



HOBNOB

app proposal

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HOBNOB

a networking management tool

HOBNOB offers a solution to the problem of maintaining DEEP relationships in a world full of shallow social networks

THE PROBLEM:

Deep, meaningful relationships are hard to develop
BUT
Losing contact and remaining superficial are easy
AND
There is no simple way exists to maintain and improve relationships within personal networks

THE SOLUTION:

Hobnob is a professional relationship management tool designed to bring people, and actual human interaction, back to the fore-front of social networking. This will help business graduates **maintain and deepen meaningful, professional relationships**. It easily integrates with existing tools used to build professional relationships, e.g. calendar, DM, social media, web browsers, email, etc. and it provides CRM-like tracking and prompting of relationship building activities.

Hex#	RGB	CMYK
005877	0 88 119	95 61 35 15



Hex#	RGB	CMYK
315919	66 138 93	45 0 72 65



Hex#	RGB	CMYK
EAA639	234 166 57	0 29 76 8



Hex#	RGB	CMYK
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RESEARCH

MARKET OVERVIEW

Primary target audience: 70%

Our market consists of men and women who are about to graduate from some of the top business schools in the United States. They, therefore, have a high level of education and they are very ambitious and goal oriented. They are seeking leadership roles and want to be successful in the professional world, but haven't quite made their way just yet. This market is comprised of people who like to stay busy and work for the things that they want. This target audience believes that having a network of like-minded individuals is a strong asset in helping them reach their goals and they will be focused on building up that network of contacts.

Secondary target audience: 30%

Our secondary target audience consists of alumni from these same business schools. They have more experience working in the field, and work in high powered jobs. These men and women are busy and they may travel a lot, so they most likely don't have a lot of free time. They would be used to having an assistant help them take care of smaller tasks that they might not have time to spend focusing on. These individuals will have a strong network of contacts already established, but might not have the ability to connect as much as they like.

INTERVIEWS

Michelle DeVine

Michelle graduated from Grand Valley State University with a degree in Business and Hospitality Management. Michelle said that when she graduated she would have loved to have some way to connect with other people in the field because a majority of the people she went to school with moved away after graduation. She liked the idea of it being introduced by the school because that would make it feel more credible, and worthwhile. She said that an app would be nice as it would be convenient but she would also like a website to visit as well, for more in depth information. As an alumni she would be interested in networking with other alumni and new graduates.

Rory Hool

Rory is a student, studying at the Eli Broad College of Business at Michigan State University. Rory said that he would be open to trying an app that could connect him with a network of alumni and other graduates after he graduates especially if it could help those connections grow and provide business opportunities. He said that he would definitely be interested in participating if his school could help organize business opportunities. He also gave the suggestion that he would find it very useful as a new graduate if he could use the app to find a mentor, that can help him as he is starting out by sharing their experience.

Bryce DeQuoy

Bryce is a professional who owns his own engineering business. When interviewing Bryce, I asked if his strong alumni network could provide him with business opportunities, would he be interested in reaching that network via an app? He said that he wasn't sure if he would be interested, as there are already so many resources out there, and he doesn't feel like an app can offer the type of communication that he feels is necessary for networking. He said that if it something that can offer something different than what he has used before, he would be open to it as he does feel like networking and building relationships is very important.

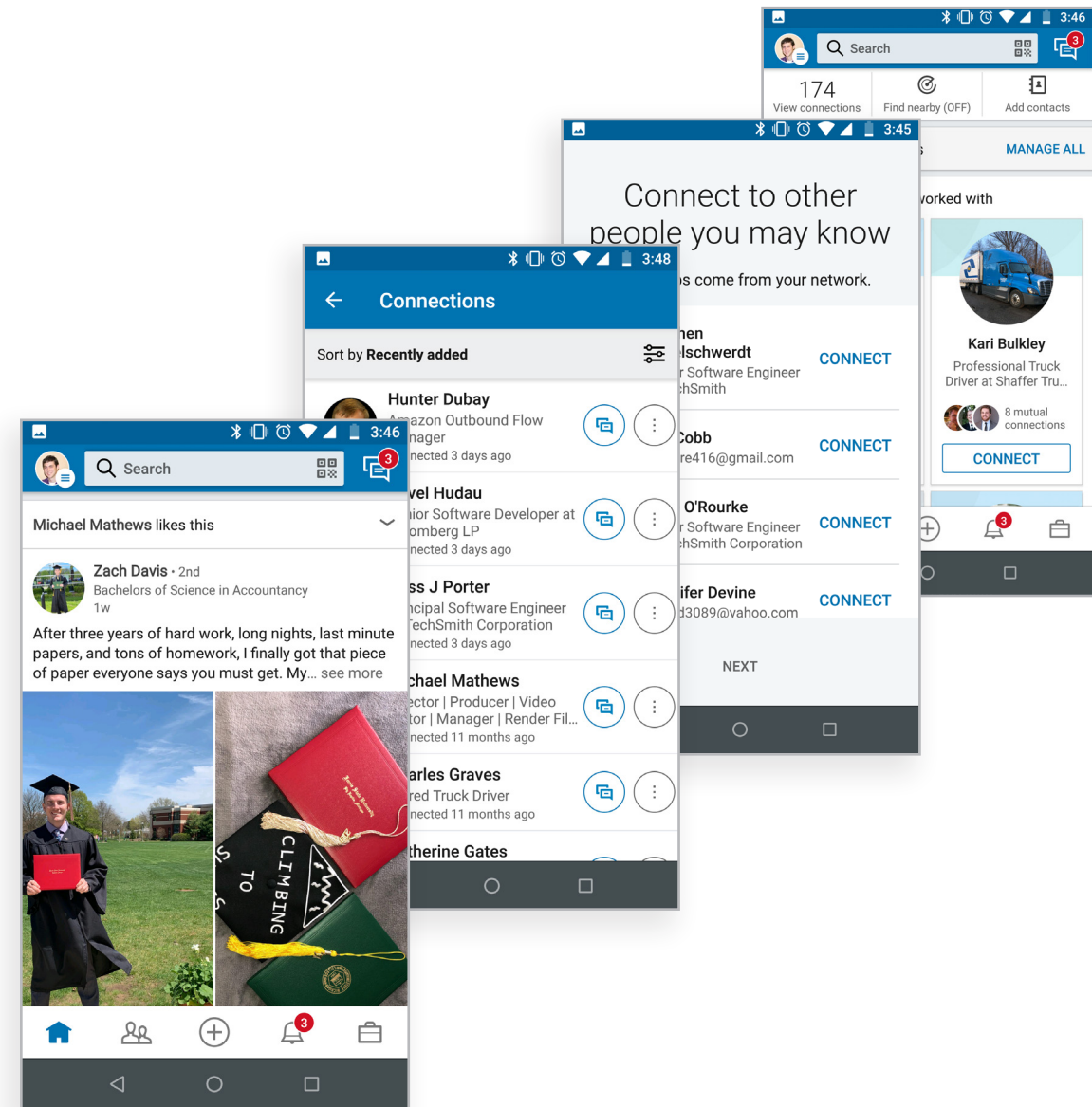
COMPARABLE APPS



LinkedIn



invityly



LinkedIn is a networking app that allows employers and job seekers to connect. The main focus of this app is to make job searching easier, but for those who are not actively looking for a job it is also a way to build and keep in touch with your professional network and discover the latest industry news and opportunities.

Pros:

LinkedIn is very well known and there are a lot of people who use it, so there is a large pool of people and companies to add to your network

There are multiple ways to connect with people, it can go based on your contacts, or LinkedIn can make suggestions for you.

Cons:

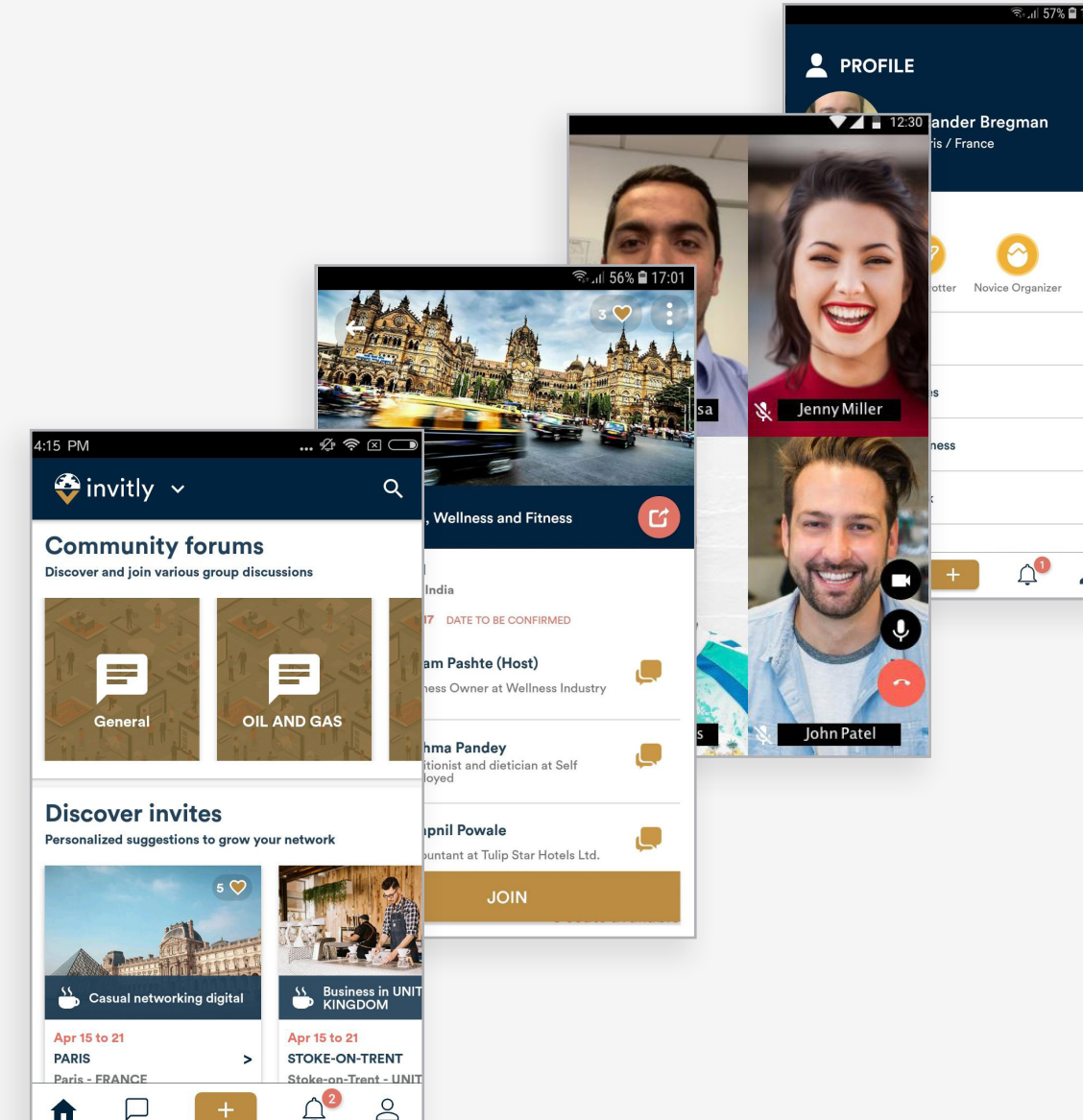
Although there are many people to connect with, you can't do anything more than follow and like their posts on the newsfeed (very similar to Facebook) or message your connections. There isn't anything to create a deeper connection.

Contacts can help in opportunity.

Connect people

70% of jobs

News likes this



invityly markets itself as a new way to build your professional network. It encourages one to build connections by creating, browsing and joining invites. This is targeted towards both people fresh out of school, as well as experienced business professionals. While other platforms help you to stay in touch with your existing network, invityly is all about helping you grow your professional network.

Pros:

This app encourages users to actually connect in person via invites to events.

It allows for more communication such as group video chats and forums, than other networking sites, like LinkedIn.

Cons:

Many users have complained about not being able to log in, because you have to have a Facebook or LinkedIn account to create a profile.

There isn't a quick easy way to view and organize all of your contacts.

invityly invites suggestions to grow

Video chat

JOIN

My Profile My Preferences

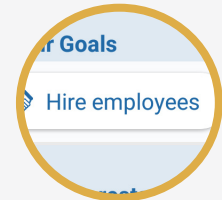
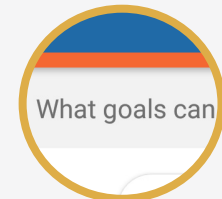


COMPARABLE APPS

Shapr is a personalized, mindful way of networking. It is supposed to provide like-minded people to meet nearby in your area based on your interests and experience. This is targeting a broader audience, as it is marketed as a way to find friends or employees through this app.

Pros:

The questionnaire when you sign up lets you choose from many different options regarding what you are interested in and what you are looking for out of this app

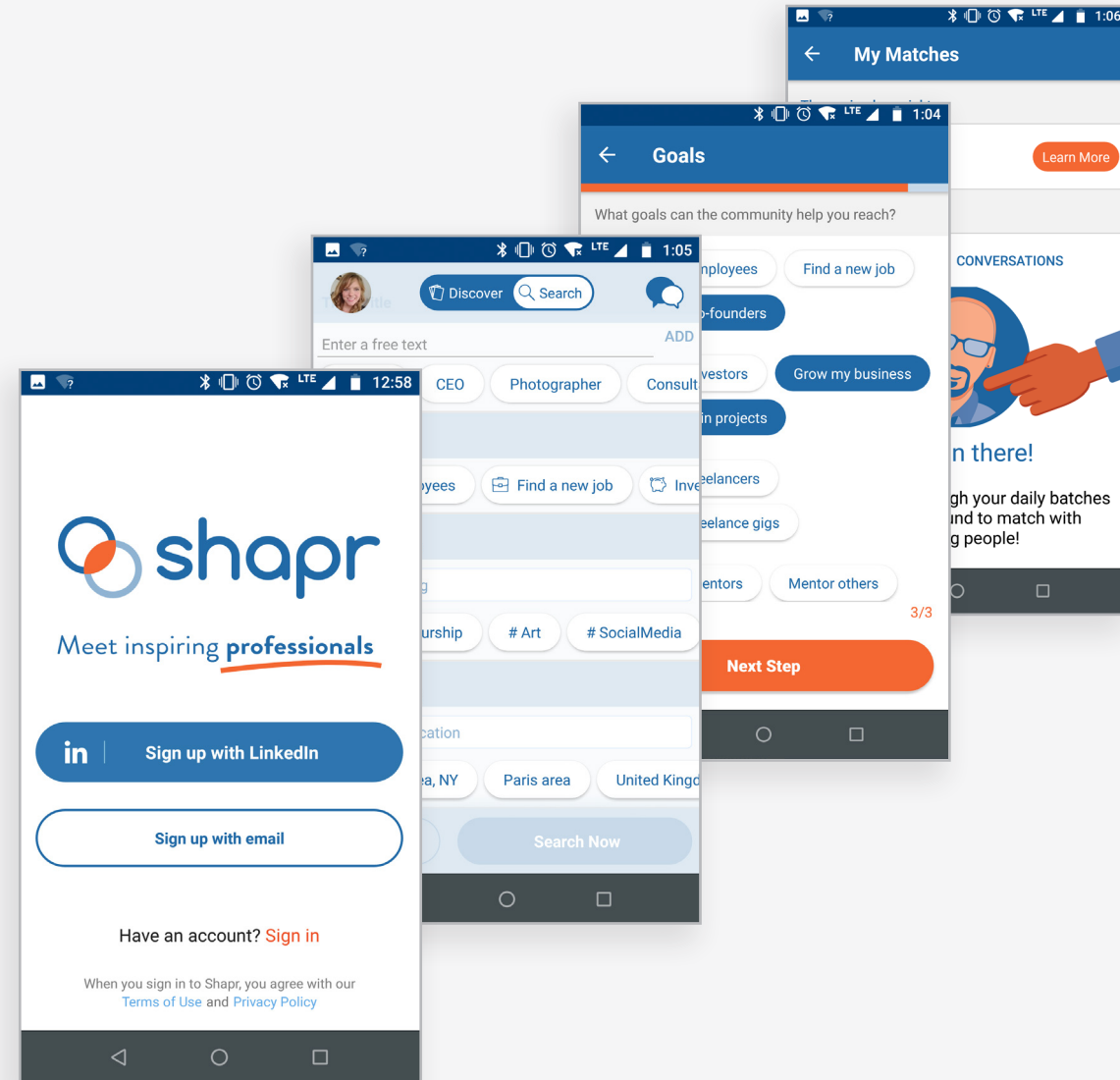


Cons:

This app is not encouraging deep, lasting business connections. The swipe feature mimics apps like Tinder which are designed to make quick judgments about people based on very little information.



There isn't much that one can do for free, and not a lot of information about what more the "pro" version would offer.



RESEARCH SUMMARY

37% of MBAs say a "network of contacts" is the most valuable asset gained from business school.

However, business professionals can easily lose track of their contacts from school, and work. There are other apps on the market that are made for the purpose of growing networks, but after looking at these apps one can see that many are centered around creating shallow or artificial connections with new people.

There currently isn't an app that easily helps users to connect with existing contacts on a deeper level. Users believe that connecting in person brings more trust to a business relationship and those deeper connections lead to longer lasting networks. Conducting these interviews and looking at the comparable apps shows that our market audience has a need for an intuitive and convenient tool to help them personally connect to the people in their networks.



DEVELOPMENT

USER THOUGHT PROCESS

Platforms available

This will be available on iPhone and Android platforms, with the possibility of a website companion in the future.

When will this be used?

- Communicating with contacts/networks
- Schedule and log communications
- Organizing contacts
- Planning events

What makes this app different?

Hobnob is not just another social media app.

Unfortunately, many "networking" tools today focus too much on portraying an idealized version of one's self to the world, and not actually connecting with one another. Hobnob is different. This is not a social media app! Hobnob will act as a digital personal assistant to help business professionals maintain and deepen existing networks with actual human interaction

This app will only be available to individuals who have graduated from the top business schools and will act as a relationship management software, not a social sharing site.

This app will use an **AI Digital Personal Assistant** to log and analyze the user's communication with their contacts or networks in order to:

- Suggest and schedule outreach (text, email) and
- Suggest and schedule in-person communication (phone call, lunch, coffee, drinks, golf, skiing, etc.)

The user can also customize **"communication goals"** and based on those goals, the user will receive reminders from Hobnob to reach out to the people in their network.

The user will be able to add all of their business contacts to this app, and easily import contacts from other sites, like LinkedIn. Their contacts will be grouped into default networks based on the contact's matches to the user's profile (e.g. employer, school, location, time period), but the user will also be able to customize their networks as needed. This allows a way for the user to **manage everyone in their network seamlessly.**

FEATURE BREAKDOWN

Main Features

MY NETWORKS (Home):

This shows a list of all the networks that the user has. Contacts will automatically be sorted into networks based on matches to the user's information, but the user will also be able to customize networks to their liking. The networks page is where they can find and adjust communication goals for the networks. This is also the home page because the user will be able to easily see if they are meeting their goals or which networks need some improvement.

QUICK-NOTES, PHONE & TEXT/EMAIL POPUPS

All of these features allow the user to quickly and easily add important notes for a contact.

CALENDAR:

The calendar will work as a calendar does, it will be where the user can view and set up their upcoming events. Calendar syncing will be available with other members of Hobnob, so that the AI Digital Assistant can schedule appointments, like lunch or golfing, with other members and all the users will have to do is confirm the appointment. The AI Digital Assistant will also be able to set up appointments with non Hobnob members as well. In this instance, an invitation will be sent to the non-member via the normal mode of communication between that contact and the user. Therefore, the calendar is a very important feature as notifications will appear when the AI Digital Assistant has made new appointments with a contact or gives a communication reminder.

CONTACTS:

This is where users will be able to see all of their business contacts. They will also be able to add new contacts via a business card scanner or manually entering information. There will also be notifications for when a new contact is automatically added via the user's other sites, like LinkedIn, or when another user has sent their digital business card.

ARTICLE POPUPS

The AI Digital Assistant will be able to scan articles that the user reads and then suggest sending it to specific contacts based on the interests that the user has mentioned in contact's notes.

Secondary Features

NOTES:

For each contact, the user will be able to go to the notes from the contact or network page to see previous notes, or add new ones that will help them make deeper connections.

COMMUNICATION GOALS:

This will be an option on the contacts or networks page. This is where the user will be able to set specific goals and customize their suggestions for outreach.

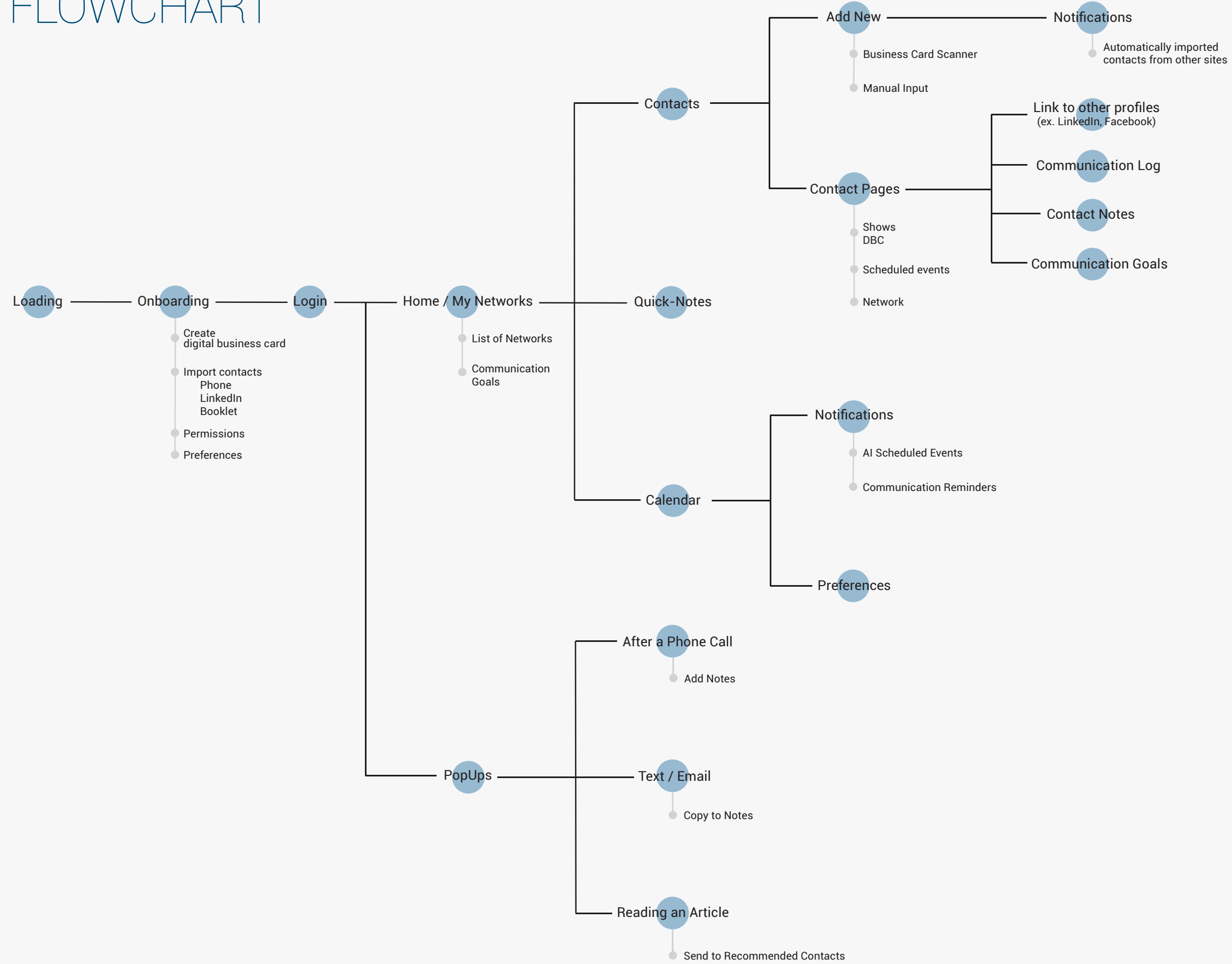
PERSONAL ACCOUNT:

This is located on the top navigation bar and will be where the user can access, update and send their digital business card, and where they can view and update their preferences and settings for the app.

SEARCH:

This is also located on the top navigation bar and it will be where a user can easily search for specific contacts, networks or keywords that match a contact's notes.

FLOWCHART



After researching, thinking about the user thought process and the features of the app, I created a flowchart to map out the way a user would interact with the app. The flowchart shows how the user would first go through the onboarding process and, after the initial onboarding, they would be directed to the login screen to enter the app. From there, you can follow the path the user would take to get to the main and secondary features.



PROTOTYPE



The preliminary prototype

was made of hand drawn sketches and then uploaded to a website called InVision and a program called Adobe XD. This preliminary prototype allowed me to see how the app would function and work out different ideas and create solutions quickly. This also made it possible to do a usability study and get some feedback from a user's point of view, before moving farther forward in the development process.



USER INTERFACE

Typography

I chose to use Roboto because it is a versatile sans serif typeface with a clean, modern feel that matches the app's aesthetic.

Bold Condensed

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy

Condensed

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy

Light

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OPQRSTUVWXYZ
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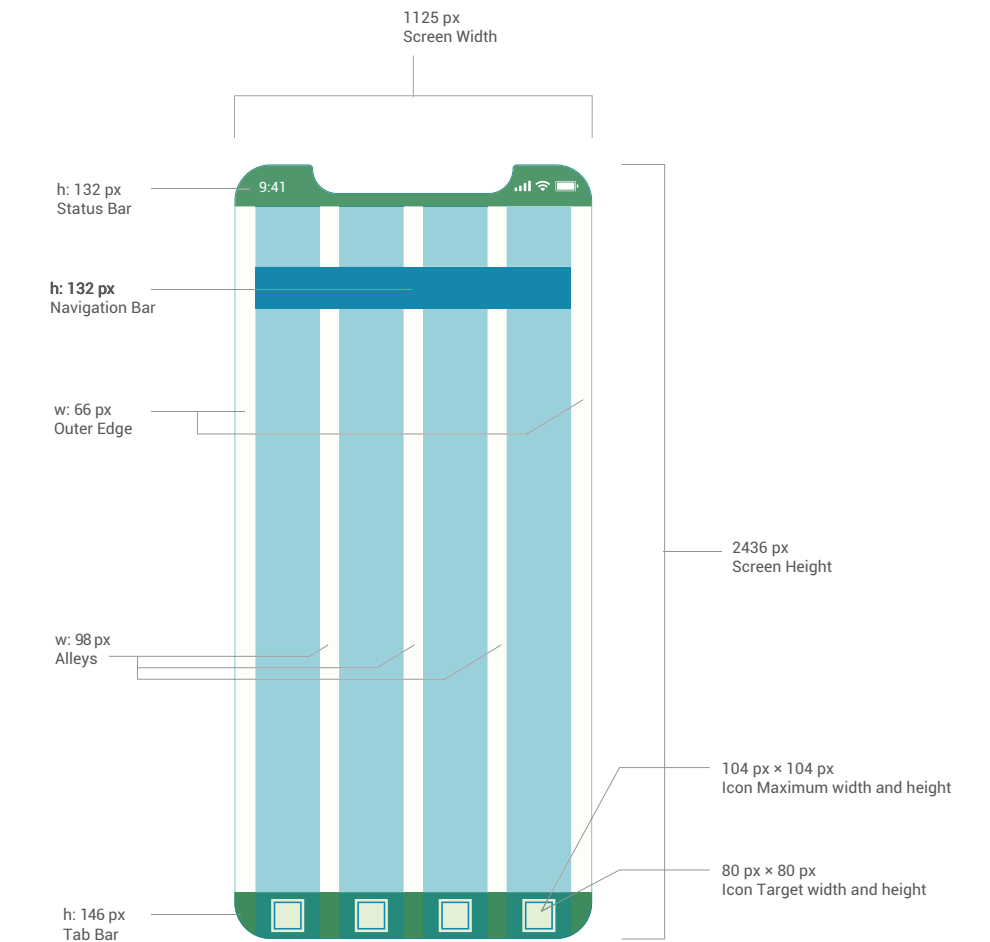
Screen Grid

While building the prototype, a 4 column grid was used to keep order and rhythm throughout the design of the app.

Navigation Model

This app is designed for the busy lifestyle of a business professional. The user should be able to quickly and easily get their tasks done. Therefore, this app has been designed with a combination of tab-bar and

The icons for the main features will always be easily accessible and at the user's fingertips to switch between with ease. However, there are some secondary features that don't necessarily warrant their own icon in the tab bar, so the Tree-Structure has been implemented in select cases as well. For example, the user can access their account from the home page and from there they can follow the Tree-Structure to change their preferences, make payments, etc.





APP ICON



IN-APP ICONS

MAIN ICONS



Contacts Button

This is the button that users will tap to take them to the contacts page.

Quick-Notes

This is the button in the tab bar that allows the user to add quick notes.

Calendar Button

This button in the tab bar will take the user to the calendar page.

Home Button

This button allows users to go back to the home page.

SECONDARY ICONS



Back Button

Allows the user to go back to the previous page



Add

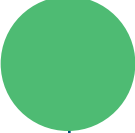
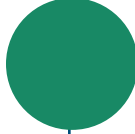
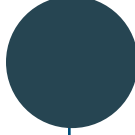
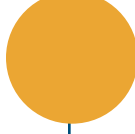

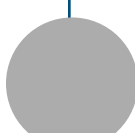
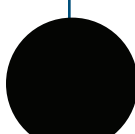
Allows the user to add new contacts, notes, etc...



Edit

Allows the user to edit information on the page

APP COLOR SCHEME

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	Hex# 1F8966	RGB 33 137 101	CMYK 83 24 73 8
	Hex# 274754	RGB 39 70 83	CMYK 86 62 50 36
	Hex# EAA635	RGB 234 165 57	CMYK 7 38 92 0
	Hex# F2F2F3	RGB 241 241 243	CMYK 4 3 2 0
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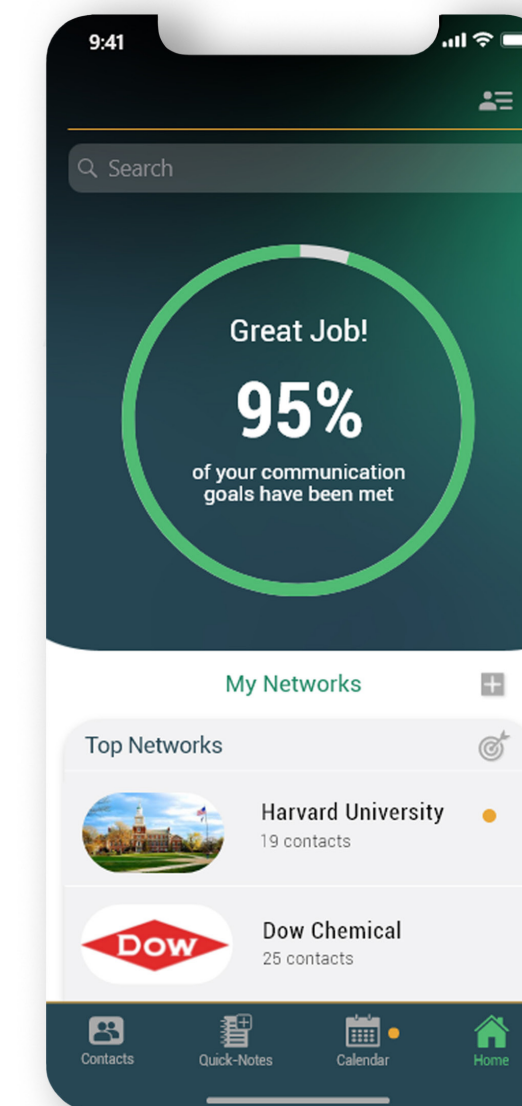
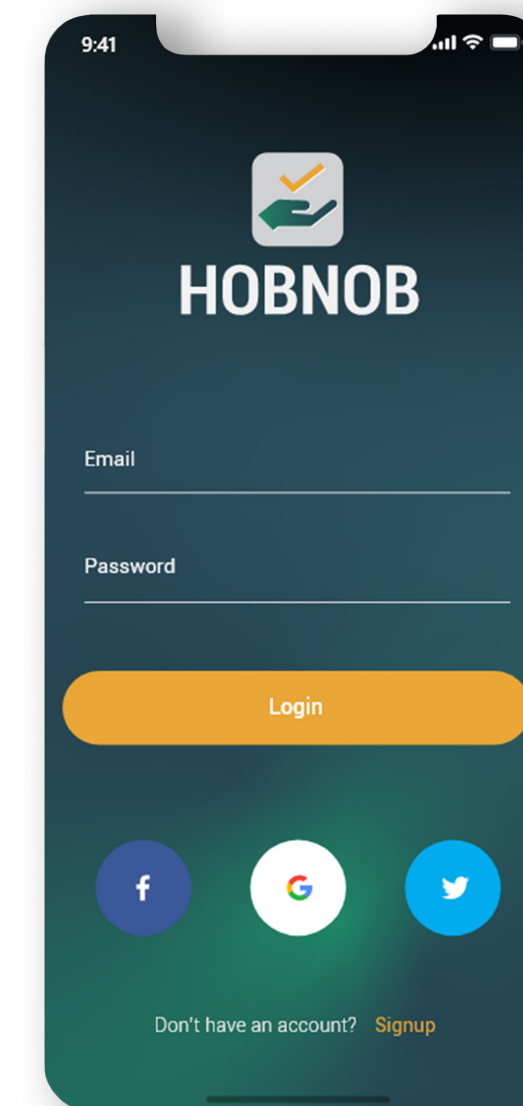
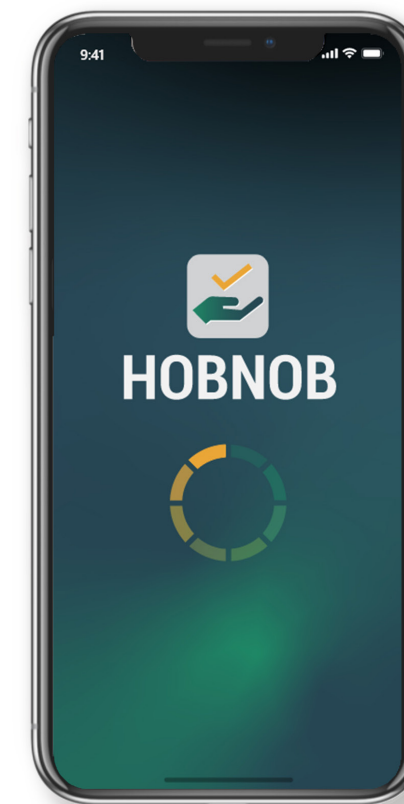


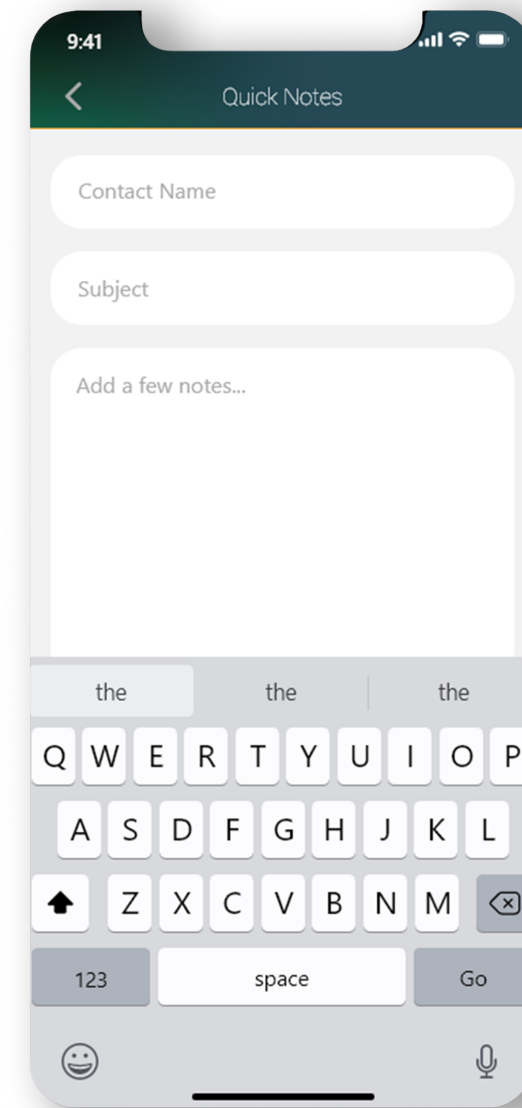
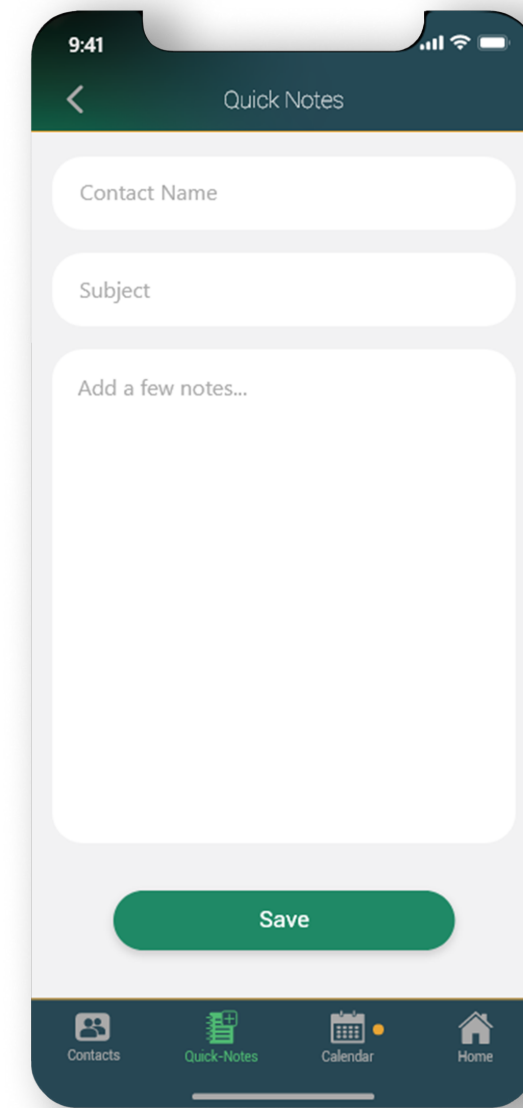
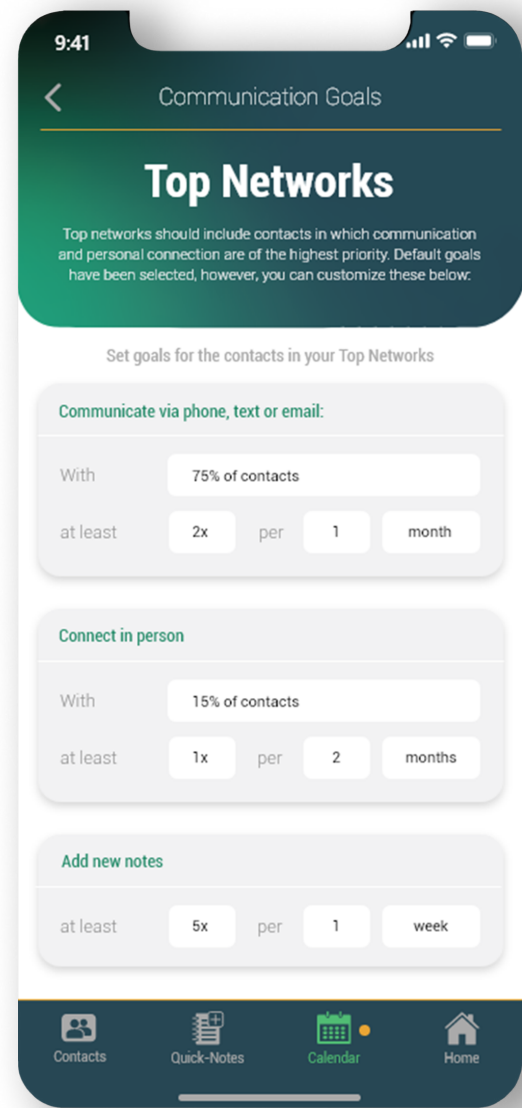
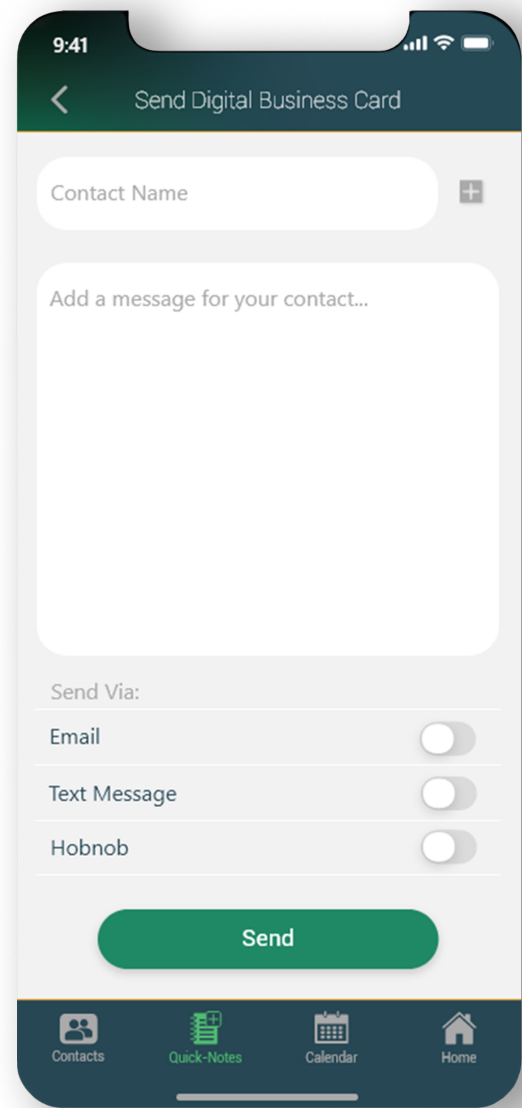
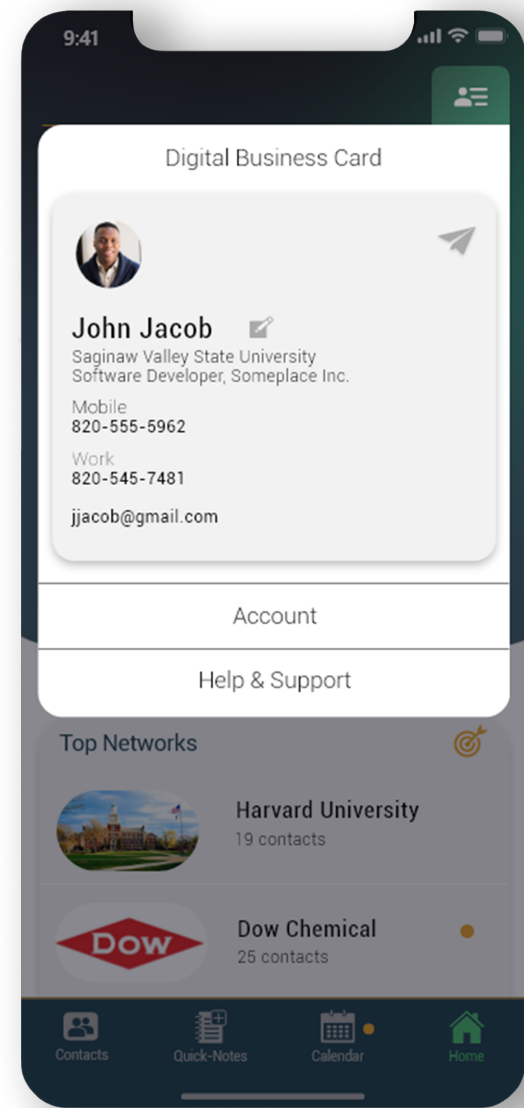
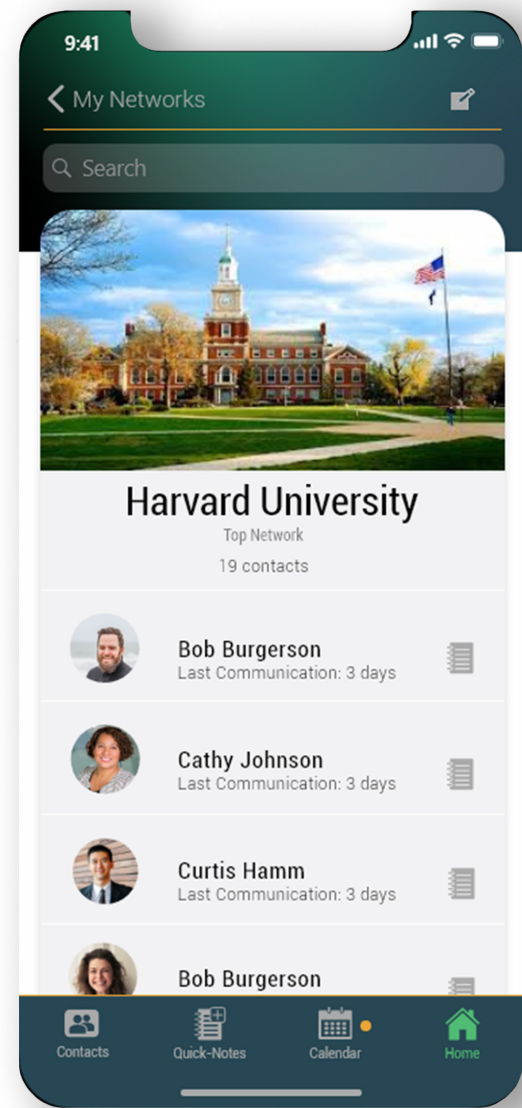
USABILITY STUDY

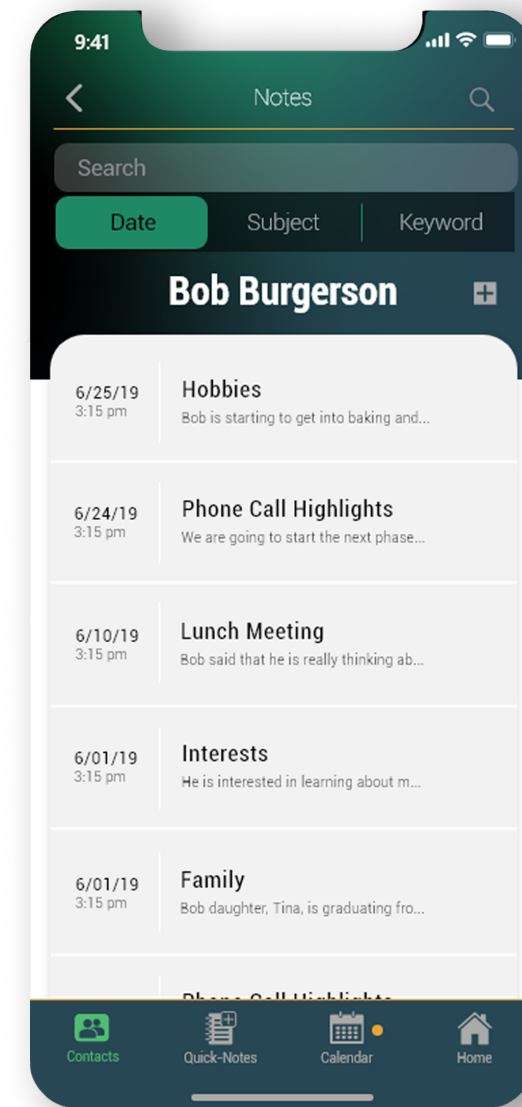
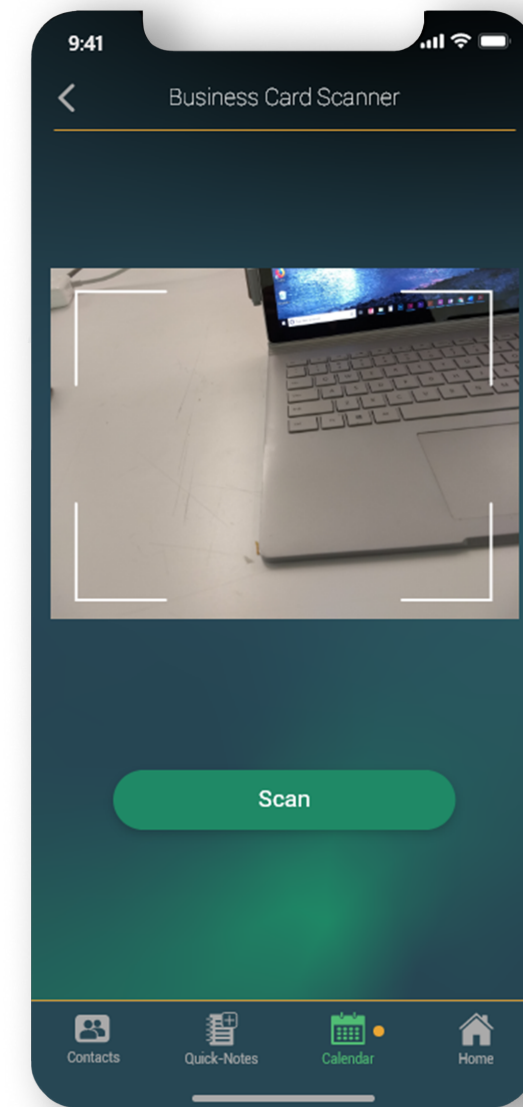
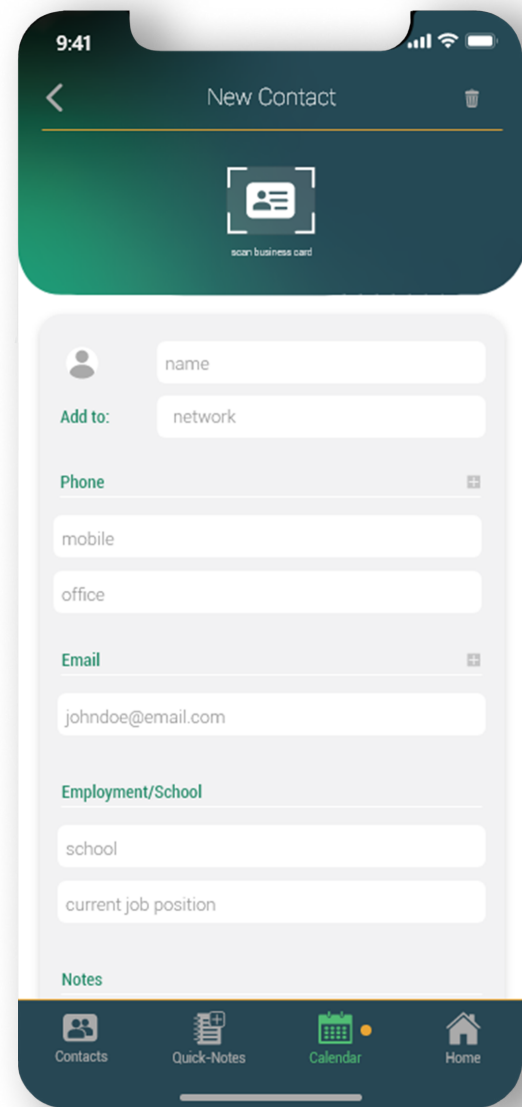
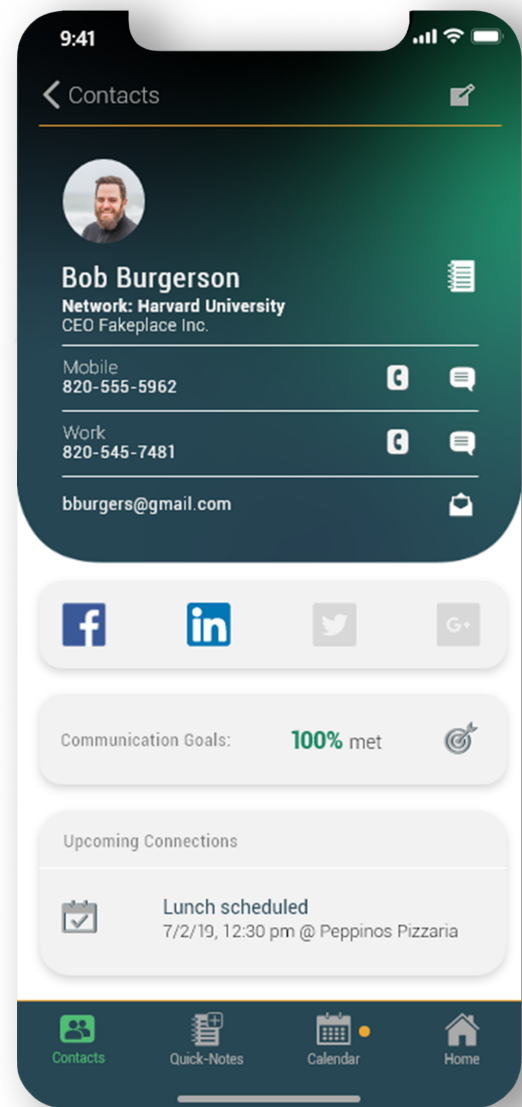
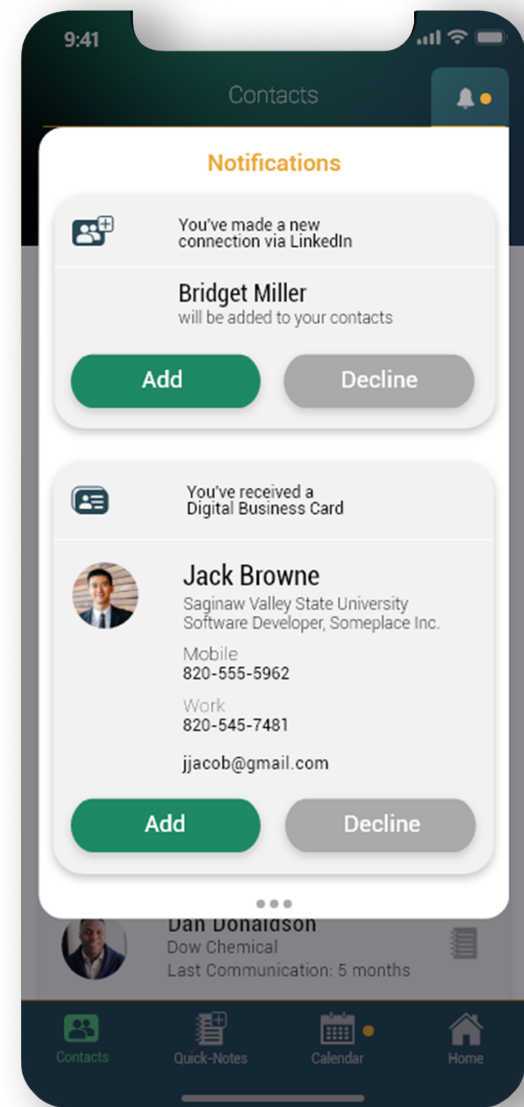
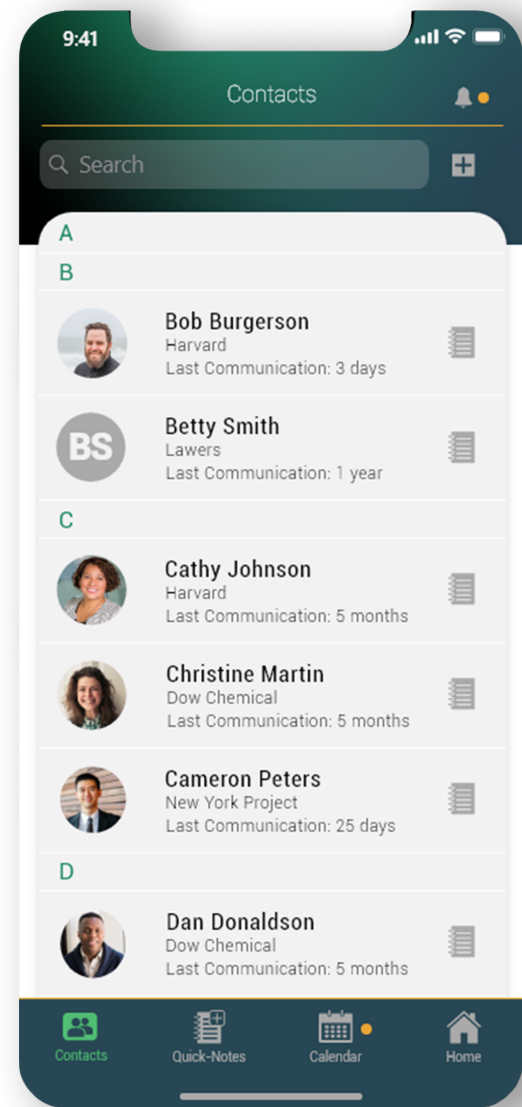
In order to gauge the ease of use of the app, a usability study was performed on the hand-drawn prototype and, again, later on the computer-built prototype.

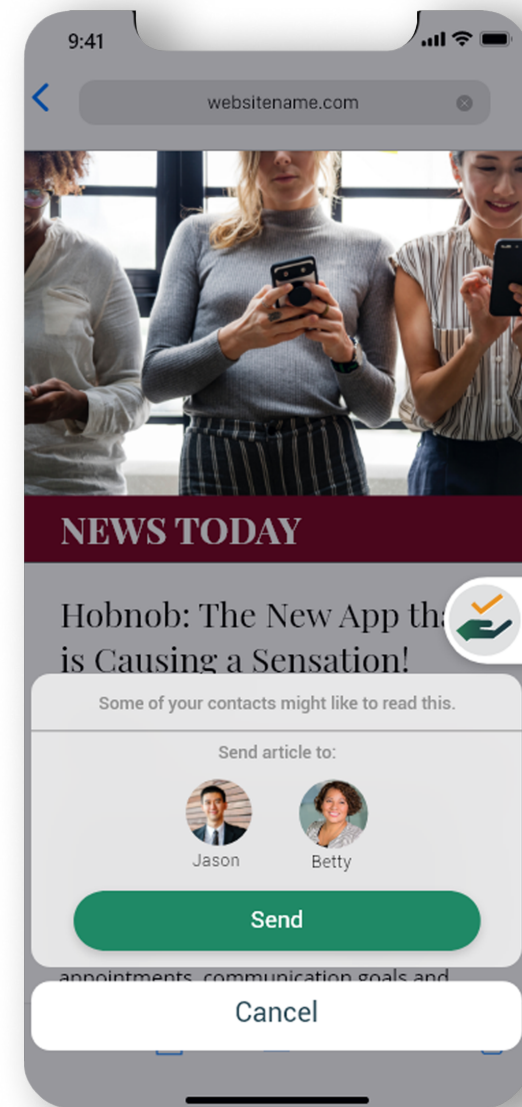
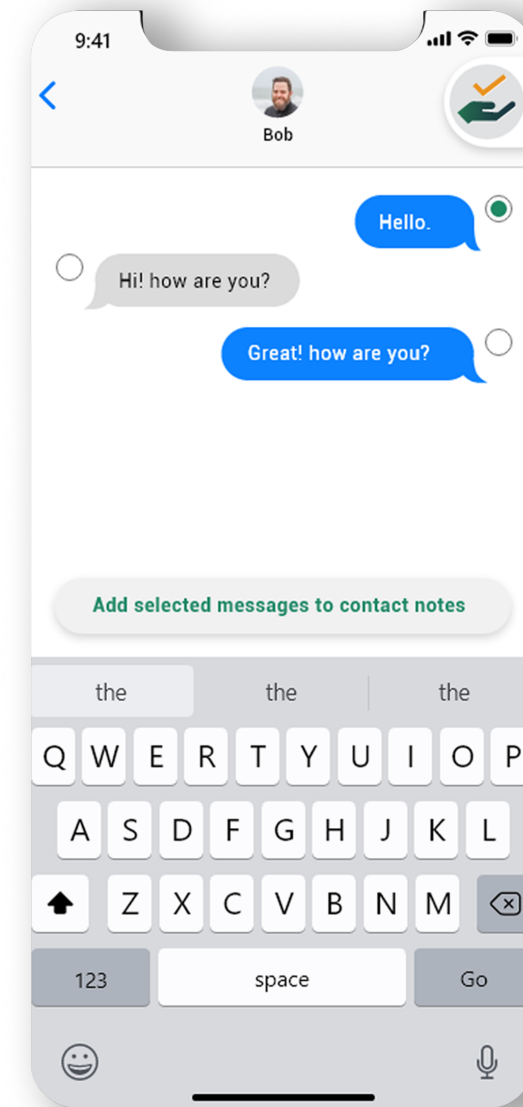
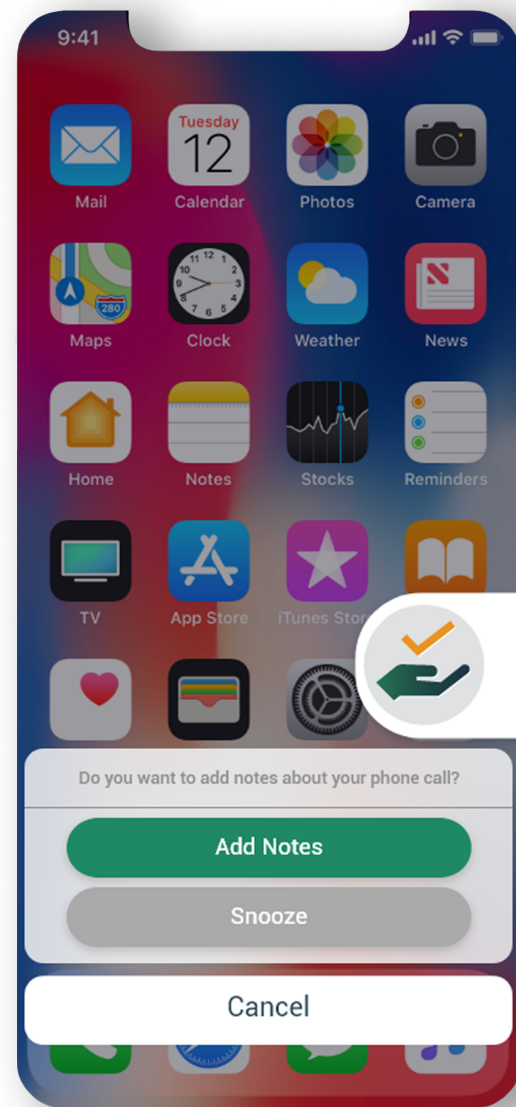
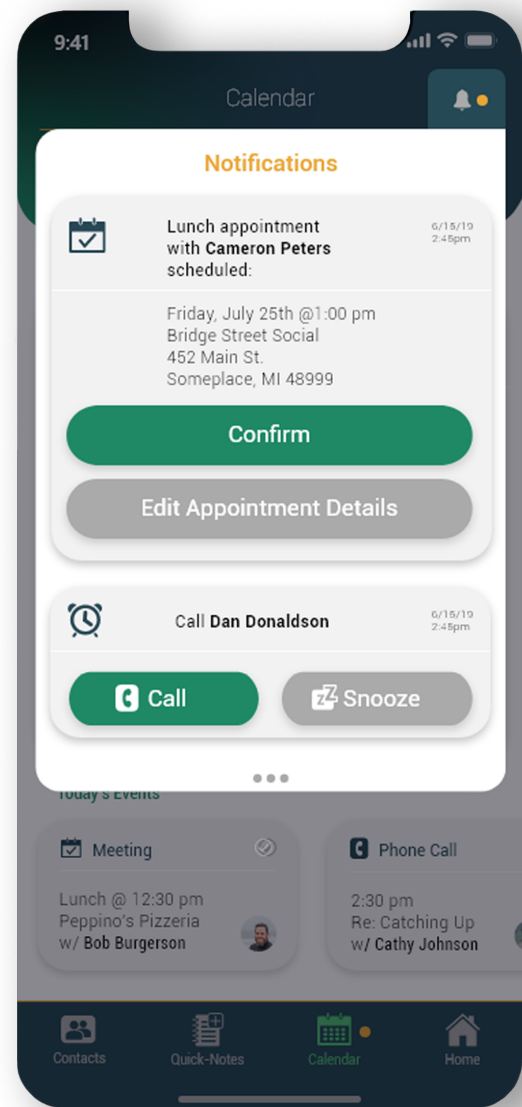
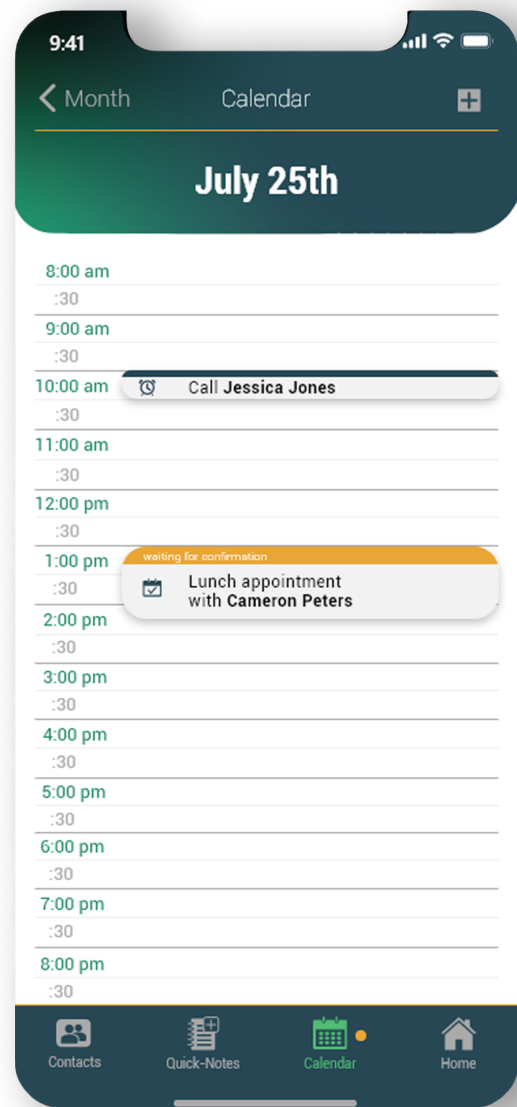
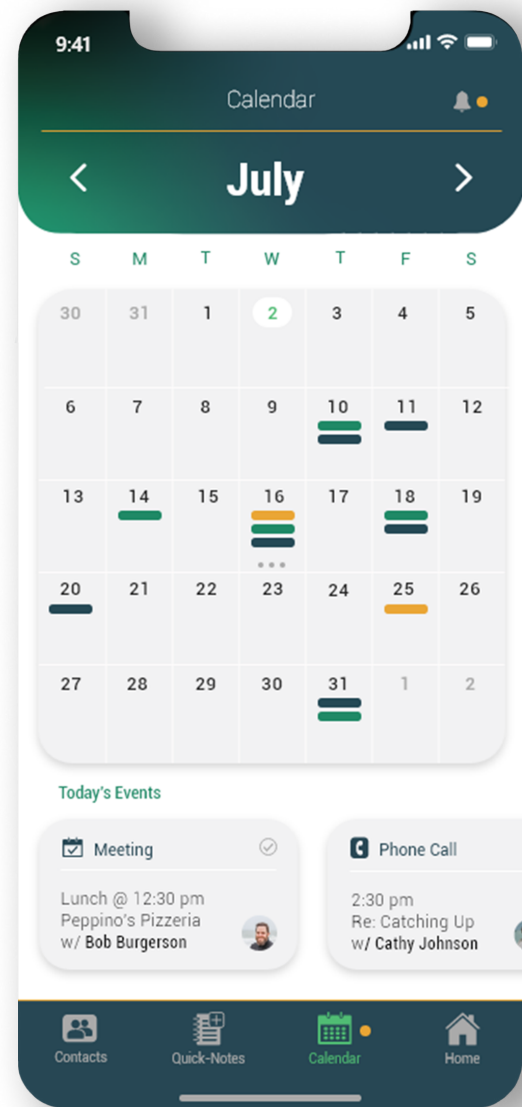
Feedback from the usability study was very positive and useful. I asked 3 participants to perform specific tasks and the participants seemed to understand how to do the basic functions. During the earlier stage, the shape of some icons, like the "home" icon, were brought to my attention as being ambiguous; some participants thought the home button looked like an up arrow, so moving forward, I added a door to make the icon more obvious that it is a house. Overall, however, users thought the icons and placement made sense and that everything was intuitive enough that were able to navigate the prototype with ease.

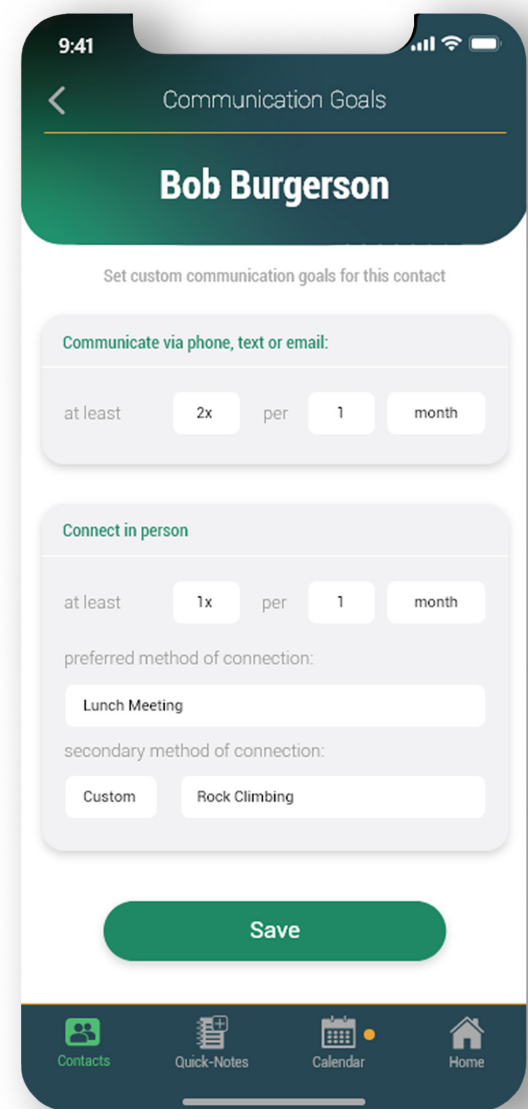
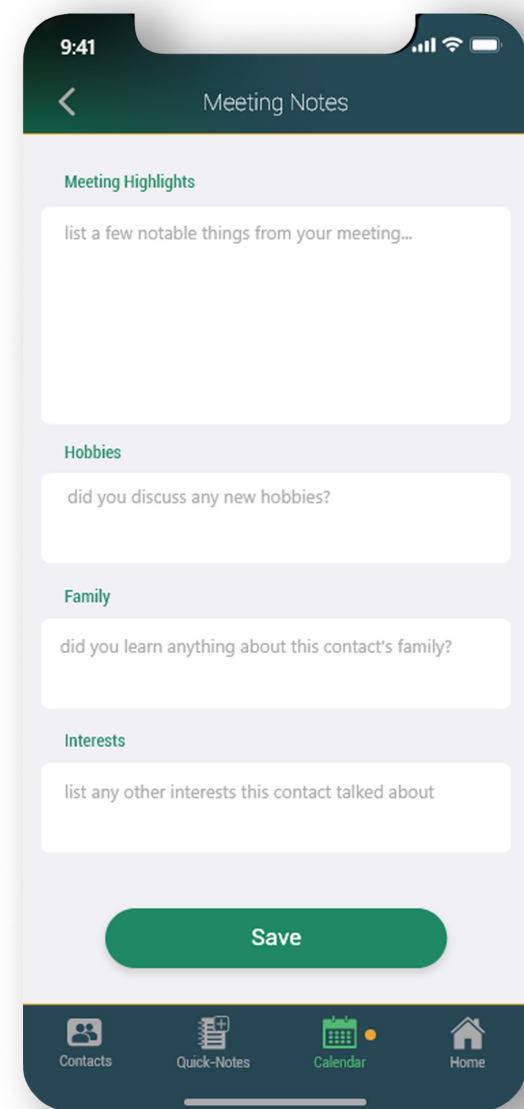
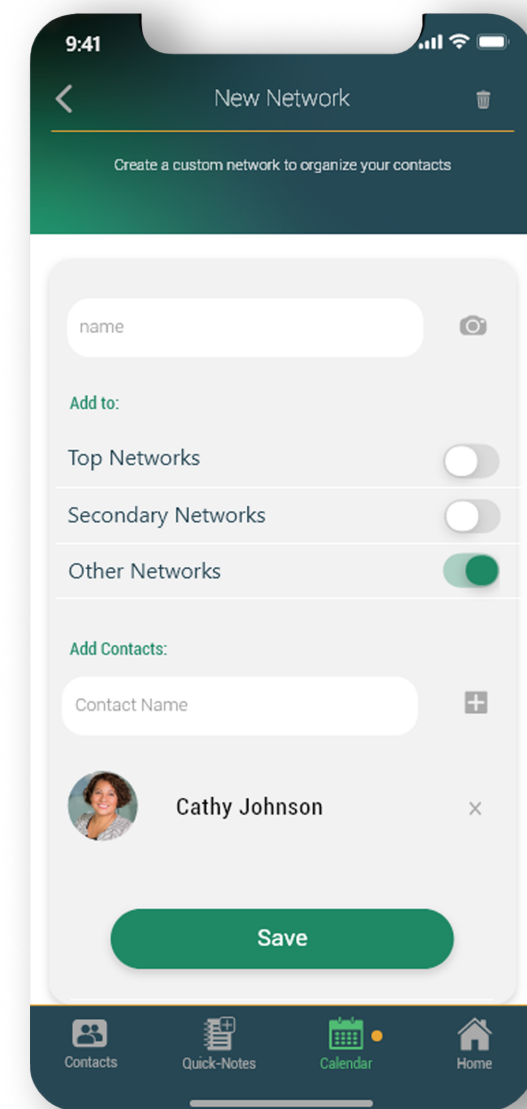
SCREENS











In today's world of social media, it is easy to lose track of actual human interaction. This app will offer business professionals a way to maintain and deepen their existing networks by encouraging communication via communication goals and reminders, along with scheduling in person meetings and events. This app will act as a digital personal assistant to organize, and maintain a business professional's contacts in a way that most people just don't have the time to do on their own. This will help people retain and enjoy longer-lasting and more meaningful relationships, which opens the door to a multitude of opportunities.

CONCLUSION





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