Huddle

Creative brief

1.15.14

**Our Audience**

Young students, young professionals, early adapters.

Friends among friends, sociable, extroverted, confident.

Groups of three or more.

**Our Product**

Huddle is an app that helps friends organize and coordinate all kinds of get-togethers. Everyone can vote, so the majority rules, and it’s easy to stay on top of the latest plan. Huddle takes the hassle out of being “the organizer”.

**Our Objective**

We make it easy and fun to coordinate time among friends.

**Our Proposition**

With Huddle, coordinating get-togethers among friends is super fun and hassle-free.

**Proof of our Proposition**

Huddle helps people explore options, eliminates long message chains, encourages users to vote, gives up to date results, and even makes contextual suggestions (eg, local restaurants, movie times).

**Tone**

Playful, fun, social, confident

**Style**

What we look like