

## **Problem statement: Friend Finder (Friender)**

4 W's: Who is experiencing the problem? What is the Problem? Where does the problem present itself? Why does it matter?

**Who:** People of all ages who have niche interests or have a hard time finding like-minded friends

**What:** A lot of people find it difficult, especially outside of school and extracurricular activities, to find friends who genuinely enjoy the things that they do.

**Where:** New students on campus who are having a hard time meeting new people and making friends. Could also be used for people who have moved into a new state/city and would like to make friends.

**Why:** This matters because there are individuals who are looking for a community with similar interests as them.

Match-Making

Security

Customer Base

"Date Ideas"