

# Project Chipmunk

Human connection, **redefined.**

Project by Derick David and Aayush Shah at Iowa State University.



# Team

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## **Derick David** Product Designer, Head of User Research

Mr. David is the co-founder and has served as our Chief Executive Officer and a member of our board of directors since May of 2019. He holds a B.S. in Computational and Mathematical sciences from Iowa State University.

Mr. David has served as the Chief Design of Pactio since July of 2018, a crowdfunding journalism startup based in Stanford University.

Mr. David graduated from Apple Developer Academy in Italy in 2017, where he studied and learned iOS Development and Business entrepreneurship.

## **Aayush Shah** Software Developer

Mr. Shah is the co-founder and has served as our Chief Technology Officer and a member of our board of directors since May of 2019. He holds a B.S. in Computer Science from Iowa State University.



# Overview

## **Problem**

The stressing online chats and social networkstyle profiles rather than creating effective ways for reallife meet ups. The main problem is that most college students who use traditional dating apps like Tinder or Bumble decide to meet people solely based on factors like appearance and likeness and not on shared interests or real life activities, so it might not work for all users.

And events organized by the university itself can sometimes be ineffective because they don't directly reflect the students interests. Studies have proved that college students prefer small size group meetups that happen around campus that involves something that actually interests the students.

## **Goal**

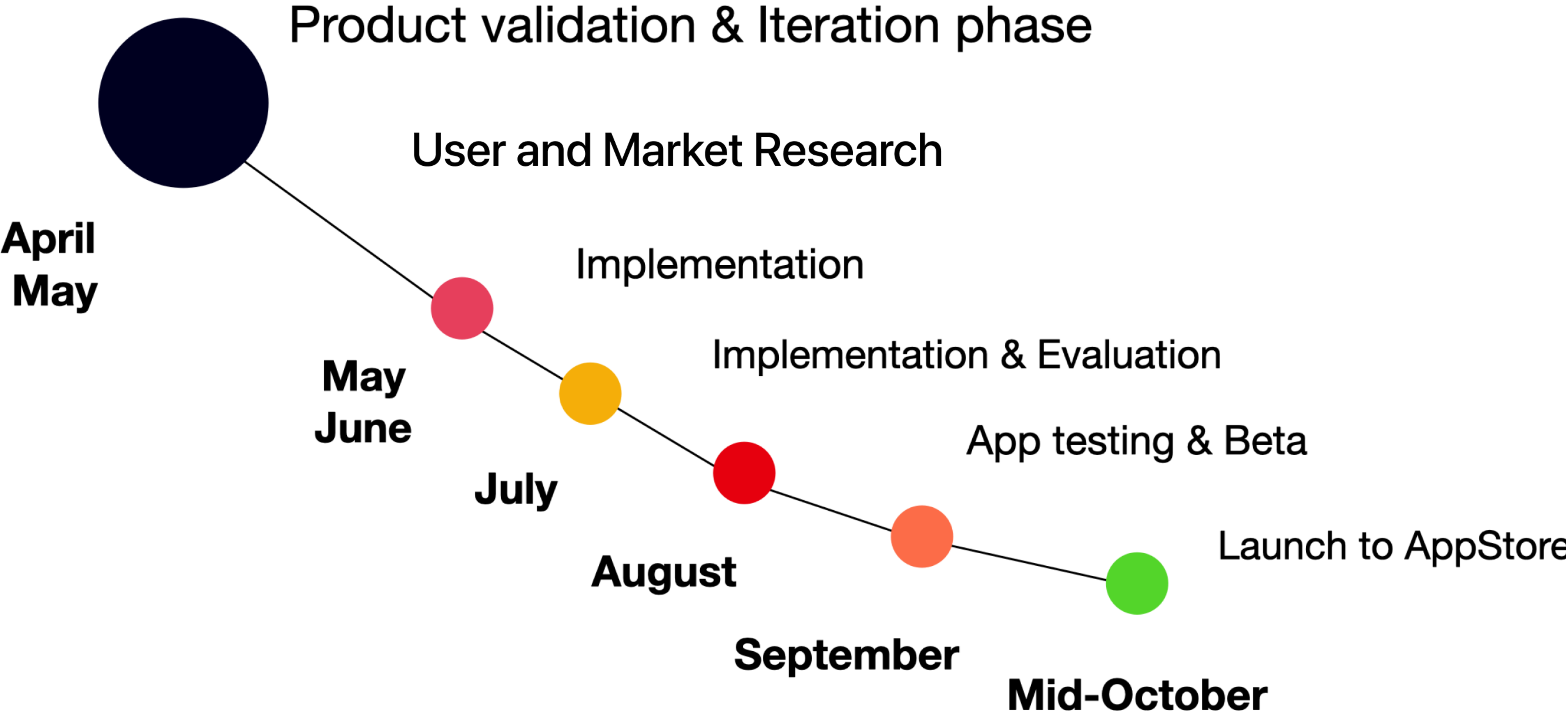
Help college students connect with like-minded students through common interests and activities to foster meaningful and long-lasting connections.

## **Our Proposal**

A social search mobile app that helps college students meet spontaneously oncampus based on activities. You can think of it as a crossover of Meetup and Tinder, but with a focus on small group size on meetings between unknown college students.

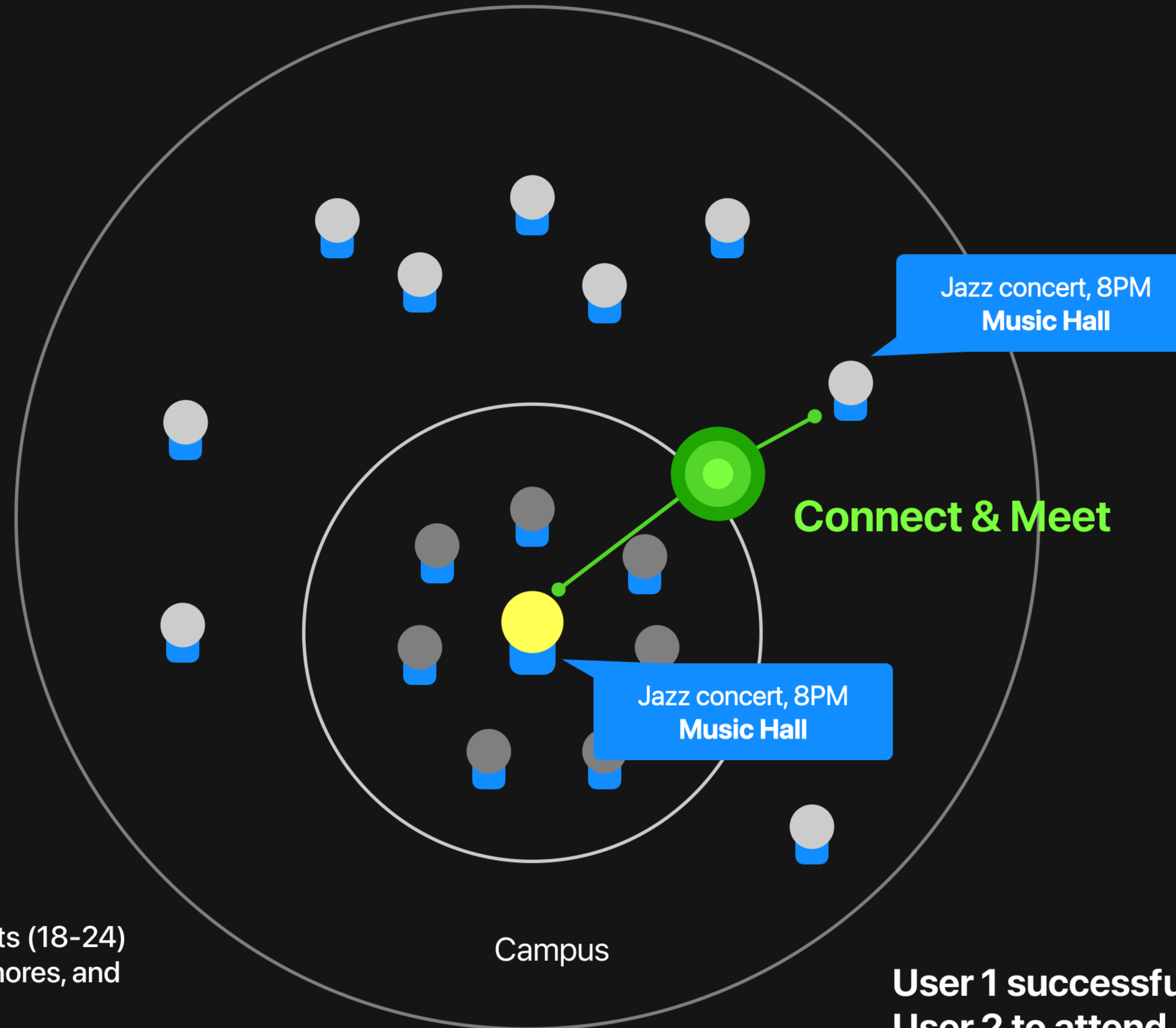
The app, for example, can help you find someone to attend a Jazz concert with or someone to get a coffee with at your nearest Starbucks, or someone to go dinner with at your dining hall in a fraction of a section using your iPhone.

# Project timeline - Year 2019





# Concept



## Target market


Iowa State college students (18-24)  
Ideally Freshmen, Sophomores, and  
International students

**User 1 successfully connects with  
User 2 to attend a Jazz Concert**

# Market research

**PeopleHunt: This new iPhone app is like Meetup for spontaneous get-togethers**

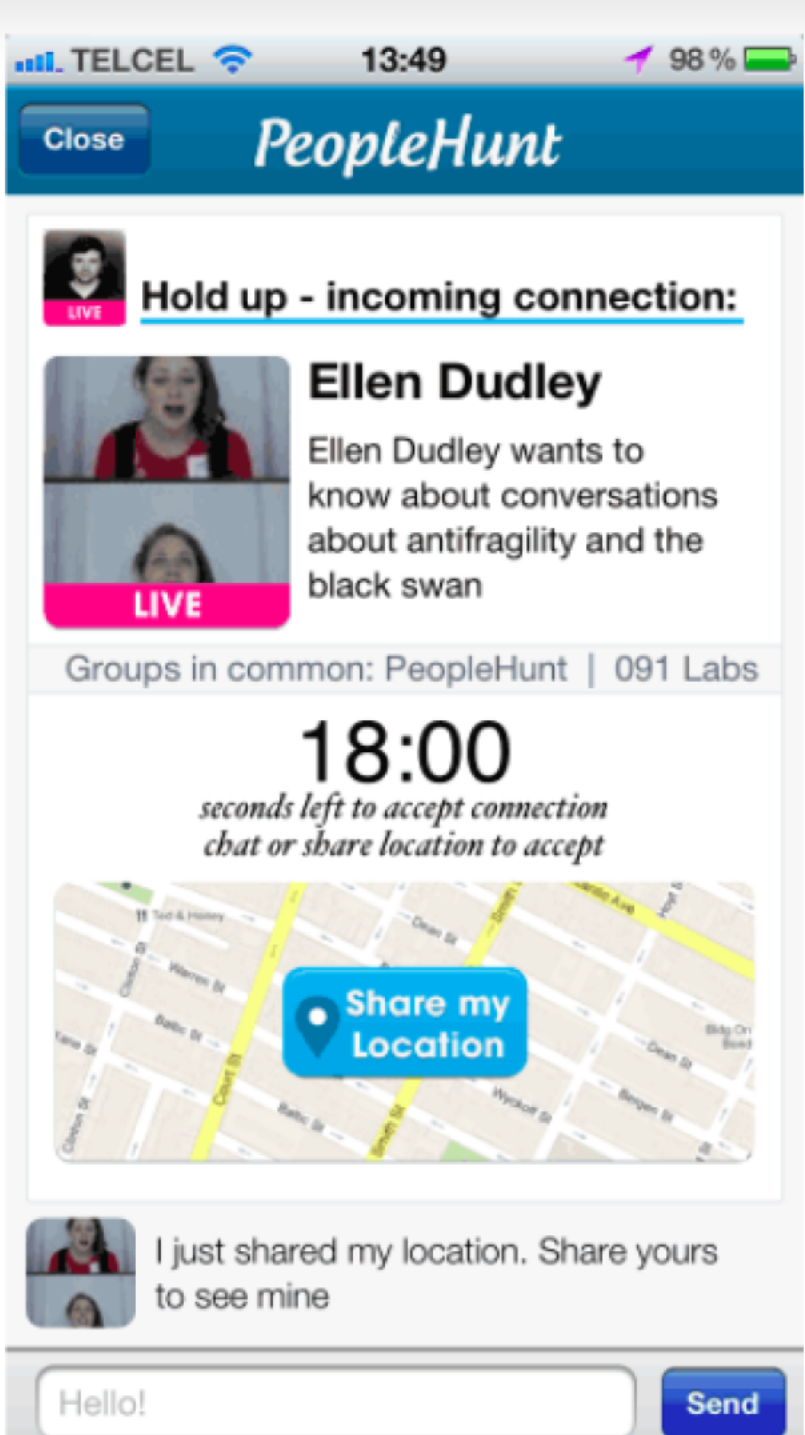
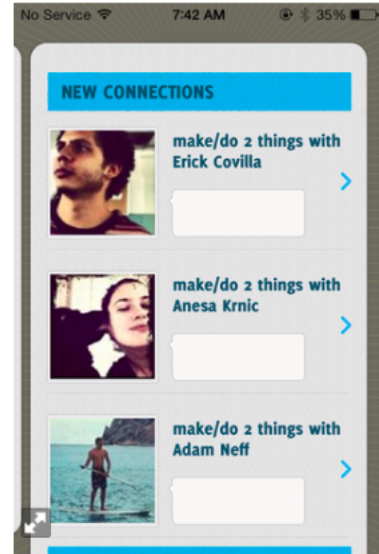
by HARRISON WEBER — Jan 8, 2013 in APPS



**Peoplehunt**

Meetup is a low-pressure way to meet new friends because you meet in a group setting. But if you're not really a group setting kind of person, Meetup can be stressful, since groups of strangers (even strangers with similar interests) usually cater more to extroverted, outgoing people.

If you prefer to meet people one-on-one, **Peoplehunt** (free; iOS) is an app that connects individuals with reciprocal—not necessarily shared—interests. For example, Peoplehunt can help you find someone to practice Spanish with, or someone who knows a lot about online marketing, or someone who can teach you how to cook. While Peoplehunt doesn't stress real-life meetings as much as Meetup does, it is activity-based (and many of the activities are activities you can't do via online chat).



TELCEL 13:49 98%

Close PeopleHunt

LIVE Hold up - incoming connection:

Ellen Dudley  
Ellen Dudley wants to know about conversations about antifragility and the black swan

LIVE

Groups in common: PeopleHunt | 091 Labs

18:00  
seconds left to accept connection  
chat or share location to accept

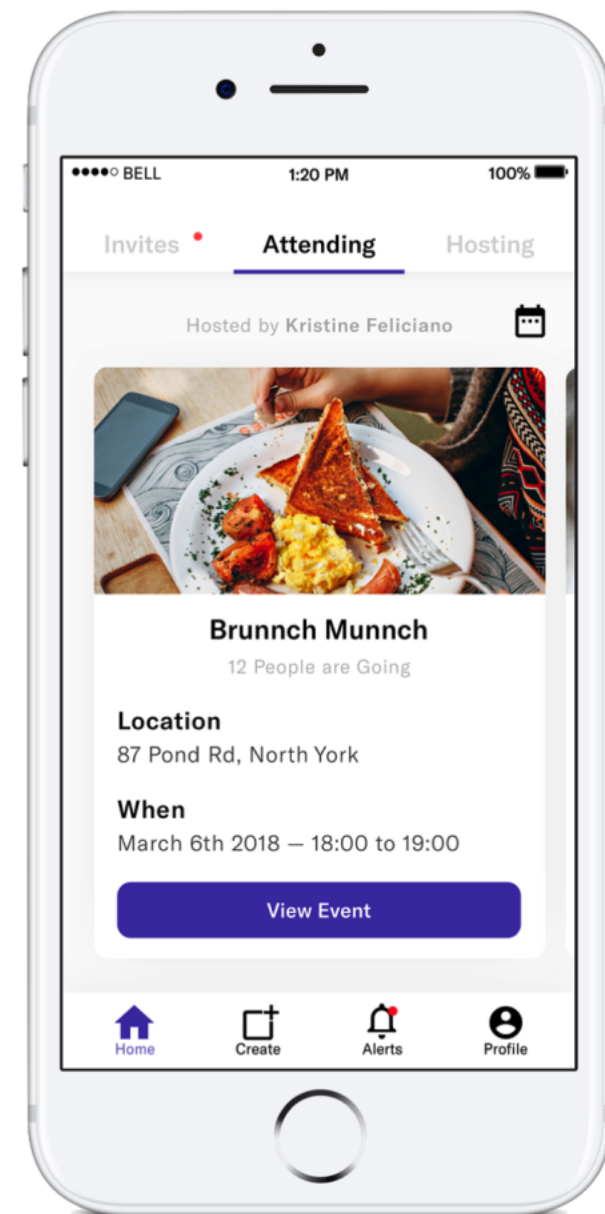
Share my Location

I just shared my location. Share yours to see mine

Hello! Send

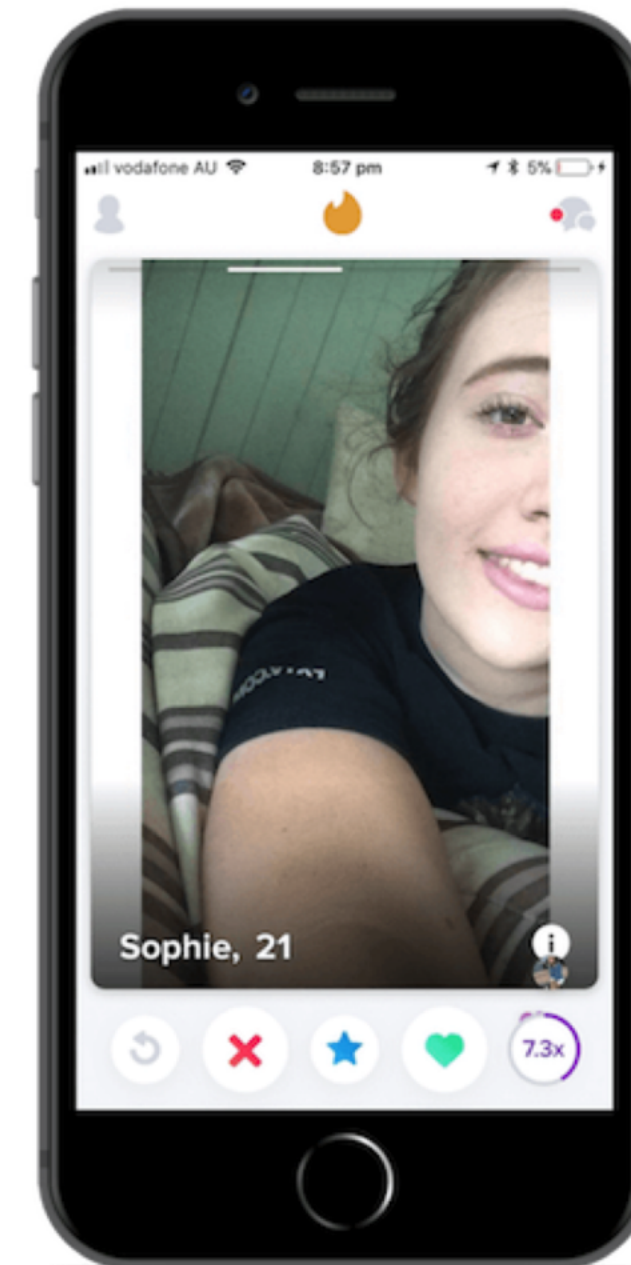
I've found out that a very similar app called PeopleHunt several years ago have existed. It showed early promise, but have failed to get momentum.

## Market research - Finding what's best among similar platforms



Meetup

Event creation



Tinder

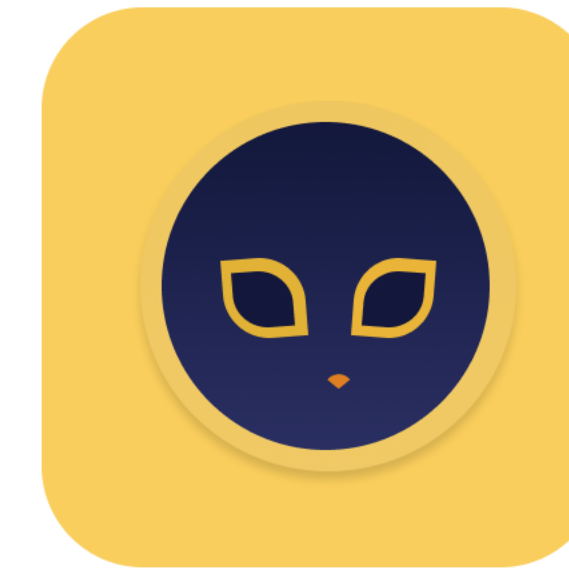
Get match in 1 minute



Bumble

User Experience





App Icon

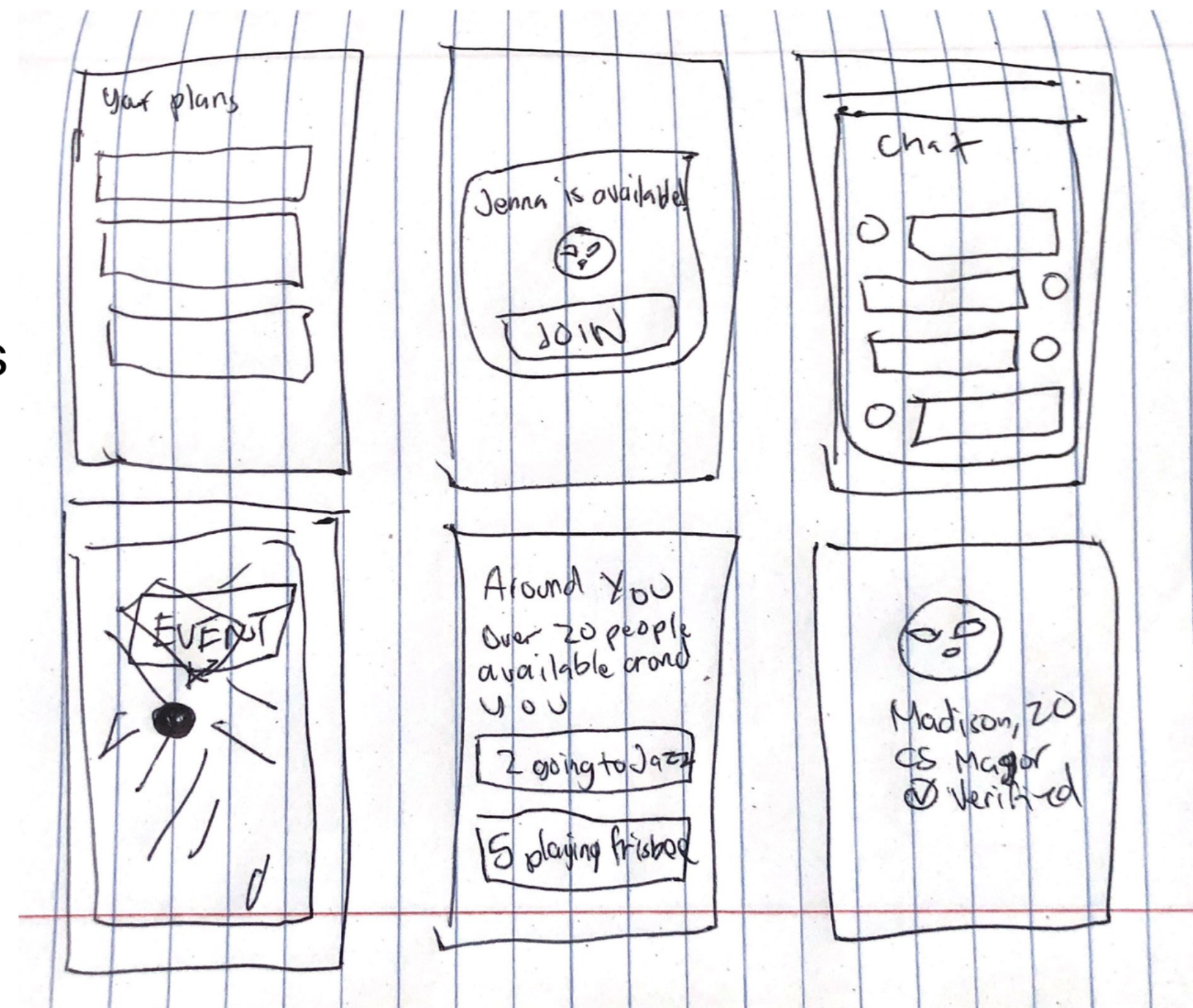
**Branding and project name** was inspired by actual chipmunks in our campus at Iowa State University that we always see everytime we walk to our classes

## Sketches - Lo-fi

One of the first steps I did for the design process is to quickly sketch how the user interface would look like based on my business requirements and app features

### Requirements:

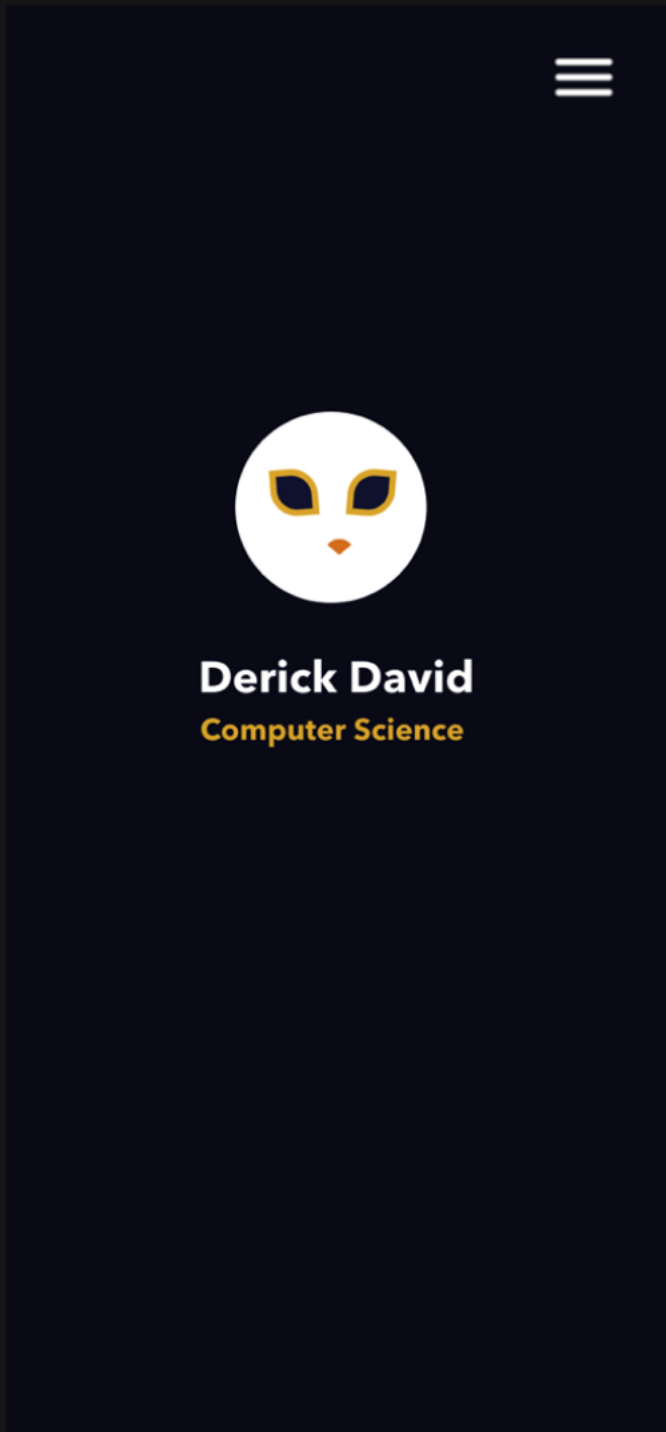
- Chat
- Profile
- Discovery feed
- Location-based
- Matching mechanism



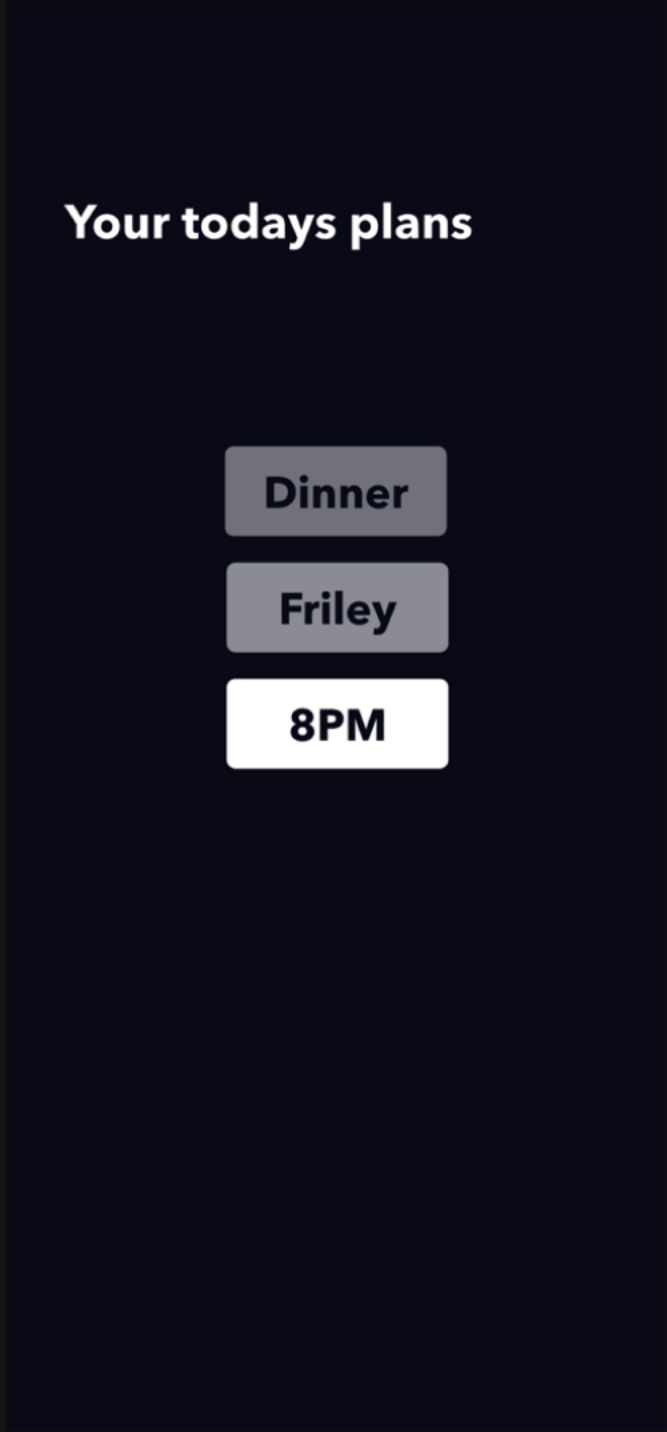


# High-fidelity prototyping

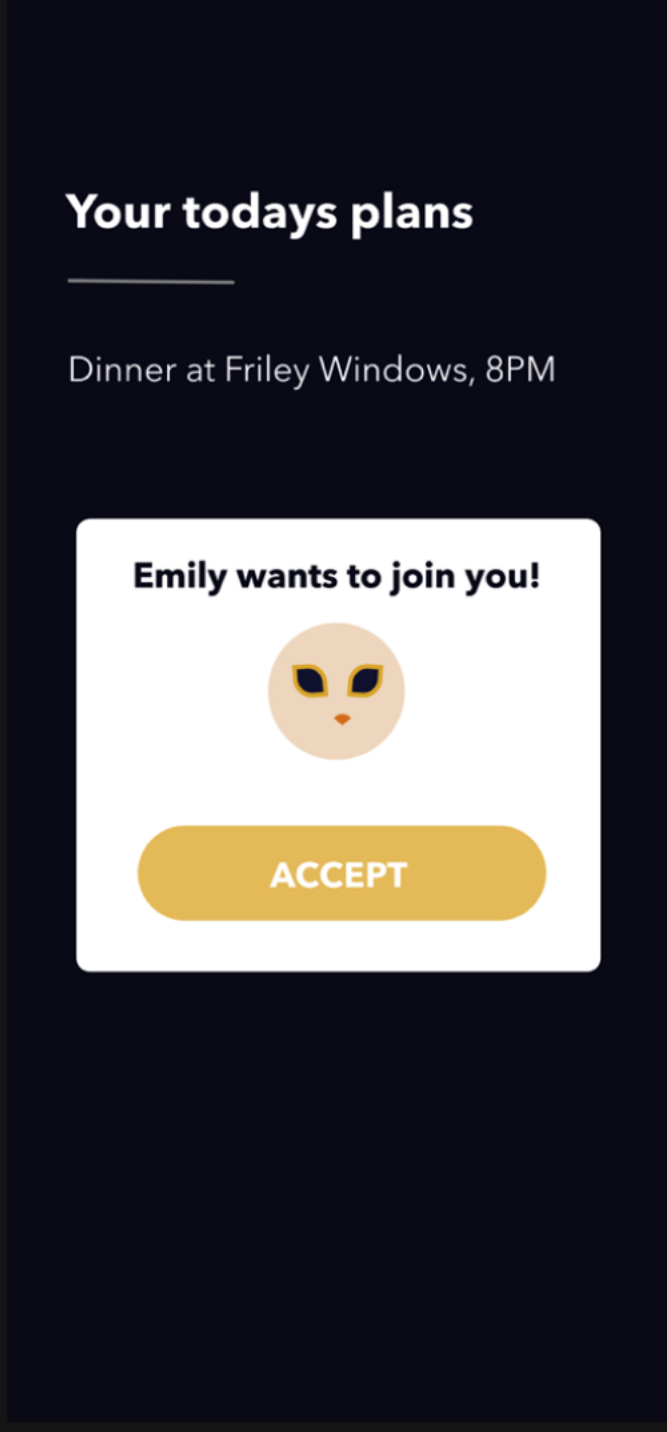
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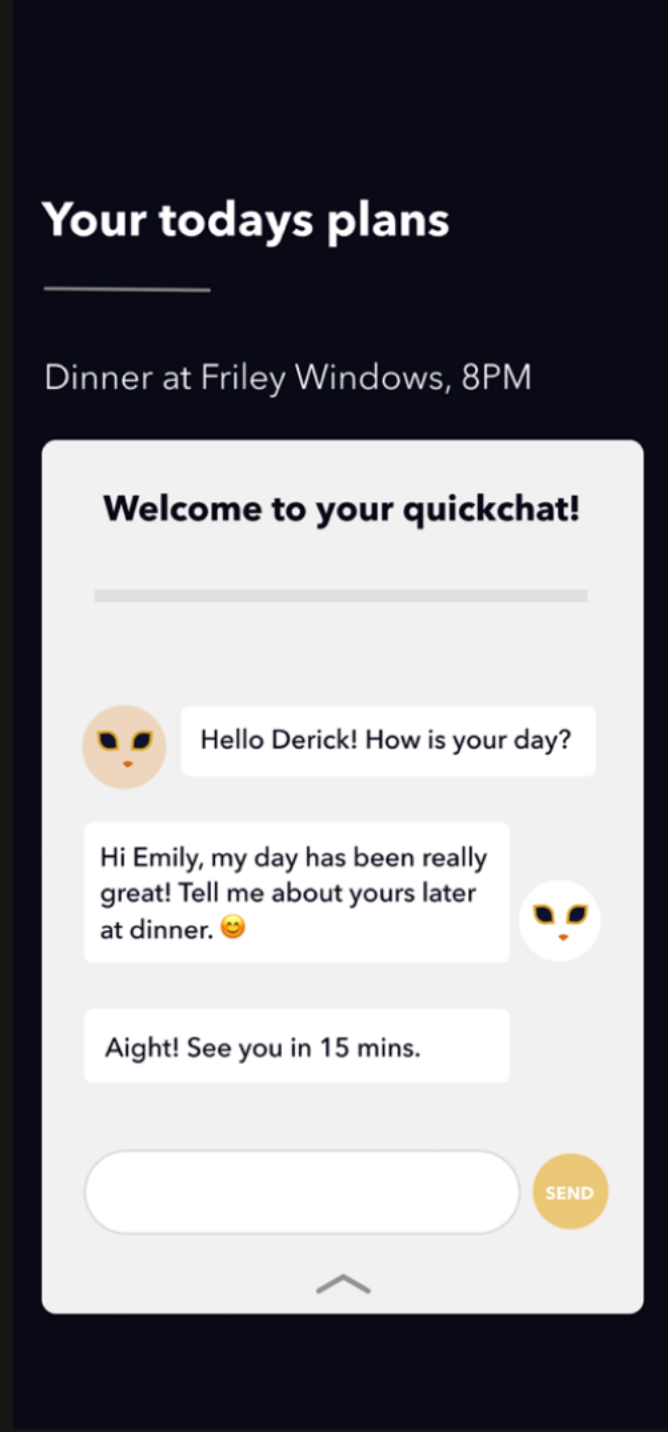
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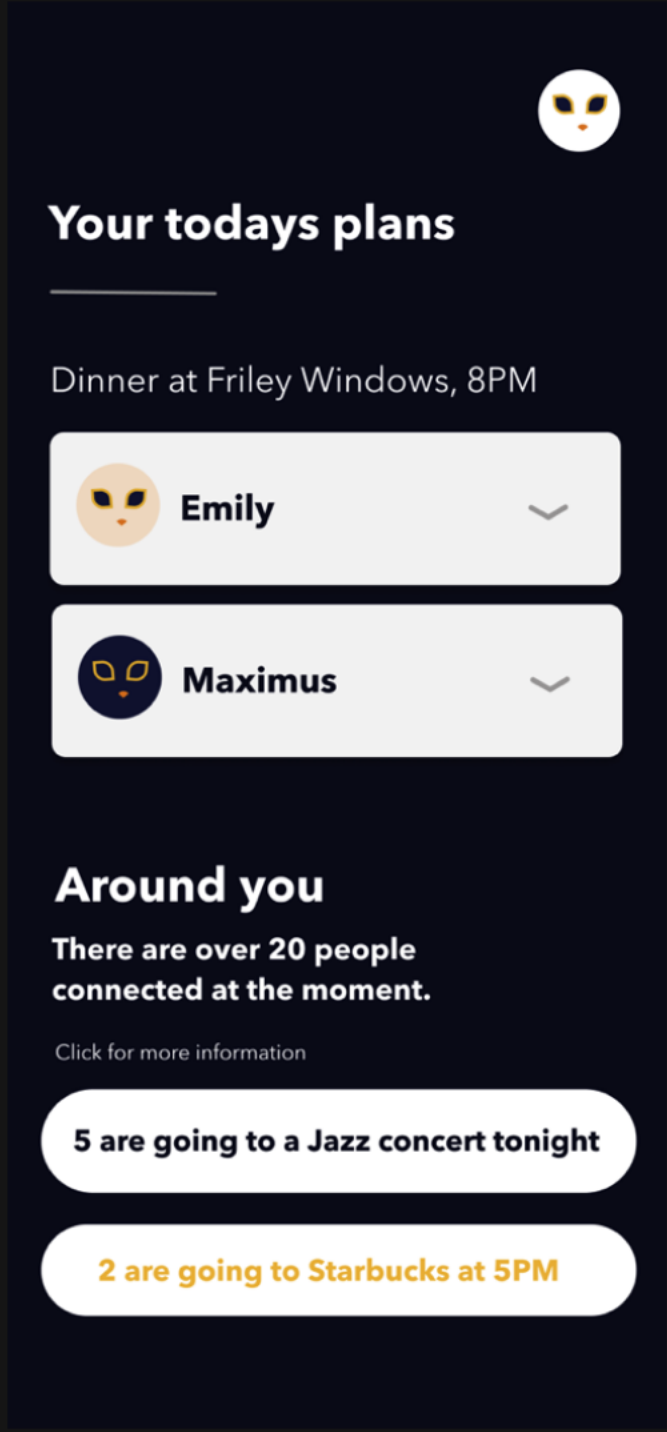
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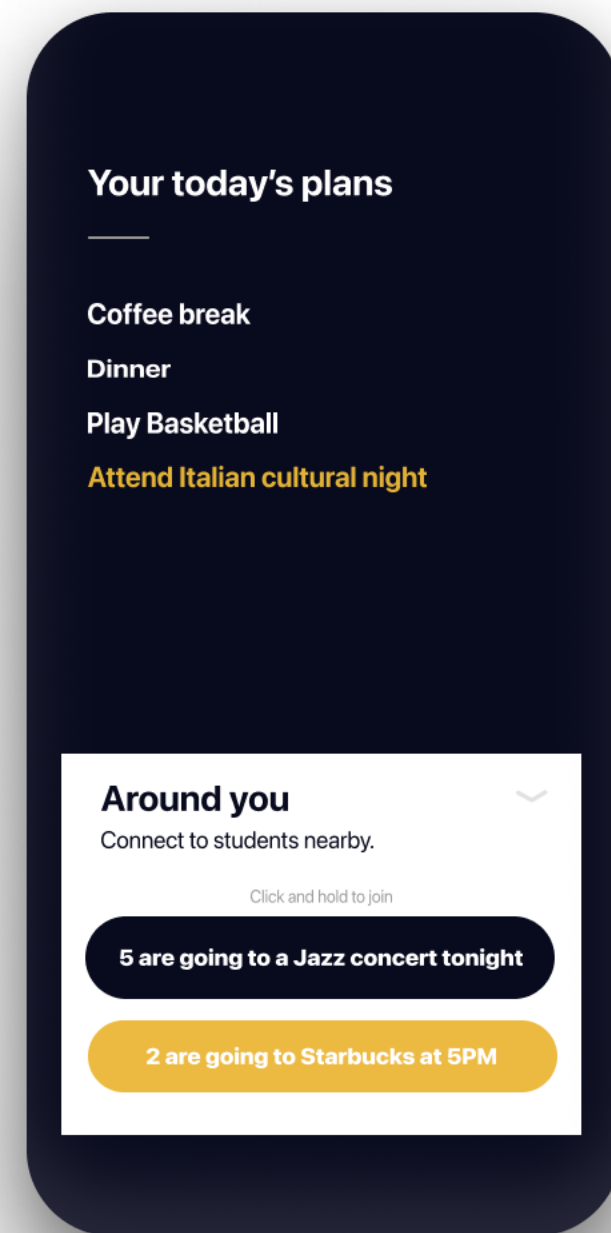


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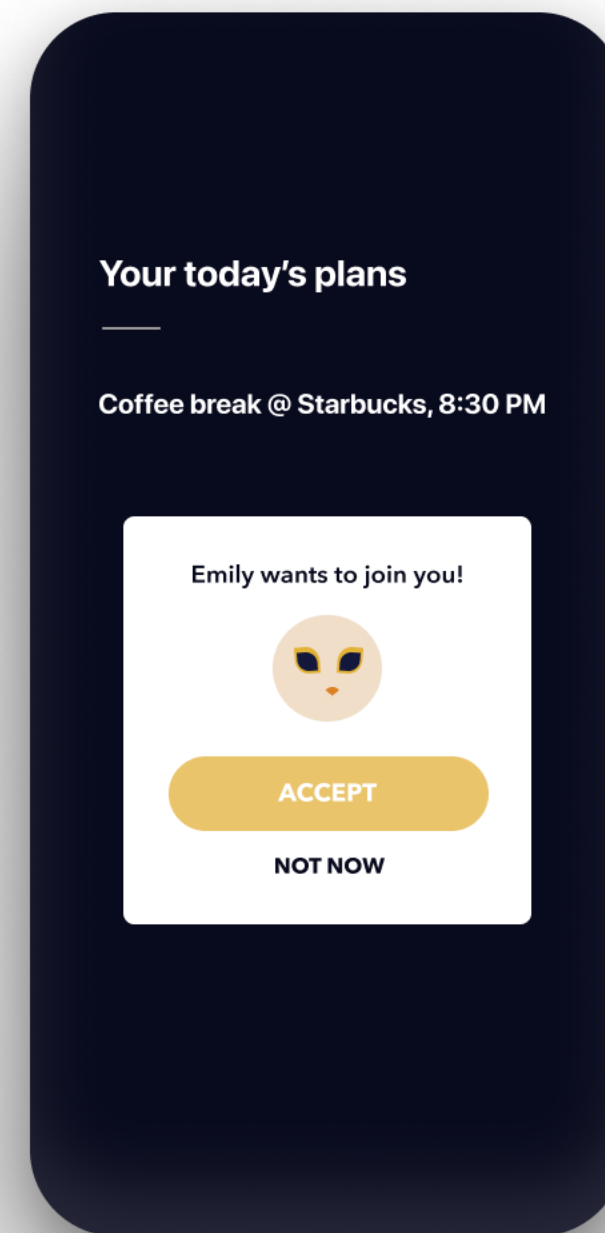


For style, we went for Apple's flat design as it's the industry use for designing mobile apps that are direct to consumer.

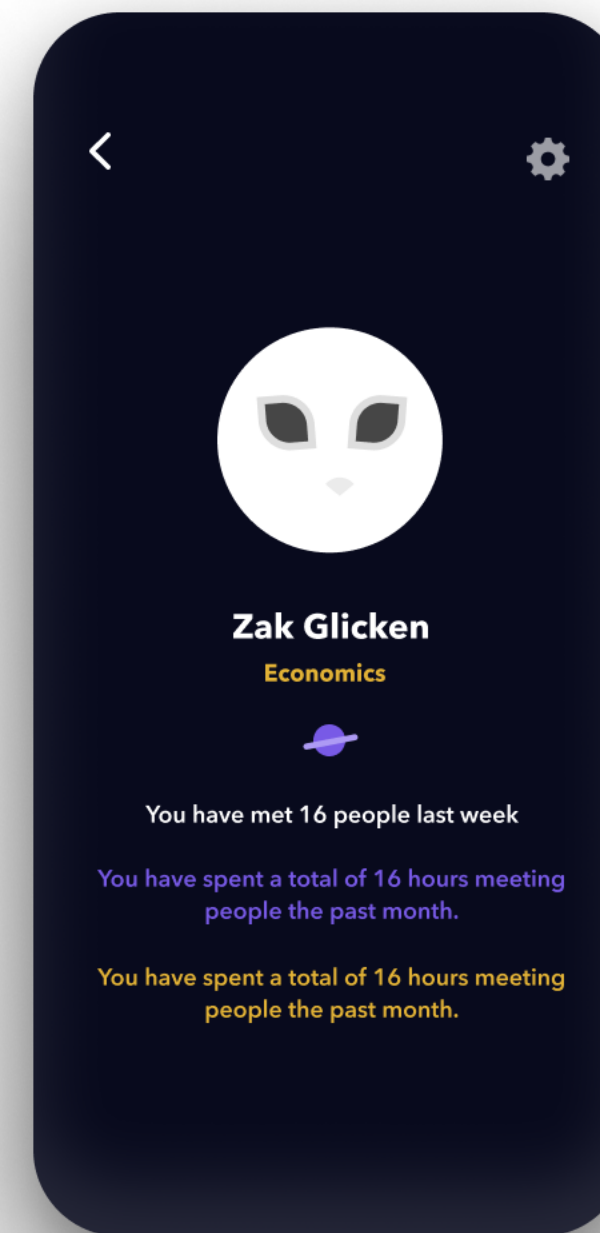
# Mockups



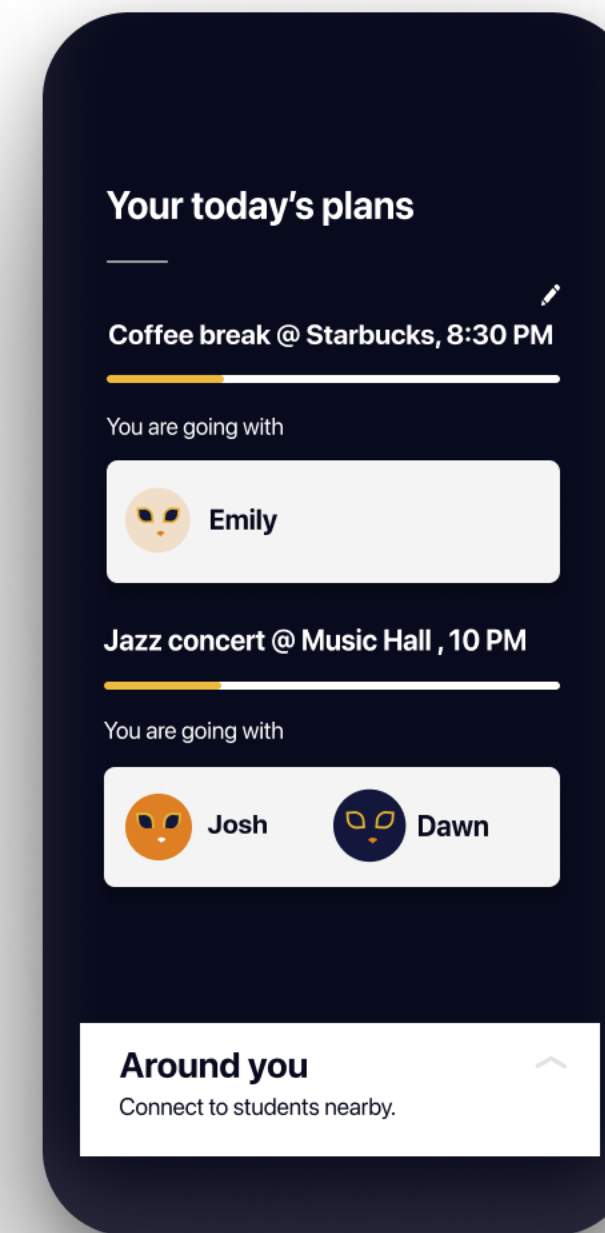
Discover



Connect



Meet



Socialize

## As part of our user research, we made a list of people we know around campus and conducted user interviews

NAME	LEVEL OF LIKENESS	IMPRESSIONS	FEEDBACKS / SUGGESTIONS
Bruno Peres	++++	Mix of Hinge and Bumble! Man I really like it!	Try white or light interface
Felipe Picchi	++++	Uber pool for to go places	
Vincent Kaw	++	Tag along thing	
Abs K	++	I think its cool, It has potential	You can do sponsorships with Starbucks
David Cannard	++	Yeah I like the interface! Very cool	Do a lighter interface to make it look more fun
Colby Hawkins	+++	Wow man! I have never seen an app like this before	You can expand to traveler space in the future! Like meet travelers like you in a push of a button. Like Uber
Aayush Shah	+++		
Claus Sheeram	+++	I like it!	
Tejas Jhamb	++	Amazing!	
Dhaval Ghone	++++	You made this? It look polished	
Jin Lim	+++	It's cool!	
Vy Vo	++	Is this your project? I'd use the app	
Madoka Tomono	+++	Yea I'd use this!	
Peter Lemken	++++	Its a Social network for random people	You can implement a summary of meetings
Tony Thrush	+++	Cool platform!	How bout a one tap moment sharing for you r campus? YikYak but with photos instead of text?
Ludovic Zaza	+++	Social platform for quick meetings. Phenomenal idea!	
Ken Dwigans	++++	Let's talk about it again! I think the idea is cool	
Sarah Estes	++++	It's a social organizer	Interface too dark / Try white
MGK	++++	Uber for spontaneous meet-ups and it actually help you do an efficient real-life meetup	
Sam Wailer	+++	The app looks amazing! It's a social network for get-togethers	
Trent McMullan	+++	I have no idea how do you this, but it look cool asf	
Louis Hamilton	++++	It looked very polished! It has tons of potential	I think it's a good way to get updates about happenings in your campus
Luke Webb	+++	So it's like Uber for hanging out with friends	
Simon Lindberg	+++	Have you developed this already? The UI design is simple and intuitive	
Tongyi	+++	I think the app design is wonderful	
Geisha	+++	Is this on the AppStore already? It looks elegant	
Ahsas Malik	+++	Da8%,	You can try to reduce clicks and make the interface look simpler. Otherwise, it's all great
Haley (at the bars)	+++	Is it for meeting random students on campus? I actually like it	
Jessica (at the bars)	+++	It's like meetup for quick meetup with people	
Marco dell'Anna	++++	Che sfizio!!	Puoi fare anche per study group o partite di basket
Garrick	++++	I think it's fucking cool! Is there way maybe to rate meetings?	In the future, you can add a fun rating system

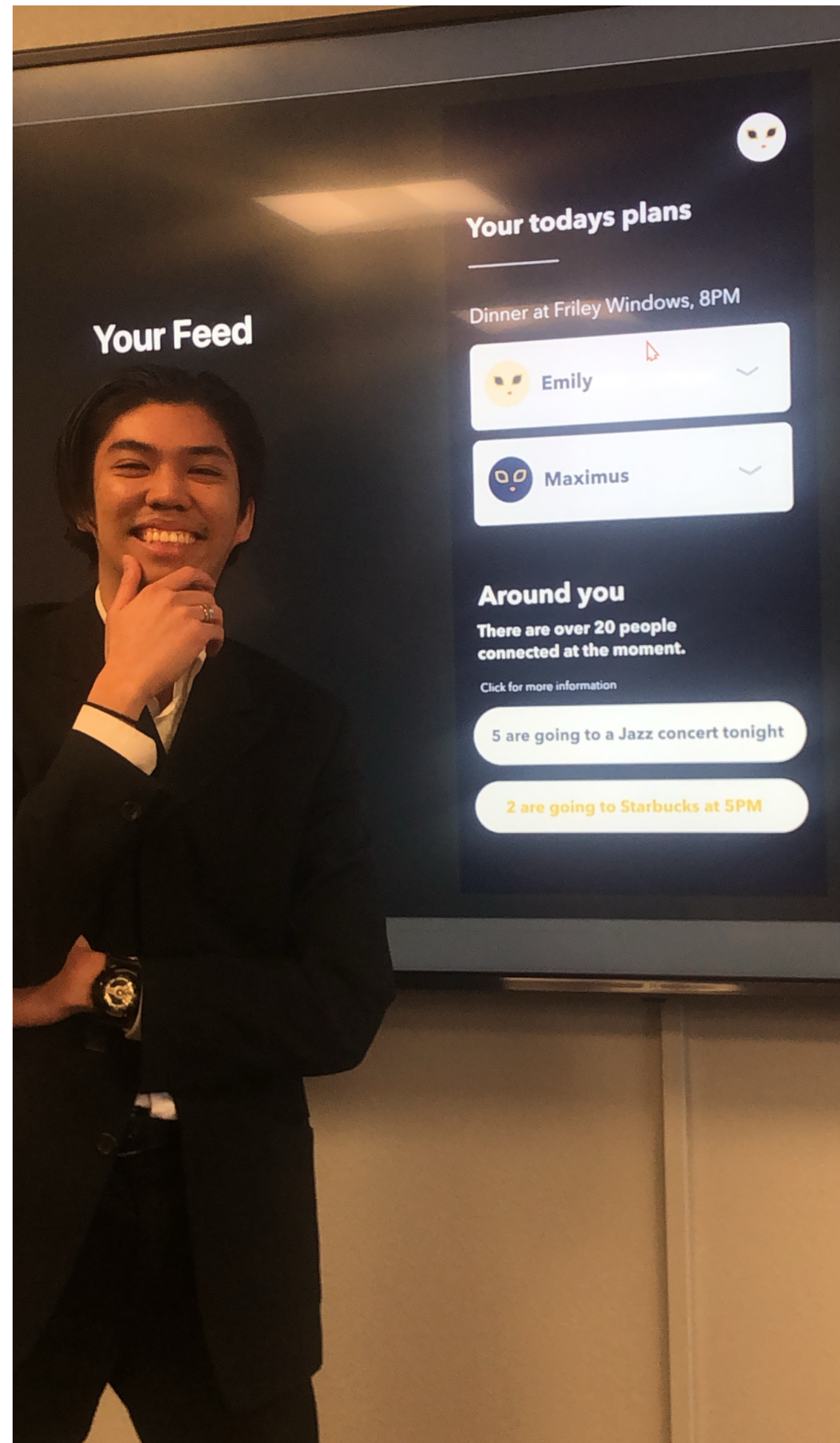
## Results

**72%** would absolutely sign up for it instead of Tinder  
Nearly **20%** have found the idea compelling and innovative  
**45%** believe an app like this would strengthen social life  
among students when leveraged correctly

“Having a feed that allows you to see what students are doing around you is awesome. Especially, if you’re longing for social connection or if you just want to pass time!”

-Shiana Irlbeck, Business  
major class of 2020





## Reflection & Lessons learned

### Evaluation

The main idea is to create a platform for spontaneous meetups based on shared activities that students can tag along. Based on the feedbacks we've collected up to now, college students expressed the love for the product we're building and the problem we're solving, a problem they didn't even realize they had until we showed the prototype.

They believed the product is clever and can actually redefine human communication based on shared activities.

### Conclusion

Chipmunk is specifically designed for college students who prefer 1on1 or 1on2 hangout sessions. So, unlike a large group setting platform like Meetup, we are more focusing on the small group setting and the app is activity-based only.

One of the differentiating features of the app is that meetings happen on the same day, so you can't make a request for tomorrow and this is to put emphasis on the spontaneity nature of the app and eventually, save users the time of organizing.

So instead of the students resorting to Tinder and Bumble, Chipmunk will be a right for them.





Share experiences