

Group 8, technology which can help users to meet new people – **Bronet**
Marketing mix (4Ps)

Target audience:

- **Hobbyists and Enthusiasts:** Young people (18 – 35) who want to find friends of their interest
- **Event-goers:** Individuals who wants to visit some event or go for a trip and looking for a company
- **Relocators and Travelers:** People who have relocated to new cities or frequently traveling and looking to expand their social circles
- **College and university students:** students who are open to meeting new people for study groups, social activities or experiences

Features of the product, including competitive advantages

User profiles: detailed personal profiles showcasing interests, hobbies and preferences. Moreover there will be an opportunity to customize a profile with photos, bios and social activity tags

Interest-based matching:

algorithms that suggest potential friends based on shared interests or common activities
customizable filters for users to specify the types of connections there are looking for (casualhangouts, event companions, travel companion)

Event and activity planning: integrated event planner to create and invite others to group events or outings

Location – based search:

Geolocation feature to find nearby users or events within a specific distance range, notifications about local meetups or trending activities

Special occasion mode:

dedicated mode to find companions for specific occasions (holiday parties, concerts even weddings)
options to join larger public events or form smaller private groups

Integration with social platforms:

Connect profiles to social media accounts for easier profile creation and validation

Interest groups and forums:

Community forums or discussion boards categorized by interests where users can join conversations and make connections
Ability to create or join interest-specific groups

Distribution channels

1. **App Stores** (app will be optimized for both IOS and Android platforms)
2. **Social Media Channels** (TikTok, Instagram, YouTube, Facebook) targeted ads, organic content
3. **Influencer Partnerships** (partner with influences who is popular right now or have audiences interested in social networking, lifestyle, travel and local activities)

Promotion

We will promote our app in social media using influencers. This can be our brief promo:

Looking to meet like-minded friends in your area? Our app makes finding and connecting with new friends easier than ever. Discover people who share your interests, whether you're into sports, books, music, or adventure. Start building real, meaningful connections today!

Our design



MARKET STUDY/RESEARCH

1. Competitors

Badoo - one of the largest dating apps worldwide. There is also an option to find people just to make some social connections like friendships, but it is primarily focused on romantic relationships.

Strengths:

Large user base: millions of users worldwide.

Geolocation: Badoo uses location to match people nearby, which could be adapted for friend-finding.

Options: It offers multiple ways to connect, such as swiping, live video, and photo verification for security.

Weaknesses:

Dating focus: Badoo's reputation as a dating app makes it less appealing for those, who looks for friendships.

Limited interests match: Matches are mainly based on locations and user profiles rather than shared interests.

Tinder - one of the most popular dating app, known for its matching system based on "swipes". Although it was made to find dates, it also has a "Tinder Social" option in some regions to gather groups of people.

Strengths:

Recognition: Tinder's name is widely recognised and it has massive user base so it is more easy to find users in most areas.

Simple swipe system: It is easy for users. It is effective and easy to discover and match.

Weaknesses

Dating app: Tinder is widely known as a dating app, which may be less interesting and appealing for those, who are searching for friendships.

Bumble (Bumble BFF) - Bumble has three modes: Date, BFF, and Bizz. The BFF mode specifically helps users find friends rather than romantic connections.

Strength:

Focus on friendships: Bumble BFF offers a way to meet friends rather than dates, so it is more appealing for those users who search for friendship-orientated relationships. Verification and safety: Like Bumble Date, Bumble BFF includes photo verification and other safety features that appeal for those who prioritise security.

Weaknesses:

Mixed Branding: Bumble is still mostly known as a dating app, and many users are unaware of the BFF mode.
Limited events and activities integration: BFF helps people meet based on shared interests, it lacks an emphasis on local events or activities for friendship matching.

Meetup - Meetup helps people find local events or groups based on shared interests, allowing people to meet in group settings.

Strengths:

Events and activities: Meetup is built around social gatherings for specific activities, making it easy to find people with similar interests.

Shared interests: It allows users to join groups or events based on shared interests, which is ideal for hobby-based connections.

Weaknesses:

Limited individual connections: Meetup is more focused on group settings than individual connections, so it may not be ideal for those looking to make one-on-one friendships.

Scheduled events: Users rely on events being scheduled; without nearby events or active groups, it can be difficult to connect.

Patook - is a friendship-only app designed to help people connect with others based on shared interests. Unlike most other apps, it explicitly prohibits romantic connections.

Strength:

Friendship-orientated: With strict policies against dating, Patook appeals directly for those, who are seeking for friendship connections.

Interest-based matching: Matches are created based on common interests, making it easy to find people with similar hobbies or lifestyles.

Weaknesses:

Limited user base: Patook is smaller than most mainstream platforms, so it may have fewer users, especially in smaller areas.

Less focus on events/shared activities: While it matches users by the opportunity to match interests, it doesn't emphasize location-based, real-time meetups.

2. Opportunities

☐ Lack of Friendship-oriented apps

Most social apps focus on dating or professional networking, leaving a gap for a friendship-making app. This app can cater specifically to people looking for friendship relationships, which is in high demand, especially in urban areas where people often seek to expand their social circles.

☐ Interests - Based

By focusing on matching people with similar interests, the app stands out from general social networks. This feature allows users to find friends based on shared hobbies, passions, or goals, which creates more meaningful connections. For example, users interested in outdoor activities or cultural events can easily find people who share their interests.

☐ Growing demand for Social Connections

Demand for friend-finding apps is growing as people look for new ways to make friends and reduce loneliness.

Current situation and trends

The market for friendship-finding apps is growing fast. People are looking for ways to make real friendships, not just romantic relationships. More people want apps that help them make friends and feel less lonely, especially after the pandemic. Mental health and social connection are big priorities. Also, most social apps like Tinder or Badoo focus on dating. Some, like Bumble BFF, even try to offer friendship options, but usually users still see them as dating apps. Smaller apps like Patook focus on friendships, but they have limited reach. Meetup connects people at events, but it's group-focused, so it doesn't suit everyone. There's a need for apps dedicated to one-on-one, interest-based friendships.

English

Consumer Profile for Bronet app (Social Connection App)

Primary Demographic:

- Age: 18–40
- Location: Primarily urban areas or university towns where people have access to a large number of activities and may frequently move for education, work, or travel.
- Education: High school graduates, university students, young professionals
- Income Level: Low to middle-income brackets, as the app is likely most appealing to students, recent graduates, and those starting their careers

Interests: Socializing, networking, attending events, traveling, exploring new hobbies, and meeting people with similar lifestyles or interests

Lifestyle: Outgoing and sociable or, in some cases, looking to become more social or broaden their friend group. They are interested in forming real-life connections beyond their existing circles and may struggle with finding people with shared interests in their immediate surroundings.

Values: Building meaningful connections, openness to new experiences, community engagement, and personal growth through relationships and activities

Technology Usage: Comfortable with using mobile apps and social media platforms, with high daily screen time. They are familiar with using digital tools to connect with people, whether through social media, dating apps, or professional networking sites.

Usage Intent:

Friends & Hobbies: To find friends who share specific interests, such as hiking, gaming, arts, or studying.

Casual Acquaintances: Seeking company for activities like attending events, going on trips, or exploring local spots.

Networking Opportunities: For those interested in professional or academic networking with like-minded individuals in their field.

Needs and Expectations

Ease of Use: Expect a seamless, user-friendly experience, with intuitive matching based on interests, location, and preferences. **Flexibility:** Users expect options to set their availability and preferences (e.g., friends for specific activities or interests).

Customization: Users want to personalize their profiles to showcase what they're looking for, such as travel buddies, event companions, or people with specific skills or knowledge. The app will appeal to users who prioritize building face-to-face connections and value genuine social experiences over online-only friendships. Users will be motivated by a desire to try new activities, expand their horizons, and meet people from diverse backgrounds.

The app offers an easy way to find friends and acquaintances without the social barriers or logistical challenges of meeting people organically.