



Barnacle serves to provide a platform of conversation with the condition of being in the same geographic bar location. Users form a community of connections in which they can meet their virtual matches socially, cultivating new relationships within the overall shared experience.

The project began initially based on the idea that social media could be used to promote social interaction beyond the context of a 2x5 inch phone screen. In the very specific scenario of being at a bar in which a person didn't find the opportunity (or ability) to talk to anyone, the customary response may be to become isolated in their cell phone. It was here that the concept of using this response as a way to reconnect with those around came about. Instead of reverting inward to the existing friendships that live inside the network found on a cell phone, the user could use an app to find new connections with people that have mutual interests and also happen to be in that same bar.