

FLOCK

BIRDS OF A FEATHER

PRODUCT PROPOSAL

BACKEND

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CATERVA STUDIO

flock

/fläk/

noun



1. A number of birds of one kind feeding, resting, and traveling together

verb

1. To congregate or mass in a group



CATERVA STUDIO

"Caterva" in Latin translates to "flock" or "crowd" in English, and thus, we at Caterva Studio are a flock of passionate developers, innovators, and entrepreneurs with a mission to design imaginative and visionary applications. Our development team began its humble journey at Southern Methodist University in the thriving metropolis of Dallas where we pursued our Computer Science and Creative Coding degrees. We noticed that even though our university is, relatively speaking, not very large, it is still quite difficult for someone to find others with similar interests, hobbies, and lifestyles. This quickly sparked our first big idea, *Flock!*

PRODUCT IDEA

Flock is a social networking website and application that allows you, the user, to quickly and easily reinforce relationships with friends who have similar interests so that you can form distinctive groups, or flocks, that eagerly join your events! In fact, this exciting application allows you, my fine winged friend, to feel confident and assured that your flock will enthusiastically participate in all your shared hobbies. Indeed, gone are the days of *Facebook Events*, where the psychosocial phenomenon, diffusion of obligation, caused few, if any, people to even reply to the exhilarating event into which you put so much time and thought! Instead, you now have friends who, by joining your flock, have all made indirect and implicit commitments to wholeheartedly participate in the activities that you are all passionate about. Indeed, our application gives you the reassurance and confidence that you will always have a group of friends who are



elated to flock together with you. Furthermore, we incorporated a point system that applies the positive psychological principles of gamification to our application, thus ensuring you and your flocks maintain a high level of internal motivation to participate and have fun! In fact, *Flock* is entirely designed to give you the ability to have more fun doing the things that you love to do. So grab some friends, form a group, and flock together!

MARKET ANALYSIS

The main competitors of *Flock* include *Facebook*, *Meetup*, *Plancast*, *Evite*, and *Socializr*; however, the main problem with most of these applications is that the people you invite do not feel any strong internal motivation or commitment to attend your events.

For example, with *Facebook* Events, you often invite hundreds of your friends, yet hardly any even reply because they feel no obligation. Furthermore, although *Facebook* services over 500 million users, it fails to place the same amount of emphasis that *Flock* does on actively engaging in groups with similar interests.

Similarly, *Plancast* – a social calendar in which a user creates an event that is then shared onto their *Twitter* and *Facebook* accounts – possesses the very same shortcomings as *Facebook*. Indeed, despite the fact that *Plancast* smartly integrates event locations with *Google Maps*, it nevertheless fails to generate the same group cohesiveness and event enthusiasm that *Flock* does.

On the other hand, *Meetup* – an application with 10 million users and over 90 thousand local groups that allows you to search for groups and events that match your interests – competes much more directly with *Flock*; however,



Meetup contains one major problem: its lack of group simplicity and group focus cause *Meetup* to neglect to generate the incentive and enthusiasm to participate. In contrast, *Flock* is determined to help you create very distinct, specialized groups that strive to actively and spiritedly flock together.

Finally, *Socializr* and *Evite* simply allow you to create and send invitations to events; however, neither application tracks how many events you plan to go to, and thus they simply function as an invite and RSVP management system. In contrast, *Flock* will focus more on keeping track of who is coming to the events you have planned as well as events to which you plan on going. Furthermore, like the other applications mentioned before, these applications fail to create both the solidarity of a flock and also the eagerness to flock.

PRODUCT FEATURES

Now, my little bird, by this point your feathers are probably all aflutter with the excitement and anticipation of learning about all the innovative features of *Flock*, and so, like a gentle wind, I will carry you through the features of our website and Android application that will take you to new heights!

FUNCTIONALITY:

- **EDIT ACCOUNT:** This allows you to edit the basic account information, for example, username, password, and profile picture.
- **COLLECT POINTS:** To encourage you to be active, self motivated, and excited, you can collect points, which we affectionately like to call, feathers. By adding friends or attending events, you can obtain a wide variety of rare and unusual feathers that you can enthusiastically flaunt. Indeed, we hope that the feathers will foster a competitive spirit that



magnifies application usage and group participation.

- **MAKE FRIENDS:**

- **ADD FRIENDS:** You can add friends to your list through using the following methods: 1) enter a friend's name and send a friend request and 2) touch phones to exchange friend information using Android's NFC chip.
- **VIEW AND EDIT FRIENDS:** *Flock* gives you the power and control to view profiles, and add or delete friends from your flocks.

- **FORM GROUPS:** Groups or flocks facilitate event planning and participation, and they are fun and effortless to create! Simply give your flock a title and add in some friends, family, or people with similar interests. Just like the friends category, you can easily edit your flocks, either by changing the title, adding friends, or even deleting friends.

- **BUILD EVENTS:** The events category forms the central feature of *Flock*.

- **CREATE EVENTS:** You can create as many events as your fluttering little feathers desire! When creating these events, you will be asked to provide standard information, including a name and description of the event, a date, start and end times, and finally, the friends or groups you want to invite. Events can be anything from watching a movie, horseback riding, going to a sports game, school projects, or even playing video games!
- **EDITING EVENTS:** After creating an event, you can change any of the event information or even delete the whole event; however, you will not be able to edit the date and times of an event since your flock has already accepted or declined the event for that



particular time and date. In fact, to change the time or date, you will have to make a new event and delete the old.

- **SHARING EVENTS WITH FRIENDS:** Upon creating an event, you have the option to allow your flock to share this event with other friends or flocks, thus expanding the reach of your event and the potential level of participation.
- **VIEW EVENTS:** You, the user, will be able to view your entire upcoming list of events, and at any point, you will have the ability to either accept or deny the event.
 - **VIEW CALENDAR:** The calendar is a powerful tool for viewing events in an organized way, allowing you to quickly select events on specific dates to view more details.
 - **VIEW LIST:** As an alternative to the calendar, you can also view events as a list, which displays events from most to least recent. Like the calendar, you can select any event to view more details.
 - **RECEIVE NOTIFICATIONS:** Finally, you can opt to receive email notifications, which would list the details of upcoming events as a reminder. Furthermore, you can easily customize the frequency of notifications so that you always feel optimally informed, never spammed.

INTENDED USER GROUPS

Because *Flock* is designed to allow a user to flock together with friends, we are making every effort to ensure that friends have every opportunity to connect with each other, and to accomplish this, we intend to *gradually* broaden our



target user groups.

First, we plan to launch the app at Southern Methodist University, making the app available to the SMU student body and allowing us to quickly gather data from a relatively small target group. Soon after, we would like to release the app to the SMU faculty, slightly broadening our target users while still keeping the user base concentrated at SMU.

Next, the plan is to release the application to Dallas, and this will be a major step in terms of our user base because it will increase our target group size from approximately 13,000 to more than 1,241,000!

After some further polishing of our app, we plan to make another massive leap and launch to the entire United States. Again, this will exponentially increase the size of our user base, but this time we will be adding areas that we may have never even seen or heard of before, making this the true test for our app.

Last but not least, we will go worldwide, which will of course bring a whole new set of exciting challenges!

FLOCK TOGETHER

We hope that this detailed plan has made you as excited about *Flock* as we are!

Ultimately, we feel that *Flock* brings a new approach to social networking with its focus on real people doing real things in the real world. Indeed, *Flock* will leverage the connecting powers of cyberspace to enrich lives, and furthermore, it will motivate users to actively participate in the hobbies they love. Thus, *Flock* will stand apart from all others based on its unique approach to networking and its emphasis on reinforcing the relationships between friends and family. Birds of a feather flock together!

