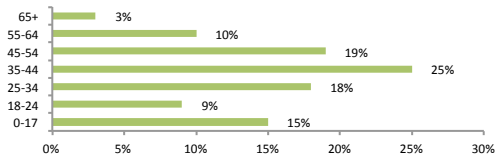


IMPROVISE

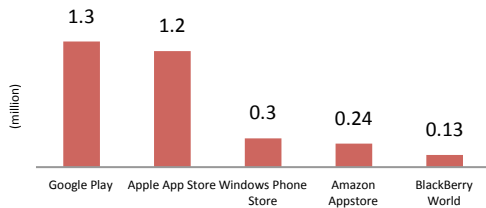
A Mobile App that helps **Optimize Your Time, Meet More People**

BACKGROUND

User Distribution



Platform Distribution



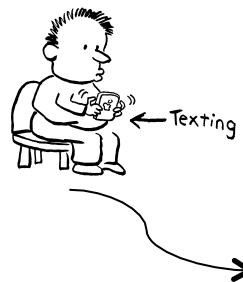
INTRODUCTION

Improvise is a mobile application working on iOS platform that can help users to meet new friends sharing mutual interests. The best part of using Improvise is that users can skip the boring process of filling out long profiles and scheduling a formal date after slow matching

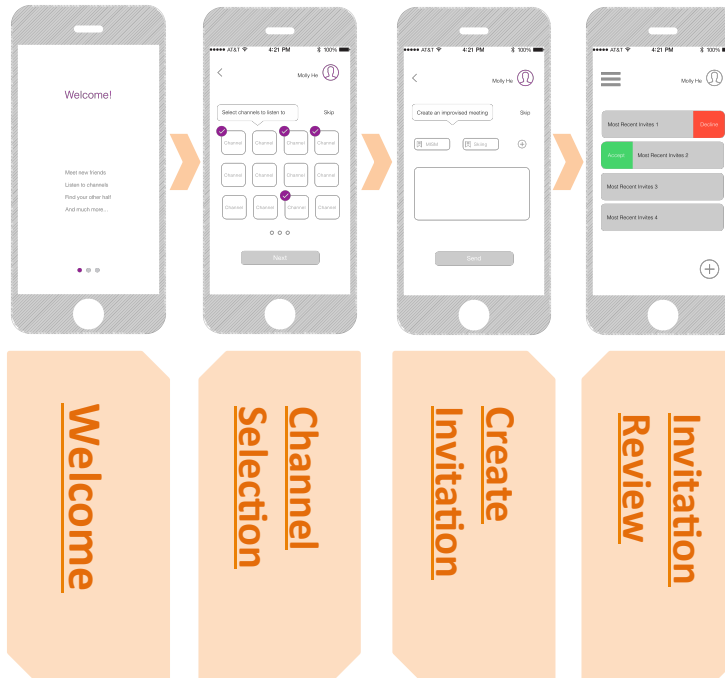


Anyone wanna play tennis?
I'm parking right now.

I'm in :)



DESIGN



TARGET USER



College Student

Education: Undergraduate

Occupation: Student

Interests: meeting with new friends, shopping

Motivation of using Improvise:

Meet new people; Make new friends; go to interesting places



Professional

Age: 28 (Range of 25-44)

Education: college graduate

Occupation: Software Developer

Marital status: Single

Motivation of using Improvise:

want to be in a relationship and have more opportunity to meet single female users

REFERENCES

"Online Dating Statistics." Statistic Brain RSS. N.p., n.d. Web. 14 May 2015.

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"Number of Apps Available in Leading App Stores 2014 | Statistic." Statista. N.p., n.d. Web. 14 May 2015.

"Study: Ages of Social Network Users." Pingdom Royal. N.p., n.d. Web. 14 May 2015.

Welcome

Guides you to the main goal you are expecting from using our app

Channel Selection

Choose channels that you are interested in and willing to receive messages

Create Invitation

Create an invitation to one or more target channels

Invitation Review

Check all your invitations and decide to decline or accept