CREATIVE

We are launching a new iPhone app called **Huckabuck.** It's a fun application for connecting with friends who want to go out to dinner together tonight.

Please design a 1-page landing page for the app with the following content:

- Original logo design
- Tagline for app
- Social connection buttons for twitter / fb
- Content area for 2-3 sentences describing application [don't have to write copy]
- Some way to quickly showcase the app
- Main call to action is: "Don't eat alone tonight, download Huckabuck now in the app store!"

UI/ UX

We are launching a new product called **Huckabuck.** It has user accounts being created and we need to create an admin dashboard for the back-end of the product to easily log in and see how the app is performing.

Please design the main dashboard screen that is seen by administrators of the application only with the following data presented and functional abilities.

Data to view:

- Conversion funnel
  - Website hits – 12756
  - Signups – 567
  - Booked a dinner – 137
  - Invited friends – 45
- Week over Week growth
  - Signups – last 237, this 340
  - Paid users – last 56, this 74
  - Dinners booked – last 101, this 76
- Most recent signups
  - Name
  - Timestamp
  - Recent activity
  - [Edit user account]
  - [Login as user]

If there is other data you feel is important to view, please feel free to modify. We'll be evaluating this on data UI/UX.