Team 3-HoneyLink

Project Team Members

1. **Summary /Conclusion Writer & Overall Editor**: Jason Herriott
2. **Market Researcher**: Dante Ferreira
3. **Product Designer**: Zachary Fedorwich
4. **Devil's Advocate/Critic/"Jack of all Trades"**: Jack Glastetter

- *Note: If you only have 3 members, then everyone will need to assume a part of the role of "Devil's Advocate/Critic/Jack of All Trades"*
- *If you have 5 members, there can be TWO people in the "Devil's Advocate/Critic/Jack of All Trades" role*

1. Executive Summary (Overview)

We made HoneyLink to solve a major issue in our society today. Social circles are shrinking and strong communities are dying out. We intend to take on this issue to create an app that brings people together like the strong connection of a bee hive.

That's why we created HoneyLink. As an app it brings people together through common interests and hobbies as well as our innovative BuzzMap . The communication part of the app works like most other social media platforms. Giving you a space to connect and interact with others digitally.

We believe our unique marketing point is to give people incentive for hanging out with others in person and going beyond virtual connection. This being through our BuzzMap. Any user on the app can create an in-app event for others to join on what activity they're doing. This sends out a notification to other HoneyLink users in the same hive and area with the details of their event. In an attempt to Incentivize users to get out and interact with others. With choice business partners there will be discounts for HoneyLink users in their location when a 'Hive' is gathering there. This gives users a chance to build their interpersonal skills and have a guaranteed conversational topic with those on the app.

2. Market Research and Need Justification

In today's society, more and more people are opting to stay at home or go on social media rather than socializing with others in person, and this time spent on social media that eats away at face-to-face time, a phenomenon known as social displacement, is becoming a growing concern. This can lead to a larger feeling of loneliness in individuals, which can result in mental health issues such as depression. In a study by Jean Twenge, it was discovered that adolescents that are about to go into college and spent the majority of their time on social media and the least time in face-to-face interactions would report high levels of loneliness. Without face-to-face interactions and connections, it can be difficult for people to deal with mental health issues, particularly because they lack a support system to help them with these mental health problems.

HoneyLink is an app that can help solve these problems, since it will allow people to interact with one another on a larger scale and thus prevent loneliness in students. There are those who may choose to not use HoneyLink and not socialize, thus still feeling lonely, with people able to give their location and invite others to join, individuals who feel lonely will always have the opportunity to join them, making this app ideal for preventing the problem of loneliness and the mental health concerns that come with it. According to a survey done Inside Higher Ed, students who were thriving were reported to have large amounts of options that they turn to when facing mental health concerns while struggling students wouldn't be as open to finding help unless it is someone extremely close to them. To get struggling students to be more open to finding help, it would be helpful for them to socialize and get to know more people, which is something that HoneyLink solves. Overall, the issue of loneliness is a huge problem with college students, one that leads to many different mental health issues, and with the HoneyLink app, that problem can be addressed and solved for many people.

Figure 6. Time Spent Socializing with Friends (Hours per Week), 1987–2014
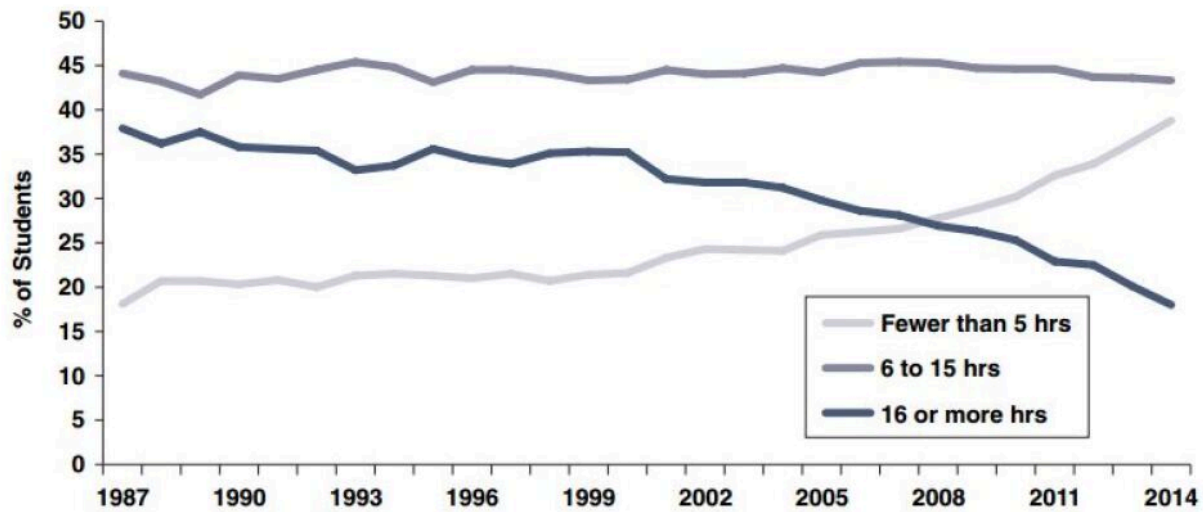
3. Product Description

Users select hobbies and interest upon signing into the app for the first time(These are not set permanently and the user can change them withing their settings). Once the sign up process is completed the user will be put into groups or as we call them hives, These hives are based around interests the user selected and are based the users location. Through the hives the users will have access to the BuzzMap for that hive and be able to both join and set events that others in the hive can join. The Hives are preset public ones made by the app that others with the same hobby or interest are put into.

The app also doesn't have the normal features a social media app would have, like view counts or followers; instead, there is a social battery called the Honey Pot. Using the Honey Pot, the user can set a social level that they are currently a,t so if they have something going on, they won't be pinged with Buzz Map notifications and Hive messages.

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4. Possible Issues and Counterarguments

Somewhat obviously, the concept needs to account for privacy concerns, such as to make sure no one can force themselves into a party that's intended to be private. In fact, it needs to be focused on features regarding how a socially anxious person would like to communicate with others. If it's lacking in certain features, it could turn away users. It needs to separate itself from instagram, discord, snapchat, and other social media platforms. The menus need to be clean and easy to navigate or they could be overwhelming. They must also be easily understandable, or the anxious

users we're attempting to attract might find the interface overwhelming by a lack of information. It is paramount that our app does not add to the anxiety a person may feel, or we have directly failed our objective. We are aware of all of these issues, and we're going to account for all of them as we've laid out, separating ourselves from existing services and making our interface easy to understand and not overwhelming.

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5. Conclusion and Recommendations

HoneyLink is an effective solution to the dwindling communal relations of today. We believe that with your approval and subsequent investment. We can reinvigorate the social communities of today. By partnering up we both stand to gain a mutual benefit in profits. And with your cooperation we can expand our Hive space catalogue to further open up more possible gathering locations. And your business will get more foot traffic from the incentives. We hope that this partnership will result in kickstarting a larger movement of higher quality social relations in our communities.

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6. Appendix

Sources:

[Social media's growing impact on our lives](#)

https://www.buddyboss.com/blog/online-community-apps/

[The impact of socialization on college student thriving](#)

[College Freshmen Socialize Less, Feel Depressed More](#)

Image of BuzzMap

https://gemini.google.com/app/a62420c31aa22cd3