

# Scribble

Focus Groups and Product Developments

# Market Hypotheses

1. Students want an easier way to “plug in” to what’s happening on campus.
2. Students are more likely to post/comment in an anonymous setting, but feel comfortable when identities are tied to actions.
3. Students would pay around 99¢ for an app that caters to hypotheses 1 and 2.

# Focus Group - Core Market

- College students between the ages of 18 and 22
- We focused on Emory students as we want to launch on *this* campus

# Focus Groups - Positives

Students...

..**liked** the UI/UX

...are **willing** to pay

...**want** to be more “plugged in” to campus

# Focus Groups - Positives

“It seems like an easier way to contact people on campus about things like classes, where you might not actually know everyone.”

# Focus Groups - Negatives

Students...

...were **confused** by HTML/JS Injections

...felt **limited** by the unimplemented features

# Statistics

- 50% of students are willing to pay 99¢
- 100% of students find other social networks to be bogged down by useless information
- 100% of students would interact with an optionally-anonymous network more or the same amount as a purely anonymous one

# Technical Improvements

- Backend & Frontend JSON support
- Frontend
  - Mobile improvements, Data sanitization
- Dynamically add new chats
- Auto-deploy