Tapculture, Inc. – iOS Application (Get Friends)

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Sign-up/On-boarding/Login

* We will include login/registration/authentication only through (1) a user’s Facebook account; or (2) an SMS verification code. We will **NOT** include email as a means of registration/login/authentication, at least initially.
* For SMS verification, we will use Facebook’s Account Kit.
* Each user will create a profile with entry of gender, location, bio, interests (hashtags), and most importantly, his or her Snapchat, Instagram, and/or Kik usernames. Default location should be user’s current geolocation, which user may change. When requesting access the user’s location during sign-up/on-boarding, we will include a distinct view which explains that we are requesting the location so that we can connect the user to other, nearby users.
* Should have some suggested interests (hashtags) from which a user may choose.
* During sign-up/on-boarding we will **NOT** request that the user create a unique user name for the app. Rather, the user name for the app will be one of the user’s handles from SC, IG, or KIK that the user enters (the user necessarily needs one of these to use the app).  Accordingly, the username step must necessarily come after the user enters his or her social media account handles for SC, IG, and/or KIK. The order of precedence of the handles will be SC, IG, and KIK. For example, if the user has all three, the default user name will be the SC handle, but the user could alternatively select his or her IG or KIK handle. If the user only has IG and KIK, the default will be IG and the user could alternatively select KIK.
* User should have the ability to upload multiple photos for his/her profile (via Facebook, photoroll, or by taking photo).
* The sign-up/on-boarding process should include a short but compelling carousel or similar format of the app’s main features.
* Should minimize friction of the sign-up process.

Home View

* Will include a main collection view of other users (perhaps one segment of a segment control). Upon tapping a user from this collection, will expose a detailed profile view for that user.
* The main collection view should also include a user’s own profile, and an associated button or banner to “boost” the user’s profile (*i.e.*, push up in others’ collection views or otherwise increase profile’s viewership).
* Upon tapping the “boost” button/banner, should expose a compelling view that explains boost and the various boost options, including payment by coins or by a premium account trial.
* Will include views for “nearby” and “popular” users separate from the main collection view and each other (perhaps other segments on a segment control). The detailed profile views for these users will be paywalled, and accessible by coin payments or by purchasing premium account trial.
* From all high-level collection views of users, at least the sex and age of each user should be displayed. Will leave it to the design team for a simple/effective way to display this.
* Must include function to filter users displayed (applicable to main view, nearby, and popular). Filters should include at least gender preference (*e.g.,* girls who like guys, etc.), age range, and social account (*i.e.*, SC, IG, Kik).
* Whenever a paywall is triggered – in this section and others – user should have the ability to pay using coins or by starting a premium account trial (these options should both be presented). If user chooses to pay by coins, should be brought to the coin store if current coins are insufficient and the user would like to purchase more. If user chooses the premium account option, should be brought to a carousel or similar format of premium features, discussed below.

Detailed Profile Views

* For each user, must display gender, bio, interests, and location.
* Must display buttons to add the user on SC, IG, and/or KIK. These buttons should open those respective apps with the usernames ready to be added, and should also copy the usernames to clipboard.
* Each detailed profile view will have a carousel or similar format of profile photos, which must be easily navigable.
* Must have button to “like” a user. Should also display the number of times that user has been liked.
* We will **NOT** include a chat function in our MVP.
* Should have button to report an account. Must provide different options as grounds for reporting: (i) inappropriate photos or content; (ii) feels like spam or a robot; (iii) Other (prompt users to enter explanation).
* Must have the ability to easily navigate from the current detailed profile view to the next detailed profile view in the collection. (If account is premium, should be able to do this for nearby and popular users, as well).

Search Functions/Views

* Must have the ability to search for other users based on interests (*i.e.*, hashtags).
* Main search view should contain recommended/popular search terminologies (i.e., interests/hashtags) and associated user accounts (*i.e.*, users that have those interests).
* Search results should include separate main collection view, popular, and nearby users.
* User should have ability to filter prior to and following the search (same filter as discussed in the Home View section above).

My Data Views/Functions

* There must be various collection views that provides one access to the users he/she has liked, other users that have liked him/her, and other users that have viewed his/her profile. These views should be accessible through the Main My Data view (should not be labeled as “My Data” in the app).
* From all high-level collection views of users, at least the sex and age of each user should be displayed. Will leave it to the design team for a simple/effective way to display.
* Main My Data view should prominently display the number of views and likes a user’s profile has accrued.
* A user will always have ability to see the detailed profile views of who he/she has liked accessible through a collection view.
* Detailed profile view of other users that have viewed and liked your profile will be obscured behind paywall in those respective collection views. Accessible through coin payment or premium account trial.
* Should have visual indication that user has new views/likes if user has not accessed those collection views since the new view or like (this should somehow be indicated on Home View as well, for example, by some visual notification on a tab bar).
* Provide access to view allowing user to change personal data (e.g., user name, social account info, age, gender, city, tags, bio, “interested in”, and privacy).
* Include access view to share App with friends via text or social media to earn free coins.
* Provide direct access to coin store.
* Display number of coins user currently has.

Carousel or Similar Format of Premium Features and Related Functionalities

* Must include compelling carousel or similar format of premium features for premium account trial (no ads, see popular users, see nearby users, see who has viewed and liked you, remove all ads).
* App must include strategically placed buttons to start free premium trial and to remove ads. These will both prompt premium feature carousel or similar format.

Notifications

* We will **NOT** use notifications for every distinct view and like that a user receives (this would be overwhelming).
* Rather, we want notifications (i) for accrued views and likes over a certain period of time -- i.e., "You have x new views and x new likes"; (ii) for a reminder to check-in to receive daily reward (coins and/or boost); (iii) to start free premium trial.
* We would like the ability to change on the backend the frequency of these notifications, based on, for example, the number of times the user is logging into the app and the amount of time the user is using the app. The user should also have the ability to customize or modify the notification experience.

Check-in

* Upon logging into app on given day, user should receive certain number of coins and/or some form of boost as reward. Upon logging in, a compelling view indicating that the reward was received should be exposed.

Backend

* Will use MEAN stack

Age Restriction

* Will likely be limited to users that are 18+, but this will subject to further Tapculture instruction.