

THE PROBLEM

What a paradox - Studies* have shown that people with a high social media use have a tendency to feel lonelier than people with a medium use of social media. It is assumed that social media leads to a contact overload, similar to overchoice as first introduced by Alvin Toffler. Having too many choices of contact doesn't make staying in touch easier but rather leaves the social media user overwhelmed and paralyzed. At the same time, it can put pressure on a person to feel like they are not as regularly in touch with friends and family as they hoped for. This is where Percy comes into play, as a helping hand outside of social media.

THE IDEA

An application to help the user manage their interactions better. Reduce the overchoice of social media and offer a system with structured grouping and fixed intervals of engagement while keeping a clean but friendly style.

Percy does not aim to be another form of social media but rather a tool with a specific purpose. It is directed at people who want to improve and take social stress off their mind.

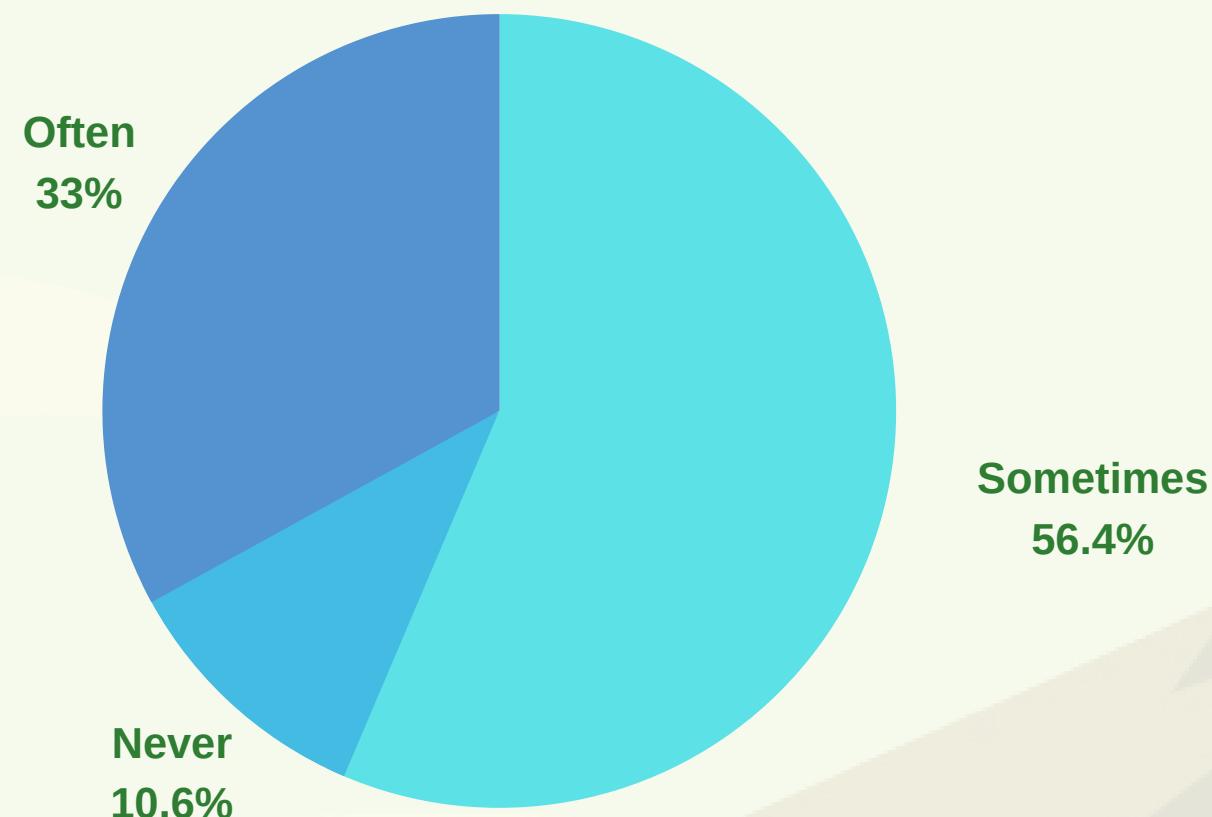


I can help!

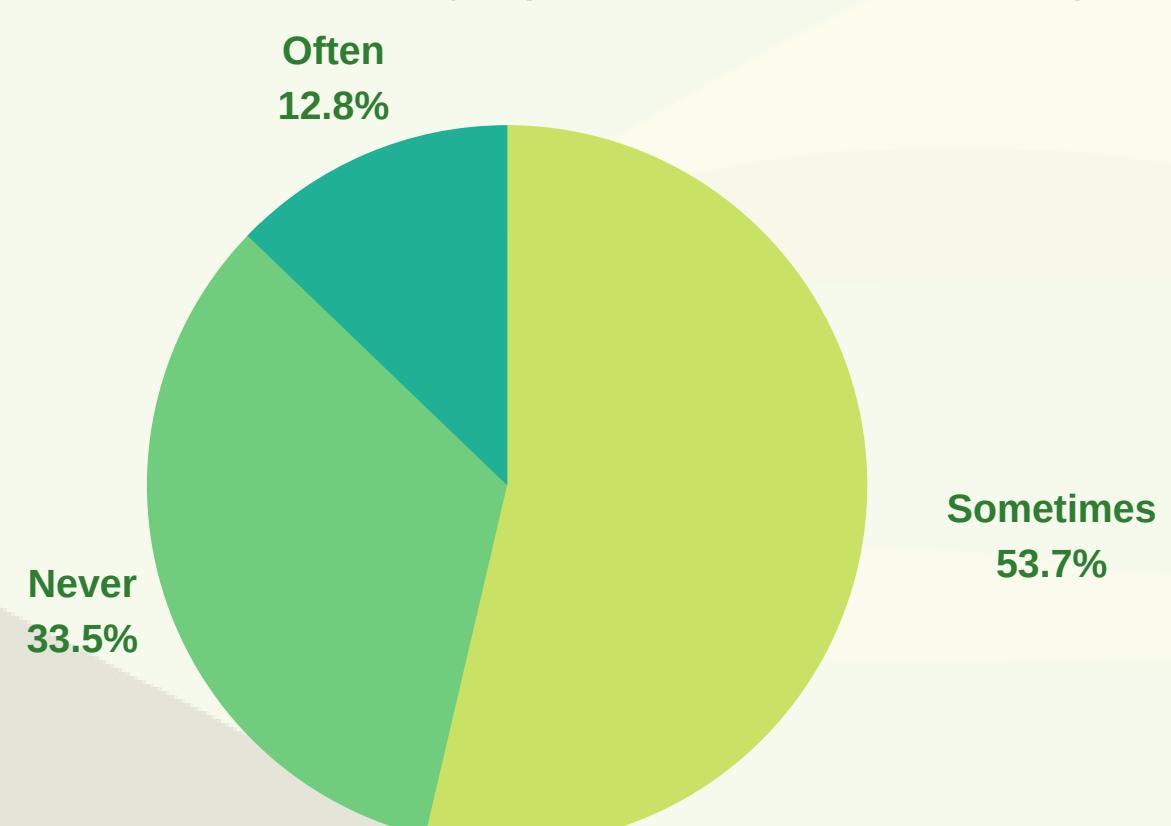
THE SURVEY

To get a better understanding of the real need of our end users, we held a survey among family and friends. This helped us pinpoint the exact problems and find the optimal solution. 179 people took part in the survey.

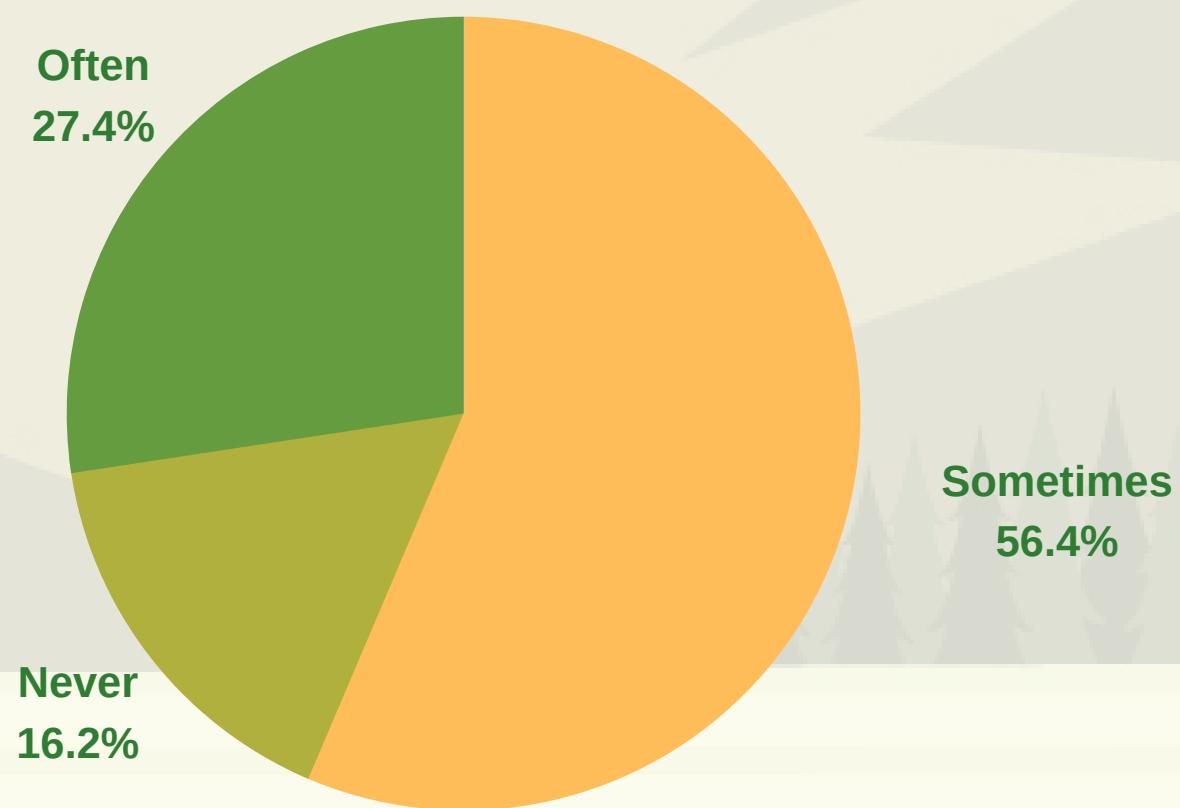
Do you ever feel overwhelmed by social media?



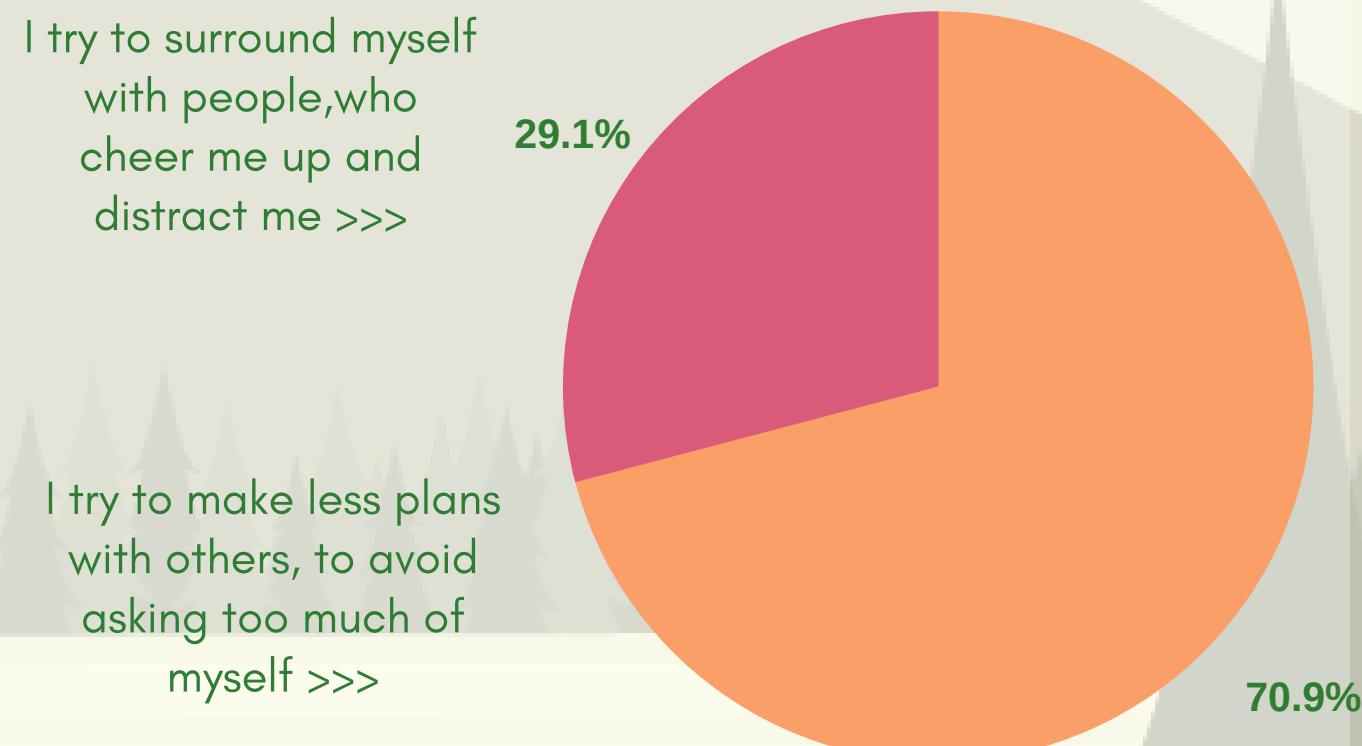
Have you ever forgotten to contact or meet someone even though you care about the person?



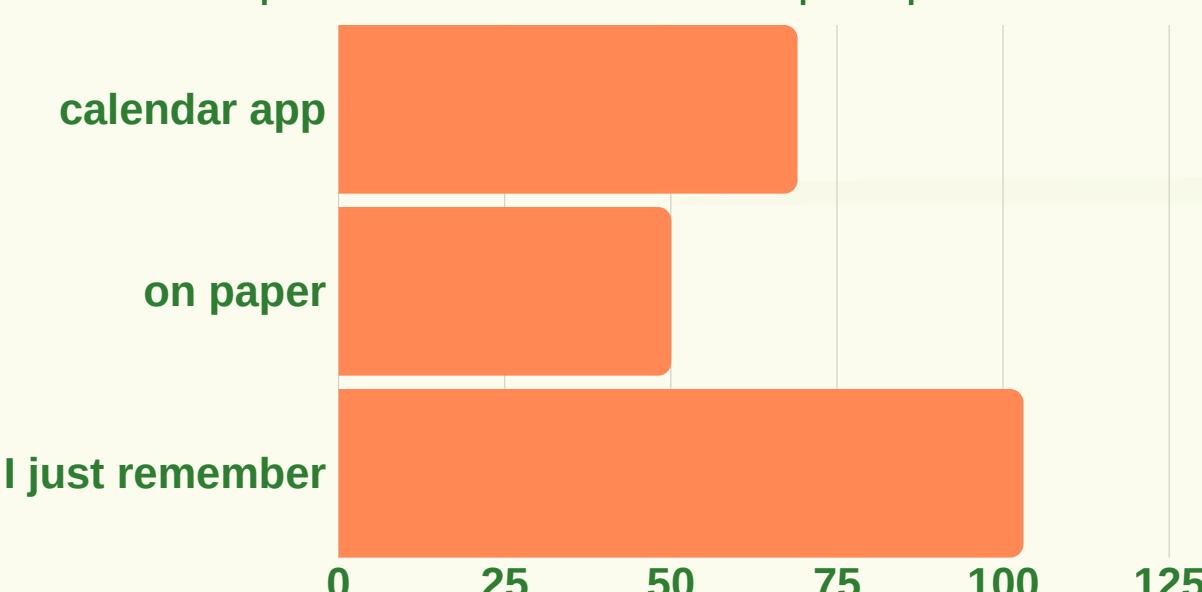
Staying in contact with everyone you care about is stressful?



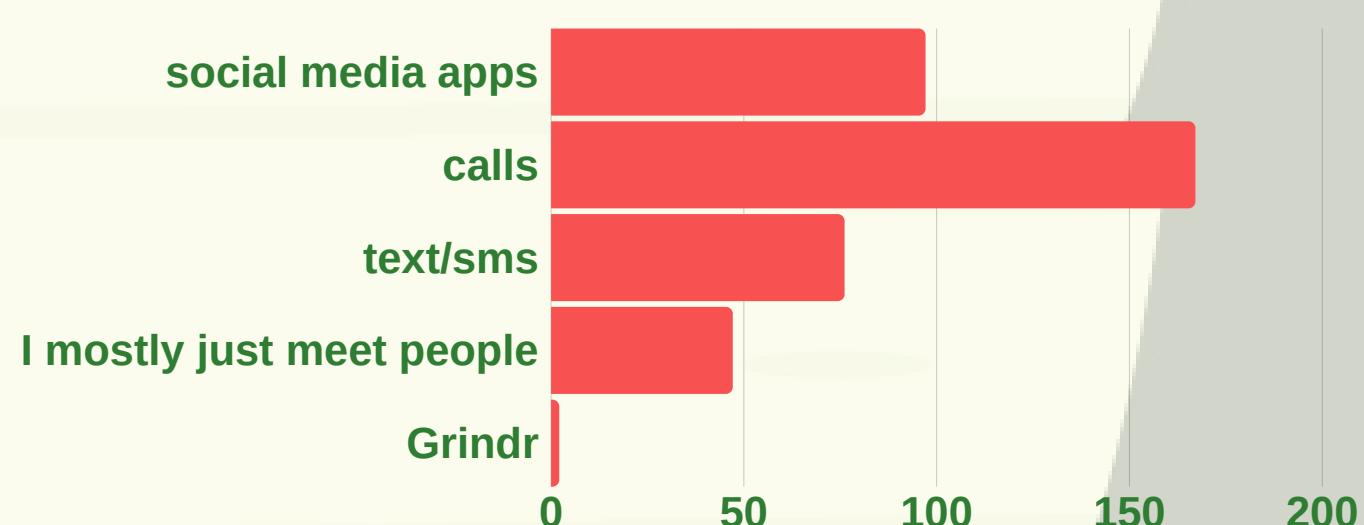
In stressful periods, how do you react?



What apps/tools do you use to plan when to meet people?



An app that assists me with keeping track of friends and contacts should...



THE PWA

Progressive Web Application brings the best of mobile sites and native applications to the users. PWA is reliable, fast and engaging.

Instant Loading

Service workers allow you to cache your app and to load it almost instantly independently on your network. It works offline!

Add to Home Screen

You can add your app to the home screen super easily. It gets installed and looks like a native app.

Push Notifications

Get notifications even though your browser is closed. It's the most important tool for re-engagement.

Fast

Make your animations smooth, scrolling easy and navigation intuitive.

Responsive

Adapted to modern users, the PWA renders a variety of devices responsively.

Secure

PWAs use HTTPS only. Keep the information transferred between you and the user protected.

THE TECH

Backend

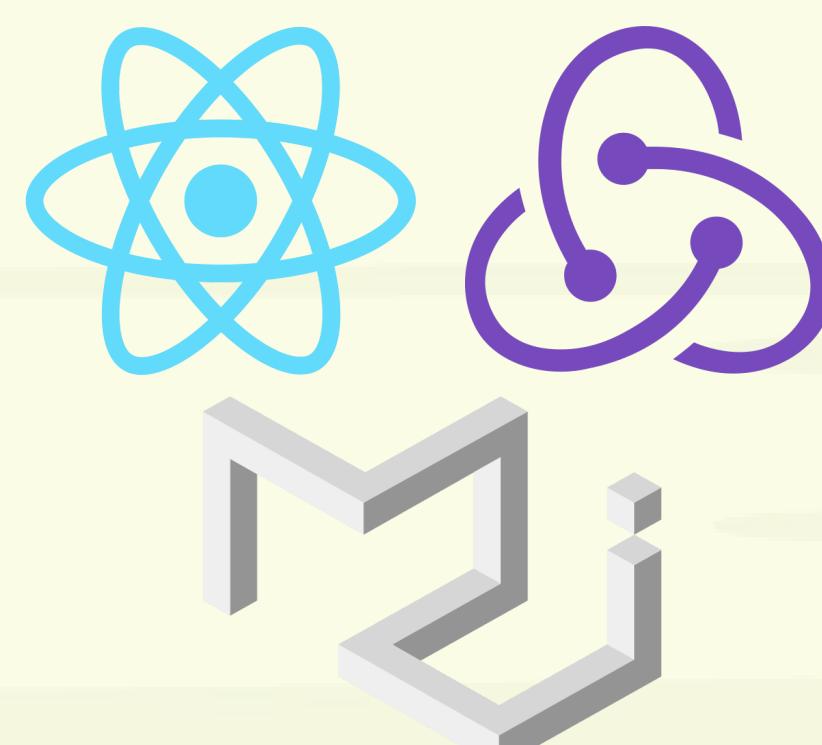
Django (Python)

Frontend

React (JavaScript)

Redux

Material-UI

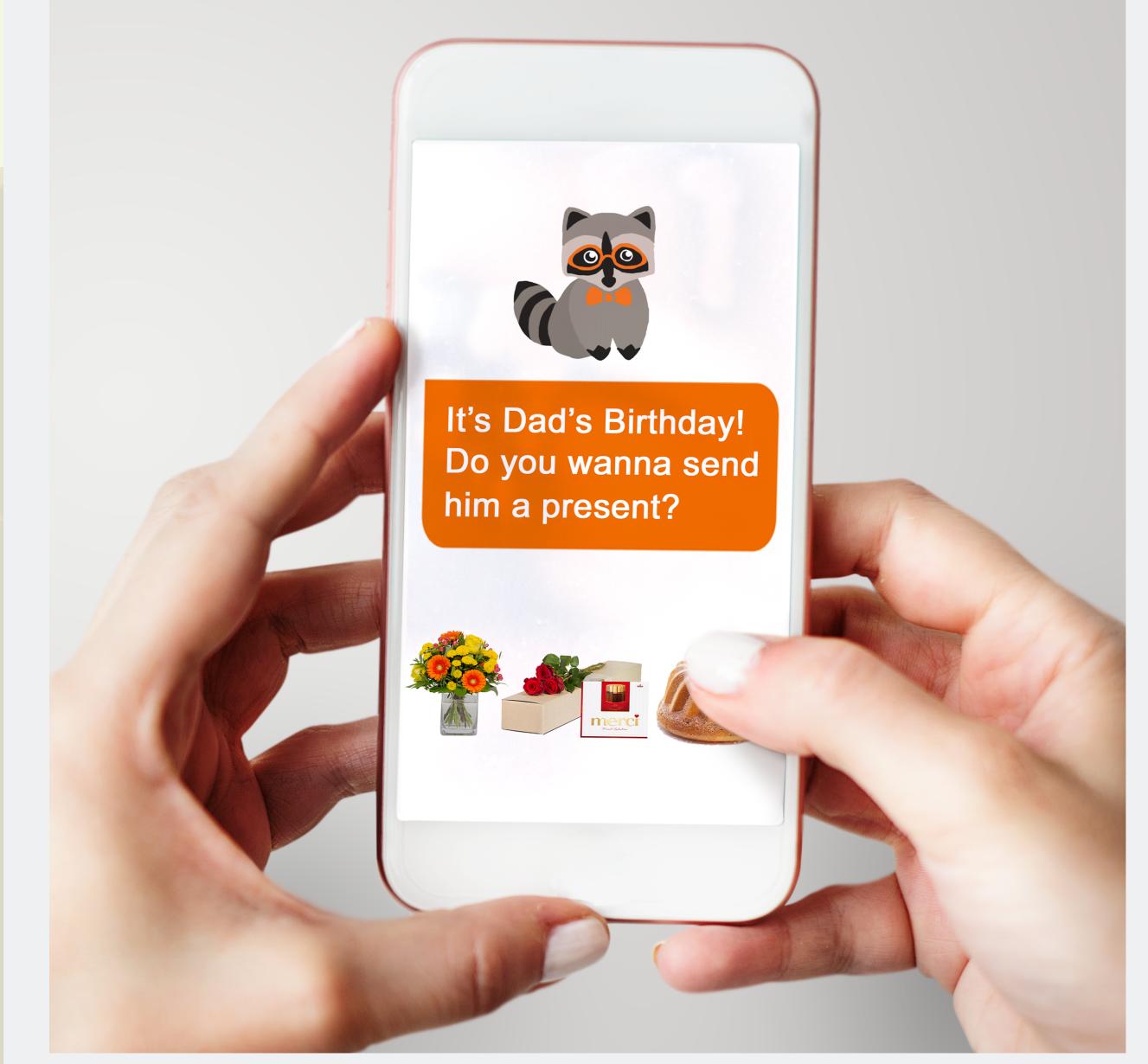


THE FUTURE



Get inspired to get in touch with your loved ones by ever changing themed events

Send postcards and presents directly through the Percy app



Have Percy with you on your smartwatch, making tracking your interactions even easier!

