Current

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Goals

* To create an active form of social media
  + Facebook
    - “I took this picture”
      * This app isn’t geared for those that just want to peruse a mindless feed. It should be built to create the memories that can be placed on these sites and apps.
    - “I checked in here”
      * Even though Facebook has tried to incorporate features to engage users, too much of the app has been dedicated to looking at pictures and memes, and random posts.
      * An app that isn’t dedicated to creating events and attending events is simply a half-measure. Facebook can’t accomplish these things since it isn’t focused exclusively on it.
    - “I already know these people”
      * We have all added friends on social media sites that we have no true form of interaction with. Sometimes we have not met them and we will not meet them. We lack context for these superficial relationships. When we go to colleges or move away from home a lot of these friendships are intrinsically put on the backburner, so why not have a social media that fleshes out our friendships that are to be. Unfortunately, we almost need a crutch to facilitate friendship nowadays, but if this is necessary, why not use it to our benefit? Why not have an app that helps us optimize and maybe expand who we interact, truly interact, with?
        + Example: We can strike up conversations and create bonds, but do they fulfill every interest we have? Are there parts of ourselves that get neglected whenever we only hang with one crowd? Even with the friends you have now do you know everything about them? Did you know they love heavy metal? That they are a fan of musicals? That they have a passion for calligraphy?
        + A means to find people based on interests and closeness to you rather than “I’ve talked to them before and I met their friends” is a more honest, inspiring, and compelling way to make life-long, quintessential bonds.
  + Snapchat, Vine
    - Snapshot at my life
      * These apps use narrowing as a means of inducing creativity and promoting consumption. Because you have less time and in the case of snapchat a half-life, you must covet the experience. Vine lasted as long as it did simply because of the platform and the savviness of it all.
* This App’s Core Experience
  + Interactive Bulletin Board
    - Create events
    - Communicate with possible members of event
    - Rate for future users
  + List of Users
    - Sorted by people you know, people you maybe/should know, and then based on interests

Mission Statement

To generate communal and aesthetic interaction through a social media platform designed for users to get in touch with news, current events, and people based on their direct proximity and shared interests.

Catchphrases

1. Current
   1. Stay relevant, stay relative, stay Current
   2. Making social media social again
   3. See what/who you can discover
   4. Ride the current
   5. Use the phone to connect not interact

App-Flow

1. Users can activate the app at any time, but it is most useful in highly frequented/traveled places.
   1. In these places, users are either able to plan, coordinate, or communicate with those that are in the area (in the past, present and future) through interactive pin-drops
      1. Geocaching meets social media
2. Users can set out a short range (500 yards or less) ping that returns both users and events
   1. Filter through results
   2. Users are organized by interest
   3. Events can be organized based on type
3. Users can actively change their involvement in the social media by revealing factoids and pictures.
   1. Tier system
   2. Can disengage GPS services
4. Users can utilize events as a means to communicate and plan events
   1. Rate other hosts
   2. Validate hosts to promote them
5. The more involved a user is in the architecture of the app, the more accredited they become
   1. Visual feedback to indicate this
      1. Adds competition element
6. Connect functionality with fellow users near you during big events
   1. Post pictures to website and be able to search later
   2. Unique interactions
      1. Graphics on phone
      2. Sound effects
      3. Etc

# 

# 

# Terms

1. Hooks
2. Ripples
3. Tug
4. Bite
5. Release
6. Snip
7. Filter/Siphon
8. Bubbles
9. Wave
10. Net
11. Submerge
12. Surface
13. Harbor/Port
14. Compass/Radar
15. Anchor
16. Ice-breaker
17. Fishtank
18. Jerkbait/Catfish
19. Second-mate
20. Torpedo
21. Beacon
22. Reef
23. Tackles

## Concise Explanations

1. Hook
   1. Up to 10 events and activities posted anywhere in the world; detectable by a Ripple
2. Ripple
   1. Sends out a pulse that searches (at three different ranges) for users and hooks
3. Tug
   1. A request for additional information about a hook
4. Bite
   1. To “Commit” to a Hook
5. Release
   1. Cancel your “Commit” to a Hook
6. Snip
   1. Report this hook as being inappropriate or obsolete
7. Filter/Siphon
   1. Limits the results of a User’s Ripple
      1. Users
         1. Interests
         2. Connections
         3. Tier
      2. Hooks
         1. Categories
8. Bubbles
   1. The Groups of this app. Organize events, plan, or coordinate with the other individuals inside of the Bubble.
9. Wave
   1. Send messages, pictures, and alerts to the people near you. Message board.
10. Net
    1. Connect with members of a Bubble and increase the range you can ripple, wave, and other features.
11. Submerge
    1. Determine the “Depth” that you’d like to enter the waters of the app. The deeper you go, the more information you can see and that other users can see.
12. Surface
    1. Disengage GPS services, you are now anonymous.
13. Crew
    1. Friend-list.
14. Harbor/Port
    1. Customize your profile.
15. Compass/Radar
    1. Map with hooks and users
16. Anchor
    1. Hooks that last longer
       1. Sponsored by big entity
17. Ice Breakers
    1. 3 Conversation starters or interesting facts
18. Fish Tank/Backpocket
    1. Copy results of a ripple
19. Jerkbait/Catfish
    1. Report users for inappropriate behavior
20. Second-Mate
21. Torpedo
22. Beacon
23. Reef
24. Tackles

User Interface

* Points of Emphasis
  + Simple Aesthetic
  + Easy to Learn
  + Aquatic Theme
* Ideas



Example

FUNCTIONALITY

# USERS

1. Username//
2. Gender//
3. First Name//
4. Last Name//
5. Ice Breakers(3)//
6. Memoir//
7. Email//
8. Phone Number//
9. Sexual Orientation//
10. Hometown //
11. Current Residence
12. Crew
13. Profile Picture//
14. Pictures
15. Bubbles
16. Hooks
17. Status/condition//
18. Location
19. RelationSHIP
20. Filter

Tiers

1. SURFACE
2. DEPTH ONE
   1. Default immersion into the app. Minimum to use functionality
      1. Username
         1. Unique moniker
      2. Ice Breaker 1
         1. An interesting factoid
      3. # in your Crew
         1. Number of people that are your friends
3. DEPTH TWO
   1. A more personable tier, you are able to distinguish other users easier. You can show an activity if you’ve defined it
      1. First Name
      2. Profile Picture
      3. Bubbles in common
      4. Ice Breaker 2
         1. A more personable note about you
      5. \*Activity
         1. The thing that you are doing
            1. Example

STUDYING...chemistry

1. DEPTH THREE
   1. Those around you are no longer just strangers in a crowd, they gain shape, personality.
      1. Last Name
      2. RelationSHIP/Preferences
         1. Who are you dating/the type of people you are into
      3. Pictures
      4. Hometown
      5. Other social medias
      6. Interests
         1. A list of 10 items that get you excited about the world
      7. Ice Breaker 3
         1. The last, and most personal conversation starter
2. DEPTH FOUR
   1. Email
   2. Phone Number
   3. Current Residence
   4. Bubbles they are in
      1. List of bubbles
   5. Hooks out
      1. 10 max
      2. Show the activities they are advertising
   6. Memoir
3. CREW
   1. Only as much information as an administrator deems necessary is revealed
   2. \*BUBBLES\*
4. MATES
   1. All data
   2. Alert fellow crew members that you are around no matter Depth
   3. And hooks that you are a part of

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# Extended Definitions

# HOOKS

Hooks are beacons or pin-drops that any given user can drop(10 at max), that are searchable and viewable by other users. Users that Ripple within a certain proximity of a Hook will be able to see it on their screen. Each hook is accompanied by a message board for that hook(if need be) called a Bubble. Hooks consist of several characteristics:

1. **Subject**
   1. Data Type
      1. ENUM of SUBJECT ENUM(I think that works)
         1. Example
            1. Sports, Games
   2. Description
      1. You can pick multiple of these(create arbitrary limit of...5??) but these help limit people who have no interest in your hook from biting on
2. **Max Number of Spots**
   1. Data Type
      1. INT
         1. optional
   2. Description
      1. An arbitrary limit set on how many people can be a part of your group
3. **People Bitten on Hook**
   1. Data Type
      1. INT
   2. Description
      1. Number of people that have committed to your hook
         1. Must be less than **Max Number of Spots** if picked
4. **People Tugged on Hook**
   1. Data Type
      1. INT
   2. Description
      1. Number of people that have demonstrated interest and that have looked further into the nature of your hook.
5. **Spots Available**
   1. Data Type
      1. INT
   2. Description
      1. (Max Number of Spots)-(People Bitten on Hook)
6. **Depth of users**
   1. Data Type
      1. Crew(int)
         1. Surface, Depth 1, Depth 2, Depth 3, Mates, or Customized
   2. Description
      1. This is the amount of information that a user will have to divulge by biting on to the hook
7. **Expiration Date**
   1. Data Type
      1. DOB
         1. 10/15/2017(10 days away)
      2. Description
         1. A way to deter hooks that are persistent or intrusive
8. **Bubble?**
   1. Data Type
      1. Boolean
   2. Description
      1. Is there a Bubble associated with this hook
9. **Summary**
   1. Data Type
      1. String
   2. Description
      1. A brief description that gives users a description of what your group is going to do
   3. Example
      1. “Come ball out at the rec!”(Basketball)
10. **Title**
    1. Data Type
       1. String
    2. Description
    3. Example
11. **Description**
    1. Data Type
       1. HookString
    2. Description
       1. A brief description that gives users all the necessary info such as the time, place, names, etc.

# RIPPLES

With this function a user sends out a ping, a short range proximity search that returns two types of data, Users and Hooks.

1. **Range**
   1. Data Type
      1. INT
         1. 100, 300, 500 Yards

SCENARIOS

TUTORIALS

* Android
  + <https://www.youtube.com/watch?v=nBD4xhH5vIE> DEREK BANAS has an entire series

Market Research:

Based on reviews by users of similar apps the largest problem is having to pay for extras. Badoo has Badoo Premium and Tinder has Tinder boost where you pay for more matches. People fall in love with apps then they change to fit a pay scale and people hate that.

Badoo- no levels of interest. It is very Tinder-esque where you have to randomly find the person and send them your location. It turns into a joke very easily. Splash seems more event oriented and that is where we get our uniqueness. I do see an eventual problem with users continuing an in app chat feature. It is easy enough to get someone's number to hand out again when you meet up. They can always schedule more events in the app but I don't see a chat feature lasting much longer.

The rest of the options are all "Meet and Chat" apps that rely heavily on random selection based on location. There are many differences both fundamental and surface level between Splash and the others. Badoo lends itself to making new friends but is predominantly like the creepy Apple judge at the competition: trying to turn it into a dating/hook-up app.

JAUMO Flirt Chat exemplifies a few things wrong with this niche industry:

1. Mostly devolves into dating apps. We have to exemplify it is for events predominantly to get above the drivel

2. The app starts with all features free and later changes to adopt for growing server cost and others. The best way to avoid this is to start with inherit advertising (like the native ads. that have been discussed) and be apparent from the beginning. Don't change too much - like how much hubbub occurs every time Facebook updates or Twitter begins algorithmic.]

3. Don't lie to consumers. When shit goes wrong, don't blame updates or bugs. Explain things and say why they happen.

4. Jesus H. Christ, never-ever-ever-ever-ever-ever-ever-ever, never, adopt a swipe feature. That immediately typecasts the app causing a realization and revelation that our app is a poor version of the even worse end of Tinder.

5. Some of the registration is challenging. Allow people to get photos from Facebook and plug in their own info. Signing up for these other apps is a HUGE hassle. Let;s make it easy and clear. Also, if we allow people to go back and finish filling in info later, they won't ever do it.

6. Sorry, I am a little feisty.

7. Splash is rather independent. The sooner we jump, the better.

amelior8 Research

Amelior8 Ltd. - UK based "Renewables and Environment" dormant company - opens 20 March 2016<https://beta.companieshouse.gov.uk/company/06173580> "Business Support and Development"

For the most part, this is the only company. There are a bunch of usernames on different art posting sites (iFunny, DeviantArt, OkCupid [lolz]). If we register as a limited company I think we are boned but an LLC. is different? I have no idea, this should have been our lawyers job.

Categories for Filter

* Sports
  + Play or Watch
    - All Types of Sports
* Games
  + Board or Video
    - Genre
* Movies
  + Theater or Home
    - New or Old
    - Rent or own
* Workout
  + Aerobic or Anaerobic
    - Indoors or Outdoors
* Party
  + Organization or independent or Greek
* Purchase/Sell
  + New or Old
    - Type of item
* Labor
  + Need or Offer
* Lost & Found
* Food
  + Making or Wanting
    - Dine...IN or OUT
      * Genre
* Dating
  + Interest
  + Ideas
* Studying
  + Location or Material
* Music
  + Live or Digital
    - Suggestion or own
* Writing & Reading
  + Published or Personal
    - Genre
* Technology
  + Hardware/Software
    - New or Popular
      * Troubleshooting
* Art
  + Published or Personal
* Vehicle
  + Community or Personal
    - Questions
    - Times
    - Rides
    - Maintenance
* Clubs
* Apparel
  + New or Old
  + Recommend
  + Fix or Sell
* Alcohol
* Sleeping
* Film
  + Record or Recorded
* Science
  + Genres
* Weather
  + Day of the week
* Roads
  + Conditions or traffic
* Advertisement
  + Post or View
* Volunteer
  + Offer or Opportunity
* Politics
  + Get involved or View
* Health
  + Home remedy or Doctors
* Emotional
  + Vent or Listen
* Think-Tank
* Animals
* Internships
* Hangout
  + Personal or Crowd
* Housing
* Cleaning
  + Offering or needing

USER

* Name
* Nickname
* Email
* Birthday