

1. My idea for a website/app is a chess partner finder tool that helps people or parents to find a partner to play chess at the same level. People will be able to register themselves as candidates with contact info and chess level; people can also find partners from the candidates with a filter of chess level and optionally distance.

One major function that differentiates my website/app from a traditional forum is that the system will automatically send emails to candidates to make sure their contact info is still accurate and they are still actively interested. Candidates failed to confirm status will be marked as inactive and excluded from search results. This will make sure people can find active partners.

2. One non-customer intrusive idea for developers to get compensated is at-will donation. However the conversion rate of donation will be low until customers get the benefit from the tool. Therefore, my idea is to show a donation window when customers successfully search out chess partners. That is the moment that customers are happy and more likely to pay.
3. The UI/UX of a tennis partner finder website <https://www.playyourcourt.com/> is a great example. It has a step by step wizard for a customer. The reason it has good user experience is that
 - a. Each step in the wizard has its own page, and there is only one simple question for each step, it avoids overloading customers with too much info, and this design is mobile app friendly.
 - b. The answers for each step are provided as radio buttons. It avoids text boxes which customers can type in anything, so it avoids the data normalization effort in the system.
 - c. The wizard dynamically checks whether the input from the customer would generate a valid search result, and will quit early if any step indicates an empty search result. e.x. A zip code where the tool does not have any member registered on will quit the wizard immediately.
4. My project will be a wizard based chess partner finder website. For a customer, it will have customer fill in a step by step wizard for following information:
 - a. Practice only/ Match only/ Both
 - b. Age - while age does not deterministically mean chess level, it is user friendly to try to find partners with similar age and provide age info in search results. Age also usually means time available for chess - kids won't stay late.
 - c. Chess level - partners need to be in similar level
 - d. Local only/ internet only/ Both - For chess internet is also an option
 - e. Location
 - i. Zip code for local only/ both
 - ii. Online chess platform for Internet only/ both
 - f. Contact info
 - i. Name
 - ii. Email
 - iii. Phone number
 - iv. Contact Preference

- g. Show search result with donation option. (Optional - donation will unlock phone number?)
- h. System will periodically send email/text to all candidates and confirm their activeness. Candidates will be marked as inactive in the system and excluded from search results. Customer can always reactivate themselves.