

ASSIGNMENT 1

Gregory Shapiro, Andrea Angquist, Sydney Friedman, Naila Al-Khalawi

PROFILES

Profile 1: Daters

People who are single but online dating. They could be male or female, aged 18-40, and live in a big city. They are meeting for the first time on a date and are looking for commonalities and conversation starters to minimize date awkwardness.

Profile 2: People at Parties

Probably people who are also active on social networks of some sort and are younger in age: 18-35. People who go to parties where they don't know everyone and they like meeting new people and interacting with them. Even for those they already know, the app would give them a chance to learn new fun things about each other.

Profile 3: People at networking events.

These people are young professionals, starting or changing careers or mid-career. Might work in technology. Going to larger events alone or with one or two other people. They are looking for conversation starters, icebreakers or people with common professional interests.

Who the app is not for: People without smartphones and people that are concerned about privacy.

People that are extremely social and have no trouble finding conversation topics with people they just met. People that feel technology has no place in in-person socialization.

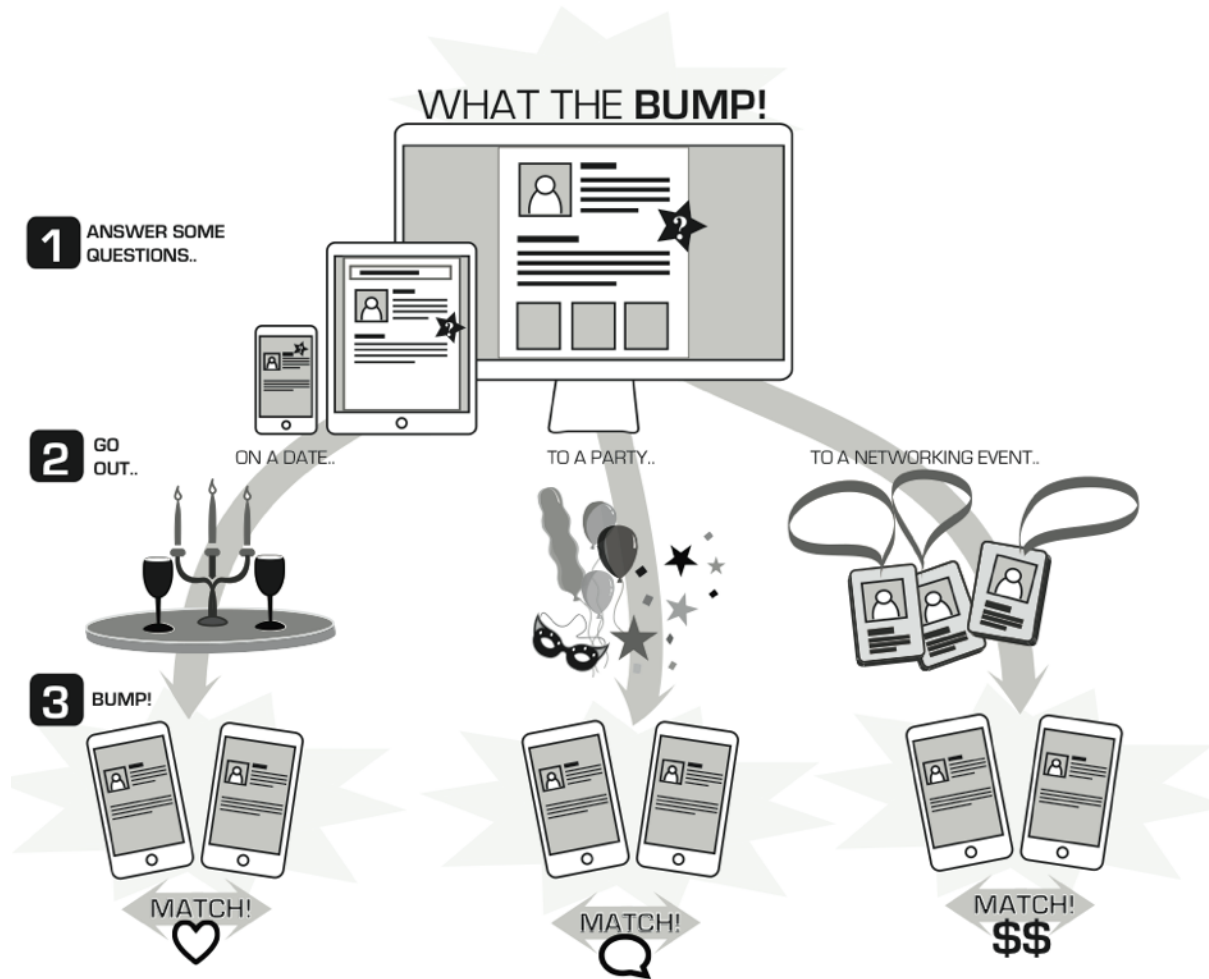
HERO MOMENTS

Hero Moment 1: Sarah and Damon go on a date and are having trouble finding things to talk about after they discuss their jobs and where they're from. They pull out their phones and use the App as a game to find things to talk about. They realize that they both have been hiking in Tibet and love Sloths. Marriage ensues.

Hero Moment 2: Bryan is hosting an "open house" party where friends are bringing friends of friends. He sets up a virtual room for all party-goers to log into when they arrive. Now his friend Kelly and his other friend Martin saw that they both love to eat bananas with Nutella. They decide to track each other down and say hi. Marriage ensues.

Hero Moment 3: Jerome goes to a tech conference in San Francisco and is hoping to meet people that work in UX too. In one of the sessions, everyone uses the app to get to know one another better. Jerome meets Vanessa, who works at Square. She tells him they might be hiring and they keep in touch. Also they make out a bit afterwards and eventually, marriage ensues.

MULTISCREEN ECOSYSTEM



Supported Devices:

- I. Smartphones running iOS and Android will allow full functionality:
 - A. Answering questions
 - B. Creating profile
 - C. People matching
- II. Web interface: intended for tablet, computer, etc and used just for answering questions and profile setup.
- III. We won't create a tablet specific interface since we expect it to be used in the same way as a desktop.
- IV. Only smart phones will have the "matching" capability between 2+ people.
- V. The app can support a single user, or multi user, depending on the function.
 - A. Creating profile and answering question can be a single user feature.
 - B. People matching can be 2+ users