

chkm8

A Social App Designed for Real Life

Q2 2024 Proposal

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Current Brand Development

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Current: ChkM8 Branding Design Stack

ChkM8 Color Profile

ChkM8 App Color Palette

#E0786C	#EB535F	#E59D59	#EBC962
#E0786C	#EB535F	#E59D59	#EBC962

#3D80A7	#133545	#000	#FFF
#3D80A7	#133545	#000	#FFF

ChkM8 Website Color Palette

#E0786C	#E96366	#F9DBBA	#FDFCDF
#E0786C	#E96366	#F9DBBA	#FDFCDF

#4EACB7	#133545	#000	#FFF
#4EACB7	#133545	#000	#FFF

Current: ChkM8 Branding Design Stack

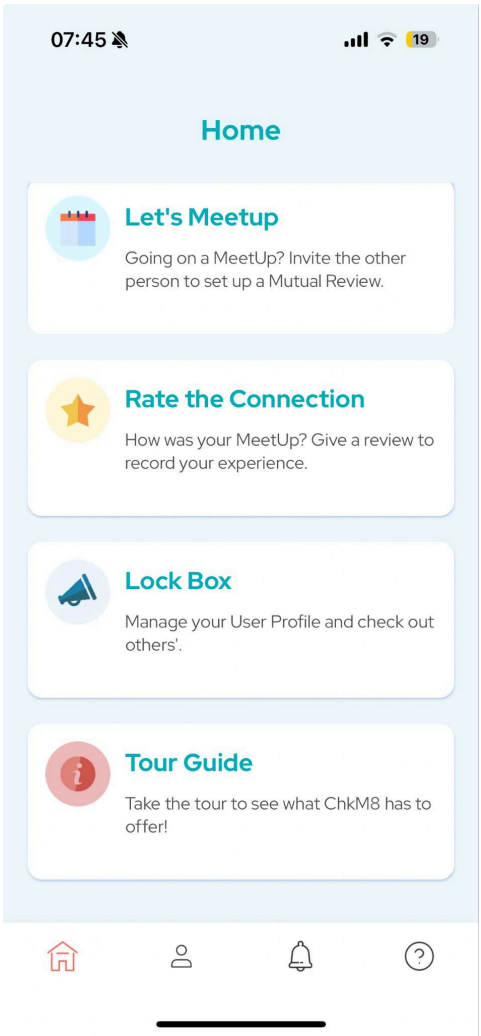
ChkM8 Asset Examples



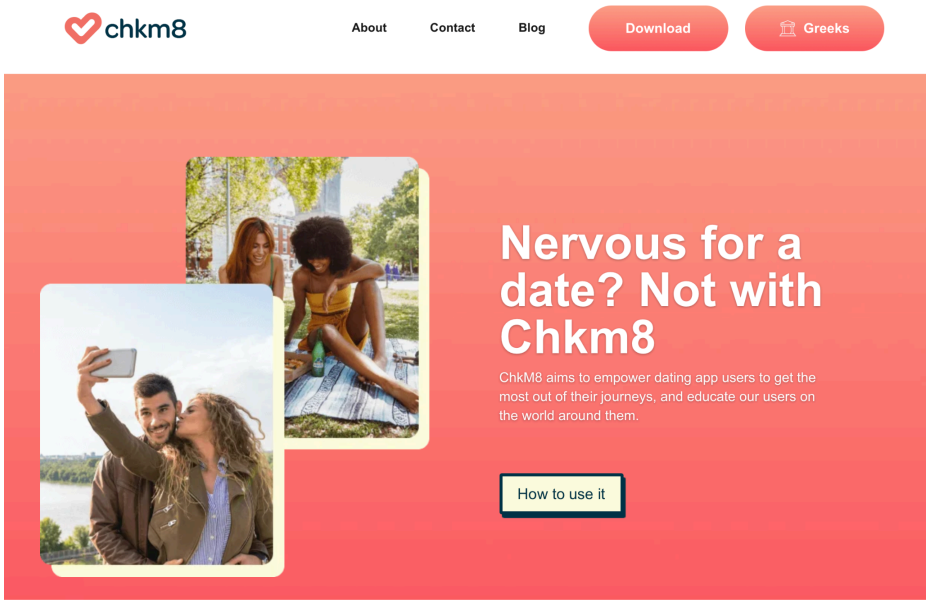
ChkM8 Logo - Colored Background, Vertical



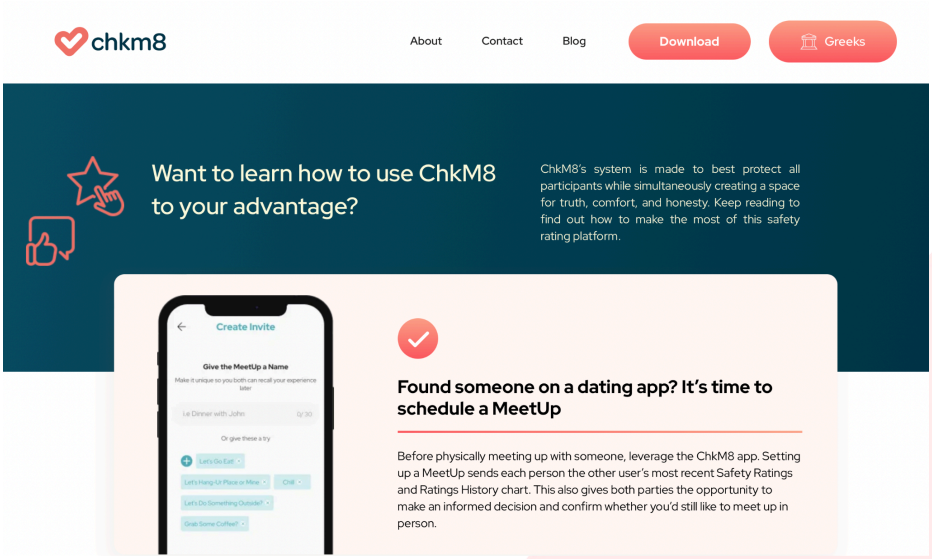
ChkM8 Logo - White Background, Horizontal



ChkM8 App - Home Screen



ChkM8 Website - Home Page



ChkM8 Website - Download Pag

Website Typefaces

Open Sans Bold

Open Sans Regular

Open Sans Regular is used in the Home, Contact, and Blog pages for all headers and body text - including navigation and call to action.

Red Hat Display Bold

Red Hat Display Medium

Red Hat Display Regular

Red Hat Display is used in the About and Download pages for all headers and body text - including navigation and call to action.

App Typeface

Muli Bold

Muli Semibold

Muli Regular

Logo Typeface

Fixga Variable

Noticeable Effective Brand Content

- Memorable Brand Name - ChkM8 in its relation to winning a tactical game as well as including the sub-context of the words “check” and “mate” all refer to the dating world, connection safety, and staying ahead of potential loss.
- Professional Website Appearance - Website appears to be professional and trustworthy, featuring a warm appearance and a strong sense of pathos. The site doesn’t appear bot-made, but rather tells the narrative of an app made for good. Written content is clean, simple, and legible.
- Informative Website Content - Website content is warm and relatable, featuring a large amount of pathos and some ethos (ie Criminologist report). Content appears to be written by humans and not bots and maintains a passive and energetic voice.
- Warm Color Palette - Warm colors are more often associated with youth, love, and energy. These colors help emphasize ChkM8’s purpose of guarding warmth and safety between people.
- Unique Logo Design - The logo design is relatively unique and, although it shares some of its association with Nike, the two brands are in completely different market spaces and are likely not to be confused.
- Greek Safety Program - Greek Safety Program is a great representation of the ChkM8 brand. The presentation featured on the website provides a balanced marketing piece with pathos, ethos, and logos.

Room for Improvement

- Lower Website Latency - Website is image-based, which increases load latency, decreases user and can lead to a poor SEO score when reviewed by search engines. To fix this, many of the background can be made into
- Reduce Cartoon Icons and Appearance - The current website and app include some cartoonish content, such as unnecessary shapes in backgrounds and pastel buttons with thick borders. Although discrete, this content reduces the efficacy of the brand’s goals of being professional, youthful, and serious.
- More Product Representation - There are only a few displayed prototypes of the product on the website and those that are shown are low-fidelity and some have watermarks. With the app being more logos and ethos oriented, more

product representation will bolster the website's logical and ethical image. In order to secure product trust, the website should have mostly pictures of the product itself. See Tinder as an example.

Bolder Color Palette - Bolder colors tend to attract a younger audience due to their association with energy and excitement. With ChkM8's younger audience in mind, bolder colors might be a better fit. Compare Tinder and Bumble's brands (targeting younger audiences) with those of eHarmony and Match (targeting older audiences). Furthermore, including a strong black and white profile indicates maturity and a more serious brand (see the League and Hinge)

More Gradients - Much like incorporating a bolder color palette, including more gradients to the website and app will attract a younger audience. Gradients are associated with energy and modernity. The current ChkM8 website does a good job at incorporating gradients. However, the app does not.

More Representation From Users as Brand Grows - As the brand grows, the user representation should have more space on the website and marketing content. This includes user testimonials, showing which groups are using the app (ie. a list of program-enrolled fraternities and sororities), and pictures of the target audience using the app.

More Intuitive App Navigation - Dating apps such as those in the Match Group's portfolio have a very standardized interface for navigation. This interface is usually a navigation bar a the bottom or top of the screen and includes:

- Profile / Settings button either on the far left or right side.
- Call to action button on the opposite side of the Profile button. This button is usually the product logo.
- Secondary actions in the middle of the navigation.

Note: Solid / gradient icons tend to appear less cartoonish than thinly outlined icons.

More Humanized App Appearance - Unlike the website, the app is logos and ethos oriented and does not appear very humanized. To change this, there should be an emphasis on human identity (such as profile pictures and group association), while maintaining ChkM8's goals of being an ethical and anonymous form safety platform. This means that content such as personal information should be guarded, while also keeping the brand human, fun, and interactive.

Account Deletion Option - In accordance with governmental regulations on data privacy such as the California Consumer Privacy Act, it is important that there is an account deletion option on the app. This is also important for

maintaining user trust, as users often want to protect their data from being leaked or stolen when offloading an app.

- Unified App and Group Dashboard - Although the current admin dashboard exists online, it would be beneficial to unify the app and dashboard experience by bringing groups onto the app. This would also make the app appear more appealing, human, and exciting. Bringing the app and dashboard would furthermore standardize the product's tech stack, making the company's software stack Flutter and Java-based instead of Flutter, Java, AngularJS, and JavaScript based.

- Unified Brand Guidelines - Digital companies should have standard guidelines for their brand's representation. Because ChkM8's profile is split between several different applications, the brand style varies. It may be helpful to standardize on a color palette and typeface.

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Future Brand Development

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Proposed Standardized Project Color Profile

#E0786C	#EB535F	#FFA733	#F9CB40
#E0786C	#EB535F	#FFA733	#F9CB40

#4EACB7	#133545	#000	#FFF
#4EACB7	#133545	#000	#FFF

	pink	red	orange	yellow	cyan	blue	grayscale
color	#E0786C	#EB535F	#FFA733	#F9CB40	#4EACB7	#133545	#000
shl0	#FBECEA	#FCE8EA	#FFF4E5	#FEF8E6	#EDF7F8	#EBF5FA	#F2F2F2
shl1	#F6D8D5	#FAD1D4	#FFE9CC	#FDF2CE	#DBEEF0	#D7EBF4	#E6E6E6
shl2	#EDB2AB	#F4A4AA	#FFD399	#FCE49C	#B7DDE1	#AFD7E9	#CCCCCC
shl3	#E58B80	#EF767F	#FFBD66	#FAD76B	#92CCD3	#87C2DE	#B3B3B3
shl4	#DC6556	#E94955	#FFA733	#F9C939	#6EBBC4	#5FAED3	#999999
base	#D33E2C	#E41B2A	#FF9100	#F7BC08	#4AAAB5	#379AC8	#808080
shd1	#A93223	#B61622	#CC7400	#C69606	#3B8891	#2C7BA0	#666666
shd2	#7F251A	#891019	#995700	#947105	#2C666D	#215C78	#4D4D4D
shd3	#541912	#5B0B11	#663A00	#634B03	#1E4448	#163E50	#333333
shd4	#2A0C09	#2E0508	#331D00	#312602	#0F2224	#0B1F28	#1A1A1A
shd5	#150604	#170304	#190F00	#191301	#071112	#060F14	#0D0D0D

Proposed Rebrand Logo Rebrand Content



ChkM8 Logo Proposal - White Background, Horizontal



ChkM8 Logo Proposal - White Background, Horizontal, Dating



ChkM8 Logo Proposal - White Background, Horizontal, Social



ChkM8 Logo Proposal - Colored Background, Vertical with Proposed Color Profile

Website & App Typeface

Red Hat Display Bold

Red Hat Display Medium

Red Hat Display Regular

Logo Typeface

Fixga Variable

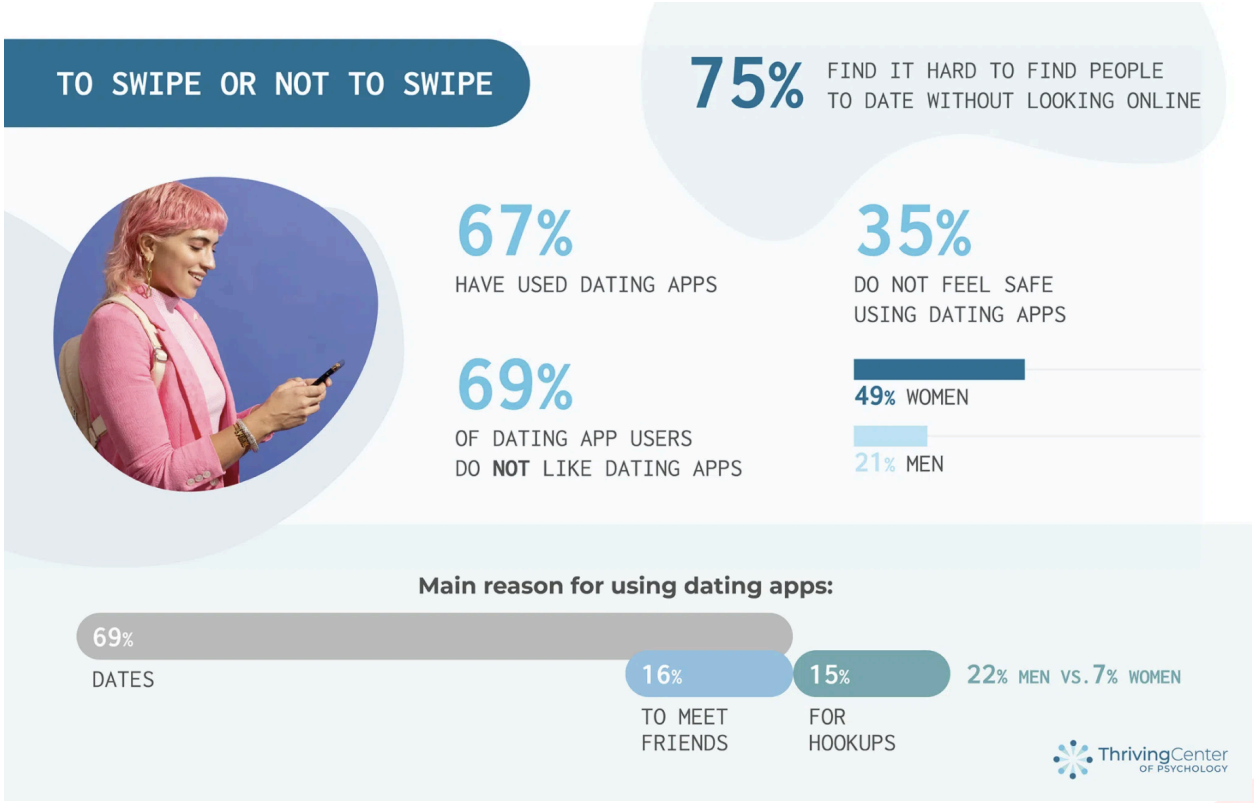
Reason for Standardization Choice: Already being used in portions of the company website, Red Hat Display Bold displays a clean sans-serif style, while also featuring a discrete beveling on the top edges of its ascenders. This characteristic, present on characters such as 'l', 'd', and 'h', is well related to the filleted edges of the ChkM8 logo. In addition to being well-fitting, the Red Hat Display typeface is open source, free, and accessible through Google Fonts and project libraries for app and website development. See the character features of both the Fixga Variable and Red Hat Display typefaces on the ChkM8 logo below for a comparison:



Basic Market Research

ChkM8's Primary Target Demographic, American Singles

ChkM8's primary target demographic is single men and women located in the US. According to a study conducted by Pew Research, at the time surveyed, 51% of men and 32 % of women between the ages of 18 - 29 declared themselves as single. These numbers dropped almost in half for the age group of 30 - 49, where 27% of men and 19% of women declared themselves as single. While Pew Research's study concluded that **50% of the singles surveyed simply did not want to date**, the other **50% were looking to find a partner in some capacity**. A survey conducted on over 1,000 American Singles by Thriving Psychology suggests that **56% of singles say that dating is harder now (as conducted in 2023) than in previous years**. With the US Census reporting 132.3 million unmarried individuals in 2022 (there is a difference between the US Census' and Pew Research's definition of "single"), there is a very large demographic group of single Americans who are looking for love.



Thriving Psychology's study suggests several key pain points in the American dating scene. These include 35% of surveyed American singles reporting going on fewer dates due to inflation and **49% of the sample reporting that they believe that it is socially acceptable to stalk a date online**. Furthermore, **38% reported actually searching**

online. In the same survey, **67% claimed to have used dating apps**, **35% responded that they do not feel safe using dating apps (49% of women and 21% of men)**. Out of the 1,000+ person sample, **75% find it hard to date without looking online**. These statistics highlight very real pain points for this demographic. Not only is the target demographic concerned about the cost of dates, but many are concerned about the quality, safety, and source of their potential partners.

Breaking these few statistics down into core numbers, we find that:

- 132.3 M Americans are unmarried individuals, ages 15+ (US Census, 2022).
- 4,175,920 Americans are aged 15, 4,187,874 Americans are aged 16, and 4,164,893 Americans are aged 17 (US Office of Juvenile Justice and Delinquency Prevention, 2022)
- 4.6% of Americans aged 15-17 are married (Pew Hispanic's Assessment of 2014 Census)
- Assuming the above, this means that:

  132,300,000 - ((1 - 0.046) * (4,174,920 + 4,187,874 + 4,164,893))
  = **There are 120,348,586 single Americans, ages 18+**

- Pew Research's definition of a single adult is that of a person 18 years or older who is not married, living with a partner, or in a committed romantic relationship. While the above measure of single Americans only gets us halfway to Pew Research's definition, Pew Research claims that 31% of 258.3 million Americans (US Census, 2021) are single. **Thus we can assume that the number of Americans not married, living with a partner, or in a committed romantic relationship is around 80 million, while another 40 million are in unmarried, but committed romantic relationships.**
- This makes around **53 million American dating app users, 28 million Americans concerned about dating app safety, and 39 million Americans considering it socially acceptable to search a date online according to Thriving Psychology's report.**
- **This also makes around 60 million Americans who claim that it is difficult to find a date offline.**

ChkM8's Secondary Target Demographic, Dating App Users

ChkM8's secondary target demographic is American dating app users, narrowing its focus on those who have turned online for romantic connections. As stated above, this demographic claims over 50 million Americans with almost half concerned about their safety. 60 million have claimed that they have little to no choice, reporting that it is difficult to find a date offline. In this demographic, it is important to note that **28% more women found online dating safety to be of concern than men**. The table below reports the major dating apps on the scene today, their target demographics, and the number of users, as reported on the iOS App Store.

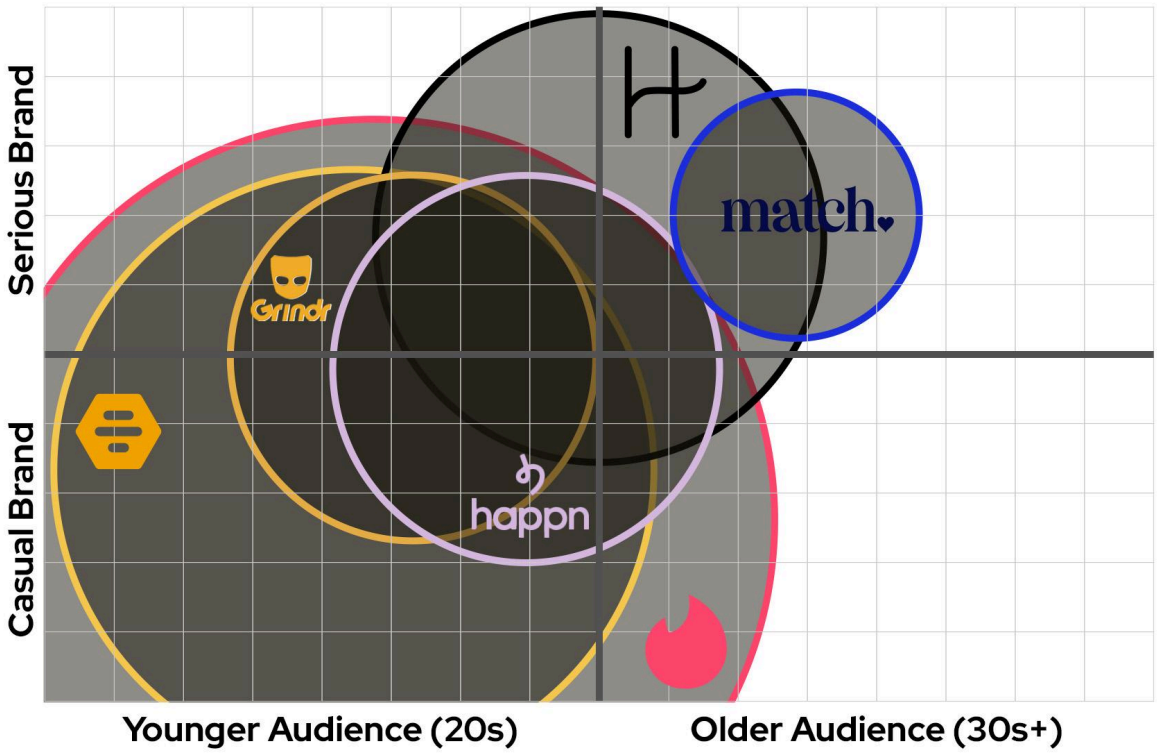
Dating App Target Demographics				
Dating App	Target Demographic	Estimated Total Users	2023 Revenue	Google Play Downloads
Tinder (Match Co.) 2012	Tinder's target market primarily consists of young adults aged 18 to 35 who are looking for casual dating, hookups, or short-term relationships. Its user-friendly interface and swiping feature make it popular among millennials and Gen Z individuals seeking quick connections based on physical attraction.	75 M	$1.918 B	100 M+
Bumble (Bumble, Inc) 2014	Bumble targets a similar demographic as Tinder, focusing on young adults in the 18 to 35 age range. However, Bumble stands out with its unique feature where women must initiate conversations within 24 hours of matching, appealing to those seeking more control and empowerment in online dating.	58 M	$844 M	50 M+
Match.com (Match Co.) 1995	Match.com targets a slightly older demographic compared to Tinder and Bumble, typically individuals in their late 20s to mid-40s. It caters to users looking for more serious, long-term relationships and offers robust matchmaking algorithms and detailed profiles to facilitate meaningful connections.	~6 M		10 M+
OkCupid (Match Co.) 2004	OkCupid's target market encompasses a diverse range of individuals, including millennials and older users seeking both	~5 M		10 M+

	casual and serious relationships. It appeals to users interested in personality compatibility and offers in-depth profile questions to help match users based on shared interests and values.			
Grindr (San Vicente Acquisition LLC) 2009	Grindr is targeted towards the LGBTQ+ community, specifically gay, bisexual, transgender, and queer individuals. It caters to a wide age range but predominantly attracts younger users seeking both casual and serious relationships within the LGBTQ+ community.	13 M / mo, ~18 M annual		50 M+
Hinge (Match Co.) 2012	Hinge targets young professionals in their 20s and 30s who are looking for meaningful connections and relationships. It emphasizes detailed profiles and prompts for users to showcase their personality, interests, and values, appealing to those seeking more substantive interactions compared to other dating apps.	28 M	$396 M	10 M+
Coffee Meets Bagel (Coffee Meets Bagel Inc) 2012	Coffee Meets Bagel targets young professionals in their late 20s to early 40s who are seeking meaningful relationships. It appeals to users looking for curated matches based on mutual friends and shared interests, offering a more curated and deliberate approach to online dating.			5 M+
Happn (Happn SAS) 2014	Happn targets urban dwellers, particularly young adults in their 20s and 30s, who are interested in connecting with people they've crossed paths with in real life. It appeals to users seeking serendipitous connections and offers a unique feature that shows profiles of users who have physically crossed paths with each other.	~18 M		50 M+
Plenty of Fish (Match Group) 2003	Plenty of Fish targets a broad demographic, including individuals of various ages and backgrounds seeking both casual and serious relationships. It appeals to users looking for a free and accessible dating platform with a large user base, offering extensive search filters and communication features.	~10 M		50 M+

Her (HER App Limited) 2013	Her is a dating app designed specifically for LGBTQ+ women and non-binary individuals. Its target market includes lesbian, bisexual, and queer women, as well as non-binary individuals, seeking relationships, friendships, and community connections within the LGBTQ+ community. Her offers features tailored to the experiences and needs of LGBTQ+ women and provides a safe and inclusive space for them to connect.			1 M+
eHarmony (ProSiebenSat.1 Media SE) 2000	eHarmony targets individuals of all ages who are looking for serious, long-term relationships. It appeals to users who prioritize compatibility and personality matching, as eHarmony's algorithm aims to connect individuals based on deep compatibility dimensions rather than superficial factors. The platform is known for its extensive questionnaire and comprehensive profile-building process, which helps users find compatible matches based on shared values, beliefs, and life goals.	~3 M		5 M+
The League (Match Co.) 2015	The League targets young professionals and high-achieving individuals in major urban centers. It positions itself as an exclusive dating app for ambitious singles seeking meaningful connections with like-minded individuals. The League's selective admission process and emphasis on career accomplishments and educational background cater to users looking for partners who share their values and aspirations. It also offers features such as curated matches and networking events to facilitate connections among its community of driven professionals.			500 K+

Recommendation: Purchase the Business of Apps Dating App Report 2024

Dating App Competitive Landscape

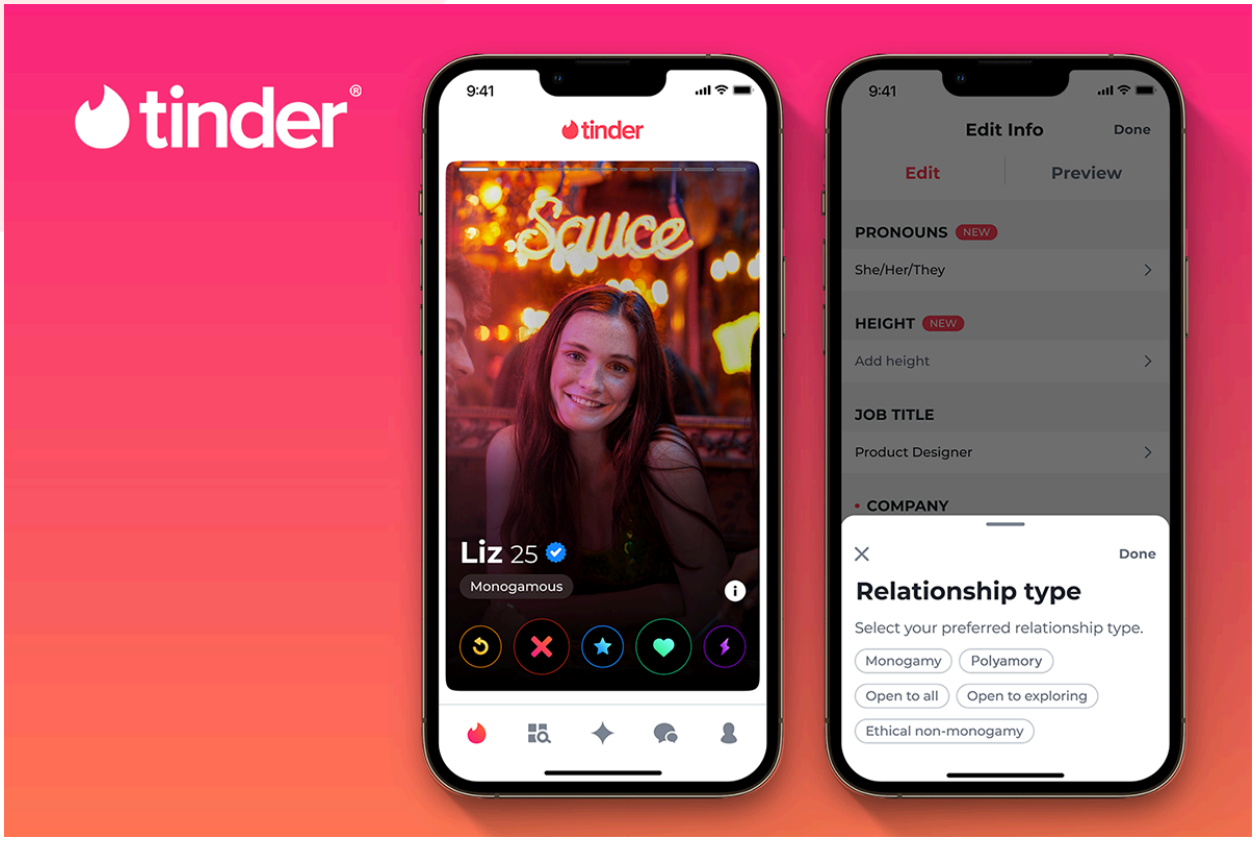


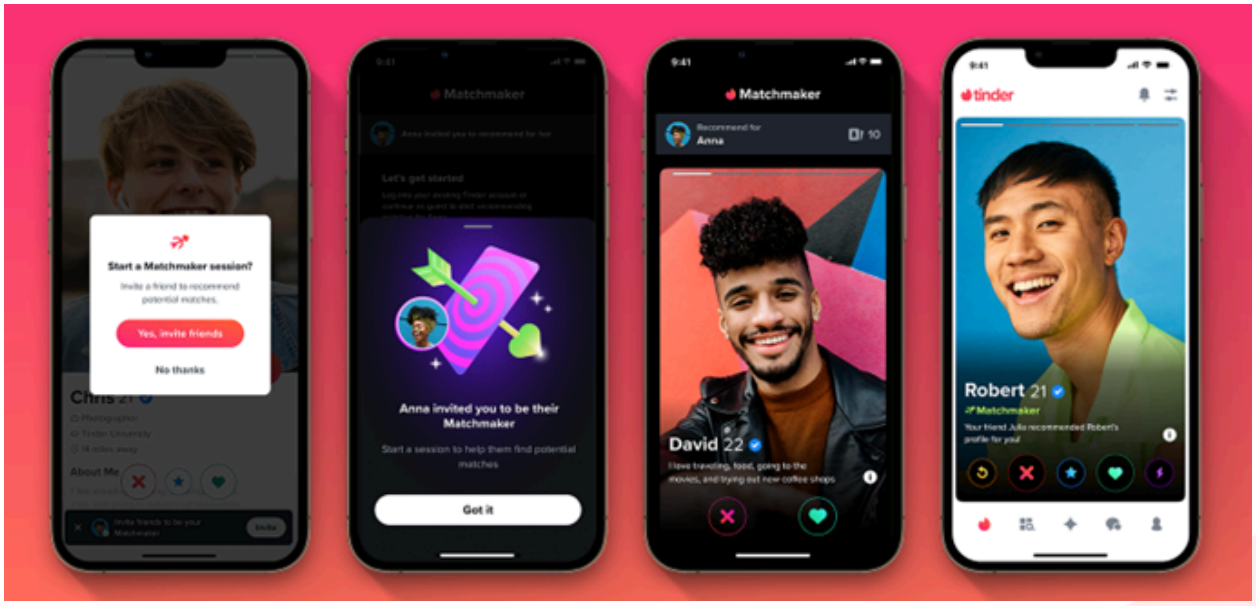
*Serious Brand refers to a brand capitalizing more on relationships and long-term partners, while Casual Brand refers to a brand that more emphasizes hookups and short-term fun.

Safety Features By Dating App	
Dating App	Safety Features
Tinder (Match Co.) 2012	Offers photo verification, a panic button, and location tracking to ensure user safety during dates.
Bumble (Bumble, Inc) 2014	Empowers women to make the first contact, offers photo verification, and has strict behavior guidelines.
Match.com (Match Co.) 1995	Provides date check-ins, safety tips, and a feature for users to report concerns.
OkCupid (Match Co.) 2004	Includes profile verification and options for users to block and report inappropriate contacts.

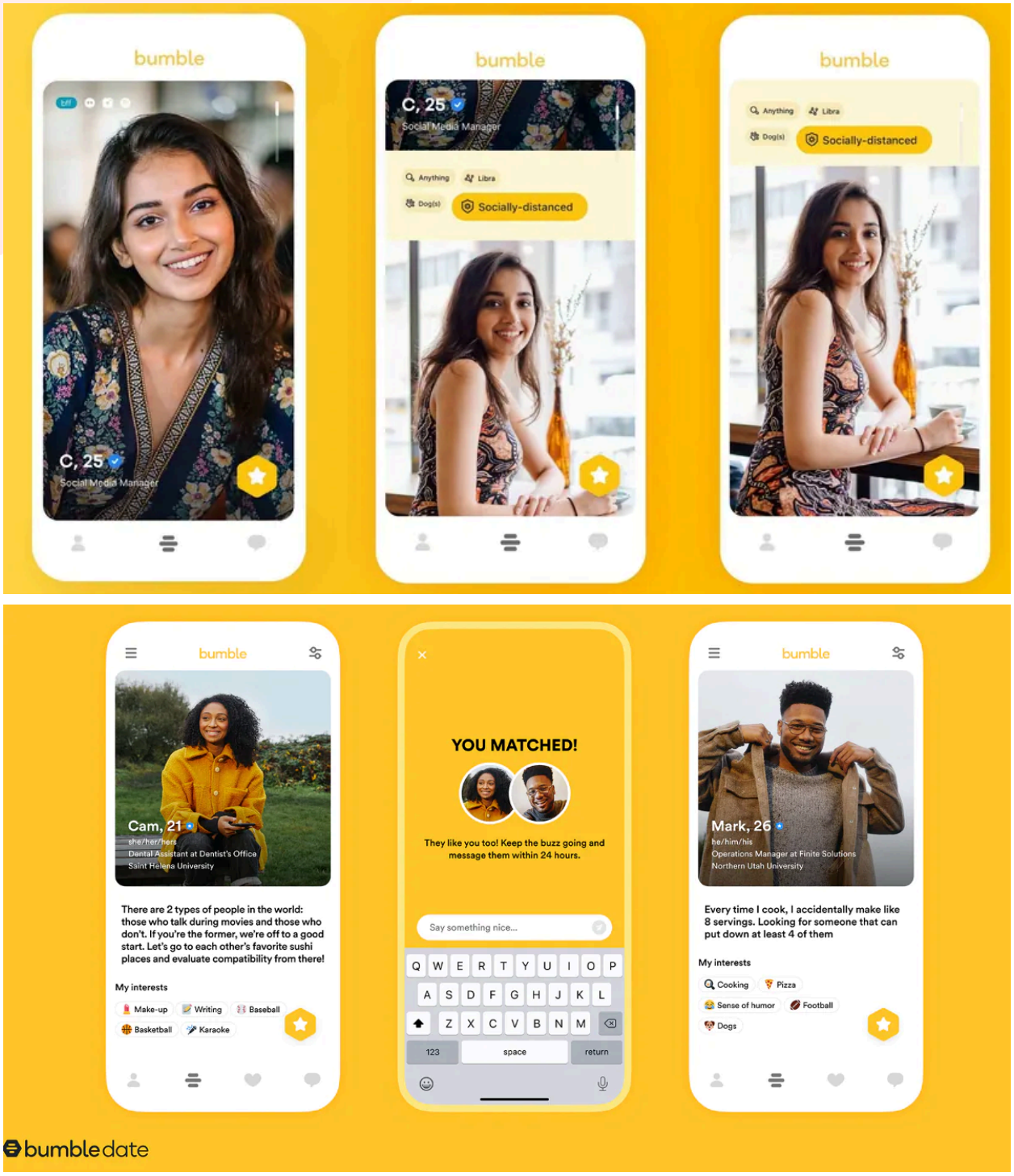
Grindr (San Vicente Acquisition LLC) 2009	Uses location-based features cautiously and provides safety tips specifically tailored to the LGBTQ+ community.
Hinge (Match Co.) 2012	Focuses on creating safe dating environments with features like reporting and blocking users.
Coffee Meets Bagel (Coffee Meets Bagel Inc) 2012	Offers guided communication to prevent scams and harassment.
Happn (Happn SAS) 2014	Focuses on crossing paths without revealing the exact location for privacy and safety.
Plenty of Fish (Match Group) 2003	Includes a feature for users to report inappropriate behavior.
Her (HER App Limited) 2013	Offers robust community guidelines and safety tips tailored to LGBTQ+ women.
eHarmony (ProSiebenSat.1 Media SE) 2000	Uses a rigorous compatibility matching system and allows users to block and report suspicious profiles.
The League (Match Co.) 2015	Includes privacy controls and a screening process to ensure a safe dating community.

Examples of Dating App Interfaces

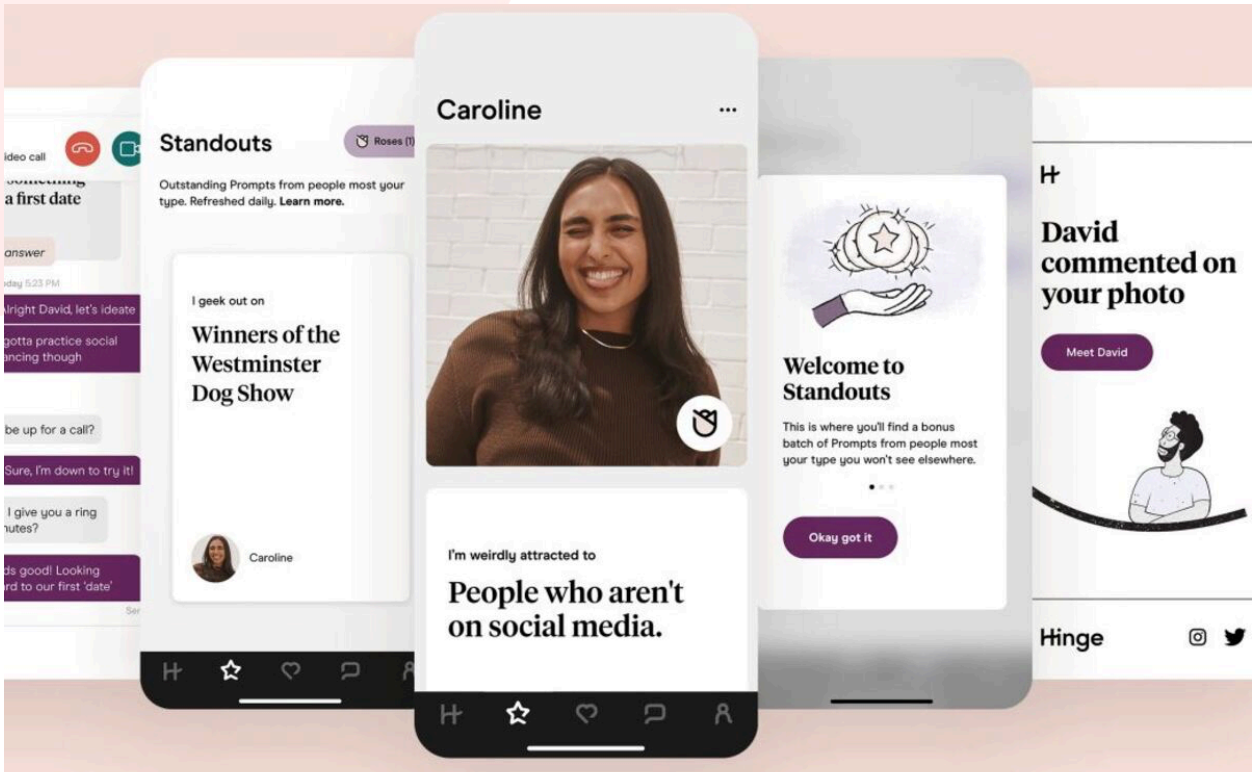


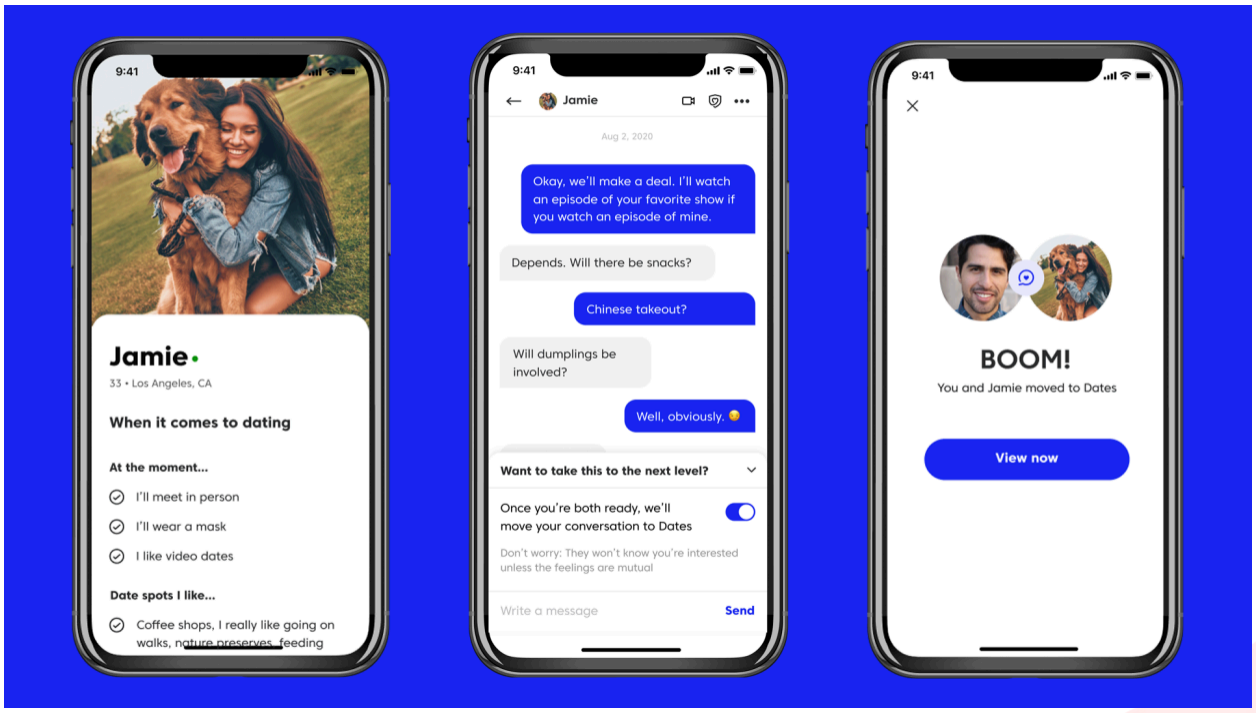


Proposal: ChkM8 Branding Design Stack

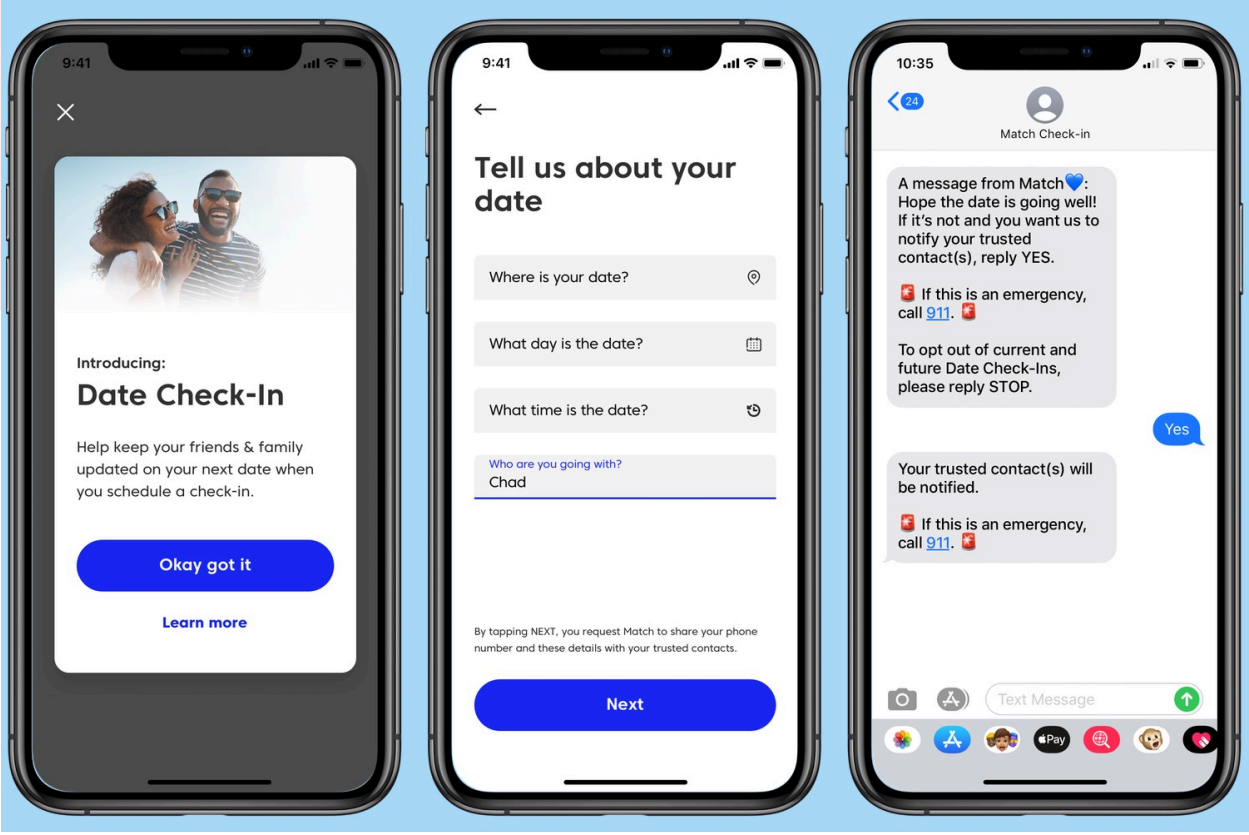


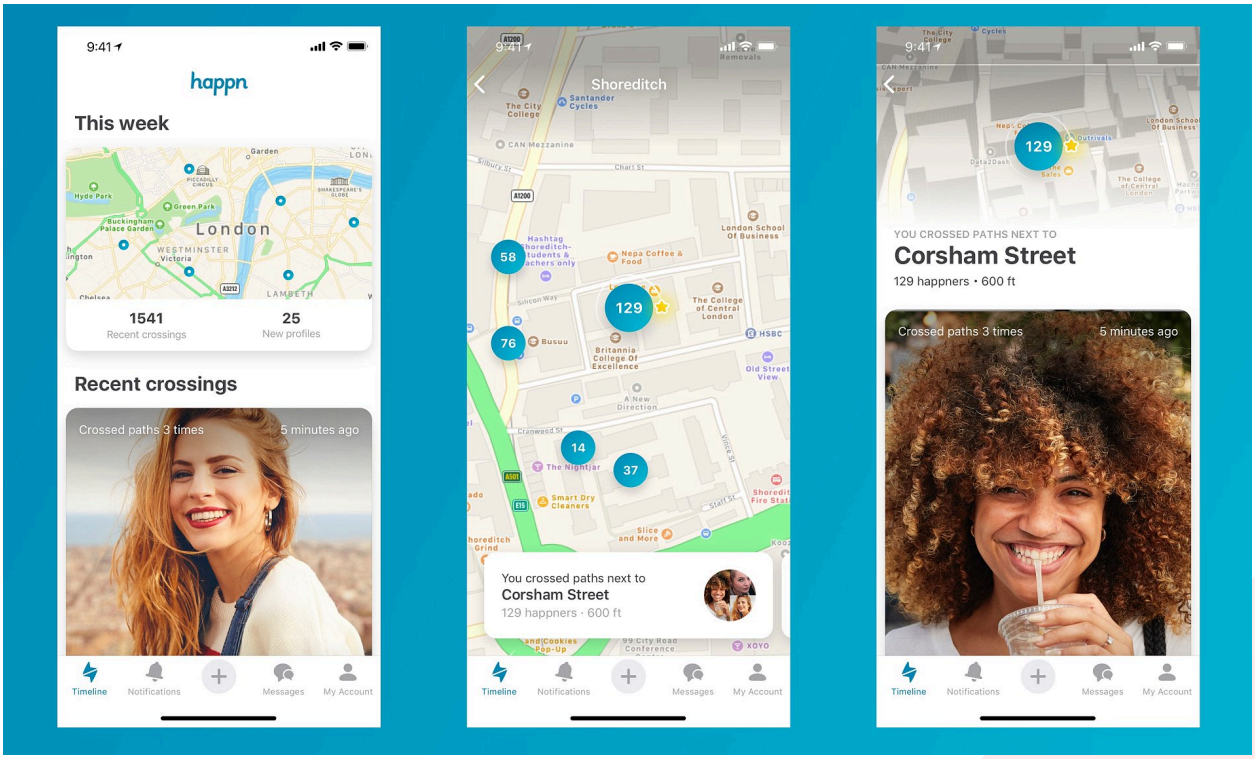
Proposal: ChkM8 Branding Design Stack





Proposal: ChkM8 Branding Design Stack





Proposal: ChkM8 Branding Design Stack

Follow-Up Reading: ASO Teardown on Hinge, ASO Teardown on Bumble, Daily Mail's Commentary on Happn's 2018 Feature Additions and Tinder's Attempted (But Failed) Pursuit at Place Matching

The Alternative to Online Dating

According to Roast.dating, **men only have a 2.8% chance of a Tinder match, while women have a 35% chance**. However, Roast.dating also reports that **75% of Tinder profiles are profiles of men. When the odds are so low, it might be asked why there are so many men on Tinder and other dating apps and so few women taking advantage of the large online dating pool.**

A study, conducted by Pew Research in 2023, found that **42% of American adults find online dating to have made their search for a long-term partner easier**. In 2020, Pew Research conducted a study to get to the bottom of this topic. The study found that out of the 22% of surveyees which claimed to have a positive experience with dating apps, 25% stated that they **found it positive to have options outside of their circle**, 19% to **evaluate people before meeting**, and 14% to connect with **more like-minded people**. However, the same two Pew Research surveys concluded that **women were much more likely to find dating apps less safe, overwhelmed by the number of messages they receive, and double as likely to experience unwanted behavior** such as receiving explicit messages, continued contact after declining interest, and being threatened physically.

The alternative to online dating is the traditional practice of meeting potential partners in-person through sharing a common location or social connection. It is human nature to connect in-person with people who catch your interest. As a matter of fact, a survey published by The Tylt in 2018 claims that **84% of millennials would rather find love in real life than online**. Business Insider broke this statistic down, providing reasons millennials dislike online dating such as "losing the thrill of meeting somebody by chance," "inflated profiles," and dating apps being too "stress-inducing / time-consuming." Many dating apps attempt to include features which relate to some of the benefits of meeting a potential partner serendipitously such as Happn's location-based matching, or Bumble's friend matching algorithms. These features distinguish these apps, but still cave to superficial app-centric behavior.

What is ChkM8's Target Market Looking For?

Based on the above, it may be concluded that ChkM8's target audience - single Americans between the ages 18 and 30, are looking for the following things:

- **An alternative to instant gratification swipe dating:** Companies such as Happn are trying to combat this with more intimate ways of meeting.
- **Increased online and in person safety:** Apps such as Match have implemented features regarding date safety. However, as demonstrated by Garbo's exit from the dating software scene, **digital dating companies such as the Match group do not have as much interest in user safety as they do increasing their user base**.
- **Less inflated and more realistic expectations:** Many young American singles claim that they are tired of profiles which give unrealistic expectations of their date. It's human nature to try to highlight your strengths and hide your flaws on dating apps. However, it does not set up a strong foundation for new connections.
- **A way to satisfy other social needs - not just relationship searching:** Young Americans are searching for a wide variety of social connections - from friends to hookups to long term partners. Social media helps facilitate these connections, but is not trusted enough for users to feel comfortable making new connections over an Instagram profile. Meanwhile, apps such as Bumble attempt to fulfill these needs with BFF and Bizz profiles to facilitate making friends and business partners.

What does “A Social App Designed for Real Life” mean?



ChkM8 aims to create a safer way to meet, connect, and date - a mission which resonates with the core statement “a good app for good people.” However, as it currently stands, ChkM8 only has one function - the ability to rate the connections you make and particularly the dates you meet online.

Proposal: ChkM8 Branding Design Stack



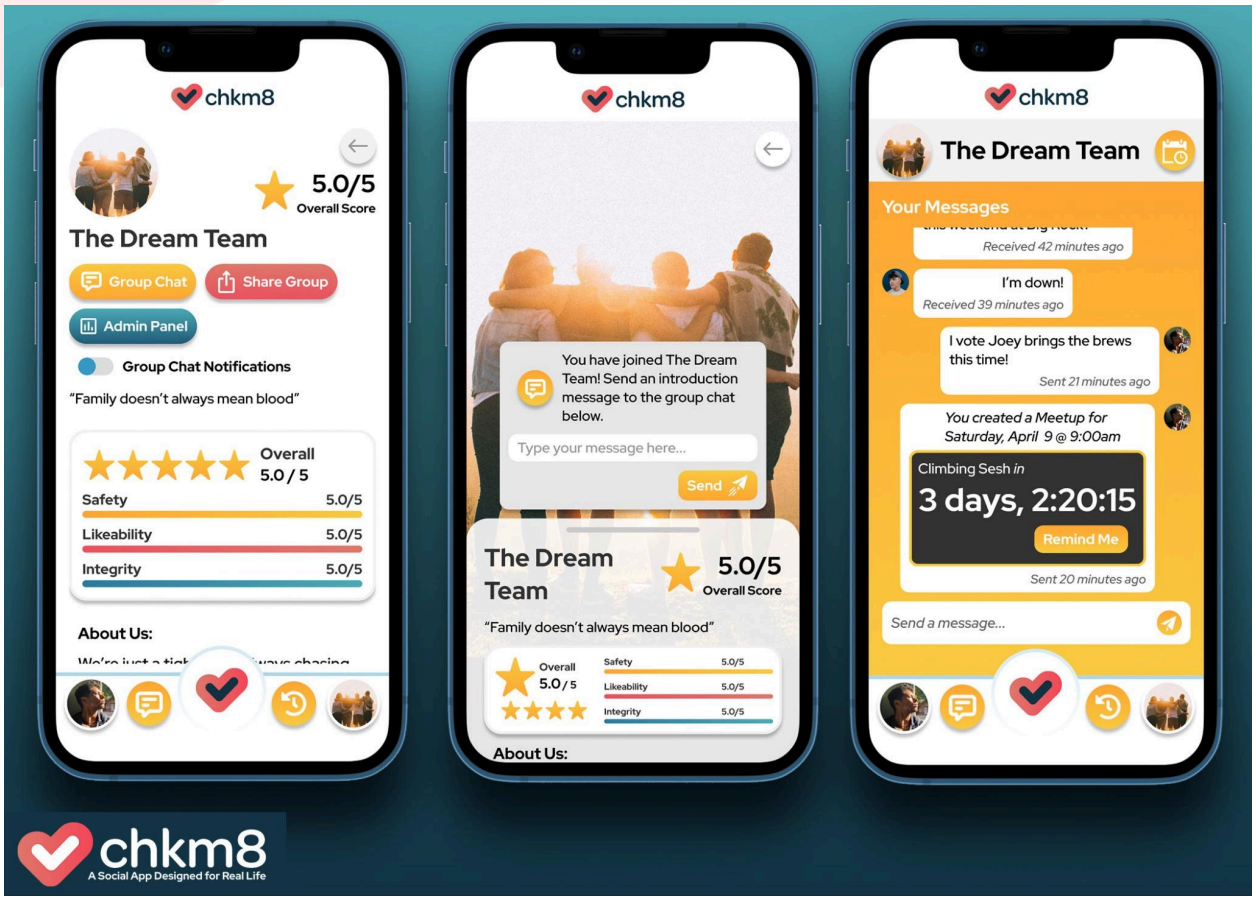
This proposal for a development of ChkM8's brand spearheads with an app interface remodel, featuring a new look, more functions for dating safety, and **promoting a movement that 84% of the target demographic has claimed to want, but doesn't know how to achieve - the reappearance of offline dating**. The goal of this new app upgrade is to take people off of dating apps such as Match Group Tinder, Match.com, and Hinge, which have had numerous instances of safety issues and a high rate of dissatisfaction. **As a social-oriented alternative, ChkM8 will become a direct competitor with big brands such as Tinder and Bumble and compete at a spot for market saturation over the next ten years.**

The app upgrades mentioned in this proposal feature the following:

- **A ChkM8 profile overhaul** featuring a short bio caption, safety score, profile picture, and a "things you should know about me" section.
- **NFC sharing of ChkM8 profiles** as well as **link sharing** for social media.
- **In-app messaging** to provide a safe communication method for connections you meet offline and want to chat with online.
- **CrewM8** - a way to form groups for friendships, group dating, and community organizations.

Introducing CrewM8

CrewM8 is a new way to form and share groups both online and in person. Whether they're setting up a group chat with your besties or starting a new organization, CrewM8 gives users interactive group tools to foster new and existing social circles.



CrewM8 features the following:

- A **CrewM8 profile** featuring a short bio caption, a composite team safety score, profile picture, an "about us" section, and a list of crew members.
- **NFC sharing** and **link sharing** for social media and text.
- A **group chat** for all members of the group to share.
- **Event** creation and notifications.
- When a user joins a CrewM8 group, they can select whether they will allow their ChkM8 messaging to be shared with all members or only select members.
- CrewM8 is intended for three types of groups:
    - **Friend groups:** Friend groups feature a group chat and the ability to

exchange group info with potential new members using NFC sharing and universal link sharing for social media and text. Everybody in a friend group has admin privileges to add and remove people.

- **Community Groups:** Community groups are intended for organizations such as dating groups, sports teams, and clubs. Community groups feature optional enabling of group analytics for analyzing member scores. Once a group has been created, its group analytics selection cannot be changed and it will either permanently have group analytics enabled or disabled. In a community group, allowing all members to add new members or just the admins will be selectable on creation and editable in the future. Members of a community group get to select whether their contact is private or public to all members in the group.



- **Sponsored Groups:** Sponsored groups are groups that ChkM8 sponsors in some way, such as fraternities and potentially contest groups. Sponsored groups automatically enable group analytics for analyzing member scores, which are shared with the ChkM8 company team. In a sponsored group, only admins will have the privilege of adding and removing people. Sponsored groups contain a 30-day score analytics panel option allowing them to monitor how they are performing during their 30-day rating period.



CrewM8 Blend

CrewM8 Blend is intended for creating group chats between two or more CrewM8 groups. Whether it's a fraternity mixer event, a double date, or just two friend groups hanging out, CrewM8 Blend gets everybody connected and talking without the hassle of exchanging phone numbers, sending invites, and adding calendar events.

Development Plan

Engineer Requirement

This proposal will require two types of engineers:

1. Frontend App Engineer: This project requires a frontend app engineer with a knowledge of Flutter and Dart. Experience and knowledge of Java is a bonus. A qualified engineer will preferably have completed one or more multi-paged Flutter apps with dynamic data involved. Backend experience is also required to a moderate extent. This engineer should have at least 3 years experience in industry, or one with a university degree.
2. Backend Engineer: This project also requires a backend engineer with an extensive background in Java and experience developing backend applications, preferably in Java Spring. The engineer should have basic experience working with AWS and proven experience in DevOps. A qualified portfolio should include projects with user data systems and preferably one with teams / grouping. This engineer should have at least 5 years experience in industry, or two with a university degree.

It is estimated that, because the application has a strong backend and changes are mostly frontend oriented, the division of work will be 60-65% frontend and 35-40% backend.

Timeline

The below timeline is broken up into Sprints. Each Sprint is determined for a two-week time period and is broken down into tasks for both a frontend and backend engineer, assuming that they will be working part time 10-25 hours in one week. It is recommended that this proposal be executed in the following steps, but should be assumed that the time expectations will be exceeded by at least 1-2 Sprints:

I. **Sprint 1:**

A. Basic cosmetic updates to the current app navigation, theme, and icons.

- Definition of Done: App follows the brand theme guidelines using the Red Hat Display font and the suggested color scheme. Icons updated to closely follow the proposed prototype image.
- Responsibility:
    - Frontend Engineer: Rebranding basic app navigation and

theming based off of prototype and suggested scheme..

B. Updates to the User Profile to contain first name, profile picture, bio caption, and "about me."

   - Definition of Done: AWS RDS database updated to contain profile field additions. Backend service routes updated to include new data additions and linked to the frontend interface. Frontend interface updated to show new profile fields.

   - Responsibility:

      - Frontend Engineer: Updates the profile interface appearance. Implement AWS S3 for profile photo storage and backend services to frontend.

      - Backend Engineer: Updates the backend service routes. Support the implementation of AWS S3 for profile photo storage and backend services to frontend.

C. Create Edit Profile page to change profile components or optionally delete account.

   - Definition of Done: Edit Profile page allowing for the changing of profile data and deletion of account. The page should be connected to the backend service.

   - Responsibility:

      - Frontend Engineer: Creation of new profile page designed to closely follow the proposed prototype image.

      - Backend Engineer: Creation of backend routes to allow profile editing and account deletion.

D. Update the Rating form and display methods for rating connections after meeting. The update should include cosmetic changes and implement some backend changes for rating descriptors. Composite scores will be shown on the user's Profile page.

   - Definition of Done: Rating Interface for giving a rating is updated to prototype's standard. Backend is in place for updated rating descriptor types and the new rating interface is reflected on the user's Profile page.

- Responsibility:
    - Frontend Engineer: Creation of rating form interface and rating display for the Profile page.
    - Backend Engineer: Update of rating descriptor types / names on the backend and data storage.

II. Sprint 2:

A. Create a Profile Sharing method to share profiles with one-time-use token validation.

- Definition of Done: “Share Profile” button with backend support to generate a one-time-use token attached to a URL and frontend configuration to share the URL from the interface. Implementation of a token retrieval routine to generate the profile on another user’s device.
- Responsibility:
    - Frontend Engineer: Addition of “Share Profile” button and implementation of a URL sharing flow for common applications such as messaging, social media, and email.
    - Backend Engineer: Creation of a backend routine to generate a one-time-use token attached to a URL. Creation of a token retrieval and validation routine to share the profile.

B. Create a Schedule Meetup page which closely follows the meetup widget of the prototype. Connect the scheduled meetup data form to the notification portion of the backend for logging events to be shown in the future History page.

- Definition of Done: Schedule Meetup form created and submission to the backend data storage via the appropriate routes.
- Responsibility:
    - Frontend Engineer: Creation of the Schedule Meetup page with a similar appearance to the prototype.
    - Backend Engineer: Implement any adjustments needed to store the event on form submission.

C. Convert the Notifications page to the History page shown in the prototype. Adjust the backend retrieving created scheduled meetups and profiles. Future meetups should be shown as a countdown timer with a "Remind Me" button.

- Definition of Done: History page displaying future and past meetups and ChkM8 requests and acceptances. Future meetups include a countdown timer and "Remind Me" button to schedule device notifications. All events have photos and profile names associated.
- Responsibility:
  - Frontend Engineer: Conversion of the Notifications page to the History page shown in prototype. Adjustments to be made for appropriately displaying past and future events.
  - Backend Engineer: Supporting the page conversion and making adjustments to properly retrieve the created meetup events and profiles.

III. Sprint 3:

A. Create the Friends page based on the prototype. This page would contain a list of connected friends, and allow for profile-viewing.

- Definition of Done: Friends page interface created based on prototype and displaying a user's friends' public information and connecting the user to other user profiles.
- Responsibility:
  - Frontend Engineer: Create Friends page to show connect to user profiles and allow for the future implementation of a Messaging page.

B. Internal Messaging System implementation with a prototype-based frontend and IMS backend. The options regarding backend messaging services can be explored when the time comes, but there are two main options to consider: creating a custom database-based service or implementing an API-based service. Twilio is one API chat service provider to consider.

- Definition of Done: User-to-user messaging across either a custom backend or API service. A Messaging interface created to message

between users following the design of the prototype.

- Responsibility:
    - Frontend Engineer: Create the dynamic Messaging page for user-to-user communication.
    - Backend Engineer: Implement a user-to-user API service to coordinate messaging across two user's devices after becoming acquainted.

IV. Sprint 4:

A. Create frontend and backend infrastructure for CrewM8 group profiles and group creation. Add groups to the navigation bar and allow for group profile exchange over one-time-use URL sharing.

- Definition of Done: Implemented group profiles with group creation form, backend data submission, and group sharing via one-time-use URL tokens.
- Responsibility:
    - Frontend Engineer: Create the CrewM8 Group Profile and Group Creation page interfaces based on prototype design.
    - Backend Engineer: Adjust backend service for groups to accommodate new group data. Implement a backend service routine for generating one-time-use group url tokens for group-to-user and user-to-group sharing.

B. Extend the current History page to include CrewM8. Feature group events on the History page.

- Definition of Done: The following events retrieved from backend and featured on the History page:
    - Crew creation
    - Crew member join
    - Crew member ChkM8 requests
    - User joins Crew
    - Crew Meetup creation & notifications
- Responsibility:

- Frontend Engineer: Extend the History page frontend for CrewM8 event items.
- Backend Engineer: Support the implementation of frontend changes with backend data retrieval.

C. Implement Internal Messaging System for group chat creation, extending current Friends and Messaging pages to include group chats.

- Definition of Done: Group chats created by default on CrewM8 group creation with the ability to chat with friends, following prototype guidelines. Group chats should allow admins to add and remove members, as per the three types of group chats defined below:
  - Friend groups: Friend groups feature a group chat and the ability to exchange group info with potential new members using NFC sharing and universal link sharing for social media and text. Everybody in a friend group has admin privileges to add and remove people.
  - Community Groups: Community groups are intended for organizations such as fraternities, sports teams, and clubs. Community groups feature optional enabling of group analytics for analyzing member scores. Once a group has been created, its group analytics selection cannot be changed and it will either permanently have group analytics enabled or disabled. In a community group, allowing all members to add new members or just the admins will be selectable on creation and editable in the future. Members of a community group get to select whether their contact is private or public to all members in the group.
  - Sponsored Groups: Sponsored groups are groups that ChkM8 sponsors in some way, such as fraternities and potentially contest groups. Sponsored groups automatically enable group analytics for analyzing member scores, which are shared with the ChkM8 company team. In a sponsored group, only admins will have the privilege of adding and removing people. Sponsored groups contain a 30-day score analytics panel option allowing them to monitor how they are performing during their 30-day rating period.

- Responsibility:
    - Frontend Engineer: Extending the Messaging page interface for CrewM8 group chats.
    - Backend Engineer: Extending the backend messaging service for CrewM8 group chats.

V. Sprint 5:

A. Implement CrewM8 Admin panel for simple editing and analytics.

- Definition of Done: CrewM8 Admin panel created as specified by the prototype featuring basic crew analytics and the ability to add and drop members and make new members admins (if you are an admin).
- Responsibility:
    - Frontend Engineer: Developing the panel and interface for admin content. Developing a form for CrewM8 profile editing.
    - Backend Engineer: Implementing any routes necessary to allow for admin features such as adding / dropping members, retrieving admin metric data, and managing profiles.

B. Extend CrewM8 to include the creation of group-to-group sharing and with CrewM8 Blend group chats.

- Definition of Done: Blended group chats created extending the CrewM8 messaging group chat interface to include two or more groups.
- Responsibility:
    - Frontend: Minor implementation of group chat adjustments to accommodate more than one group.
    - Backend: Adjustments to backend to support group grouping under the premise of multiple groups cross-communicating through IMS implementation and event creation.

C. Implement CrewM8 Sponsored analytics panel with 30-Day Rating and other CrewM8 Sponsored-related features.

- Definition of Done: CrewM8 Sponsored analytics panel created

featuring 30-Day Rating, Crew member assessment, and other metrics for monitoring crew performance.

- Responsibility:
    - Frontend: Metric display additions and creation of the 30-day panel.
    - Backend: Adjustments to the backend service in order to allow for the collection and retrieval of 30-day related metrics.

VI. Sprint 6

A. Implement NFC Profile exchange.

- Definition of Done: Implement ChkM8 and CrewM8 profile exchange over NFC. This requirement is relatively vague, as it needs to be explored further, but will revolve around using third-party libraries to enable NFC sharing between two devices from the frontend. NFC testing requires two NFC-enabled devices and should have some forethought and planning before implementation.
- Responsibility:
    - Frontend Engineer: Implementing NFC profile exchange and reception routine.
    - Backend Engineer: Supporting implementation with any backend adjustments required to retrieve and send profiles via NFC.

Other Suggestions

Unfortunately, a well-branded product is not enough. Strong efforts need to be made in all facets of the company. The following are some suggestions for app upgrade rollout:

- **Strong Social Media Campaign:**
    1. Immediate: Hire a video content creator to produce 3 branded videos a month. Each video should be between 20 and 60 seconds long and should feature almost exclusively content showing ChkM8's product and users using the product. These videos will be posted on YouTube, ChkM8's website, LinkedIn, and target demographic social media apps.
    2. Immediate: Hire a video content creator to produce 2-3 engaging videos a week. Each video should be between 15 and 60 seconds long, should have a catchy hook at the beginning, and relate directly to the target demographic with an extended mention of ChkM8's product. These videos will be posted on target demographic social media apps (primarily Tik Tok and Instagram) and can be included in ChkM8 blog content.
    3. Mid-Term: After a month of consistent posting, invest in paid advertising with Facebook and Tik Tok's paid ad platforms. Make sure that you have a marketing team member assist you in determining the target audience when filling out the ad submission form. Social media ads target very niche audiences and there are strategies for effective media propagation.
    4. Long-Term: As the app develops, consider paying influencers on social media platforms like Instagram and Tik Tok to advertise the product in their videos. Also, consider using YouTube's ad services and YouTube influencer.
- **Aim for the Match Group:** Dating app companies will not notice you unless you prove to be competition. Counter dating app companies like the Match Group with cautious friendly fire.
    1. Immediate: Make a strong push to get noticed on social media as "A Social App Designed for Real Life." Get on dating app companies' radars strategically, while not declaring competition.
    2. Mid-Term: Use a media campaign of "A Dating App Designed for Real Life" to show these groups that you are intended to be direct competition, but taking up market space that they are not. Wait to use this campaign until the app is fully fledged for dating purposes. Pivot social media campaigns to poke at dating apps without causing defamation issues or directly going

against dating apps.

3. Long-Term: Create media and advertisement content declaring the return of "In-Person Connections" and "In-Person Dating." Although these concepts are not dead, they are being revived post-covid and many wish to see the return of dating without dating apps. Use these concepts in video content, digital advertisement, and other content like billboards.

4. Long-Term: Get on Match Group's radar indirectly. Support causes which directly go against the Match Group and other dating apps. This means teaming up with organizations such as Garbo. These organizations play a pivotal role in being a more aggressive front against an oversaturated industry which cares more about profits than the end users. Position ChkM8 as a brand that cares more about end users than profits. ChkM8 is on dating app company radars when it supports strong opposing forces without going directly against the companies.

5. Long-Term: Make efforts to integrate with dating app products. As dating app companies learn more about ChkM8, they may consider it necessary to ally with ChkM8 through product integration opportunities. The end goal is full integration between and with both online and offline dating.

- Product Test with Prototypes:

1. Short-Term: Collect a sample group of ChkM8's target audience and have them test the prototype *before* development. Receive feedback on the interface, user profile exchange, and how they perceive the idea of a rating-based social app.

2. Mid-Term: Tailor the app's development with continuous user and sampled feedback. Consider creating a program for app testing every couple of weeks in partnership with a local university, paying students for their time testing and giving feedback.

3. Long-Term: As the user-base expands, include user feedback techniques such as requesting feedback directly on the app, including a user feedback page on the website, and adding FAQ analytics to determine where the users questions and needs lie.

- Hire Team Members Which Understand the Target Demographic:

1. Short-Term: Target team members with experience marketing to the target demographic. This includes team members with past dating app or social media app job experience, recent university experience, or experience

creating products catered to young adult users.

2. Mid-Term: Consider hiring a university intern this summer to help with operations. Interns are lower-cost and can bring in new ideas and support marketing and development operations.
3. Long-Term: Tap into intern and recent graduate communities. Many students and recent graduates (including bootcamp graduates) are left without an internship and job opportunities every year and are forced to turn to non-career building experiences working at retail and fast food companies for low wages. Turn these students into team members which will support operations, grow their abilities, and have the possibility of returning for full-time work. Make sure that these students sign a thorough NDA and are well-equipped to perform the tasks asked of them.