

EXPERIMENT 004

EXPERIMENT PREVIEW

Venue Type:

Grocery store

Format:

In-store social experiment

Participation:

Opt-in / private

Current Phase:

Concept / pilot-ready

Primary Goal:

Reduce friction of first contact

PRINCIPLE TAGS:



social safety



low friction



curiosity



real-world connection

Wiingmate

SMALL EXPERIMENTS
A MORE CONNECTED WORLD

EXPERIMENT PREVIEW

Grocery Connection

Creating a Private, Low-Pressure Way for Shoppers to Say Hello



“The goal is not to turn the store into a dating app. The goal is to create one small, socially safe opening for a real-world introduction.”

— EXPERIMENT 004

1 THE CONCEPT

Grocery Connection explores whether a simple, low-pressure signal inside a grocery store can help shoppers express interest without the discomfort of a cold approach. Participation is private and optional, with the goal of creating a socially safe opening rather than a public performance.

2 THE HYPOTHESIS

People often notice someone they would be interested in meeting but do nothing because a direct first move feels intrusive or awkward. A neutral in-store signal may create enough permission to make that first step feel easier.

3 WHAT WE'RE TESTING

Can a private, low-pressure mechanic inside a grocery setting make real-world introductions feel safer, more natural, and more likely to happen?

4 A PARTNER COULD BRING

A grocery store or retail partner, access to a real-world setting, staff perspective, and the opportunity to pilot a lightweight social connection concept.

PEOPLE BELONG HERE