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# NuZZle

## *Specifications*

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### Basis

- iOS, then Android
- Phone only, no tablet
- Admin Panel for analytics and user management
- Possibility for a website landing page for marketing and links (but no user functionality)
- Wireframes, icon, and design will be needed

### App Summary

NuZZle is a dating app that will offer a better singles matching experience by encouraging user ratings and photo reviews.

The basics of the app are similar to a standard dating platform: user profiles, matches, connections, and chat rooms, etc. But NuZZle goes a step further by rewarding users if they provide feedback on another user's profile. The app has paid features,

but the user can accumulate “NuZZles” which are points to unlock some premium features.

NuZZles can be earned in several ways:

- 1) If a user has engaged in a chat, he/she can answer the 5 question survey (described below)
- 2) If a user *gives* a positive photo tag for someone who has a “head-to-toe” photo
- 3) If a user *receives* a positive photo tag for having a “head-to-toe” photo
- 4) If a user opens the app more than x-times per week
- 5) If a user adds x+ number of photos to their profile
- 6) **Bank of NuZZles automatically given when a user first signs up**
  - i. **Bank might be larger for women, tbd**

Exact monetization and premium features will be determined later. But we will plan on users accumulating NuZZles that can be applied to premium features.

Another unique feature of this app will be the home screen UI where a user can view the photos/profile of other users. The concept is to take the matches of users’ photos and display them in a cylindrical design that is 3D animated and constantly rotates. As it rotates, if a user sees a photo that they are interested in, they can tap on it to open the other user’s full profile. The rotating cylinder will occupy the majority of the screen and will be somewhat three-dimensional and translucent. Below it will show age, location, **rating**, and occupation data for the potential match. The user can also scroll the cylinder by swiping to see more photos faster, and they can also scroll the cylinder backwards to see the previous photos.

The exact profile options will be determined later. 'NuZZles' will be given for X+ number of photos uploaded, as well as a fully completed profile.

There will be an in-app messaging capability for mutual matches. Initiating the messaging (**or perhaps continuing a conversation**) will be a paid feature, or cost 'NuZZles'. The messaging will support photo sharing, but not videos. The messaging can include links that would redirect the user to Safari.

The exact algorithms that will make the user matches will be determined later. And we will add to them ongoing as more users are added to the app. For Version 1.0, the only match criteria will be radius, **ethnicity (if applicable)**, and gender, and possibly age.

Yet to be determined, women may be given preference for additional NuZZle Points and may be offered free premium features that would otherwise be charged to men.

## Requirements:

- In-app messaging
- Push notifications
- Instagram integration for login and sharing
- In-app purchases and/or point redemptions
- Set of user matching algorithms that can be easily edited or added to in the future
- 3D Animation (for the cylinder photos rotation)
- Phone must work in both landscape and portrait views

## Terminology:

- NuZZle – the app's name
- NuZZles – points that can be accumulated to redeem
- NuZZlers – the potential user matches
- NuZZleUp – the match requests and the chats

## Specifications:

- The very *first* time a user opens the app, the login and profile screens will be bypassed entirely and will go directly to the Home Screen, not a login screen (see below)
  - A popup will simply ask for the gender seeking, and the preferred radius (10mi, 25mi, 50mi)
    - Location services agreement popup needed
  - Then the user will be able to view matching photos within that radius and gender
  - There will be no profile info of the matches yet until the user actually sign up, only the cylindrical photo animation
  - If the user taps on a photo, it will take them directly to the registration and profile screens for the first time
- Registration
  - User will enter first name, email address, and password
  - App will generate a One Time Password (OTP) via email to verify account
  - Registration page will also have a 'Forgot Password' button to reset password via email
  - Alternatively, user can use their Instagram account as their registration/login

- After registration, the standard Terms and Conditions and Privacy Policy screens will appear and require user acceptance
  - T&C and PP will be editable in the client Admin Panel
- Other agreements:
  - Popup needed for user to validate age over 18
  - Additional popups to allow location services, camera, and notifications
- Next, the app will ask:
  - “Let’s get started! Before you can view your NuZZles, let’s add at least one profile picture”
  - Tapping ‘ok’ will open the native camera app in a selfie-mode. User can take a selfie, or navigate in the phone to choose another profile picture from their photo library
  - NOTE: that photo will automatically be added to the match database, even if they haven’t fully filled out the profile yet
- Once this has been done, the user will again be redirected to the Home Screen next (rather than the profile screen)
  - The user again may view the photos of potential matches, but still no profile info will be shown yet
  - When the user taps on any photo, the app will say:
    - “Great NuZZle! Want to NuZZleUp? Let’s fill out your profile first”
    - Then the app will redirect to the profile screen
- User Profile Screen
  - The exact profile data for a user to input is still to be determined

- Fields will be a combination of text fields, dropdowns, wheels, and date fields
- At a minimum, the fields will be first name, year of birth (scroll wheel), city, occupation, and a bio
  - It will also ask for their ethnicity and ethnicity seeking
    - There will be an option to decline answering
    - Note: if another user chooses a specific ethnicity, but this user chooses not to answer, then they will not show up in the other user's feed. We may want a notification popup to explain this.
  - It will also require gender, and gender seeking
  - It will ask for a 10-year age range for seeking
- Some fields will be required, TBD
  - Bonus NuZZle Points will be awarded if a user fills out all fields
- Additional fields may be added in the future
- App will encourage user to add many photos
  - App will ask for at least one “head-to-toe photo”, and will discourage group photos or close-ups
  - Additional NuZZle points (see below) will be given to the user:
    - If user adds x+ number of photos to their profile
    - If a user's photo is rated positively by another user
    - If a user's photo is marked as a “head-to-toe” photo by another user
      - \*Note that this will generate by far the most additional NuZZle Points

- Also ability to import photos from Instagram
  - Then app will redirect to the map screen where they can select which zip codes to search from (see description of that feature below). After this step, they will be redirected to the profile screen to finalize and save their profile
- Home Screen – this is the main screen of the app where users can see their potential dating matches
  - Navigation Icons on the bottom of the screen:
    - Home icon (“NuZZlers” screen)
    - **Location Selection**
    - Chat/Matches icon (“NuZZleUp” screen)
    - Profile icon
    - Settings icon
  - UI layout for home screen:
    - Rotating photo cylinder
    - Simple profile info of the potential matches’ below
  - The most important part of the Home Screen is the rotating ‘cylindrical’ 3D animated graphic that will automatically spin slowly and show the photos of the other potential user matches
    - The cylinder will be semi-transparent, and angled slightly downward so that the user can see both the front and the back of the other side of the rotating image
      - User can see blurred photos of the ones behind and left/right of the primary photo that will be spinning next in the rotation
    - The rotation will be perfectly smooth and at a predefined rate of spin

- A user can also spin the cylinder forward or back faster with their finger, or even pause it at a specific photo
- There will be one main photo that is largest in view and at the forefront in the cylinder at any given time
  - That photo will display the profile info of that potential match below it
  - The photo that is to the right and the left edges of the main photo will be halfway visible (blurred or semi-transparent)
- Below the photo will show that match's basic profile info of first name, age and location only (note: this info is not available until after the user has filled out their profile)
- The photos in the cylinder will be typically be populated randomly by all the match photographs of other users in the database
  - However, based on ratings or NuZZle points, there may be preference given to some users
  - Initially, the only match criteria will be gender, age range, and radius, but additional criteria may be added in the future
  - At launch, if there are not enough users within that radius, the app will automatically show all users within an unspecified radius. A popup will tell the user this.
    - The app may also recommend a larger age range or non-ethnicity choice
  - If any user has uploaded more than one photo to their profile, each of those photos will be randomly included in the rotating cylinder (so therefore, the same user could actually be



- shown multiple times randomly within the rotation, which is ok)
  - After all matching photos have cycled through the rotation, it will repeat
  - Note: if there are not enough photos in that user's location/criteria, we will need a popup message
  - Tapping on a photo will open that potential match's full screen profile ("NuZZleUp", described below)
- Matches algorithm
  - This will need to be dynamic in the code and potentially change ongoing as the app evolves
  - At a minimum, matches will be based on:
    - Gender, location, and age
    - May filter on ethnicity also (TBD)
  - If there are not enough matches, app will display popup notification and automatically expand radius
  - There might be a preference based on NuZZle Points and/or ratings
  - Future versions could even include facial recognition
- Location selection
  - This is one of the differentiating features of this app
  - It will be its own option and icon in the bottom navigation bar
  - This menu option allows the user to choose which zip codes that the potential matches will be shown to them
  - The UI will display a map (from the native map feature)

- The map will have light blue transparent outlines of the exact borders for each nearby zip code in the area
    - User can zoom in/out and move the center
  - Then the user can tap on any zip code they want to add to their search criteria
    - Current zip code will automatically be chosen
    - User can then select multiple other zip codes
    - When user selects a zip code area, it will turn a dark blue color
    - User may also de-select areas at any time by tapping it again
- The Matching User's Profile Screen:
  - When a user taps on a photo in the Home Screen then the profile screen of that matching user will appear
  - All data from their profile will be shown
    - Exact fields are TBD and will likely be added to later
    - Initially, it will be gender, age, location, occupation, **ethnicity**, bio, and the photos
  - The matching user's photos on this screen will also appear in a miniature version of the rotating cylinder near the top, with the profile fields toward the bottom
    - The cylinder will rotate at a slower speed than the home page
  - User can review the other match's ratings
    - **TBD, may only apply to men**
    - May require using NuZZle Points in order to view their actual ratings

- A button will appear that says “Let’s NuZZle” if the user wants to match with them
    - This will initiate the Match Request (the “NuZZle”) and notify the other user
  - The user will also have the opportunity to rate the profile and gain “NuZZle Points”
    - Rating will be a “thumbs up” (there are no negative ratings, or scaled ratings)
    - There will be a thumbs up button or other rating method for the user to indicate that a match had head-to-toe photos, no close-ups, no group photos, etc.
    - There may also be an additional rating based on a selection from a short drop down
      - Drop down will allow multiple selections
  - There will also be a “Flag” button to report inappropriate content, or fake profiles
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- NuZZlers Screen (Mutual Matches):
    - This is the screen that lists the user matches that have requested NuZZles, and that a user can agree to the match
      - List of user names and a small thumbnail icon of profile pic
    - Tapping on a match will open their standard profile with pictures
    - User can rate the match with either a thumbs-up, nothing, or a flag
      - Ratings may only apply to men, TBD
      - App administrator will receive a notification for any flags; they can take any necessary action

- A 'thumbs up' rating can be giving to another user
  - The number of times they get a positive rating will be shown (note: there are no negative ratings)
  - A user can earn a thumbs up from another match if:
    - The match feels they were responsive in the chat room
    - The match seemed genuine
    - The match's pictures were good
- There will be two buttons:
  - "Let's NuZZle" – this completes the match between two users, sends push notifications to each, and automatically adds a new chat room for them
    - This requires NuZZle Points, see below
  - "Maybe Later" – this removes that user from their list, but does not remove them from the pool
  - There will also be a Flag button to report inappropriate content, photos, or fake profiles
- In addition, each photo will have a rating opportunity:
  - Button for a 'head-to-toe' photo which adds 3x+ NuZZle points to other user's account
  - Thumbs up button for a good picture. This will add x+ NuZZles to *both* accounts
  - Thumbs down button for group photos or close-up selfies
    - A thumbs down will not necessarily add or subtract points from either profile

- But a thumbs down will send a notification to the other user that they should consider revising their profile pictures
  
- Chat page:
  - Standard in-app messaging features
  - The main chat page will have a list of all available chats
    - It will show the other user's first name, and a small thumbnail picture of that user
  - Navigation buttons at bottom will be the same as Home Screen
  - List of chats will be sorted by newest→oldest
  - Unread chat messages will be bold
  - Tapping on any line will open the chatting screen for those two users
    - Basic in-app chatting features for history, time, input field, etc. (no search feature or individual message deletion feature necessary in V1.0)
    - App will allow in-app photos
      - No videos or links. The photos and links will just redirect to the native app and not need to be opened within this app
    - 'Back' button on top to return to main chat screen list
  - **Men\*** will be limited to 2 chat messages, after which they need to spend NuZZle Points to continue (\*gender specific features TBD)

- Posting a message will automatically send a push notification to the other user (unless they are actively engaged in the chat)
  - If chat session goes without any activity for more than 48 hours, user must spend 10 NuZZles to unlock it again (see description below)
    - Push notification will be sent to each user after 40h to remind them
    - Note: NuZZle points will only be debited if *both* users agree to open chat room again. Otherwise, no points will be deducted
  - User has ability to delete any chat message by swiping left of chat list screen. That will prevent future notifications or the ability to re-open that user chat
  - User can block/report any other user in the chats. Client Admin will have access to this for review
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- NuZZles and NuZZle Points:
    - “NuZZles” are points that can be earned and accumulated, and then spent/redeemed to unlock premium features in the app
      - User will automatically receive 100 free NuZZle Points when signing up for app
      - (note: within this doc, the exact NuZZle point values that would be in the final app are just an example)

- NuZZles can be earned in several ways:
  - 1) If a user has begun a new chat, he/she can answer the 5 question survey (described below, +40x points)
  - 2) If a user gives a positive photo tag for someone who has a “head-to-toe” photo (+20x)
  - 3) If a user *receives* a positive photo tag for having a “head-to-toe” photo (+40x)
  - 4) If a user opens the app more than x-times per week (+20x points per 7 days if there is no gap. Counter starts over each time user opens app)
  - 5) If a user adds x+ number of photos to their profile (+40x)
  
- NuZZle Points can be spent/redeemed by a user (Version 1.0 description):
  - Requesting a match will require NuZZles:
    - Each day, 2 match requests will be free
    - Then each additional match request will require 15x NuZZle points
    - App will automatically reset counter every 24h
  - **Once matched, two free messages are offered, then future messaging will cost 40x NuZZles**
  - The points needed to make the initial match (perhaps 15 NuZZle points) will automatically be credited back to the user’s account if they begin a chat session (which is also an incentive to begin the chat)
    - If a chat session goes without activity for more than 48 hours, the user must spend 10x NuZZles to unlock it again

- Potential other NuZZle redemption possibilities (for V2.0 and beyond):
  - In a future version, the app might show only 5 potential matches. If the user wants to see more, they can spend some points
  - Additional NuZZle features/options/redemptions may be added ongoing to the app in the future
  - (See monetization descriptions at the end of this document)
  
- Survey
  - A survey request is given to the user via pop-ups or push notifications after a chat session has ended
    - Popup message with options for “Get more NuZZles” and “Not Now”
    - If user did not reply to that, then within 24-48 hours of opening that brand new chat then app will send a push notification that will redirect to app’s survey
    - They then have 48h to respond
  - The actual survey could be pop-ups or in-app, whichever is easier to code
    - Simple yes/no buttons, checkbox, radial, or etc.
    - Must be able to very rapidly respond
  - Survey is a maximum of 5 questions
  - Each next question will depend on the answer of the previous question by the user
    - For example, if a user said “no” for a question about the quality of profile pictures, the next question might ask for more specifics on those



- photos. Otherwise the question may ask about something different
    - The exact questions will be determined by client in the future
    - Likely 20-25 questions total in database—more may be added later
    - We will provide questions and flowchart based on the potential responses
  - Whenever another user is rated positively or negatively, they will receive a custom pop-up notification
    - Note: a user will not necessarily see the other users' feedback/ratings, or know who provided feedback
    - User can 'report' an issue or concern to the client admin, who can then override any inaccurate feedback
  - If a user completes a survey within 48 hours, they will receive NuZZle Points into their account (the exact number of NuZZle Points TBD)
- Settings Screen (gear icon):
    - Review PP and T&C
    - Turn on/off notifications and sounds for new chat message
    - Turn on/off notifications and sounds for new NuZZles (match requests)
    - Change username or password
    - Logout

- Notifications specs:
  - If a user requests to NuZZle with someone (a match), the other user will get a push notification
    - Tapping on that notification will open the “NuZZle” screen that will list all their user matches
    - User can tap on someone in that list to display their profile screen
    - User can then accept or ignore the NuZZle
      - “Let’s NuZZle”, or “Maybe Later”
    - If the other user accepts the NuZZle, the first user will also get a push notification, and can then open a chat message between them
  - Any new chat message will send a push notification as well as a custom sound
    - We will provide sound file for this
  - New/unread chat messages will show a badge on the home screen
  - The app icon on the actual iPhone screen will show a badge or indicator for new messages or matches
  - Notifications and sounds may be toggled on/off in Settings screen
  - If chat session goes without any activity for more than 48 hours, the user must spend 10 NuZZles to unlock it again and post
    - A push notification will be sent to each user after 40h to remind them

## Monetization:

- App is free to initially download
  - App will have free features, premium features, and optional point redemption features called “NuZZles”
  - NuZZles can be earned in several ways (see above) and accumulated by the user to be spent on what would be otherwise premium features instead of paying
  - Exact monetization strategy and features TBD
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- Mathematically, earning or purchasing NuZZles and then redeeming them will never produce an account balance exactly equal to zero. In other words, a user will always have either an excess NuZZle Point balance, or would be required to purchase more NuZZles
    - *Example: A user gets 100 NuZZle Points to sign up. But each NuZZle costs 40. So they can spend points to get 2 NuZZles for free, spending 80 NuZZle Points. But that would leave an unused balance of 20 points. So they can't make a new NuZZle match since they don't have enough points. This encourages them to buy or earn points. But then what they earn or purchase would have to be more than 20, so their balance is at least 40, but never exactly 40. The NuZZle Points should never equal exactly zero.*
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- If a user wants to request a match with another user (a “NuZZle”) and begin a conversation, we will make that a paid or point option
    - Likely \$.99 for 3 conversations (x+ NuZZle points would then be added to the account, which they can spend)

- Or, use their current NuZZle points (a new conversation costs 40 NuZZle points)
  - Note, both people need to actually accept the match first before the fee is charged
- Conversations must remain active
  - If 48h goes by without a post, then NuZZle Points will be required to re-open the chat (see description of this above)
- In future versions, some possibilities for monetization may include:
  - It will cost NuZZles to see more than X potential matches in one day, or to request matches with more than X users in one day
  - Use NuZZles to go to the top of the list of the Match's list
  - Use NuZZles to show their photos to other users more frequently in the cylinder
  - Possibly give NuZZle Points for referrals
- NuZZles can be purchased for \$.99 as an in-app purchase, or they can be earned through the methods described above
- At release, we may provide free NuZZle points to the **first X thousand women, TBD**

## Admin Panel:

- Web-based admin panel for client
- Private login with email/password (and forgot password)
  - Only one user account necessary for now
- Will show user statistics like number, activity, etc.
- Client can perform user profile management
  - Buttons for View, Edit, and Delete
- Display list of users that were Flagged or Blocked
  - Admin can review these, and delete the profile if necessary
- Edit Privacy Policy
- Edit Terms and Conditions

## Client Responsibilities:

- Choose a domain name (from GoDaddy, etc.)
- Enroll with Apple/Google as a Developer (\$99/year)
- Setup a server account with Amazon Web Services (free for first year, then approx. \$15/mo after that)
- Write the Privacy Policy and Terms and Conditions

## Future Version Possibilities:

- Additional incentives to gain NuZZles / Premium features, including frequency of use and interaction
- Ability to remove a negative rating using NuZZle Points
  - Including push notification to alert user of negative review
  - This may be applied only to men, tbd

- Filters and/or sorting of matches for distance age and occupation
- “Featured NuZZle” where a user can spend points to have their profile appear faster and more frequently
- Ability to drag the boundaries on the map rather than using zip codes
- Referral program, where a user could gain NuZZle Points by inviting other people via social media or text
- Eventually could use facial recognition to get even more specific match results based on user’s past selections