**MINIMUM VIABLE PRODUCT**

9.30.20

**OVERVIEW**

**What:** A matchmaking app for gamers to find like-minded friends, teammates and clans. We will begin focusing on the iOS app, then possibly create the Android version soon after.

**Who:** Gamers who play online multiplayer video games. Preferably, focused on any game that we can successfully integrate stats.

**When:** We plan to begin the research/design process mid-October. Our goal is to have an alpha app in February and a market-ready app in March.

**Where:** We will focus on the United States market to begin. We are interested in going globally soon after, so getting a quote for translations could be useful as well.

**Why:** Gaming has always been a passion of mine, and the older I get, the harder it is to play games with friends: either we play different games, we’re different skill levels or our schedules just don’t match up. I want to solve that problem by giving gamers the ability to not only match with like-minded gamers, but also have the ability to summon them when they need someone to play with.

**How:** We will need to create an algorithm to successfully match gamers. After matching, users will be able to message each other before playing a game. Users can also easily send push notifications to their matches in order to let them know they need people to play with them as soon as possible; this is what I mean by the ability to “summon” their friends.

**What we need:** We need a minimum viable product app completely UI/UX designed, developed and posted to the app store. We are primarily interested in iOS, but also open to cross-platform development. (Swift or React Native).   
  
**What we already have:** We have a pretty solid idea of the MVP, and dozens of features for the future. We also have a clickable prototype on Figma, which was created as a proof of concept. It gives a good idea of our goal with the app; however, it will need to be redesigned completely. We also have provided a mood board for the redesign. And lastly, we will also provide the SDK for the avatar customization.

UI/UX inspiration mood board: <https://www.behance.net/collection/179479095/Joystik>

Link to prototype: <https://www.figma.com/proto/7yjtoNYhhkXXOUmqjKzNzo/Joystik-Clickable-Prototype?node-id=0%3A3&scaling=scale-down>

Customizable Avatar SDK: <https://maketafi.com/>

\*Note: we are open to a different style for the UI. We realized that the avatar style may visually clash with the mood board we have created. Willing to discuss a new UI route.

**Similar Apps:**

Kippo (more of a dating app): <https://www.kippoapp.com/>

Plink: <https://plink.gg/>

Flint: <https://www.flint.gg/>

**MUST HAVES:**

* Profile Creation
  + Basic Info about them
  + Their gaming info
  + Sign up as Clutch Player
  + A customizable avatar
    - These avatars will be provided in an SDK ([maketafi.com](http://maketafi.com/))
  + Integration with games to provide game statistics
    - Should we use/ can we use tracker.gg API? Or is there another way?
    - This may not be a ‘Must Have’ but is **very** important
* Search Preferences/ Filtering capabilities
  + Server
  + Gender
  + Age
  + Video Game (s)
  + Platform(s)
* Swipe page
  + A matchmaking algorithm
  + Player cards that looks like trading cards
  + Like
  + Dislike
  + Undo/Rewind button
  + Super Like
  + Ad cards
  + Chat System for matches
    - Report Feature
* Premium - Upgrade
  + It will be a ‘free 1-week trial.’ In order to see how the premium version truly performs. No payment info necessary. Getting 5 people to sign up under your code offers another 1-week free trial
  + No Ads
  + Unlimited Likes
  + Ability to filter by more, such as schedule
  + Ability to rewind once a day
  + Ability to super like once a day
  + Preferred communication
* Clutch Call
  + Note that this feature is on the swipe page in the prototype. It doesn’t *need* to be, but that may make the most sense to leave it there.
  + A Clutch Call allows players who want to play video games right now to fill out a quick form and send a **push notification** to whoever they want out of their matches
* Settings
  + Edit Profile
  + Edit Preferences
  + Give feedback for the beta
  + Ability to ‘Hide’ profile from being active on the swipe screen
  + Contact help/support
  + Easy copy and paste to share their referral code to download the app
  + Privacy Policy
  + Terms of Service
  + Licenses
  + Purchase Rewinds, Boosts & Super likes
  + Upgrade to premium
  + Notification settings/ Clutch Player setting
* Advanced Analytics
* Security of all the data
* Admin Panel
* Responsive Mobile App Design for Varying Screen Sizes

**Nice to Haves**

* A gamified app with a reward and ranking system
  + For example, if 5 people sign up using my referral code, I get 3 extra super likes
  + Or, after I match with 25 people, I level up and get a free Boost Profile
* 2 factor authentications
* A Clan system
  + Like clash of clans
  + A clan/group chat
* Connect accounts
  + Discord
  + Twitch
  + Epic Games
  + Origin
  + Xbox
  + Twitter
  + Steam
  + Etc.
* In-app pop-ups
  + Such as “Take a break, go outside”
* 2 Factor Authentication
* Upload gampley clips to profile
* Easy ‘scan to add as match’ feature (used for existing friends)
* Easily post your avatar posing to instagram
* Social Integration
* A marketplace to buy avatar assets
* Verified profiles, proving they are real people (perhaps they send in an ID)
* Ice Breaker message options to send immediately after matching

**Future Features**

* A wager match system
  + Check out <playerlounge.co> for inspiration
* Group Swiping
* Minigames in chat
* AR camera feature to take picture with avatar
* Tournaments

**Delivery**  
  
I will need help publishing the app on the App Store, but it must be published under my company, not your own. I will also need the file/code for the app delivered as well through GitHub. And, I’ll also need help setting up servers.  
  
I may need post-launch support but that can be discussed later.

**Questions**

1. May I speak with any of your past clients whose apps were similar to mine?
2. What is the ETA for an app like this? What's the process like?
3. How many people will be working on my app? What's their bandwidth like?
4. How will I be updated throughout the process?
5. Will you submit the app to the app store under my company?
6. Will you maintain the app post-launch?
7. What level of involvement do you need from me?
8. Do you understand the concept of my app? Is anything not clear?
9. Will I own the code?