CS3216 Assignment 3 Pitch
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Quack

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What are we solving?

Imagine you are at Starbucks and you want to get the 1-for1 promotion so badly, but you are there alone and the last time you soloed 2 cups of coffee you could not sleep the entire night. What do you do?

1. Forgo the free promotion
2. Shout across the room to ask if anyone wants to share the promotion
3. Go from table to table to ask if anyone is interested in the promotion

In a conservative state like Singapore, choosing any one of these options probably leave you feeling terrible, tired or embarrassed. What if there is now a solution that would allow you to find that 1 guy, at the same Starbucks right now who wishes to share the promotion, without the shouting or the tiresome asking from table to table?

The solution is now available, you just need to QUACK.

How do we solve it?

QUACK is a geo-location based 'WhatsApp' which allows you to communicate with people near you. You simply create a chat ("Share SB promo?") which interested users around you can see and reply. You do not need to have them in your contacts to connect with them.

Furthermore, this is just one user scenario out of many, other scenarios include discussion in lectures or events like F1, food reviews at places without a formal review page, etc. The possibilities are endless.

Our special points?

Firstly, our duck is cute. This creates a relaxed mood where users would be more expressive and friendly to chat with each other.

Secondly, our location-based communication application is unprecedented in Asia. Given that Asian nations are more conservative and collectivistic, an application that allows strangers to communicate -perhaps to ask for assistance- will certainly be useful.

Thirdly, we were able to give our users anonymity while still ensuring that they act responsibly on our platform. Given that many apps that promises user anonymity ends up failing due to cyberbullying and scams, our solution is an efficient way of meeting our users' needs while still maintaining a positive experience for other users.