




IOS PROJECT FINAL PRESENTATION

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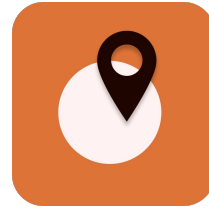


Imagine you are a freshman at CMU...

How could I get to know this place not from an academic perspective, but from a ***cultural*** perspective?



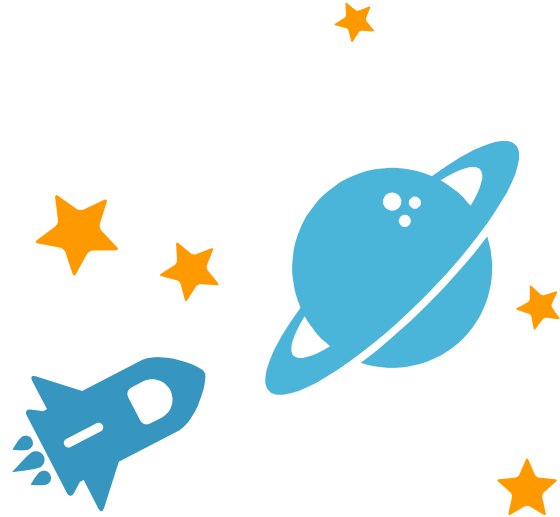
POKÈ MEME



A social platform for users to create, share and discover spicy memes, all based on real location.

Why Memes?

Simplicity, Accessibility, Relevance, Entertainment...





STAKEHOLDERS

LOL :)))

People who live around the area

Us



Keep up with latest trends

Express thoughts

Share creativity

Connect to others

People new to the area

Prospective students, parents, visitors



Learn culture through the eyes of people
living in that neighborhood

Quickly fit in

Enjoy a sense of community



OUR FEATURES



Login with Facebook



Explore stations nearby



Browse & like memes



Create & customize memes

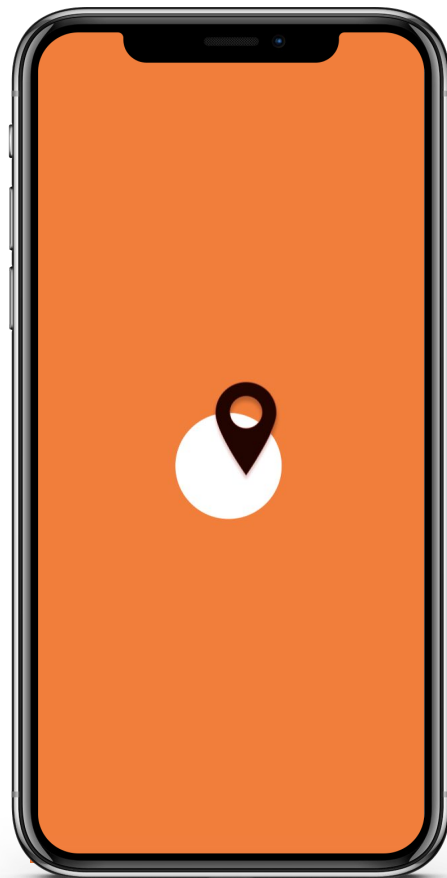


My meme collection



Leaderboard

APP DEMO



USABILITY TESTING

3 Rounds of Testing

15 CMU Students





“Wow this is a fun app!”






“This app will definitely yield
discussion within the
community.”






“It encourages me to explore
the unknowns.”





“I could sit here and play with
this all day. Please **memify**
my life.”



NEXT STEPS



**Launch to other
schools and
neighborhoods**



**Connect users -
community**



**Share to other
social platforms -
increase influence**

THANKS!

Any questions?

