MeetMe

Mission statement and core values

This application will make it easier to meet someone after matching. In most dating applications there are not many conversations that last long enough to get people to actually meet. By sending suggestions to our users for places to meet for a drink or some other activity, when one of their matches is nearby and available, we will bring our users one click away from going on a date.

Background story

In my experience conversations in dating apps are really superficial. It's too easy to forget to answer for a day or two or just lose interest when someone doesn't answer right away. Because of that it's not always easy to go from starting a conversation to planning a date, but there's even more obstacles. People don't always live in the same city and they're not always simultaneously available.

The idea here is to have people decide in the moment to just go for it and meet up right away. No time to be anxious about it. You send or accept an invitation and five minutes later you're sitting at a table drinking coffee together.

The ideal client

The ideal client is a young adult who is not too shy to just go meet someone.

Perception

People should see this application as a way to go meet someone for lowkey activities whenever they're available.

Logo variations

Full logo
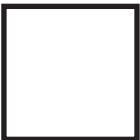

Simple logo

Simple logo + Name

App icon variations

Colors

#d0006f

#424242

#ffffff

Fonts and typography

Title	**Neutraface Display Bold**	20 pts.
Body	Neutraface Display Medium	12 pts.
Links	**Neutraface Display Bold**	12 pts.