Definition of Audience

My audience consists of community members all over who have a passion they want to share but don't have an outlet to do so, and or time to act professionally with said passion. These are amateurs or freelancers who want to showcase their skills, learn new skills, and gain knowledge from a moneyless and personal exchange. In addition, these are people in search of an informal way to connect with their community.

Definition Statement

I want to create an environment for users to foster hobbies, skills, and teachings within their communities. A habitat for hobbies, henceforth known as *HobbiTat*!

HobbiTat is an SPA web app with mobile functionality that allows users to create profiles that showcase their respective skill-sets and house links/images to relevant work.

After profiles are created, users go through a slideshow of other users within their community and are offered the option to start a dialogue with those that possess skills/hobbies/teachings they are interested in. If a conversation leads to an agreement, users can schedule a skill exchange in their calendars. If not, at least they connected with a fellow community-member.

What sets *HobbiTat* apart is its simplicity. There are plenty of online marketplaces like *Fiverr*, *Craiglist*, *Angie's List*, and *Facebook Marketplace* that allow people to barter and trade, but none are as focused on connecting communities as *HobbiTat*. *HobbiTat* is a moneyless marketplace that is solely focused on supporting its members side-projects. It is a platform for hobbiests and amateurs to build their portfolio and learn some new things from their fellow neighbors as opposed to paid e-learnings and impersonal web content. The possibilities are endless.