My design for a new app would be based on the idea of Tinder but geared towards making new friends. The app would ask the user questions pertaining to their personality, likes, dislikes, hobbies, etc. This would allow the app to gain an understanding of the person to build their profile. Instead of just random pictures of themselves the user would post photos that fit certain categories such as doing a sport you enjoy, your favorite hobby, a time you were really happy, and it would give you a chance to pick which categories you wanted to fill. The app would then function like tinder where it shows you people close to you but it would only show people you have something in common with, then you can swipe away. Unlike Tinder however my app would show you everyone who swiped right on you so you could see their profile and decide how you want to swipe.

The design criteria that I believe my app would be Group Dynamics. I think it would fill this idea as it would make it easier to meet new people around you thus making it easier to expand your social circle. I think this would be especially beneficial for college student as it would get rid of the awkwardness of initially interacting with people you don’t know. This would additionally make it easier for freshman and transfer student to meet friends how have similar interests. Moving away from home to college is already stressful and then the idea of leaving everyone you know just adds to that stress. Having an app like this could allow you to start making friends before you get to school so it’s one less thing to worry about when moving.

I think that this app could benefit many communities but when originally thinking about it I pictured it on college campuses. I know for me personally moving out of state for school the fear of not knowing anyone up there was one of my biggest stressors. I think having something like this app would have helped to alleviate that stress. I know even now as a Junior my friends and I are always looking for new people to hang out with and this app would make that so much easier. The app would also let you get to know someone a little bit before you hangout for the first time so you will have an idea of things to talk about so there’s no weird silence. I feel like

Starting up any new app would have a large cost, but I feel like this would pay itself off quickly. Since the bones of the app have already been developed it think that would help cut down the time an labor needed to start up significantly. I don’t think much money would have to be spent on advertising as it could be spread by word of mouth. Something as simple as an Instagram account or ad from an influencer would be enough to get the ball rolling and then as the app gained traction word about it would spread.