

4Men1Joke

Case study

Pitch

Everyone needs a laugh every now and then. It helps us relax and forget about our day-to-day problems.

Our application provides a platform centered on supplying the users with high quality jokes on a regular basis and the possibility to get noticed for the posts they made.

Each user will be able to post their jokes and even be awarded if they did a good job. Every user can rate any joke. If a joke is inappropriate, there will be a report system that would penalize the poster. We here love democracy, so if a joke is so disliked we will take it down for you.

At random moments there will be various events triggered, where, given a theme you need to compete with other fellow jokesters to tell the best joke and win the event. Maybe we will award you with another badge if we feel like it.

Jokes aside, this application is a good way to spend your free time doing something more or less productive, make someone maybe even smile and who knows, getting some recognition for it. Other important things that you might keep in mind is that we even group the jokes in categories just to make the “job” easier for you. Do you like nerdy jokes? No problem, we deliver. Memes? We have plenty. Hotel? Trivago.

Context

Given the current time, the stress that we are exposed to, the need of interaction, and why not, the advantages that being happy brings, a platform where you can get a possible source of laughter would be a good idea to relieve stress and to interact with persons with the same sense of humor as you. It is known that laughter has numerous advantages such as

relaxing the body and the mind, boosts the immune system and may even help you to live longer.

Competitors

Other possible websites or applications that have a similar idea with our platform are 9GAG and Reddit. What we bring new to the table is the interaction brought by the spontaneous events that occur on our site and the possibility to get awarded or award others without spending money on badges (looking at you, Reddit).

So, if you like to laugh from time to time or make other people chuckle we consider that you should take a look at our website where we deliver daily tops of jokes, categories, events, awards and badges.

Targeted users

We do not target a specific category of people, but rather everyone who wants to spend their free time laughing or make other people laugh.