**Concept:**

The concept is simple yet effective. Another good point is that the idea seems relatively new and has not been implemented on a large scale yet. The concept will surely catch the users’ interest. The pitch could specify which platform this would be developed on. Technically speaking, the implementation of this idea seems challenging.

**Persona 1 and Scenario:**

Lily can benefit from this sort of application where she will get the chance of meeting with the students who run on the same track as hers. Since the application has an additional feature of dropping the messages; she could use that to interact with the people who have similar interests.

**Persona 2 and Scenarios:**

Not only Mary could use this application as a source of meeting other dog owners, but she could also meet the people with similar interests, just like Lilly. Jimin would be happy, as it can find a friend for itself.

**Persona 3 and Scenario:**

Since Geoff likes talking to people during his day to day errands, he could use this application to stay in contact with them. As he is not comfortable in asking them about their contact details; therefore, this application can help him in overcoming that issue and make new friends.

**Storyboards:**

This further elaborates the user personas with an interesting way, in fact making it clearer for the person who is going through the document to have a better understanding of the user personas.

**Wireframe:**

Most of the main features of the app are represented on this wireframe. Some information is missing: where would the messaging system be displayed? Would it appear on this page in a side-bar or would it be on an entirely different page? Also, it would be helpful to add details regarding the map and its general layout (icons, legend etc.).

Kind regards,  
Team Russian Blue