

PRODUCT UPDATE

Loop is for **youth** (age 15-25 to start) who want an **authentic, organized, & accessible** way to **stay connected** with friends and family.

(Through the sharing of interests, hobbies, and how one is living day-to-day)

Business Updates

- Giveaway winners!
- Set out pre-launch and post-launch marketing strategy
- Figuring out KPIs and how to properly track them (have to be hack-y)
- Speak more with users

Current Landscape

Facebook

- Over saturated advertising content
- Aging user base
- Political and consumer interests are valued over genuine users
- Cluttered and bulky UI/UX

Instagram

- Influencer marketing based
- Weird algorithm
- Unauthentic and overly edited content
- Flooded feed

Positive Indicators

Emerging features that encourage more genuine interaction:

- Close Friends Lists
- “Finsta” accounts

CON: Current platforms were not built with this in mind

Product Overview

LOOP is a **small-scale social platform** for people who want an **authentic, organized, & accessible** way to **stay connected** with friends and family.

MVP Features

General Posts

Ability for a user to make a post that consists of text, images, weblink, and “tagged” to specific interests.

PROGRESS:

Integrated API to aid in building out a standard social feed

NEXT STEPS:

Continue development from this baseline to match our vision

Complex Posts

Ability for a user to make posts that pull from a base set of APIs, including Spotify, Netflix and Amazon.

PROGRESS:

Implementing first API in platform

NEXT STEPS:

Continue integration and UI enrichment

Interaction

Allow users to add their friends, create loops and react/engage with other peoples posts.

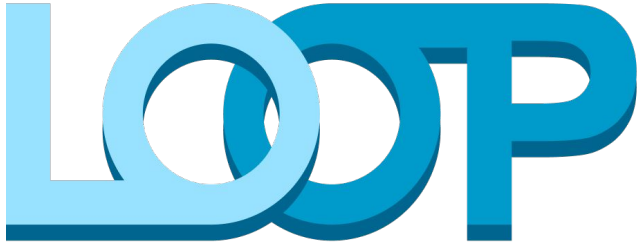
PROGRESS:

User testing for a variety of interaction styles

NEXT STEPS:

Complete development of varied post interactions.

Branding



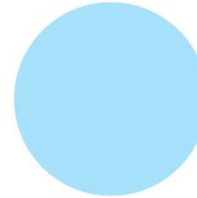
Finalizing fonts and colours to be used in social assets and marketing moving forward

Avenir
Heading One

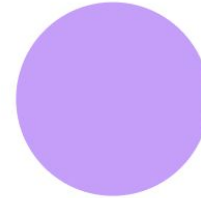
Heading Two

Body Paragraph

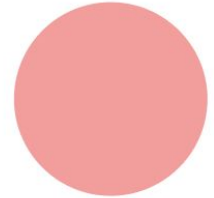
Small Details



Pastel Blue
#99E2FF



Pastel Purple
#CC99FF



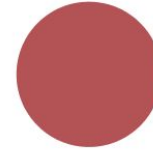
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Accent Blue
#0A4670



Accent Orange
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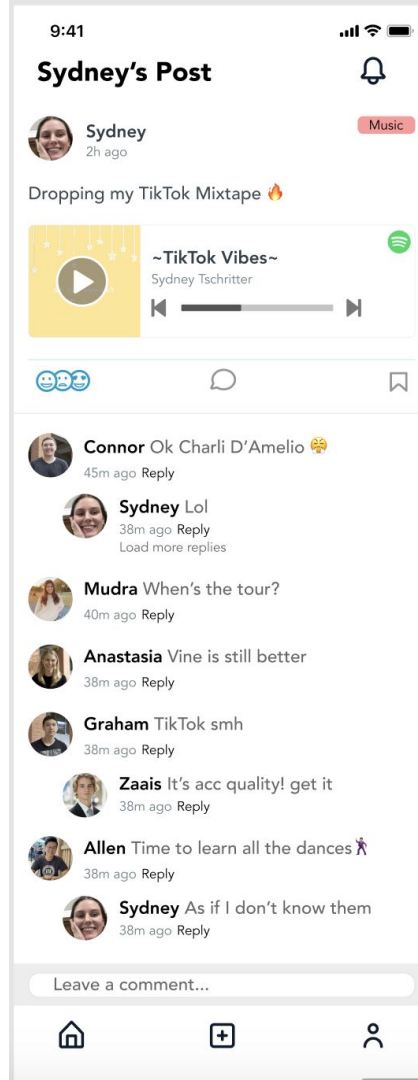
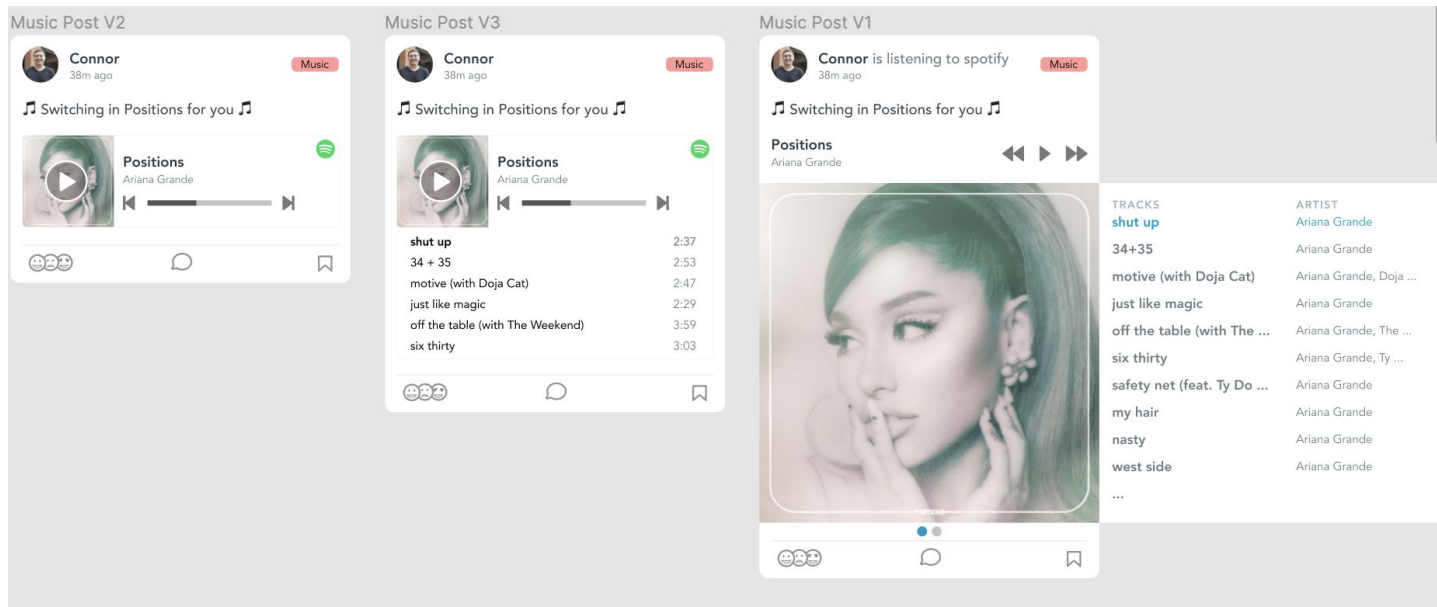
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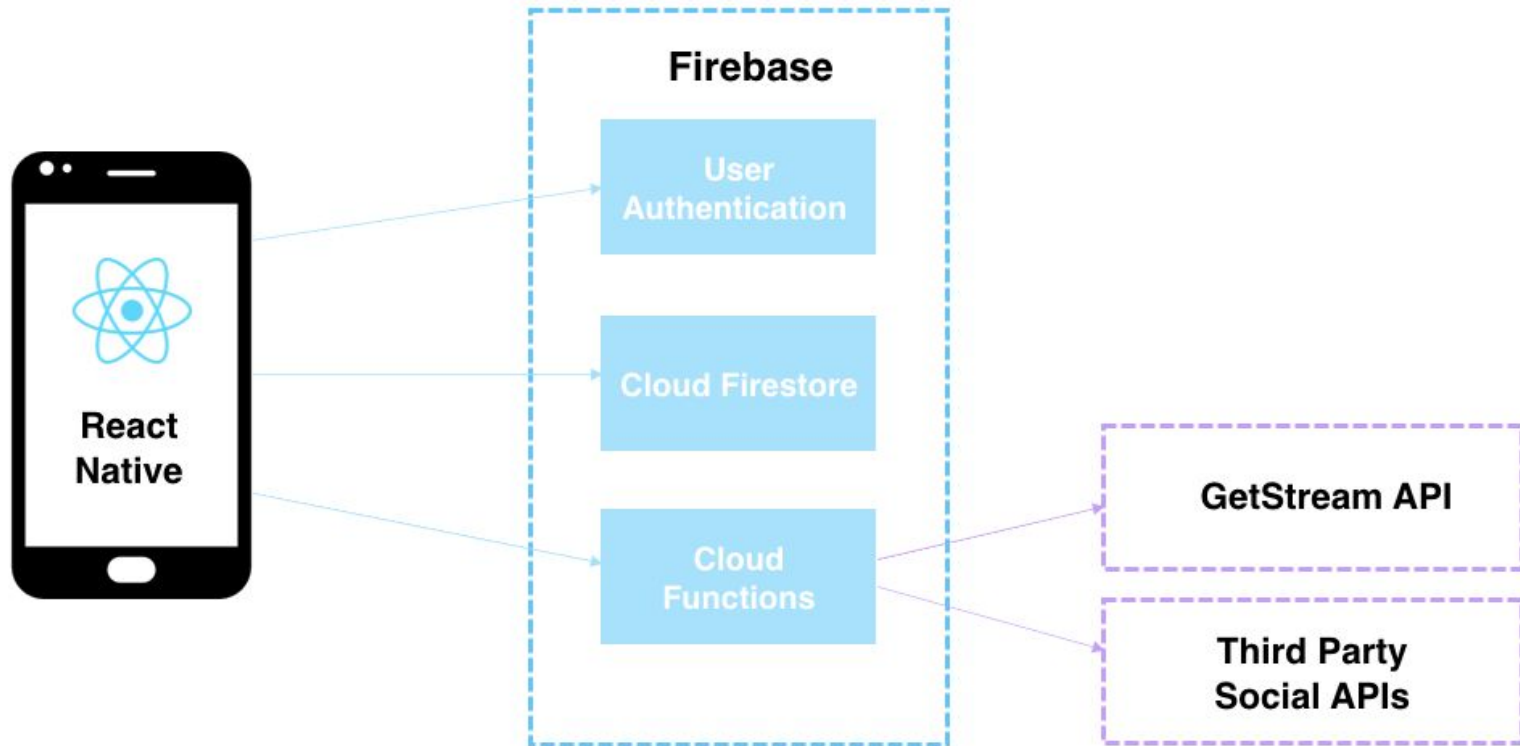
Accent Purple
#663048

Concept Wireframes





- Experimenting and finalizing the look of each API integrated post
- Finalizing interactions between users (reactions, commenting, etc.)



Tech Stack



Development Timeline

	MID FEB	LATE FEB	EARLY MAR	MID MAR
<i>Continue building out infrastructure, user relationships, feeds, and user features.</i>				
<i>Integrate with third parties to create seamless post sharing and enriched user interaction.</i>				
<i>Create sub-feeds, private profiles, adding users via handle & other 'authentic' features.</i>				
<i>Iterate design, experiences and other details while ensuring app scalability and modularity.</i>				

MVP: GRAHAM

Developer



Questions?