



MingleMap* Application Ideation

Proximity-powered connections

*working title

Problem

Networking at tech events, chamber mixers, and university gatherings often relies on traditional methods like name tags, which can lead to missed connections and awkward interactions. This inefficient process hinders the ability of attendees to build meaningful relationships and explore potential collaborations. The existing approach limits the potential for attendees to discover shared interests and connect with relevant individuals, hindering the flow of information and the formation of valuable professional networks. This lack of a seamless and efficient networking experience hinders the potential for innovation and collaboration within the Lawrence tech community.

Solution

Develop a mobile application that leverages Bluetooth Low Energy (BLE) technology to facilitate seamless networking at tech events, chamber mixers, and university gatherings. The app will feature a QR code onboarding process, enabling attendees to activate the app and opt into proximity detection. Once activated, the app will utilize BLE to identify nearby attendees who have also opted in, displaying a live list of these individuals within the app. Attendees will have the option to share their bios, company affiliations, and interests, allowing others to easily connect with individuals who align with their professional or personal goals. The app will prioritize user privacy and control, allowing attendees to adjust their visibility settings or disable the proximity detection feature at any time. The application will be available for free download on both iOS and Android platforms, encouraging widespread adoption within the Lawrence tech community.

Application Type

Social Network

Commercialization Model

FREE



User Types

Attendee

An Attendee uses the app to discover and connect with other attendees at events. They can view profiles, initiate conversations, and adjust their visibility settings.

Software Proficiency: LOW

Device: Phone

System Admin

The System Administrator manages system settings and user accounts, ensuring the application's smooth operation and security. They also manage event information and settings within the app, such as creating events, setting visibility parameters, and tracking attendee engagement.

Software Proficiency: HIGH

Device: Desktop, Phone

Modules

Event Management

This module allows System Administrators to create and manage events. It includes features for setting up event details, configuring visibility parameters, and tracking attendee engagement. It allows System Administrators to add, edit, and remove events and configure the event settings. It is also used to monitor attendee engagement and track the success of the event.

Attendee Management

This module provides a comprehensive overview of all attendees. It enables System Administrators to manage user accounts, including adding, editing, and removing users. It also allows them to view and filter attendees by various criteria, such as event participation, proximity settings, and other demographics.

Connections

This module focuses on facilitating connections between attendees. It displays a live list of nearby attendees who have opted in to proximity detection. Users can view profiles, initiate



conversations, and adjust their visibility settings. It also allows users to search for other attendees by name, company, or interests.

Settings

This module allows users to customize their application experience. It provides options to manage profile information, adjust proximity detection settings, control visibility levels, and configure notification preferences.

Notification Center

This module allows System Administrators to send notifications to app users. This should allow them to compose notifications, include links when the notification is clicked, and select who to send the notification to through a filtering feature.

Application Services

User Management

Encompasses processes and actions for handling user information, including authentication, authorization, addition, deletion, and modification of user data.

Notifications

Notifications are alerts or messages sent by the application to inform users about important events, updates, or actions.

Key Screens

Onboarding & QR Code Activation

- Minimalist welcome screens explaining the concept
- Clear permission requests for Bluetooth and location
- QR code scanner with intuitive frame and instructions
- Simple profile creation with essential fields only



“Nearby” View

- Card-based grid or list layout showing nearby users
- Profile photos/avatars with proximity indicators (perhaps concentric circles or distance markers, some sort of cool interactive visualization)
- Built in connection requests? (or maybe people will just go up and connect in person)
- Filter options at the top to sort by interests/position/company/etc

User Profile

Your Profile

- Professional photo/avatar area
- Editable bio section
- Tags for interests and expertise
- Company affiliation with logo
- Privacy controls prominently displayed

Viewing Other’s Profiles:

- Similar layout with connection status
- Contact/message button??
- Shared interests highlighted
- Notes section for personal reminders??

Settings & Controls

- Clear privacy toggles
- Visibility settings (public, invisible, limited visibility, etc)
- Notification preferences

Navigation & Structure

- Nearby (home screen)
- Connections (saved contacts)
- Events (current and upcoming)
- Messages/notifications
- Profile/Settings



Interactive Elements

- Connection distance visualization: Perhaps concentric circles or a radar-like display showing relative proximity
- Status indicators: Available, Busy, Invisible
- Interest matching indicators showing percentage or number of shared interests
- Swipe actions for quick connection acceptance/declining

Initial Mockup

