



HiFive: Unsocial Media

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Tired of Social Media?

- Are you tired of the constant oversharing and bragging on social media?
- Are you tired of the never-ending stream of curated perfection and thinly veiled attempts to show off?
- Do you want some authenticity and genuine connection instead of this facade of perfection?

Introducing:

**The World's first social
media platform without
the social platform.**



HiFive

Our app will only allow users to connect with others they know personally, in-person. Using NFC technology, users can tap their phones to become 'friends'. There will not be any other way to meet others in the app. No content from those outside of your personal network will be shown or available.



- No Search Bar
- Smooth operation and NFC compatibility on a variety of devices.
- Strong privacy framework that safeguards user information and permits real connections
- Balancing the ease of online interactions with the importance of in-person connections by designing a compelling user experience that encourages people to meet in person.

Features



User Stories

Eliseo - Goal: To Network

Eliseo has used apps such as Instagram, Twitter, and Facebook. But he has noticed that he doesn't really get anything from those followers. He wants value connections and puts more importance in quality over quantity. In a professional event, Eliseo is talking with recruiters. One recruiter asked him if he had used the app "HiFive", Eliseo hadn't heard about that app and asked the recruiter what it was. The recruiter explained to Eliseo that it's an app that motivates people to interact with one another physically. There's no search bar, so in order to add people, they have to touch the back of their phones and communicate verbally. This is what Eliseo has been looking for. He wanted an app that would motivate him to go to events and start interacting with others.

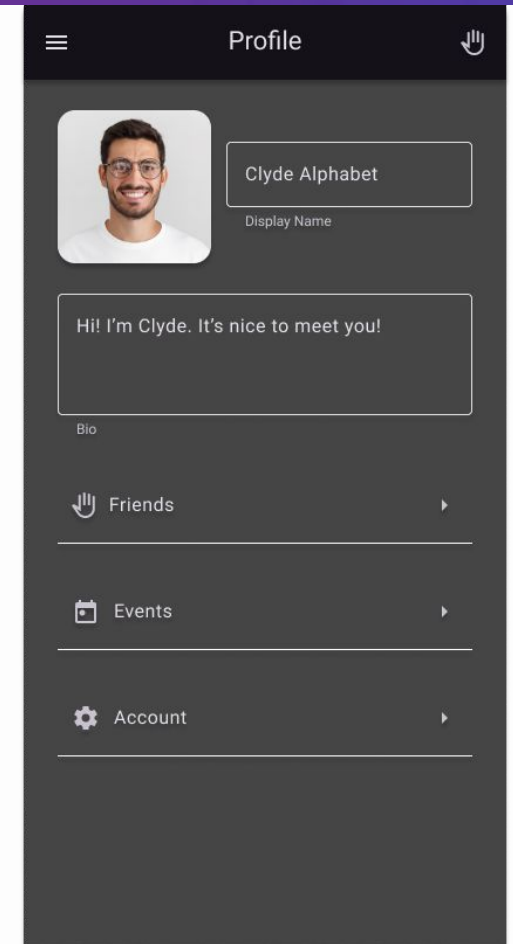
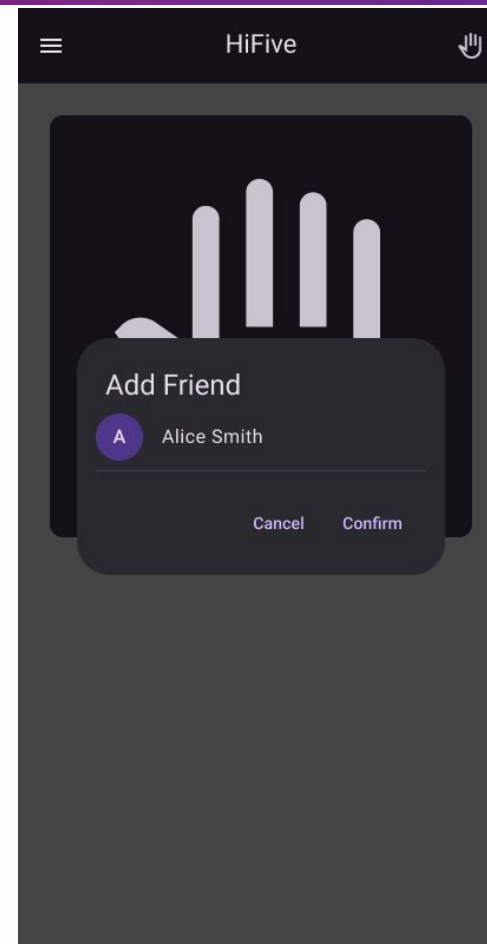
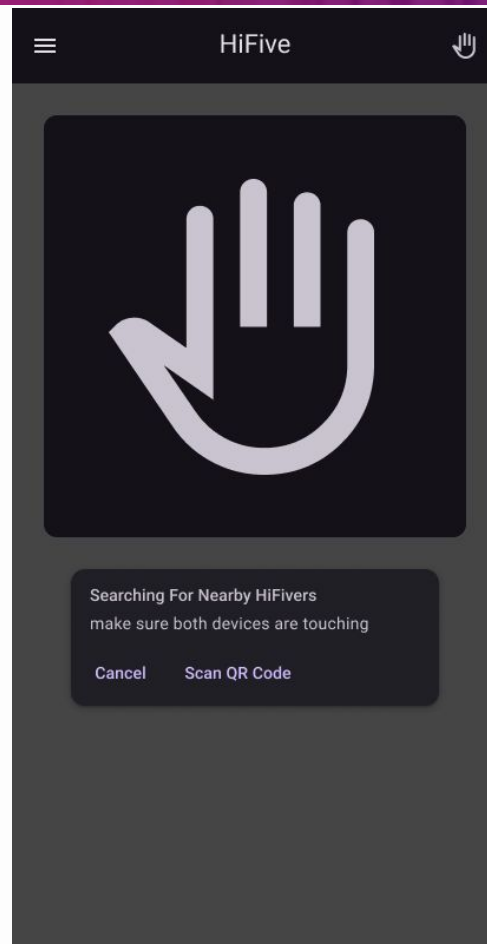
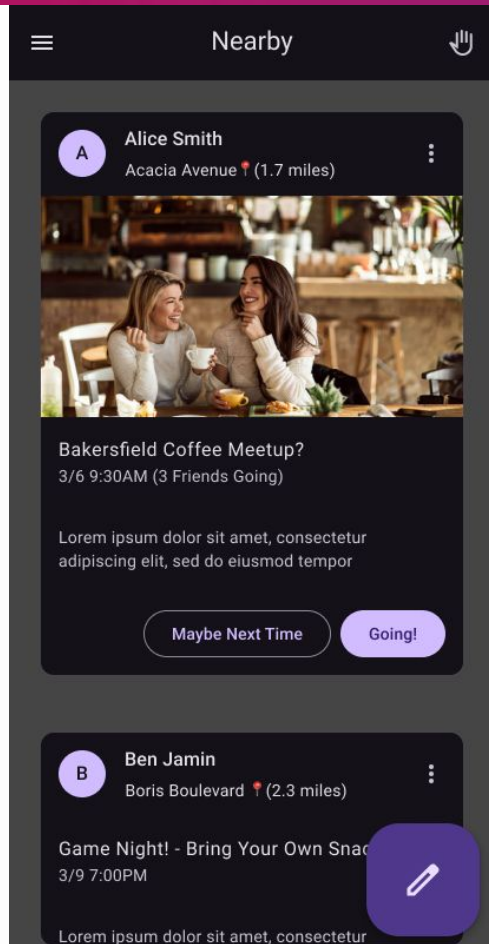
User Stories

Ashley - Wants to improve her social skills (14 years old):

Ashley has never been talkative and outgoing; she finds it difficult to strike up a conversation with strangers. Although she has witnessed her peers regularly using well-known social networking sites, she frequently feels intimidated by the supposedly flawless lives they portray. Ashley learns about HiFive from a buddy from school, who tells her it's a different kind of social media site that promotes in-person communication. Ashley is intrigued by the idea and chooses to give it a shot in the hopes that it will motivate her to push herself.

Ashley makes the decision to go to a nearby art exhibition since she thinks it would be a fantastic way to use HiFive and meet new people. Ashley is anxious at the event, but she keeps in mind that the goal of HiFive is to promote real connections. She witnesses some youngsters who are in her age range debating one of the artworks. Ashley musters the bravery to enter the discussion and provide her opinions on the artwork. Her ideas are found intriguing by the group, and one member recommends joining HiFive to keep in touch for next events. Ashley is ecstatic about the concept, and the group of them all tap their phones to sign up as "friends" on HiFive. This interaction makes Ashley feel more confident about her social skills and excited about the potential friendships she's just begun to form.

Mockups



A young man with dark hair, wearing a blue t-shirt, is smiling broadly and giving a thumbs-up gesture. The background is a plain, light gray wall. A vertical red line is visible on the right side of the image. The bottom half of the image is overlaid with a purple-to-pink gradient bar.

THANK YOU FOR PAYING ATTENTION!
