

Swop

Meet. Swop. Connect

Starting Point

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How can we help people **get to know each other** better and more quickly?

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How can we help people **get to know each other** better and more quickly?

How can we help people figure out what they **have in common?**

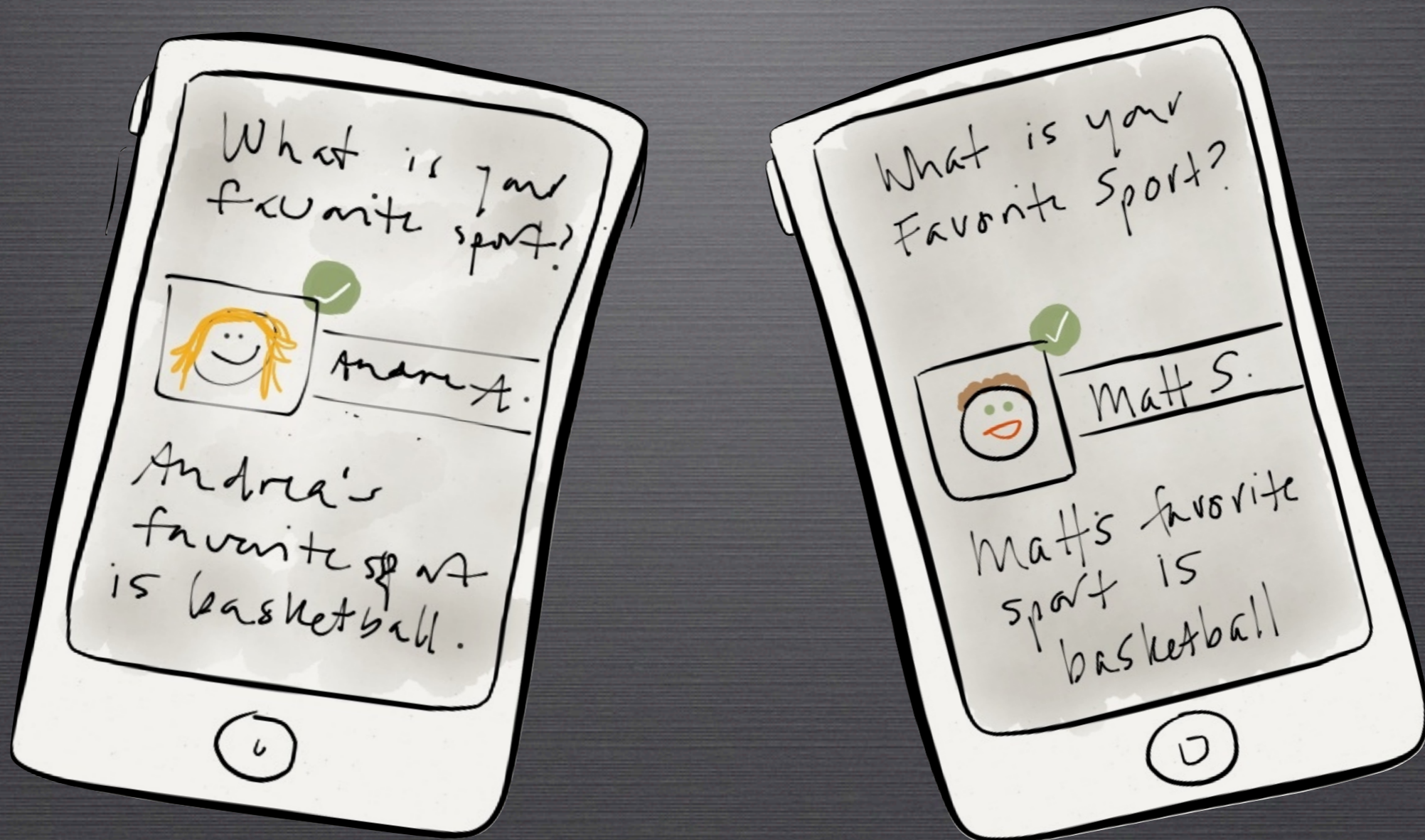
Starting Point

How can we help people **get to know each other** better and more quickly?

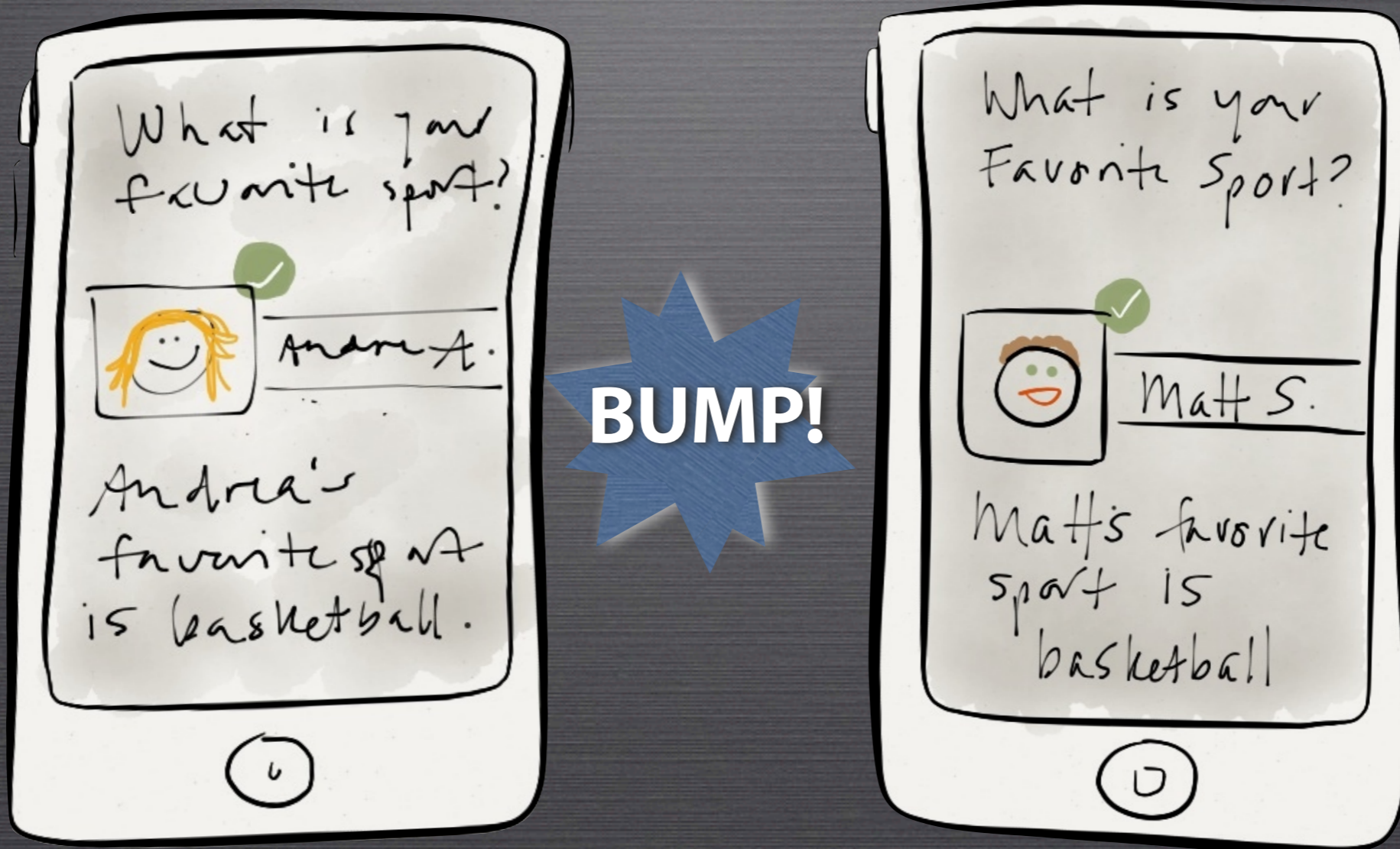
How can we help people figure out what they **have in common**?

How can a social app **facilitate interaction**, not replace it?

Initial Idea

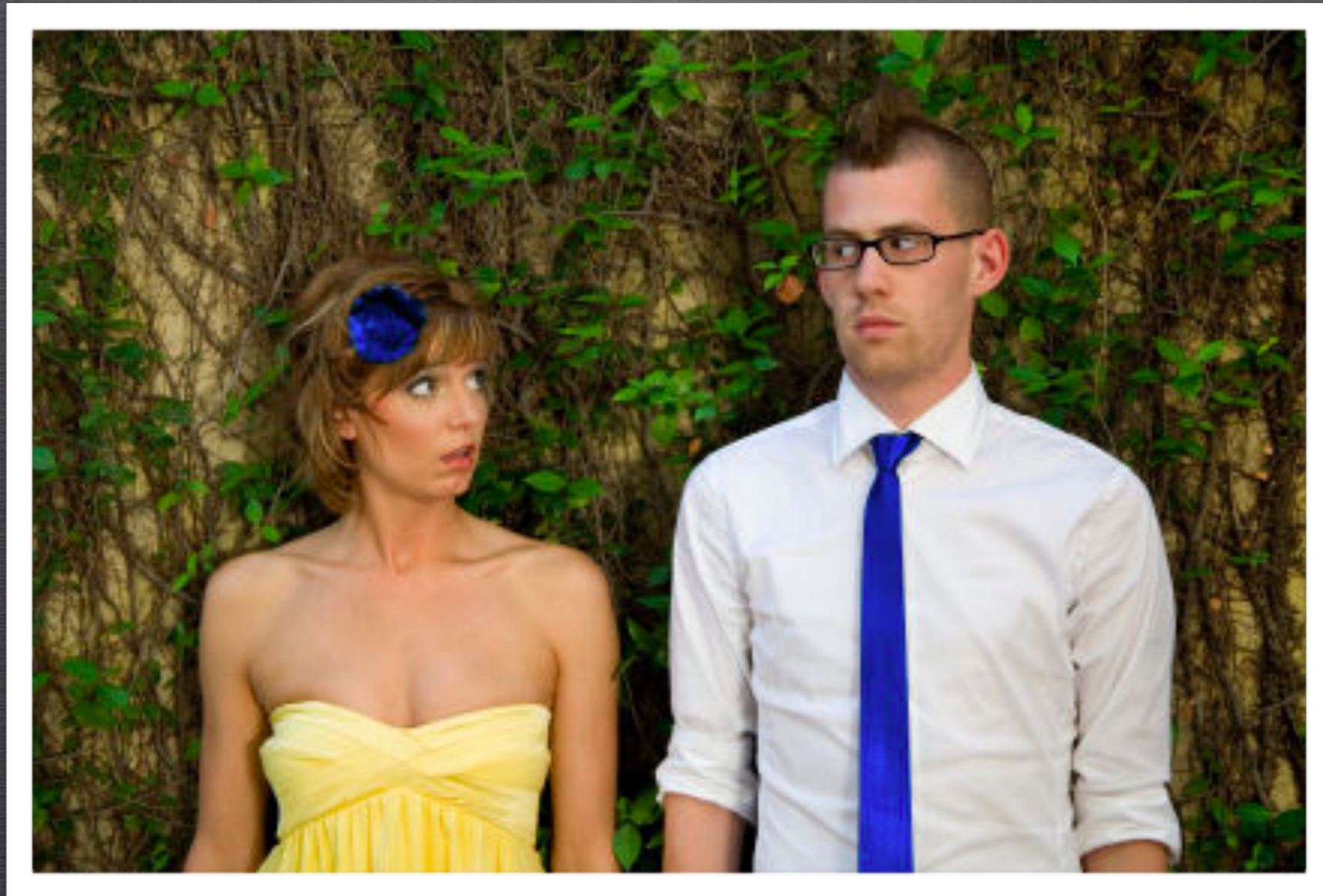


Initial Idea



Initial Idea

Awkward Date



Party Full of Strangers



Alone at a Networking Event



User Research

Using an app to aid conversation on a date is **admitting defeat.**

Games are fun, but **ephemeral.**

Meeting the **right people** at networking events can be hard.

Using an app to meet people at organized events is **more socially acceptable.**

Refined Idea

Refined Idea

Help people meet, connect
and figure out what they
have in common.

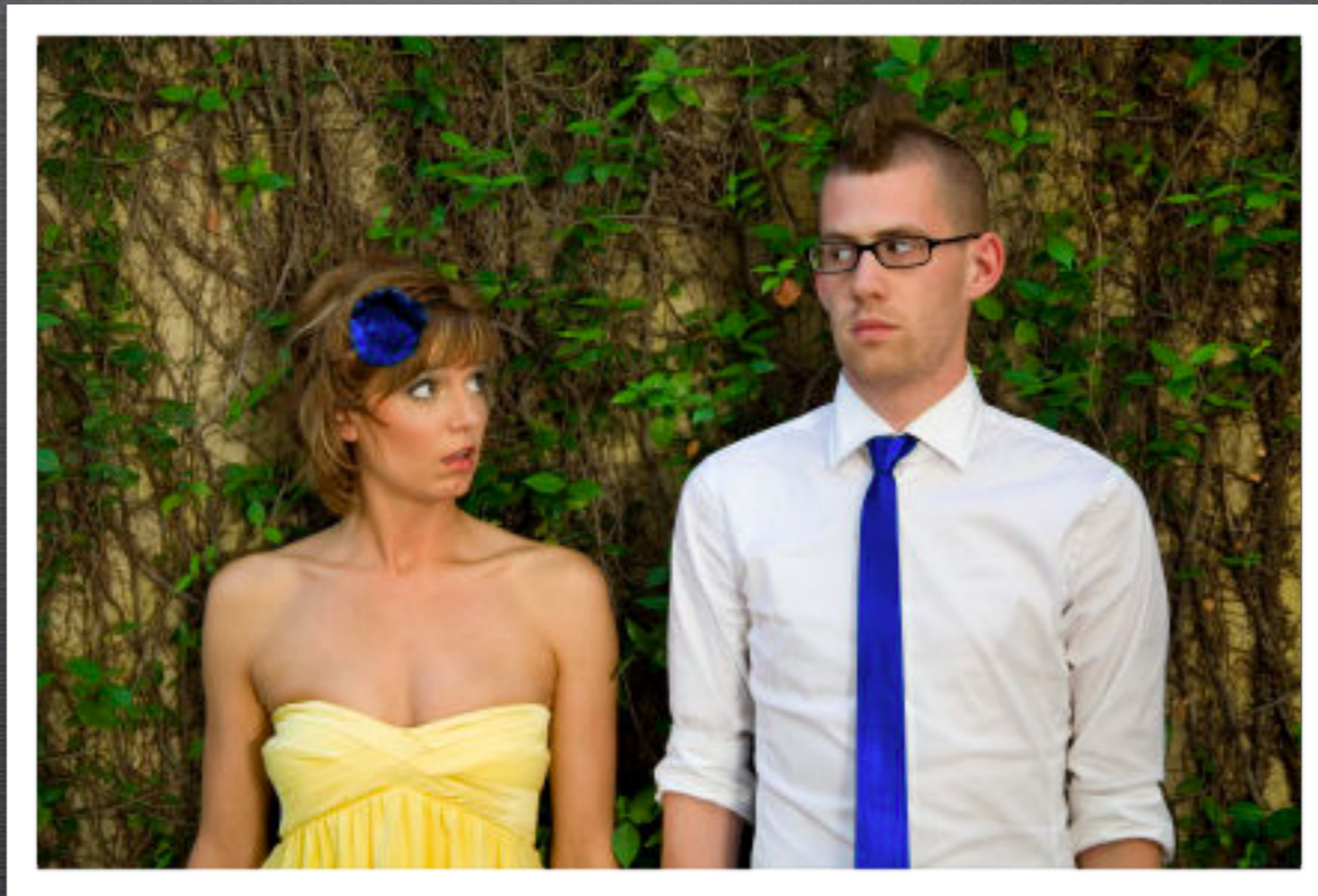
Refined Idea

Help people meet, connect
and figure out what they
have in common.

One-on-one or at events
such as conferences, weddings
and networking events.

Next Generation

Next Generation



Next Generation



Next Generation



Next Generation



Target Users

Smart phone users between the ages of 18-40

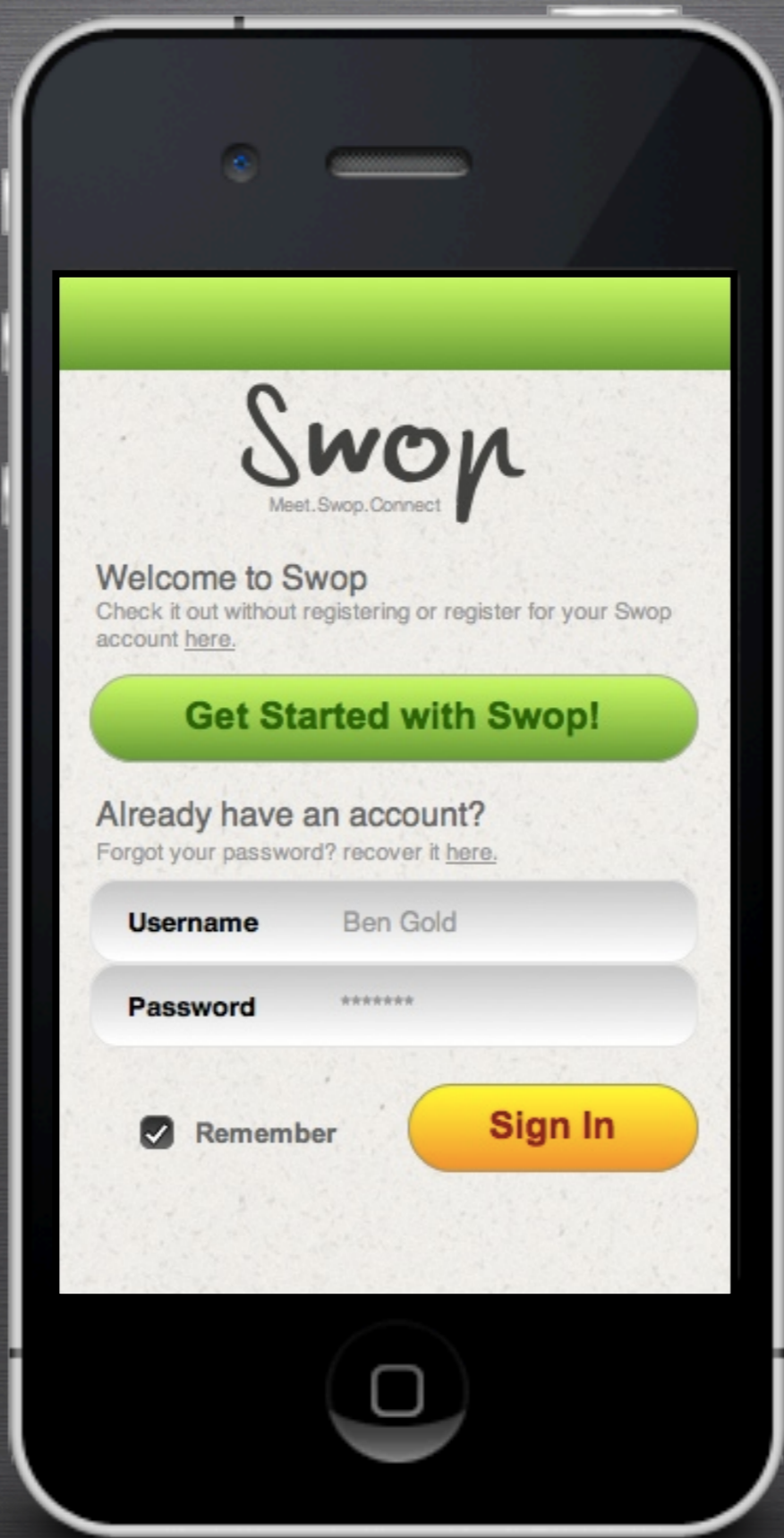
Students and professionals

Comfortable with online dating and socializing

Organized event planners & attendees

People that coordinate ice-breakers as part of
their job

New Users



Swop
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Welcome to Swop

Check it out without registering or register for your Swop account [here](#).

Get Started with Swop!

Already have an account?

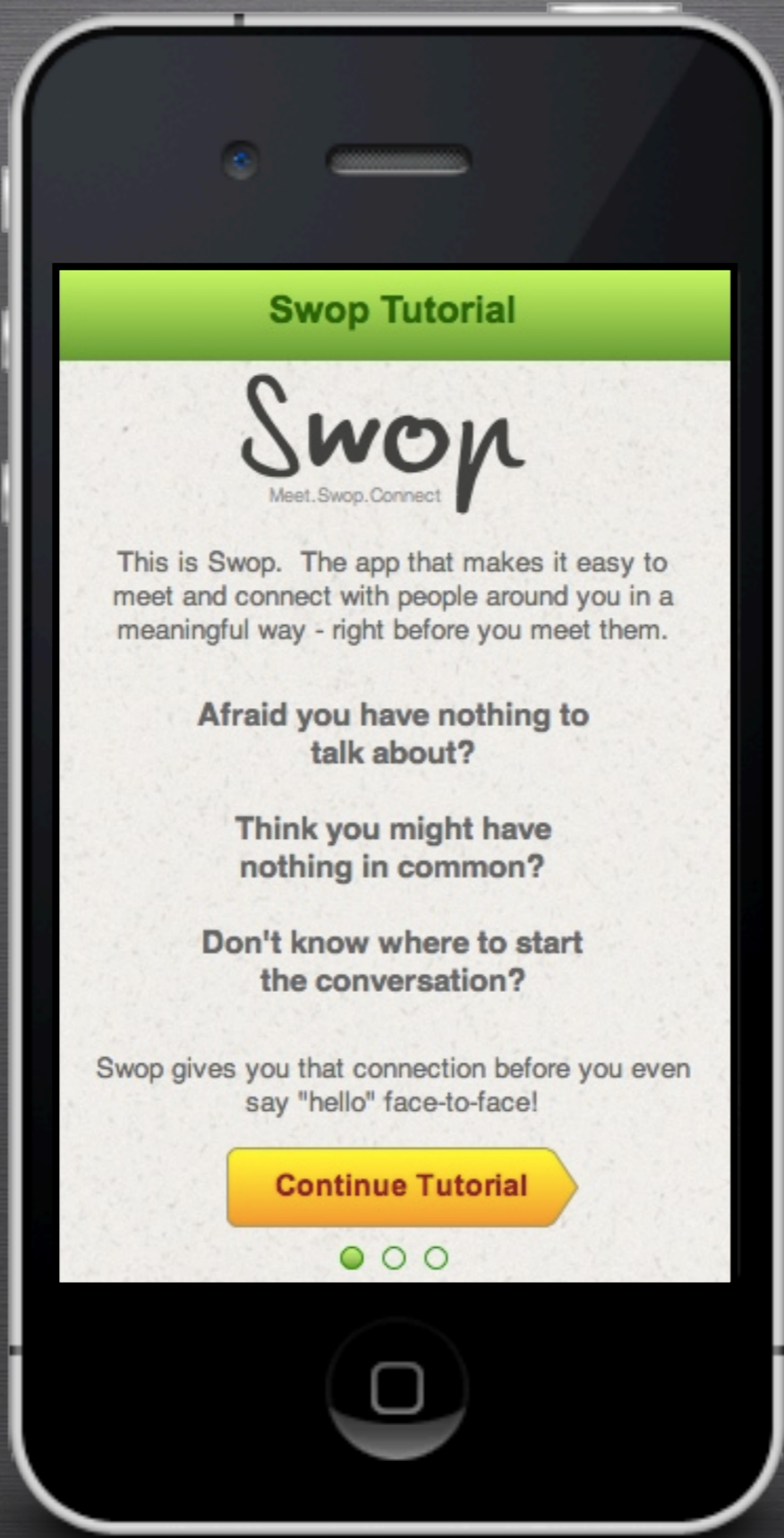
Forgot your password? [recover it here](#).

Username Ben Gold

Password *****

Remember

Sign In



Swop Tutorial

Swop
Meet. Swop. Connect

This is Swop. The app that makes it easy to meet and connect with people around you in a meaningful way - right before you meet them.

Afraid you have nothing to talk about?

Think you might have nothing in common?

Don't know where to start the conversation?

Swop gives you that connection before you even say "hello" face-to-face!

Continue Tutorial





Swop Tutorial

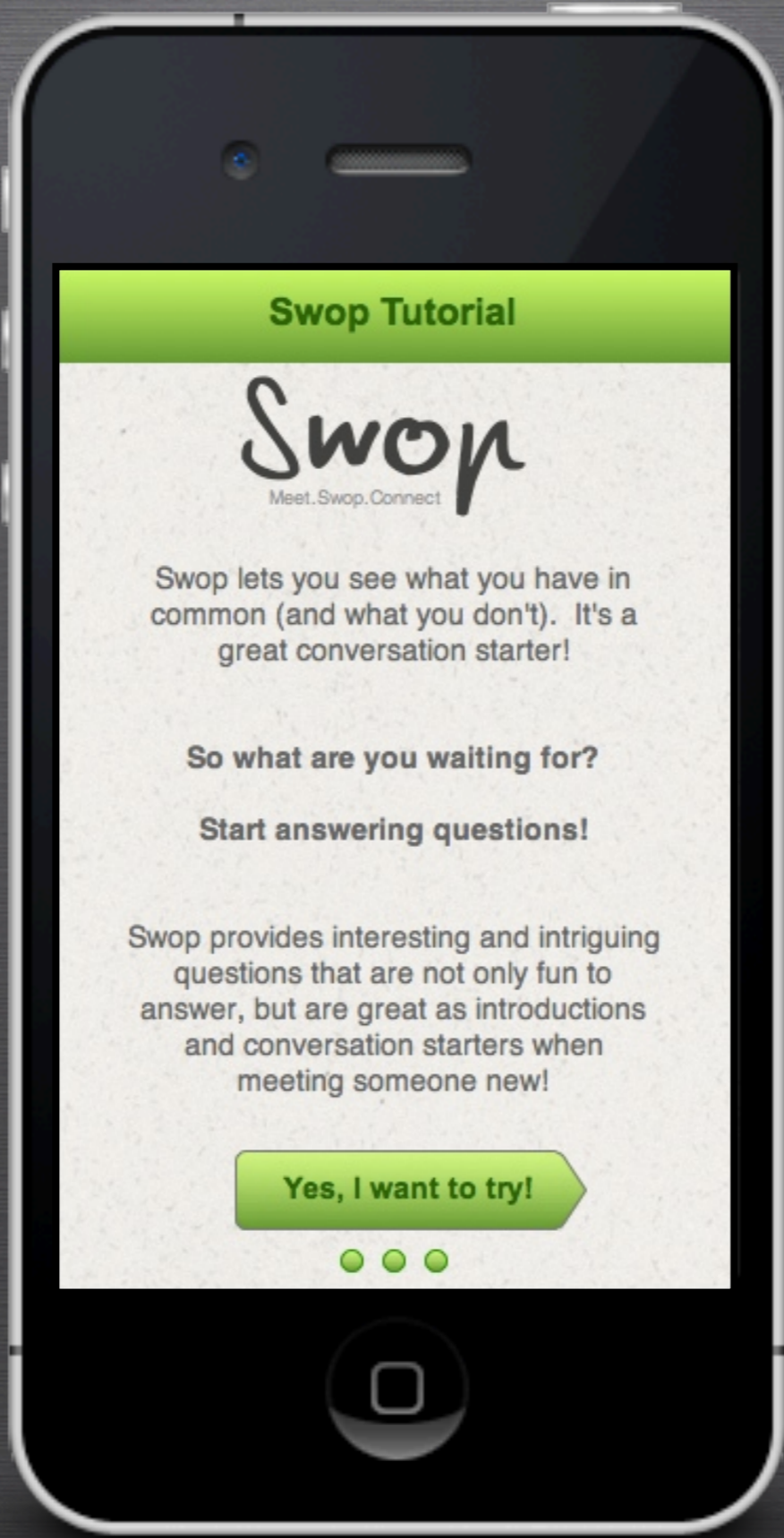
Swop
Meet. Swop. Connect.

How Swop Works:

- 1 Answer 5 or more questions about yourself.
- 2 See who's around you.
- 3 Find someone you want to meet.
- 4 *Swop with them!*
- 5 Say "hello" via Swop or in person.

Continue Tutorial





Swop Tutorial

Swop
Meet. Swop. Connect

Swop lets you see what you have in common (and what you don't). It's a great conversation starter!

So what are you waiting for?

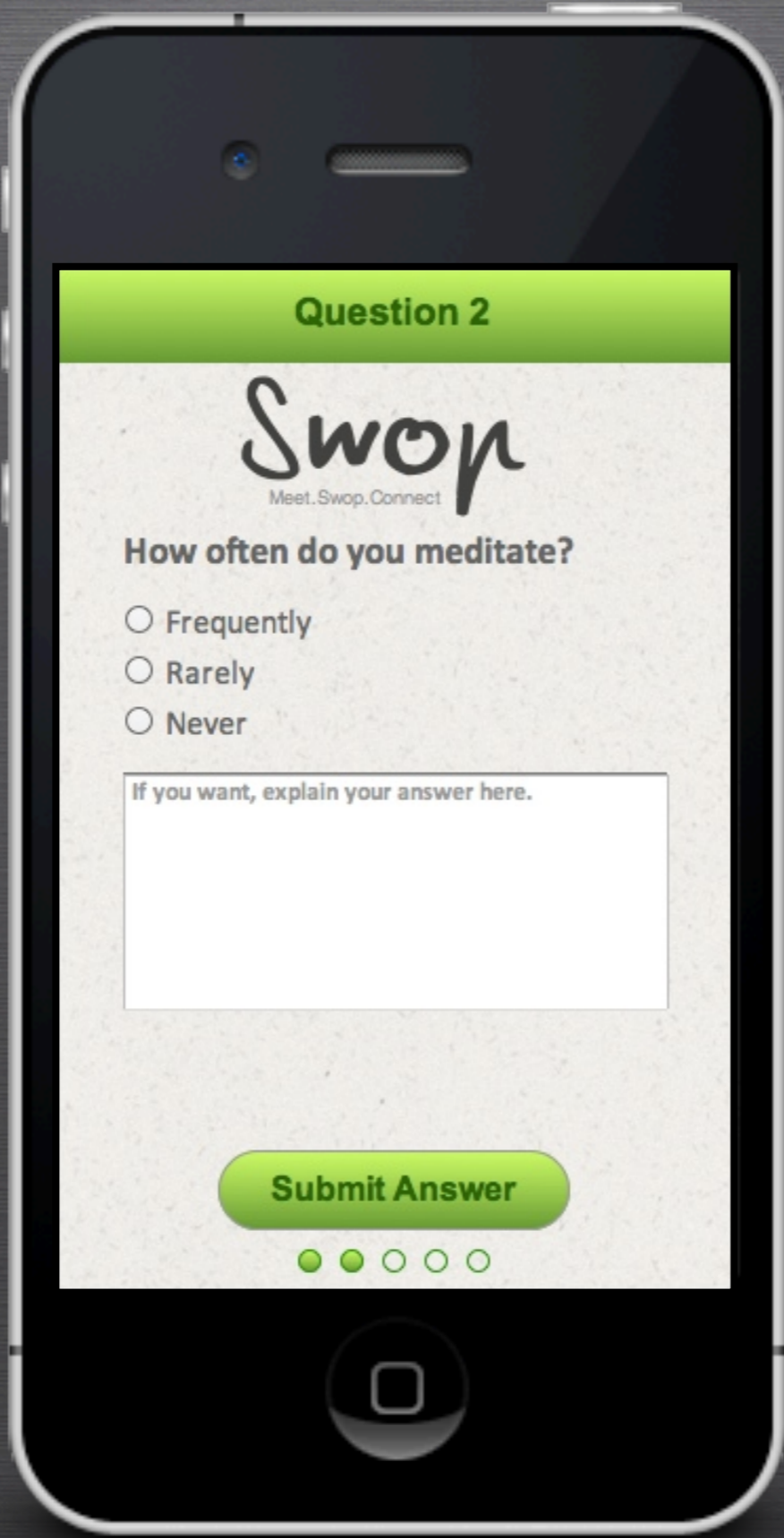
Start answering questions!

Swop provides interesting and intriguing questions that are not only fun to answer, but are great as introductions and conversation starters when meeting someone new!

Yes, I want to try!







Question 2



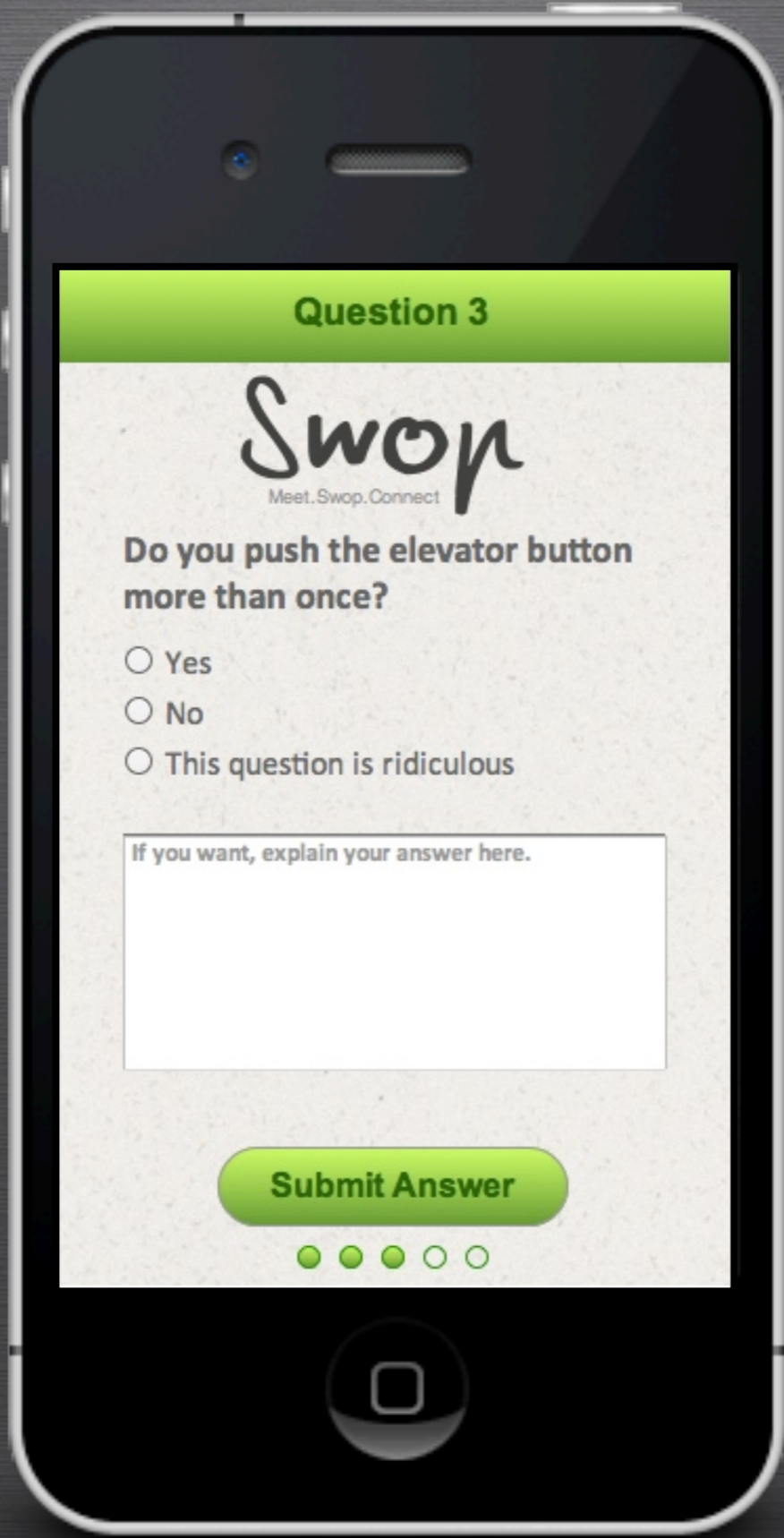
How often do you meditate?

- Frequently
- Rarely
- Never

If you want, explain your answer here.

Submit Answer





Question 3



Do you push the elevator button more than once?

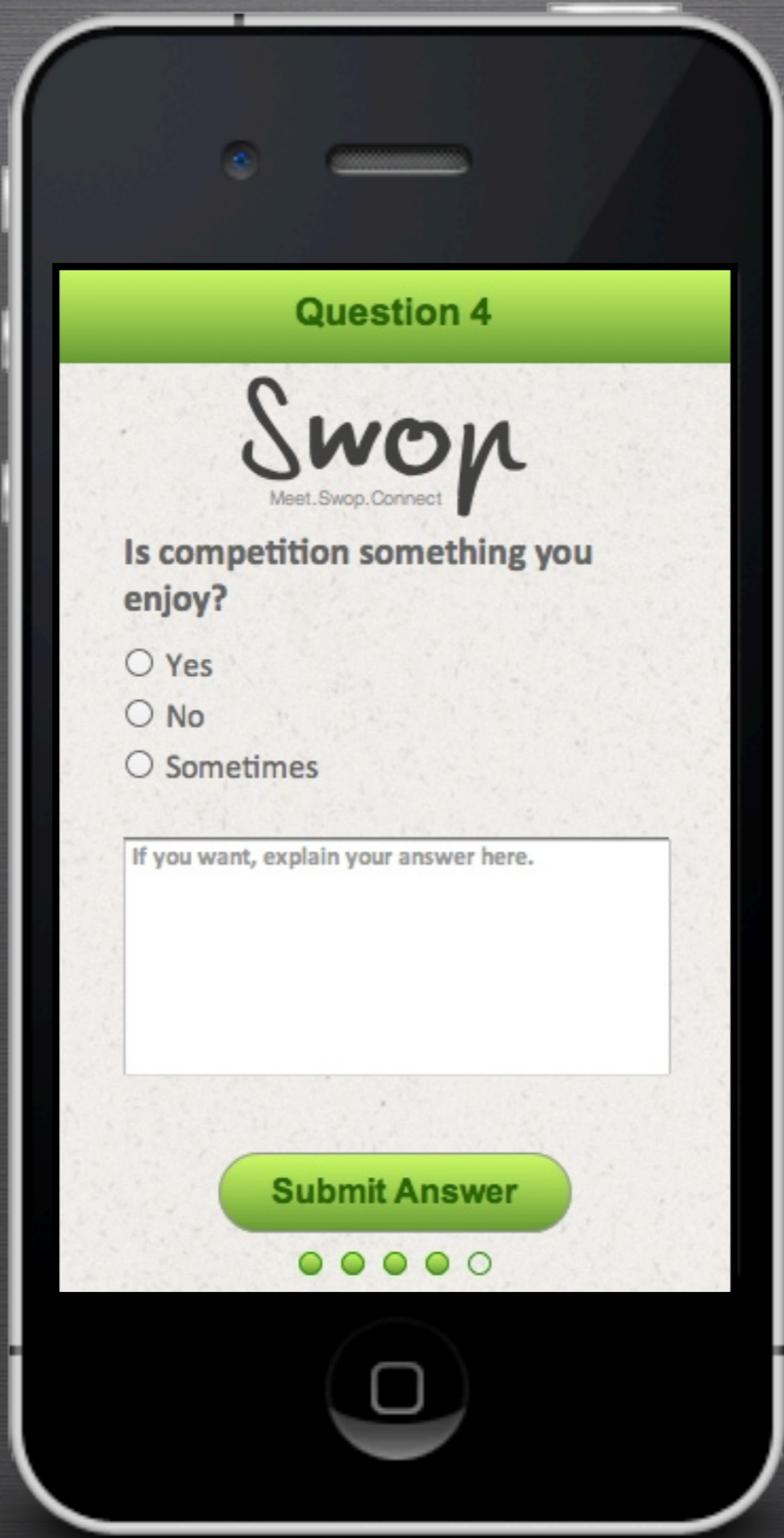
- Yes
- No
- This question is ridiculous

If you want, explain your answer here.

Text input field for explaining the answer.

Submit Answer





Question 4



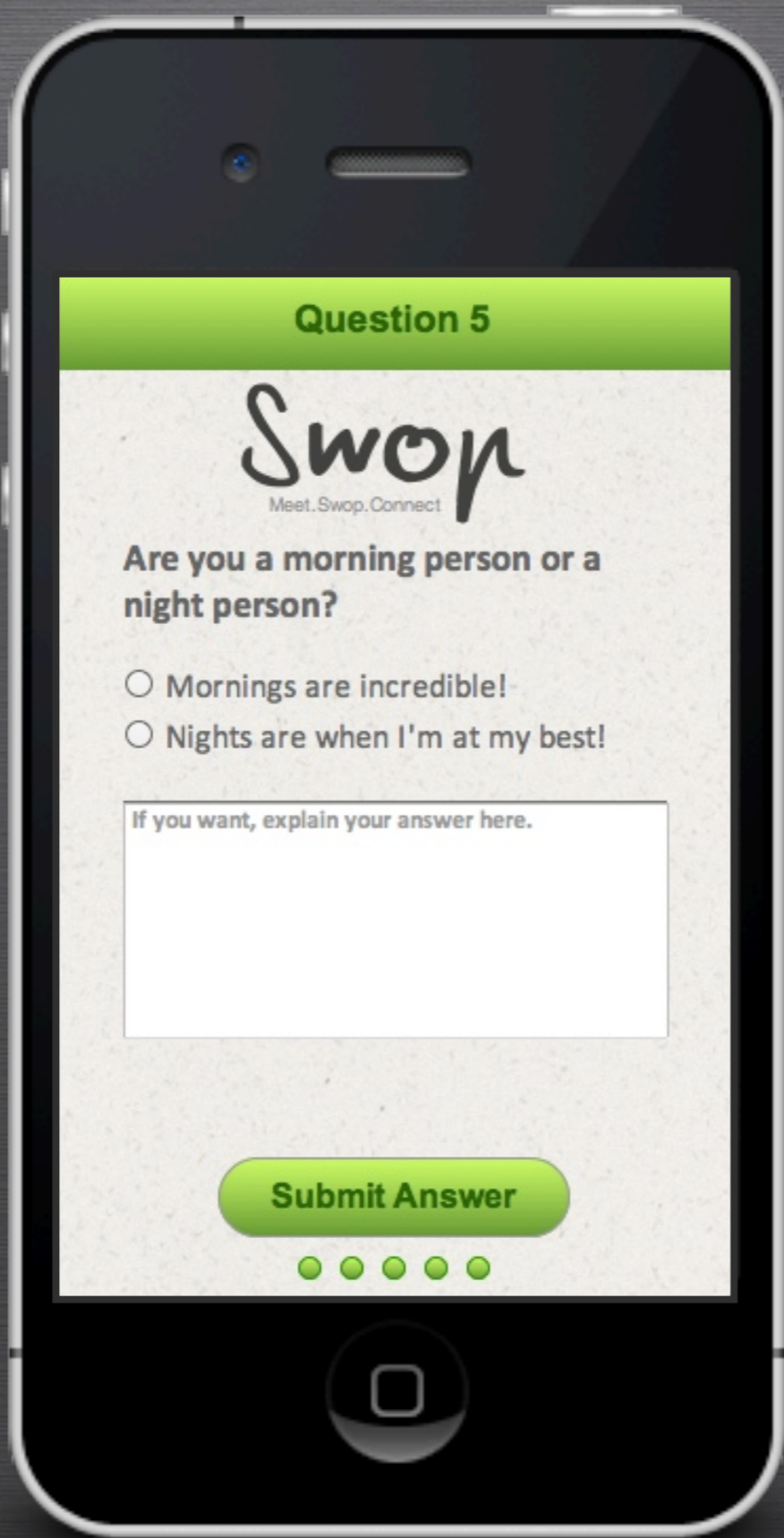
Is competition something you enjoy?

- Yes
- No
- Sometimes

If you want, explain your answer here.

Submit Answer





Question 5



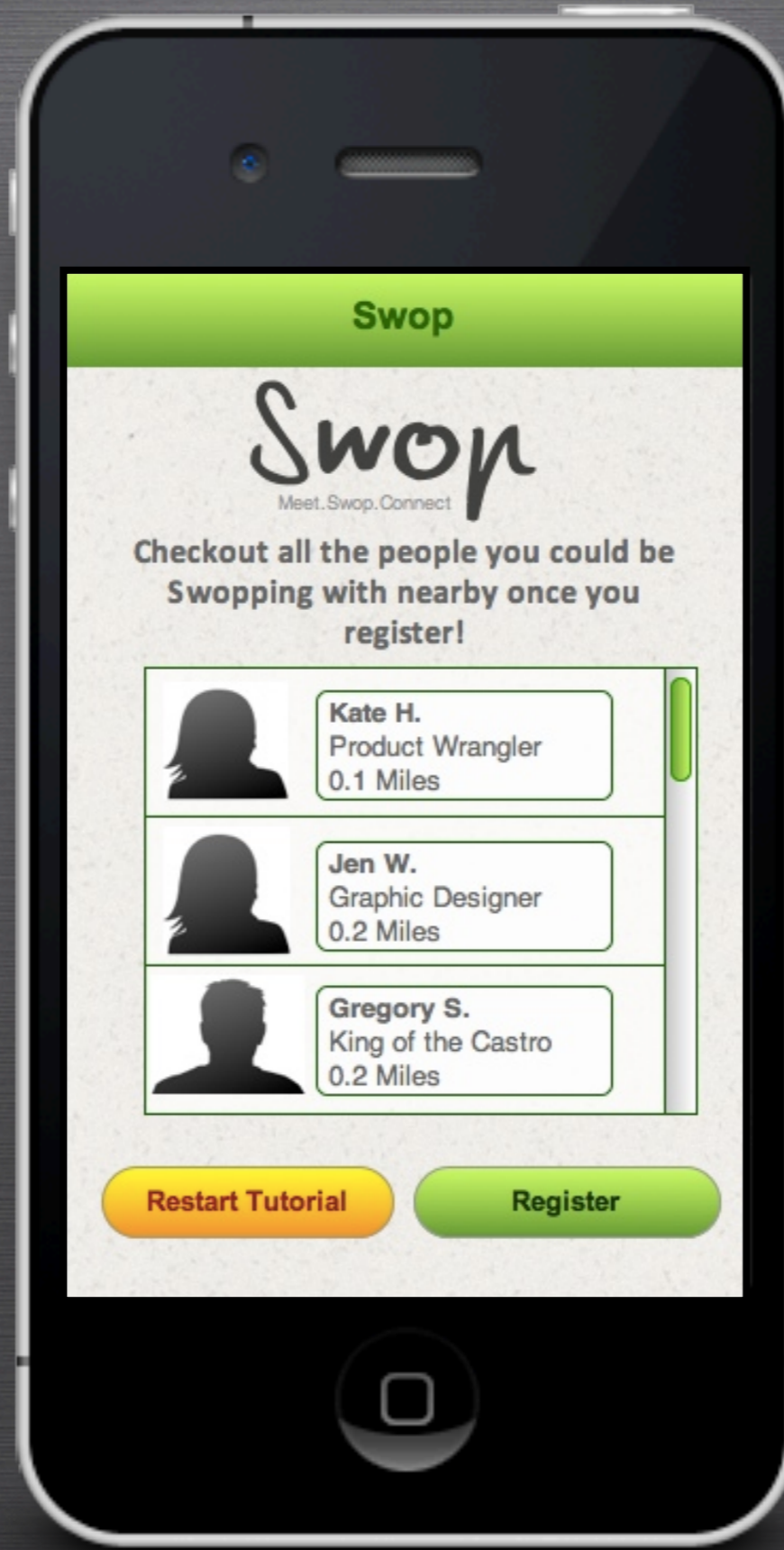
Are you a morning person or a night person?

- Mornings are incredible!
- Nights are when I'm at my best!

If you want, explain your answer here.

Submit Answer





Swop

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Checkout all the people you could be
Swopping with nearby once you
register!



Kate H.
Product Wrangler
0.1 Miles



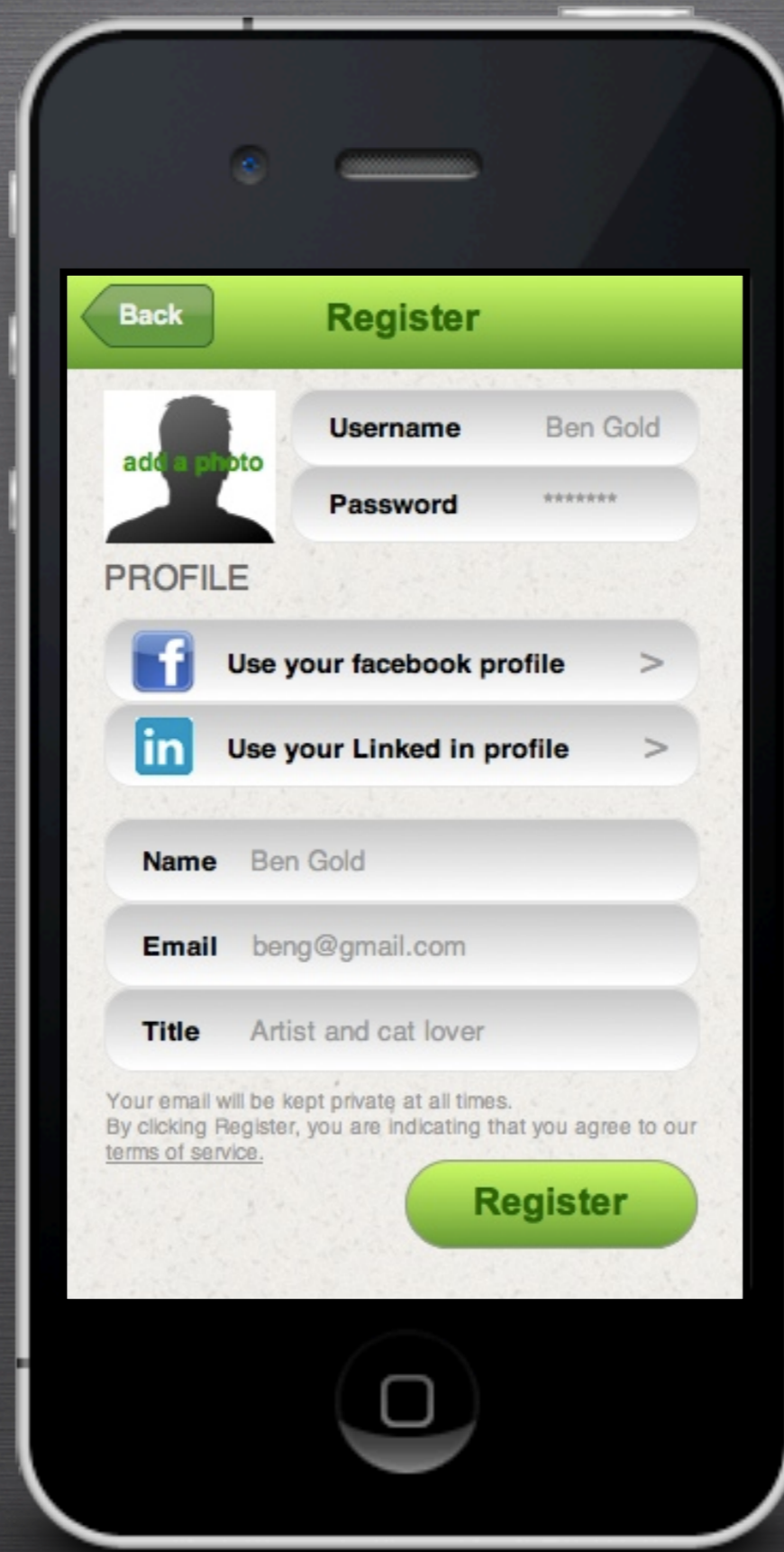
Jen W.
Graphic Designer
0.2 Miles



Gregory S.
King of the Castro
0.2 Miles

Restart Tutorial

Register



Back

Register



Username Ben Gold

Password *****

PROFILE



Use your facebook profile >



Use your Linked in profile >

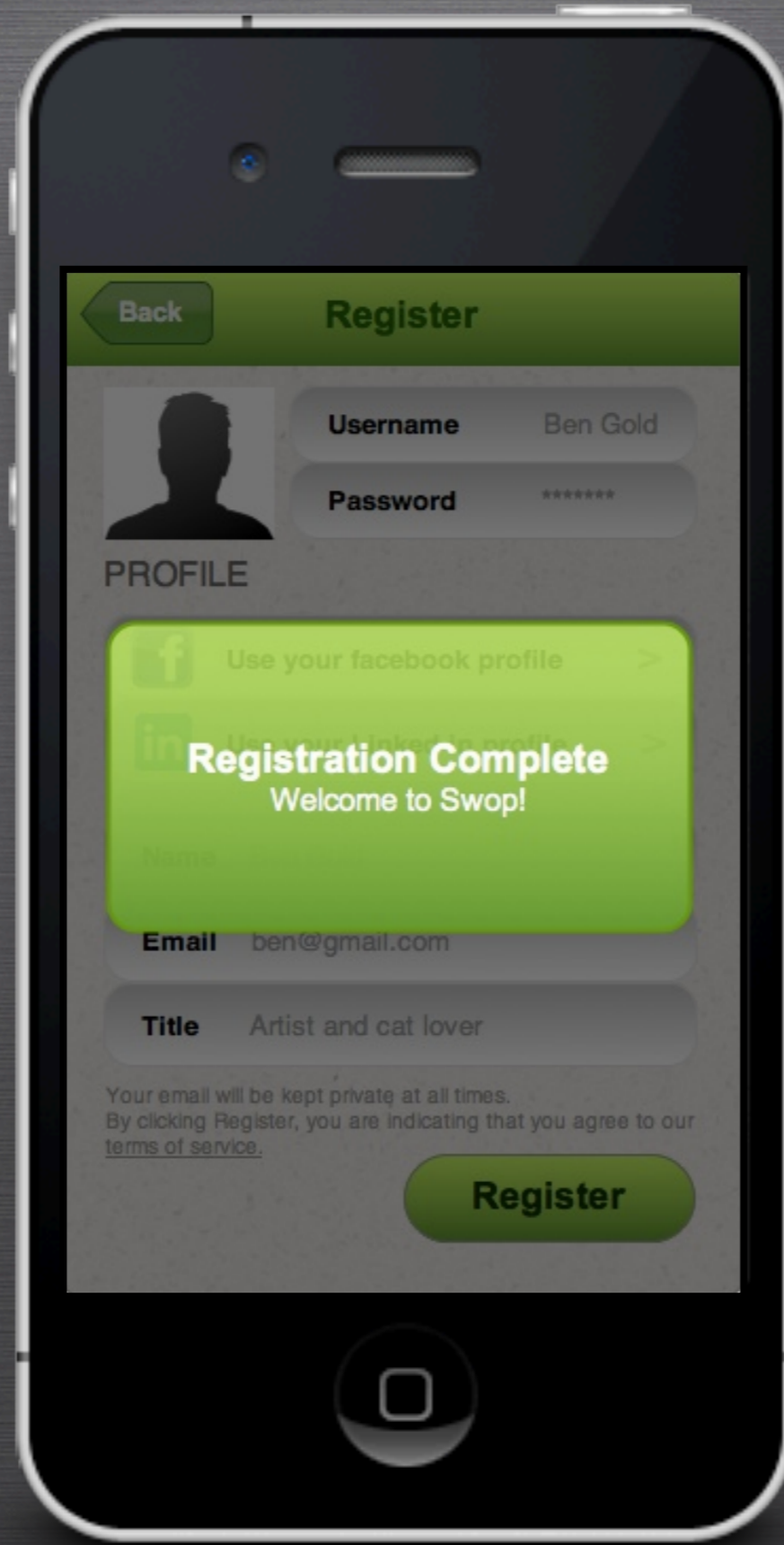
Name Ben Gold

Email beng@gmail.com

Title Artist and cat lover

Your email will be kept private at all times.
By clicking Register, you are indicating that you agree to our [terms of service](#).

Register



Back

Register



Username Ben Gold

Password *****

PROFILE



Use your facebook profile >



Use your linkedin profile >

Registration Complete

Welcome to Swop!

Name

Email ben@gmail.com

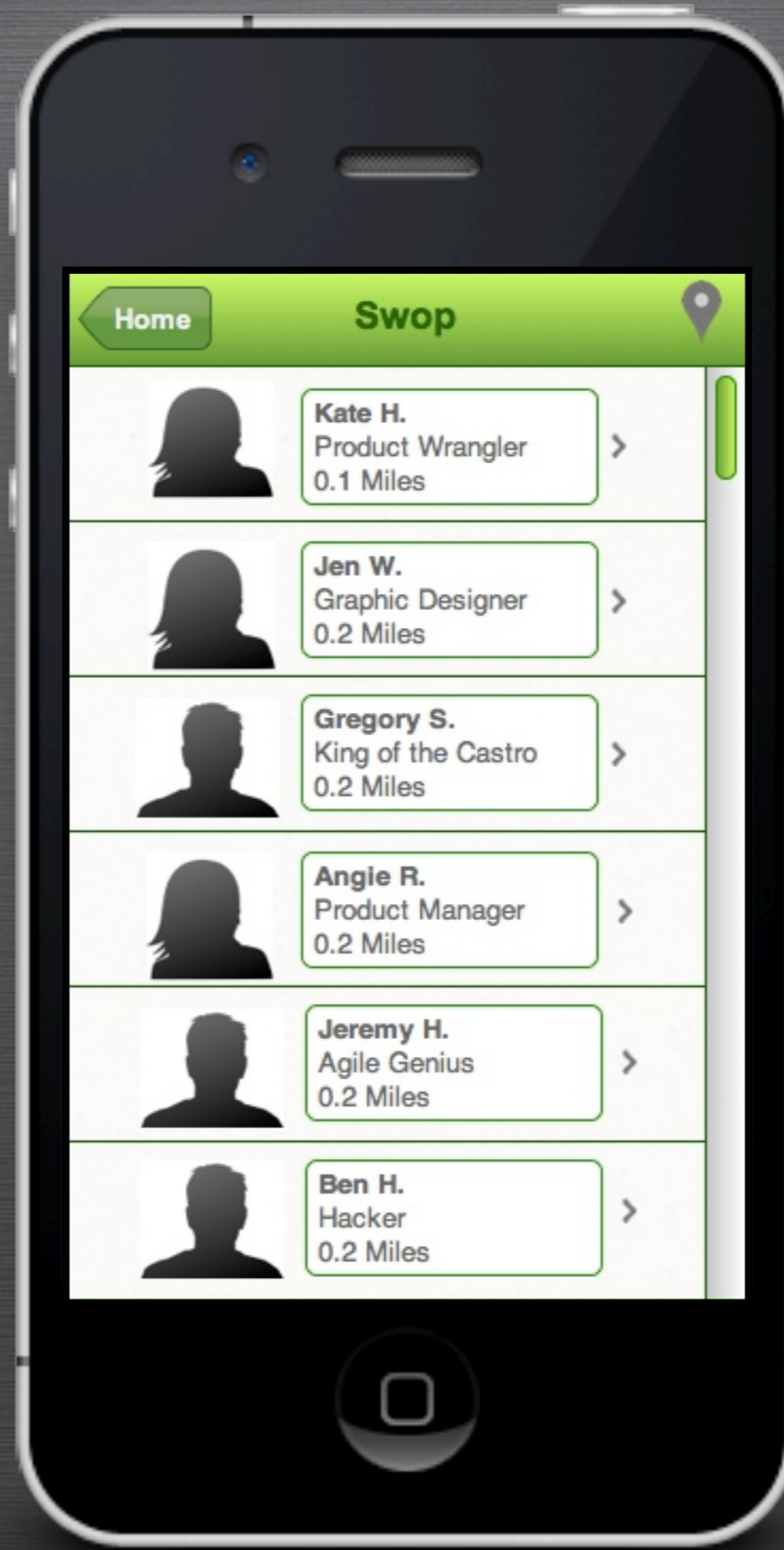
Title Artist and cat lover

Your email will be kept private at all times.
By clicking Register, you are indicating that you agree to our [terms of service](#).

Register

Registered Users





Home

Swop



Kate H.
Product Wrangler
0.1 Miles



Jen W.
Graphic Designer
0.2 Miles



Gregory S.
King of the Castro
0.2 Miles



Angie R.
Product Manager
0.2 Miles

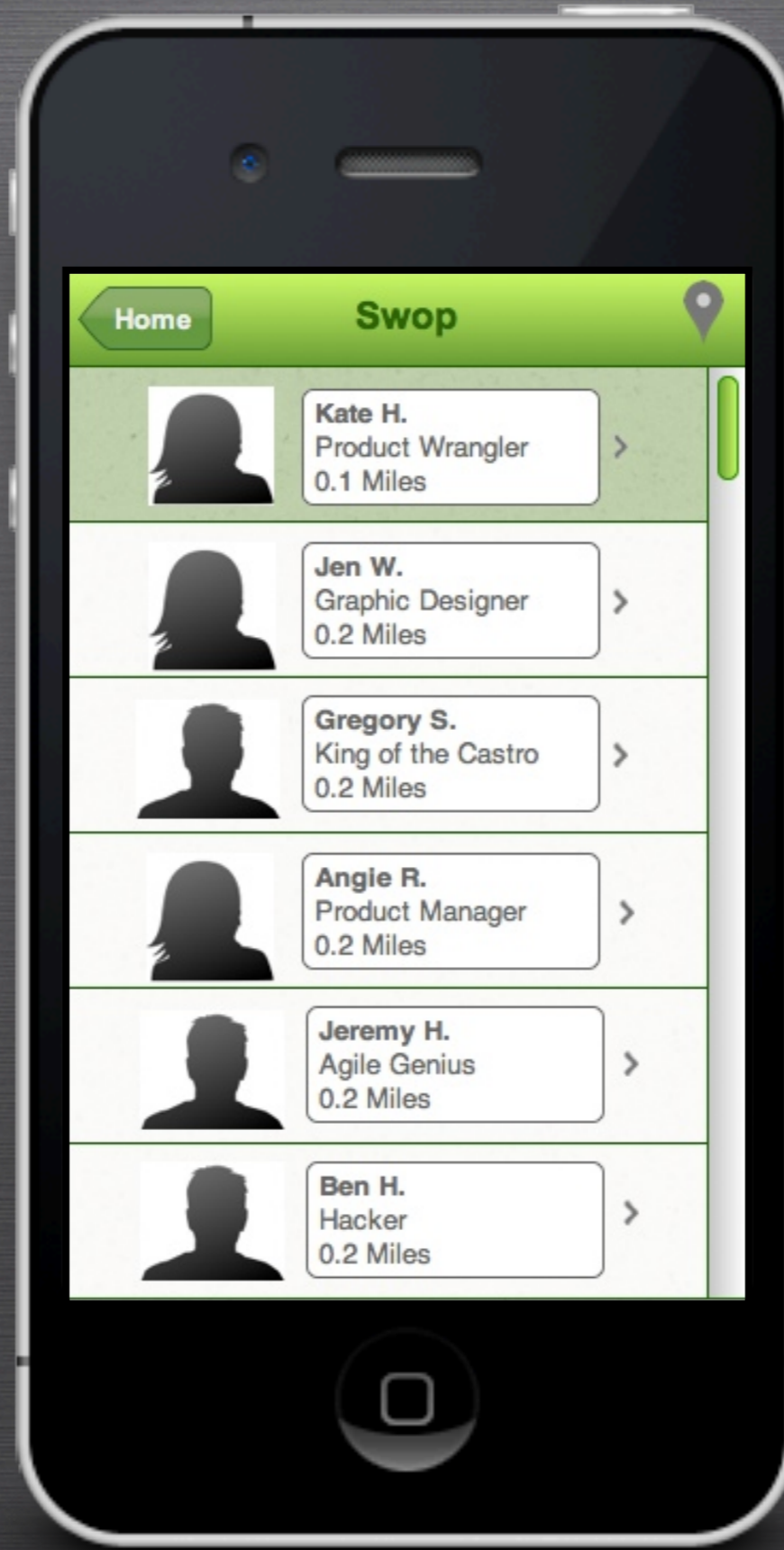


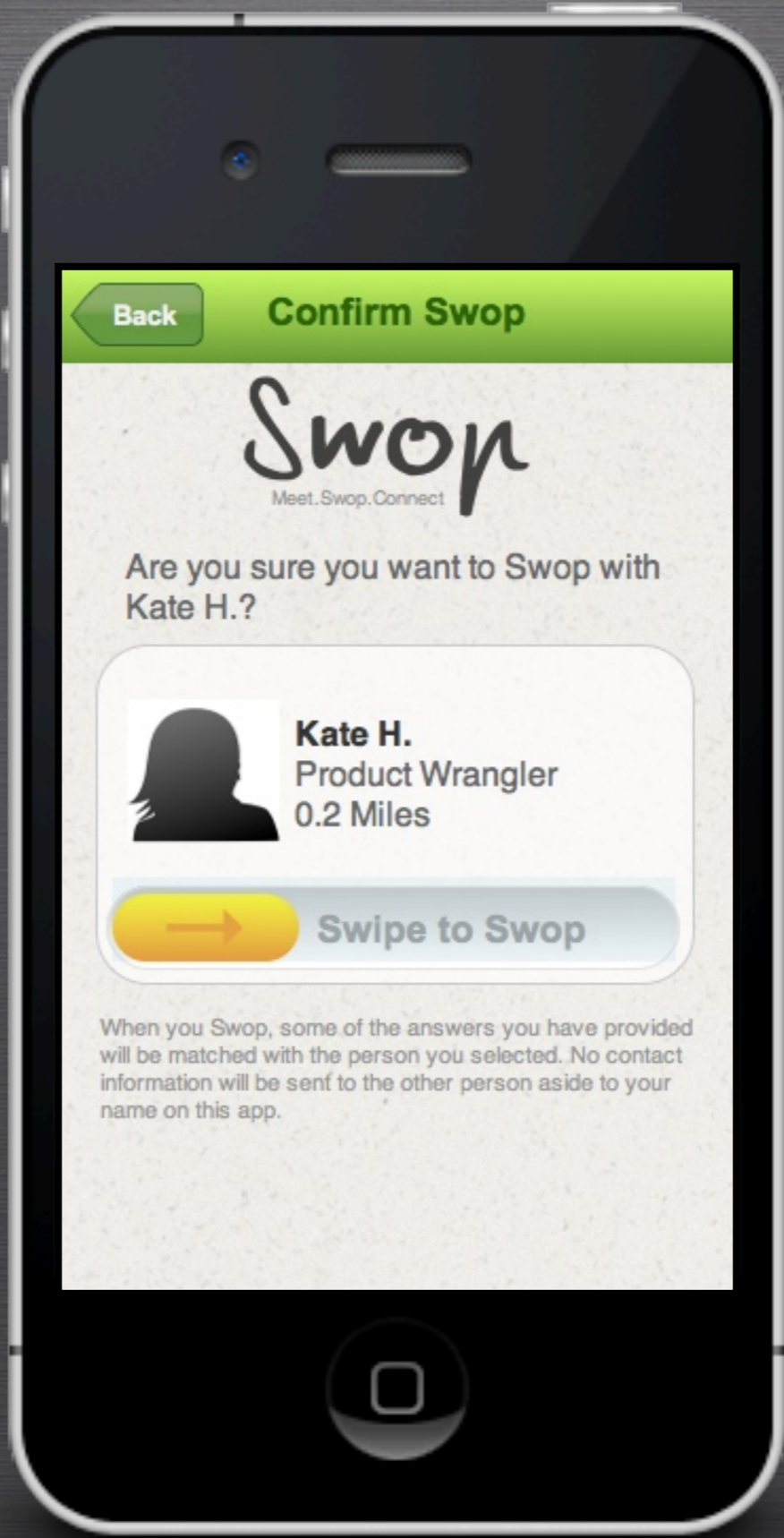
Jeremy H.
Agile Genius
0.2 Miles



Ben H.
Hacker
0.2 Miles







Back


Confirm Swop



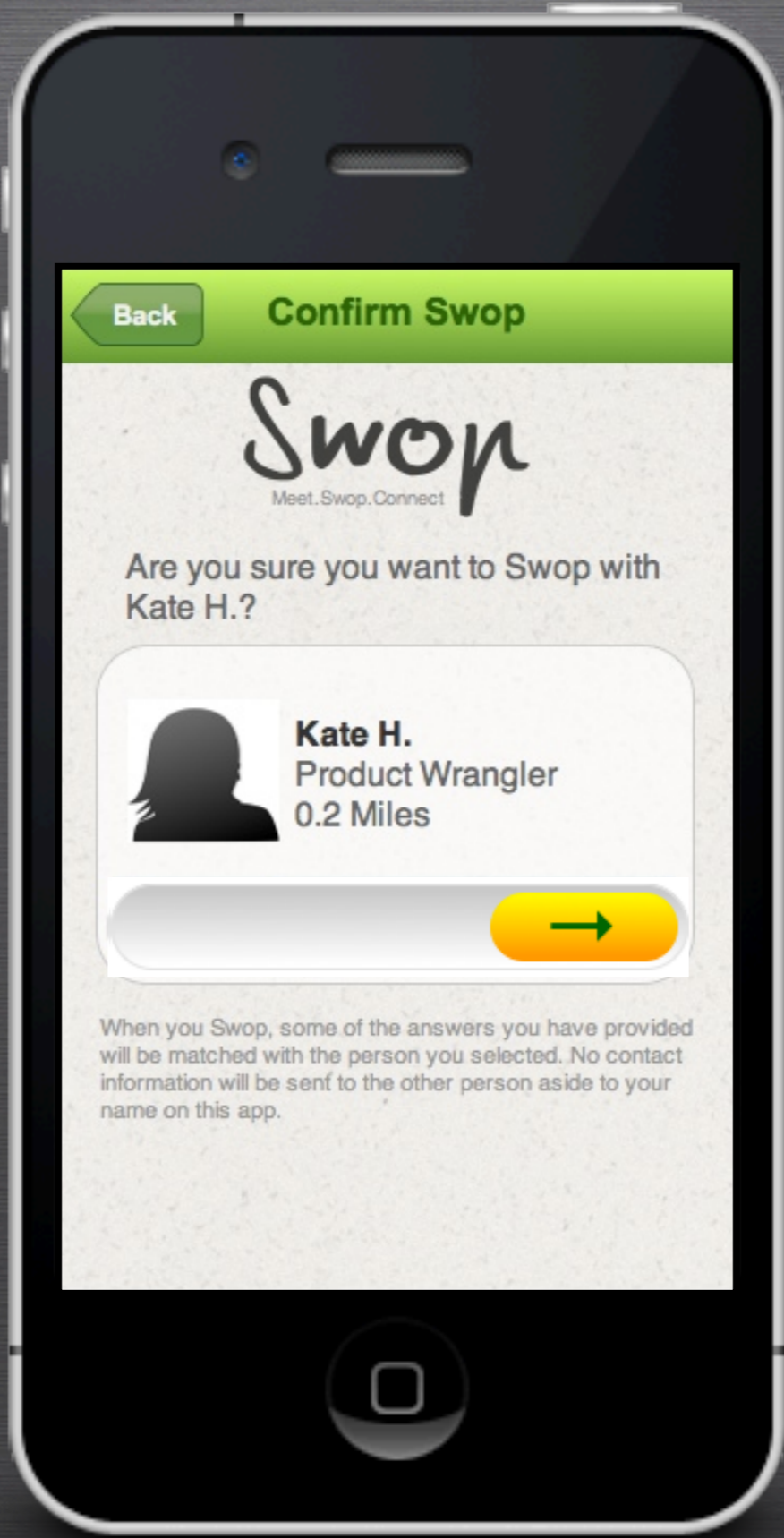
Are you sure you want to Swop with Kate H.?



Kate H.
Product Wrangler
0.2 Miles

 **Swipe to Swop**

When you Swop, some of the answers you have provided will be matched with the person you selected. No contact information will be sent to the other person aside to your name on this app.



Back

Confirm Swop

Swop
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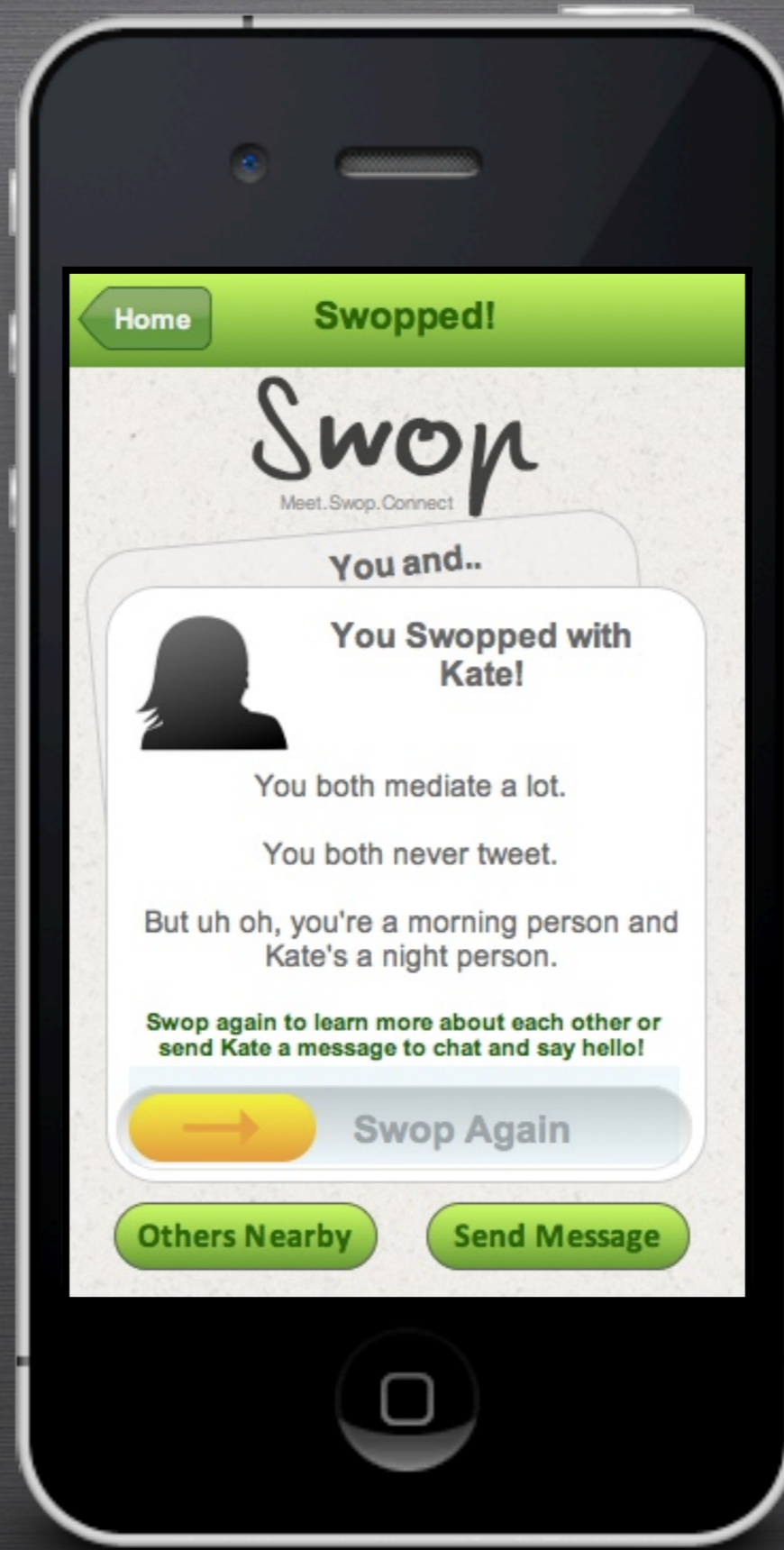
Are you sure you want to Swop with
Kate H.?



Kate H.
Product Wrangler
0.2 Miles



When you Swop, some of the answers you have provided
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name on this app.



Home

Swopped!

Swop
Meet. Swop. Connect

You and..



You Swopped with
Kate!

You both mediate a lot.

You both never tweet.

But uh oh, you're a morning person and
Kate's a night person.

Swop again to learn more about each other or
send Kate a message to chat and say hello!

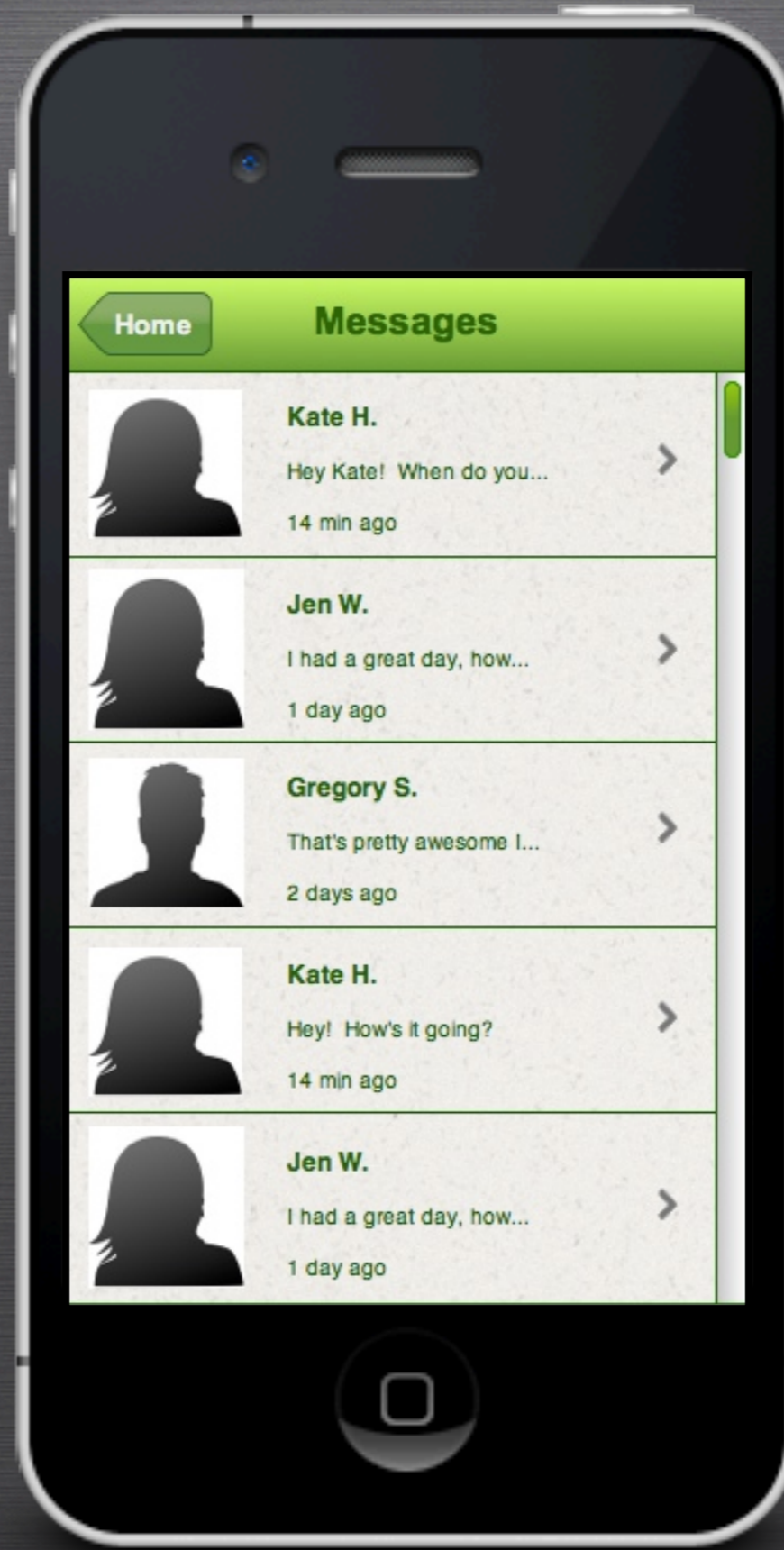


Swop Again

Others Nearby

Send Message





Questions?