

Le~~o~~onks

Establishing unique connections

Links

By Life's Essentials, Inc.

Are you bored with your current group of friends? Or maybe you'd like to branch out and meet more like-minded people with similar interests. Now you can with Link.

Link connects users by matching common interests to help ensure every introduction is meaningful. Our back-end algorithms pair users based on which categories they favorite. Are you into Electronic Music or Bar Hopping? We'll introduce you to users who are too.

Come network with a community of like-minded individuals on a platform where you're encouraged to fully express yourself.

Competitor Apps



Overview *-Description on Google Play*

SKOUT connects you with new people nearby or all over the world. With SKOUT app you can meet and chat with men and women based on search parameters that YOU set. Chat with new friends, give gifts, share photos and more! Skout matches you with people you want to chat with, whether they're nearby or in a city you want to visit.

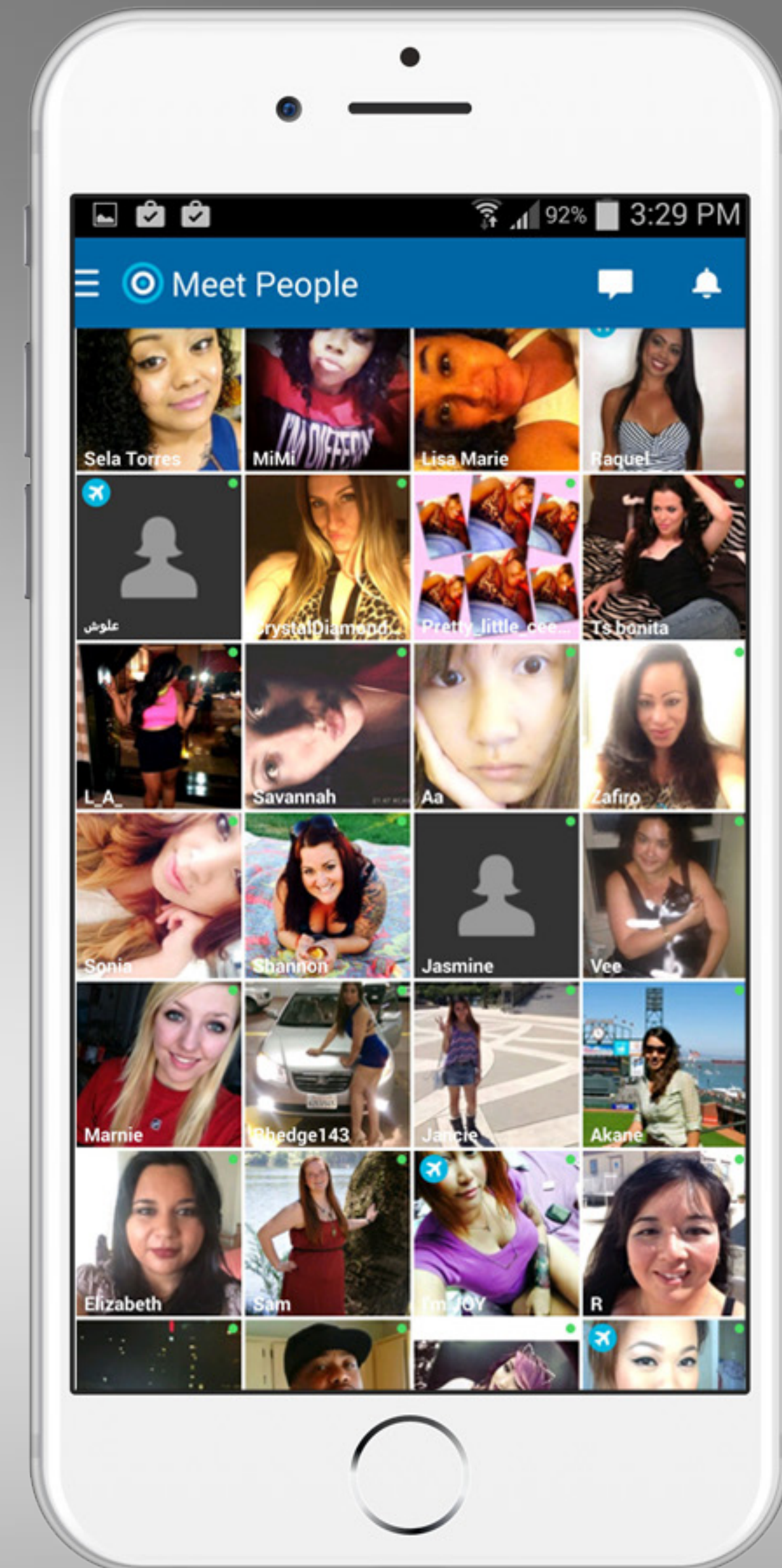
Specifics

Users mark interests using hash tags for general categories. Like #Hiking, #Yoga, #Dogs. But they aren't paired up based on these.

The app advertises as a friend finder, but it also includes dating. Users are search for dating/relationships.

There's a blog section that only Skout Admins can post within.

Advertisements pop up while viewing profiles and the buzz feed.





Overview *-Description on Google Play*

Badoo is the App that shows you the people nearby, and even better—the people you’ve bumped into in real life! Whether you’re on the bus, in a coffee shop, or on a night out, see who is passing you by and reach out!

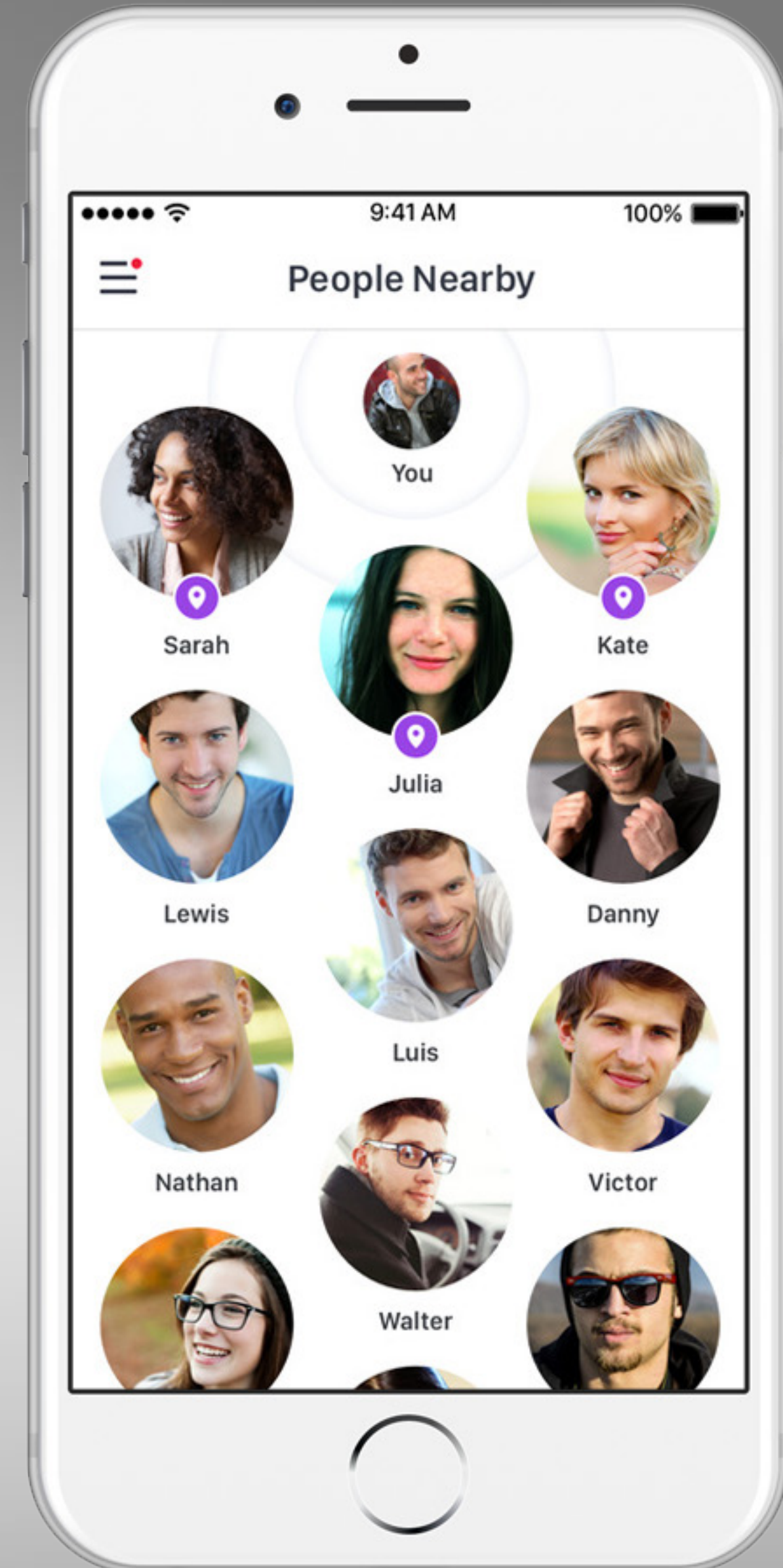
Specifics

Users fill in specific interests on their profiles for others to see. Ex; Reese Cups, Dane Cook, The Lion King.

The app is highly monetized, blocking the premium features unless you’re willing to pay monthly fees.

The app is listed as a friend finder, but it comes off as a dating app.

Users are encouraged to send each other messages based off the profile pictures that others post.





Overview *-Description on Google Play*

Maybe you've moved in the past few years, live in a tiny (or huge) city, graduated, or just have this gut feeling that there are people out there who would make awesome friends to you, and you to them.

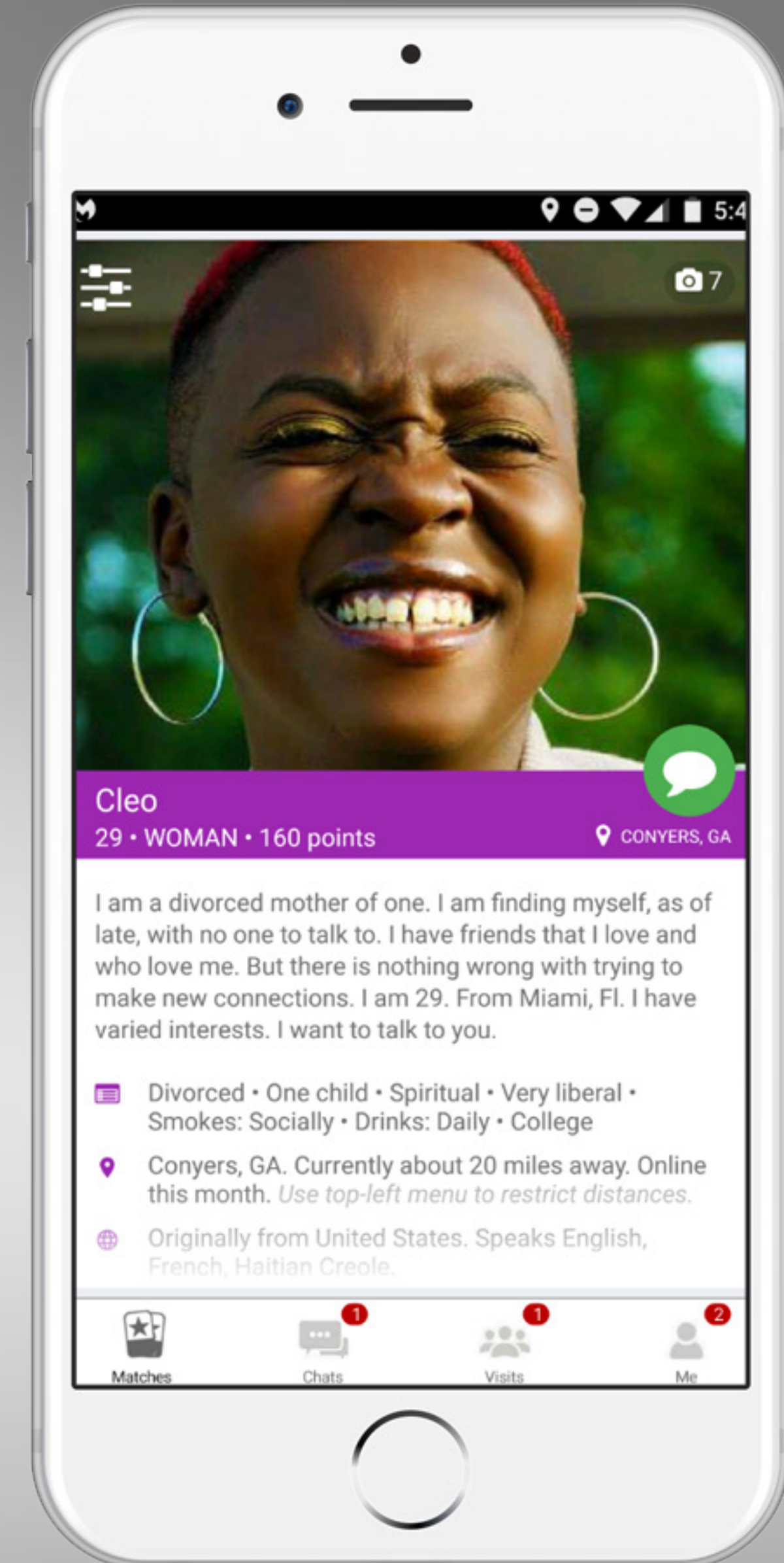
Maybe you found a couple of other "friend" apps, but then after trying them, realized that they were full of people looking for more than friendship.

Specifics

A strictly platonic friendship policy is enforced on the app, users caught attempting to flirt have their profiles banned.

The app is highly detailed with creating profiles and setting matching specifics. It requires a lot of time to set up the profile.

It has a Tinder style setup in which users choose to swipe away suggested profiles or swipe yes to match up to begin chatting.





Skout

Pros

- Users can convey interests by using hashtags, although the interests don't match profiles.
- Profile's contain their own feed similar to Facebook, allowing users to show off all of their profile postings.
- Users can show their interest in others by "winking."

Cons

- The app is filled with advertisements on every page.
- You have to pay \$9.99 a month to get rid of the advertisements and to boost profile popularity.
- You have to pay the monthly fee to access every feature other than direct messaging.



Badoo

Pros

- It has an easy to read layout when searching for user profiles.
- They offer new users a 7 day free trial to test out all of their premium features.
- The vector art "gifts" are well designed.
- It's easy to scan a user's profile and see all of their detailed interests.

Cons

- The app allows users to post "private" X-rated photos on their profiles.
- The popularity status page entices users to buy their premium service by making the user feel bad for not having multiple page hits.
- The app charges for credits, which in turn are much more expensive than a monthly rate.



Patook

Pros

- The user profiles are extremely detailed, they provide a deep insight into the user.
- It uses the well known Tinder left/right swiping for discharging or engaging with other profiles.
- It is strictly platonic, allowing users the ability to block others or report them if they attempt to flirt.
- It's easy to scan a user's profile and see all of their

Cons

- The user profiles are too in depth, the amount of information the request will turn users away.
- The left/right Tinder swiping motion is pretty buggy and slow to the touch.
- The user point system isn't properly explained.
- There's too much copy within the transitional pages.

The primary user base for Links would range from 13-50+. The following Personas give a further insight into the minds of our users.

Darell Carter



"Failure doesn't mean the game is over, it means try again with experience."

Bio Darell is originally from Atlanta, but he currently resides in Chicago. He's lived in Chi-Town for over two years now. Although he has an extensive network of friends, none of them truly share his passion for electronic music and online multiplayer gaming.

Age 35

Location Chicago, IL

Occupation Account Executive

Education Masters

Income \$110,000

Status It's complicated

Tech Level Expert

Archetype The Alpha Gamer

Tasks

Darell's friend bailed on the upcoming Chainsmoker show. He's looking for someone to take him up on the ticket.

He's also looking for some fellow gamers to hang out with and grab a beer.

Frustrations

Darell doesn't care for sifting through countless posts. He likes to be direct in his approach for a task.

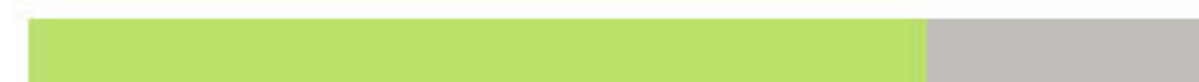
He hates taking the time to set up a profile, even though the best Link experience comes after making one.

Use of Link's App's Features

Link Posting Feed



Peer to Peer Connections



Link Event Postings



Open Link Discussions



Peer Messaging

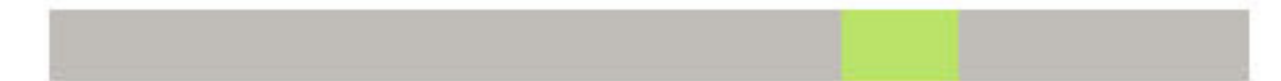


Personality

Extrovert



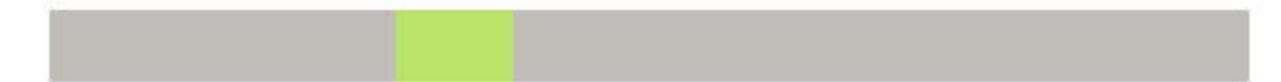
Sensing



Analytical



Liberal



Passive



Brands



Devices Used



Su Hirasi



"Happiness is like a kiss. You must share it to enjoy it."

Bio Su's been living in the San Francisco Bay area for over ten years. She loves the city, but she's incredibly bored of her current social life. Lately, all of her activities have revolved around her boyfriend's group of friends. She's ready to branch out and make some new friends.

Age 26

Location San Francisco, CA

Occupation Marketing Associate

Education Bachelors

Income \$87,000

Status In a Relationship

Tech Level Advanced

Archetype The Sweetheart

Tasks

Su wants to meet some new girlfriends, hopefully ones that as well educated and passionate about charity as her.

She also wants to use the Open Discussion platform to market her homemade facial moisturizer.

Frustrations

Su doesn't like random people attempting to start chats with her.

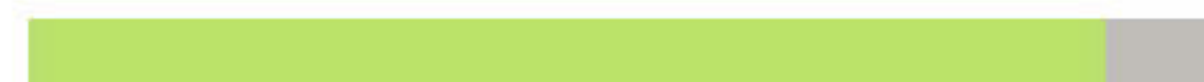
Reading vulgar curse words is also a pet peeve of hers.

Use of Link's App's Features

Link Posting Feed



Peer to Peer Connections



Link Event Postings



Open Link Discussions



Peer Messaging



Personality

Extrovert Introvert



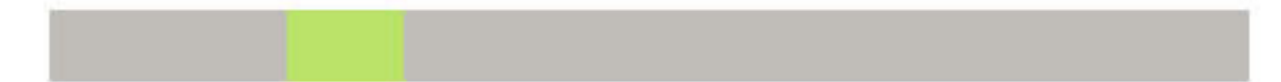
Sensing Intuition



Analytical Creative



Liberal Conservative



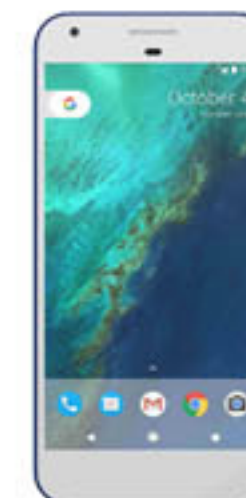
Passive Active



Brands



Devices Used



James Brookfield



Bio James Brookfield just accepted a new job offer as an investment advisor in Austin, Tx. He's excited about the opportunity to establish his career in a fruitful city. There's one problem, James doesn't know anyone in the area. He's looking for a new app to establish friends.

Age 29

Location Austin, TX

Occupation Financial Advisor

Education Bachelors

Income \$75,000

Status Single

Tech Level Advanced

Archetype The Investor

Tasks

James is attempting to connect with others who share similar interests.

He's also looking event recommendations for the upcoming weekend.

Frustrations

James has a very mature personality, he doesn't handle other's people's nonsense easily.

He's also short on time, he doesn't have enough spare time to scan through a multitude of profiles.

Use of Link's App's Features

Link Posting Feed



Peer to Peer Connections



Link Event Postings



Open Link Discussions

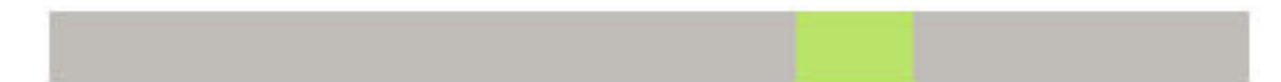


Peer Messaging

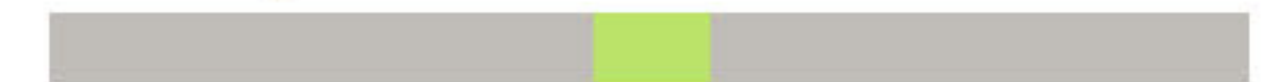


Personality

Extrovert Introvert



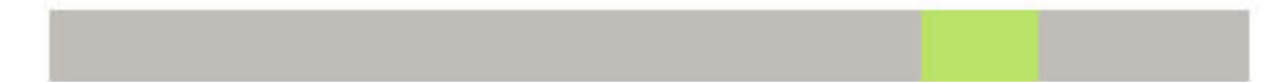
Sensing Intuition



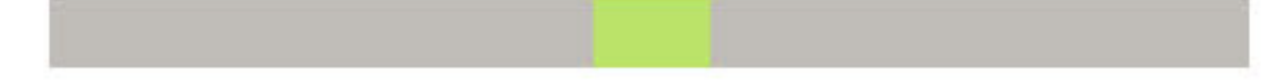
Analytical Creative



Liberal Conservative



Passive Active



Brands



Devices Used



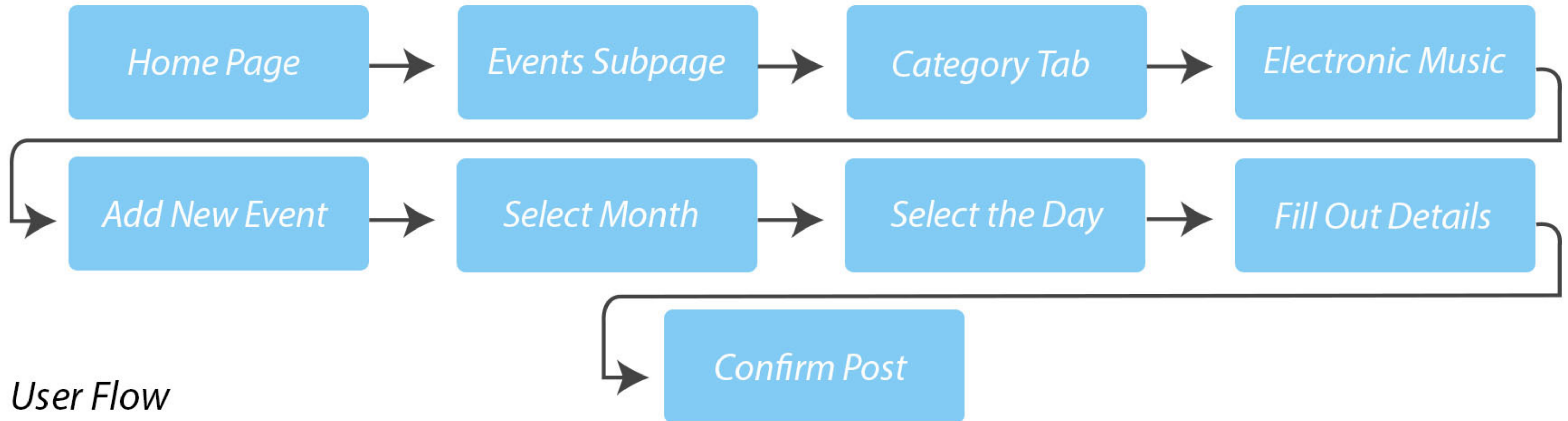
User Flow Scenarios



Darell ; Scenario I

Task: Post information about an extra ticket he has for the upcoming electronic show.

Darell's friend just bailed on his extra ticket. So, his current task is to invite someone to join him. He'll be navigating through Link's event posting feature to complete this task.



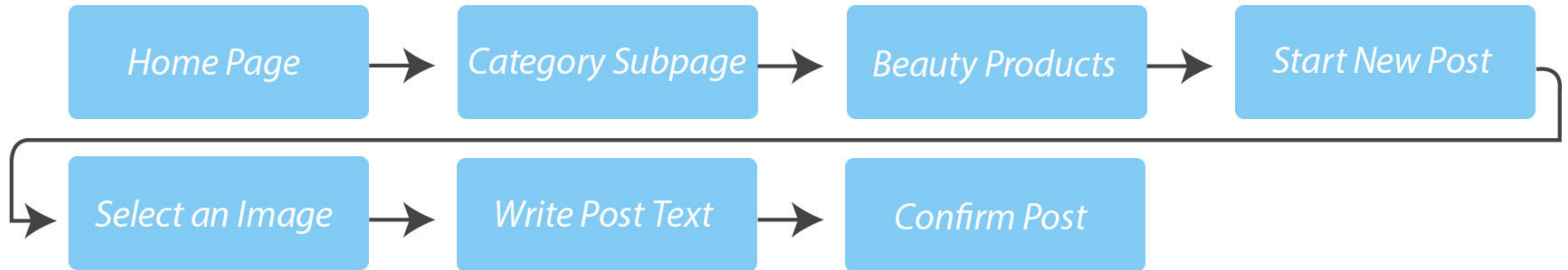
User Flow



Su Hirasi; Scenario 2

Task: Market her homemade facial moisturizer and make some new friends in the process.

Su's looking to utilize Link's category posting feed to do some guerilla marketing for her homemade facial moisturizer. She's also looking to pass out free samples to the first five people that respond to the post.

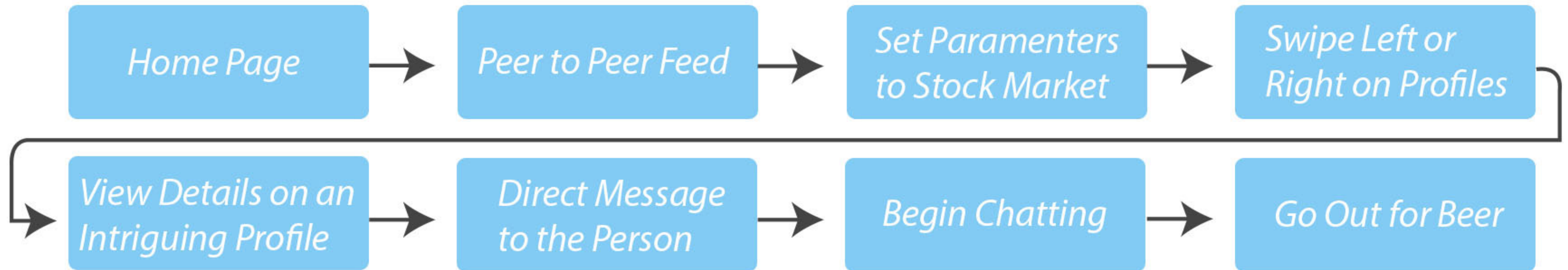


User Flow

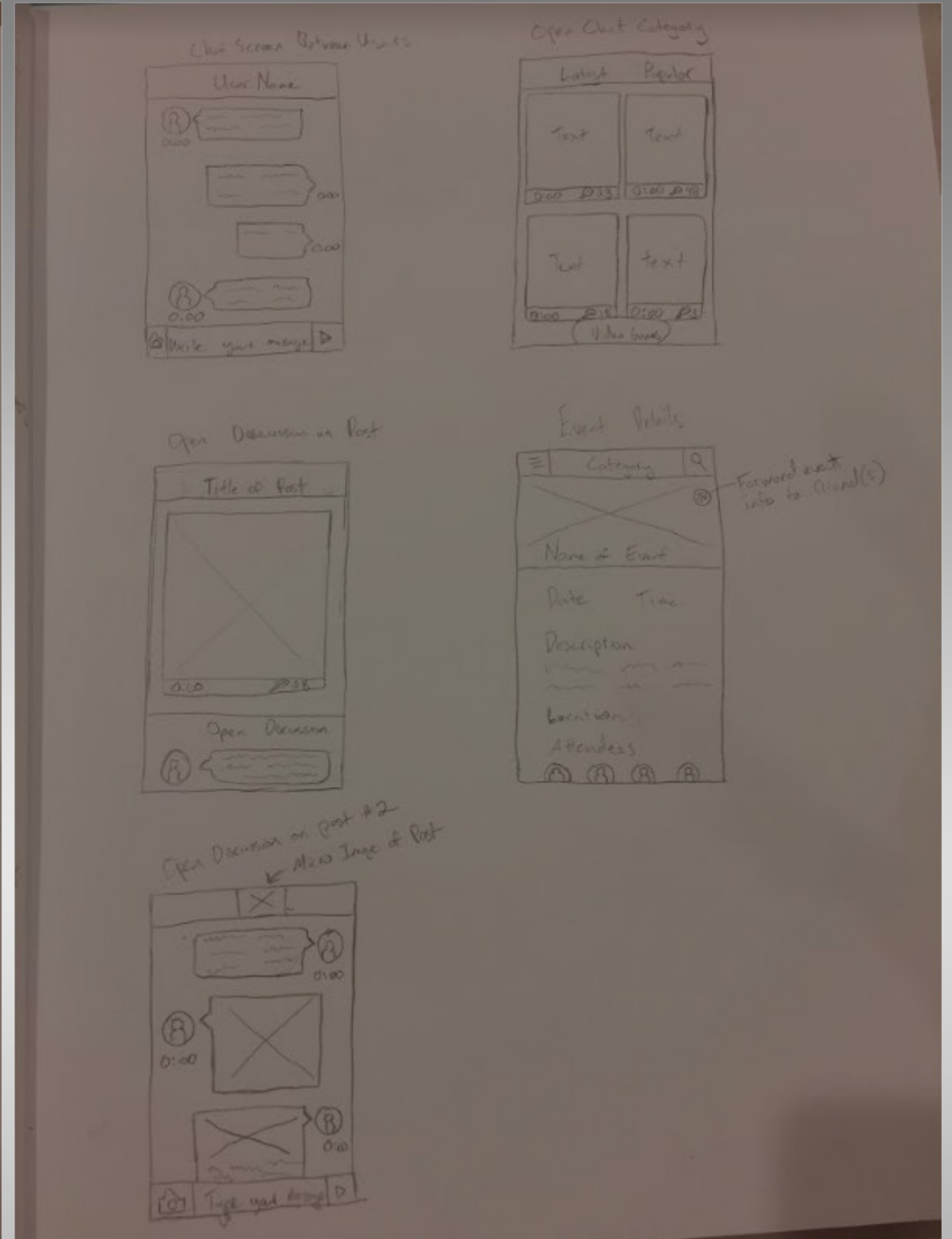
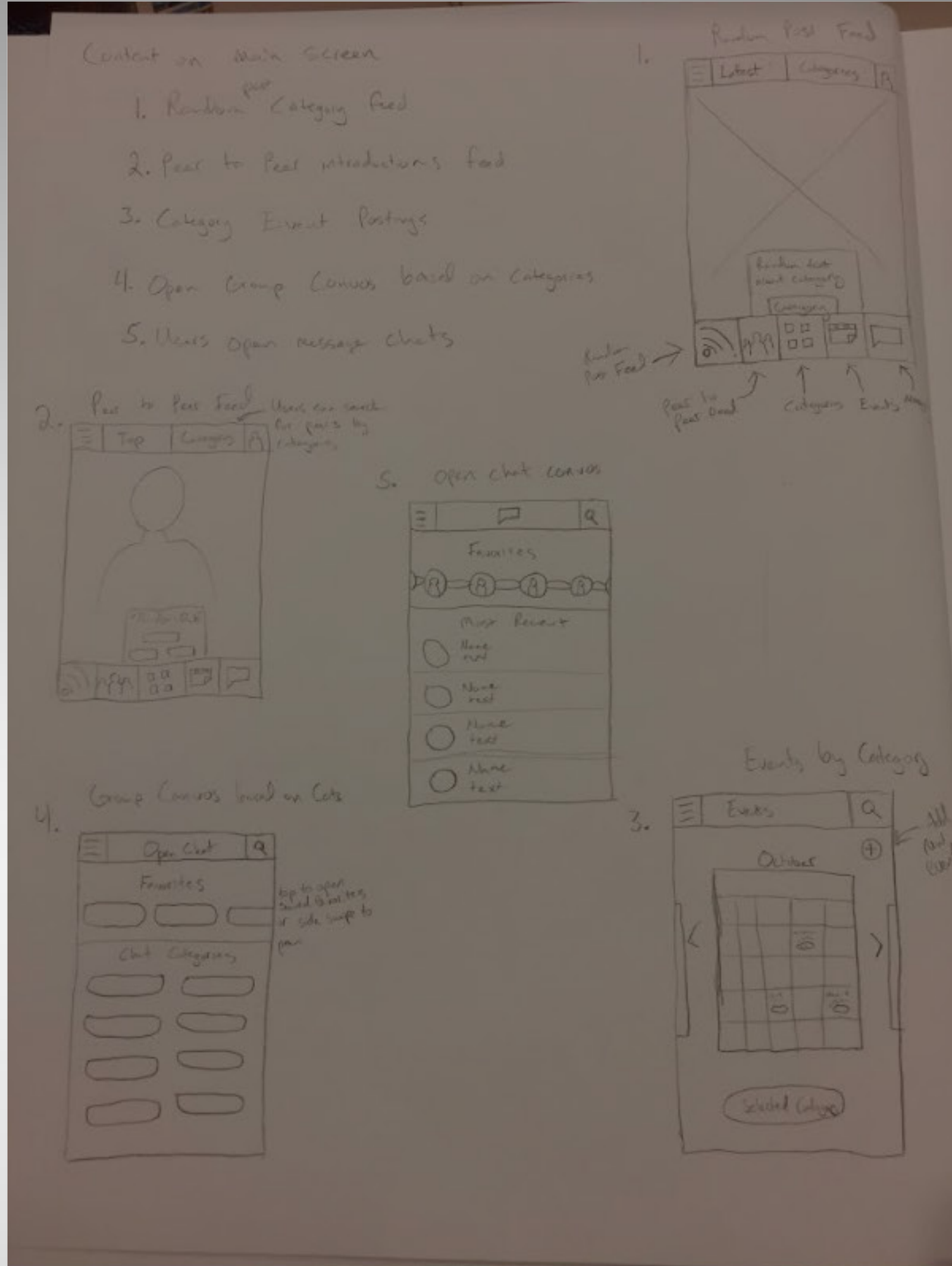
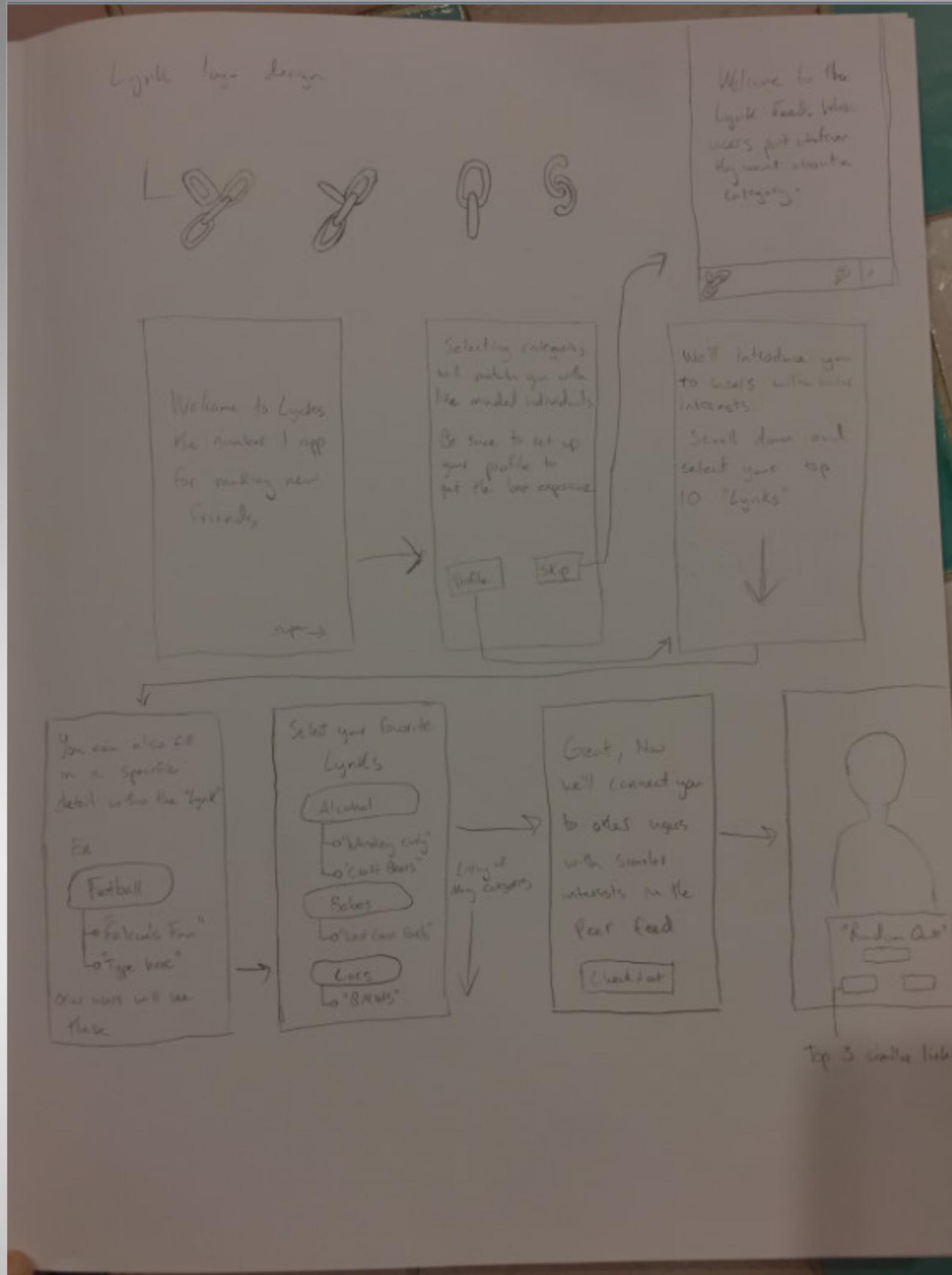


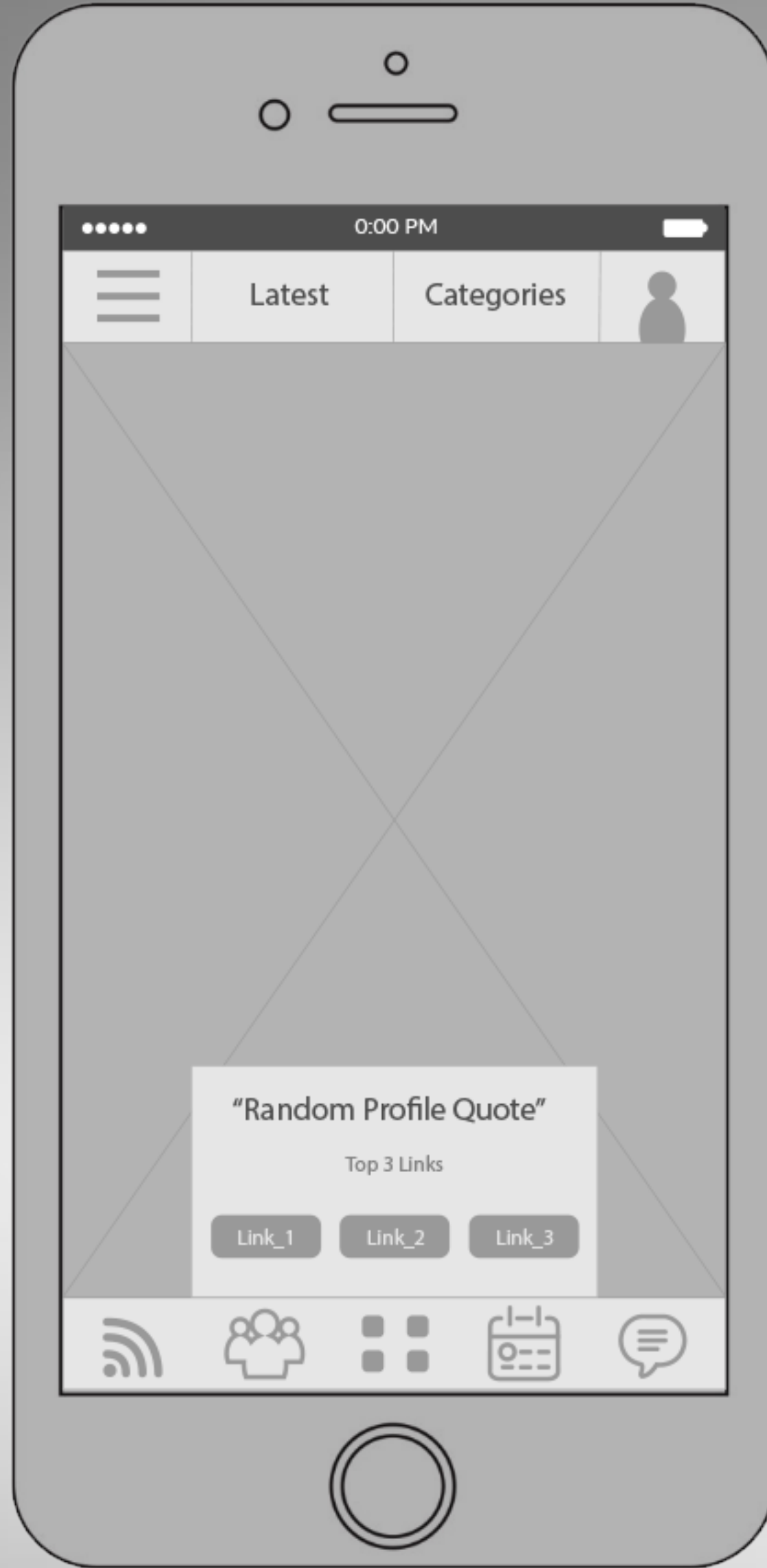
Task: Find someone locally to grab a beer with and chat about some stock market investments.

James is brand new in town and wants to meet some like-minded individuals. His time is limited, so he wants to spend it wisely, on meaningful connections.

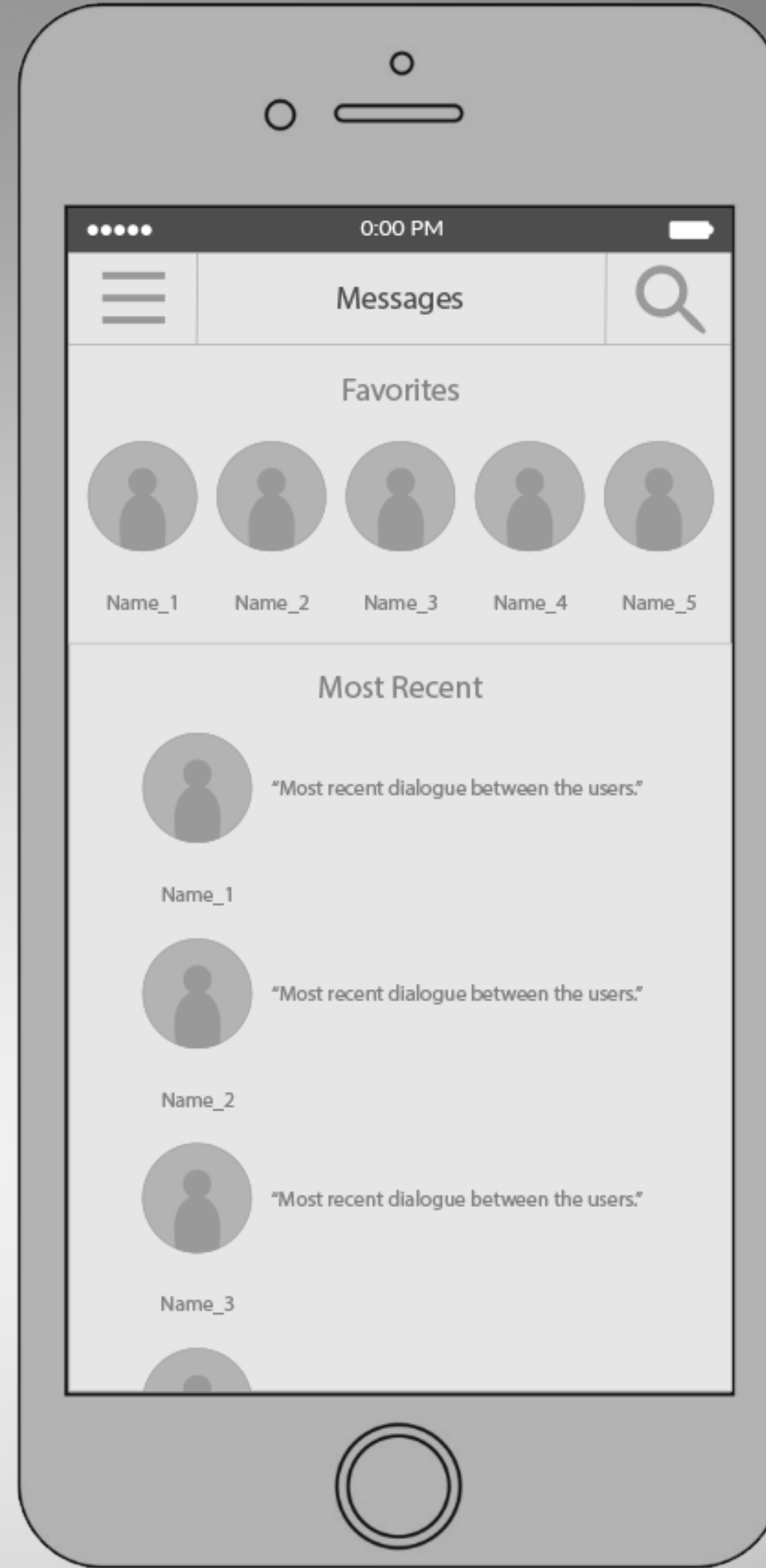


User Flow





Peer to Peer Connection Feed



Peer Direct Messaging



Link Posting Feed

Style Tile

Links: "Establishing Unique Connections."



App Icon

Style Tile

Version: 1

This is an Example of a Header

Font Name: Proxima Nova Bold

This is an Example of Sub Head

Font Name: Hildegard LT std Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur sodales ligula in libero.

Font Name: Libre Baskerville Regular

Color Palette



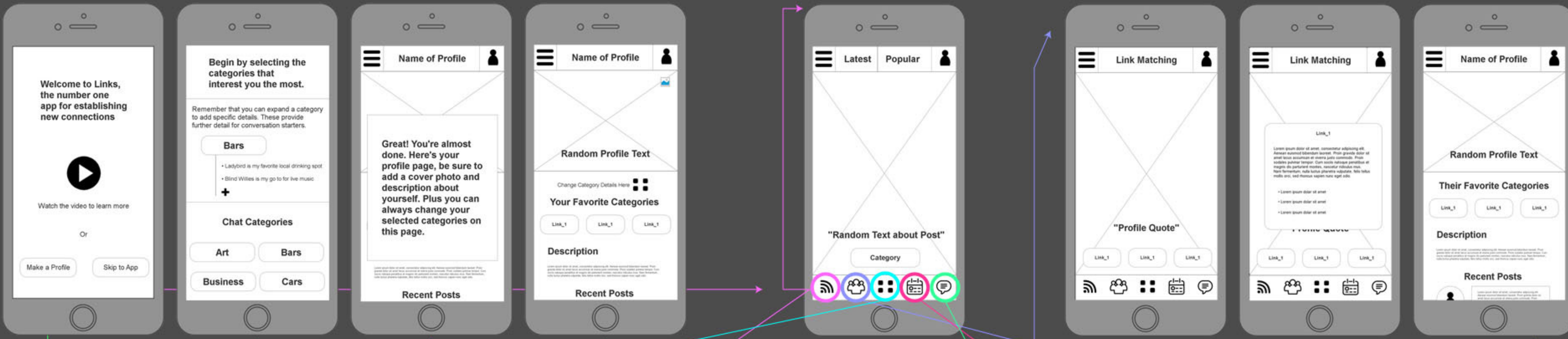
Descriptive Terms

Sleek

Personable

Orderly

Reputable



● Intro Screen

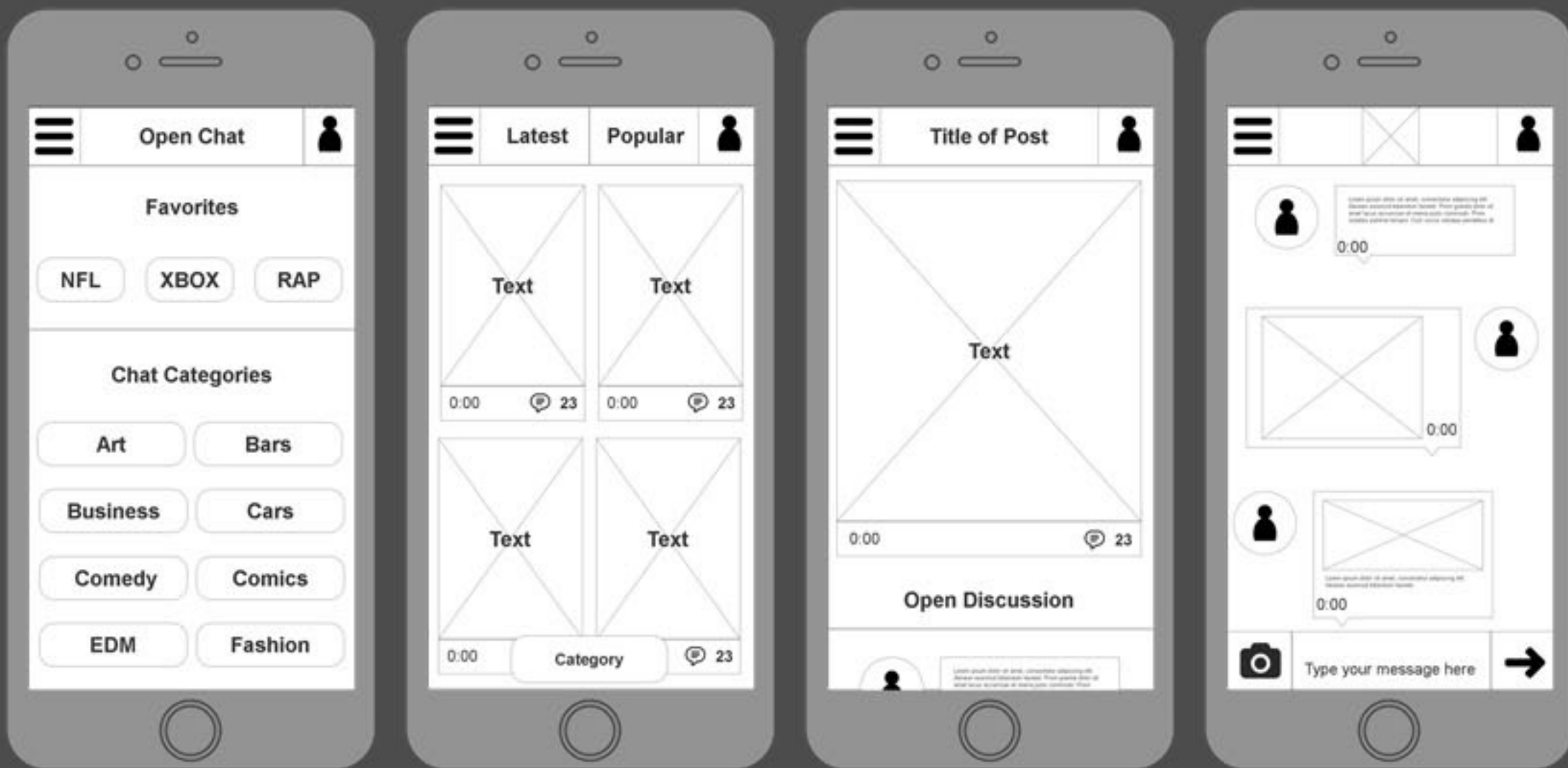
● Main Landing Screen

● Peer Matching

● Open Discussions

● Messaging

● Event Listings



User Testing

Executive Summary

I conducted usability tests onsite at the SCAD DMC campus with four participants during the fourth week of October 2016. Each of the participants fit within the general demographics for the app. Participants were given a brief overview of the app before we ran tests for three separate scenarios. The purpose of these tests was to assess the usability of the app's initial information architecture and informational flow.

In general, all participants found the concept to be intriguing, but we stumbled across several issues. The users wanted to see more signifiers for setting up a new profile, requiring more guidance through the process. They were also confused by the icon choice for the posting feed; they thought it represented a WiFi connection instead of its initial intent, to look like an RSS feed. They also thought there was too much information within the introductory text. The users suggested they'd rather explore the app, compared to being told how it works.

Methodology

As the test administrator, I contacted and recruited the participants personally. I reached out to classmates via text message or in person on campus. Throughout my outreach, I informed each test member about the logistics and requested their availability for participation. We found appropriate times and scheduled meeting dates for the evaluations.

Each session lasted around twenty minutes. Before the sessions, I explained the premise for the test and gave the participants a brief overview of the questions. Participants were read the scenarios and then proceeded to complete the tasks while I took notes of their navigational pathing and took notes on any errors.

After each task, I asked the participants to rate the interface on a 10 point scale. 1 Being strongly disagree and 10 being a strongly agree rating. In addition to the ratings, I gathered their overall feedback on the app based on the testing experience.

Participants

Eduardo: 10/30/2016

Bhabna Haque: 10/26/2016

Brian Kuo: 10/28/2016

Abigail Futch: 10/31/2016

Evaluation Scenarios

1. Set up a profile.
2. View local events related to your favorite category.
3. View a category's details on a user's profile.

Brief

Each participant was asked to complete three tasks within the app. After completing the tasks, I asked them a series of questions to gauge their overall feel for the app's ease of usability. The following slides contain their feedback, records of time taken to complete each task, numbers of errors they ran into, and their personal recommendations.

Task Ratings

Users	Ease of Finding Information	Keeping Track of Location	Predicting Information
Eduardo	5	7	9
Bhabna Haque	6	8	9
Brian Kuo	7	8	8
Abigail Futch	7	7	7

On a scale of 1-10. 1 being strongly disagree and 10 being strongly agree.

Errors on Task

Users	Setting up a new profile	View local events in your favorite category	View category details on a user's profile
Eduardo	2	1	6
Bhabna Haque	0	0	4
Brian Kuo	1	0	7
Abigail Futch	1	1	6

On a scale of 1-10. 1 being strongly disagree and 10 being strongly agree.

Time on Task

Users	Setting up a new profile	View local events in your favorite category	View category details on a user's profile
Eduardo	22 sec	10 sec	32 sec
Bhabna Haque	14 sec	8 sec	29 sec
Brian Kuo	10 sec	7 sec	45 sec
Abigail Futch	24 sec	14 sec	38 sec

On a scale of 1-10. 1 being strongly disagree and 10 being strongly agree.

Follow Up Ratings

Users	Ease of Use	Frequency of Use	Ease of Keeping Track
Eduardo	7	6	8
Bhabna Haque	9	8	8
Brian Kuo	8	3	6
Abigail Futch	8	8	7

On a scale of 1-10. 1 being strongly disagree and 10 being strongly agree.

Follow Up Ratings

Users	Rate of Learning a New Task	Landing Page Content	App Organization
Eduardo	9	10	7
Bhabna Haque	8	10	9
Brian Kuo	7	5	8
Abigail Futch	8	10	8

On a scale of 1-10. 1 being strongly disagree and 10 being strongly agree.

Follow Up Ratings

Users	How quickly you can find information	Would the content make you explore further	
Eduardo	7	9	
Bhabna Haque	9	9	
Brian Kuo	6	5	
Abigail Futch	7	10	

On a scale of 1-10. 1 being strongly disagree and 10 being strongly agree.

What they liked the most?

They loved the overall concept.
The app's layout.

What they liked the least?

Overwhelming wording.
Confusion during setting up a profile.

User Recommendations

Change the RSS feed icon, it looks like a WiFi icon.
Look into how Flipboard displays their different genre details.
Simplify account registration by allowing a social media account sign up.
Create more signifiers for confirmation when being guided through the app's introduction.
The setting icon looks like a drop down menu, change it with the app's logo.
On the category posting page, they wanted all recent posts flushed to the left with their details listed to the right.
Having the text under the landing page icons would more easily explain their function.
The bottom navigation behaviour should stay consistent.
One user said he wouldn't use the app due to the fact that he doesn't want to connect with others.

Hi Fidelity Skins

Home **Darth Creampuff** Profile

"At this point, Tiddles realized mother was off her meds."

Libretarian PC Gamer Hipster

Home Friends Menu Calendar Messages

Home Latest Popular Profile

"3lau Haus mixes on Soundcloud are straight fire."

Electronic Music

Home Friends Menu Calendar Messages

Home Chat Categories Profile

Favorites

NFL PS4 Rap

Basic Extended

Anonymous Art

Bars Baseball

Beaches Booze

Clothing Comedy

Comics Computers

EDM Fashion

Home Latest Popular Profile

"Come at me, Titan"

"Emily > Corvo"

"Dat machine pistol doe"

PREV WEAPONS NEXT
HERO INFO

"Try and beat my heavy"

11/14/16 7:45pm 29

11/14/16 7:45pm 42

Pc Gamer

Home PC Games Profile

"The recon is SOOO OP"

11/14/16 7:45pm 29

Open Discussion

Ok ok, yall are just gonna keep complaining about it on here? Why the heck dont you shoot out an appeal to EA on their forums...

11/14/16 7:45pm

Home Profile

Ok ok, yall are just gonna keep complaining about it on here? Why the heck dont you shoot out an appeal to EA on their forums...

11/14/16 7:45pm

Pssssh the Recon ain't shit. Yall need to check out the Ion class.

11/14/16 7:01pm


Don't even speak about classes till you check out this video

5 THINGS
HARDCORE
PLAYERS
HATE ABOUT
TITANFALL 2

4:21

Type your message here

Matty Ice




"Real Eyes, Realize Real Lies"

Favorite Categories

Trap Music Anonymous Reddit

About Me
Yo what's up Atlanta. Just recently moved here from Northern CA and I'm looking to join a new squad. Lets spark up a debate if you're into alternative views, I'm a reddit addict and always ontop of my troll game.

Recent Posts



Wow, this dude is hella ballzy, he threw that clutch into first and said "F*\$k you gravity!"

Off-Roading

Messages

Favorites

MorphThis Low-Life Con Queen

Most Recent

Huey
The craziest prediction that the tv show "The Jetsons" made about life was that a man could still support a middle class family of 4 by working...

Hurp Derp
Slice a lemon in half and microwave it for 15-20 seconds before squeezing it, and it will yield twice as much juice. You're welcome...

BishiBoshi
We are becoming too dependant on Facebook as a news source. To have one company that has enough power to reshape the way we think, I dont...

Bishibosh

11/14/16 7:45pm
Tupac leading on some pussy, that's hard to believe. NOT haha but yo seriously, kittey drone footage? YOU HAVE TO SEND ME THAT. Or I'll flip...

11/14/16 7:01pm
Molly and Holly are such little angels. Although they tend to get a little crazy when I pull my mini drone out. I'll attach a little mouse to one end

11/14/16 6:57pm
You must have had kittens from another planet dude! My Ex-Boyfriend used to foster them in his house and we'd get like 10 kittens a...

11/14/16 6:11pm
Wow are you serious? When I first got my kittens they were extremely well behaved. Maybe the copious amounts of catnip I fed them did th...

Type your message here

🏠
Events
👤

+

◀ December, 2013 ▶


Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Local Parties

📷
👥
☰
📅
💬

🏠
Cars
👤

+
↻



Date:
11/30/2016

Time:
3:00pm

Type:
Hang Out

Location:
*280 Eureka Church Rd
Carrollton, Georgia 30117*

Description

Come join some fellow Linkers at the annual Lambo show. There's going to be plenty of beer and food trucks on site. Be there or be square.

Attendees

