



# Clique Rescue

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## Social App Design

By: Emily Painter with Jo Jarvis

# CREATIVE BREIF

CLIENT    Clique Rescue

PROBLEM    Most young women have a group or "clique" of friends they are very close to. When they are out on the town they want easy access to communication with this group to save them from bad dates, questionable outfit choices, and alcohol-vision decisions. However, group messages can become complicated and cumbersome, especially between contacts with different service providers.

SOLUTION    Clique Rescue is an app designed to connect women with their close friends when they are out on the town by serving as a hub for easy group messaging and voting, while also facilitating rescue features to alert their friends when they need assistance or an "SOS". When the "SOS" is pressed, the group gets notified and instantly receive important information: the severity of the situation (color coded), the time it was sent, and their friend's location.



## LET'S GET STARTED

Profile Pic

CREATE ACCOUNT

HI VANESSA!



CREATE YOUR CLIQUE

FIND FRIENDS

FIND FRIENDS

DONE

### Friends on Clique Rescue

Emily Painter

gingertwinkle



Jennifer Miller

alohalady



Jo Jarvis

yolounicorn



Kelsey Black

sexyteacher



Liz Hatfield

catlady



Megan DeCastro

dancethenightaway



Richard Stegeman

gingersparkle



Zoe Lowney

ilovesoccer



### Invite to Clique Rescue

Amber Hyatt



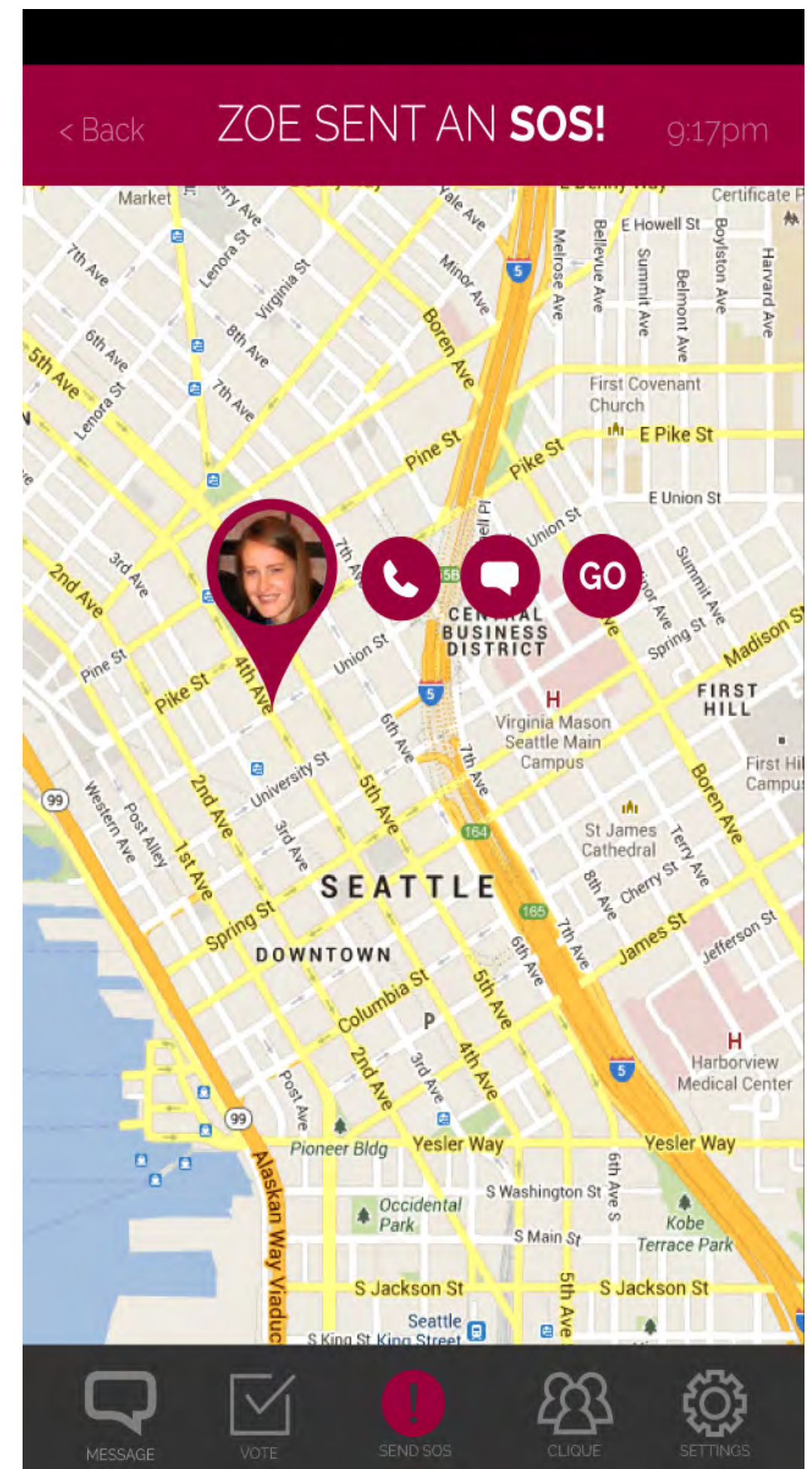
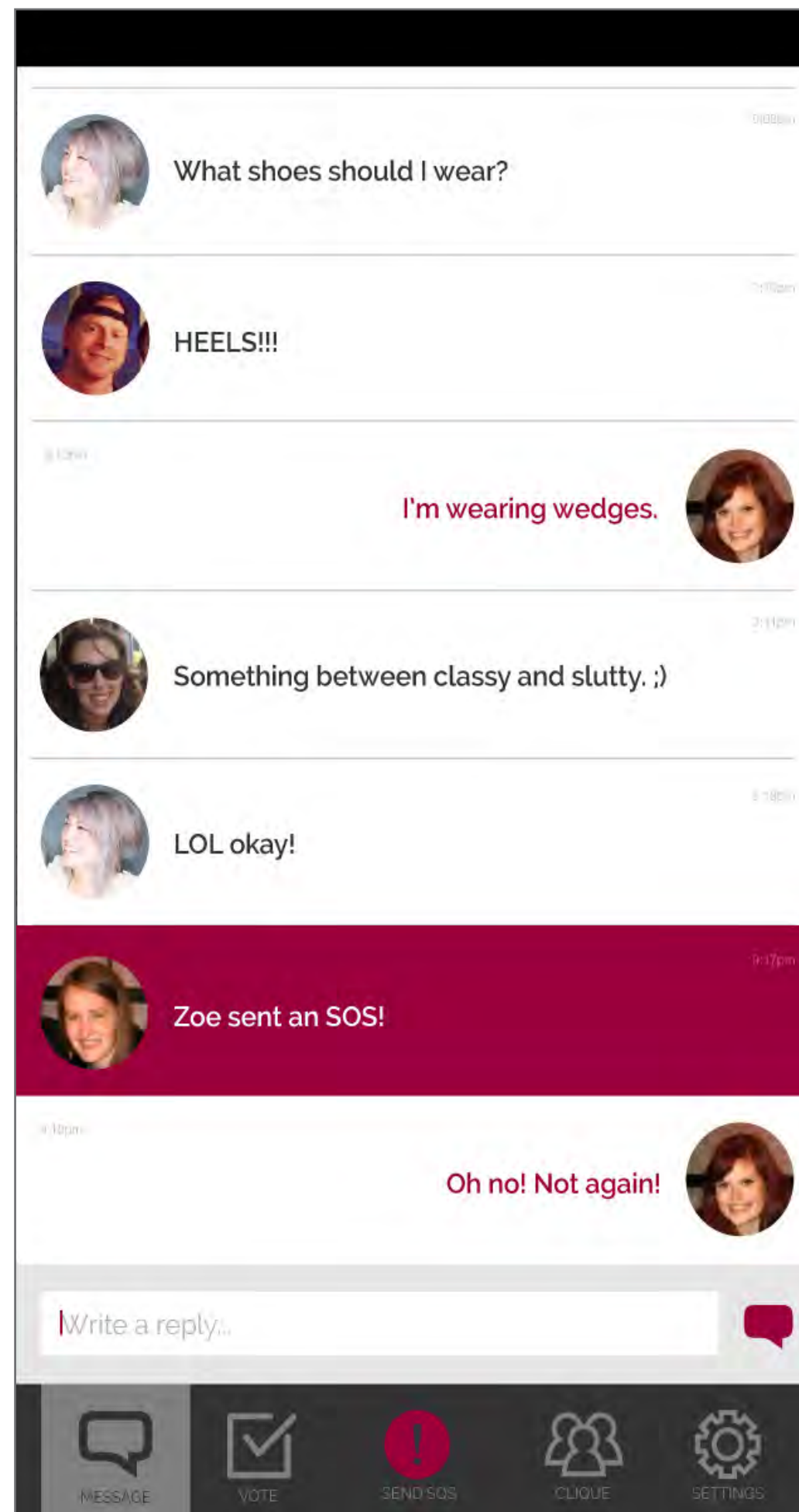
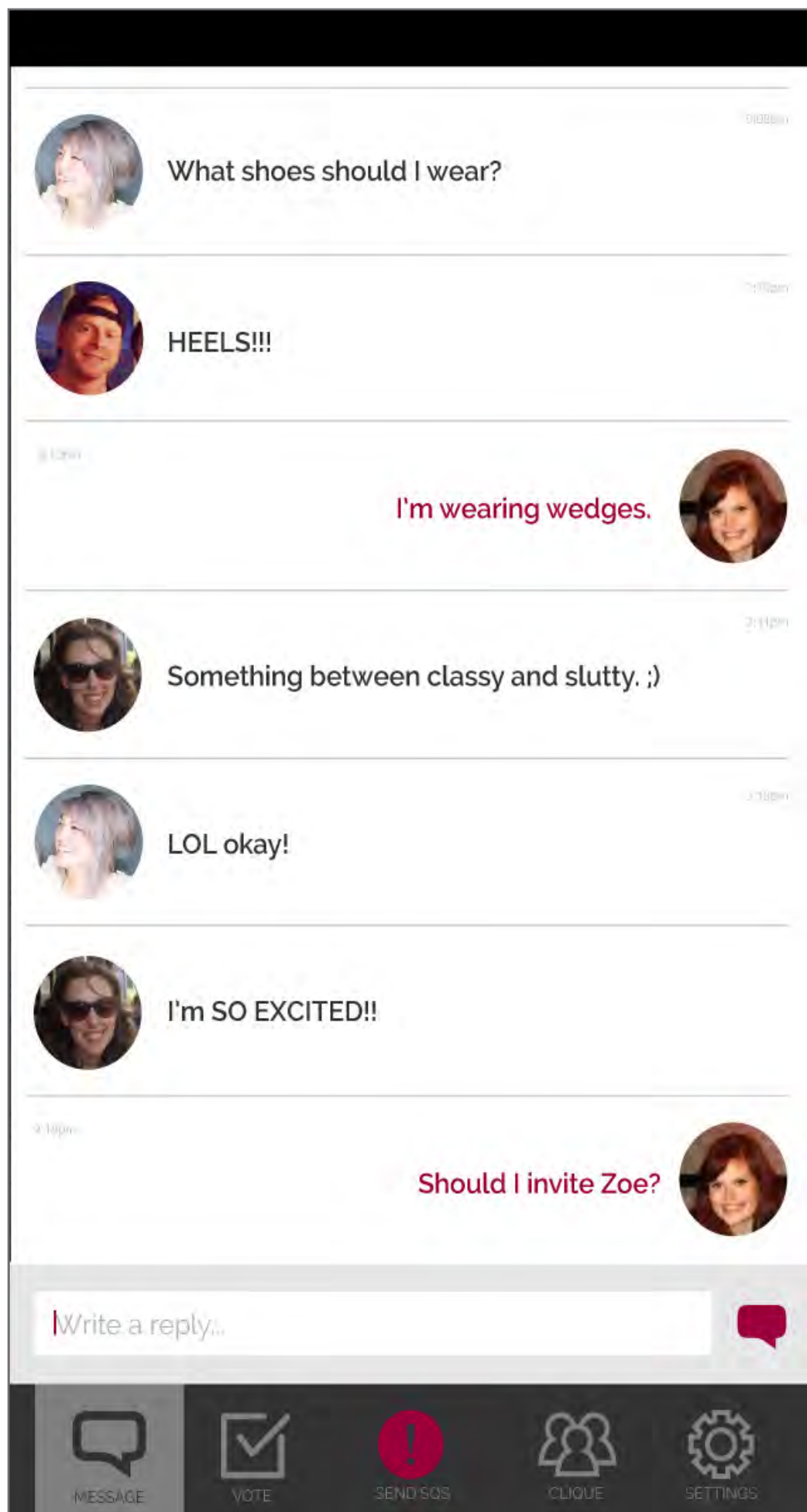
Laura Harris



Scott Mansfield

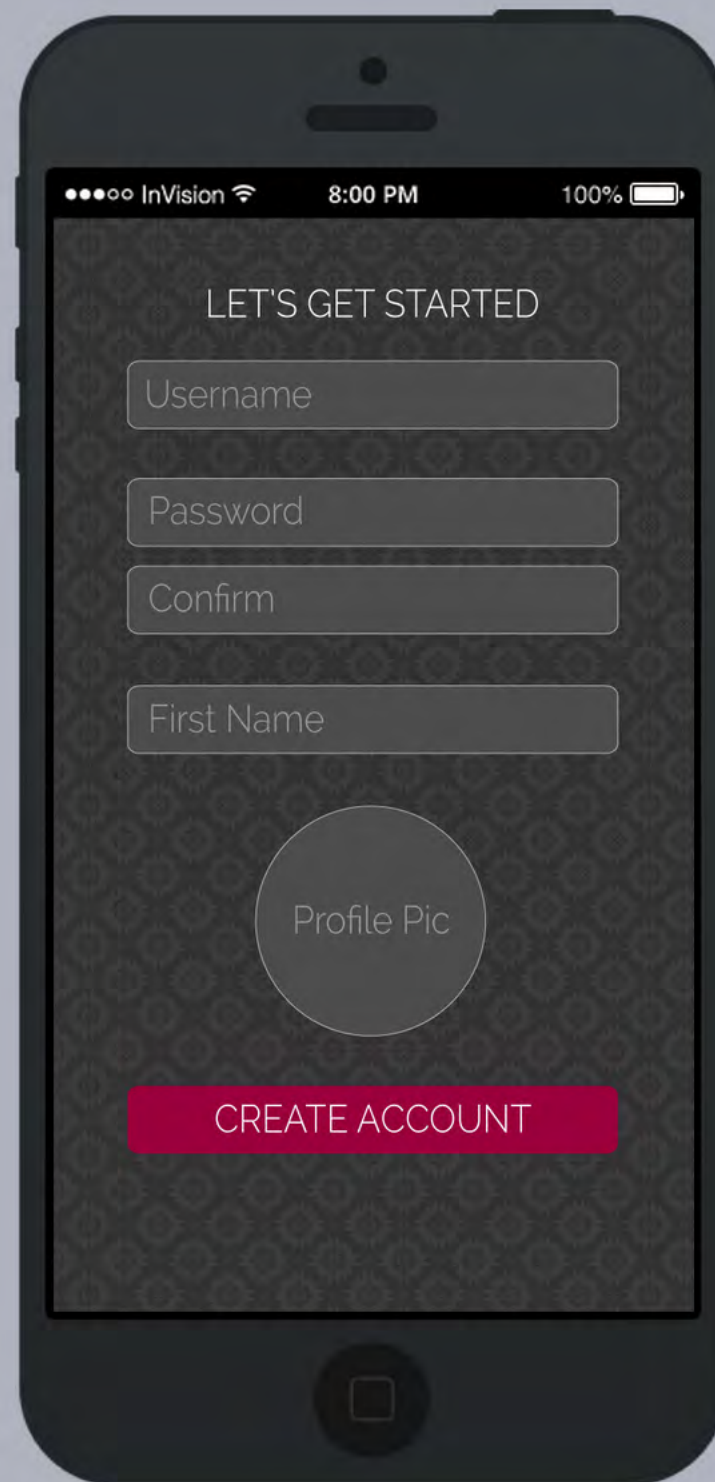












View Mobile Mockup: <http://invis.io/D6NYEggV>