

Hello, my name is Igor Sanko, I'm glad to show you this presentation.

## **Significant improvement of user experience of social products**

### **On the example of MeetMe application.**

#### **Issues**

- According to the researches, the more time a person spends in social networks, the less happy and the lonelier this person feels.

- Online dating, as a rule (there are excellent exceptions, of course), drives a person to spending resources (time, money, energy), because of low quality of contacts he achieve this way, illusion of great choice transform quality in quantity.

Photo will never pass real human charisma and private energy. Even video can't really help to understand, who is that person at another side of the screen.

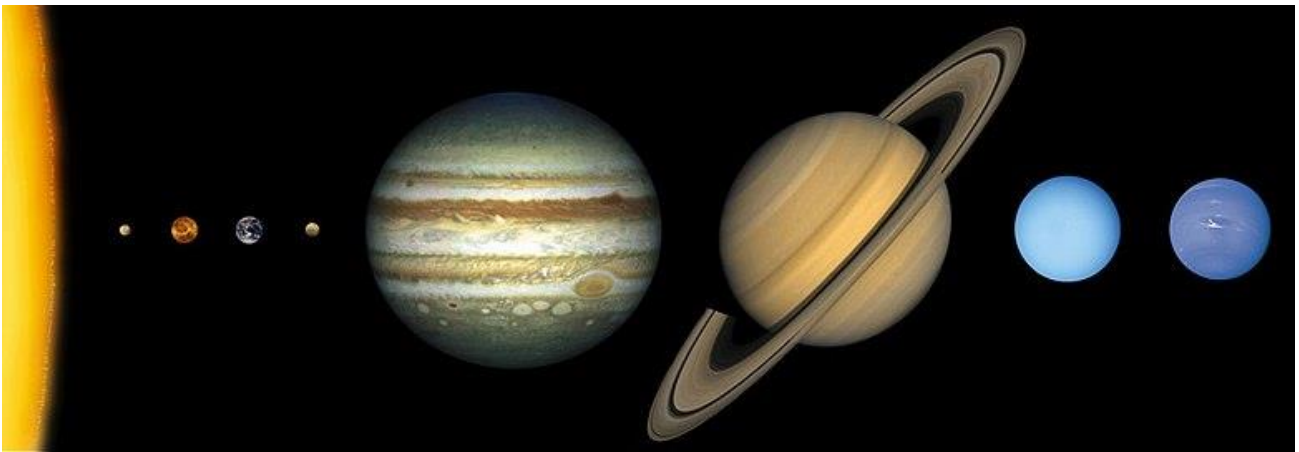
Different services (geo-location, yes-yes/no-no dialog system) just help to do dating and to communicate in more convenient, easier and faster way, but main question '**What this person will bring in my life?**' stay opened.

## **Solution**

Those issues could be effectively resolved by integration of compatibility metrics in application UI. This metrics are based on astrological calculations and depends on universal laws of influence of planets on people.

Compatibility of peoples is well known theme in classical astrology, it has clear math models and huge array of empirical experience and observations.

**This technology can make a revolution in social services.**



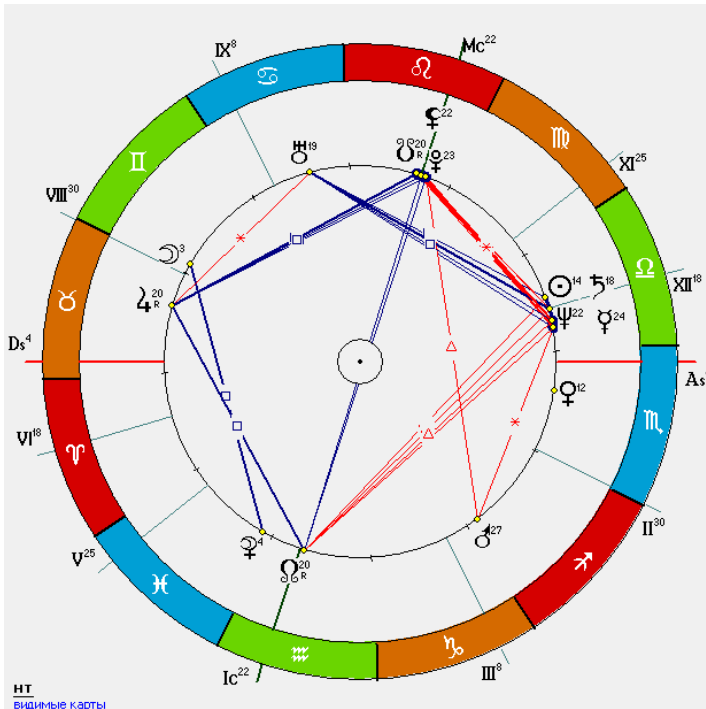
It really works. (I can answer on ‘How does it work?’ and to demonstrate in in private lecture-consultation.) Also I has my own experience and observations (since 2011) plus some developments (pieces of js and php code in this area for providing some researches).

As you has dates of birth of all your users, we can start work on integration right tomorrow)

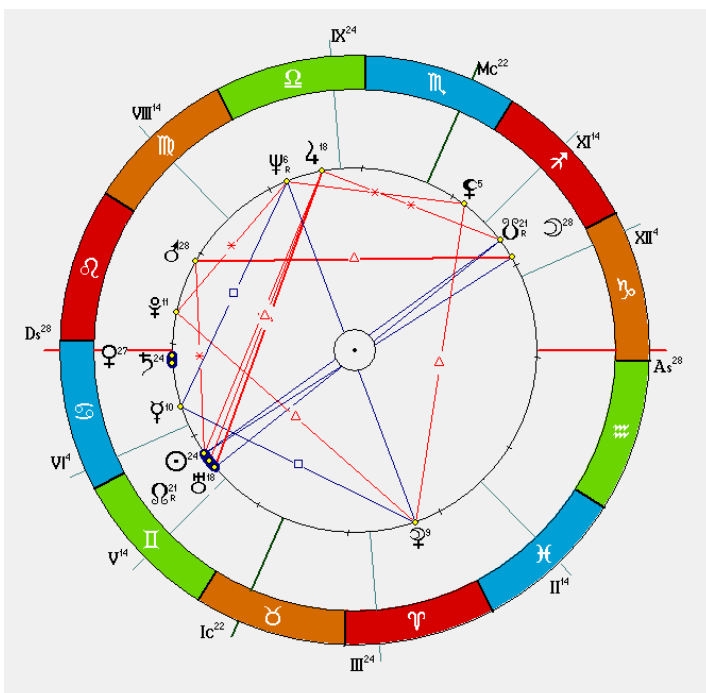
## How it looks like.

Every person has his own natal map (it is like a photo of planet location, made in the moment of birth) – we can present it as array of angle coordinates.

### Natal map of president Putin:

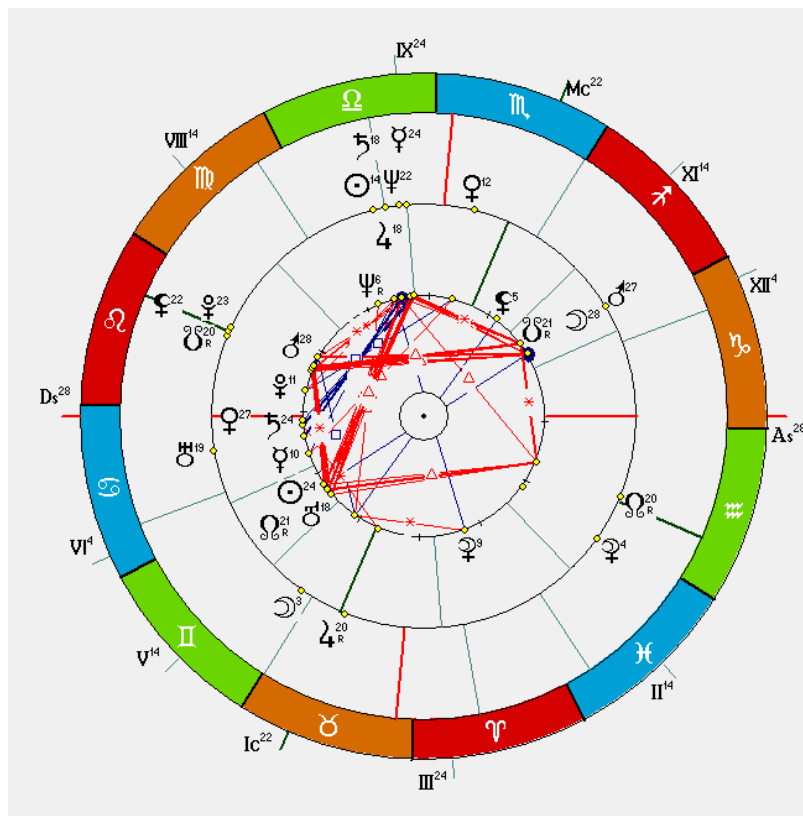


### Natal map of president Trump:



## Putin – Trump Compatibility

To analyze compatibility we should put one map to another and look what we have (made calculation between arrays members and analyze the results)



Without going into detail, I can tell, that these two person have a liking to each other's, they have a lot of common points on interpersonal level, points of understanding each other, they have potential for resolving issues. And one more good news, there are not any aggression or stresses to each other.

Their compatibility even looks pretty :) – plenty of good aspects (positive connections between planets) you can see without any knowledge.

## Example of integration.

This prototype you can use online here→ <https://igor-ok.github.io/meetme-astro>

(Click or tap for live demonstration)

Here you can see current UI of MeetMe

There are five icons-metrics above photo, each of them unite similar categories:



sympathy, emotional comfort, common partnership



understanding each other, humour, correspondence and communication



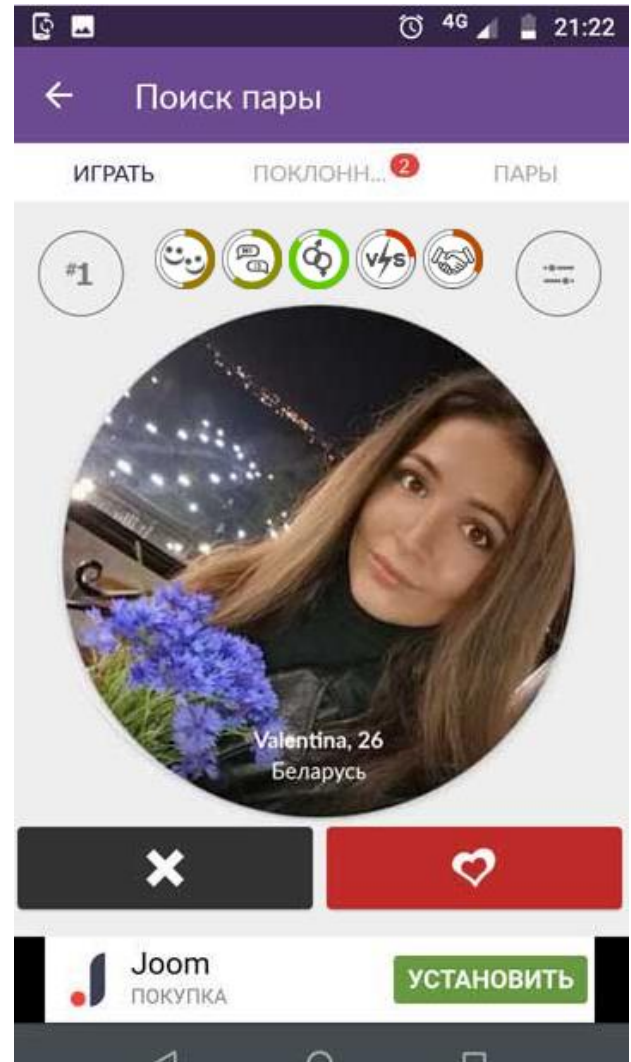
sex, romantic, partnership in context man-woman, relationships



aggression, stresses, relationships between power potentials of each others, ability to share work and projects



respect, generosity, long-term-projects



Filling of indicator shows value of every metric:

Half – usual level (no bonuses, no stresses)

The more to full fill and green color – the much more bonuses, than stresses

The more empty and red color – the much more stresses, than bonuses.

Selected user on my page see the same metrics I see on the page of this user, because of metrics are result of analyzing of OUR COMPATIBILITY.

### **User profit.**

Absolutely unique and awesome user experience.

Powerful tool for online dating and networking with better results.

Quantity will transform to quality.

More reasonable using of resources (time, money, energy).

Less risk to achieve abuse connection.

Much more chances to find real love or real friendship.

### **Company profit.**

Really powerful competitive advantage (another level of service).

Significant increasing in the number of users.

The bigger choice of tools for receiving a profit.

Thank you!

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