**Categorization:**

1. Base Categories
   1. Arts
   2. Dating & Relationships
   3. Entertainment
   4. Food, Drink & Lifestyle
   5. Life & Society
   6. Local News & Current Events
   7. Music & Performances
   8. Night Life
   9. Sports & Recreation
   10. Traffic
   11. Misc.
2. Tags (aka – keywords / tagging)
   1. Description: users can add their own keywords to further describe their question and topic
   2. Recommended tags: because users may not take the time to fill out tags, key words or phrases from the question can be recommended as tags that the user can choose to use, edit, or delete
      1. Example: When a user poses a questions within a certain category (ex. Nightlife) with appropriate tags (bars, happy hour) this can be a good way to categorize the questions to use for recommended questions: Nightlife 🡪Bars, Happy Hour

**Social Features**

1. Social Networks
   1. Register: When a new user downloads app and goes to the register page, he should have the option to log in via Facebook Connect
      1. User will be routed to the standard authentication page to authorize the use of data, etc.
      2. Once registered, the user’s current profile picture can be pulled along with his/her activities and interests. There will be the option for user to select a different picture / edit information
   2. Add Followers
      1. Facebook: The step right after registration then allows users to add followers. If the user connects through Facebook Connect, all of their friends are shown with the option to add them as followers. Sorted at the top of the list are their current FB friends who are already using Kuipp.
      2. Gmail: A user can also search for friends on Kuipp using their Gmail account
      3. Twitter: A user can also search for friends on Kuipp using their Twitter account
   3. Settings 🡪 Connect
      1. User will be provided with the ability to sync their FB and/or Twitter account to have the option to publish their question to Facebook Questions and Twitter. (Question – if a question is Kuipped on FB/Twitter, can any responses be synced back to Kuipp?) All Kuipps that are posted to FB/Twitter begin with “Re: Kuipp” – [Question] (Question – is it possible to have “Re: Kuipp” be a hyperlink that links to the company homepage (www.kuipp.com)?)
      2. Connect to additional users through Gmail account
      3. Users will be automatically notified if another registers for Kuipp and is that user’s friend/connection on FB, Twitter or Gmail.