Scholastic Samsung Mobile Apps Boot Camps
Concept Submission Form

Submission: Macramé

1. Name Your App! Be creative. An app name can make all the difference...
Think about some of the best apps available, they are usually less than 11 characters
and describe or hint at the user experience inside! (i.e., Twitter: tweets are small
sounds that birds make OR small bursts of information.)

Brainstorming room...

The name of my mobile application is called Macramé. Before I get into the creation of the
name, I do want to talk about where the concept itself came from. The design of this
application stemmed entirely from the thought of community; online social networking
websites such as Facebook, Twitter, Tumblr, Google Plus, etc are designed to connect
individuals over the Internet. Whatever happened to real life communication? When did we
abandon talking to one another face to face over talking to one another face to face on
Skype? Technology has seamlessly integrated our daily social lives on to the Internet, and I
want to break that mold.

The idea for this application came from a friend of mine, but not in words or expressions but in
the form of a gift. This friend created a friendship bracelet and gave it to me as a sign that we
were indeed friends. As corny as it sounds, I wore it day in and day out until the day I lost it. I
searched every nook and cranny yet I couldn't find that beloved bracelet. Why was I searching
so arduously for a piece of string? And the answer to that was my inspiration, and I started
jotting down some notes. What if we can share our friendships the same way we can share
our other social networking information? A friendship bracelet is a bracelet made by someone
to give to another to symbolize their friendship, and the art of creating these bracelets is called
Macramé.

Name of your App: Macramé

2. Describe Your App (500 Words)
What will users be able to do? What makes it unique? Is it going to help, inform or entertain?

Macramé will be a real life social networking application designed to bring people together not over the phone or internet, but over their actual lives. The application will be very economical in the sense that you will have everything you need even on a small, mobile Smartphone. The uniqueness comes from the fact that the application has a real world counterpart: a LED friendship bracelet. These bracelets will be unique and customizable, and they will be implemented with Near Field Communication (NFC) stickers/chips and a Bluetooth adapter. The bracelets will sync up with the phone via Bluetooth, transferring all the necessary information onto the bracelet. Afterwards, two different bracelets can be linked together(called "trading") by touching the NFC stickers of each bracelet with one another, transferring their social networking information as well as the native information from the Macramé application.(If a person does not own these bracelets, they can use their phones with the Macramé application as a replacement. People will then adapt by buying these bracelets and using those instead of their phones)

The purpose of the application is not to be another social networking app but to create a sense of actual friendship, much like a friendship bracelet does. Each bracelet will have its own customizable "profile" where the user inputs various information such as their Facebook , Twitter, and Gmail accounts as well as personal status, phone number, and profile picture. The focus is NOT to smother with information but keep it simplistic and basic. All the data will be stored on the Internet, so the bracelets will only hold a URL to the accounts of the profiles, and these "links" are what are transferred when two bracelets are being "linked" A unique catch about this system will be that there will not be a way to "link" with another person other than through direct bracelet contact. In essence, you will NOT be able to friend a person unless you are directly in front of the physical person. This is again to reinforce the notion that friendship should be much more than just a single "Friend Request" away.

A feature will be included within the app that counts how many times a person has "traded" with one another, and calculates a friendship rating based on the number. Every time a person "trades", they will receive a new virtual friendship bracelet with different patterns, symbols, images, and phrases that the other person made. The drive to gain as many bracelets as one can will encourage daily use as well as promote customization of their own bracelets. The real world bracelets will then display the pattern you created on the application via LED lights or some other form of illumination. (Or something similar to E-Ink where color can be implemented) Beyond that, a utilitarian use for this will be to exchange contact information in a matter of seconds rather than fumbling around on your phone's small or tablet's huge keyboards.

3. Which mobile platform(s) will you develop this app for? Check off a box below:

_____ Smartphone   _____Tablet   _X_ Both

4. How is your app going to solve a current neighborhood problem and help your community? Will your app be a call to action, a medium to house information, a means to bring your community together... or all three?

The main problem Macramé is trying to solve is the issue of "online" friendships and a disconnected social life. The idea of "friending" by only means of physical contact rather than over the internet reinforces the notion of going up to a person and talking to them rather than through a computer or phone. Also, an environment especially conducive for this application would be in locations where cell phones are not permitted i.e. a high school. Instead of secretly sneaking out your phone to exchange phone numbers, why not just "link" your bracelets together?

5. Who is best suited to use this app?
Why are they your target audience? Hint: Be descriptive about who they are, what they like and why this app is perfect for them.

The target audiences for this application are teenage girls from the ages 10-21 who have an active social life. An astonishing number of teenage girls wear friendship bracelets. As a matter of fact, a majority of them wear more than 1 at a time and on both wrists. The popularity of these bracelets have been and are at a peak, and implementing this application will only serve to elevate it more. Fashion is a critical aspect of any girl's daily life, and having a stylish and cool gadget that serves to also keep their friends in touch is, I think, an invaluable accessory.

6. In the app world it's survival of the fittest. Who are your competitors and what sets your app apart from theirs? Describe differences in design, content and purpose; the weaknesses of your competitor's app, and how your app turns those weaknesses into strengths.
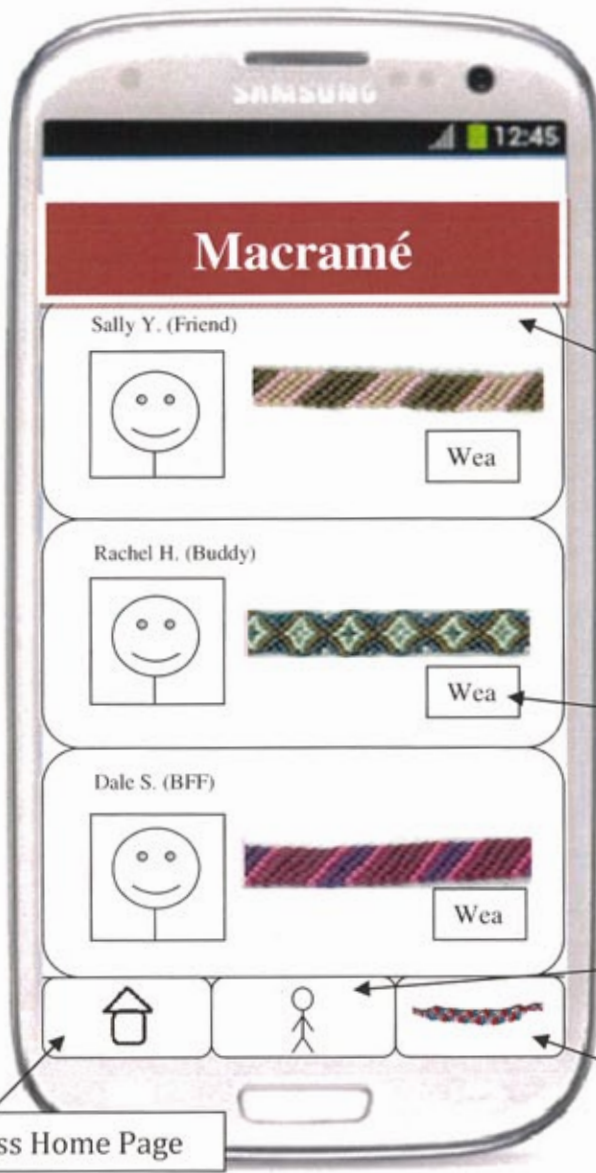
A director competitor would be the application called Bump. This app has the same basic premise as Macramé, yet is used by "Bumping" the phones together rather than bracelets to transfer information. Bump is a very useful and clever application, yet the features it include does not have much lasting appeal. After you Bump once with all of your friends, the application becomes useless. The strength of Macramé is to keep that thrill of gaining friends but prescribe it in daily doses in the form of new bracelet patterns and special friendship statuses. These special friendships statuses (ranging from "Friend" to "Buddy" to "BFF" and so on) can be implemented within popular social networking websites such as Facebook to basically substantiate a friendship. Bump also has a very calm interface; Macramé is crazy in style. The draw of Macramé is to add a distinct style, much like Instagram's famous tiles of pictures and Tumblr's distance Navy Blue home page. Through its simple GUI, the users will be able to browse through their collection of bracelets, "wear them", customize their profiles, create new bracelets, and even sample some of their friend's bracelets.

Photo: Property of Samsung Telecommunications America.

7. Using provided frames, draw and describe up to three screens that show off your app! How will your app work and look? Show the elements that appear on three key screens of your app. Then, describe the content and functionality of each screen, how users navigate or transition between screens and content, and what happens when users interact with your app (i.e., tap a button).

Tap and drag to scroll down

Macramé

Sally Y. (Friend)

Wea

Rachel H. (Buddy)

Wea

Dale S. (BFF)

Wea

Tap to access Home Page

Describe your screen: Home Page

Tap anywhere in the whitespace to view profile. This screen is updated every time a person creates or wears a new bracelet when you "link" with that person.

Tap to "Wear" this bracelet. This will transfer to your real life Bracelet and also add the bracelet into your collection. Every "wear" will act the same as a "like" on Facebook.

Tap to view/edit your profile

Tap to view your collection of Bracelets and also create new bracelets. This icon will change to reflect what you are currently "wearing".
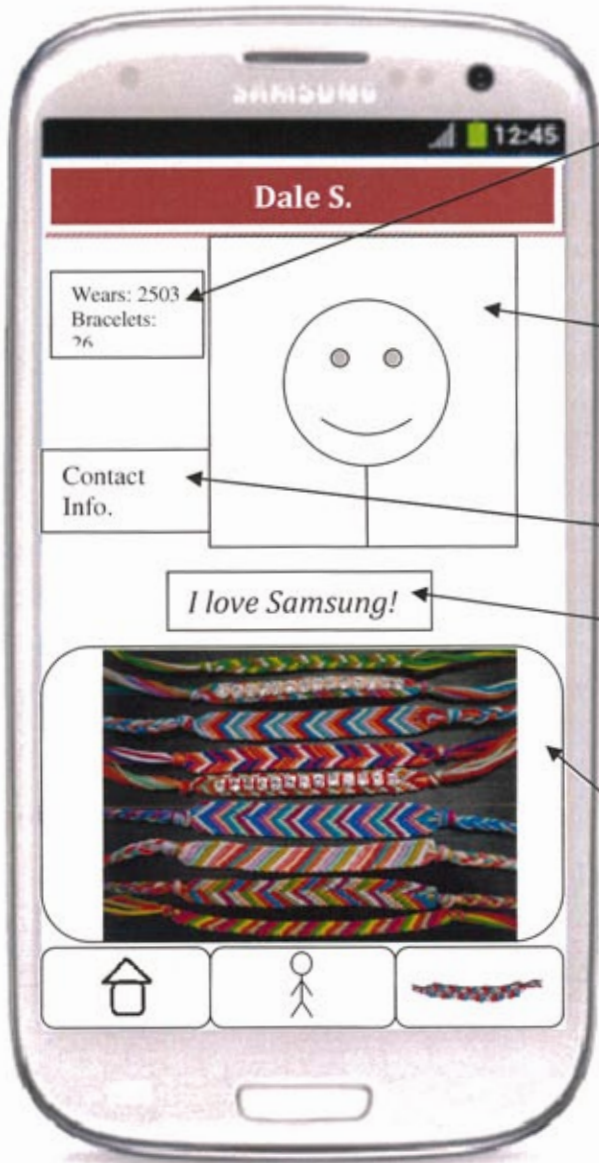
Photo: Property of Samsung Telecommunications America.

Describe your screen: Profile Page

Dale S.

Wears: 2503
Bracelets:
26

Contact
Info.

I love Samsung!

Tallies how many times this person's bracelets have been worn, the number of bracelets this person has made, and the number of "buddies" this person has "linked" with.

Tap for basic personal info and option to change Profile Picture.

Tap to sync phone or tablet with this person's contact information including phone number, Facebook, Twitter, Tumblr, Instagram, etc.

Basic status. Tap to have option to change status and imprint status on a Bracelet and customize from there on.

Displays their collection of Bracelets.
Tap to see them individually in tile format.

Describe your screen: My Collection

Tap and drag to scroll down

My Collection +

Tap to create a new Bracelet. Bracelets can be customized to have creative patterns and even words and symbols that would otherwise be impossible to create.

Tap on any of these tiles to view in detail each Bracelet. From that screen you can wear, customize, or even send these Bracelets to your friends.

This is NOT a part of the app, but I do want to thank you for this opportunity to essentially give life to an idea that would have never have been thought of were it not for this program. And also thank you for the chance to meet some of the leading business experts in this field as well as learn for 2 days the basics of making and selling an application. Working on this project has been a blast, and I look forward to furthering my knowledge in Mobile Apps Development in the future.