

FREQUENUSEE



Match on your emotional frequencies.

INTRODUCTION

WORKING TEAM

Team Members:

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FREQUENSEE

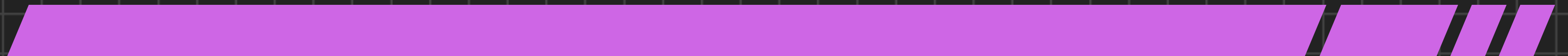
Match on your emotional frequencies.

Target Audience:

Gamers, Cosplayers, Twitch Streamers,
Digital Subculture Enthusiasts

Theme:

Cyberpunk (pink, purple, black
aesthetic)



THE PROBLEM WITH DATING APPS TODAY

SWIPE FATIGUE

Endless swiping leads to decision **fatigue and boredom**

(Journal of Social and Personal Relationships).

VISUALS > EMOTIONS

First impressions rely on images, not emotions. **Only 8% of users actually read full bios**

(Psychology Today).

GHOSTING

78% of Gen Z users have experienced ghosting

(NY Times).

ZERO VIRALITY

No community, no shareable content

(Gen Z Marketing Insight 2024).

LACK OF SAFETY

57% of women feel unsafe on dating apps

(Pew Research).

TARGET AUDIENCE & MARKET OPPORTUNITY

DEMOGRAPHICS

- Age 18–30
- urban and semi-urban
- digitally active

PSYCHOGRAPHICS

- **Twitch users:** 140M+ MAU globally (Twitch)
- **Cosplayers:** 15M active across platforms (Statista, TikTok Trends)
- **Gamers in India:** 400M+ (Statista 2023)

INSIGHT

These communities crave **emotional expression, shared storylines, and identity-safe spaces.**

introducing

FREQUENUSEE



Gamified Discovery : “Swipe fatigue is real. We replaced it.”

- Instead of mindless swiping, users **receive Daily Card Decks of 5–7 curated profiles.**
- To access deeper layers of a profile, users must “tap-to-crack” the glowing avatar shell (max 3 taps)—turning profile reveals into **interactive moments.**
- **Adds tension + agency** = increased dopamine release, like loot boxes in games.

Inspired by: Game design principles from Hearthstone, Genshin Impact reward psychology.

Why it works:

- Gamification **increases user engagement by 48%** (Harvard Business Review, 2023).
- Curated decks **reduce cognitive overload by 30%**, increasing intentional swipes.



Music-Based Matching (Spotify Integration) : “Who you vibe with is who you listen to.”

- Users sync Spotify to generate a **Music DNA Profile**, top genres, artists, and emotional tone analysis (e.g., “90s alt + lo-fi beats + chaotic good”).
- Profiles display **shared tracks, vibe scores, and aesthetic overlays**.
- Frequency’s AI recommends matches with **complementary or resonant music profiles**.
- Why it works:
 - 86% of Gen Z say music is a core part of their identity (Spotify Culture Next Report, 2023).
 - Matches with overlapping music taste have higher chat initiation rates (+52%).



Mascot-Guided Onboarding : “A cosplay AI host that gets to know your frequency.”

- Users are welcomed by a **mascot** (e.g., R1V3R, a neon-haired AI rebel) who guides them through emotionally intelligent prompts.
- Questions shift from “What’s your job?” to “What do you believe your role is in this world?”
- Themes like alignment (chaotic/lawful), emotional intelligence, geek fandoms, favorite games/anime arcs, etc.

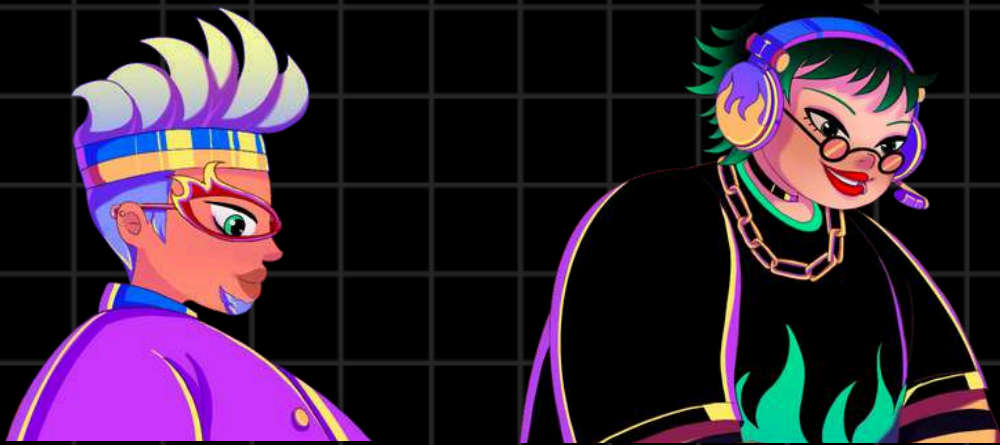
Why it works:

- **Conversational onboarding increases completion rates by 70% (Appcues, 2022).**
- Users stay longer when initial interactions feel story-based, not like job interviews.



Story-Driven Chat Mode : “Welcome to Frequency RPG mode.”

- Instead of “Hey” and ghosting, matches unlock immersive RP arcs:
 - “You’re both rebels in a dystopian city with curfew zones.”
 - “You’re undercover at a synth club, deciphering emotional signals.”
- Users **role-play via prompts, gaining XP based on communication style** (sarcastic, poetic, observant).
- **Unlock secret rooms** (e.g., Hacker Lounge, Masked Masquerade) based on shared story outcomes.
- Why it works:
 - Gamified chat increased reply rates by **58%** in test apps like Wink and Hinge Labs.
 - **Storytelling builds emotional intimacy faster than small talk** (NYT Love Lab Study, 2020).



AI Persona Generator : “No more dead bios. Let AI introduce the real you.”

- After onboarding, **Frequency’s ML model builds a dynamic persona profile** (updated weekly).
 - Metrics like “Coolness”, “Empathy”, “Quirk”, “Chaos Energy”, etc.
 - Includes emoji-coded tags (e.g., 🧠 INTJ + 🎮 FPS Main + 📱 Bubble Tea Apologist).
- AI uses tone sentiment, music, and chat history to evolve persona—like a Tamagotchi for your identity.

Why it works:

- **73% of Gen Z skip writing bios** (Global Dating Report, 2023).
- AI-generated prompts lead to **200% more DMs** (OkCupid internal test, 2021).

UNIQUE SELLING PROPOSITIONS (USPS)

EMOTIONAL- FIRST DISCOVERY

Music > Looks >
Story > Real Face.

BUILT FOR NICHE COMMUNITIES

Cosplayers, Twitch
creators, Discord
users.

AI-POWERED SAFETY LAYER

Facial detection,
tone analysis, red
flag alerts.

CUSTOM AVATARS

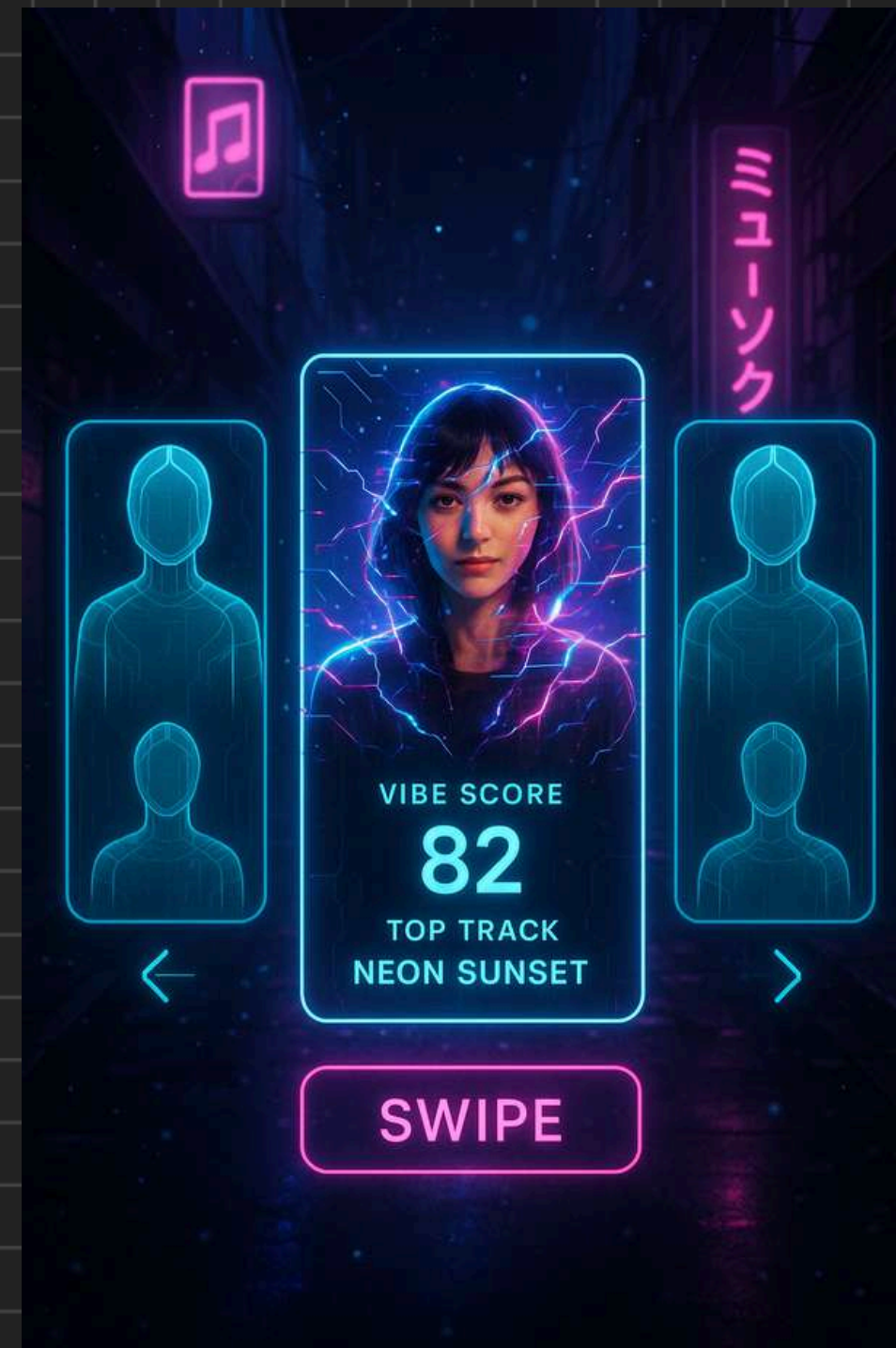
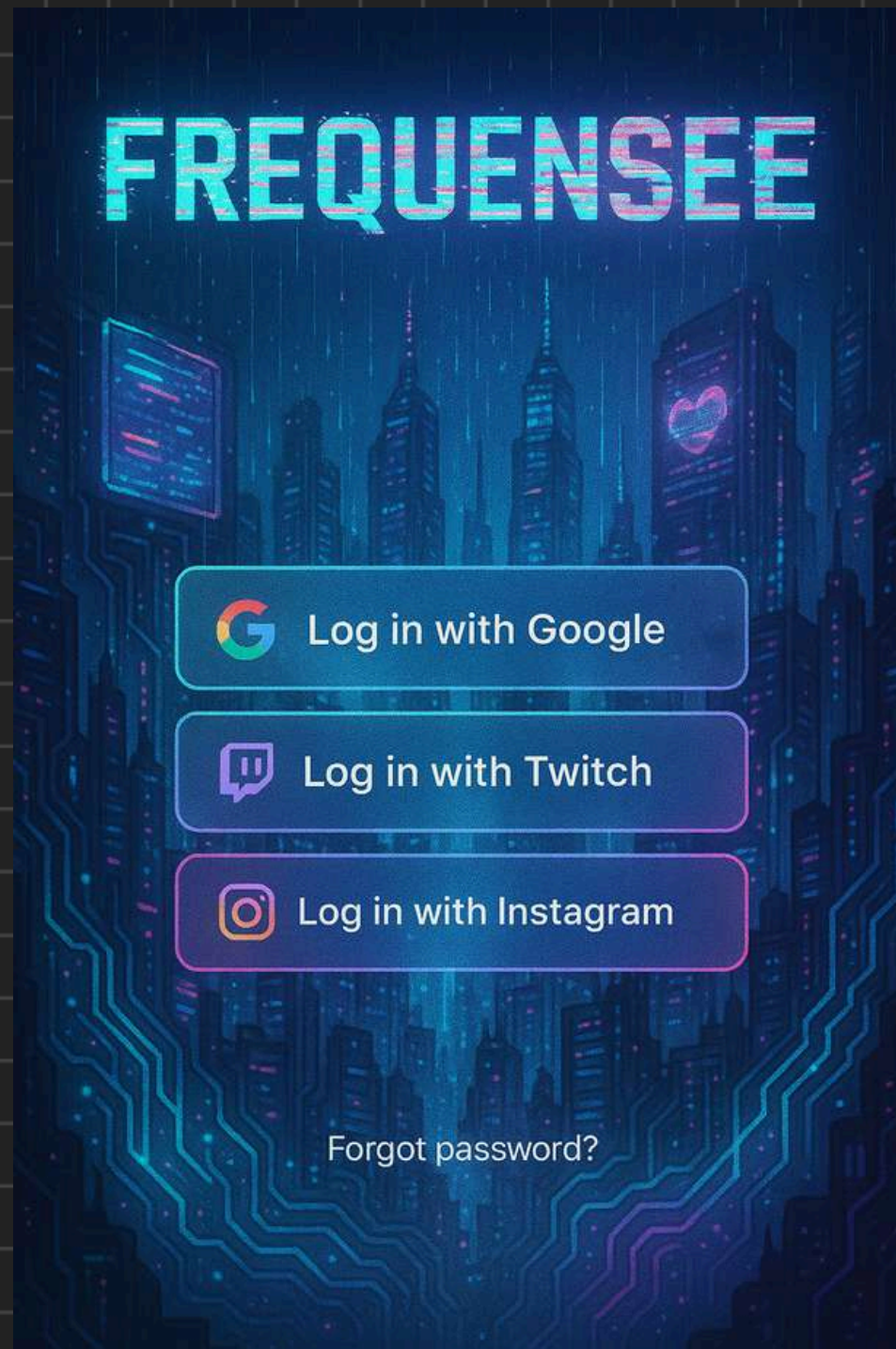
Build a stylized
version of yourself
before revealing
real images.

XP-BASED PROGRESSION

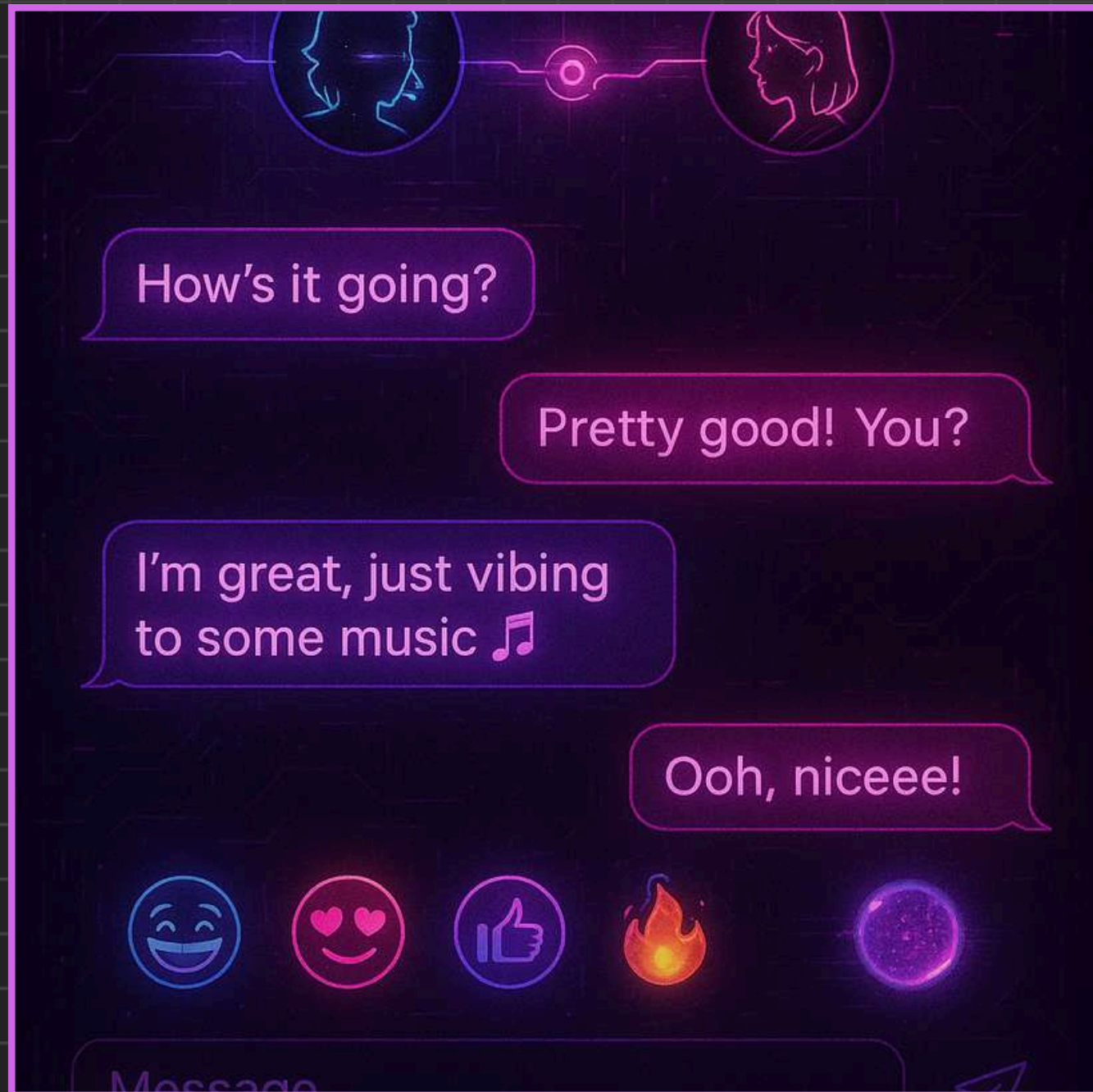
Chats, tasks, and
milestones = new
gear, levels, perks.



UI/UX EXPERIENCE



UI/UX EXPERIENCE



REVENUE MODEL OR VIRALITY STRATEGY

CORE ACCESS FREE

- Core features free: match, chat, music sync, daily decks.
- Premium tier ("Frequency+"):
 - Unlock 3 extra card decks/day
 - Exclusive RP chat storylines
 - See who liked you instantly
 - Persona enhancement insights ("Boost Coolness", "Deepen Emotional Vibes")
 - AI avatar upgrades & holographic themes

Market Data:

- 68% of Gen Z prefer freemium apps with immersive features (AppAnnie 2023).
- Tinder made \$1.79B in 2022 largely via tiered freemium (Statista).

DIGITAL COSMETICS & CUSTOM AVATARS (NFT OPTIONAL)

For the gamer + cosplay community, identity = fashion.

- Users can purchase themed skins, persona overlays, music-themed backdrops, or emoji flair.
- Monthly rotating drops: "CyberFox Hunter", "Neo-Japan Druid", "Lofi Witch"
- Some cosmetics tied to emotional themes (e.g., "Empathy Burst", "Introvert Pride")

Optional: Link NFT identity badges (not crypto-dependent).

Market Data:

- Digital cosmetics in Fortnite generated \$5.8B in 2022 alone.
- 81% of Gen Z spend on customizing digital identity (YPulse, 2023).

REVENUE MODEL OR VIRALITY STRATEGY

STREAMER PARTNERSHIP SUBSCRIPTIONS (B2C CREATOR MODEL)

Let influencers monetize their vibe.

- Twitch streamers and VTubers can launch “Vibe Lobbies”:
 - Followers join exclusive matching rooms with community-based frequency scoring.
 - Streamer earns rev-share for every subscriber who buys Frequency+.

Market Data:

- Twitch Partner subscriptions & community perks generated \$300M+ in payouts (Twitch Revenue Reports 2023).
- 53% of gamers prefer “safe, interest-based dating spaces” (GDC Survey, 2022).

DISSECTING THE FLAWS OF CURRENT APP — WHY IT FAILS GEN Z

Pain Point	User Feedback	UX/Tech Issue	Suggested Fix
Photo Upload	“Says < 5MB but doesn’t compress!”	Poor image compression & no client-side processing	Add smart compression (WebP) + blur hash loader
Onboarding Fatigue	“Asks useless questions”	Non-personalized, outdated flow	Use AI-guided, mascot-led onboarding with emotional cues
Gender Mismatch in Discovery	“Skipped intro → shows guys”	Improper preference caching / DB issue	Pre-auth gender-based routing + UX-friendly intro skip
App Speed & Reload Bugs	“Swiping reloads same people!”	No proper pagination or cache	Implement client-side caching + GraphQL pagination
Frequent App Crashes	“It just dies when swiping fast”	Poor memory handling + image pre-load	Optimize assets + fix threading in UI event handling
Confusing Features	“What’s this networking tab?”	No feature segmentation	Clear separation: Dating / Networking / Friends modes
Lack of Security	“No face detection = catfish”	No verification layer	Face Auth + Liveness Check (e.g., blink or nod detection)
No Moderation	“People say weird stuff, unfiltered”	No content moderation or filters	Add AI + community reporting systems
No Virality	“Nothing to share, boring visuals”	Zero social hooks	Introduce story-driven visual cards & RP moments





THANKYOU

