



# VIBE

**Creating meaningful Badger connections**

## What's the VIBE?

Vibe is a new free campus connections application. VIBE is designed to assist our target audience, UW-Madison students, match up with friends online and build meaningful connections through common hobbies and similarities. VIBE satisfies social desires of UW-Madison students as a one-stop-shop app, with five different connection categories. With COVID-19 turning everyone's lives upside down, the pandemic increased popularity of online dating methods as opposed to other traditional ways of meeting people. As people are eager to expand their social networks after the pandemic, VIBE will help us to reconnect with each other after being quarantined.

## The VIBE Environment

At this point in time, no other connections application caters to specifically Badger students. VIBE categories were created based on student survey responses that indicated that students enjoy participating in things like workouts, studying, and socializing in pairs. Also, 29.41% of UW-Madison students believe that having similar hobbies is slightly important in developing friendships and 17.65% believe it is important in developing friendships, which led to the decision of basing the algorithm on similarities. According to a UW-Madison student survey, 23.5% of respondents rated their satisfaction of other online dating algorithms at only a 2 out of 7. Because of this, we believe VIBE has promising potential to succeed and surpass other applications. Additionally, as the pandemic winds down, UW-Madison students, especially freshman and transfer students, are seeking to meet new people and reconnect with each other and VIBE can assist with that. In addition, Madison businesses have been hurt by the pandemic and many of these businesses depend on the patronage of college students for a large portion of their income. As the pandemic ends, many business owners may be willing to invest in VIBE in-app advertisements that help make up for profits lost to COVID-19 restrictions.

## Functions of VIBE

Our application aims to function as a platform to create meaningful connections between University of Wisconsin-Madison students with common interests. Although there are many different online dating platforms and relationship building apps that target college students, no other application offers as many connection categories as VIBE. The opportunity to select categories such as study buddy, music preference, and fitness level is completely unique to VIBE and fills a vacancy in the online connection community. Additionally, no other online dating application is exclusive to just UW-Madison students and our common interests. Some things like game days at Camp Randall and hiking up Bascom Hill are things only UW students truly understand.

## Future of VIBE

Because UW-Madison students already use social media at such high rates, we believe this online platform will be well received by our target audience. Although this specific app focuses on the UW-Madison campus, our team believes that this app model could be easily implemented at other universities in the future and could be tailored to their unique needs and audience.

## FEATURES OF VIBE

- Connects users with others based on individual preferences
- In-application messaging service to easily connect with your matches
- Percentage of how similar each match is to you
- Map of suggested Madison businesses, cafes, and restaurants to meet with your matches
- Option to link to Spotify to upload music preferences