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OverShare

APP DEFINITION STATEMENT

It can be challenging to effectively share information like social media profiles and resources with a group of people who are in the same room without having everyone's contact information already. OverShare is an app that enables you to share social information and resources with a group of people using sound which makes it a valuable tool for presenters and event attendees alike. It allows you to create "cards" which can hold several links to websites or social media profiles that you can share and receive from others. OverShare gives you the ability to create cards for different situations and events.

PROBLEMS THE APP SOLVES/WHAT THE APP DOES

1. Provides a convenient way to share resources including social media info to others via audio/sound (Chirp SDK). The broadcasting component of OverShare is what allows users to send out their card to others around them.
2. Receives information shared by others with the same app. The receiving component of OverShare is responsible for capturing and storing a history of cards which users can refer back to later.
3. Has the ability to create multiple different cards or groups of information. For example, this would allow someone to have a work card, freelance card, and a card that holds resources for a specific presentation.
4. Has the ability to view the links stored in a card using the native browser application. Rather than just providing the user with the name of the social media account, OverShare takes it one step further and has the ability to click profiles and links so that way users do not have to manually search on the given platform.

PROBLEMS THE APP DOES NOT SOLVE/WHAT THE APP DOES NOT DO

1. Does not integrate into native contacts on Android. OverShare is not an app that pulls from the contacts app or syncs with Android contacts in any way.

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2. It is not a social network or a way to discover people online. Instead, the app is focused on helping people share information in-person seamlessly.
 3. Does not have a way to upload files to share. OverShare is focused on sharing links and social profile info rather than replacing a file sharing service such as Google Drive.

DEMOGRAPHICS

Main Demographic

- Age Range: 22-55
- Gender: N/A
- Occupation/Role: Guest Speaker/Presenter/Performer
- Education: College Graduate
- Income Range: \$75K-\$150K
- Other Details: This demographic will primarily use OverShare to share links and resources in addition to their own personal social profiles to people who are attending their presentations or workshops. This group would be more likely to be broadcasting rather than receiving content.

Secondary Demographic

- Age Range: 18-35
- Gender: N/A
- Occupation/Role: Conference, Workshop, or Event Attendee
- Education: Student or College Graduate
- Income Range: \$40K-\$80K
- Other Details: This demographic has an interest in a specific industry, expert, or is a fan of a performer. They will be primarily using OverShare to receive information/cards from speakers/presenters at events they attend and/or share their personal information with others whom they meet at events.

PERSONAS

Alex

Alex is a 40 year old who is an industry expert on the topic of search engine optimization (SEO) and travels to different conferences and events around the country as a guest speaker. He would like to be able to share resources such as links to his blog, websites he finds useful, and other interesting articles on the topic of SEO with those who attend his presentations. He has a large

following on Twitter, GitHub, and LinkedIn and would like to continue to grow his social media. Alex has been putting this information on a powerpoint slides but has discovered that people are not likely to remember, much less actually visit the resources he talks about. Having an easy way for him to educate and connect with his audience in a way they can click on the links he shares is crucial for him to expand his followers as well as grow his personal brand.

Maria

Maria is a 25 year old who currently works a regular day job at an advertising agency. She has a passion for graphic design and is getting into the freelance business. She often attends local meetups in the area where she meets potential clients. Maria does not have many followers on her social media accounts and finds it difficult to expand her network. She would love for an easy way to share her information with people she meets at meetups. Maria also needs to be able to receive information from those that she meets and keep a history of the info she's received so she can reach out later on. Since Maria has two jobs or social circles she interacts with, work-related professionals and potential freelance clients, she would love a way to switch between different business cards.