**Activity Based Networking**

**Concept Overview**

* The objective of the project is to create a web based utility that facilitates ‘Situational’ or ‘Contextual’ networking
* Users can initiate or identify activities that match their interests and location preferences through the web application.
* Once users actually join an activity, they can choose to indicate their participation via a GPS enabled smart phone application.
* Registration is free and involves the optional one-time set up of an online profile.

***The underlying idea is to allow free registered users to do the following:***

* Initiate ‘Activities’ in their area of interest and in their choice of geographic location
* View ongoing or scheduled activities that correspond to the interest areas that the user has subscribed to. These activities will be illustrated in a two dimensional activity map or grid (see details below)

**Value Proposition**

* The application enables ‘real’ networking with persons that share similar interests and encourages users to spend less time in front of the computer.
* Real time monitoring of ongoing activities organized by
* Smart phone application ensures ambient confirmation of actual user participation in activities.
* Subsequent user profiling/segmentation is based on actual activities attended instead of just account information.
* No idle online chatter. No news feeds or message boards. No tags or comments. Content is organized and filtered by interest groups not social groups.
* Rich visual interface in the form of the patented ‘Activity Map’. Minimal textual content.

**Site layout**

The website itself is very minimalist in design and includes only three pages:

**Registration page** – One time user registration and profile set up

**New Activity** – For users to provide information on new activities they wish to initiate

**The ‘Activity Map’** – A single page meant to act as a ‘sliding window’ of activities on a moving timeline spatially organized to optimize alignment with user interests and geographic proximity.

**Suggested page design/requirements**

**Note: All pages will need to have mobile version**

1. **Splash Page**

***Access -*** When users enter URL PopCliqs.com

***Short Description*** - This is the home page where users can log in/register. Additionally, there will be visuals which give in the theme of the site with some content teasers.

***Design Elements***

* 1. User enters login/Password to go to pool page and new users are allowed to register.
  2. Registration Page – Entry for following
* Nickname (Key field)
* Email Id (key field)
* Age (or Year of Birth)
* Gender
* Zip code

1. **Pool Page**

***Access –*** Default Screen when users log in from the splash page

***Short Description -*** This is the main page of the application to track/register for the activities and create events. Additionally, users will be able to maintain account settings. This page is in the form of a moving timeline spatially organized and aligned with user interests and current location (Current location will be zip code in the case of static locations and pulled form locations services when enabled).

The x axis of the grid represents the timeline and it is dynamic. A bubble indicates an activity and its position on the grid will depend on its time of occurrence.

***Design Elements***

* 1. ***Activity Map***

1. The Horizontal axis will represent time such that the maps itself acts as s sliding window. The leftmost point on the horizontal axis will always represent the present time.
2. The user currently logged in is represented as a stationary dot on the bottom left of the map
3. Activities are then positioned through the map as bubbles or circles. Their positioning with respect to the stationary dot is as follows:
4. Horizontal proximity to the dot will depend on the start time of the activity
5. Vertical proximity to the dot will depend on one of the following depending on user configured preferences:

* *Interest match*
* *Location*
* *Number of expected/current attendees for the activity*
* *Ranking of the activity initiator*

1. All information is updated in real time on the activity map.
   1. ***Bubble - The activities on the activity map will be represented by the bubble.***
2. By clicking on an activity bubble, a user can learn more about the activity – Description, actual location, special instructions. The user will have an option of expressing interest to the event. The display will be in the sequence below

* *Event Details (Location, Start/End Time)*
* *Average age -*
* *Expected Number of People*
* *Interest Icon (dubbed ‘Pop It’) – This will be only user initiated input in the display.*

1. The user will not be presented with the list of users that have either indicated their possible attendance or confirmed actual attendance (via mobile app). This is to maintain anonymity and to encourage potential attendees to actually participate in the activity to meet others.
2. The size of the bubble will be indicative of the number of people who have expressed interest. If the number of potential people who will show up has been indicated
3. There will be water level in the bubble which will indicate the number of people who have actually signed on. As more people sign on, the water level goes up.
4. There will also be a color gradient which will be indicative of the sex ratio ( male/female)
5. There will be watermark on the bubble which will indicate the category of activity.

(There will be as many distinct watermarks as there are allowed activities)

* 1. ***You – At the origin of the grid, there will be an icon which represents YOU (the current user).***

On placing the cursor here, three bubbles will display for the following functions. On the bubbles, the actual text indicating the function will be written or watermarked.

* + 1. ***PopCliq***

***Short Description –*** The function of this icon is to allow users to create an event.

***Design Elements –*** Entry for following Items

* Default Nickname – In Gender Color
* Event Category
* Date
* Start Time
* End Time
* Additional Event Information (100 words max – Example - Event restrictions, BYOB etc)
* Minimum Age – *Optional Input*
* Expected Number of people – *Optional Input*

**Note:** In pool page, events with age limitations will not be shown if the age limit is not met. The age limit is determined from the user registration page)

* + 1. ***Account Setting***

**Short Description –** Users are allowed to set interest group (or activities interested in). Activities pertaining to this interest group will default on the pool page. This page also allows the user to modify some elements of account registration.

**Design Elements**

* This page has the interest groups listing and users cans select the categories they are interested in. Activities pertaining to interests indicated will display as default in pool page. The activities (and the corresponding watermarks) are as below

|  |
| --- |
| * *All* * *Career* * *Professional* |
| * *Sport* |
| * *Education* * *Social* |
| * *Arts* |
| * *Entertainement* * *Dining* * *Others* |

* Ability to change nickname (if not taken), age and default zip code.
  + 1. ***History***

**Short Description –** This page is indicative of user activity and is a log that user can view.

**Design Elements**

* It is a grid which shows event description/date of created events and attended events in a tabular form.
* The current event created can be edited if no one else has confirmed participation.
  1. ***Other options/tabs on page – At the top right of the page, there will be limited options as below.***

1. Filter kind of activity (This will be a drop down with the activity and corresponding watermark)
2. Enter zip code ( we will default if location services used, otherwise the zipcode used at registration is defaulted)
3. Sign out

**Smartphone application**

The web application is complemented by a mobile application that will use GPS tracking to let users confirm their attendance at a certain event. As users confirm ambient presence, the increase in attendance will reflect real time on those users currently viewing the activity on their maps.

*Mobile app design – TBD (Will consider auto check-in by using GPS confirmation of a user’s presence at an activity zone based on privacy settings)*