

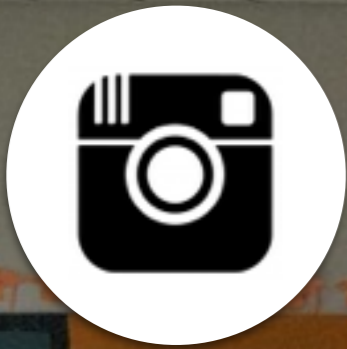


realme

LEONARDO DA VINCI AVE

MAIN STREET

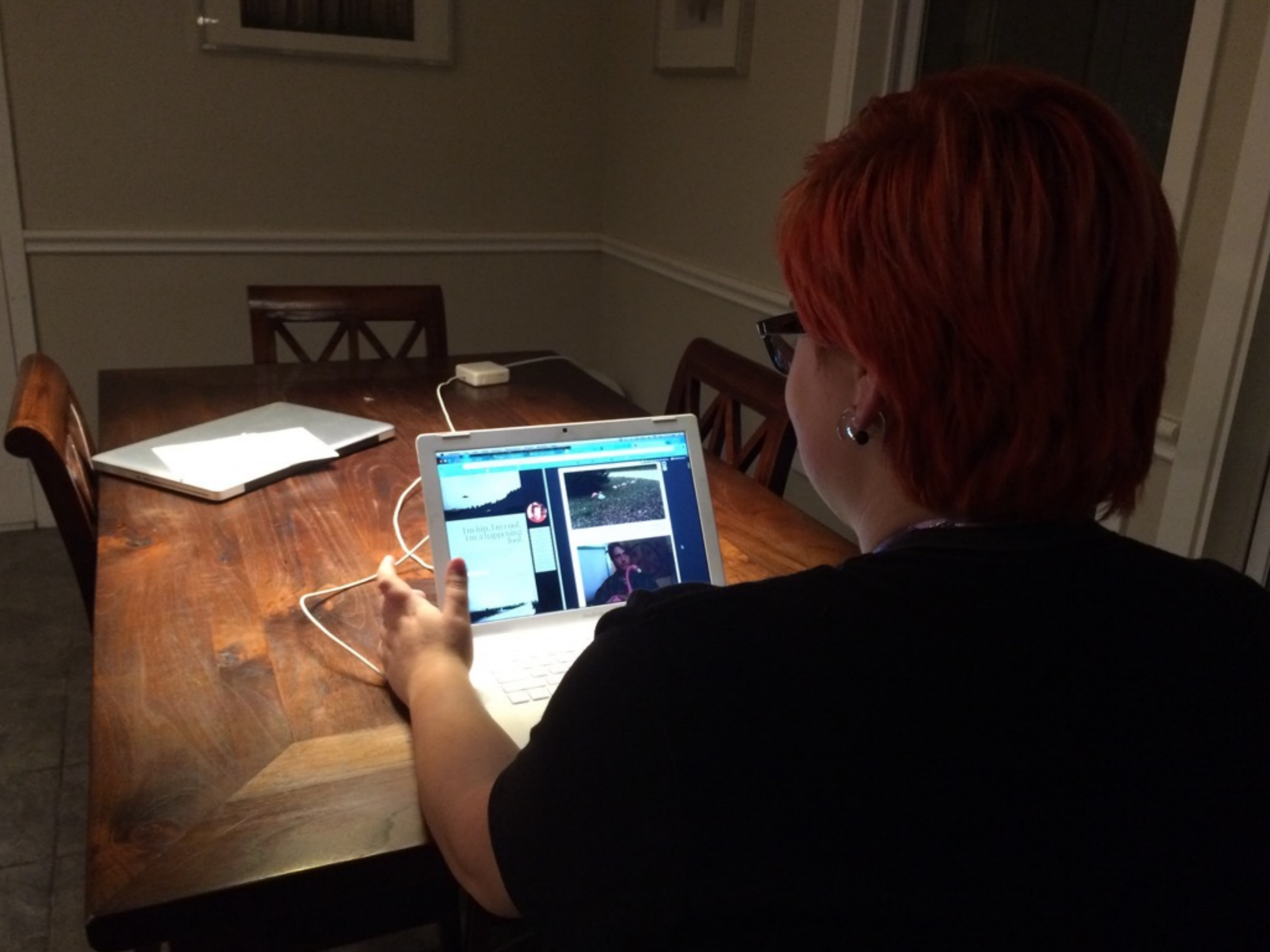


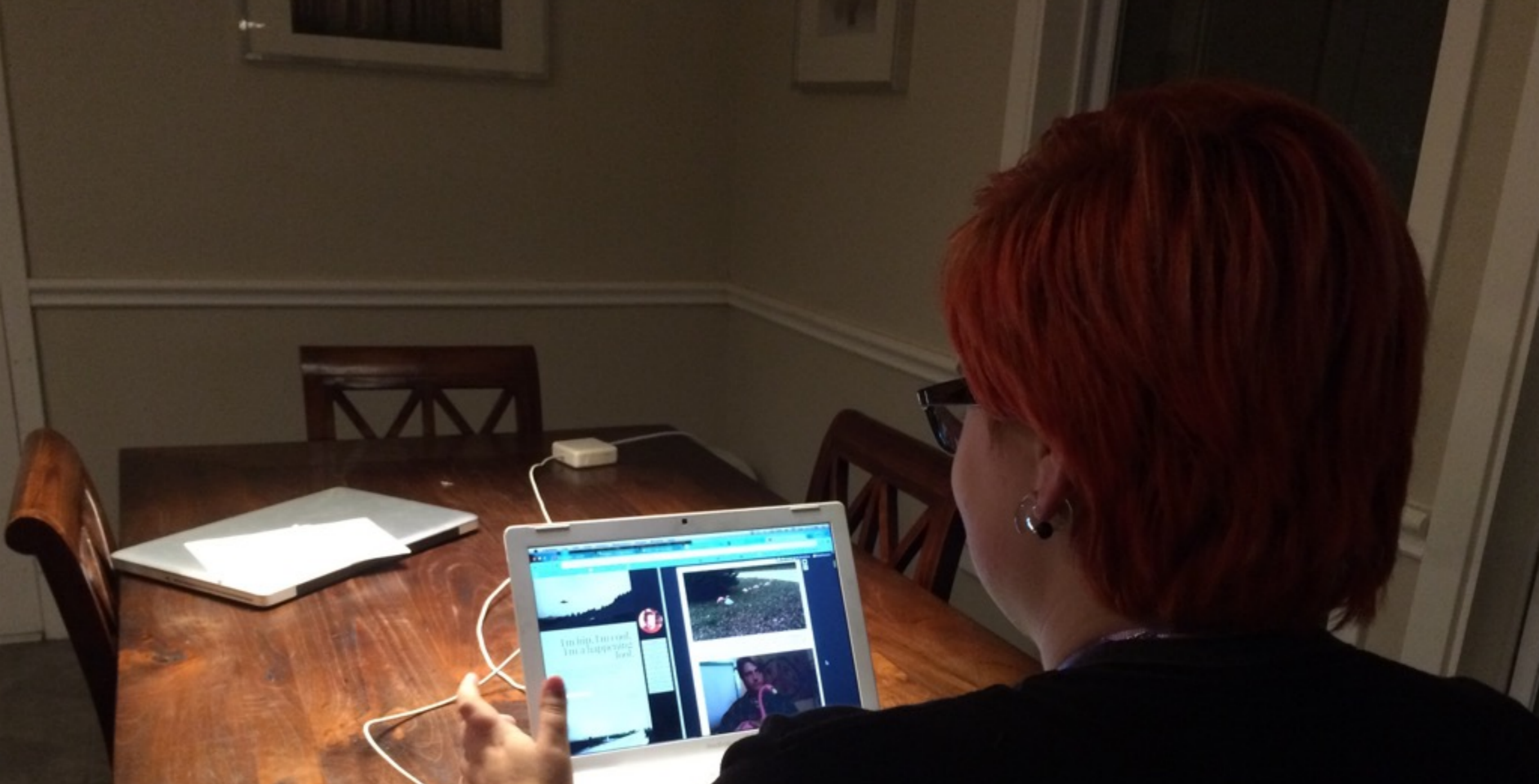


LEONARDO DA VINCI AVE

MAIN STREET



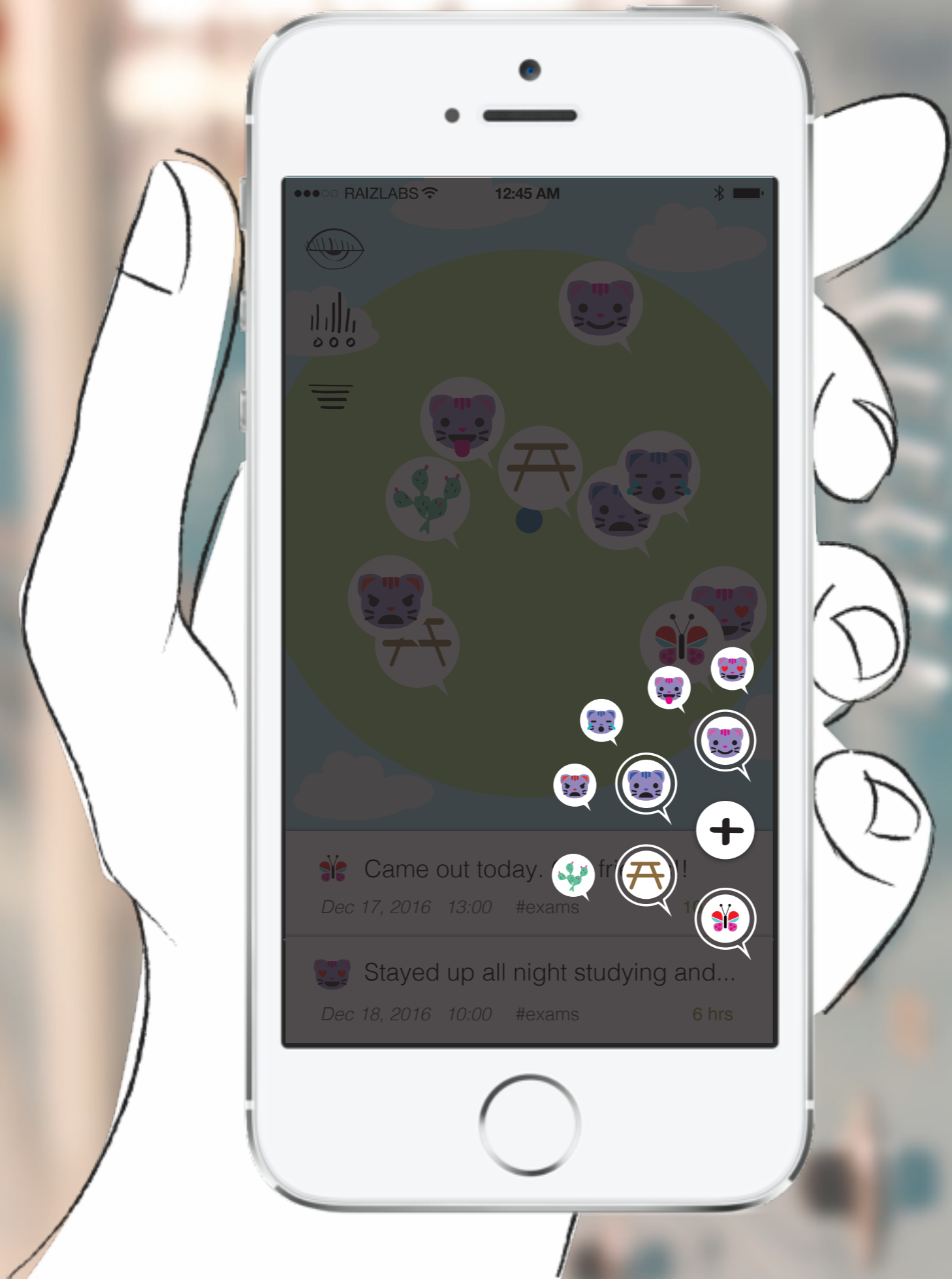




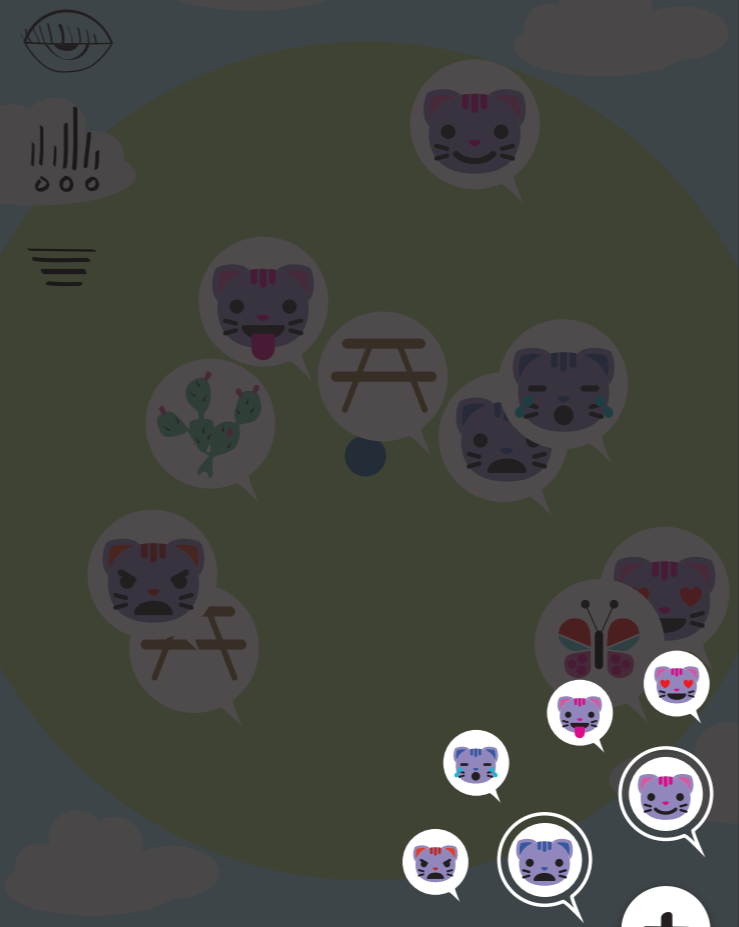
“Sometimes I just want to rant about stuff and not have anyone worry about me.”

Digital tools only allow teens
to portray their optimal selves.

Realme promises to be a space
where teens can be real.

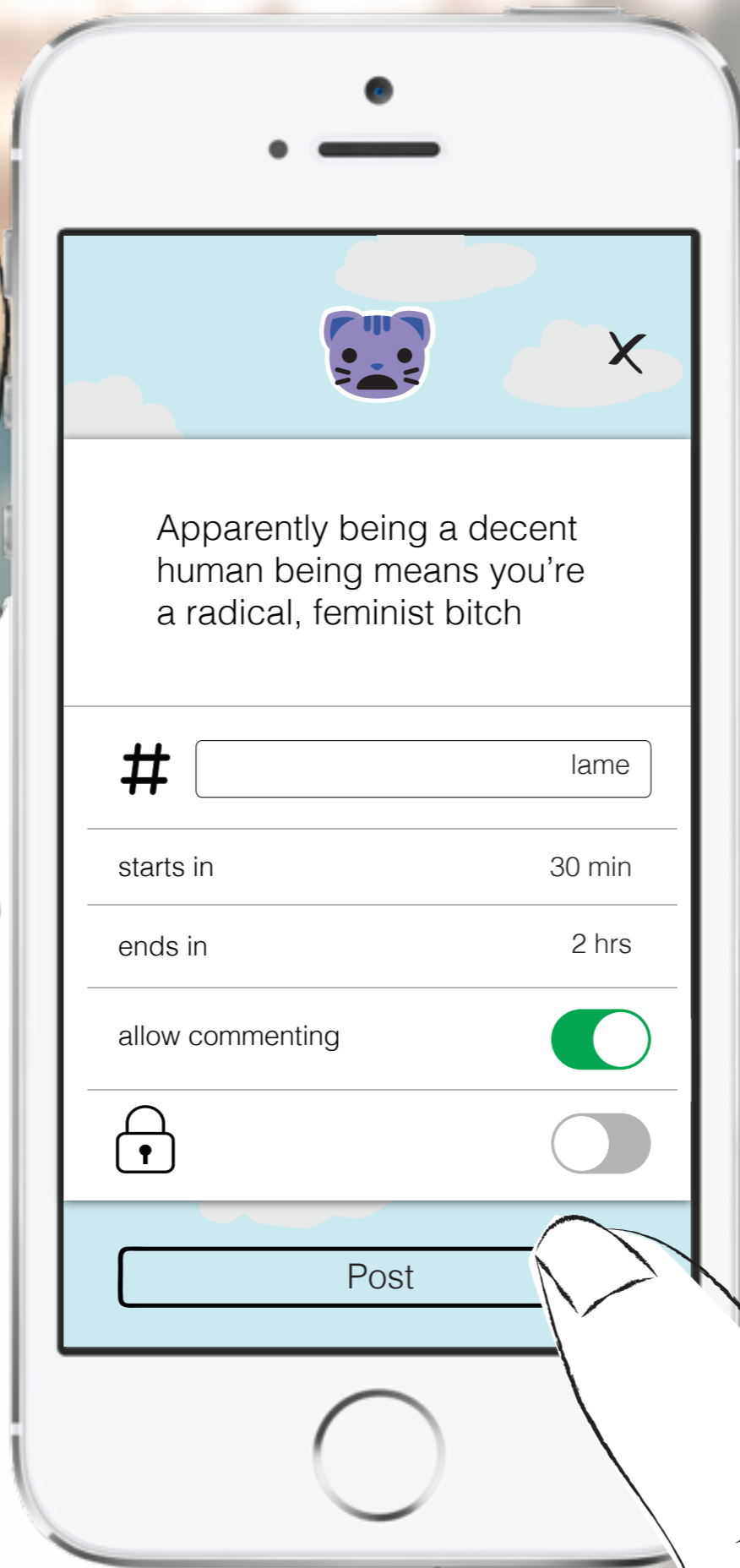


RAIZLABS 12:45 AM



Came out today. fr! #exams
Dec 17, 2016 13:00

Stayed up all night studying and... #exams
Dec 18, 2016 10:00 6 hrs



Apparently being a decent human being means you're a radical, feminist bitch

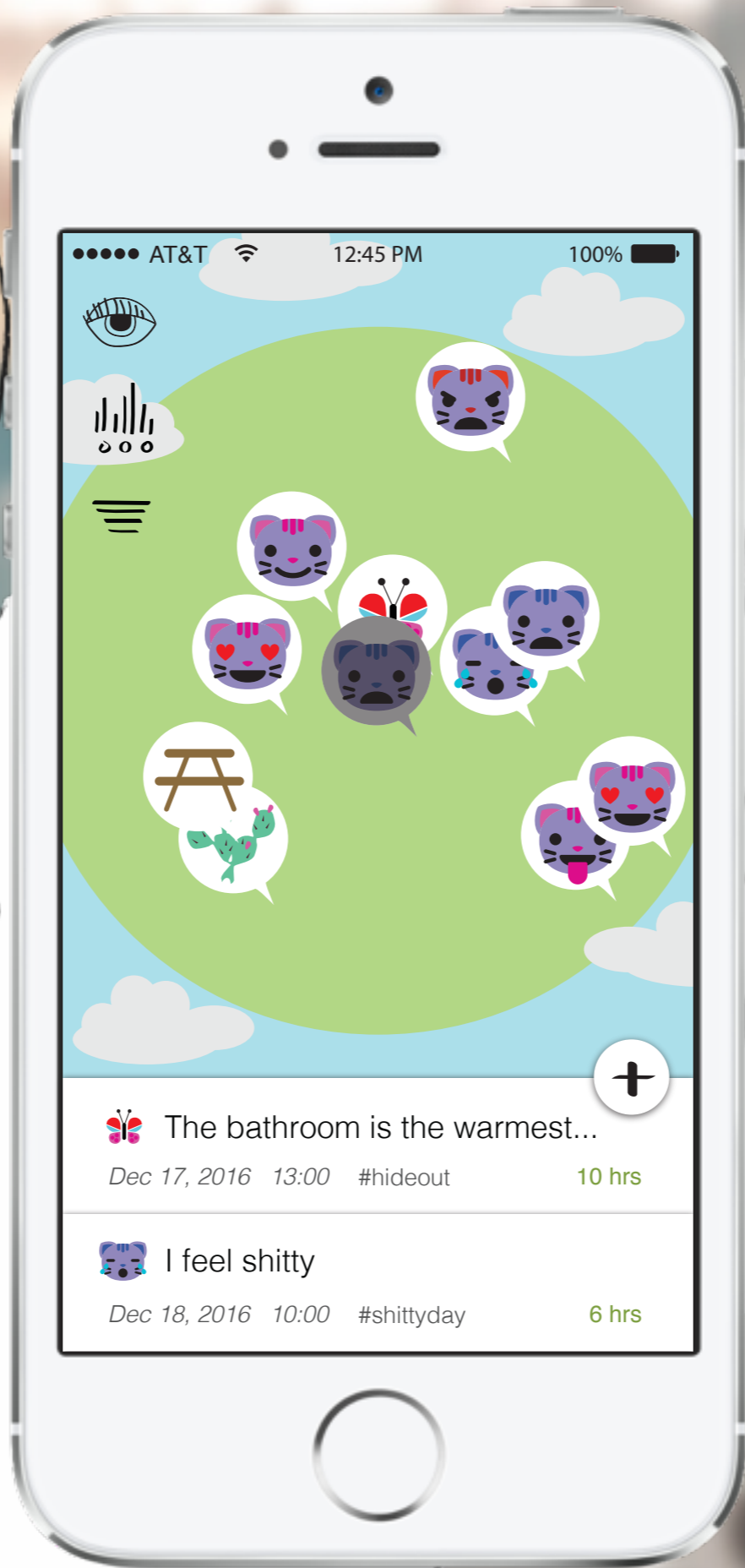
lame

starts in 30 min

ends in 2 hrs



allow commenting

Post



AT&T 12:45 PM 100%



- 
 The bathroom is the warmest...
 Dec 17, 2016 13:00 #hideout 10 hrs
- 
 I feel shitty
 Dec 18, 2016 10:00 #shittyday 6 hrs



“If it’s anonymous you don’t have to worry...
You can just talk freely.”



Instagram

- Cultivate an ideal self
- Inhibits personal growth
- Follow culture is stressful



Twitter

- A news feed
- State your opinion
- Follow fans & role models



Yik Yak

- An anonymous Twitter
- Users have handles
- Not hyperlocal
- Voting

Realme

- **Present your real self**
- **Learn from interactions**
- **No photos**

Realme

- **Your role models are your peers**
- **State your opinion**

Realme

- **No up- or down-voting**
- **Actually hyperlocal**
- **No handles**

Anonymous

April 17, 2016 at 10:59 am

I'm having a mental breakdown in the bathroom stall talking to a fricken sticker. How pathetic am I?

the butterfly queen

April 15, 2016 at 10:11 am

I'm falling in love!

Anonymous

April 5, 2016 at 11:37 pm

I'll be kicked out of CS next semester because my gpa is wayyyyyy too low

Talk to this sticker.

Text: SAYIT

To: 512-843-7938

- 70% in the bathroom
- Teens won't post if no one else has
- 89% of teens responded to emotional prompts (*I am, I think, I feel*)
- Teens will engage anonymously if prompt is compelling
- Prompts must be clear

LEONARDO DA VINCI AVE

MAIN STREET





LEONARDO DA VINCI AVE

MAIN STREET

HUNTINGTON
BE



courage

realme



The background is a solid teal color with several white, stylized cloud shapes scattered across it. The clouds are simple, rounded shapes with some internal shading to give them a soft, fluffy appearance. One large cloud is in the top right, another is in the middle right, one is in the bottom left, and one is in the bottom center. There is also a small cloud on the far left edge.

Create your own Realme:
realmechat.com



Philip Koske
philip.koske@ac4d.com

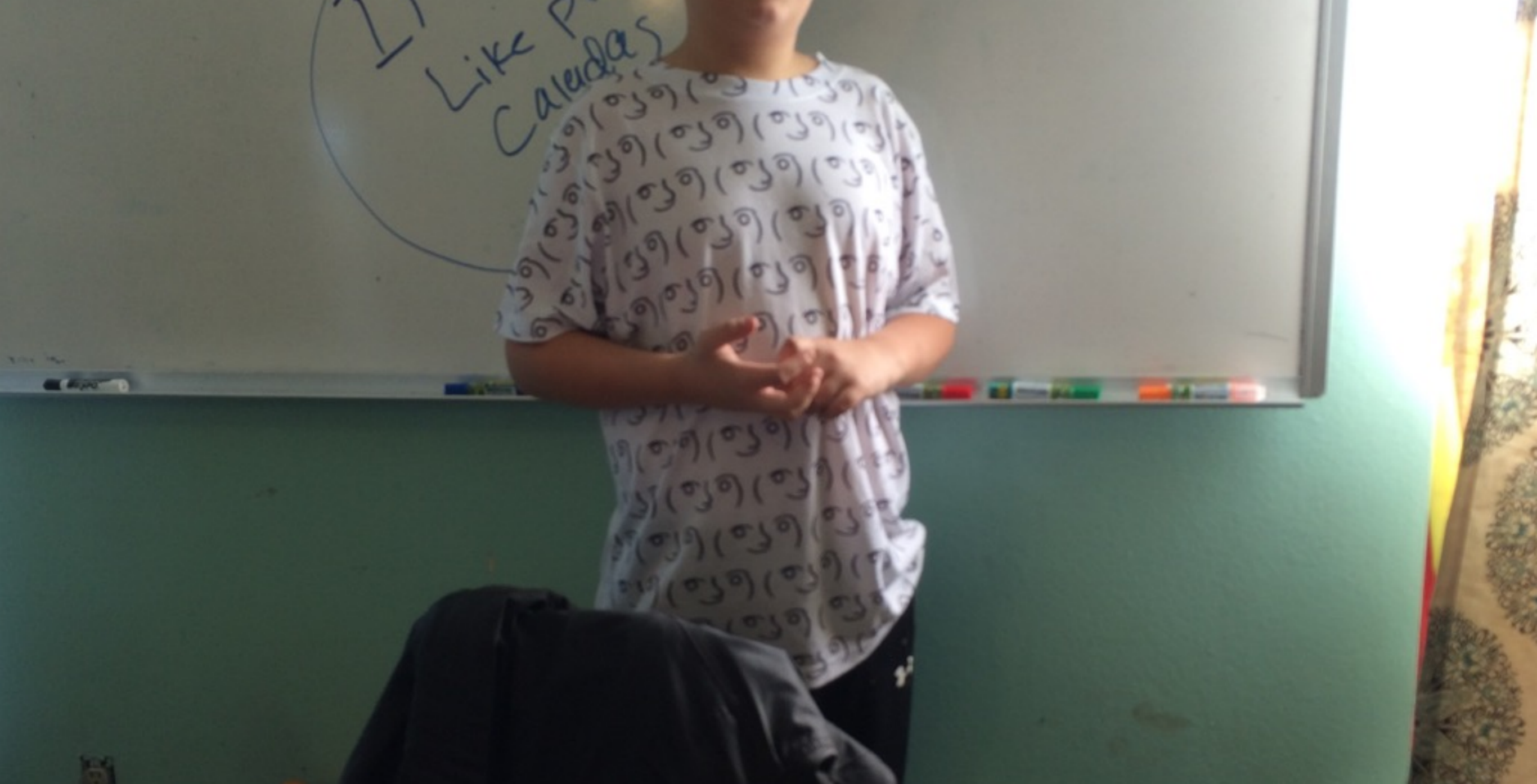
Help us see...
realmechat.com



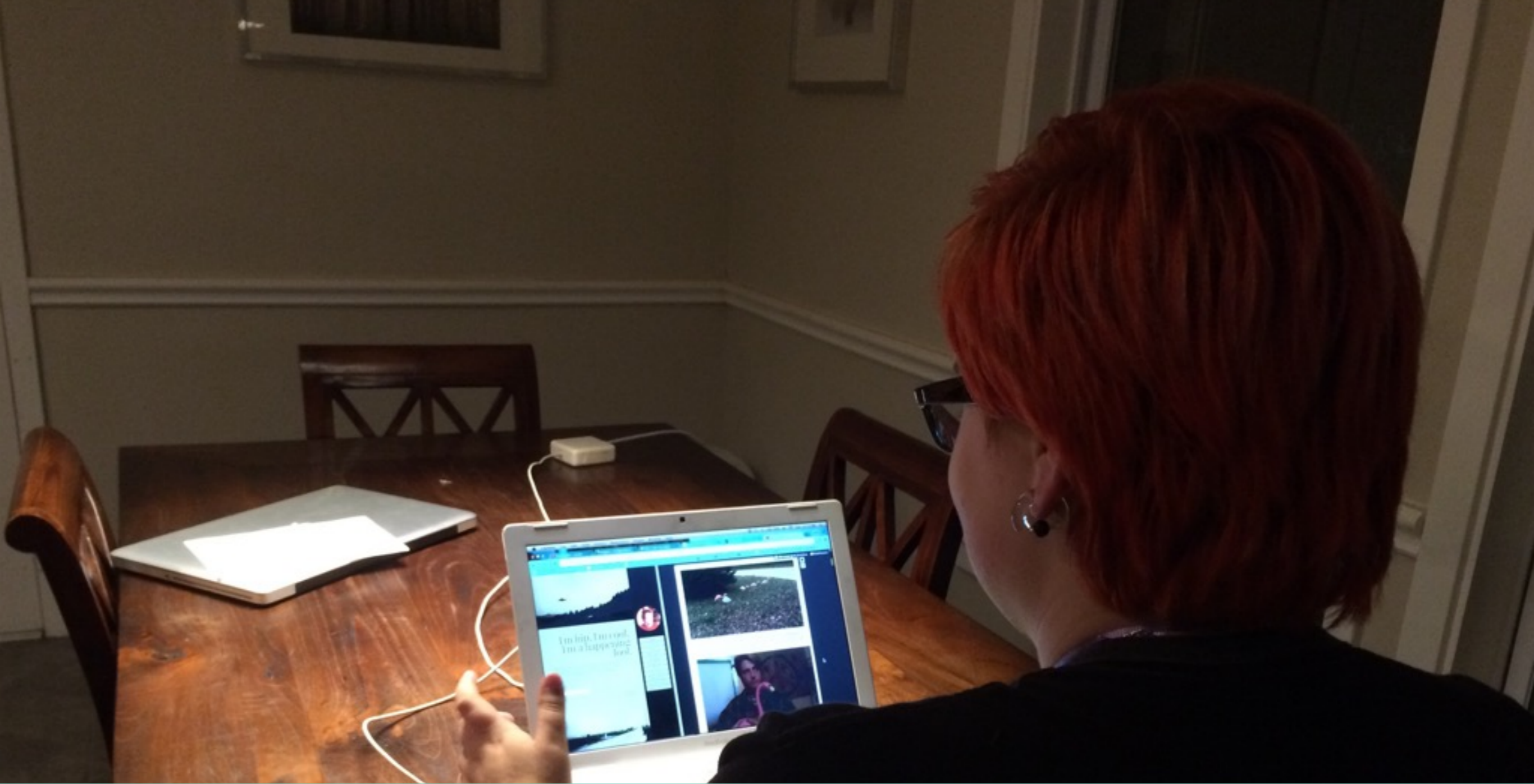
Céline Thibault
celine.thibault@ac4d.com



Misty Nickle
misty.nickle@ac4d.com



“At the end of the day, we only have a certain amount of time, right? If you're taking a minute away to text somebody, that minute is taken away from someone you can interact with here.”



“I don't think I'm exactly qualified to help you with this.
Maybe you should go see a counselor.”



misty nickle



philip koske



celine thibault

UT

- Teens will engage anonymously if prompt is compelling
- Content encourages content

HS 1

- Engagement highest in bathrooms
- Prompts impact content

HS 2

- Must have clear prompt for engagement

HS 3

- Technically difficulties impact use

Realme is a safe space for teens to honestly express themselves amongst their peers.

Our Hypothesis

Pilot

I feel

unhappy

Send an anonymous message to:

512-240-2307

Anonymous

April 17, 2016 at 10:59 am

I'm having a mental breakdown in the bathroom stall talking to a fricken sticker. How pathetic am I?

the butterfly queen

April 15, 2016 at 10:11 am

I'm falling in love!

Anonymous

April 5, 2016 at 11:37 pm

I'll be kicked out of CS next semester because my gpa is wayyyyyyy too low

Anonymous

April 11, 2016 at 5:14 pm

I feel gay

Anonymous

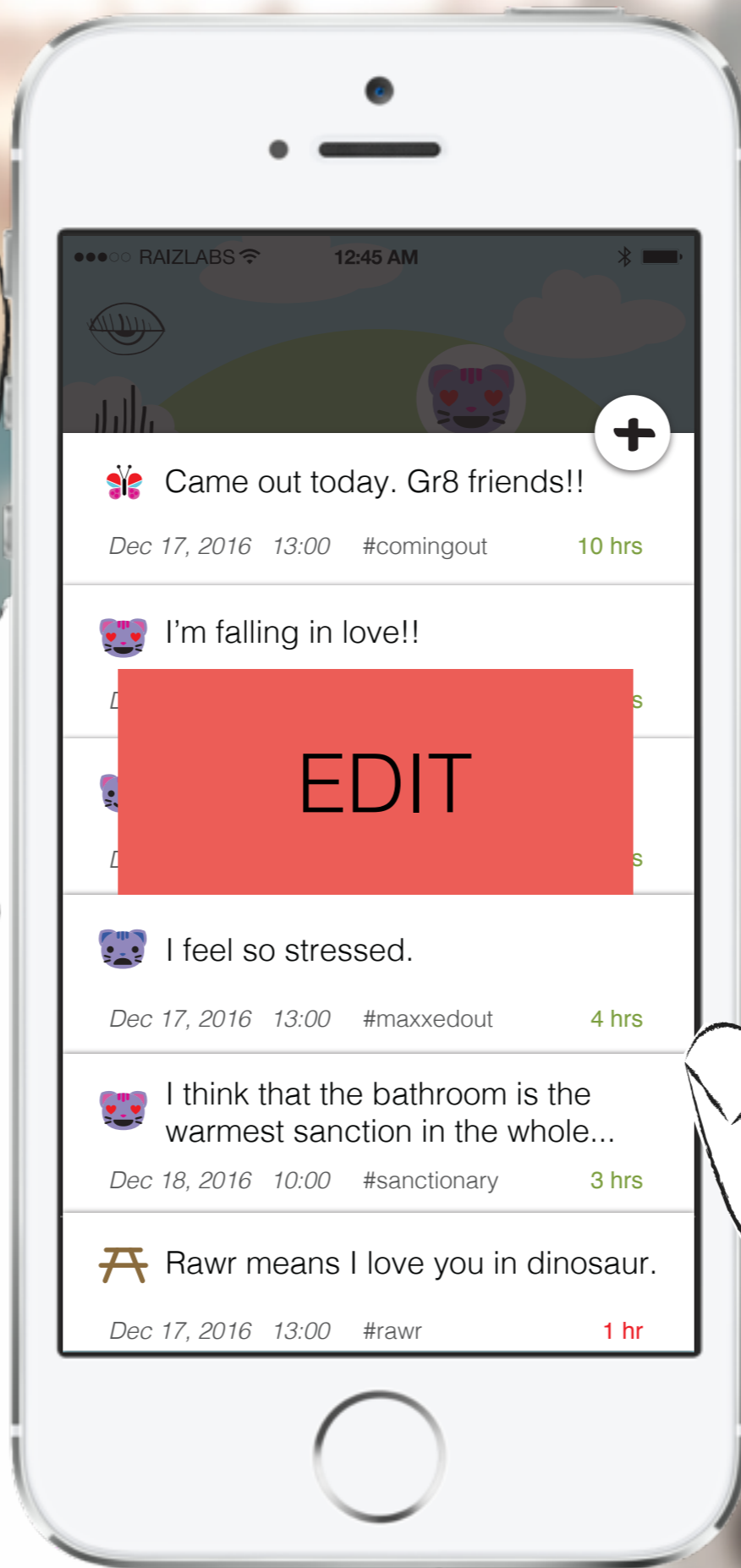
April 8, 2016 at 1:58 pm

I think your pretty

Anonymous

April 6, 2016 at 11:45 am

I think that the bathroom is the warmest sanction in the whole entire school, and maybe the world. I feel safest in this latrine, and embrace the gritty stalls with my entire body



RAIZLABS 12:45 AM



Came out today. Gr8 friends!!

Dec 17, 2016 13:00 #comingout 10 hrs

I'm falling in love!!



I feel so stressed.

Dec 17, 2016 13:00 #maxxedout 4 hrs

I think that the bathroom is the warmest sanction in the whole...

Dec 18, 2016 10:00 #sanctionary 3 hrs

Rawr means I love you in dinosaur.

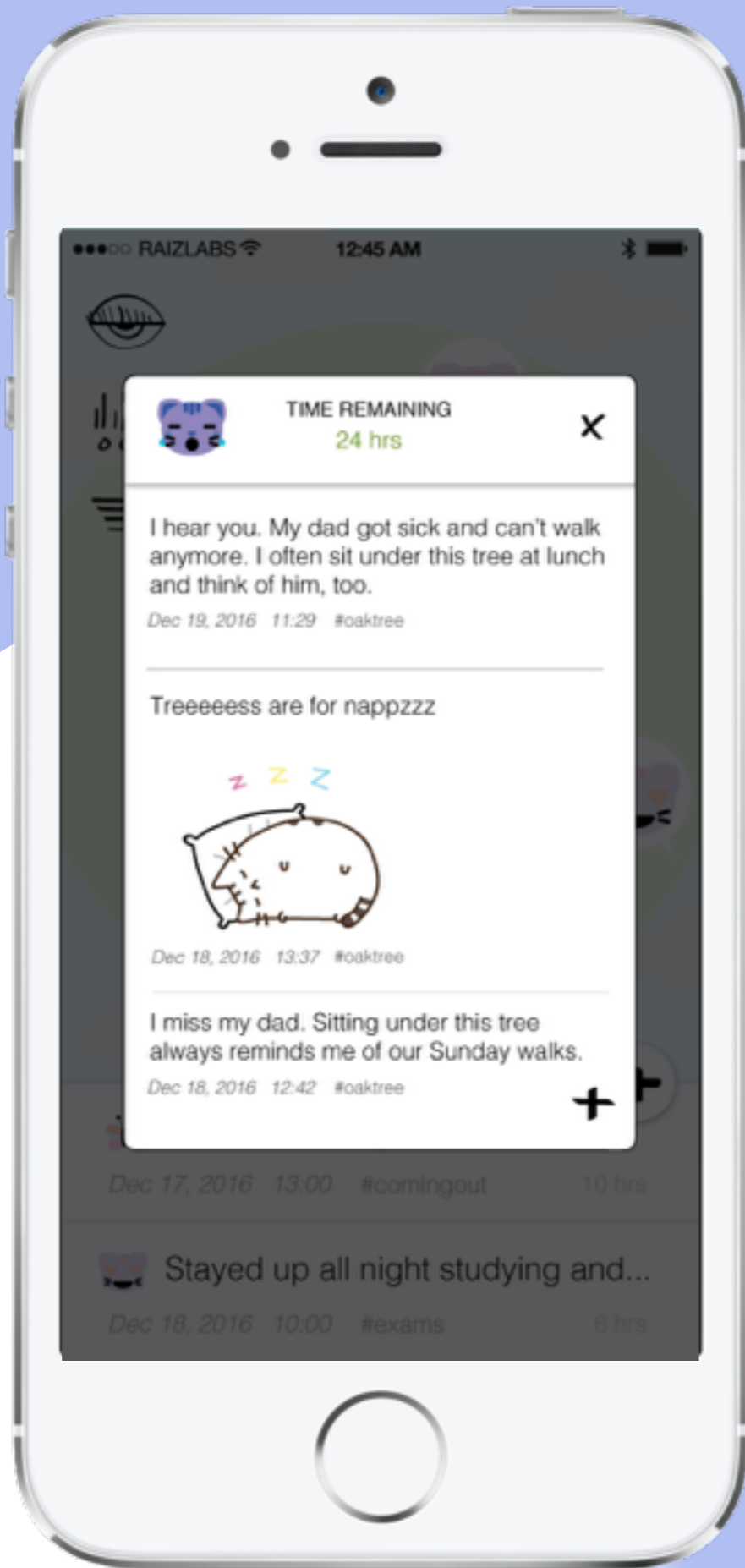
Dec 17, 2016 13:00 #rawr 1 hr



EDIT

- undo
- draw
- text
- sticker

Next



RAIZLABS 12:45 AM

 TIME REMAINING
24 hrs

I hear you. My dad got sick and can't walk anymore. I often sit under this tree at lunch and think of him, too.

Dec 19, 2016 11:29 #oaktree

Treeeeess are for nappzzz




Dec 18, 2016 13:37 #oaktree

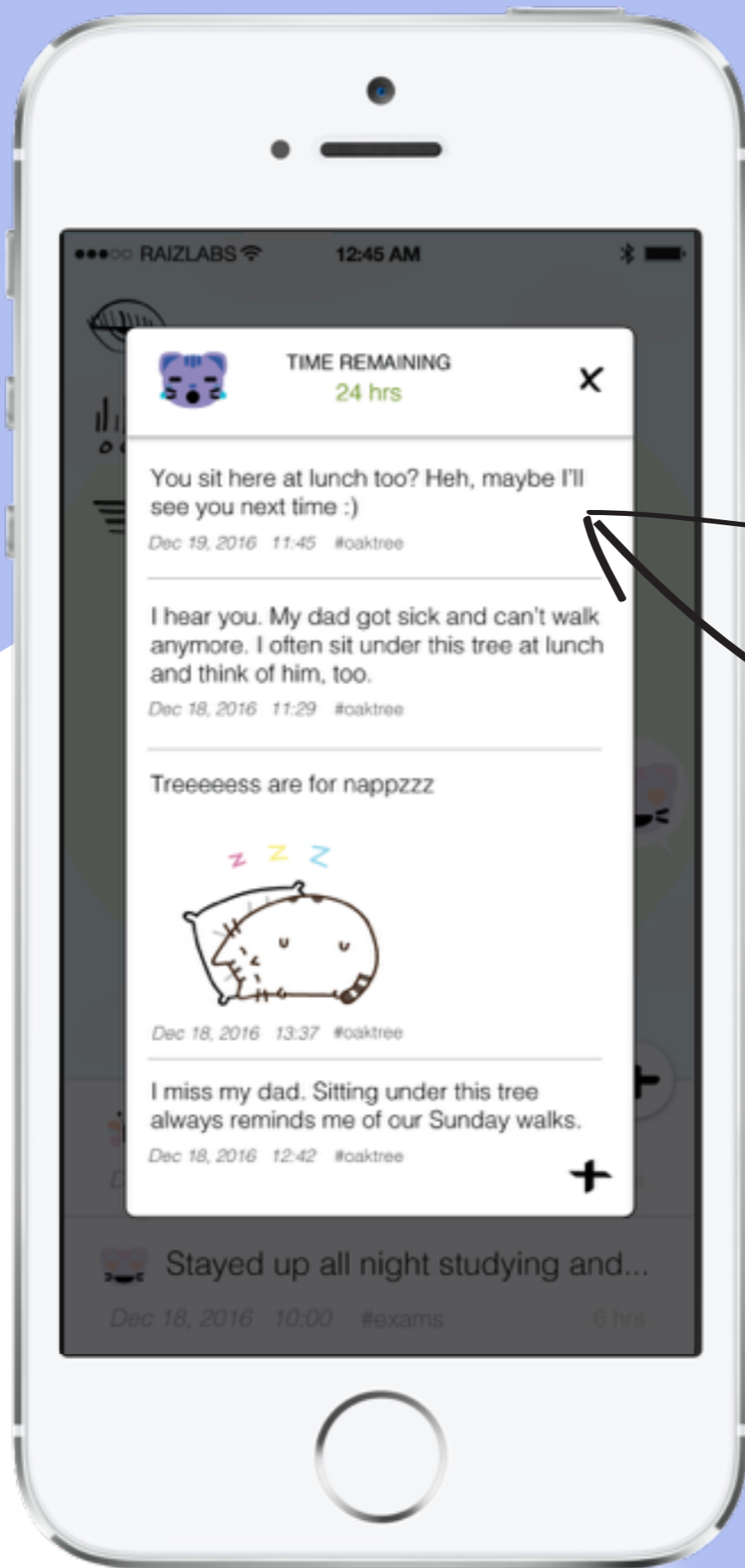
I miss my dad. Sitting under this tree always reminds me of our Sunday walks.

Dec 18, 2016 12:42 #oaktree

Dec 17, 2016 13:00 #comingout 10 hrs

 Stayed up all night studying and...

Dec 18, 2016 10:00 #exams 6 hrs




TIME REMAINING
24 hrs

You sit here at lunch too? Heh, maybe I'll see you next time :)
Dec 19, 2016 11:45 #oaktree

I hear you. My dad got sick and can't walk anymore. I often sit under this tree at lunch and think of him, too.
Dec 18, 2016 11:29 #oaktree

Treeeeeess are for nappzzz



Dec 18, 2016 13:37 #oaktree

I miss my dad. Sitting under this tree always reminds me of our Sunday walks.
Dec 18, 2016 12:42 #oaktree

Realme addition

Social Media



- Cultivate an ideal self
- Connect with a larger network on common interests
- Not a space for emotional exploration

Social Media



- Experiment with humor
- Can only share with existing friends
- Not actually contextual

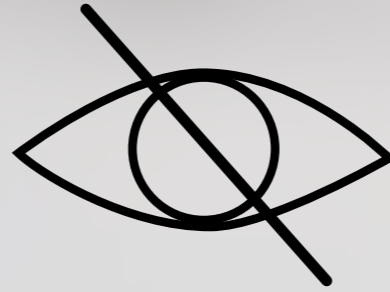
Social Media



- Stay in the know
- **Pressure to say the right thing**
- Just a news feed



Context



Anonymity



Duration

Our Hypothesis

contextual exploration

19%

“I feel shitty.”

(in the bathroom)

“I’m a musician.”

(in the orchestra room)

authentic emotions

43%

“I am confused.”

“I feel gay.”

“I feel bad I did that.”

authentic dialogue

6%

“Jesus is the way, the truth, and the life.”

“I’m all for freedom of religion but I’m tired of Christianity and Jesus being shoved down my throat everywhere I go.”





Jane



Jane

“People who hate Jane.”





Melinda



Melinda

“There’s been so many times I’ve wanted to quit. There’s so much drama... but I’ve had to stick it out for college apps.”

Evidence

