Keep in Touch

**Purpose**: Remind people to talk to their friends more

**MVP functionality:**

1. Get all iPhone contacts (friends)
2. Sort friends into buckets
   1. Each bucket maps to a level of closeness with that friend
3. Send PNs to text or call a friend
   1. Each PN pulls a friend from the sorted list
   2. Friends from “more close” buckets are more likely to get selected for a PN
   3. PN gets sent at the tim

**Upgrades**

1. Suggest buckets for friends based on frequency of contact
2. PN model learns the right time of day to notify you when to text
3. Friends get “upgraded” or “downgraded” based on how frequently you text them