

# EVOLVING SOCIAL LANDSCAPES

## Digital Social Task Solution

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Definition Recap:  
**“Evolving Social Landscapes”**

# Four Foundational Factors

# Four Following Themes

Present-day social tendencies



Increasing **social isolation**

Growing trends in interpersonal activities



Decline in **interpersonal bonds**

External factors affecting social connection



Decrease in **free time for social tasks**

Intrinsic social values displayed across cultures



Deterioration of **trust and mutuality**

# Design Intervention

## Electronic Communication

### Electronic Focused

That includes:

- Physical electronics like a Google Home
- Digital app
- Mix of both

**in order to  
address**

### Modern Communication

That includes:

- Social Landscape challenges
- Isolation
- Easing social tasks



**How can I design a product or service  
that actively grows with and responds to  
our evolving social landscapes?**

Process:

# Background & Reflection

# Background & Motivation

## Changes in Social Behaviour

- Post-COVID social landscape
- Social reservation aggravated by isolation
- Shift towards SMS interaction

## Personal Social Circles

- Friends with severe social anxiety
- Duty despite antisocial desires
- Selective social duties when given choice

## East-Asian + Western Social Cultures

- Strong emphasis on “Minding one’s own business” or “keeping to oneself”
- Push to network with others for the future

## Personal Experiences

- Ambiverted tendencies
- Drive to understand others
- Desire to improving lives

# Research Territory

Research was highly global, but applicable sources came from:

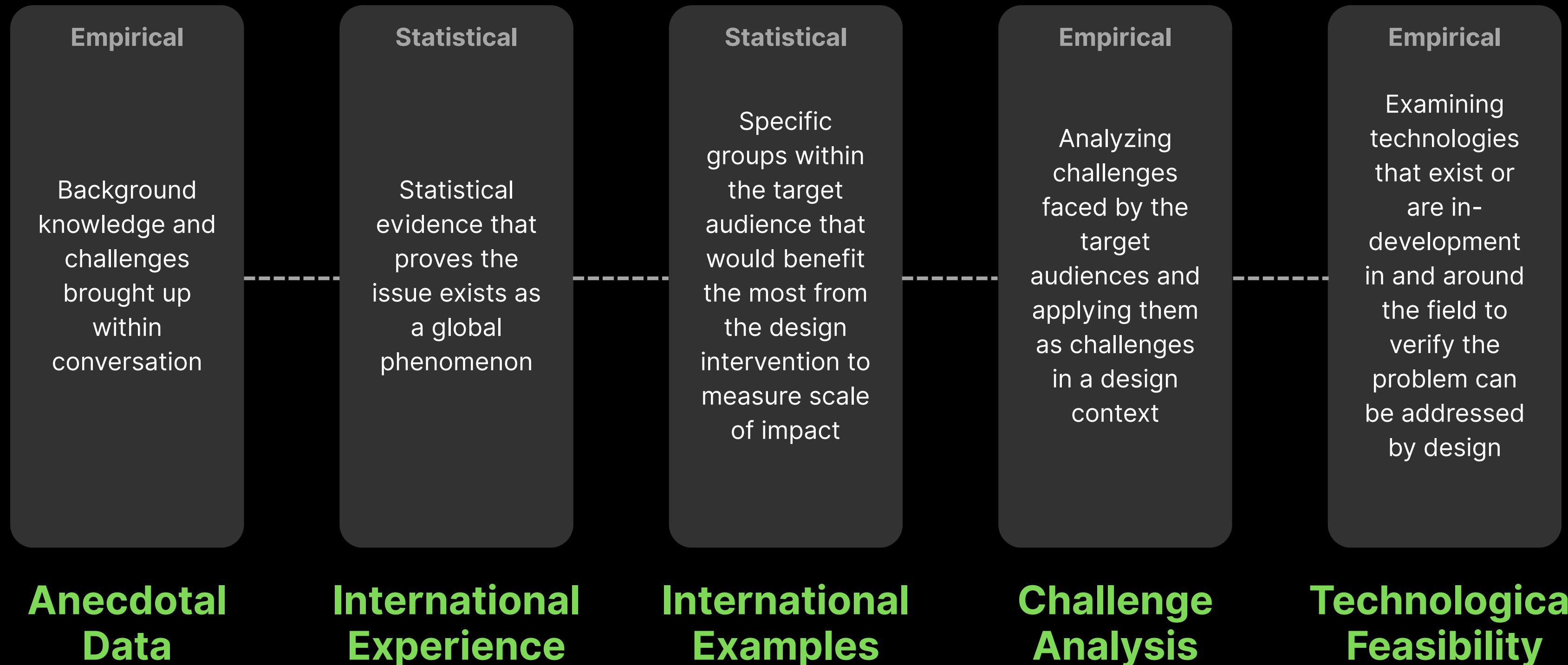
- International sources (WHO, Edelman)
- China
- South Korea
- Japan
- United States

However, **the design intervention itself should be as universal as possible** regardless of geographic location



# Research Process

Qualitative Analysis = Empirical  
Quantitative Analysis = Statistical



Analytical

Questioning  
“Evolving  
Social  
Landscapes”  
as a premise

**Challenging  
Premise**

“Are social landscapes even changing?”

“Do these problems really exist?”

“Are there inconsistencies?”

“Am I missing something?”

“Is everything just my assumption?”

**Revisiting Questions**

“Do these problems really exist?”  
“Are there inconsistencies?”

**YES**

Anecdotal data + statistical data  
support the problems' existence

Some in regards to extent + lack of  
longitudinal reports; direction is clear,  
but themes could be analyzed

&

“Is everything just my assumption?”  
“Am I missing something?”

**NO**

Anecdotal data + statistical data  
support the concept

Psychological + efficiency-based  
reasoning are sound, but there may  
not necessarily be “decline”

# “Are social landscapes even changing?”

**Yes**, but not in the same sense as framed in Gate One

## Things that remain consistent:

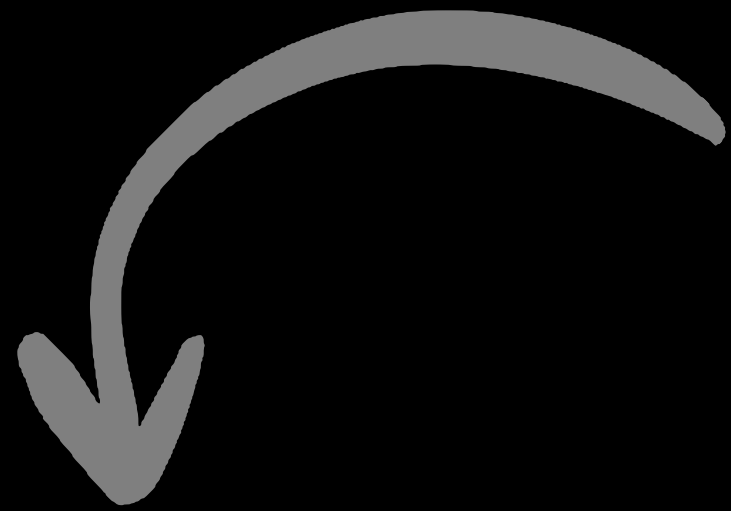
- Isolation/loneliness
- Shift towards SMS communication
- Statistical existence of “telephobia”
- Preferred interaction with AI
- Sentiment of being “too busy”



## Things that have changed:

- Definition of “evolving” and “changing”
- Interpersonal trust/mutuality
- No reliable evidence of “less time to socialize”
- Decrease in bonds is real, but no longer a target

*“How can I design a product or service that actively grows with and responds to our evolving social landscapes?”*



**Adaptation doesn't come as a manual implementation, it comes as an autonomous response**

**To design a chameleon...**





**“How can design enable individuals with an apprehension towards speaking to perform essential social tasks comfortably and efficiently?”**

Business:  
**Stakeholders & Branding**

# Primary Stakeholders

## Expected Desires

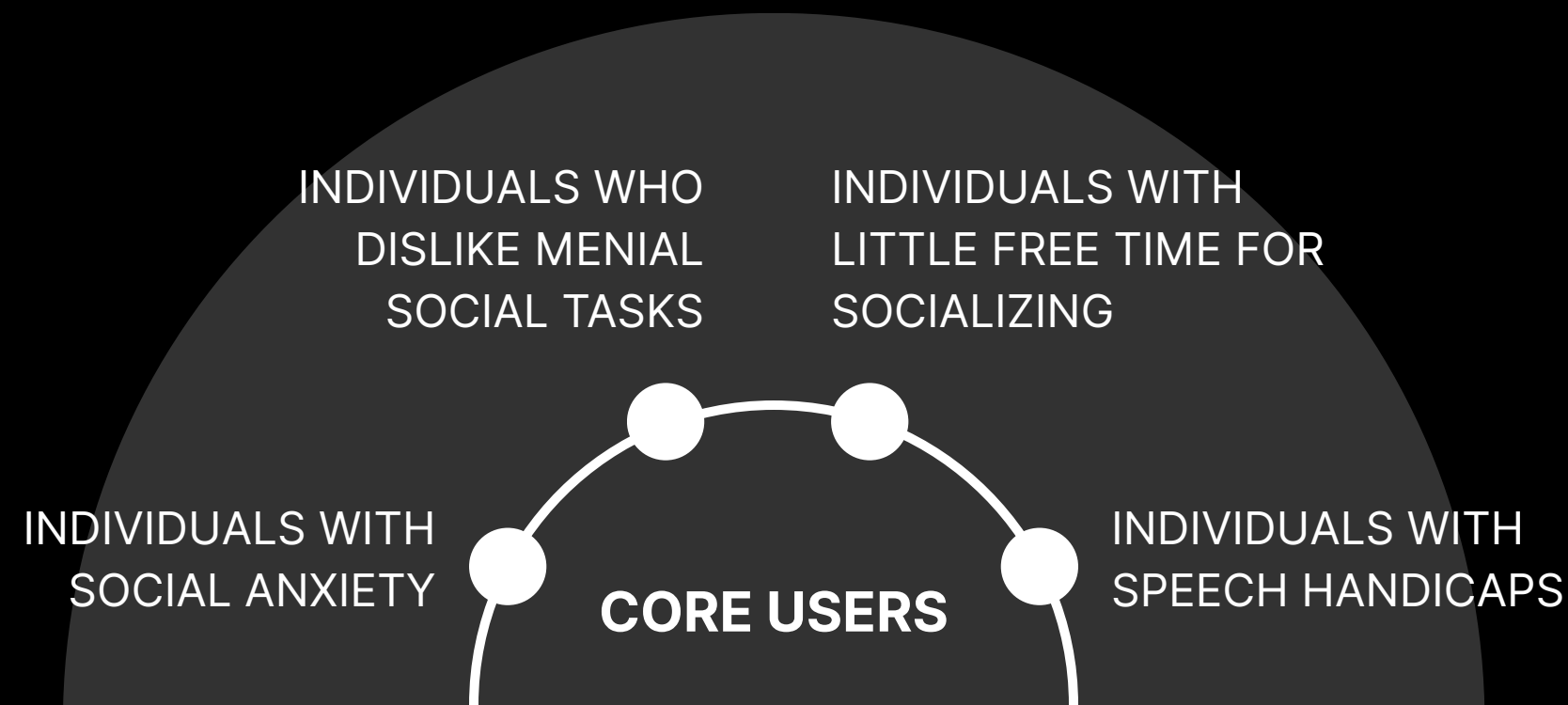
- Removal of repetitive, draining, or low-reward social chores
- Feeling at ease during necessary interactions without fear of judgment
- No longer feeling pressured into traditional means of social presentation
- Maintaining obligations and social relationships without losing time
- Clear natural expression when speech is difficult or impossible

## Expected Wants

- A system that can handle communication politely and naturally on one's behalf
- Automation or offloading of basic communication tasks
- Scheduling and communication manager that performs quick social follow-ups
- Text-to-speech interfaces that sound human and realistic

## Expected Needs

- Simple, low-friction method of completing social tasks
- Reliable proxy communication that minimizes direct speaking
- Seamless task orchestration and call execution for time-saving efficiency
- Integrated time-aware automation that can complete tasks asynchronously or in batches
- Accessible, context-aware voice agents with adjustable vocal identity and conversational pacing



# Secondary Stakeholders

## Expected Desires

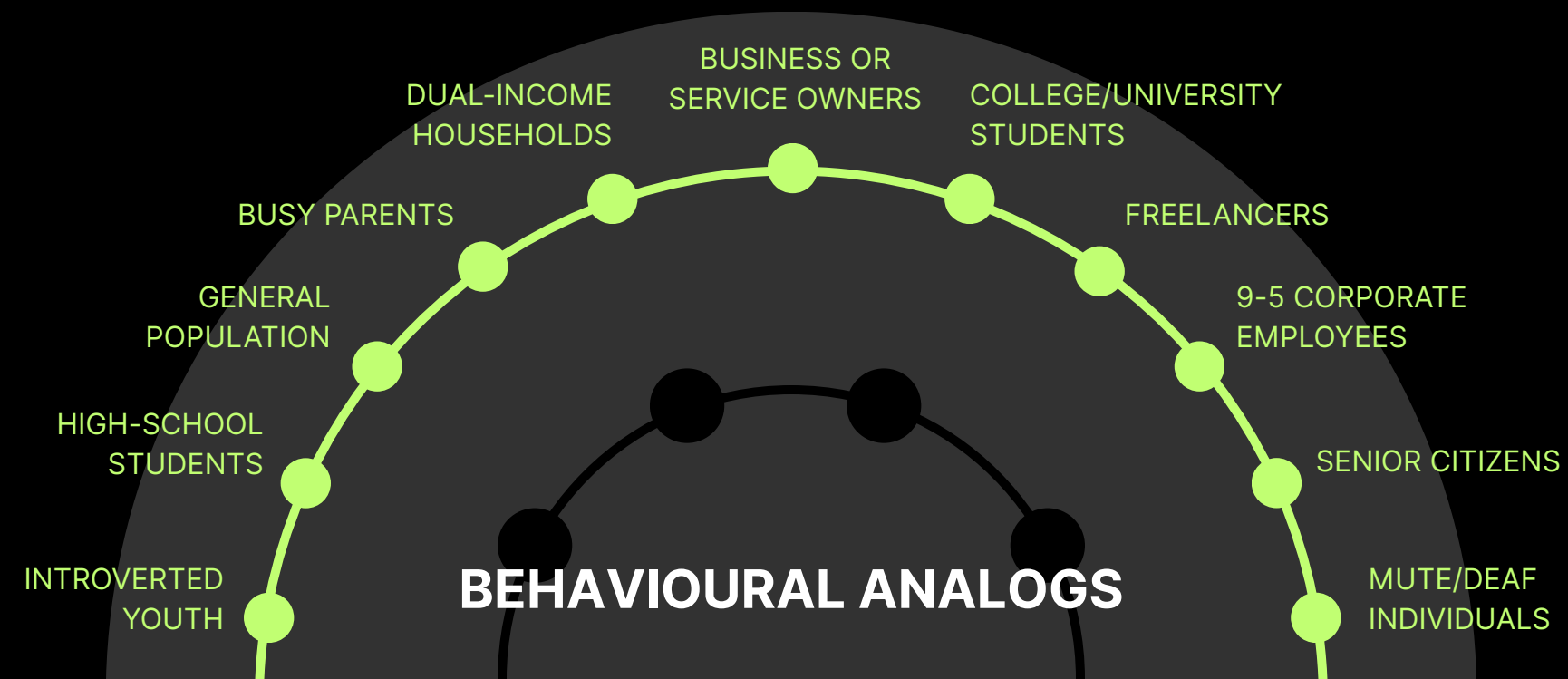
- More fluid autonomous lifestyle with seamless integration
- Management of life logistics efficiently while preserving family time
- Maintenance of professional appearance and responsiveness without burnout
- Handling of administrative and/or career calls with confidence and efficiency

## Expected Wants

- Help coordinating appointments, reminders, and confirmations without phone stress
- Delegated calling for admin, HR, or client updates
- A tool that communicates on their behalf while teaching effective phrasing
- Reduction of everyday cognitive load

## Expected Needs

- A fluid tool that saves time off the hassle of daily tasks
- Systems that don't require significantly new learning each time
- A household-compatible agent with multi-user task management
- Integration with work calendars, CRMs, and auto-summarized call outcomes
- A simple interface that explains call flows and ensures professionalism



# Tertiary Stakeholders

## Expected Desires

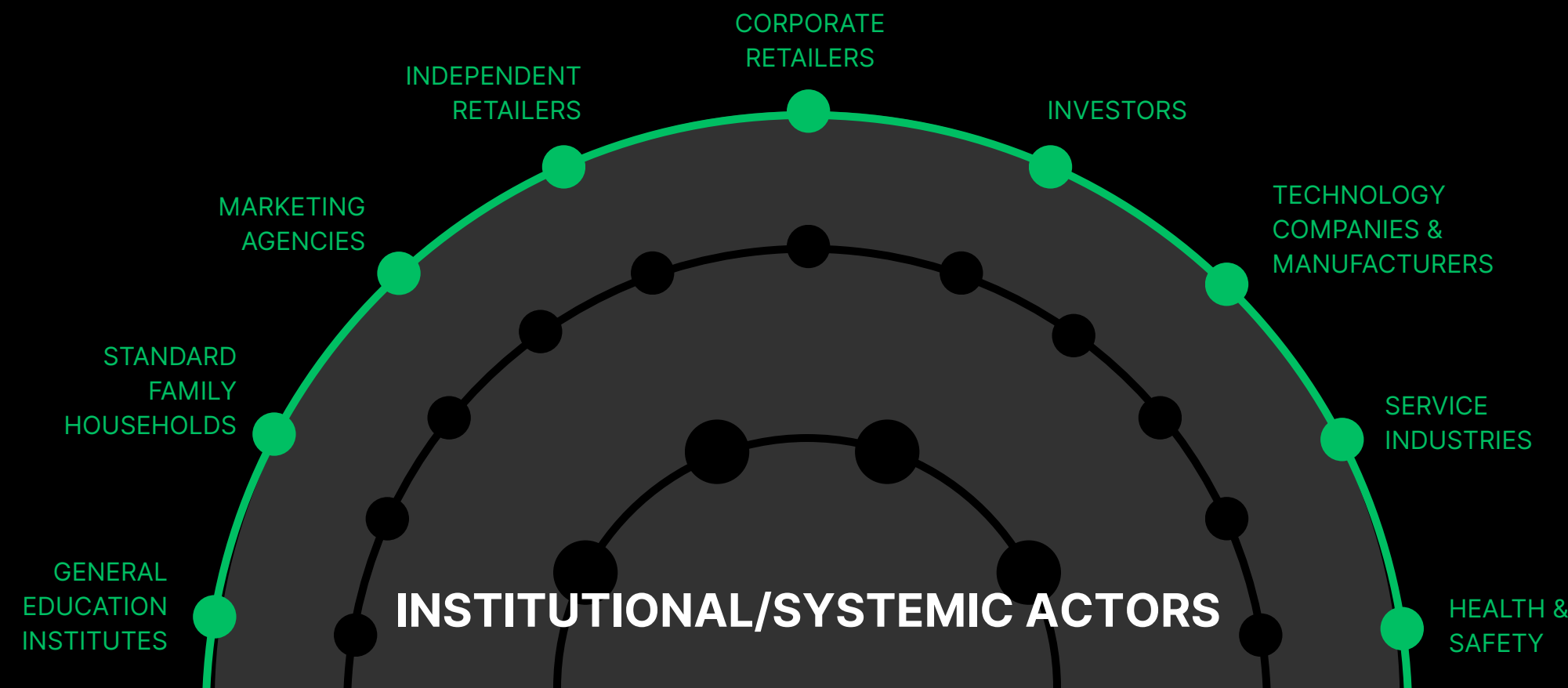
- Communication with customers smoothly and reduction of call abandonment
- Expansion of practical AI-voice use cases
- Making institutional communication more inclusive
- Turn a profit internationally

## Expected Wants

- Consistent and professional calls that result in accurate clerical interactions
- Integration of partnerships that showcase real-world adoption
- Students, patients, and clients reliably interacting with staff via accessible channels
- Positive user sentiment for best chance of returning customers

## Expected Needs

- Opportunities to integrate with AI communication or frameworks
- API endpoints for receiving structured requests from agents
- Stable and scalable APIs with ethical use frameworks for synthetic voice and dialogue AI
- Inclusive design standards that ensure calls meet accessibility and compliance norms (built in by design)



# Quaternary Stakeholders

## Expected Desires

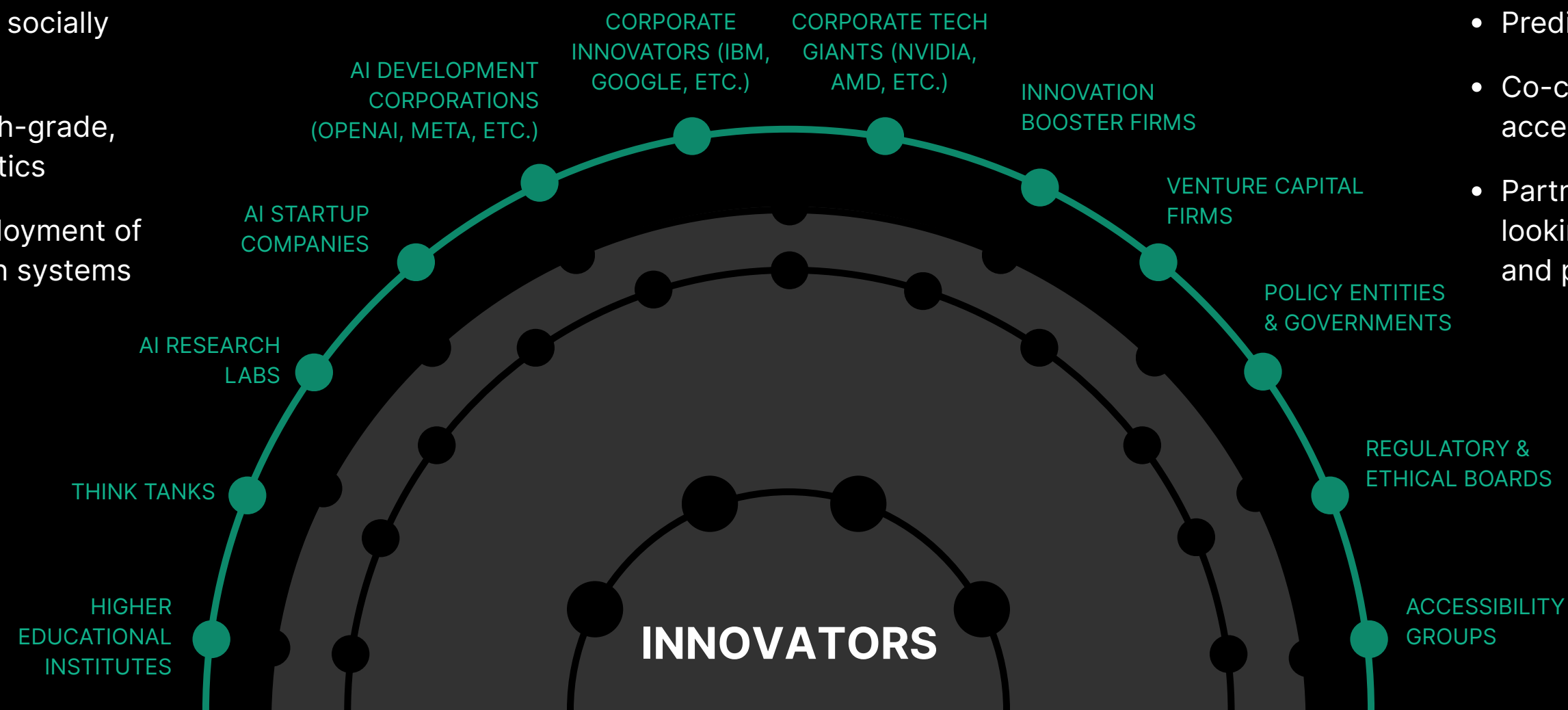
- Be at the soft-edge of new-age automated communication
- Advance natural-language and synthetic-voice realism responsibly
- Shape the next generation of human-AI interaction across virtual and mixed realities
- Identify and study scalable, socially responsible AI services
- Reinforce reputation for high-grade, ethical AI and speech analytics
- Ensure the responsible deployment of autonomous communication systems

## Expected Wants

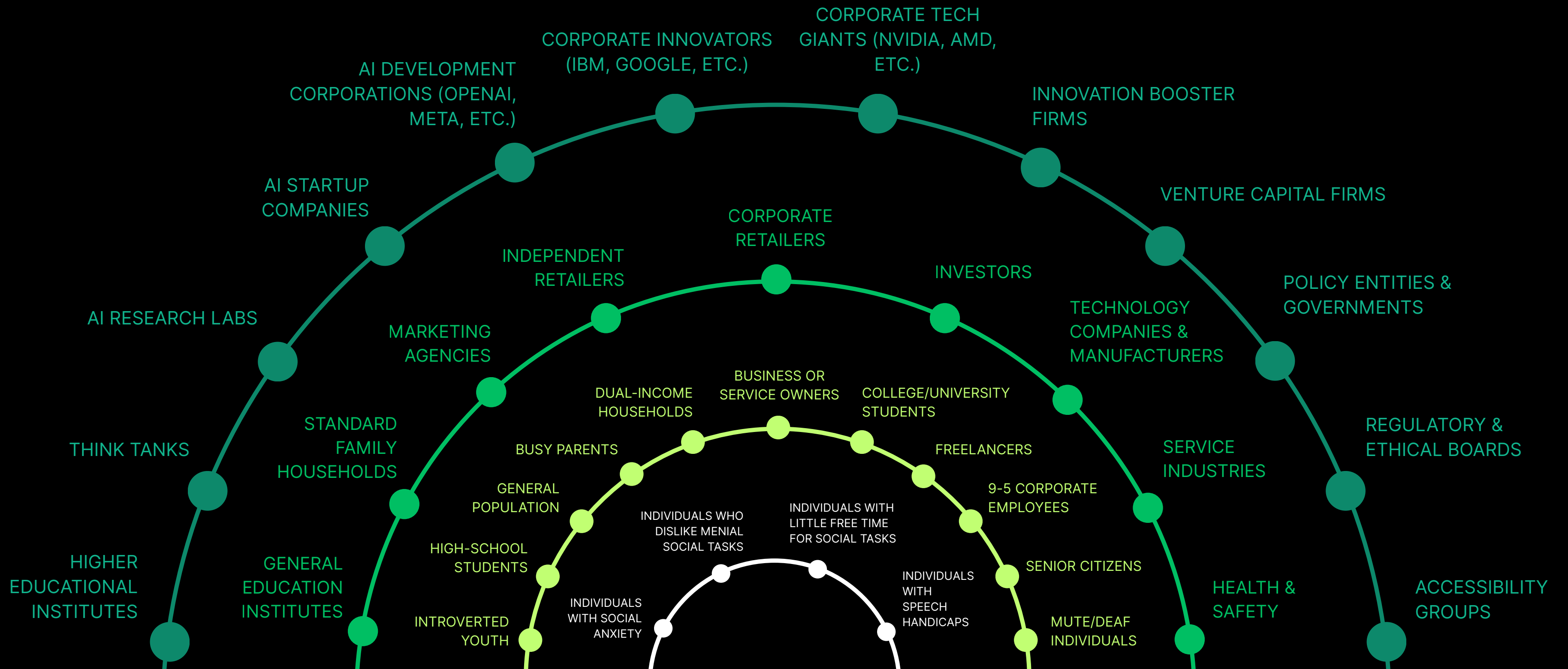
- Data/deployment partners for testing conversational AI ethics & accuracy
- Early access to platforms that humanize automation
- Real-world AI products that enable a diverse range of users ethically

## Expected Needs

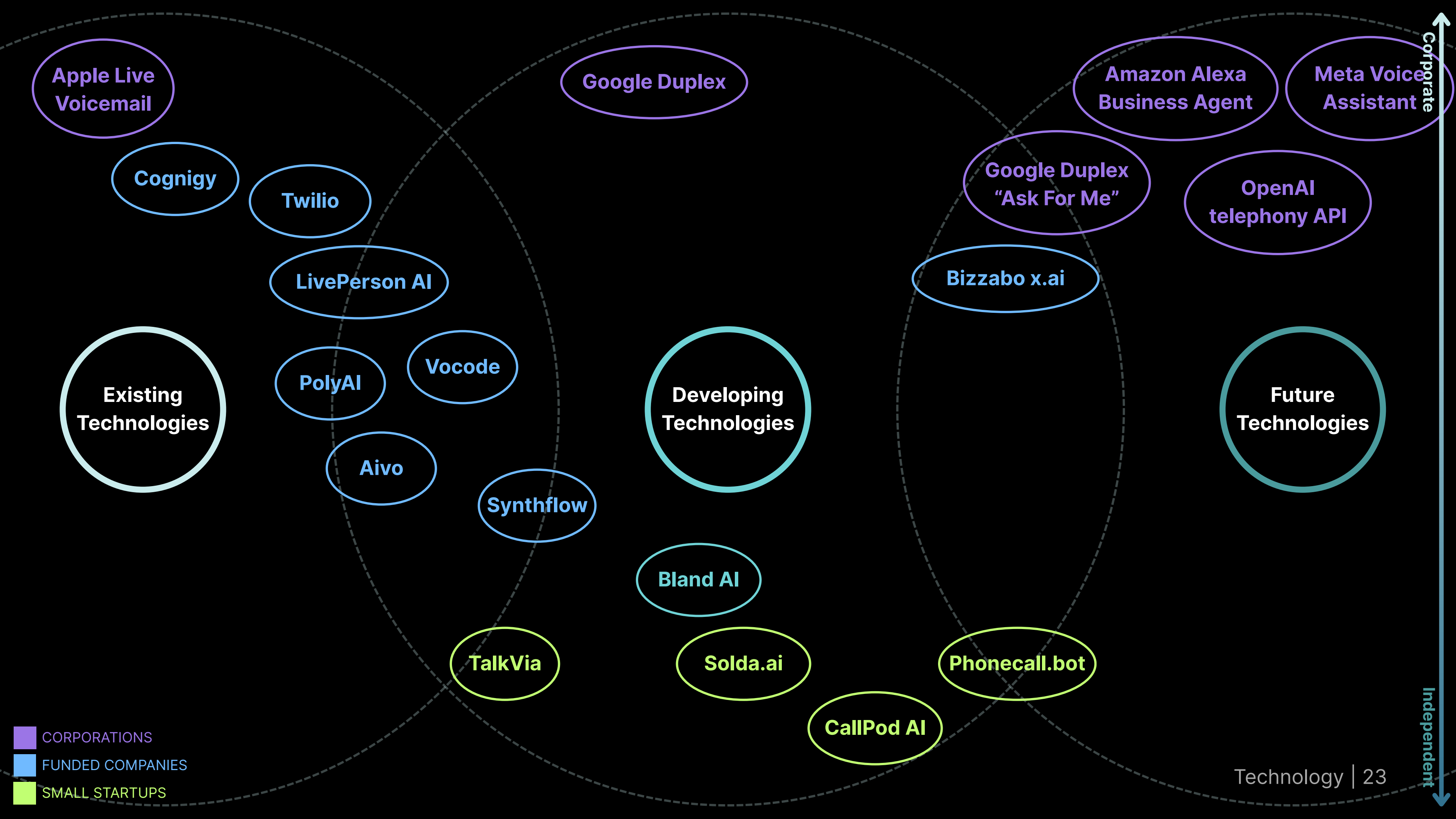
- Collaborative infrastructure with transparent data policies and API access
- Consent trail, per-call verification, and compliance dashboards
- Proof-of-concept validation and positive public perception data
- Predictability in data workflows
- Co-creation roles in UX testing, accessibility, and voice-proxy tech
- Partnerships and external platforms looking for further deployment layers and process refinements



# Full Stakeholder Map



# Partners: **Technology**



# Technological Analysis

## Existing Tech:

- Focus on customer service for businesses
- AI voice assistants
- AI-powered scheduling & task management

COGNIFY



## Developing Tech:

- Many small startup companies creating their own voice agents
- Google is the only corporation in active development with a successful prototype



## Future Tech:

- Corporations in R&D testing for social task AI solutions
- Large companies starting to buy out smaller AI tools

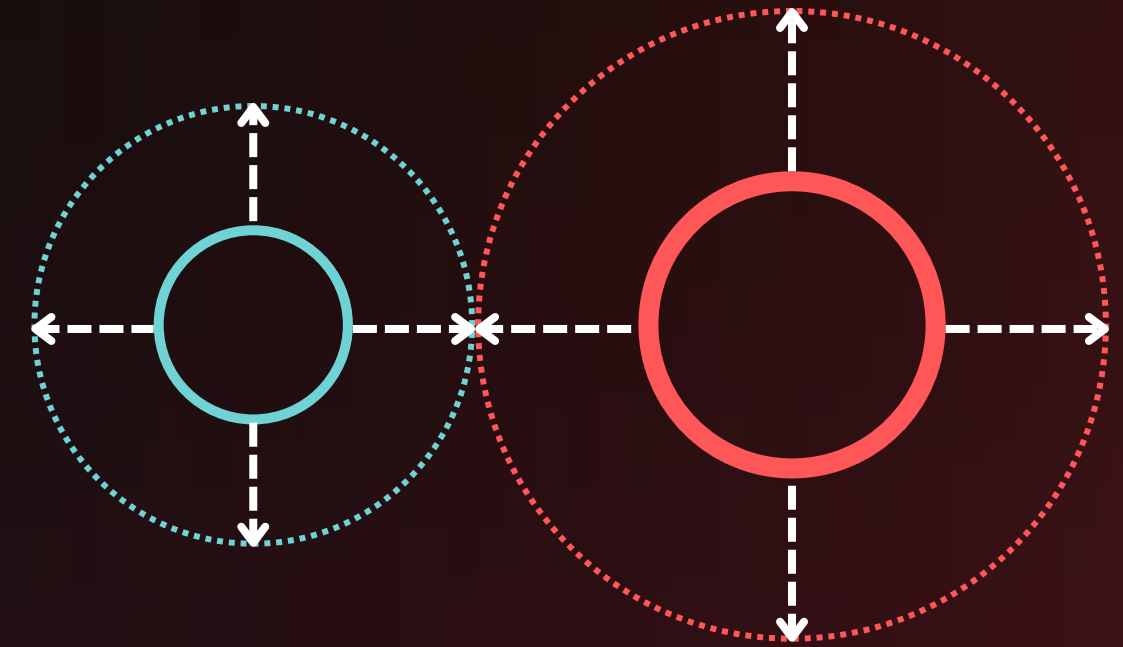




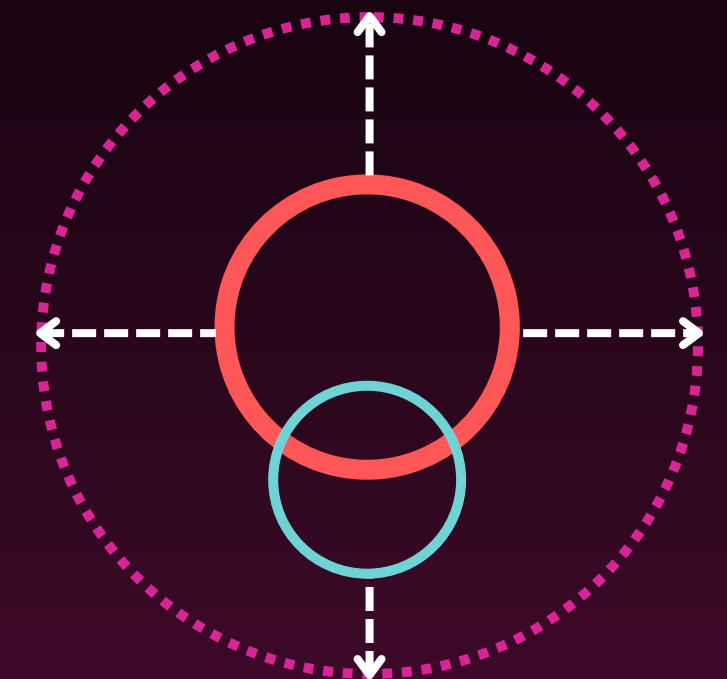
**No high-fidelity technology exists  
to fulfill this niche yet,**

**but they are in rapid development**

Instead of **competing**,



this is a field with many larger  
aspiring partners to **grow with**



**But a differentiation must be made  
between my solution vs tools**

**I need to think ahead of Google.**

# Synthesis: **Future Concepts**

# What is the Big Concept?

- ~~AI Chatbot~~ – Already exists en masse
- ~~AI Voice Assistant~~ – Already doable with ChatGPT for \$20
- ~~Personal AI Assistant~~ – Already attempted and failed
- ~~Phone Call AI Assistant~~ – Already prototyped and in development
- AI Social Assistant – Possibly, but Google Duplex may cover this
- System/shell for AI Social Assistants? – Maybe

The design will likely be something along the lines of a digital solution that incorporates currently in-development phone call AI. Essentially, a shell that utilizes the AI at its core.

<b>MUST</b>	<b>SHOULD</b>	<b>COULD</b>
<ul style="list-style-type: none"> <li>• <b>MUST</b> be able to initiate and complete phone calls autonomously</li> <li>• <b>MUST</b> allow the user to predefine scripts, tone, and boundaries before a call</li> <li>• <b>MUST</b> generate a post-call summary or confirmation for user review</li> <li>• <b>MUST</b> handle at least three baseline use-cases: confirmations, rescheduling, and polite declines</li> <li>• <b>MUST</b> maintain data privacy and ethical handling (no unauthorized recordings, no unapproved AI improvisation)</li> <li>• <b>MUST</b> run on familiar devices (mobile/laptop) with minimal learning curve</li> <li>• <b>MUST</b> let users preview and make adjustments before a call happens</li> <li>• <b>MUST</b> comply with regional communication and privacy laws</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SHOULD</b> support multiple voice engines or call providers (e.g., Google Duplex, Synthflow, etc.) through a modular “call shell”</li> <li>• <b>SHOULD</b> include task automation logic</li> <li>• <b>SHOULD</b> sync with calendar apps and contact lists for context-aware calling</li> <li>• <b>SHOULD</b> offer tone presets</li> <li>• <b>SHOULD</b> allow text-based fallback if a recipient prefers non-verbal contact</li> <li>• <b>SHOULD</b> provide short tutorials or guided scenarios for new users</li> <li>• <b>SHOULD</b> include a “safe mode” for sensitive users</li> <li>• <b>SHOULD</b> have a visible consent trail</li> <li>• <b>SHOULD</b> integrate accessibility features (screen readers, captions)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>COULD</b> incorporate context learning</li> <li>• <b>COULD</b> expand into more complex multi-party coordination</li> <li>• <b>COULD</b> include voice cloning for personalization</li> <li>• <b>COULD</b> connect to messaging platforms</li> <li>• <b>COULD</b> feature AI call interception</li> <li>• <b>COULD</b> introduce emotion sliders or personality settings to fine-tune tone</li> <li>• <b>COULD</b> include AI feedback on call effectiveness</li> <li>• <b>COULD</b> contribute anonymized metadata to AI transparency or accessibility research</li> <li>• <b>COULD</b> support cross-language translation and code-switching for multilingual contexts</li> </ul>

# Next Steps

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## Research Process

### Experimenting

Focus on fixed narratives and/or personas involving at least 1-2 of the core audience groups as a way for audiences to insert themselves into the user experience

#### Guidelines

Avoid personal surveys unless personal statistical data is needed

### Deeper Focus

Personalization, additional trends in AI and autonomy, possible functionalities that this idea could expand into down the line

#### Guidelines

Personalization should be examined

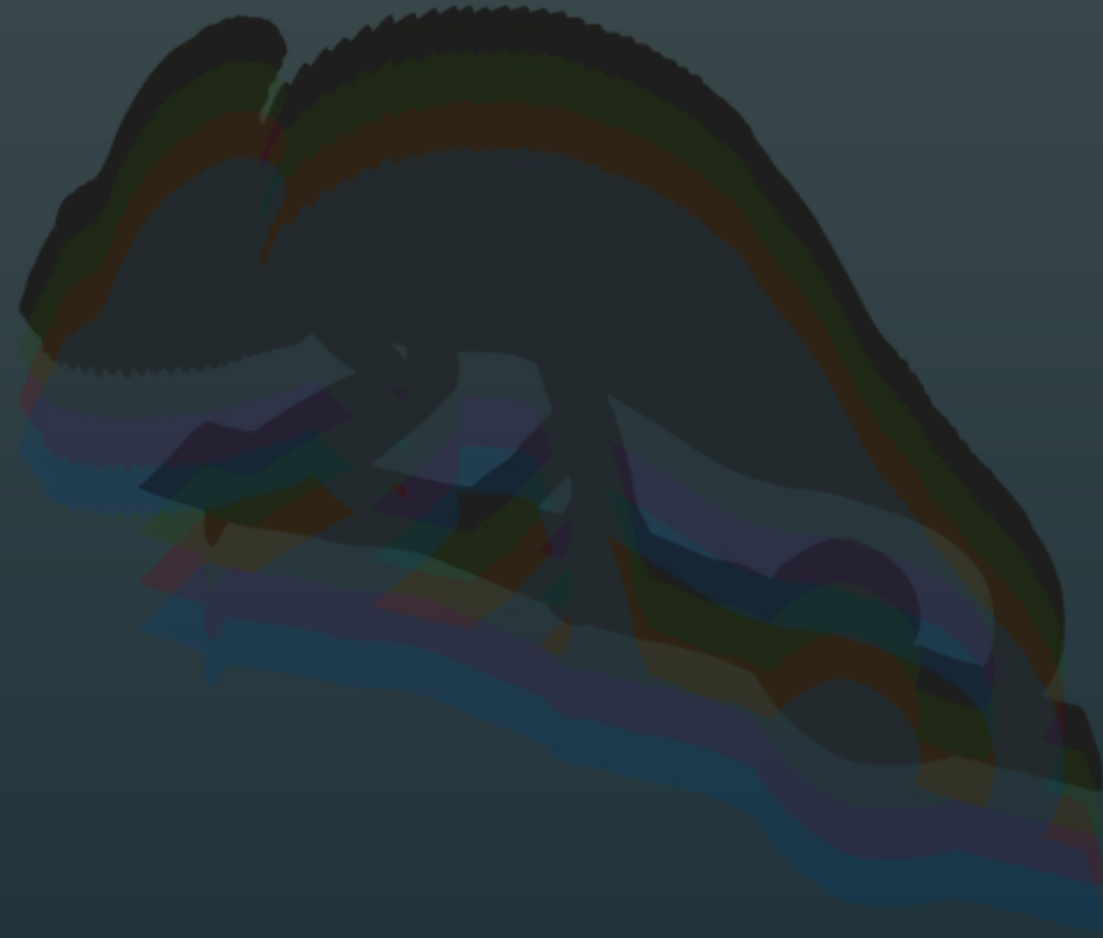
### Fully Defining

Fully define the idea into a more concrete idea for prototyping

#### Guidelines

*"To design a chameleon"*

# TO DESIGN A CHAMELEON...



**you cannot make it adapt to a rainforest,  
but you can design it for a tree and watch it roam**

**THANK YOU**

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