

Clique

An iOS App

Li Li, Kyle Raudensky, Chris Shadek, Devon Wasson

 Lewisburg

What's one thing on our campus
you would change?

4

1 DAY

15 REPLIES

 SHARE



Hookup culture

23

1d

The Problem Domain

- People want to meet without engaging in the “hookup culture”
- People want to become better acquainted with those...
 - in their classes
 - in the same activities
- People want to make organic relationships
- People have a hard time making that first move to start a connection
- Goal: Find a way to bridge the gap between relationships and the awkward first move.



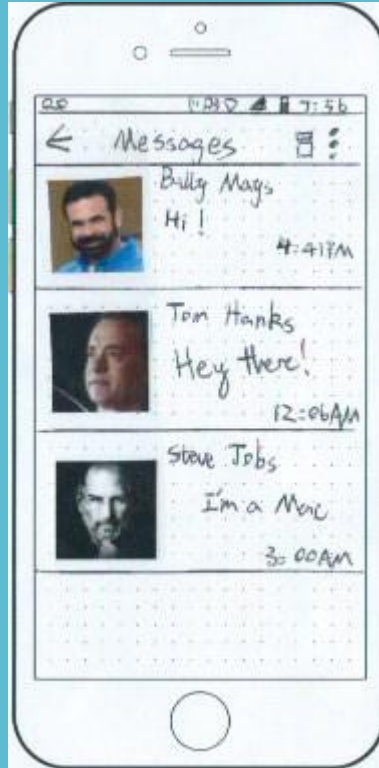
The Design Process



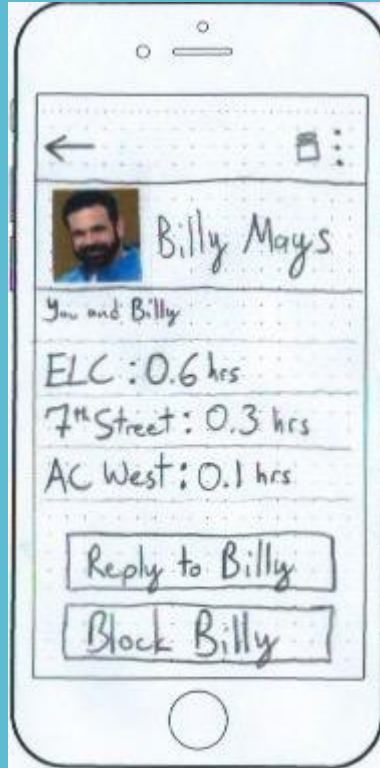
Paper Prototype



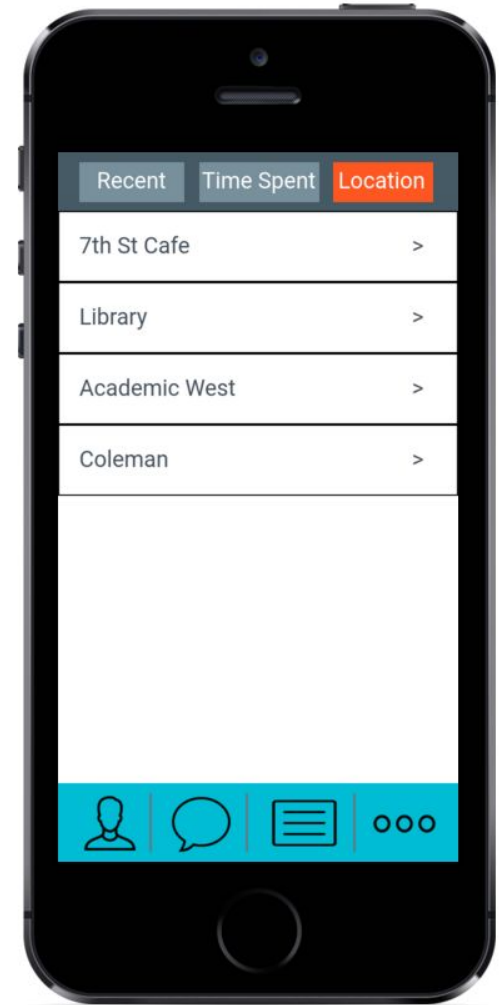
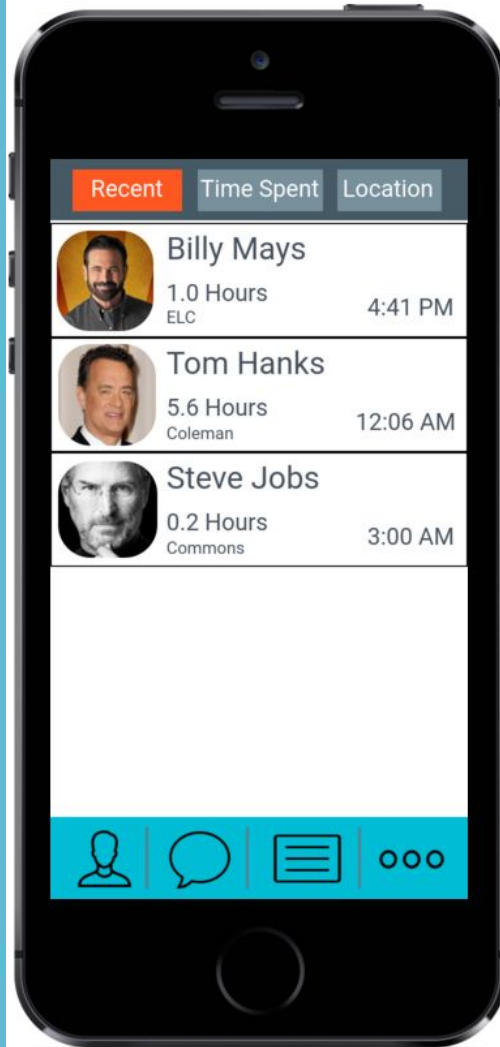
Paper Prototype



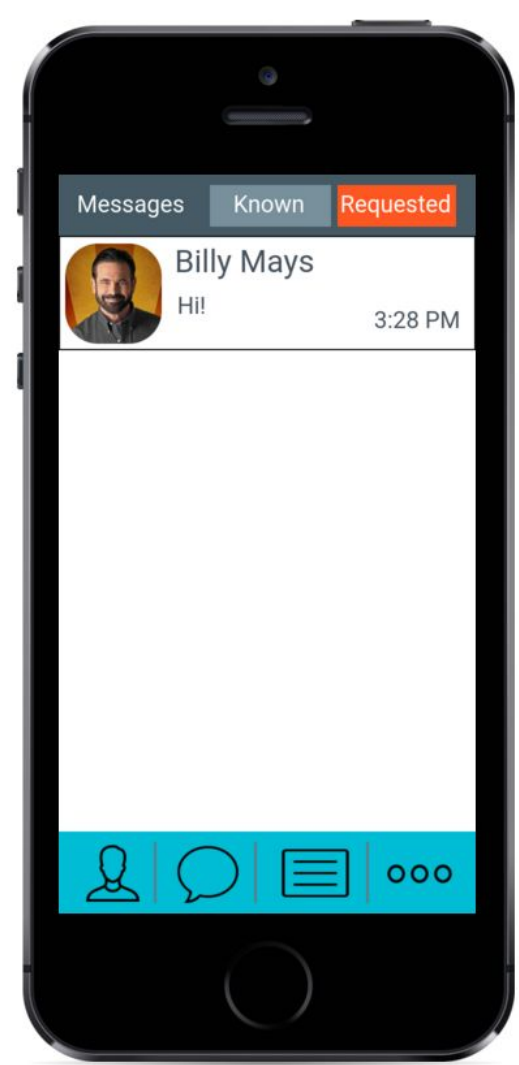
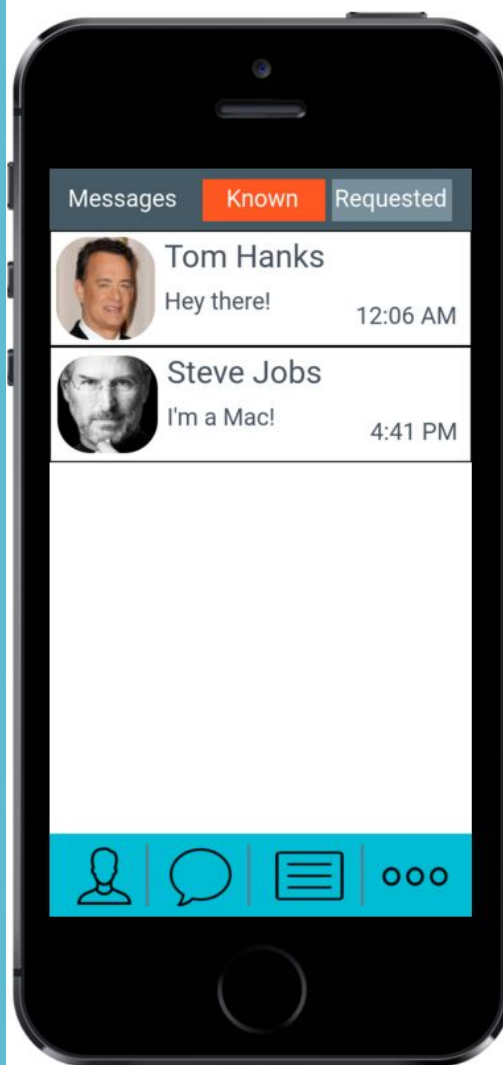
Paper Prototype



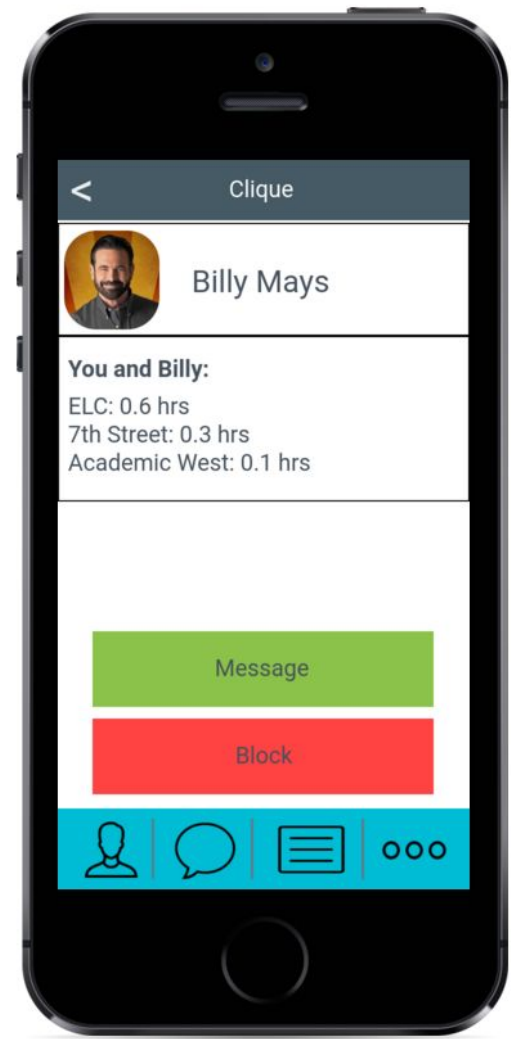
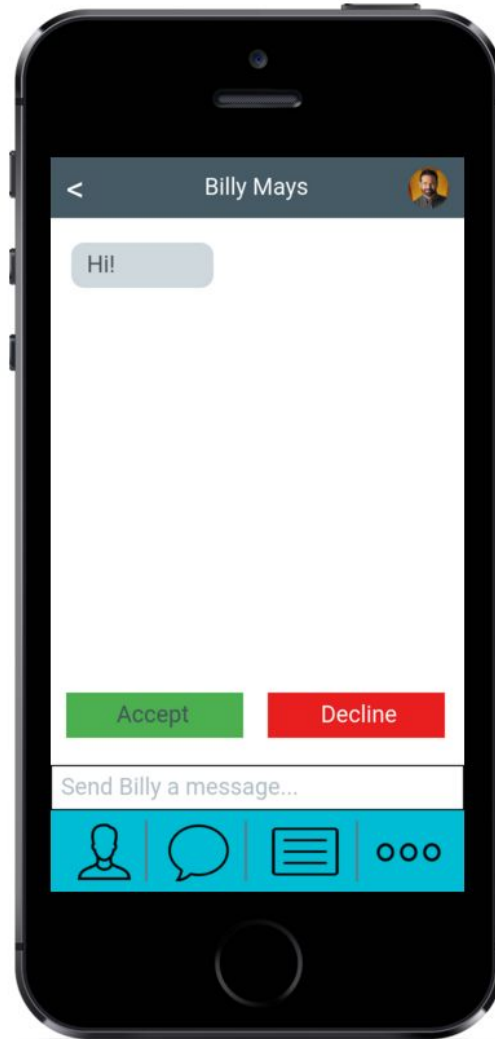
Wire Frame



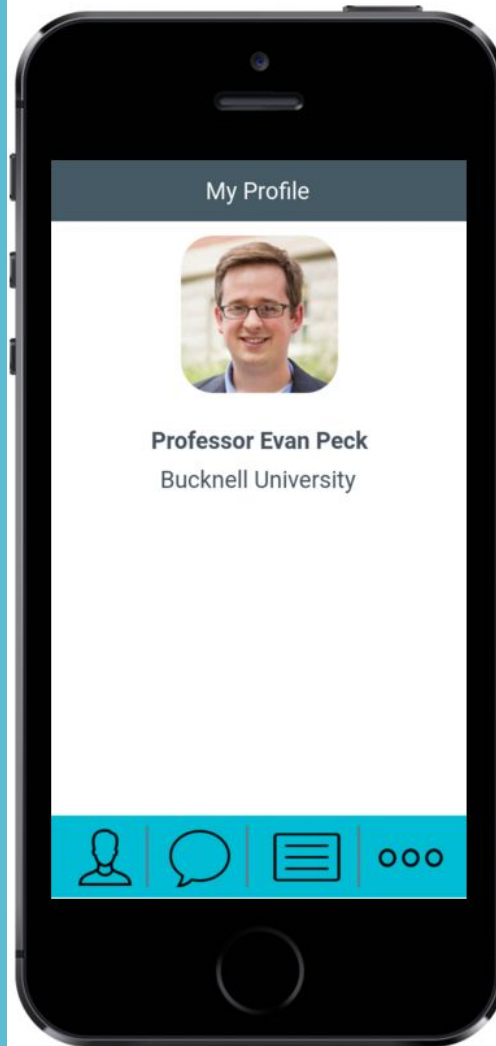
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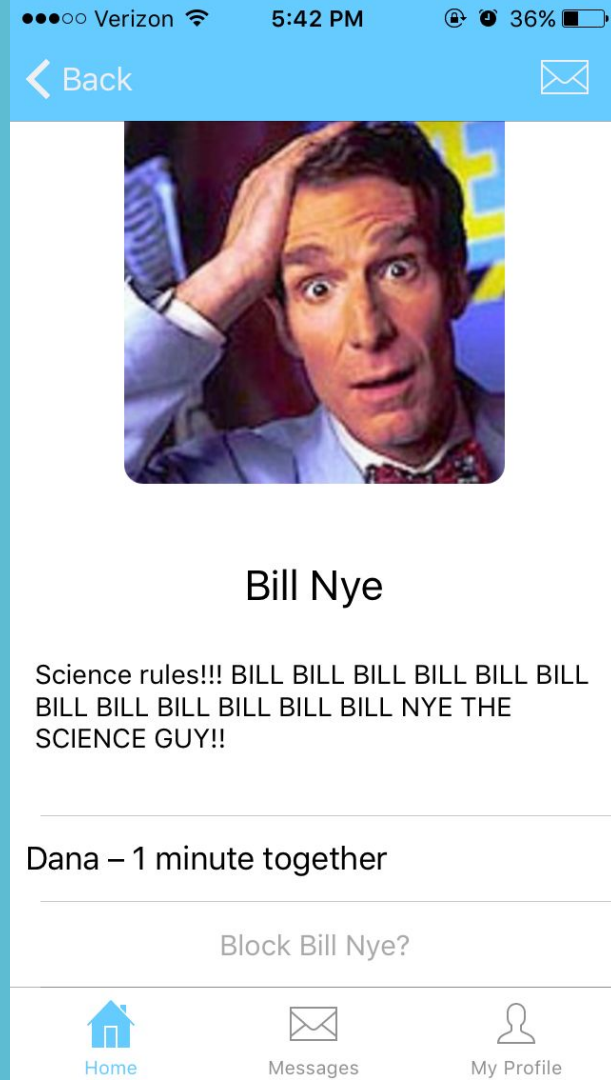
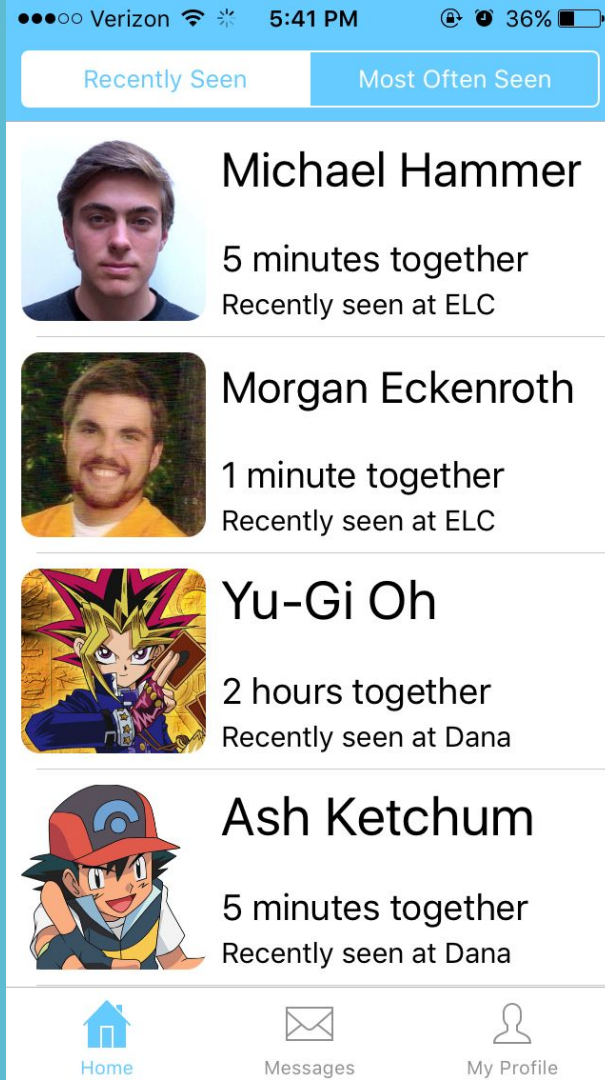
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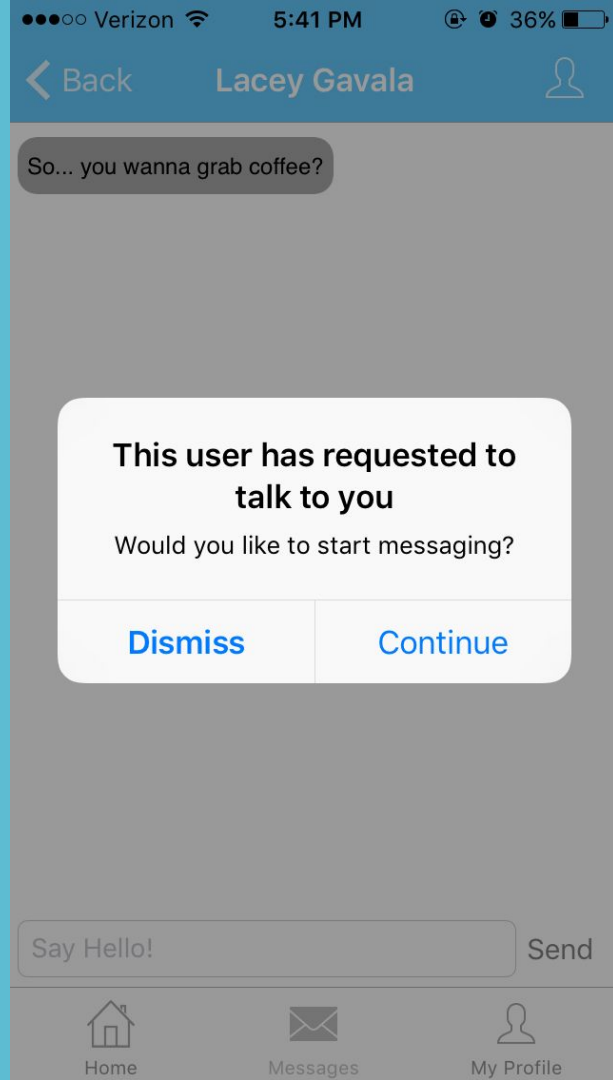
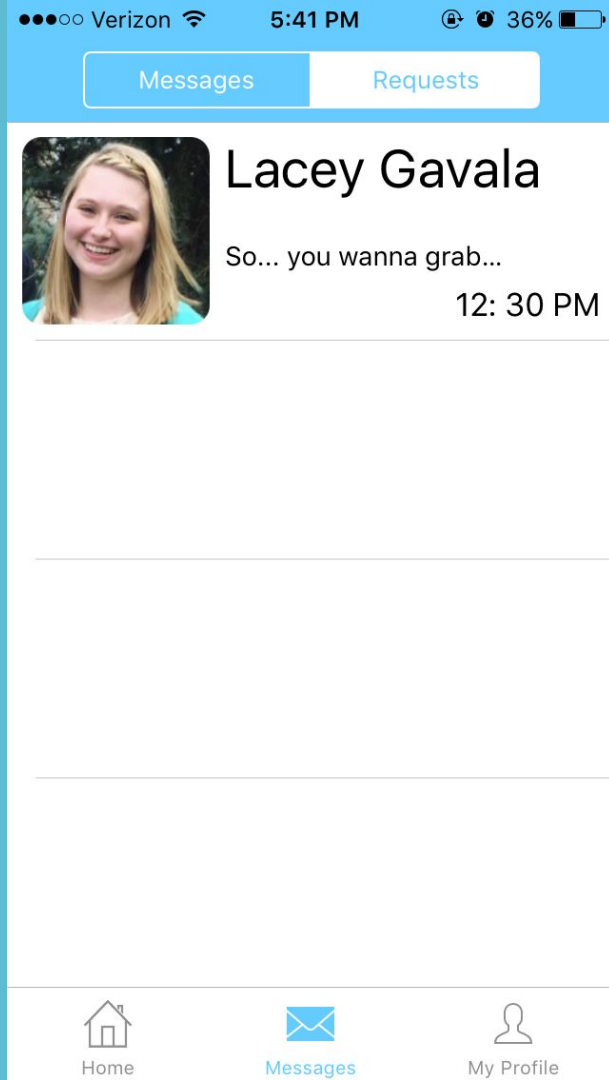
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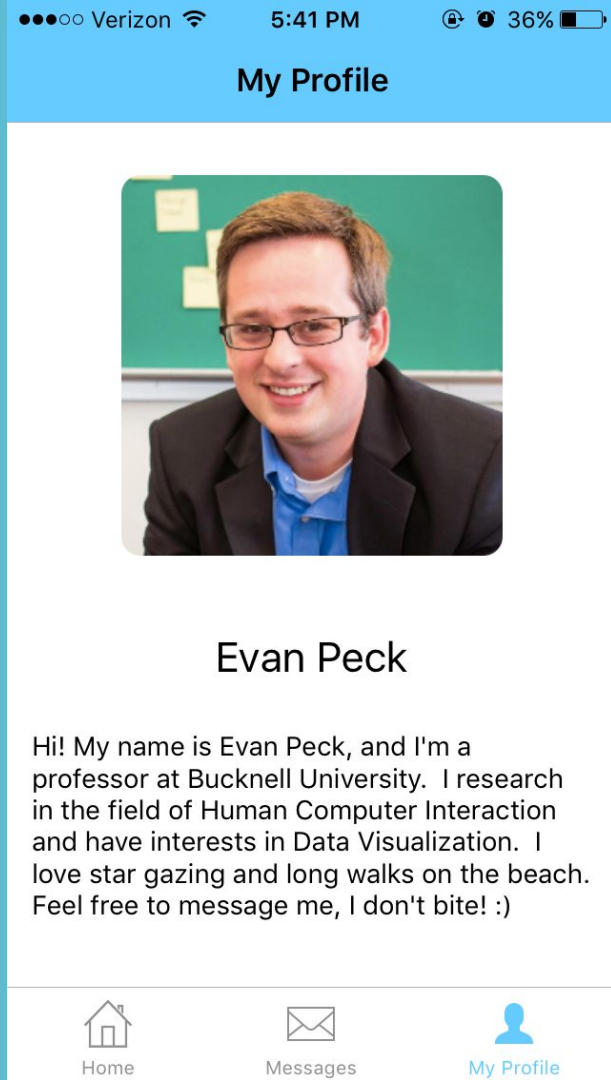
Final Prototype



Final Prototype



Final Prototype



Technologies We Used

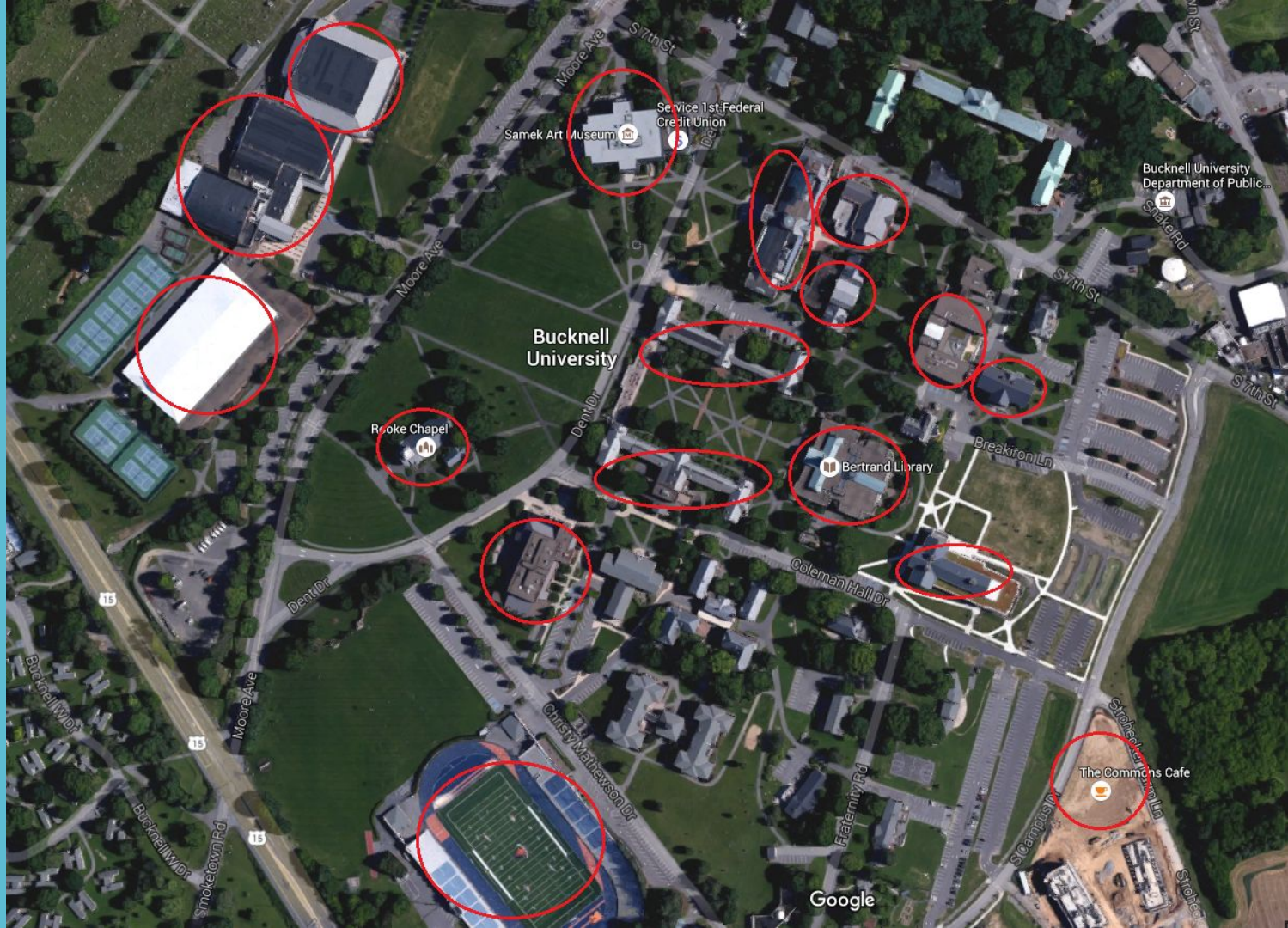
- Parse and mongoDB
- iOS - developed in Xcode using Swift
- Geofences
- Real-time messaging



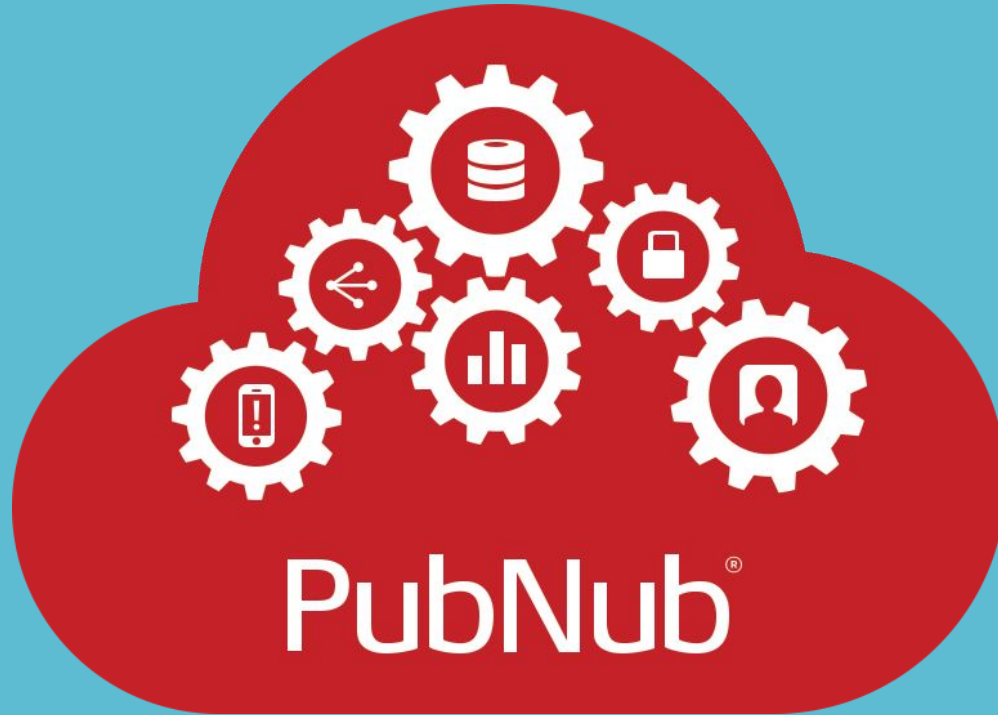
Parse and mongoDB



Geofence



Real-time Messaging



Live Demo



Developing for Humans

- Not just a tool
 - Need to be mindful when developing for human-to-human interactions
 - Needs to be as intuitive and fluid as possible
- Keeping it simple
 - Not overwhelming the user with options or information
 - Minimalistic design
- Listen to our users
 - Take what they say and translate it
 - Know the difference between feature requests and usability problems



The Future of Clique

- Loads of features
 - Search options
 - Editable fields for users
 - Log-in capabilities
- Continue making the messaging process smoother
 - Most important part of the application is the conversations
 - Need to make it as appealing to users as possible
- Continue to develop back-end features
 - More efficient algorithms
 - Store more data locally, reduce data usage



Thank you

