

A man with dark, wavy hair and a light beard is shown in profile, looking down at a smartphone he is holding in his right hand. He is wearing a dark, vertically striped shirt. The background is a solid, light blue-grey color.

# WebM8s

Mobile application to  
find new friends

# App Vision

Our vision for WebM8s is to create an app designed to help people find groups of friends.

Our target audience includes individuals of all genders and age groups, though we expect that most of our users will be between the ages of 14 and 24.

According to the [AACAP data](#) teens spend up to 9 hours of free time looking at screens, and everyone needs someone to share that time with. Unfortunately, for many reasons, a lot of people lack online friends, and this is where our app comes in to help.

We want every user of our app to feel comfortable and find people who match their personality.



# Scope

Thanks to our personality tests and character assessments, users will be able to create detailed profiles and use them to search for new groups of friends. These groups will be suggested based on their interests, preferences and needs.

Our app will not include matchmaking or pairing features, nor will be a platform for sharing photos, whether in profiles or conversations. We are focusing primarily on fostering virtual connections and will limit the facilitation of in-person meetings, mainly for safety reasons.



**Make a test**



**Let our AI develop  
your profile**



**Choose the best  
community**



**Have fun with  
new friends!**

# Why WebM8s?

## Our application addresses three key user needs:

- Meeting New People: The app facilitates meeting new groups of people based on user data.
- Groups and Subcultures: Users can join interest-based groups or subcultures and participate virtually, creating a sense of belonging in aligned with their passions.
- Online Entertainment: The app provides spaces where users can engage in gaming, quizzes, and digital entertainment together, integrating tools for online social activities.