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16 February, 2026

APRD 4450

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Anyone Research Report

Summary:

This study was undertaken to gain a better understanding of the social behavior and motivations of young adults, as well as the opportunities for the Anyone app. While overall statistics show that loneliness is a widespread phenomenon among adults in the United States and that in-person social time has decreased significantly over the last two decades, primary research findings show that the social reality of young adults post-graduate school may not be quite so bleak.

Secondary research reveals that several key trends are affecting the social environment of young adults today. First and foremost, loneliness is a widespread phenomenon among adults in the United States, with half of adults experiencing loneliness. In addition, the trend of increasing consumption of digital media and the decline of in-person social time have continued over the last two decades. Furthermore, young adults are increasingly preferring intentional social gatherings over unplanned social interactions.

To further analyze these findings and determine how they are playing out on the ground level in young adults today, six semi-structured interviews were conducted with young adults aged 23-26 living in Denver and Chicago. Contrary to the secondary research findings, most

participants had an existing social group. However, these social groups were small and stagnant and heavily reliant on conflicting schedules. The biggest source of frustration for these young adults was not loneliness but rather the difficulty of coordinating group chats and getting people to commit to plans.

Several themes were identified from the primary research. First and foremost, the users had social connections but found it difficult to expand their social network efficiently. Second, organizing physical social gatherings was a time-consuming and inefficient process. Third, safety, verification of users, and activity level were key considerations for the adoption of a new social platform. Lastly, users were more receptive to activity-based social interactions than a platform for “finding friends.”

The most salient finding from this research is that the opportunity for Anyone is not to end loneliness. Rather, it is to end the breakdown in coordination and make physical plans immediate, structured, and frictionless. The strategic problem is not “I am alone,” but rather “I want to do something, but getting people to commit is exhausting.”

The themes from this research inform the campaign messaging and highlight the benefits of the product. By focusing on the benefits of ease and immediacy of use, the campaign can differentiate the product from other social platforms and clearly communicate the role of Anyone in the social landscape.

Situation Analysis:

Secondary research, using national reports from Mintel, consumer trend data, and national public health reports, shows that loneliness is an ongoing problem among young adults, with in-person

socialization continuing to decline over time. While the use of digital media continues to rise, time spent with friends in person has decreased significantly. There has also been a shift in socialization to smaller, more intimate settings with more structure to social interactions. This confirms that, at a macro level, there is social tension, with people wanting to connect, yet having difficulty doing so. However, secondary research does not address what these areas of tension are, particularly with regard to young adults attempting to socialize in an urban setting. This led us to develop our primary research question, which is: What are the specific areas of tension that prevent young adults from successfully organizing and committing to in-person social activities? This question was strategically designed because, depending on the results, it can directly inform campaign direction, messaging, emphasis, and differentiation. For instance, if loneliness is an emotional issue, campaign direction would follow the theme of belonging. If it is an issue of logistical friction, campaign direction would emphasize ease, immediacy, and reliability.

Primary Research Overview:

Semi-structured interviews were conducted with young adults aged 23-26 living in Denver and Chicago. All participants were either post-graduate professionals or in transitional life stages.

Interviews were conducted for over 30 minutes and included questions on

- a. current social behavior
- b. methods of organizing plans
- c. frustrations with coordination
- d. motivations for event attendance
- e. perceptions of social apps

Key Findings:

1. Participants were not Socially Isolated, but their Social Networks were confined
Contrary to expectations from secondary research, most respondents claimed to have an established group of friends. However, these groups were restricted to college peers, co-workers, or childhood friends and were heavily schedule-dependent. This further suggests that the problem is not one of a lack of social connections but a lack of expansion and activation of existing social connections. The disparity between secondary and primary research findings is interesting. While national research on loneliness deals with the emotional perception of it, this research deals with socially functioning but logistically restricted individuals. The fact that the sample population was urban, college-educated, and socially competent may have contributed to the relatively lower level of perceived emotional isolation.

2. Consistent Barriers were often planning

Across these interviews, the primary source of frustration was coordination problems, such as:

1. Slow responses to group chats
2. Lack of commitment
3. Last-minute cancellations
4. Incongruent schedules
5. Effort involved in “locking in” plans
6. These are not issues of not wanting to socialize; they are issues of exhaustion with planning.

This changes the nature of the fundamental conflict from emotional loneliness to logistical fatigue. It is also strategically interesting because it means that the message of “you’re lonely” may not be more impactful than the message of “make plans instantly.”

Secondary Data / Summary

1. Singles and Socializing - US - 2025

This source provides insight into how Gen Z and young consumers engage socially and use digital platforms to form and maintain relationships.

Strategic implication: If younger users are already comfortable initiating social interactions digitally, campaign messaging should not focus on teaching people *how* to socialize, but rather on reframing in-person connection as easy, spontaneous, and low-risk. The creative direction can therefore emphasize immediacy and emotional payoff rather than instruction or community building.

2. Hosting Gatherings at Homes - US - 2024

This report indicates that consumers are increasingly choosing to socialize at home rather than in public venues.

Strategic implication: This suggests a strong opportunity for positioning Anyone not only as an “events” platform, but as a tool that supports small, private, low-pressure gatherings. Campaign messaging can highlight intimacy, comfort, and control over social environments rather than large public meetups.

3. 2026 Global Consumer Predictions

This report provides forward-looking insight into emerging social and consumer behavior.

Strategic implication: Because Anyone is launching in March, the campaign must align with near-term consumer expectations around personalization, flexibility, and emotional wellbeing.

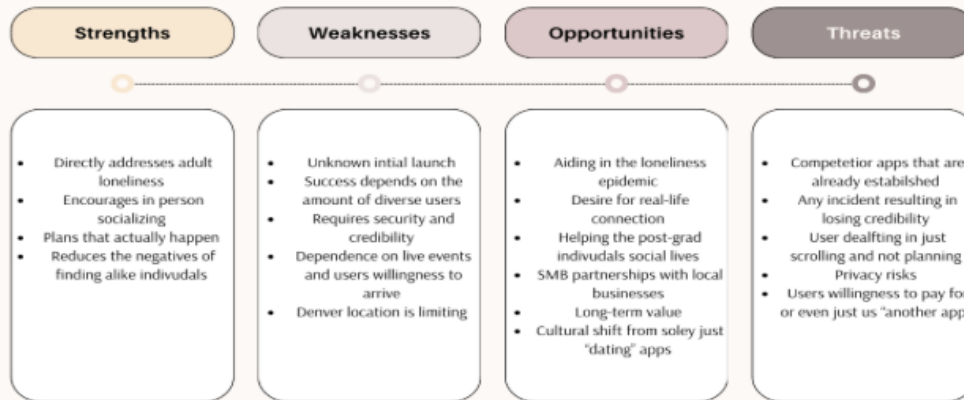
This supports a creative direction focused on intentional social choices and emotionally meaningful experiences rather than volume-based social networking.

Brand Positioning

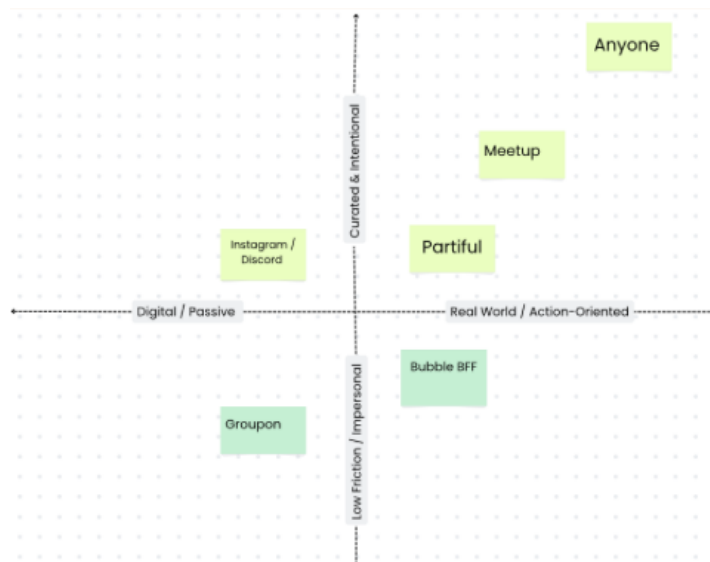
Brand Positioning Matrix						
Brand/ Product	Target Definition	Target Market	Competitive Set	Benefit	Reason Why	Brand Personality
Meetup	Adults looking to network and attend organized events	Young professionals, people with niche hobbies	Anyone, Facebook groups, Eventbrite	Helps people find communities and group activities	Find a structured group and establish a larger network	Organized and community focused
Bumble BFF	Young adults seeking one on one friends	Gen Z and young Millennials-mostly women	Anyone, Hey! VINA	Helps people find potential friends	Swipe interface that is familiar and similar to dating apps	Trendy and youthful
Partiful	Social people who host/attend events	Gen Z, college students	Anyone, Eventbrite, Facebook events	Makes inviting people and managing RSVPs easy	Easy sharing, Instagram style design	Fun, trendy, social
Groupon	Budget conscious users looking for events with deals	College students, young professionals, families	Anyone, Yelp Deals, LivingSocial	Saves money on local activities	Large business partnerships and discounts	Practical and deal focused

SWOT Analysis

SWOT Analysis



Perceptual Map



This Perceptual Map reveals how socializing platforms are specific to how they are perceived based on two strategically meaningful dimensions. The goal of this map is to identify

the market gaps and see how Anyone is different from its competitors. On Axis 1 (Digital / Passive vs Real World / Action-Oriented), it states clearly how the specific interaction happens. Anyone's main idea is to create in-person connections, and this axis shows how important that is. In Axis 2 (Low Friction / Impersonal vs Intentional / Curated), the commitment behind the user engagement. Because the motivations behind these apps revolve around what the user is looking for. Anyone wants their users to find real-life intentional relationships that revolve around real-world activities. Overall, this map shows how Anyone differentiates itself by creating action-oriented and intentional social connections.

Brand Positioning Statement

To young adults/postgrads who are struggling to find real friendships, the Anyone App is a social app that helps you connect with people in person to create potential friendships and coordinate plans with individuals because they lack social connections.

Unlike Meetup and Bumble BFF, Anyone helps plan current social events in your area and gives you the option of who you want to meet up with.

Interviews

College is a confined bubble where making friends can be easy. Once you leave this bubble and become a "postgrad" individual, it brings a new challenge of finding a community. With these eight interviews, we found a few findings where these post-grad students feel as though finding new friends requires effort and planning. Individuals' desire for intentional and real-world connections, with apps like Anyone, they said, would allow them to connect with people more easily by finding specific times to plan something.

Commitment is something that these interviewees stated was something hard to find when trying to make friends. In apps like these, they are looking for individuals who have similar interests; just like Jake stated, “ If I could just post ‘Buffs watch party at 2 pm’ and see who’s actually committed, that’d solve half the problem.” It allows these users to do an activity that actually relates to them. Anyone stands out because it is intentional and social based that helps users meet people who “seem less awkward and more social than direct messaging”(Sophie). Users are interested in fitness classes, coffee, brunch, trivia, and exploring the city, but they value verified participants, safety, and an active user base. As one interviewee put it,” [the app offers] the chance to meet new people and explore neighborhoods [that] felt natural and exciting.”

In these interviews, we were able to see that these post-grad individuals would use Anyone as a tool that makes socializing more intentional, and close the gap between uncommitted friendships and real-world connections.