

Me Too Social iPhone App

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Me Too



Problem Space

- Apple wants to increase stickiness (customer retention) of iPhone Apps
- Weight Watcher needs:
 - Improve retention of Weight Watchers members
 - Introduce new users to Weight Watchers program

Predispositions

- Group meetings can produce effective results
- However, group meetings are not always...
 - Comfortable
 - Accessible
 - Desirable

Research & Insights



Group Settings

- Group Meetings
 - Success of Weight Watchers
 - Increase in self-efficacy
 - Anxiety reduction



Insights

- Social interactions create **Comfort** by reducing anxiety
- Mobility of iPhone and anonymity factor allows for **Accessibility**
- **Comfort + Accessibility = Desirable**



Concept



Application Core



Sarah



Age: 35
Married, two children
Professional Woman – Very busy

Personal Goals:
Lose weight
Success at work and family

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Social Map

MeToo



Posts

MeToo



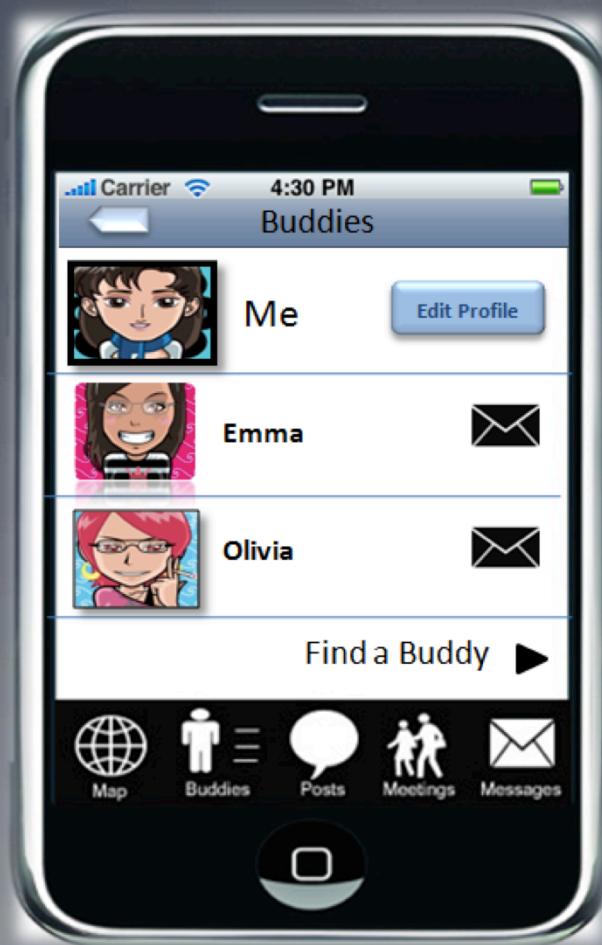
Meetings

MeTOO



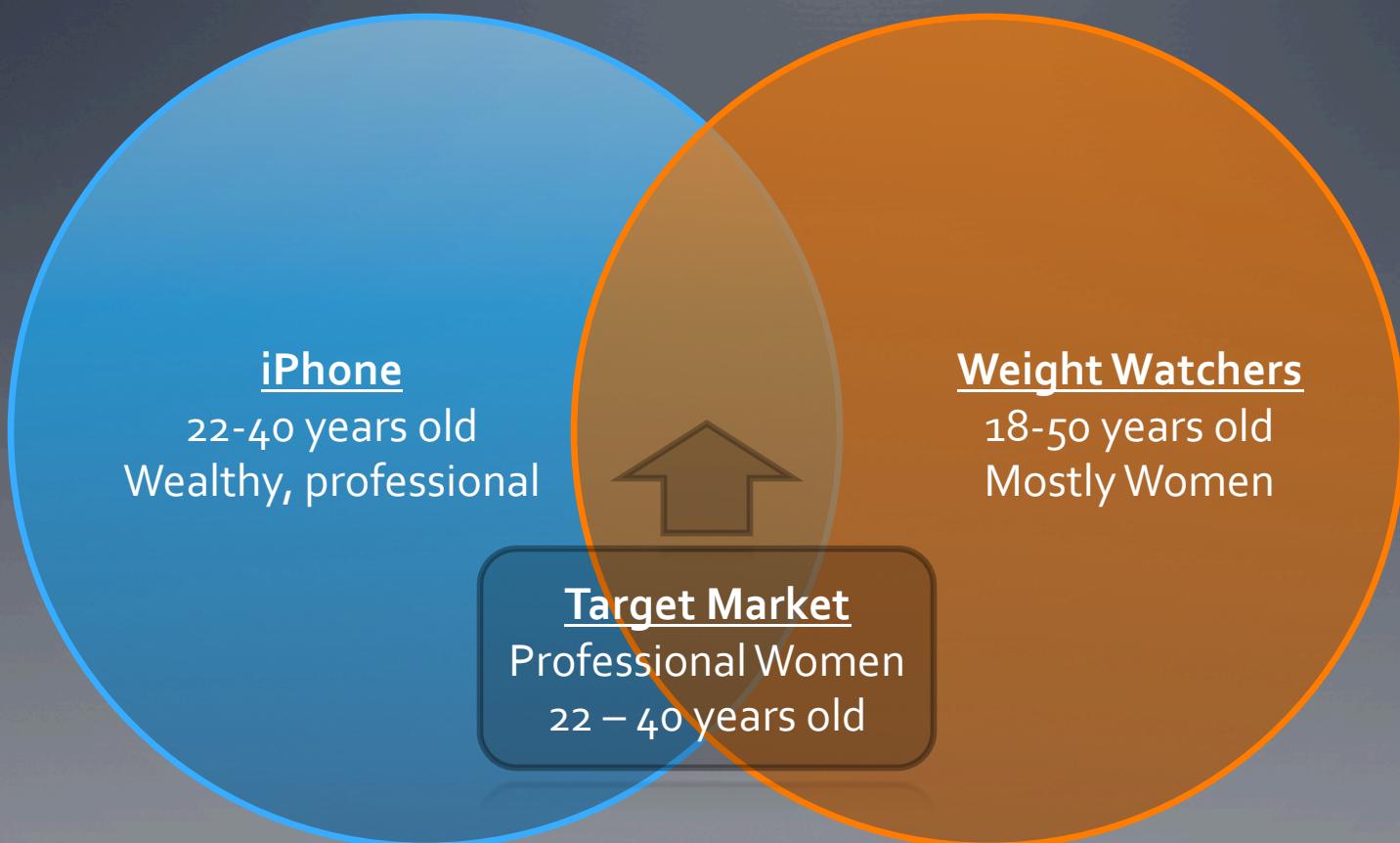
Buddies

Me TOO



Strategies

Market



Technology Feasibility

- Leverages pre-existing iPhone functionality
 - Maps
 - GPS
- Integration with Weight Watchers minimal
 - Mentors
 - Group Meetings

Conclusions

Comfortable, Accessible, Desirable



Questions?



Appendix



References

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Boy Scout Slides



Business Slides



Features Model

Features

MeToo-Only
Purchase (\$10)

- Social Map
- Posting, replying to public messages

Weight
Watchers
Membership

- Buddy Finder/Mentor Matching
- Group Meeting Finder/RSVP

Revenue Streams



Strategic Alignment

