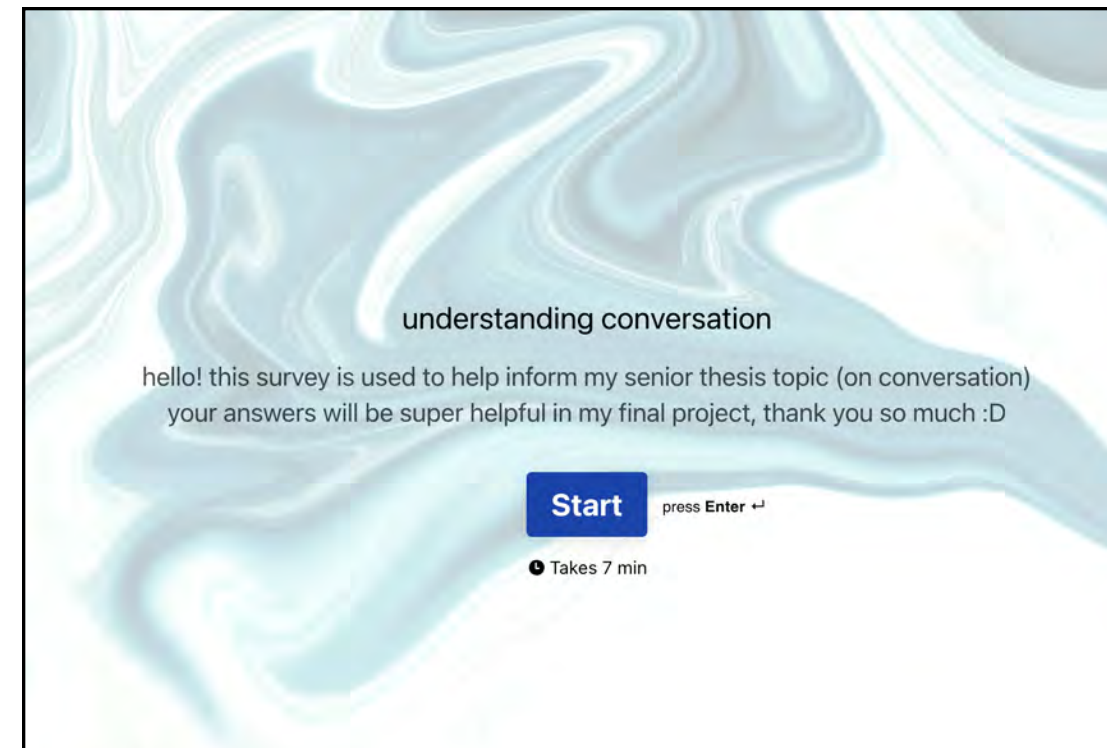
surveyed 51 participants in order to gauge their responsiveness (or lack thereof) toward deep conversation

## journaling

two participants asked to log/document various conversations held in the span of a week, their emotional state, how substantial the conversation was

# methods

## survey



understanding conversation

hello! this survey is used to help inform my senior thesis topic (on conversation)  
your answers will be super helpful in my final project, thank you so much :D

**Start** press Enter ↵

● Takes 7 min

3 → how would you describe your ideal conversation? \*

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

**OK ✓** press Enter ↵

4 → what topics are you talking about in this ideal conversation? \*

*i.e. advice, relationship, school, career, identity...etc.*

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

**OK ✓** press Enter ↵

5 → do you want to have deeper conversations with others? \*

A yes

B depends

C no

**OK ✓**

6 → elaborate on your response to the previous question: \*

*why did you respond that way?*

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

**OK ✓** press Enter ↵

powered by typekit, the survey features a mix of quantitative and qualitative driven questions, which made it infinitely more difficult to analyze later on

*speaking of analysis....*



# methods

## survey analysis

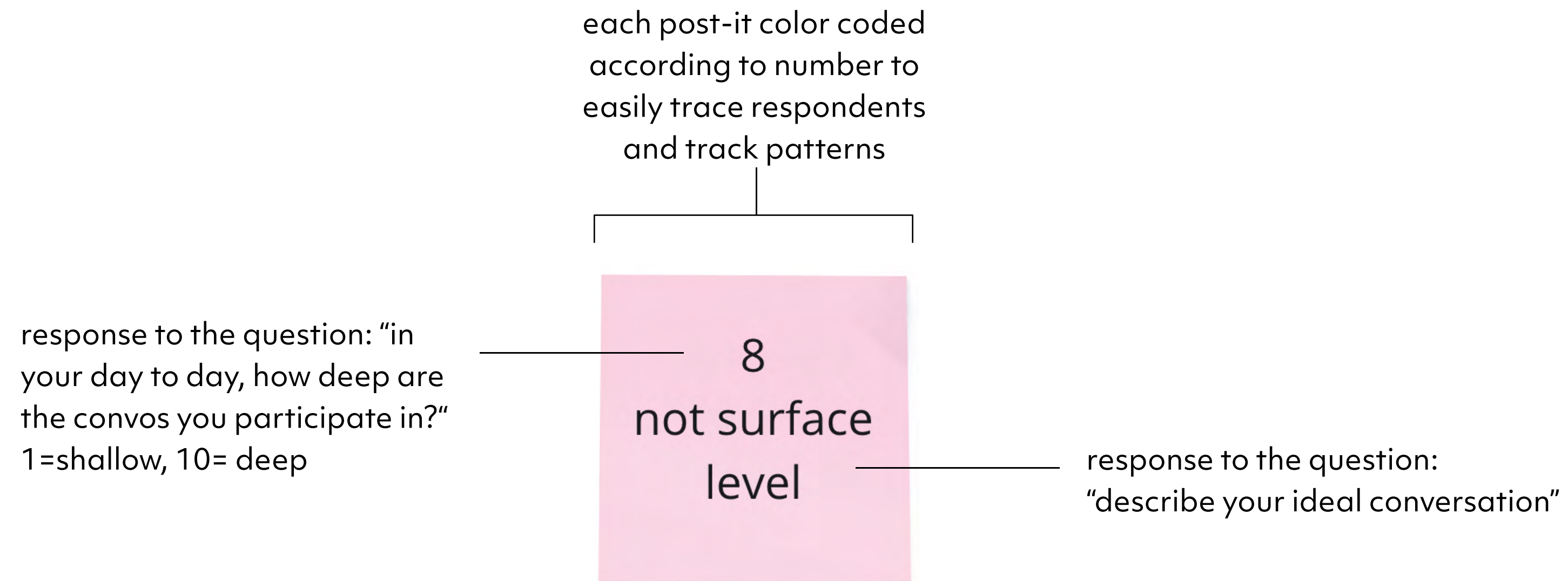
1 i downloaded the responses for my survey into an xlsx format and sorted each participant's responses by how deep their conversation life is.

in your day to day, how deep are the conversations you participate in?	how would you describe your ideal conversation?	what topics are you talking about in this ideal conversation?	do you want to have deeper conversations with others?	elaborate on your response to the previous question:	describe your ideal conversation partner:
2	I learn something from it	happiness, hobbies, interests	yes	depends on the setting but I generally don't like small talk	someone I can learn from or about
3	A safe space where anything can be said or felt without getting attacked or immediately judged and rejected. It's vulnerable and genuine and almost feels sacred. Both people are fully invested in each other's human experiences and truly empathize with one another.	Relationships with other people, past traumas, how we are healing, how we feel about ourselves, identity, what we want to prioritize in this short short life, love, what we're grateful for, and within all of this there are pauses to process, reflect, and be fully there with the other person	yes	I want to fully connect with every person I meet. I want to listen and feel other peoples humanity within myself and share my humanity with them. I feel more lonely when I'm talking to multiple people about surface level topics than when I'm talking to one person while being fully transparent and vulnerable.	Kind, understanding, loving, caring, has high empathy, slow to judge, slow to anger, introspective, patient, asks me questions that deepen the conversation further, has done their own inner healing
3	Funny but insightful, something where both parties feel good, are authentic, and perhaps learn something new.	Day to day experiences, feelings, perhaps past events or ideas for the future. Also could be a mutual interest that we both have!	yes	I think that deeper conversations are tenants of deeper relationships, and I want to have deep/close friends in my life.	Anyone! Could be a friend, a potential friend, family. It's less likely to be a stranger because I'm more private, but it is possible!
3	In short, I'd love to really get to know someone more in an ideal conversation. I find that many of my day to day conversations with coworkers feel very surface level. We might talk about the weekend or plans we have outside of work but I still don't really know them that well (especially since I started the position during COVID) even though we see each other (virtually) every day.	Probably more discussion about what's important to me and how I feel in certain situations (good & bad) and then opening up dialogue for the other person to discuss what's important to them and how they feel, etc.	yes	It's hard especially nowadays, with the effects of the pandemic, to get to know people, especially people you met during the pandemic but even people that you've been friends with for years. I find it's harder to keep up with people post grad as well so it's hard to keep up all these new and old relationships.	My ideal conversation partner would be attentive and good at listening. I find it hard personally to keep conversations going so if my conversation partner is good at asking the questions to keep things going that would be good too but definitely don't expect that of anyone haha.
3	I'm not exactly sure what ideal would be concretely but if the conversation allows me to actually get to know the person more rather than a bunch of small talk, that would be great for me.			I think there's definitely been more loneliness creeping in for everyone during this time, myself included, so I'd love to just have deeper conversations to be closer to the people I've established relationships with, both new and old.	
3	Talking about life, mutual amount of listening/talking, talking about this I'm passionate about and the person is passionate about while also keeping things light and funny!	Things I'm passionate about: travel, art, photography, music, life itself and the troubles and triumphs	yes	I love deep conversation! I love hearing what people love and don't love and understanding people better, deep convo is necessary to any good friendship/relationship	Listens and also makes me laugh

# methods

## survey analysis

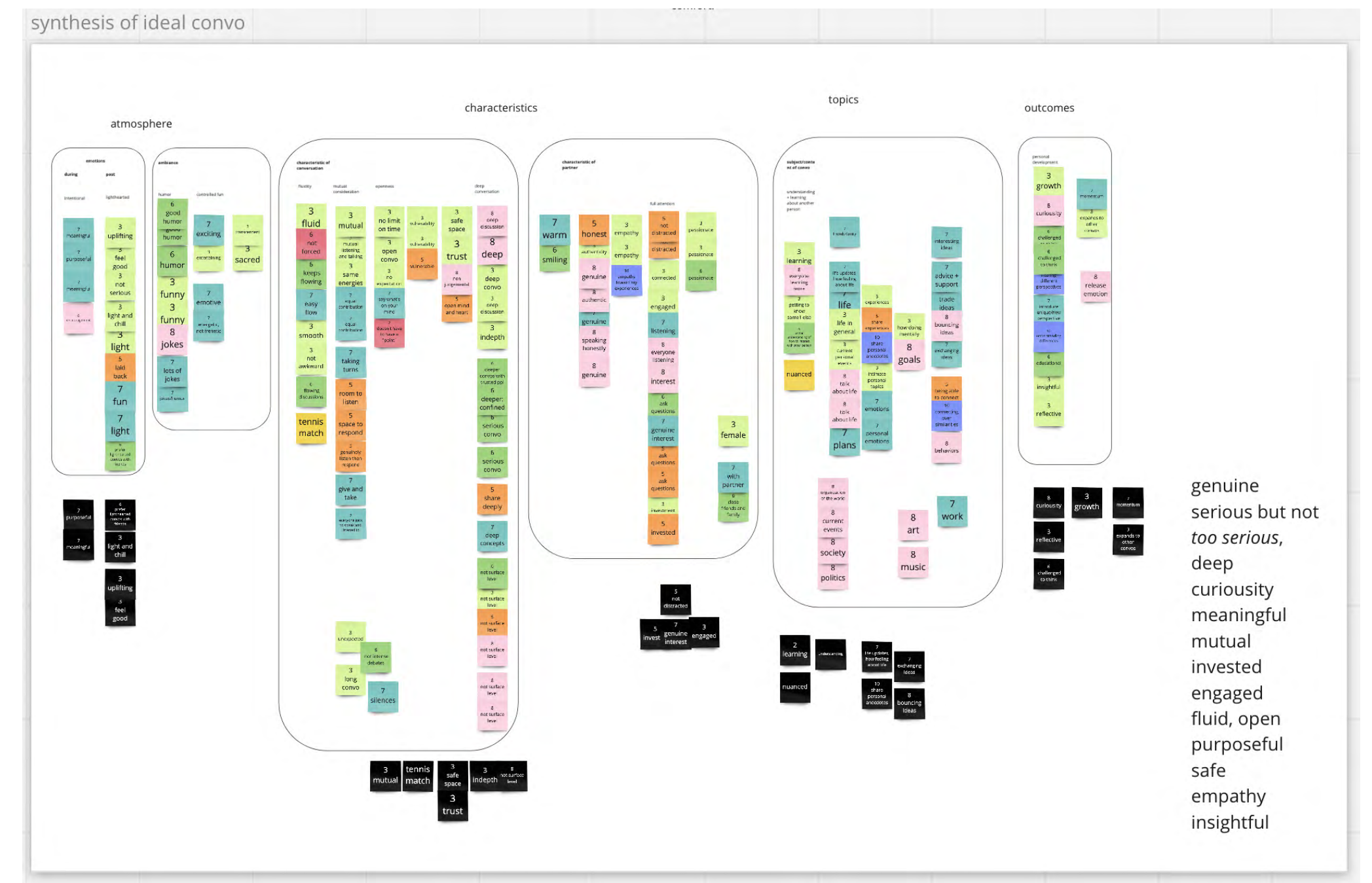
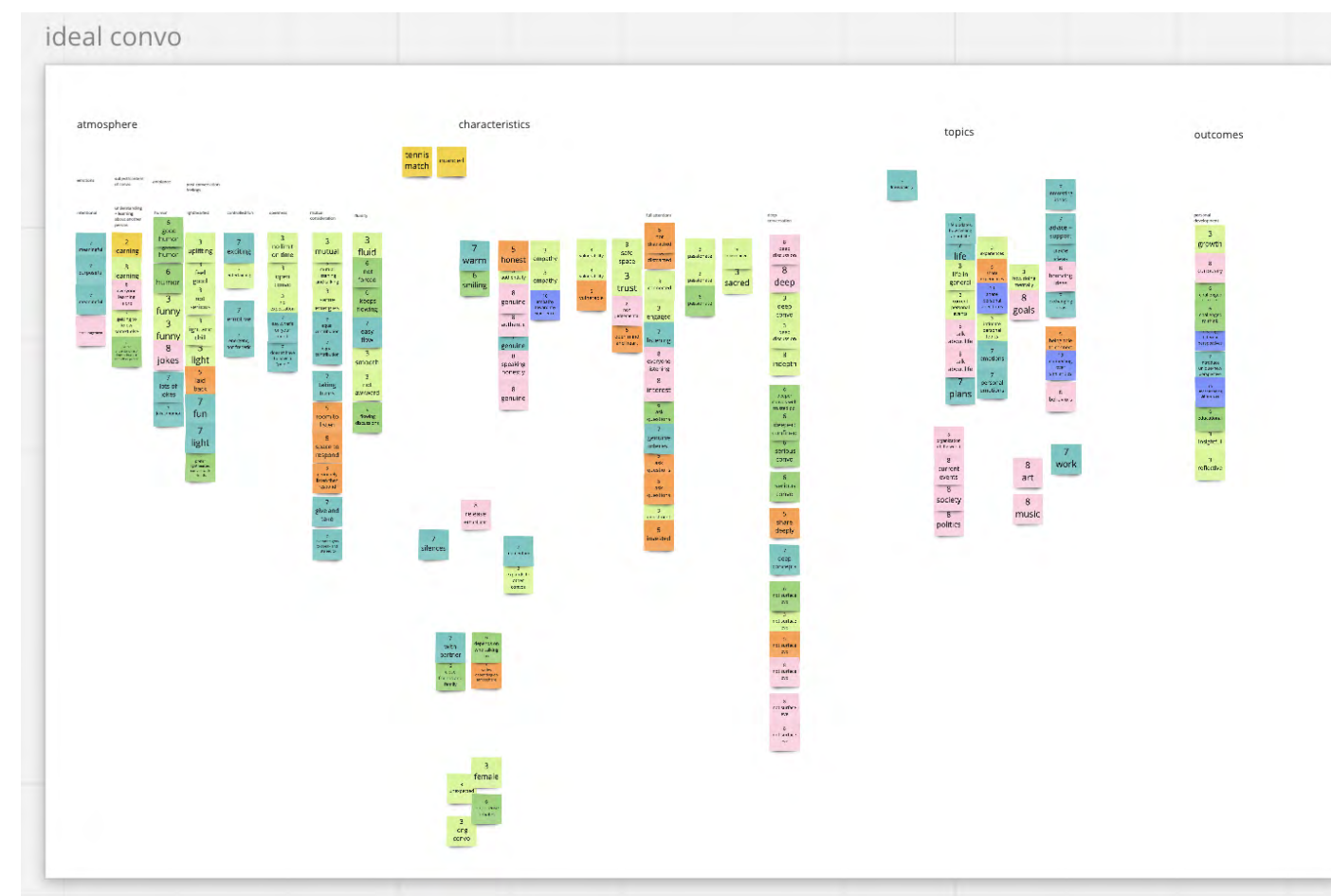
- 2 in order to track which respondent answered what, I copy pasted each individual data point into miro, assigning each response to a post it note with additional coding.



# methods

## survey analysis

- 3 after each response was pasted into a post-it, i grouped and bucketed similar responses in clusters.



- 4 furthermore, i named these initial buckets, and uncovered themes summarizing my results.  
this specific question informed my design principles later on.

# methods

## survey insights

### insights

- every participant desired more deep conversations
- deep conversations yield deeper connection

### painpoints

- pandemic, comfort level, mood

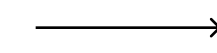
### topics

- life, the self, interests

# methods

## interview and analysis

i annotated the interviews word for word, and each color suggests a different speaker.



i reread each question and its respective answer, then summarized the results.

what tools or inventions do you use currently? Why are they effective?  
cocoon, private communities getting stronger every day, NFT that are happening bw certain imagery and collections of imagery, how bridging those communitites, moving away from public spaces, SAFE, places with no judgement, what will be the things that will add value to it?? if just bw friends and close ppl, can have imessage or group imessage convo what will differentiate tool with other generic apps,  
friend going through soething emotional struggle or study, they can have an ai technology that can percieve hows the user or how write or interact w group or friends and the app can send a notification: hey this person is going through this, x y or z in life, and needs support and can turn struggle into opportunity to support and invite other ppl to support that person!  
8 years is a huge gap in how we perceive life, among friedns, how do you gather? do you interact w them more through scoail or mesages do you meet  
what will the unique thing that makes the app valuable??? is it a space for small updates or just a tap l'm doing well! or will it be public diary, if between friends how will b space without judgement and more support and how free do i feel to share things l'm going through?? how can you create something no judgement no pointing just caring and support and how can it move to a physical experience?  
**product hunt**  
no, nothing out there, convveration starter, reddit? if can't talk about something, reddit is existng conversation platforms examine why people go this direction, what's helpfil" not confronting actual people or events, TOOL, conversational thing, but don't really use it, upfront, if want tot talk iwll do it, only talk to people in my life, friends, never strangers, being intentional about it this way  
we are living in a digital world, remote: all tools we use is zoom or facetime, social platofmrs, video conferencing, example: platform that would also mak eu have face to face convo is facebook dating, bumble, depends on whether these people know each other or not, cross paths and start texting and then if everyhtin ghappens, both interested, then end up having face to face convo form digital to real life.

### Interview synthesis

resources to look at later  
insights that are interesting

PERSONAL JOURNEY:  
spontanaety  
random over the phone, facetiming, phone, voice memos

EXISTING TOOLS + INVENTIONS:  
conversation starter: reddit  
why do ppl go to platforms what's helpful about not confronting actual people or events  
tool  
friends vs strangers  
dating platforms are an existing solution to making face to face contact and conversation happen outside of the digital realm  
cross paths and start texting if both interested

BARRIERS:  
familiarity: level of vulnerability  
trust  
techonology : forced interactions, unnatural, nerves  
need to train yourself  
won't connect w one another unless really make the effort

# methods

## interview and analysis

### insights

- conversations happen spontaneously
- in today's landscape, conversations are forced and unnatural
- for professionals: zoom = mainstay
- all communications are hyper-focused on the digital world
- small talk and icebreakers are exhausting

**TRUST: is consistency and time together**

— my mentor matt's wisdom

# methods

## journaling

1 I transcribed the journals and formatted as text, color coding/ highlighting recurring themes

closer with than others. i think for me, the enjoyment behind a conversation depended 75% on who i was talking to and 25% on what we were talking about.



observing ppl went on a date the day before. TASA event, the date went okay, before convo: felt about date: iffy, about guy mayb try to go on another date to confirm feels, explained how date went, didn't really connect very well, awkward, stared a lot, seemed uncomfy with himself and made me uncomfy to be around him, felt like she was constantly asking questions, but he wasn't really questions to dig deeper, surface level for me but mayb diff for him, after talking to amy having her listen as a friend didn't give advice what she needed, after explaining to her about how date went, she didn't think seh wanted anything romantic out of this relationship, better as friends, really connected on music taste - surface level, not super deep, more meaningful tan talking about the weather or waht did that day: rate 5

9/13 convo with prithi a barista at kafe keroac, went on date together only talk when one of them calls the other asked about how day was going, about concert going to, asked about school and roommates, surface level, felt like keeping convo going, 15 mins long, a lot of awk pauses, didn't know what to say, didn't want to say anything giv ehim chance to take opp to initiate, did tell him that wanted to b friends bc of fact that don't have good convos together were v similar n v surface level

2 before wokring on hw not really feeling anything specific just vibing LOL, after: felt relieved and got off chest just being friends, took it well, thanks for communicating that w me mayb ehe was thinking the same things? can't really tell bc cant read him that well

9/15 concert w friend julia and fair afterwards had convo, ldk what brouhg it out in beginning, were walking away from theatre, and just talking about the show how it was, started atalking about cities from chicago, feel a lot safer in chicago than guy st, bc so many more ppl out, walked towards high st to be w more ppl waiting for uber and while waiting aking pics, being silly, took a video, felt like it, moment in particular, came up with the idea to interview friends, fair asked her purpose in life: to b happy leave a legacy, other friend julia: purpose: to live as long as she can wo stopping herself, real, morbid, after: got into uber, talked about immortality, uber would ever want to be in commune, but would b really cool to live in big house with all friends n vibe, have chickens and b self sustaining, adhd, narcolepsy, 7-8 depth before: fulfilled, after concert, after: also felt really good, bonding w ppl, friends w them, first time hung out together really good experience

who

context

topic

post

trait of convo



who	context	topic	post	trait of convo
friends have existing relationship in some way, whether through proximity, habits or mutual desire to connect	spontaneity (no context) just in the mood, no reasoning. comfortable know who don't want to connect with, and actively avoid--unnecessary interaction at social event on phone feeling lonely went on date together similar convos surface level	even if small talk, productive interest strong emotions involved check in +1 navigating life and wellbeing stories and experiences +1 date partner music feeling lonely interests ideology futures mental health	reflective relieved +1 refreshed clarification on relationship less lonely, companionship grateful positive	neutral fluid didn't connect awkward one sided surface level listening talks when one person initiates gave other person opp to initiate spontaneity interview real, human
<ul style="list-style-type: none"> <li>family</li> <li>close/best friend</li> <li>acquaintance</li> <li>stranger</li> </ul>				

2 from the themes that were drawn up, I specified each response into their own bucket, and used post-its as visual color guide for "who?"

# methods

## journaling insights

### insights

- topics touched on navigating life
- spontaneity crucial in initiating deeper conversations with others
- 75% person 25% content
- level of comfort and established relationship are pillars
- positive emotions associated post- deep convo

- people have agency in who they talk to (duh)
- often loneliness acts as a catalyst for more meaningful conversation



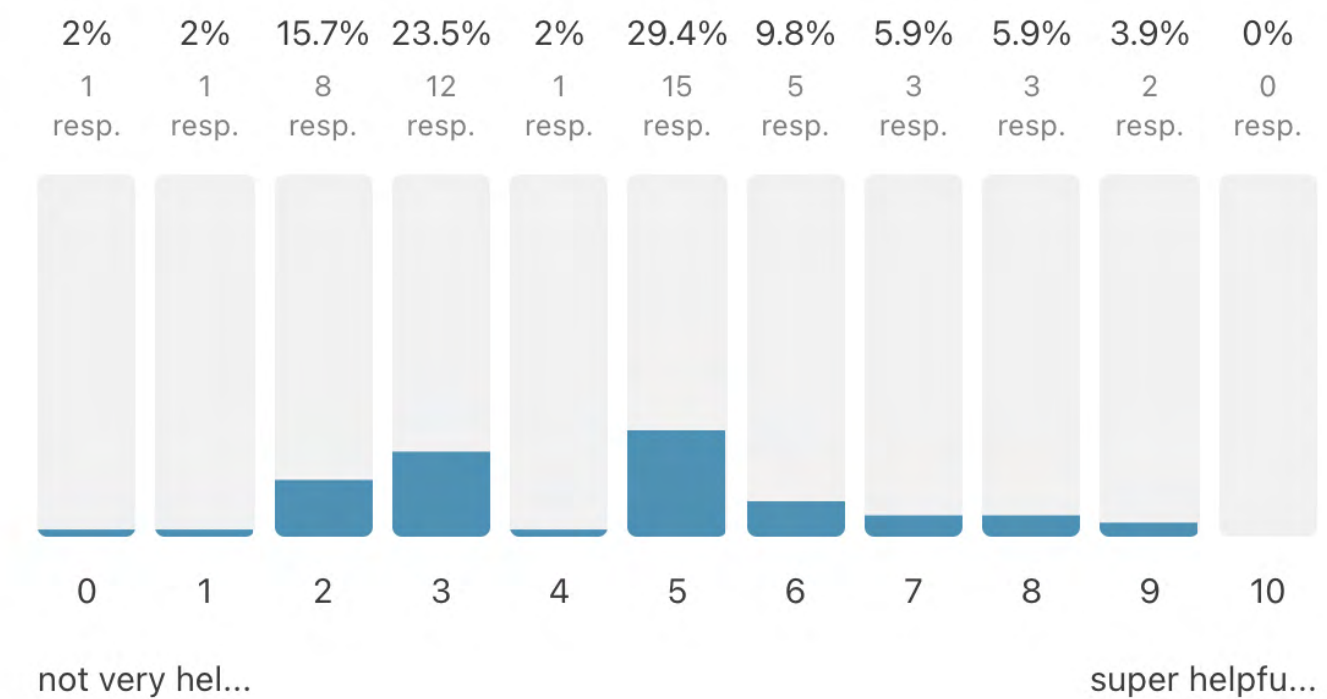
“ When I think of **my favorite convos**, they **are always in person**.  
 There are a select few thoughtful and high quality conversations I’ve had with people over text...

“ I think **in person connections will always be more deep** than virtual.

“ What exactly makes you feel comfy around ppl enough to share things...  
**environment: certain place?**

how helpful do you think a digital space will be in facilitating deeper convos?  
 0: not very, 10: super helpful

average response: 4.4



**next steps:**  
 why a physical space?

in summary...the solution = a physical space to house convos

## thesis statement

the vehicle,  
the means

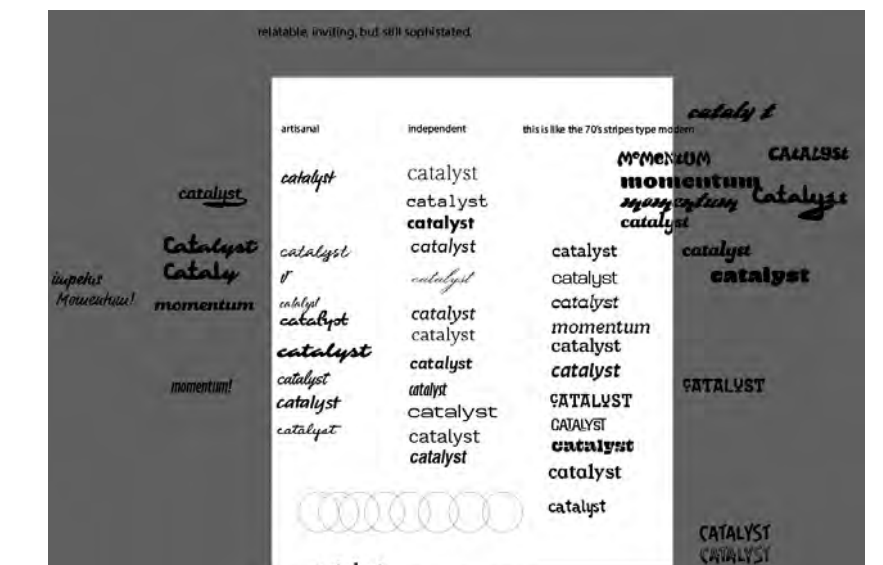
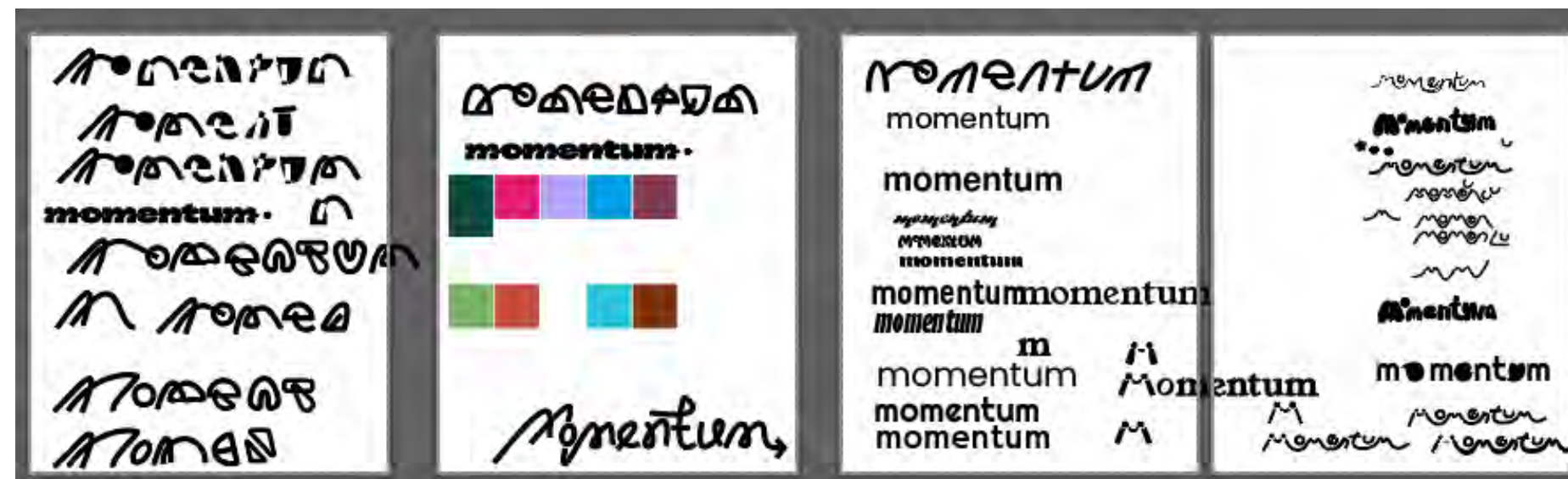
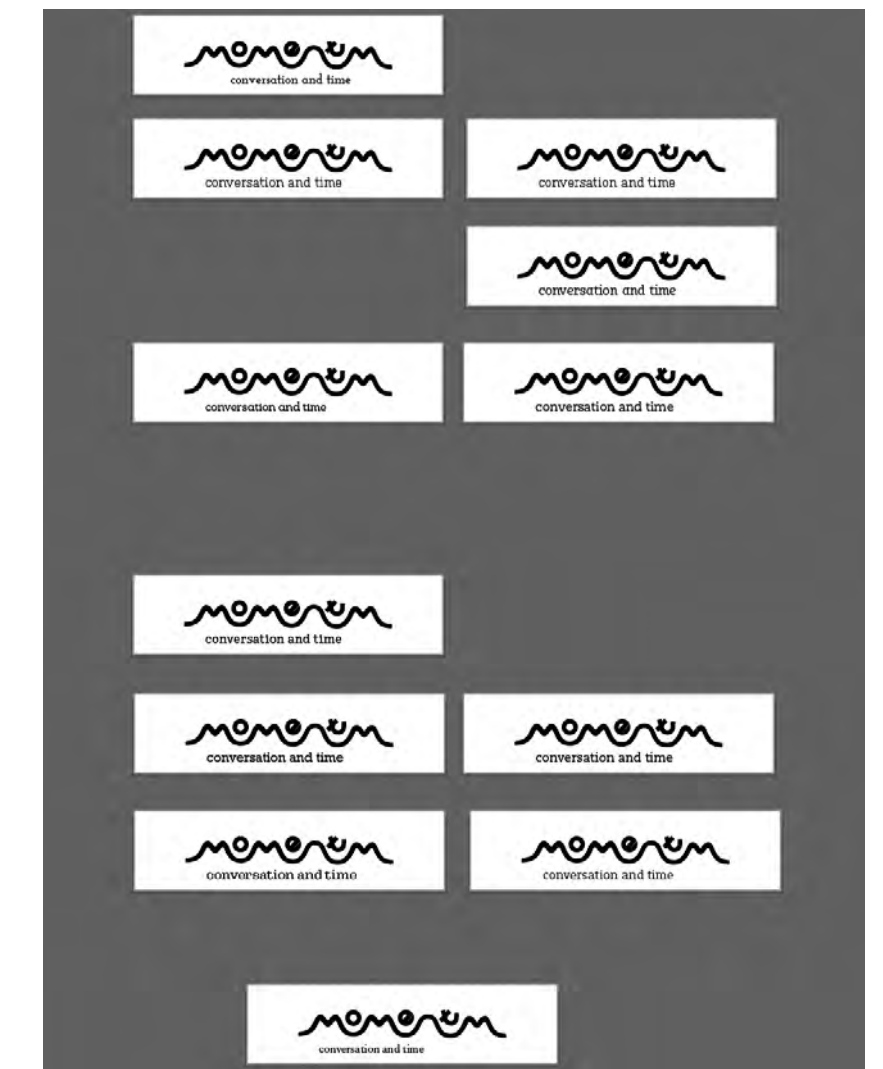
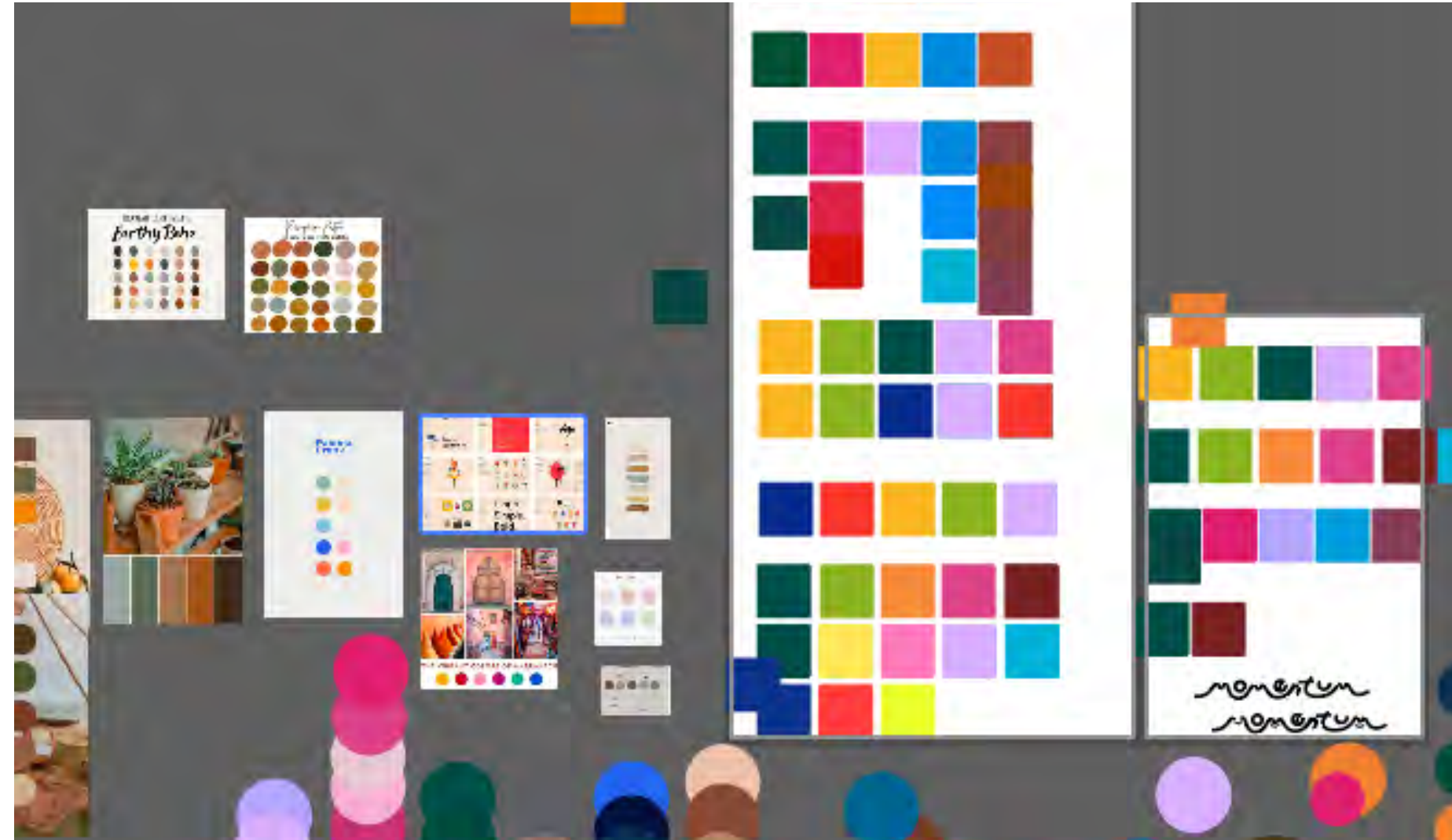
create a brand experience integrated into  
a physical space that invites and inspires  
the community to engage in meaningful  
conversations with one another in order to  
strengthen their connection to themselves  
and each other.

the what

the result

# the brand behind it all...

what does it look like?



naming

type ideations

momentum  
catalyst  
impetus  
ripple  
moxie  
revival

*catalyst*

catalyst  
catalyst  
**catalyst**

*catalyst*  
*v*

*catalyst*  
*catalyst*

*catalyst*  
**catalyst**

catalyst  
catalyst

**catalyst**

*catalyst*

**catalyst**

*catalyst*

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*catalyst*

catalyst  
catalyst  
*catalyst*  
momentum  
catalyst  
**catalyst**  
CATALYST  
CATALYST  
**catalyst**  
catalyst

momentum

**momentum.**  
**m<sup>o</sup>mentum.**

**momentum**

**m<sub>o</sub>ment u m**

**m<sub>o</sub>mentum**

**momentum**

momentum

**momentum.**

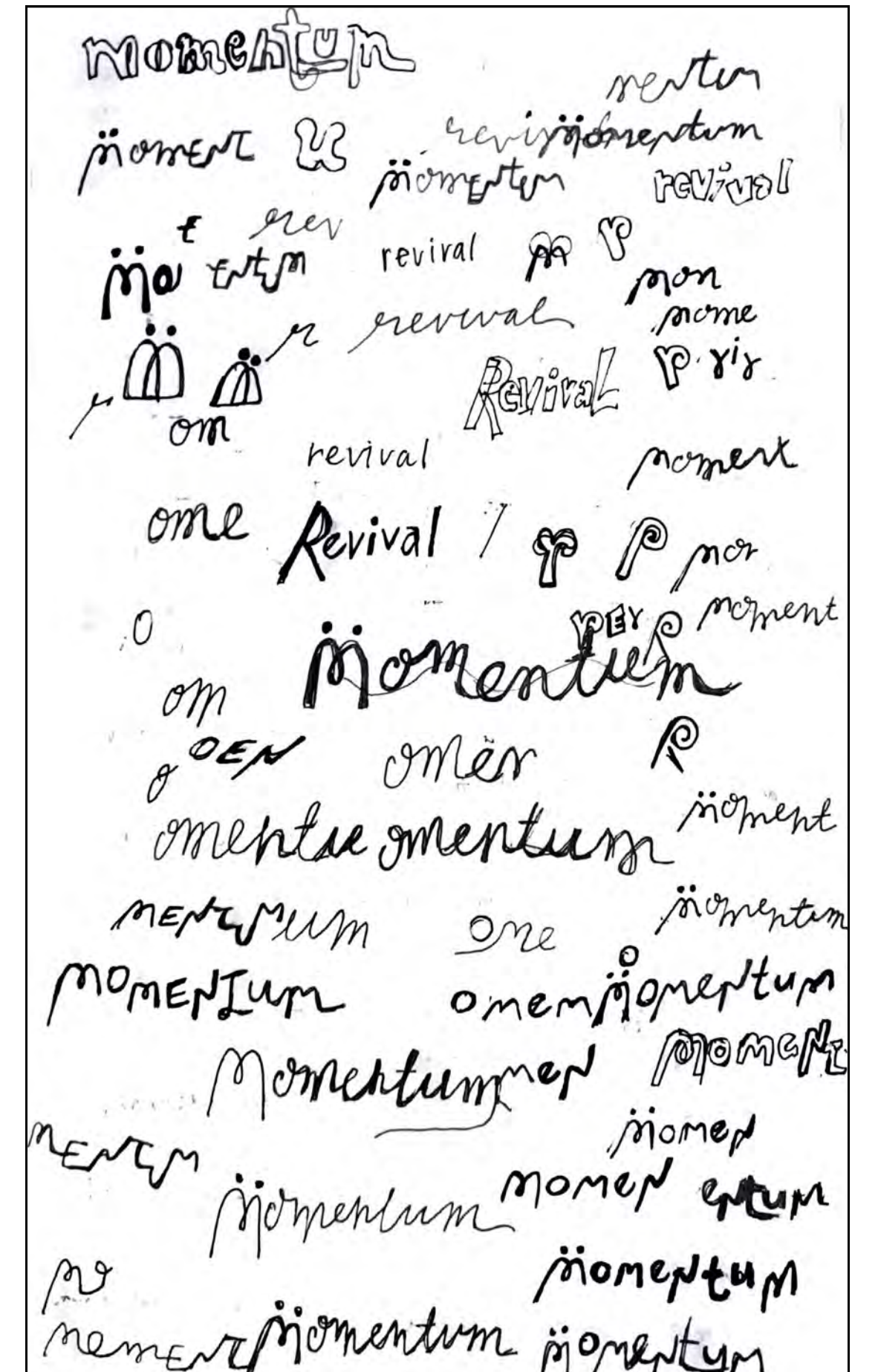
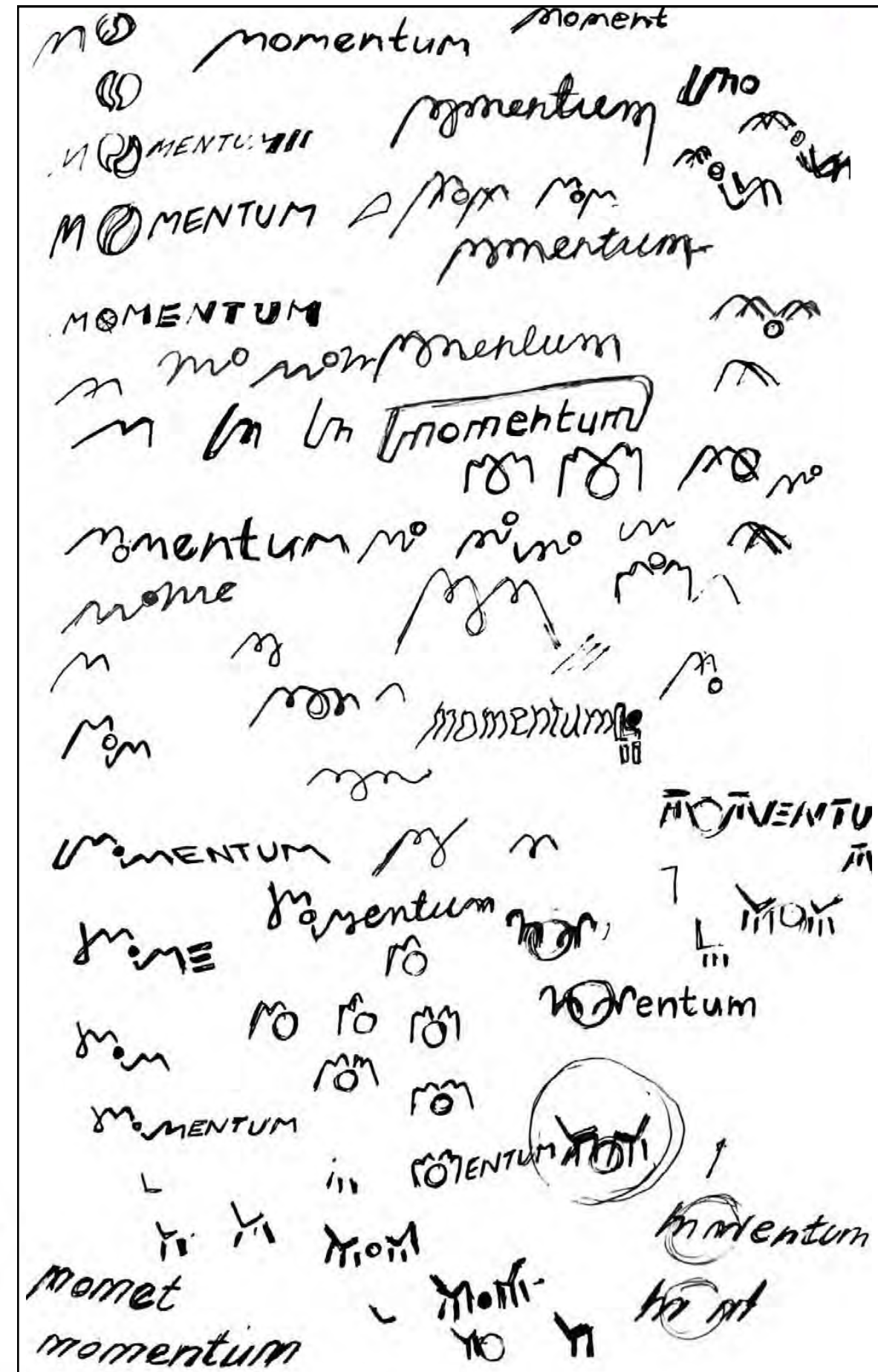
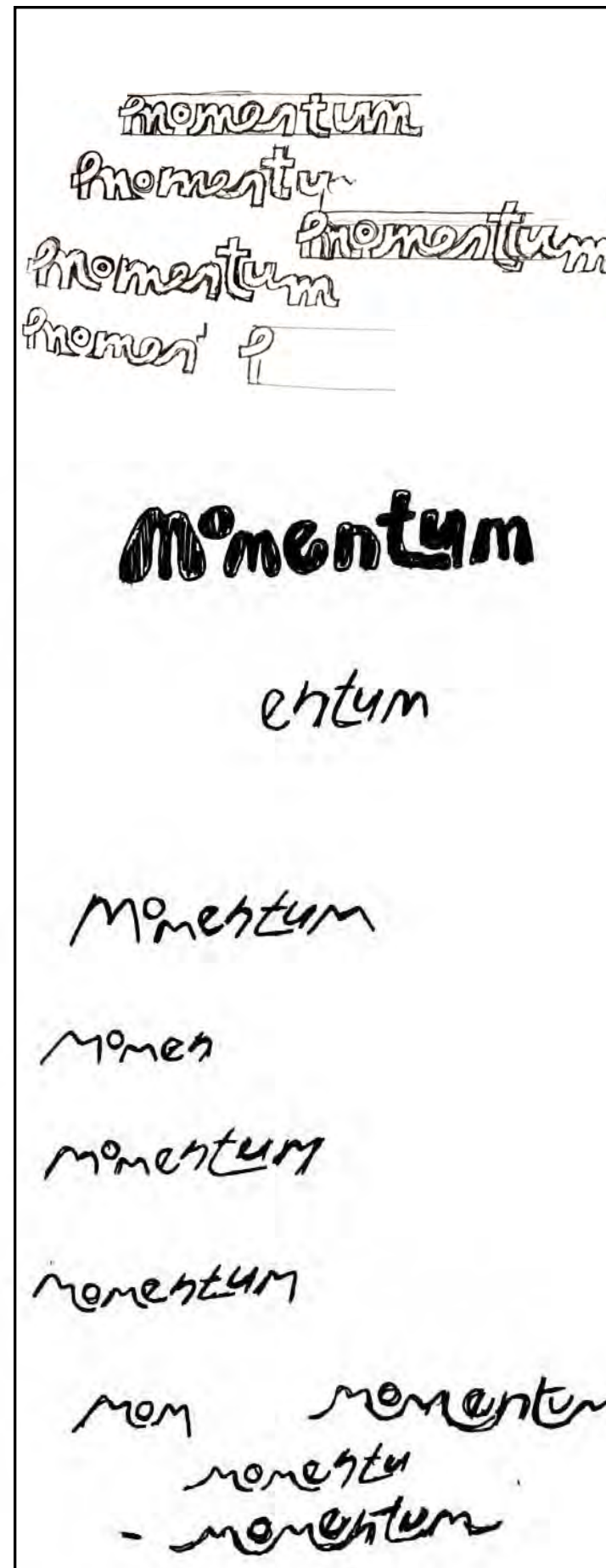
**momentum.**  
**momentum**  
**momentum**  
**momentum**

**momentum.**  
**momentum.**

mark process

# wordmark

## sketches



wordmarks

cleaned up

*i*momentum

Momentum

momentum

Momentum

momentum

momentum

momentum

# wordmarks

...and taglines



i always knew “conversation and time”  
would be the tagline for momentum,  
because of a song called “bambi” by the  
artist clairo. in her song, she sings:  
“rushing so i can beat the light / but what  
if all i want is *conversation and time*?”

# wordmark

color variants

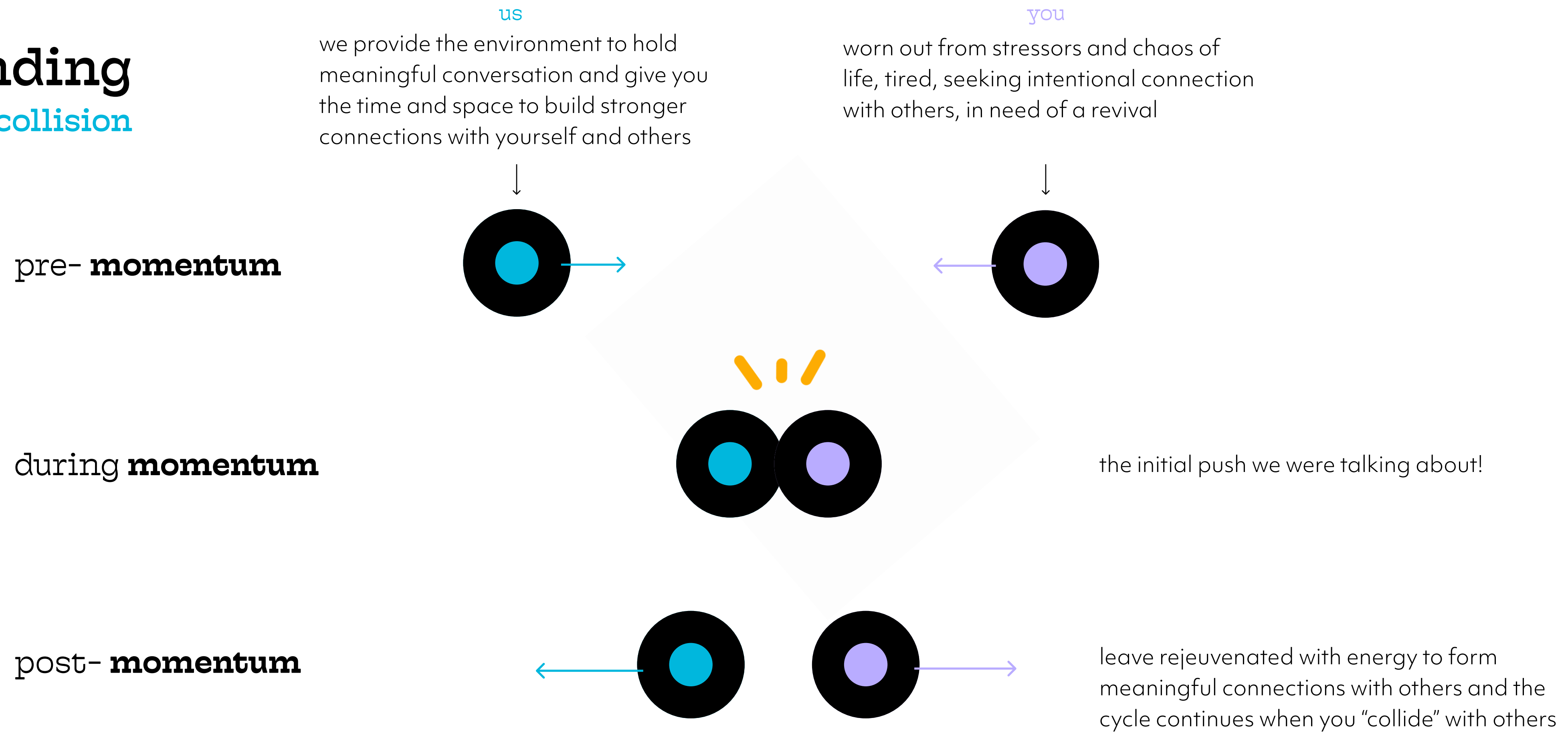






introducing...

# branding collision



# principles

## **inspiring**

your next big idea lives here

## **warm**

inviting environment encouraging acceptance of all

## **community-driven**

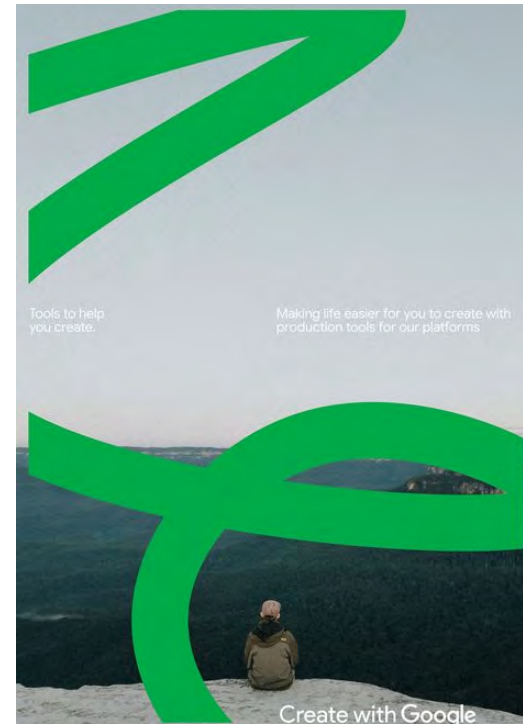
give back to the community and highlight humanity

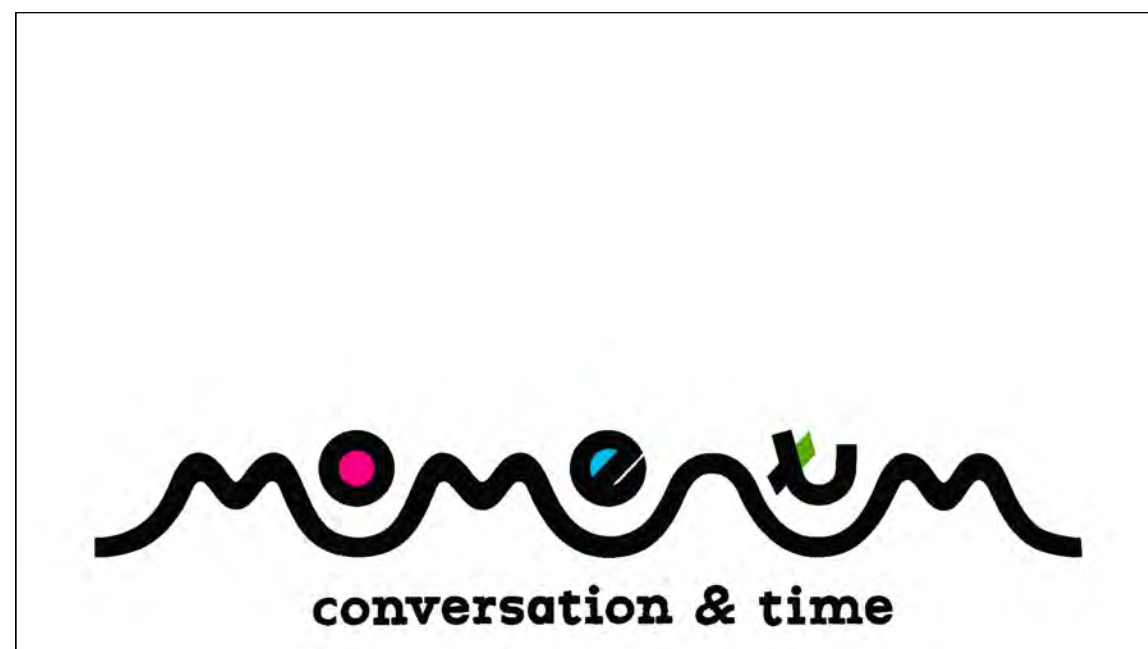
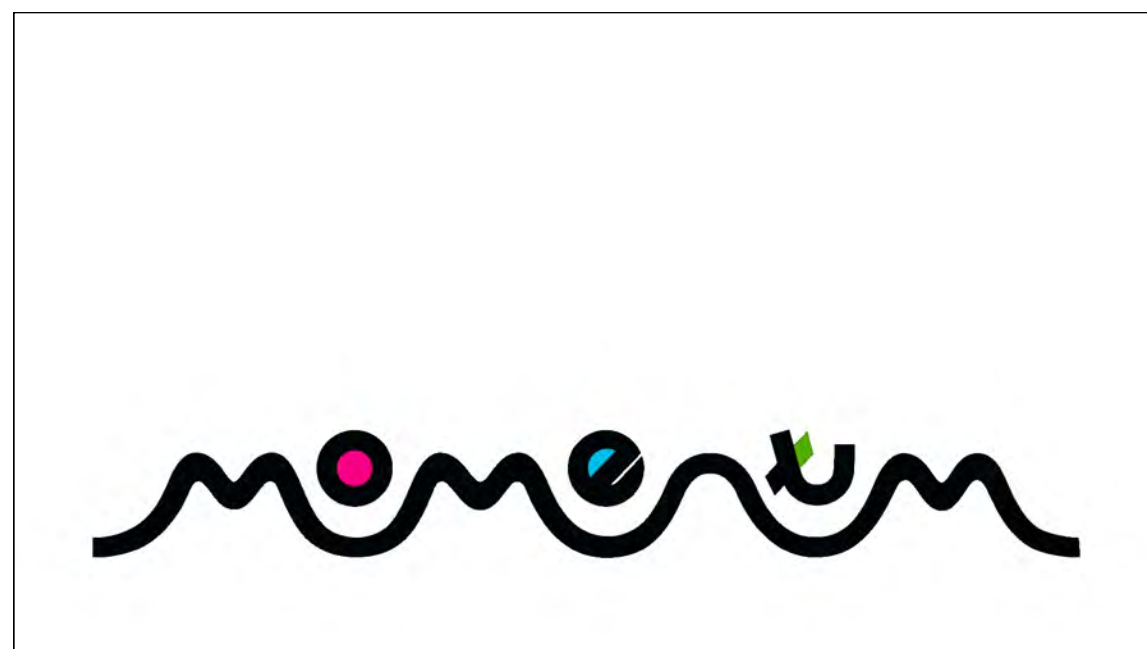
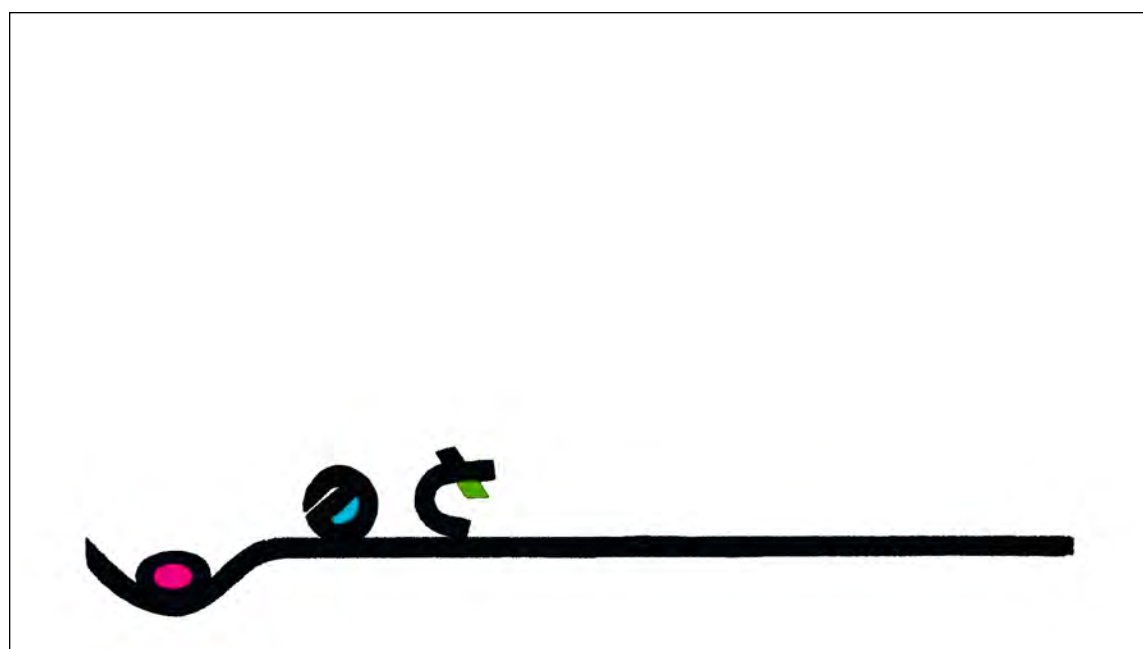
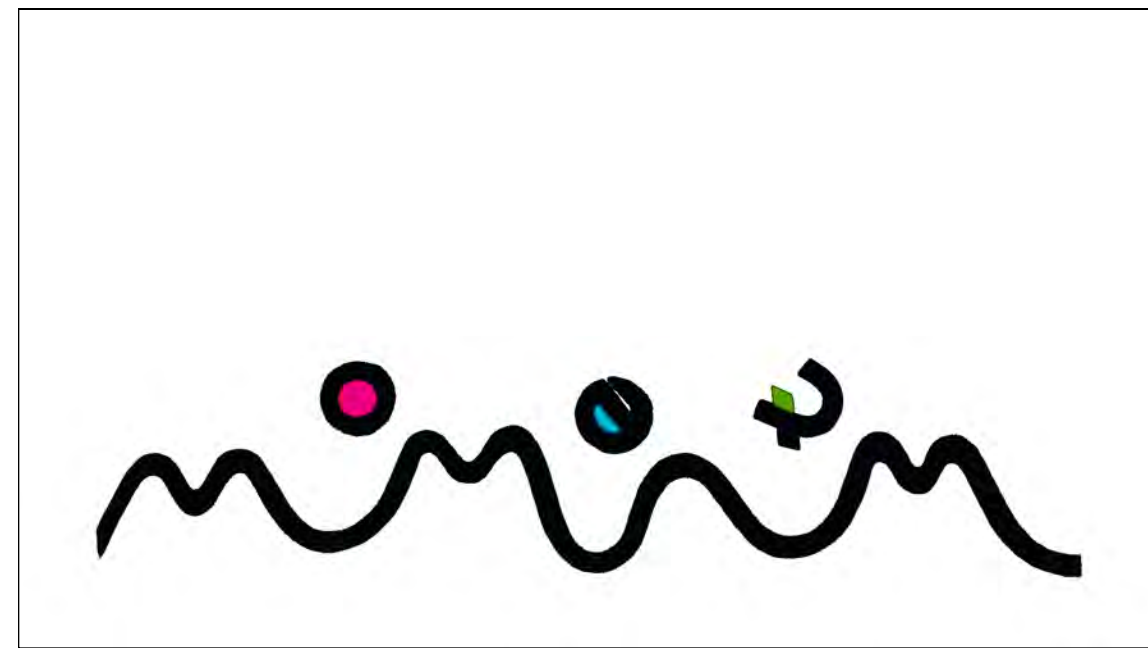
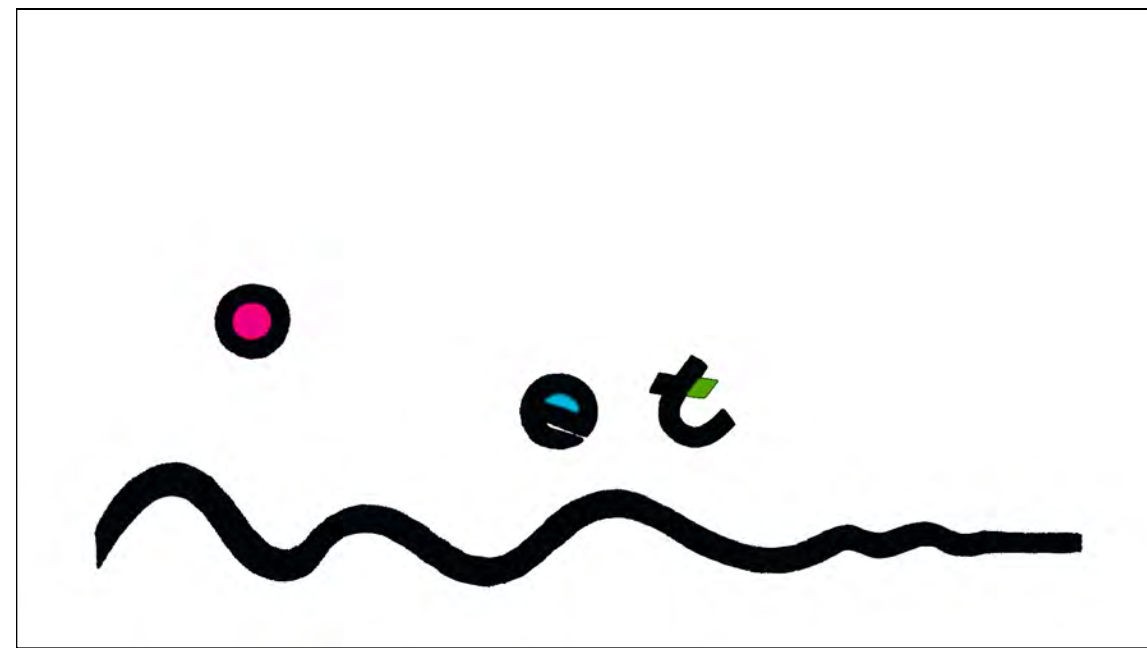
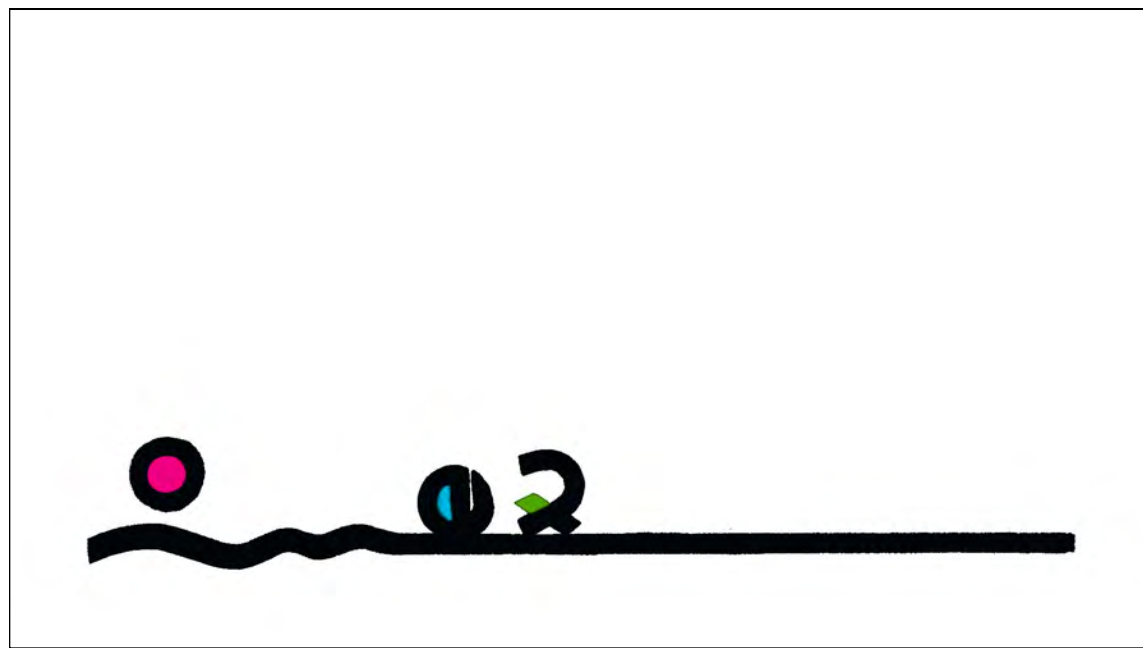
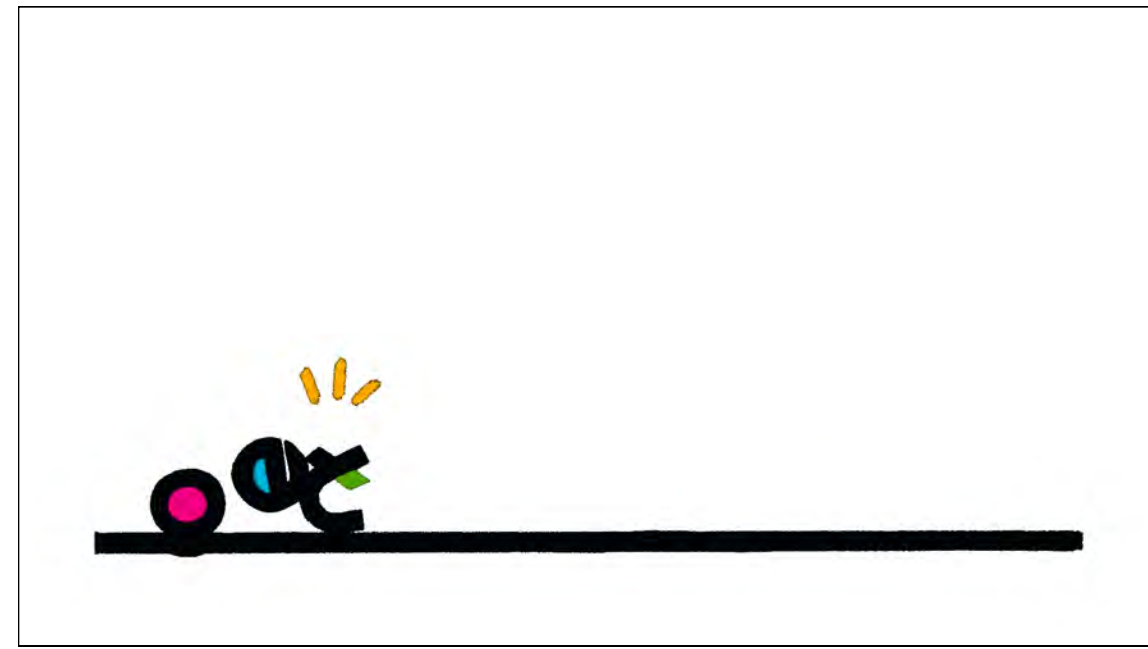
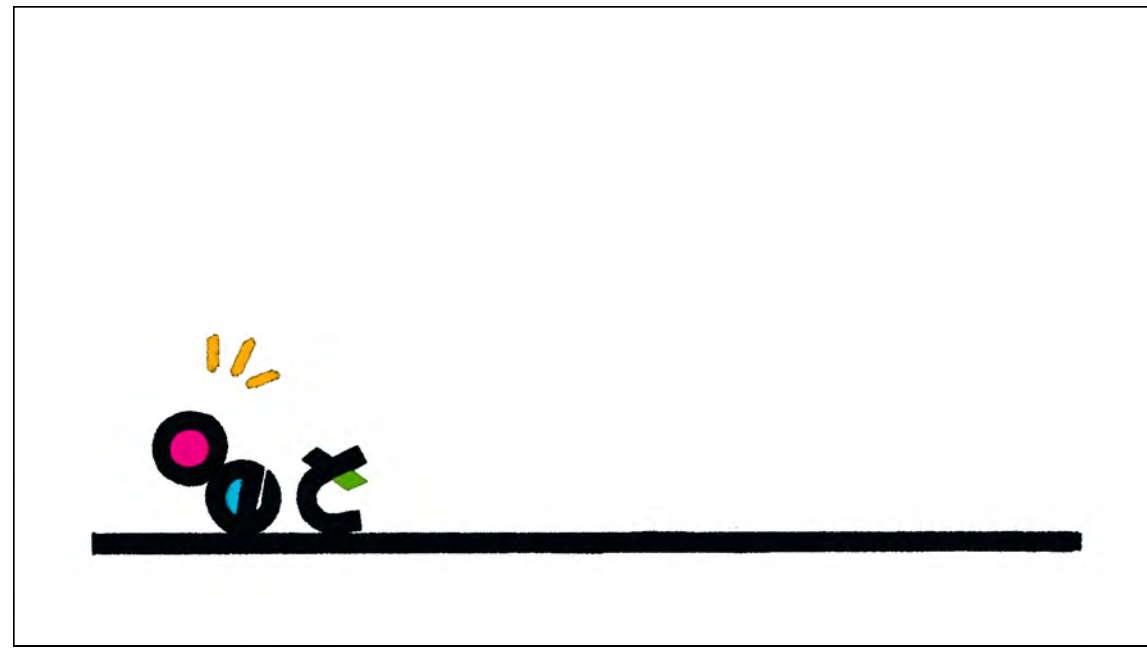
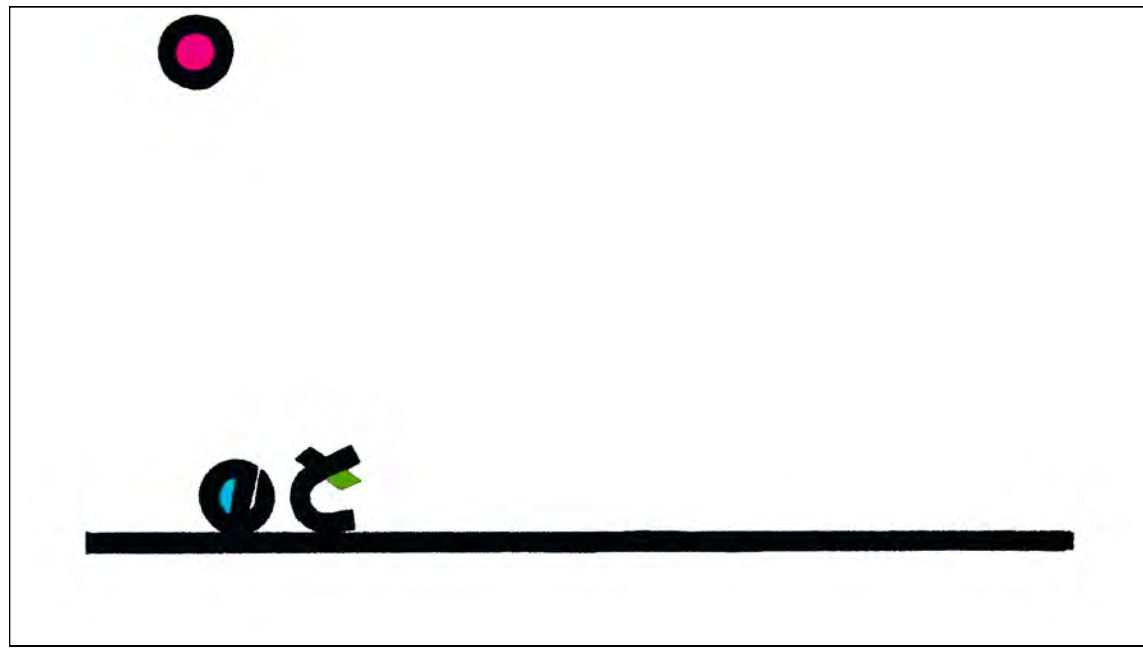
## **youthful**

excitement and energy infused into all we do, embrace change



# inspiration



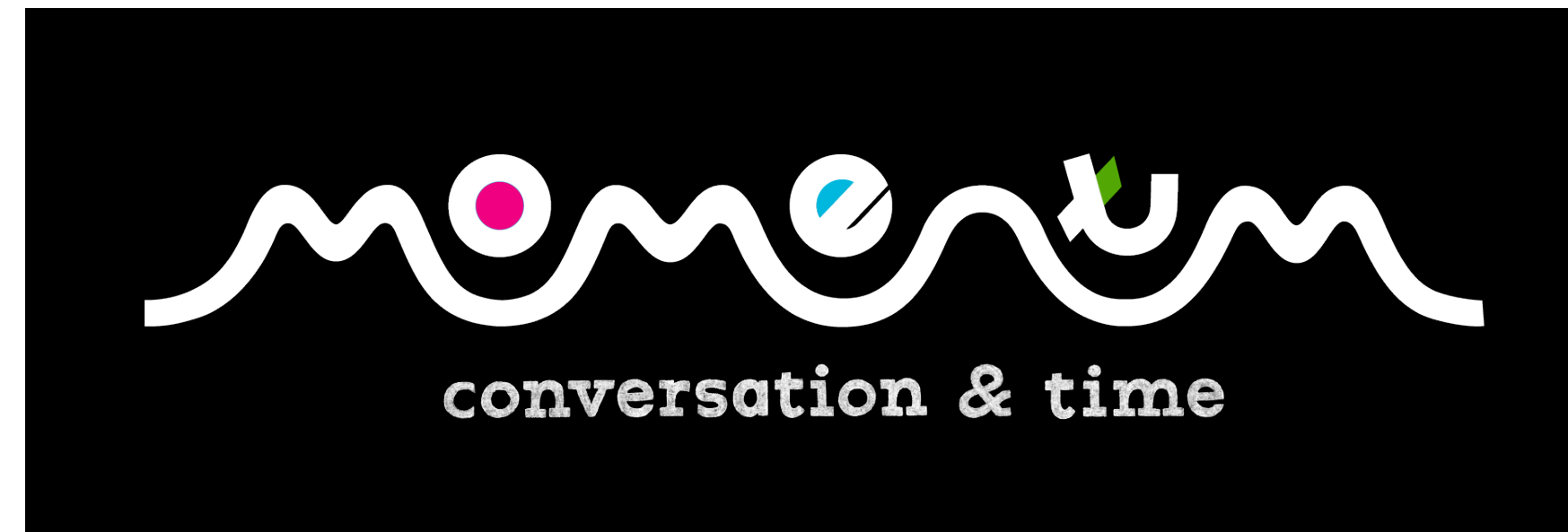


mark animation

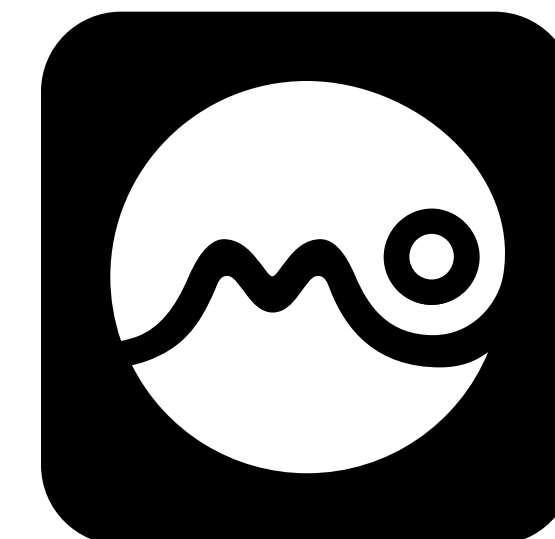


# branding

## mark variations



**favicon**  
(or used when  
mark too long)



# branding

## typography

**hatch** is a typeface with a lot of personality. paired together with the mark, the two work as a cohesive unit.

**objektiv** looks like hatch's close relative, and works well in longer paragraphs, while still embodying momentum's principles.

hatch regular

abcdefghijklm  
nopqrstuvwxyz  
0123456789

objektiv mk1 regular

abcdefghijklm  
nopqrstuvwxyz  
0123456789

## heirarchy

50 pt

**header**

30 pt

caption and  
paragraph text

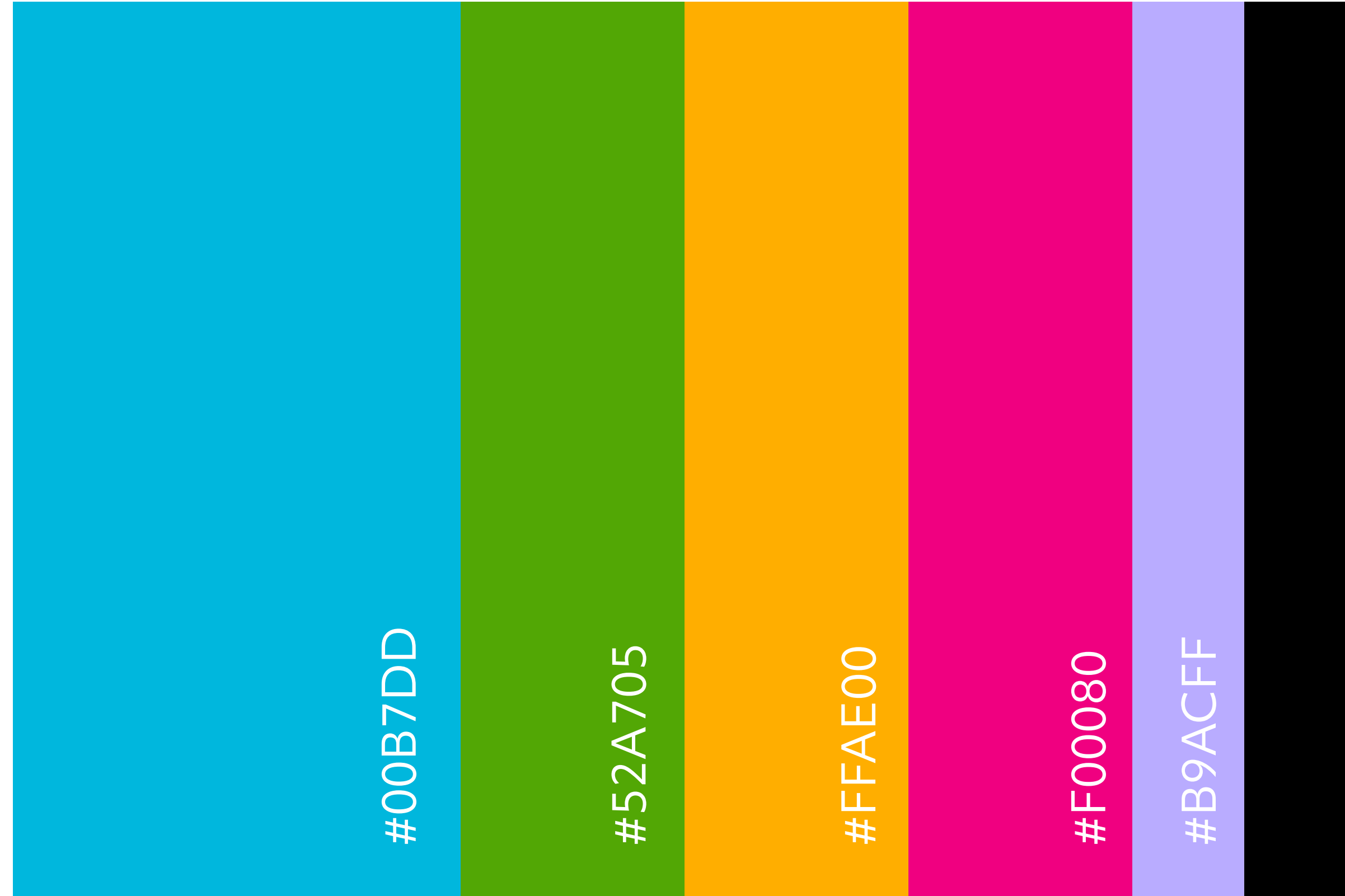
20 pt

subtitle



# branding

color and type





# branding

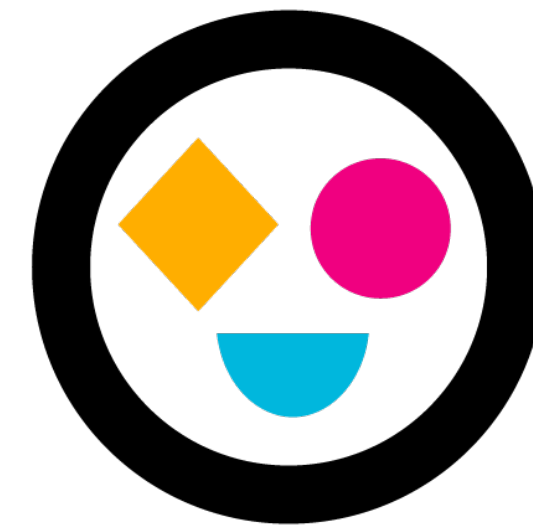
icon set



touchpoints

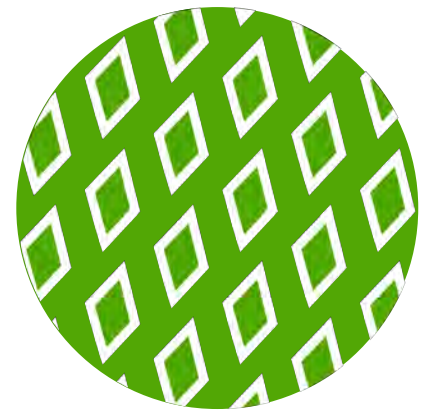


cups

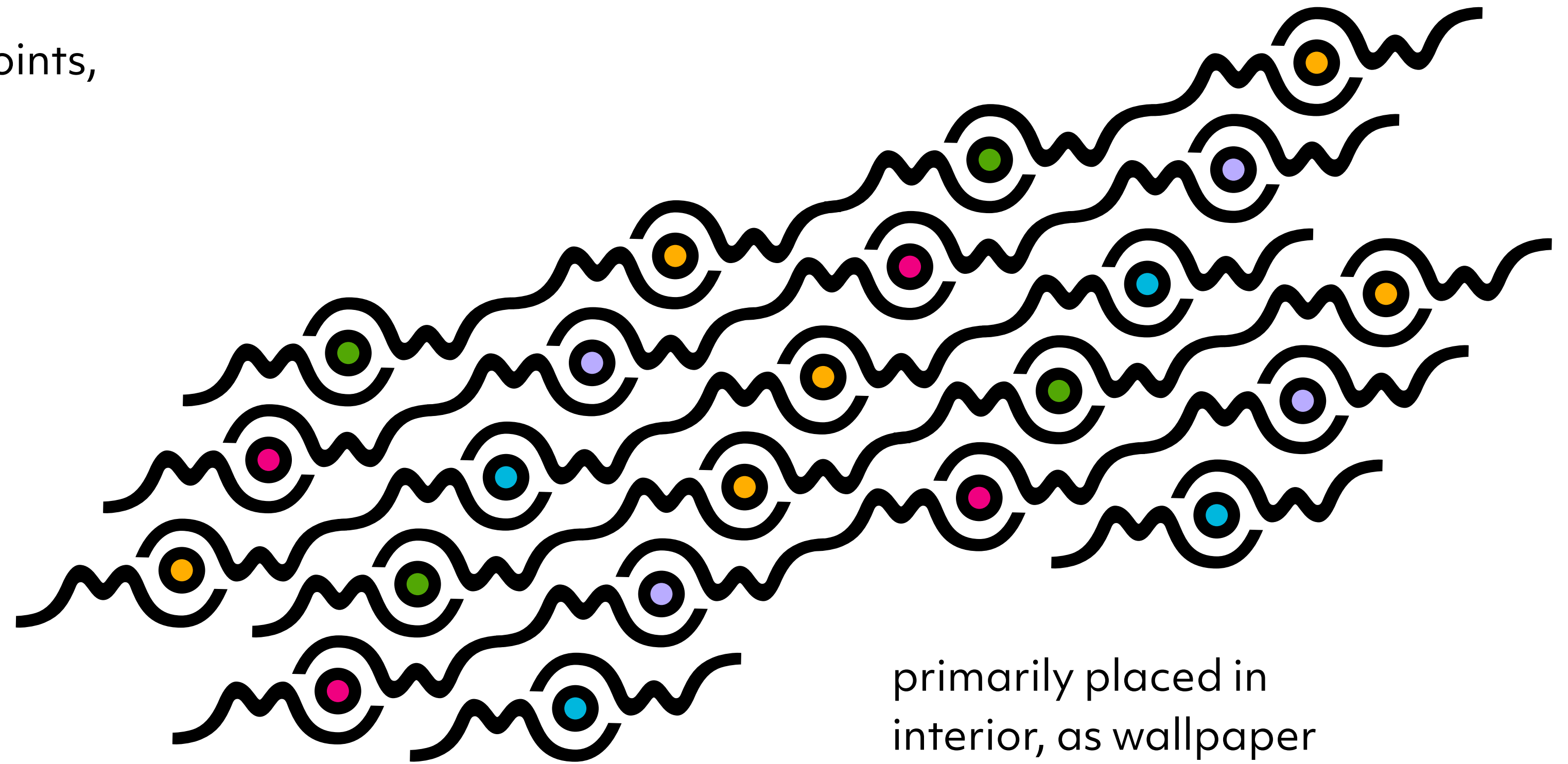
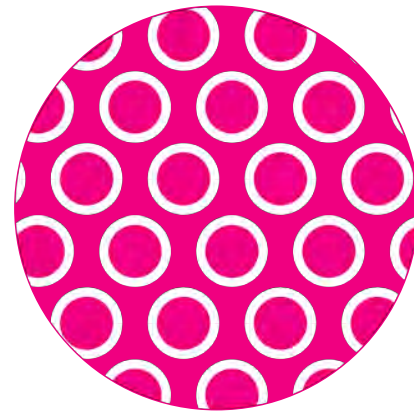
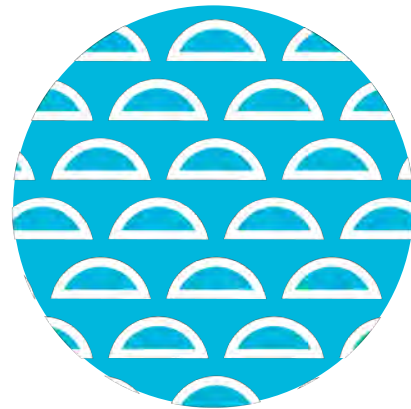


spaces





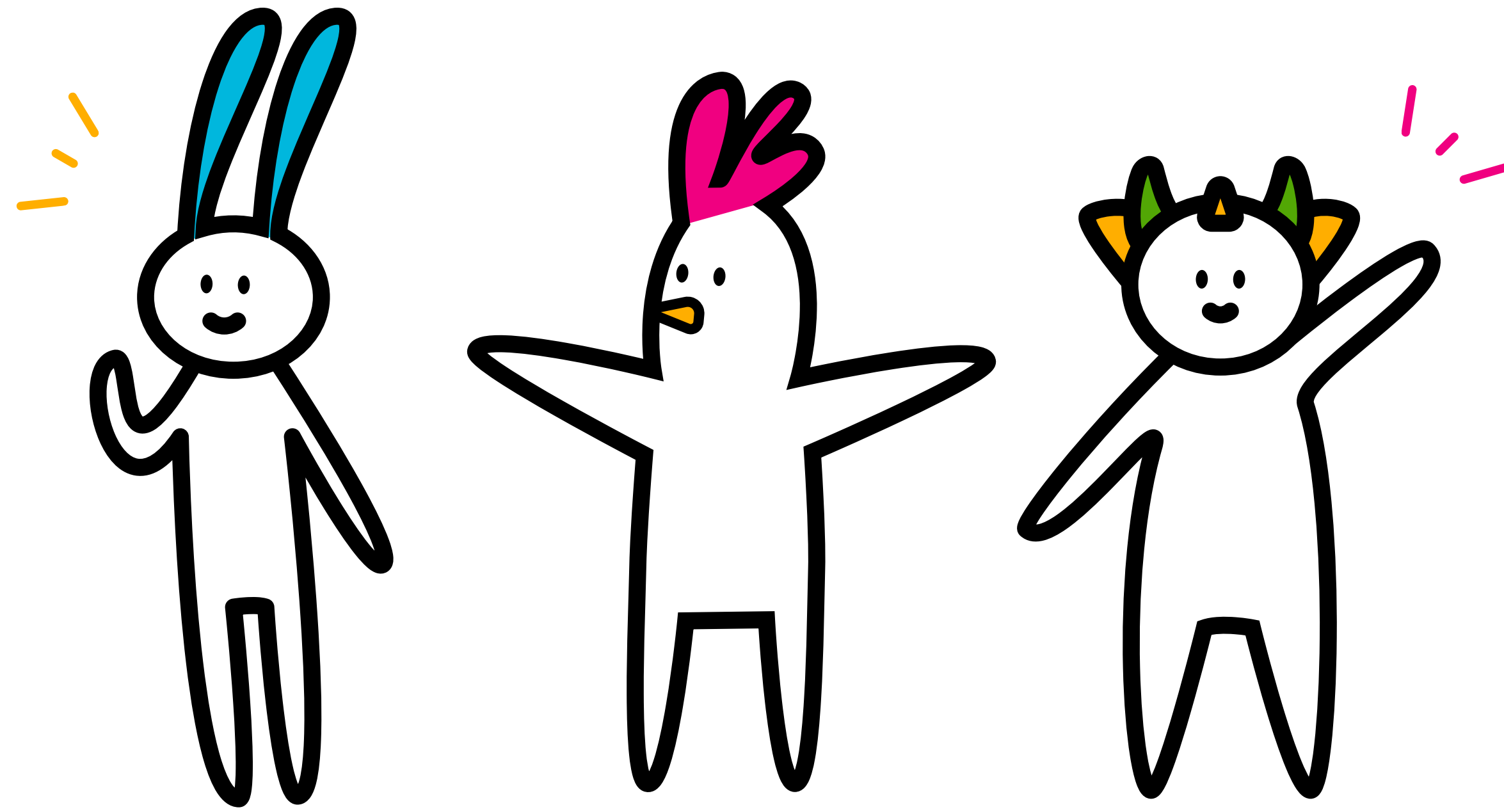
used on touchpoints,  
and as texture



primarily placed in  
interior, as wallpaper

**branding**  
patterns

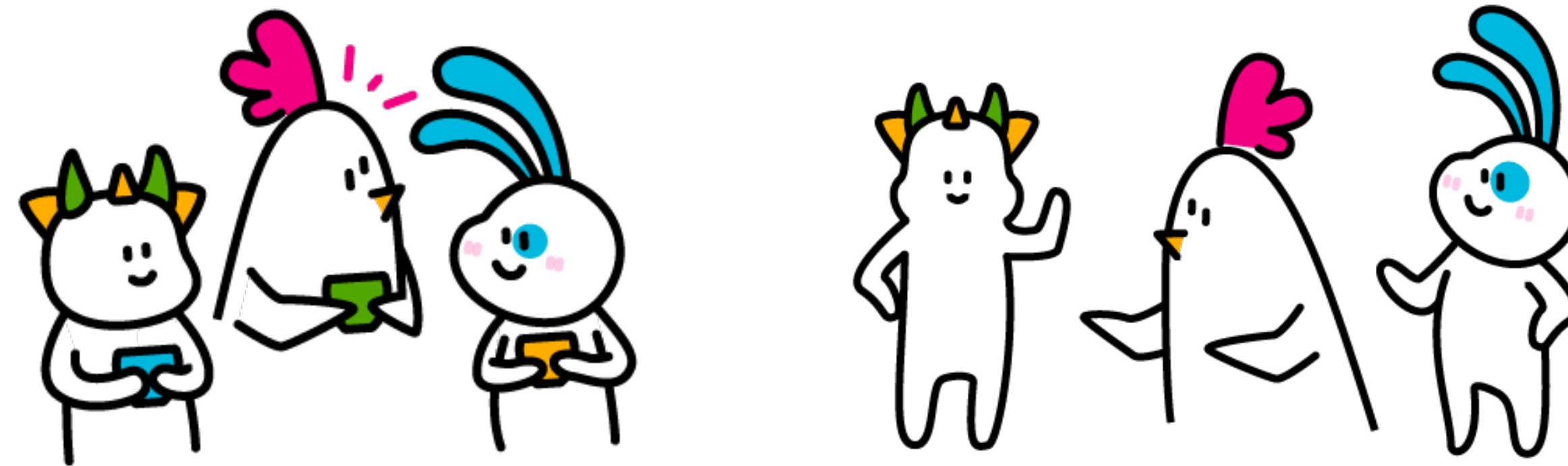




- based on animals from chinese zodiac: rabbit, rooster and dragon
- mascots represent self, society, and friendship respectively (three personas: 1. visiting by yourself, 2. visiting with friends, 3. visiting professionals)
- creates connection to brand and exemplifies brand principles



how the mascots might appear in-space!



let's start with...

**conversation**

**brand application**

what about that tagline though?





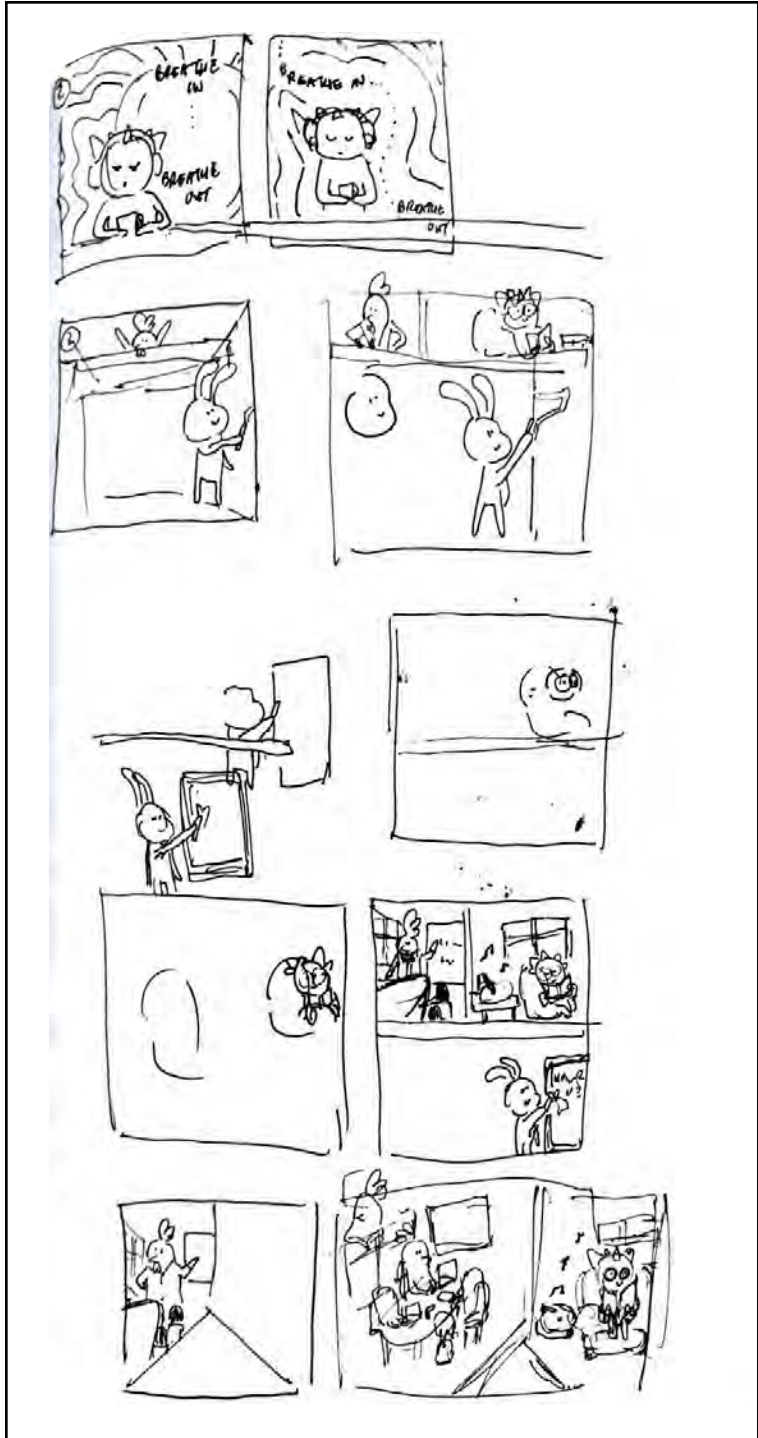
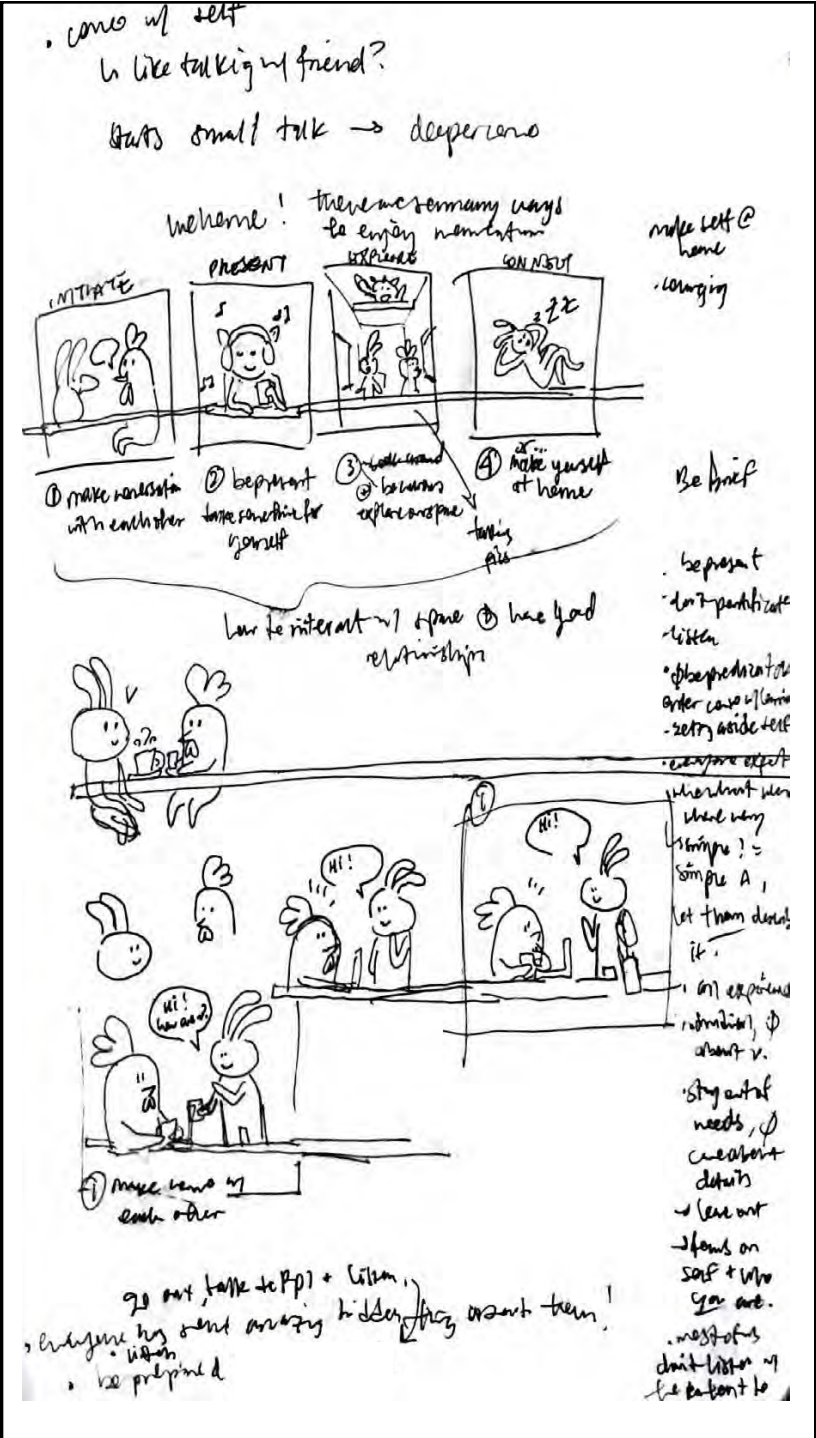
**brand application**  
coffee cups

*moner*

# branding application

## mascot mural: sketches

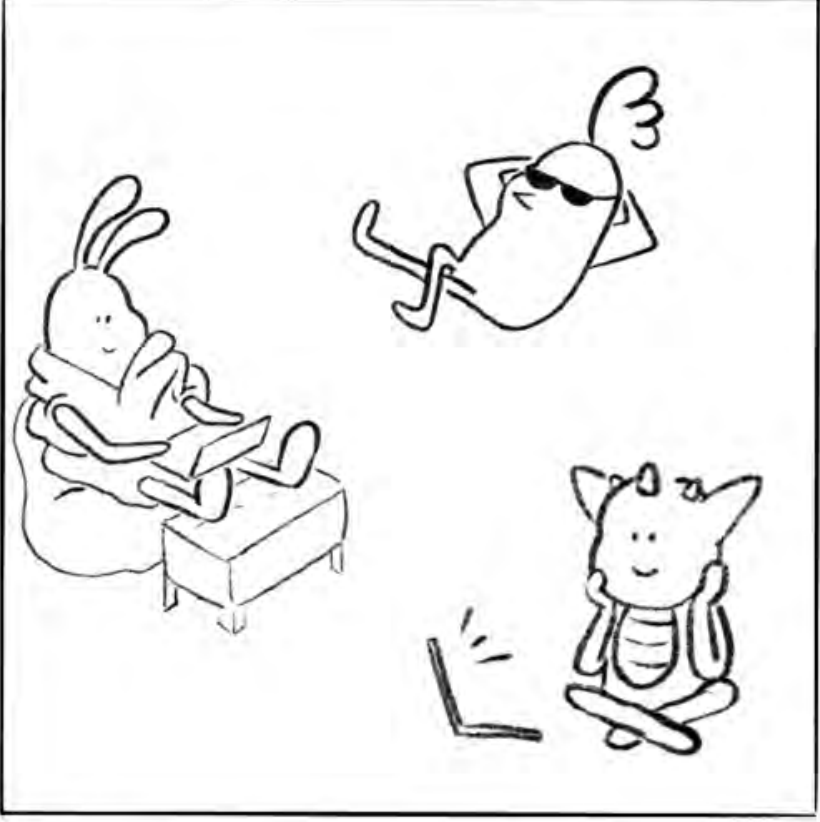
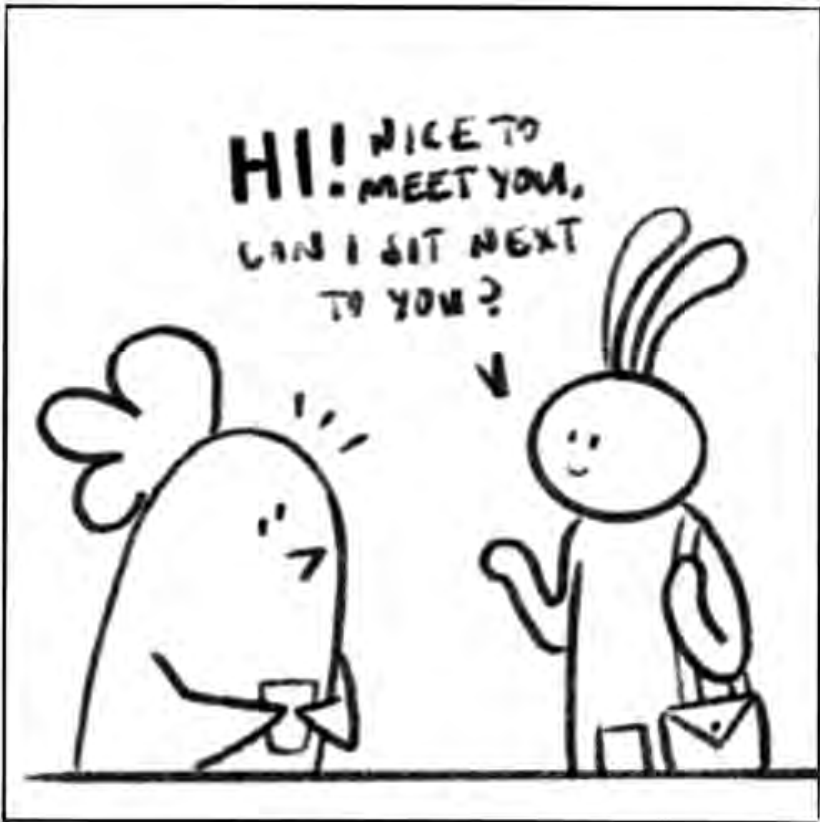
environmental graphics featuring momentum's mascots to be applied on the walls



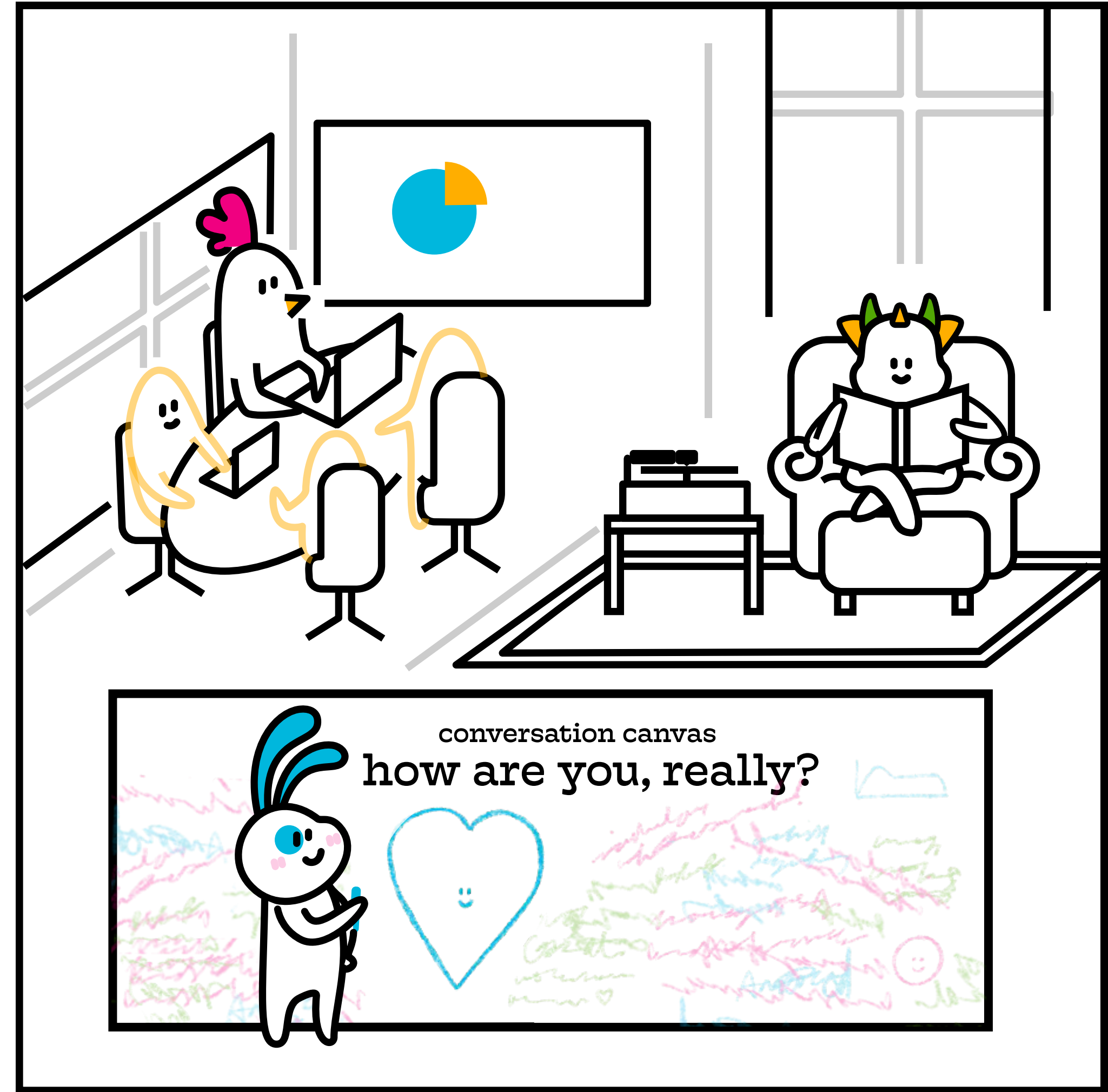
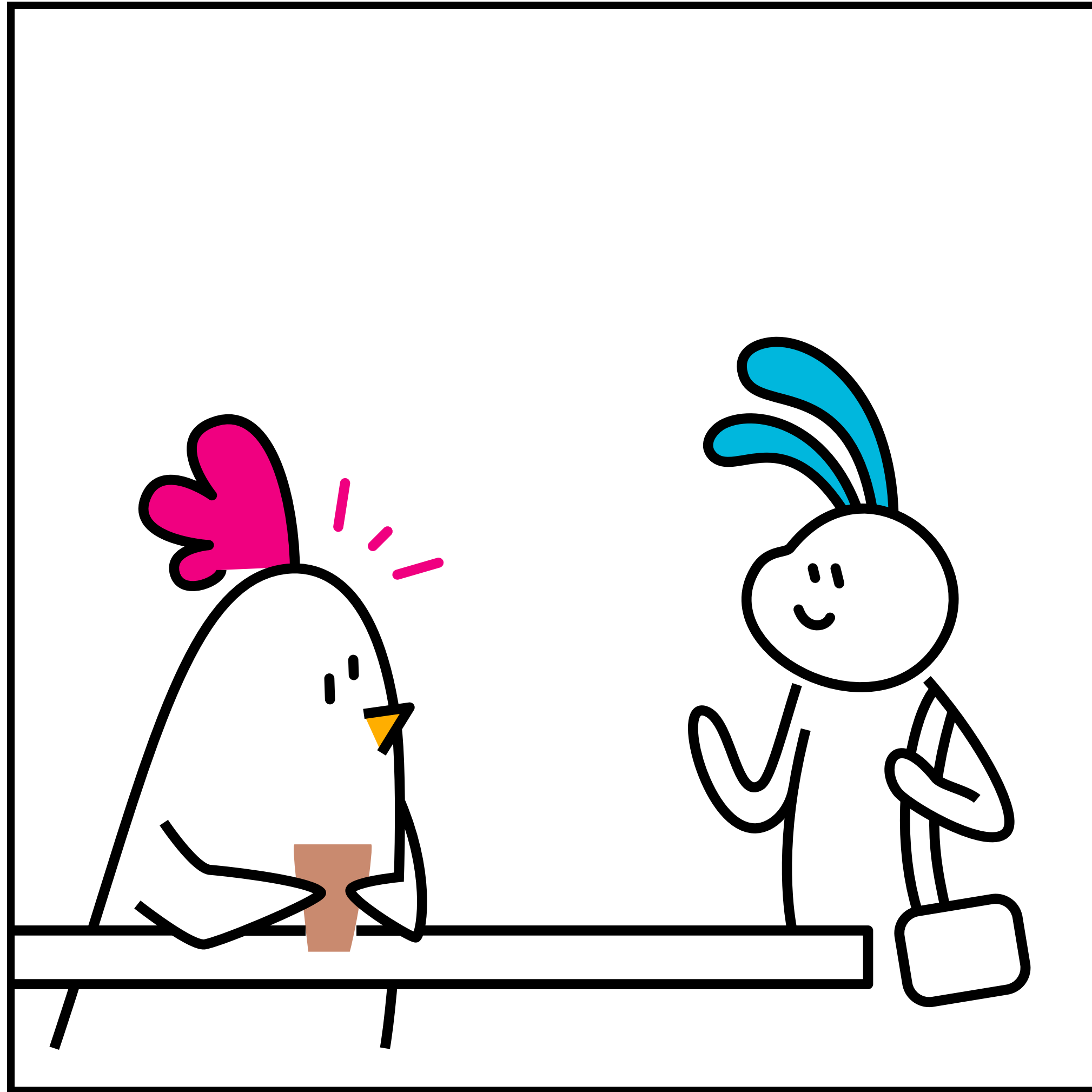
# branding application

## mascot mural: sketches

the goal of these murals is to help create a connection to momentum, while also helping potential visitors feel comfortable dwelling in the space.







**brand application**  
mascot mural: high fidelity



## choose your fighter

lone wolf



- I would like be left alone
- (self) reflective question on inside of cup, privacy

neutral



- neutral to having convos or being left alone

conversationalist



- completely open to talk and meet someone new

└ question on outside of cup, engages self/others ─┘

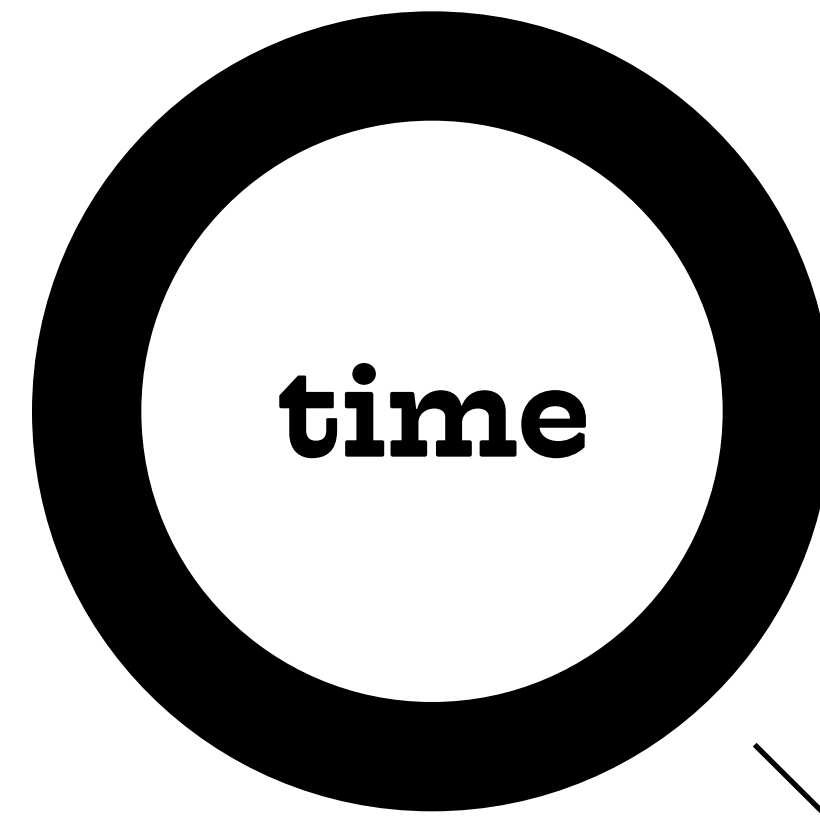
## brand application

cup interaction





let's talk about



to talk

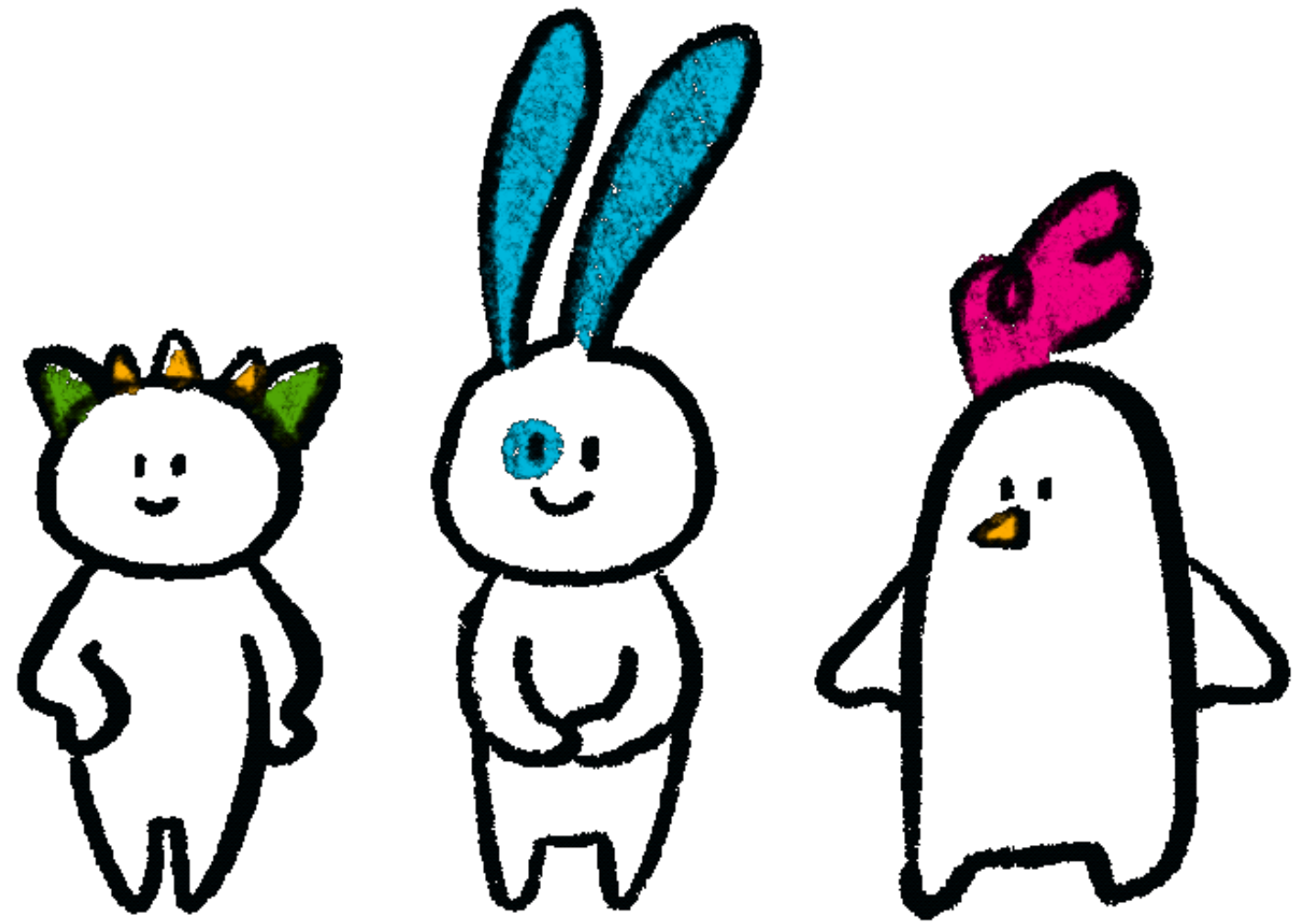
*...for a guided tour*

**brand application**  
let's talk about time



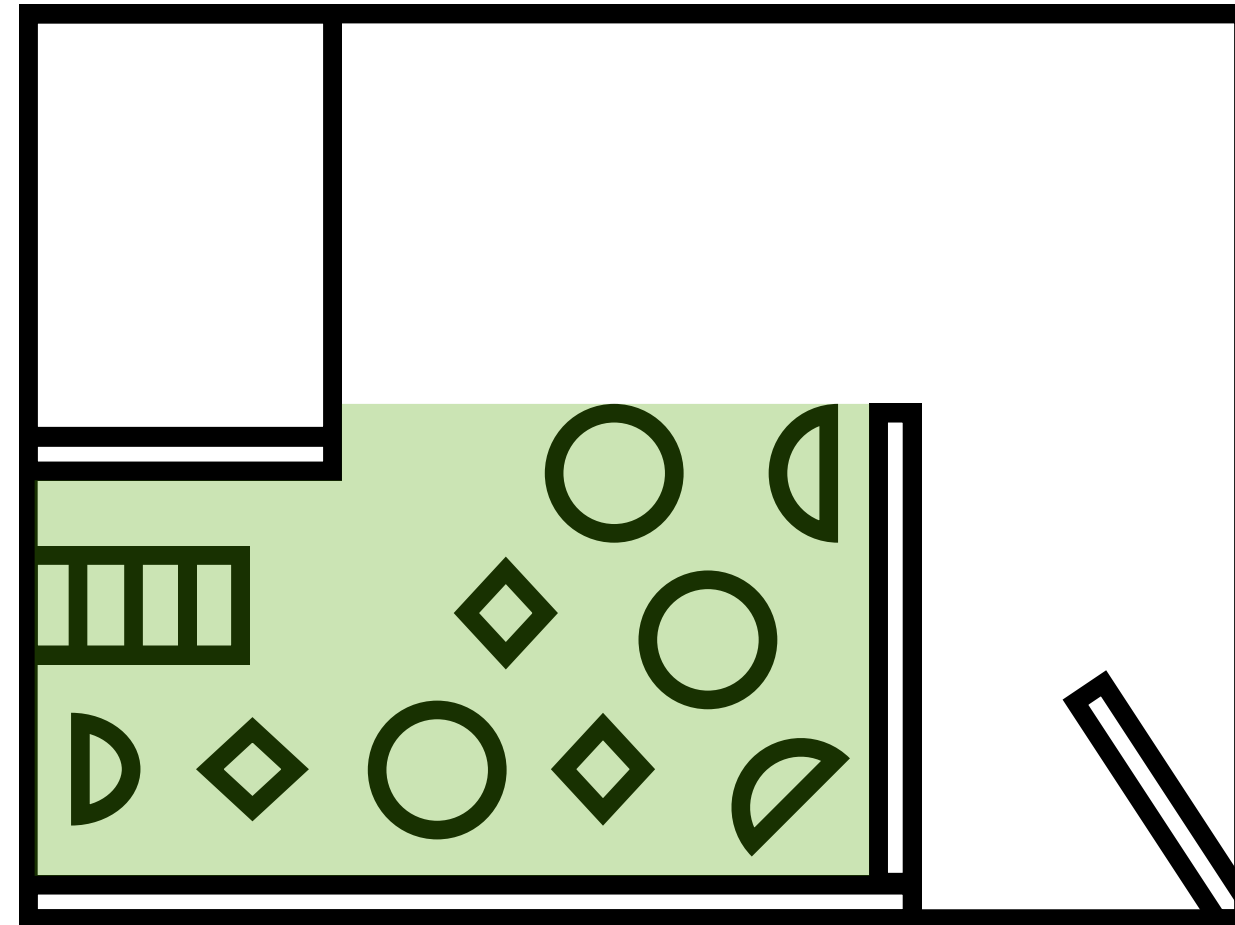


welcome,  
come on in!

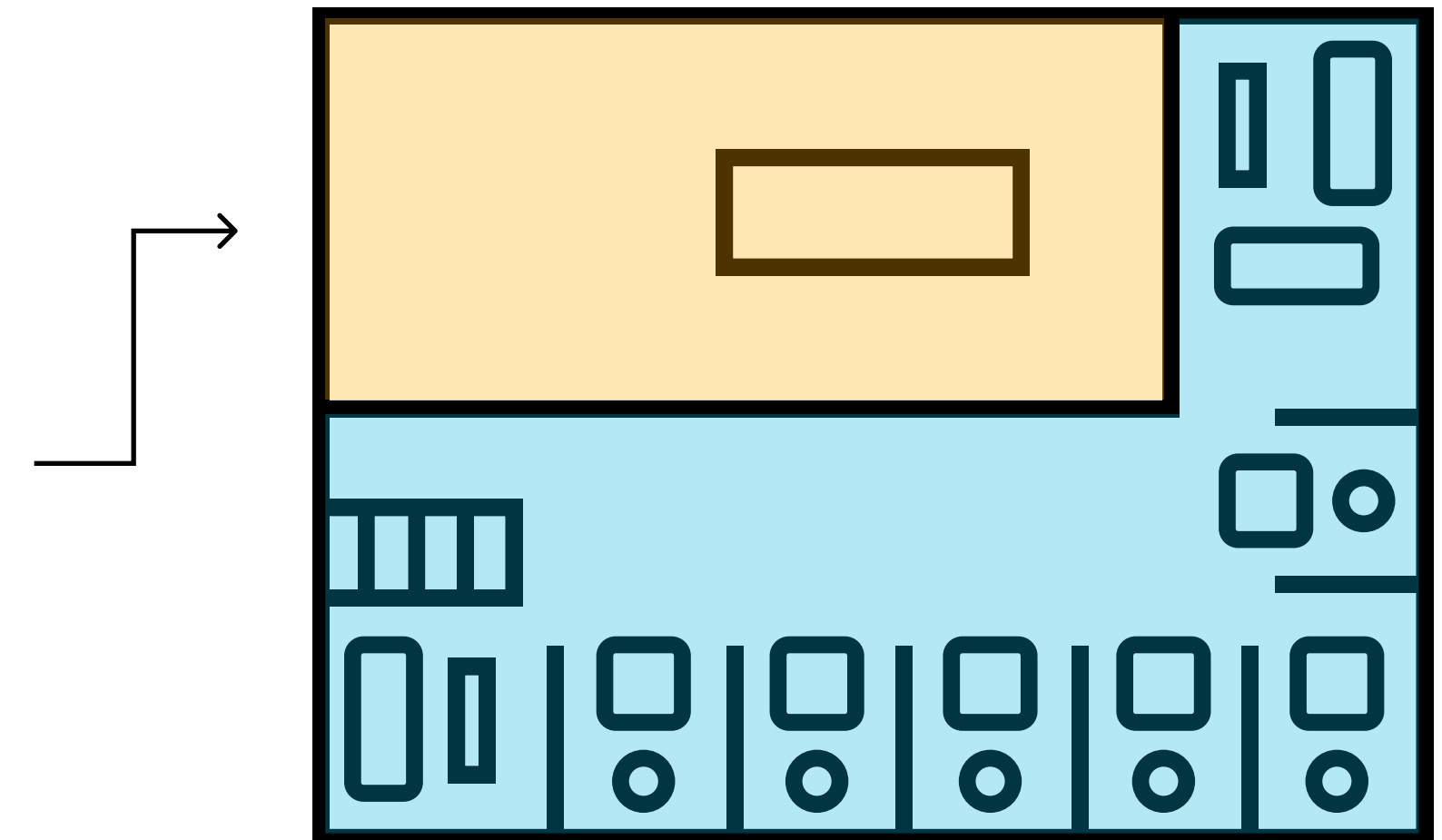


Momentum is a two story hub hosting three different spaces: a public, private, and coworking space. All to accommodate our audience and cater to their varying comfort levels.

1st floor  
public seating ●

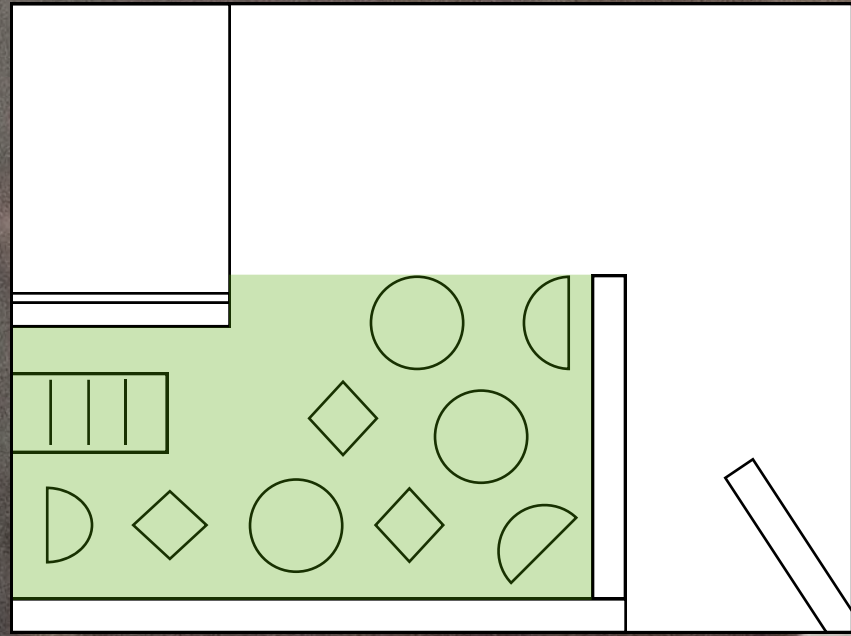


2nd floor  
co-work ● private space ●



**brand application**  
space offerings

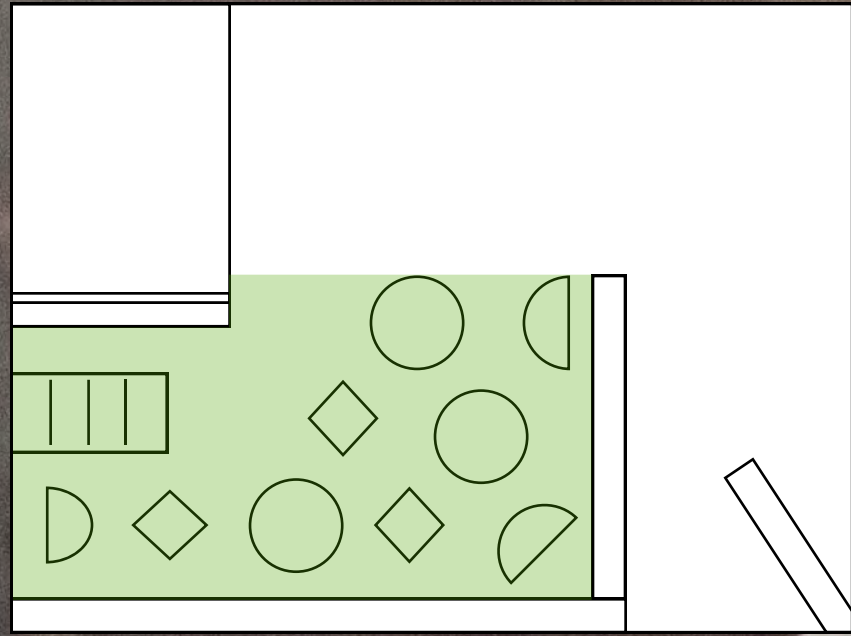




## public space

the first floor public space is where you can go to be loud and proud.





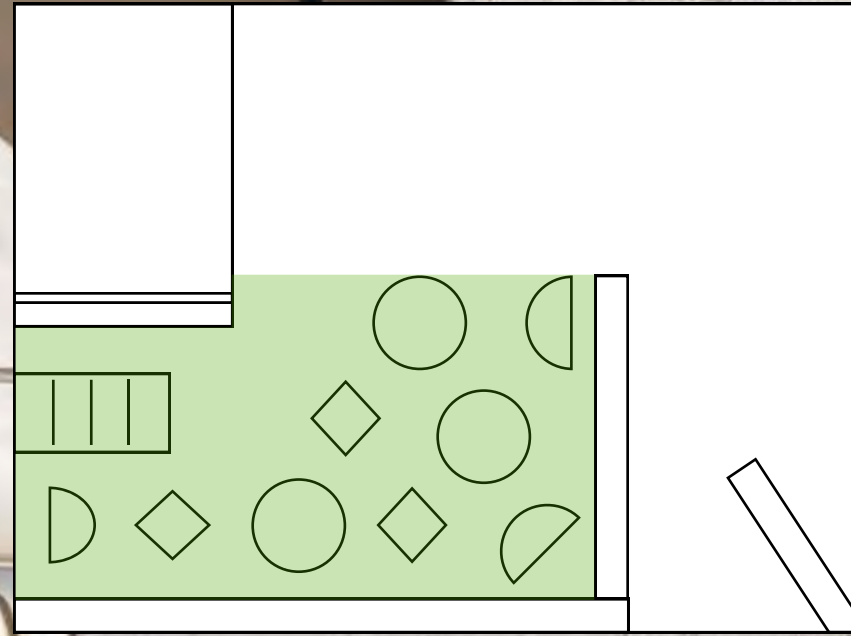
public space

if you're coming on your own, pick a green cup at the counter to show you're open to talking to new friends.



here, we feature our mascots to encourage conversation.





## public space

another angle to the public space, this time showcasing our counter, menu options, and wallpaper usage.

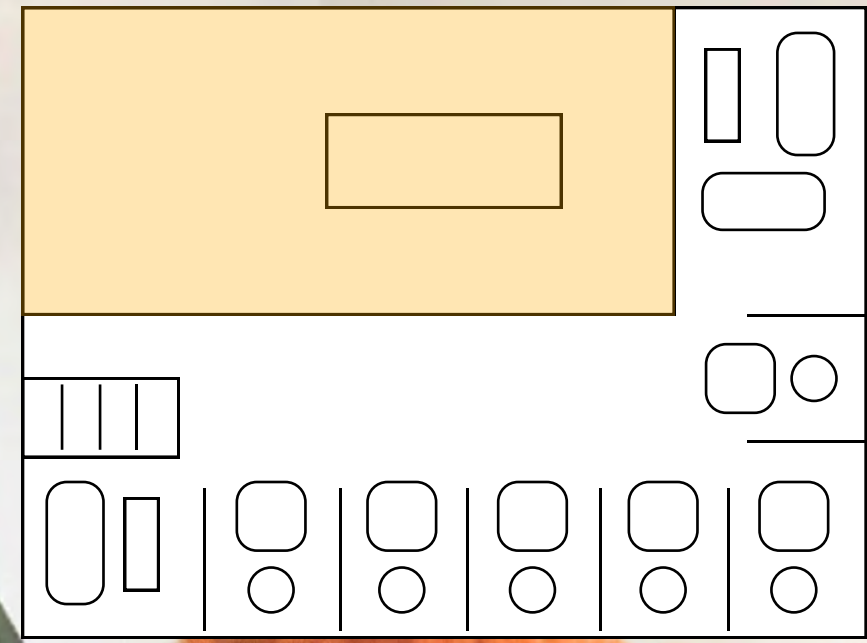


- coffee
- matcha latte
- dalgona coffee
- black sesame tea
- vietnamese coffee
- milo milkshake
- cafe latte
- egg coffee





# let's get the ball rolling



co-working room

the goal of this space is to be used as a "professional" space. it can be rented out as a change of pace for those seeking an inspiring place to work and hold meetings.



# let's get the ball rolling

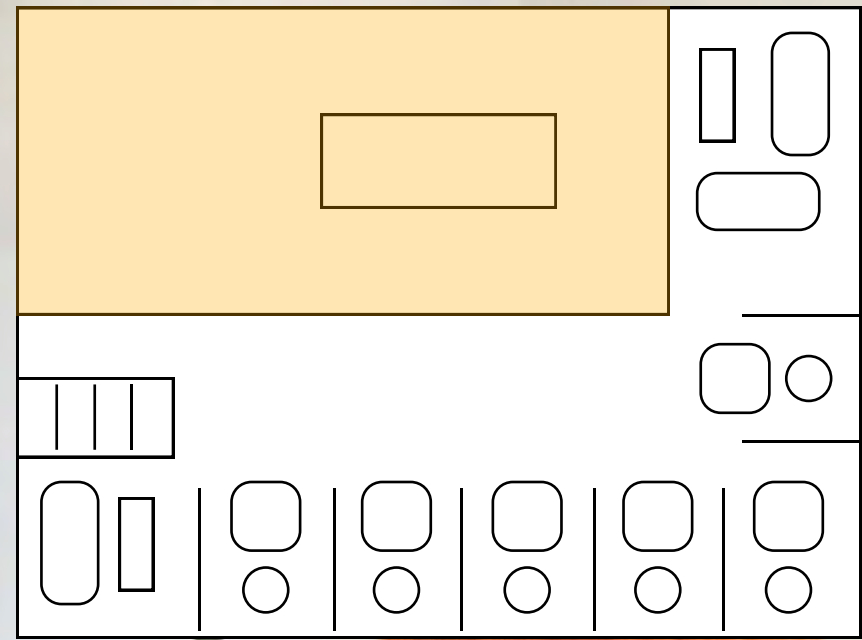
an inspirational quote gets the team on the same page, ready to roll!

there is significantly less ornamentation and distractions in this space compared to the public area. instead, plants provide a refreshing and peaceful atmosphere.

co-working room



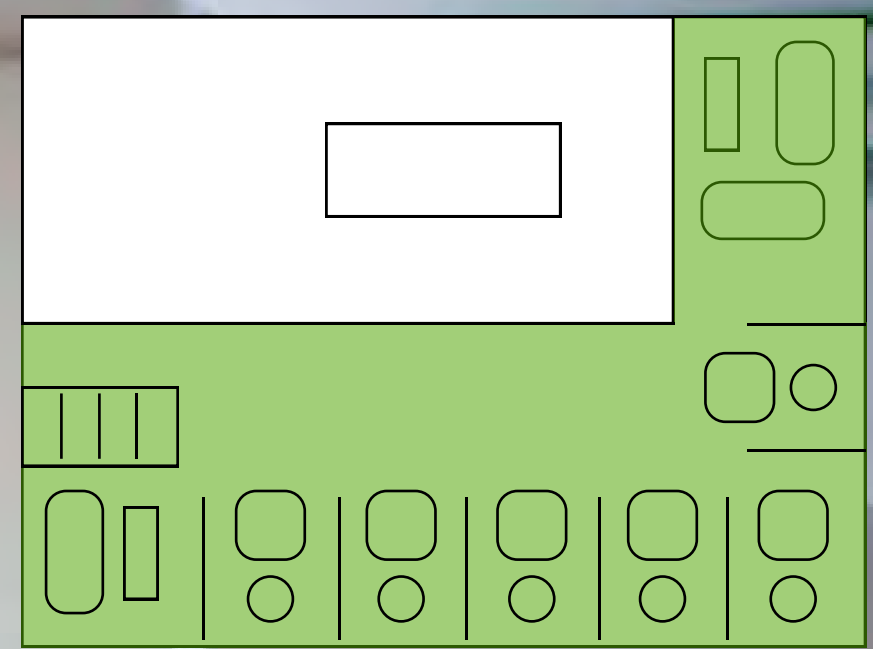
as always, feel free to enjoy a hot beverage with your teammates.



**your next great idea starts here**



**here for the long haul**



**private space**

this area is meant to be a reflective, quiet space for those that want some time alone, study...etc.



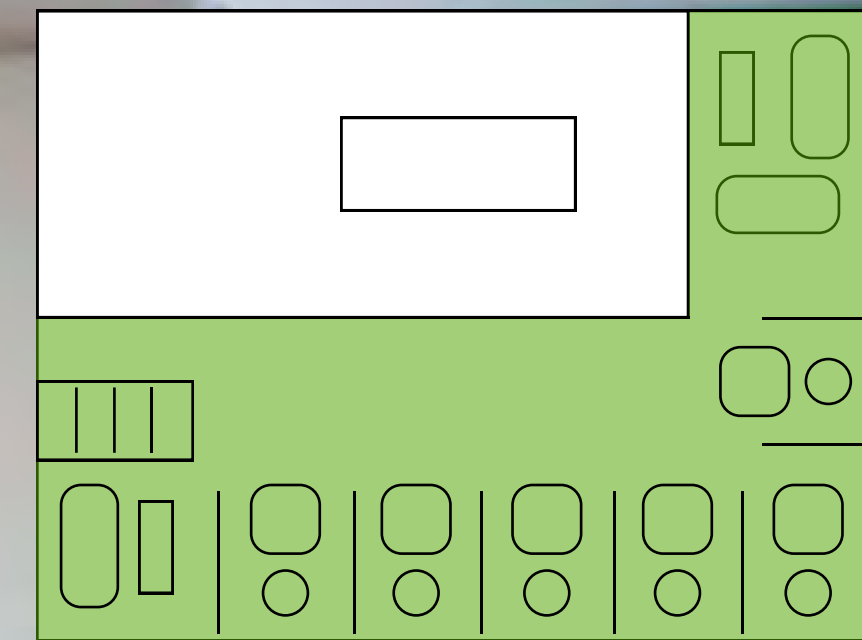
# your next great idea starts here

we feature inspiring ideas, quotes, anything to get you in a (more) positive mindset.



## here for the long haul

our mascots offer encouragement and are great company.



private area





thank you!



[link to final video](#)  
[see more of my work](#)

\*special thanks to peter and my mentors  
claire and amber

