

Find Friends For App

The App to bring people together for activities

DC 9-22-23

The FFF app is targeted

Each activity has a scope of group functions

- User selects activity
- Enters Date Time and location
- Other users respond to requests for joining activity
- Primary user chooses requested users joins

User info required

In order to better match users

- Using a matching algorithm users will be selected so that the group will gel
- Activities done with like minded people are better liked
- Users that do several activities together will eventually become Friends
- Making friends for activities is one goal of app

User info required

What data is needed from users to match best?

- Age
- Location
- Beliefs
- Political affiliation
- Religious Affiliation
- Other activities enjoyed

User info required

What data is needed from users to match best?

- Age
 - An age range should be defined
 - User enters their age
 - User selects age range from spinners
 - Usually a min and max need be stated
 - Option to state age not relevant

User info required

What data is needed from users to match best?

- Location
 - Location needs to be specified
 - Give user ability to select distance willing to travel
 - Option for no travel
 - Option for long distance travel
 - Option for specific travel distance depending on activity
 - Example; Hiking travel is usually necessary

User info required

What data is needed from users to match best?

- Beliefs
 - Beliefs need to encompass many aspects so that users will match better
 - Utilize dating apps questions as guide
 - Example; MMJ use ok?, Alcohol use ok?, fitness level?

User info required

What data is needed from users to match best?

- Political affiliation
 - Since politics is so divisive attempt to match users affiliation
 - If conservative attempt to match with other conservatives
- Give users the 3 usual
 - GOP
 - DEM
 - Independant

User info required

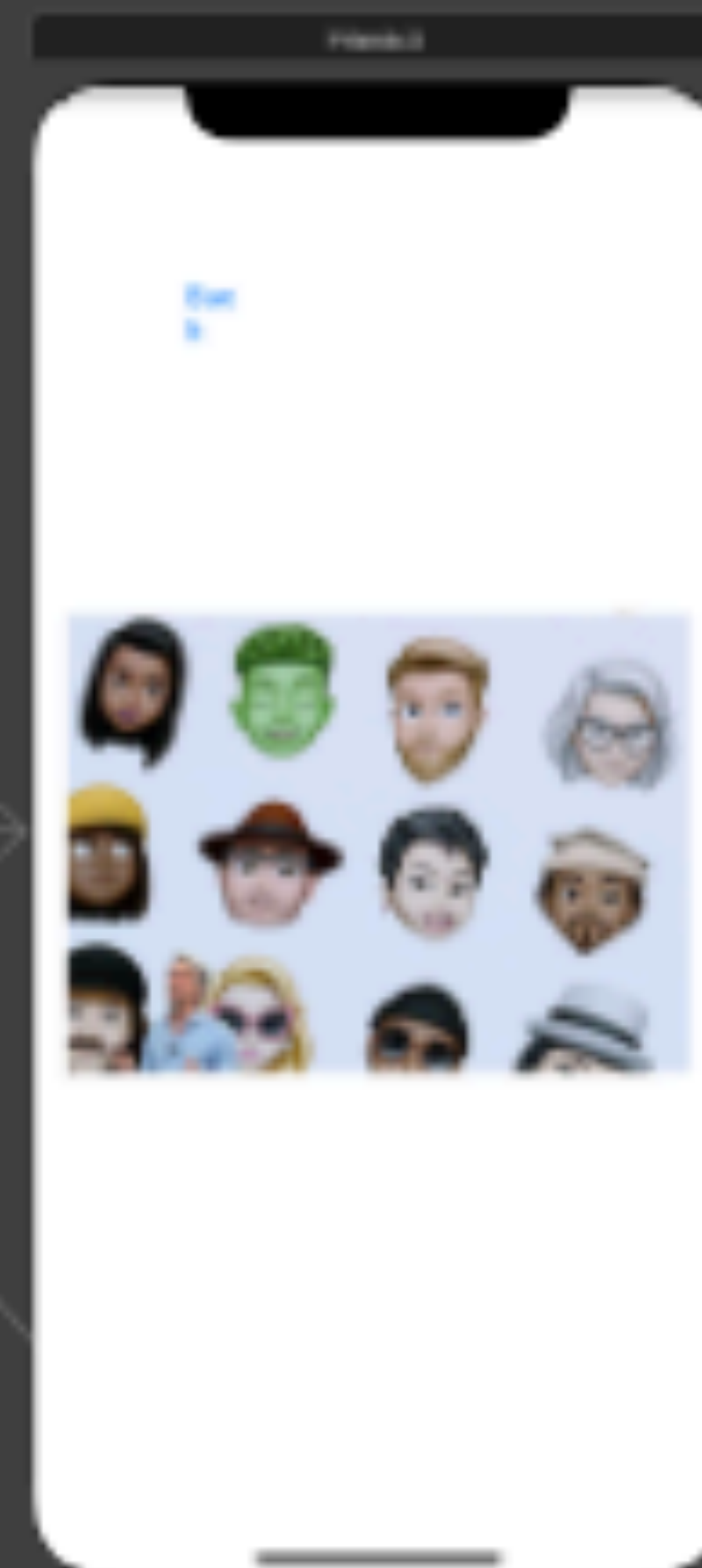
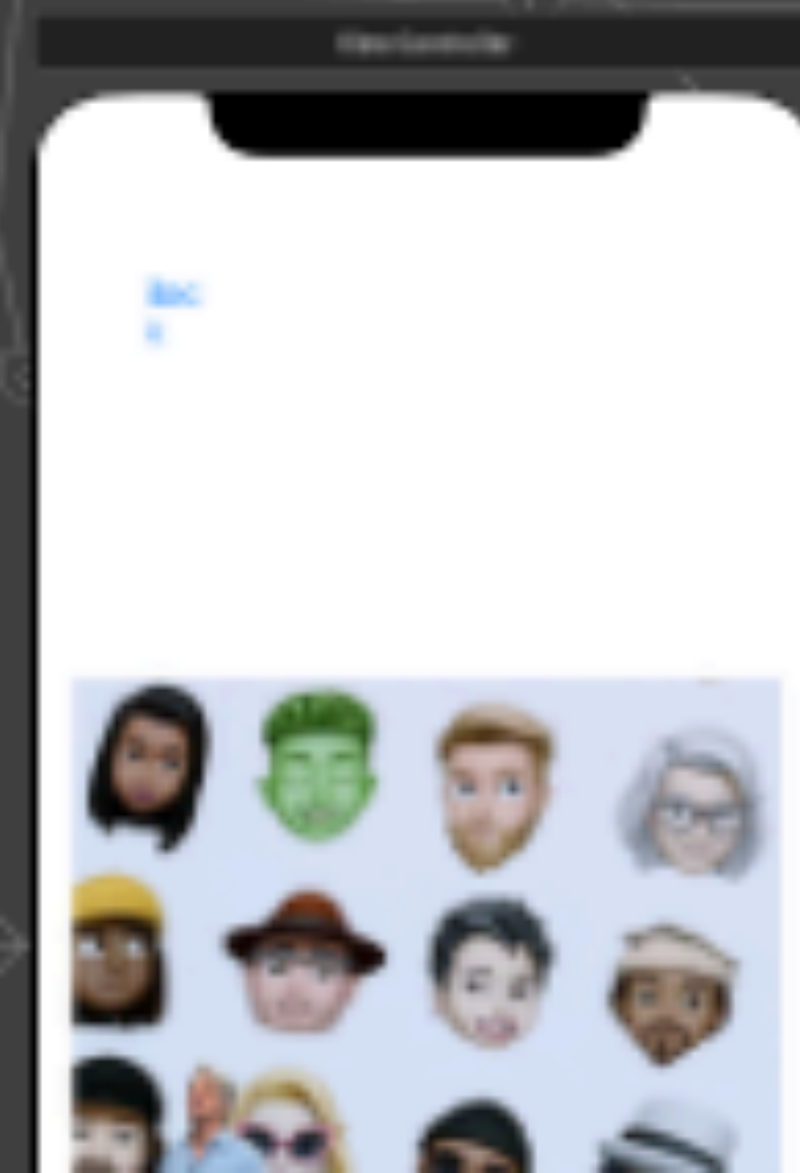
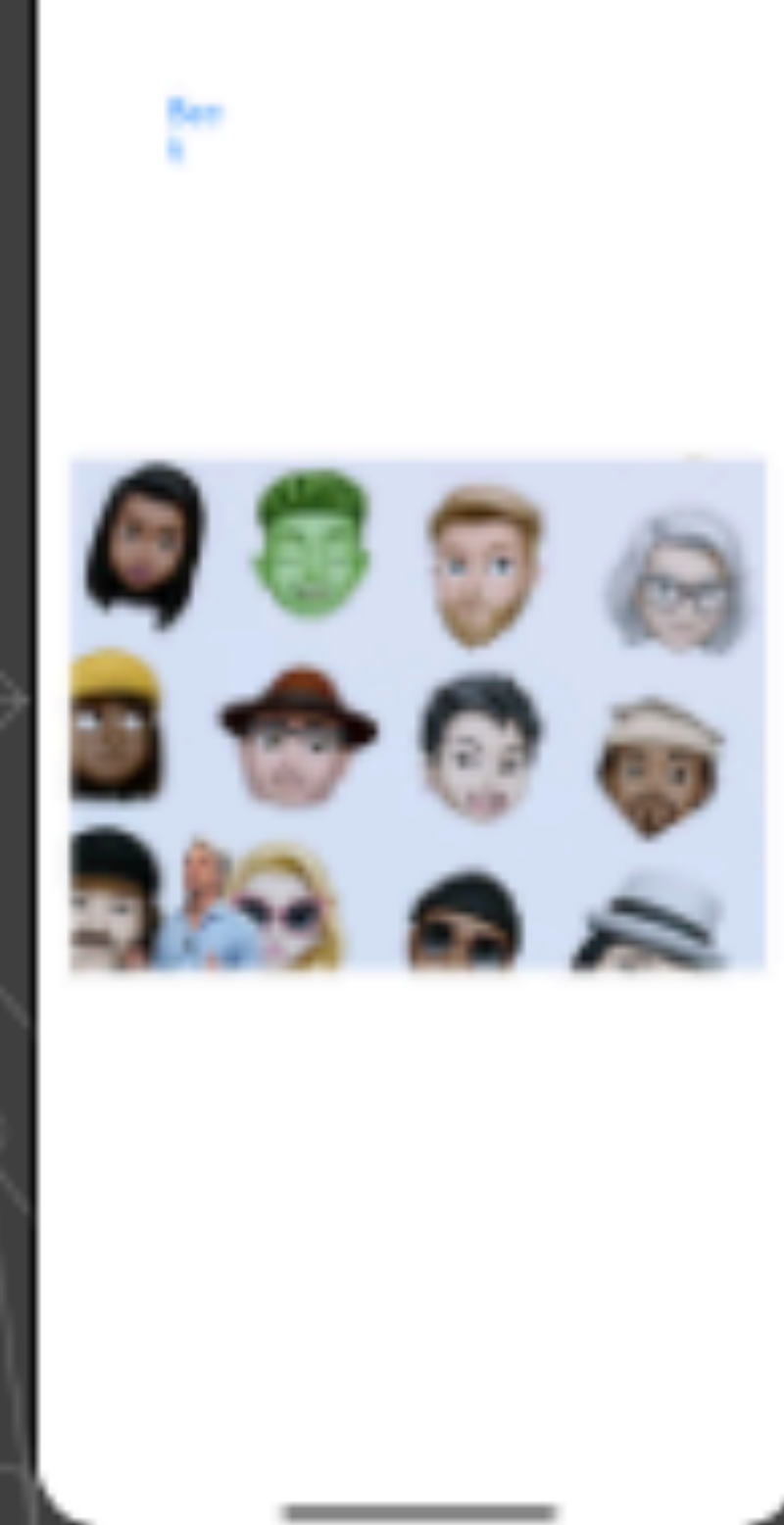
What data is needed from users to match best?

- Religious Affiliation
 - Similar to political affiliation
 - Users of similar religious beliefs will gel better
 - Option for non religious
 - Attempt to offer as many as possible to choose from
 - Selectable with edit option available

User info required

What data is needed from users to match best?

- Other activities enjoyed
 - If users specify other activities enjoyed allows for better matching
 - Give selectable activities
 - Selectable activities will also be used for notifications
 - If activity listed in user profile comes up higher priority notification



Purpose of App

Ability to connect with others for an activity

- Targeted specific activities
- Use matching algorithms to match personas
- Encourages meeting new people
- Encourages trying new activities
- Encourages Friendship building
- Makes meeting people easier by activities

Activities available for advertisers

Targeted advertising

- Activity chosen will dictate what ads would be shown
- Example; User chooses golf
- Only golf related products would be shown
- Advertisers could make special deals for users
- Click on ad get a code for discounts
- Click on ad taken to advertisers site for product shown