



# PROJECT IDEA PITCH

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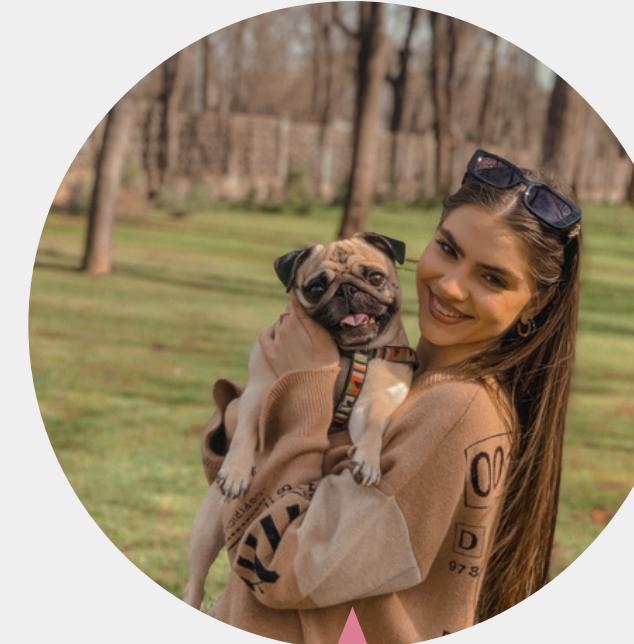
Trust&Launch  
Student Team

12-10-2022  
Tilburg,NL

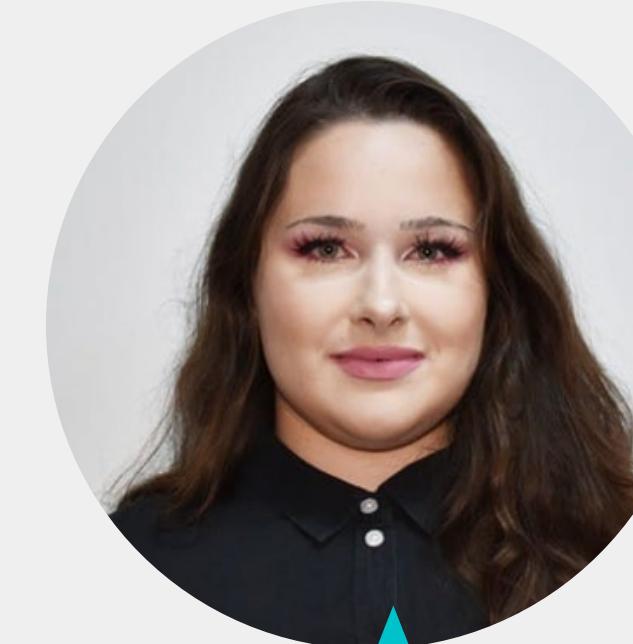
# Meet our members



Alexandra Maftei



Denisa Zaharia



Denisa Coteanu



Salih Isik

# OUR MISSION

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- Work together as a team to create the best products
- Empathise with users
- Understand user needs





# Introduction

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- 01** Storytime!
- 02** Introduction to our concept - ideas & research
- 03** Name, logo, colours, moodboard, main features

**01**

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## Our inspiration...

A moment when you felt like you had no  
one to talk to

## 02

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# Research

### Main problem

*People that have struggles with socialising and interaction with others post COVID-19/starting a new life in a different environment.*

### Insights

- Primary research
- Secondary research

### Design challenge

*Design an application meant to help bring people aged 18-30, that struggle with social issues, with the same interests together.*

## 02 Primary research

Survey

User Interviews

Empathy map

User personas



Target Audience



18-30 years old



## **02** Secondary research

*"Moving to a foreign country is one of the most adventurous life choices you can make...*

*but it also comes with a lot of pressure"*

*Extract from the Daily Sabah: "The hushed-up dark side of living abroad: Expat depression" by GABRIELA AKPAÇA*

*"People are experiencing social anxiety as they prepare for re-entry after COVID"*

*Extract from Penn Medicine news by TRISTAN EPPS*

*"Lack of social connections and having few people to routinely communicate with constitute social isolation"*

*Extract from nia.nih.gov*

## 02

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How do we  
solve this problem?

02

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# 03

## Before



## After

# 03

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66B2BF

2C0E37

F9F9F9

DD7E93

AF7595

# 03

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## Main concepts

1. ID Check
2. Interest compatibility percent
3. Focus on personality, not on physical aspect
4. The user gets automatically 2 matches/day -> they can decide if they want to interact
5. Suggests possible clubs/hobby organisations to join



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# Thank You