

rekindl

Reignite faded friendships



Ryan Cole



David Mora



Ikechi Akujobi



Ben Williams



Jesse Candido



rekindl

Reignite faded friendships



Problem

Our Solution

Making It Real



Problem

Our Solution

Making It Real



Problem

Our Solution

Making It Real




Insta

breadth
over depth







breadth
over depth

artificial
“**public self**”





breadth
over depth

artificial
“**public self**”

inhibits
honesty



breadth
over depth

artificial
“**public self**”

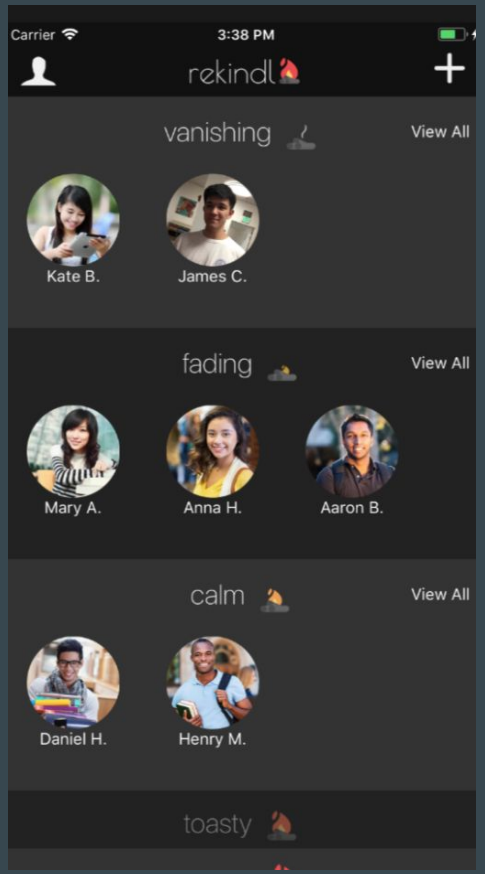
inhibits
honesty

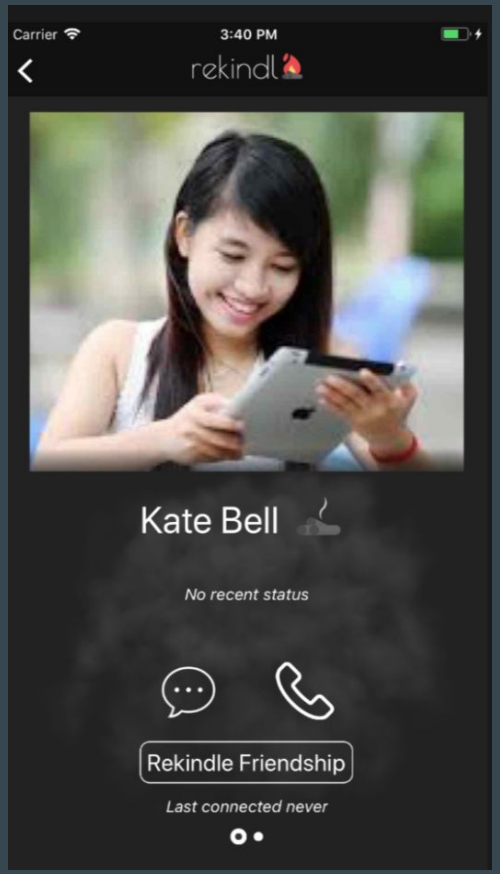
relationship
health
unclear

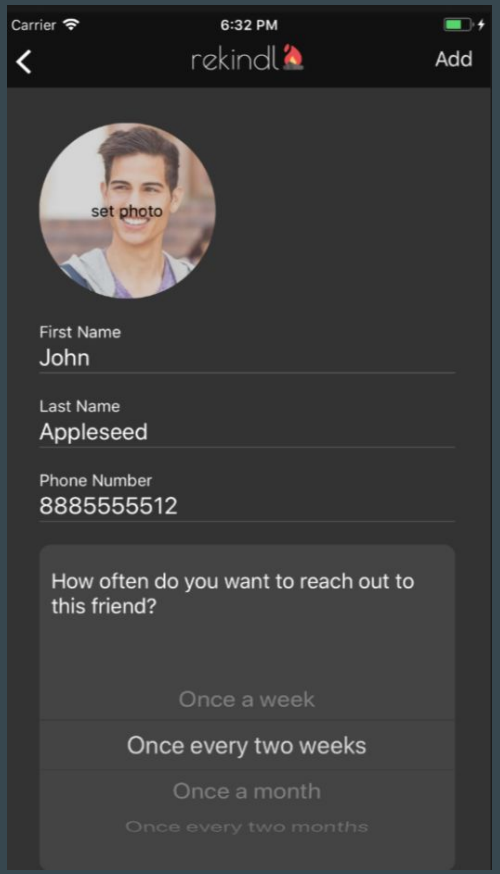
rekindl



Track and Rekindle fading friendships

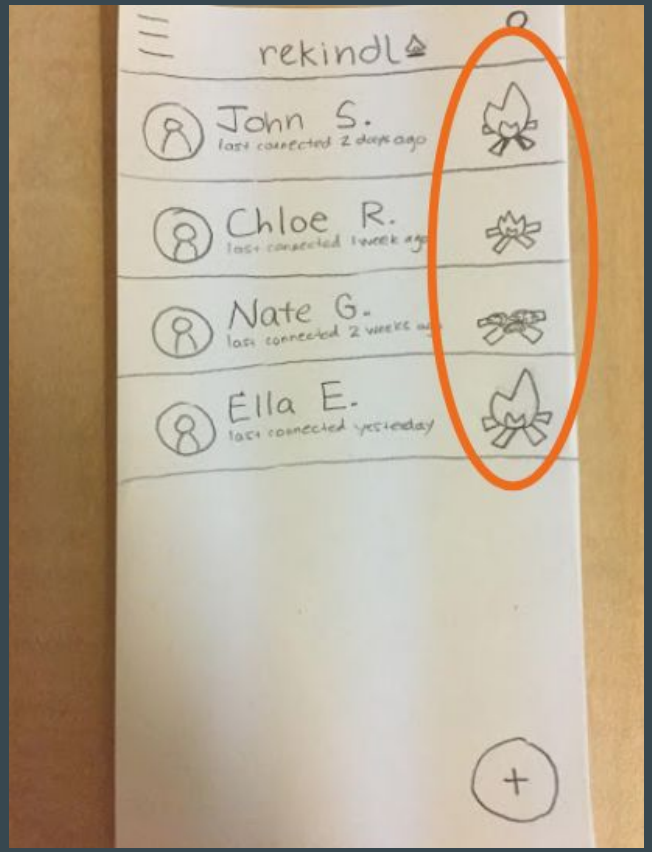

Carrier
3:38 PM
rekindl
vanishing
View All
Kate B.
James C.
fading
View All
Mary A.
Anna H.
Aaron B.
calm
View All
Daniel H.
Henry M.
toasty


Carrier
3:40 PM
rekindl
Kate Bell
No recent status
Rekindle Friendship
Last connected never


Carrier
6:32 PM
rekindl
Add
set photo
First Name
John
Last Name
Appleseed
Phone Number
8885555512
How often do you want to reach out to this friend?
Once a week
Once every two weeks
Once a month
Once every two months



Design evolution

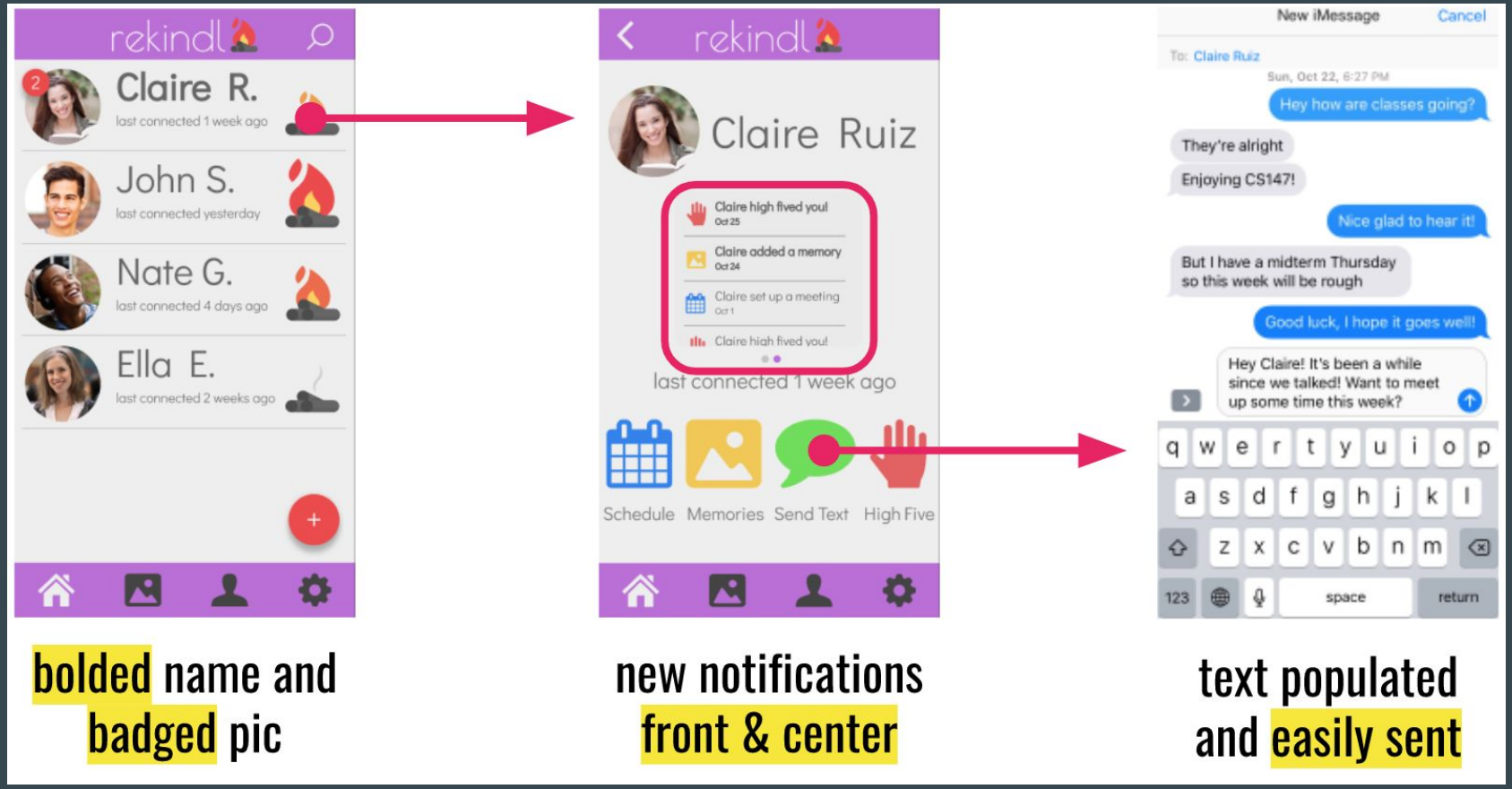


Home



Profile

Design evolution

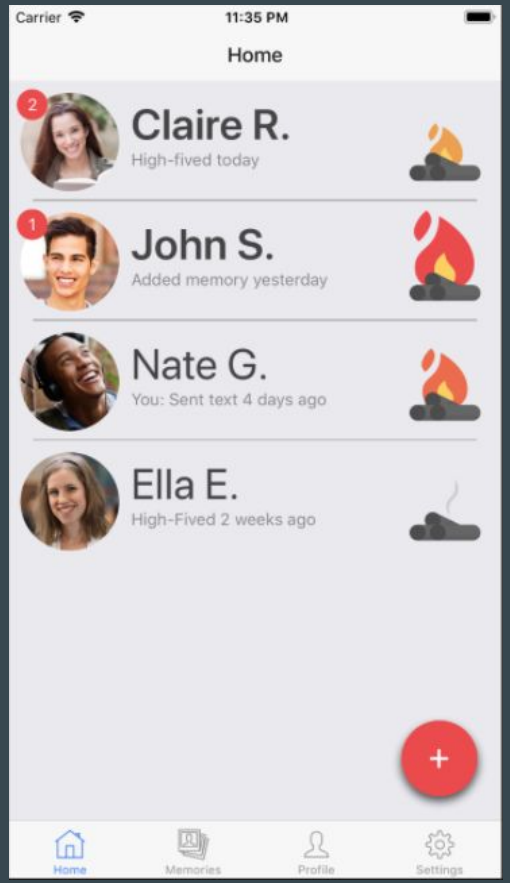


bolded name and badged pic

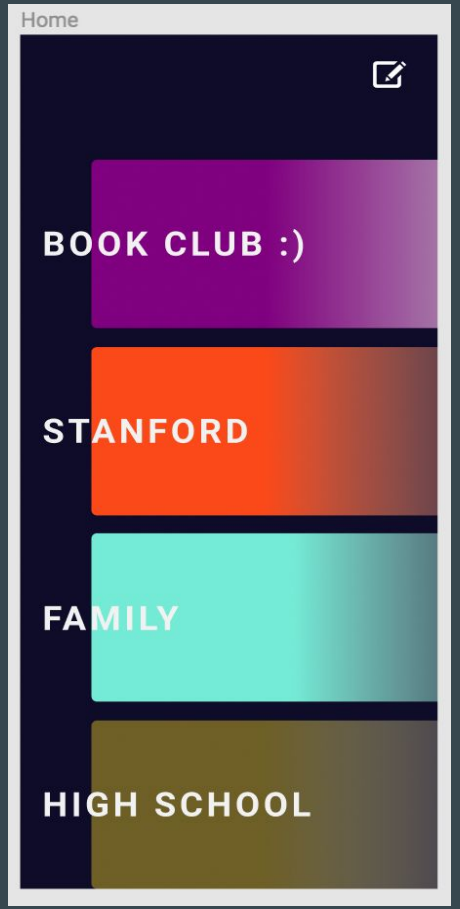
new notifications front & center

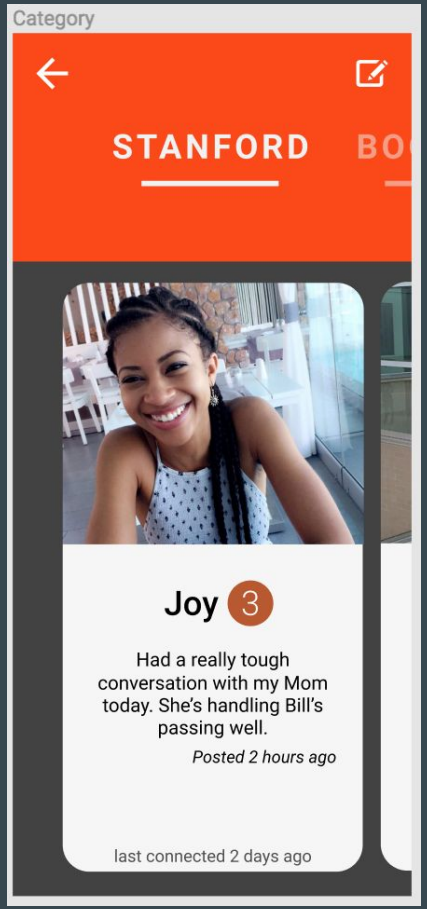
text populated and easily sent

Design evolution

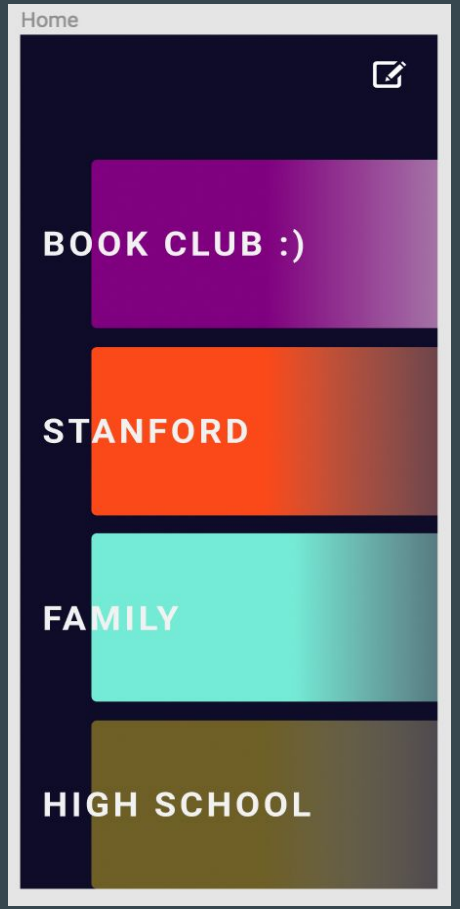


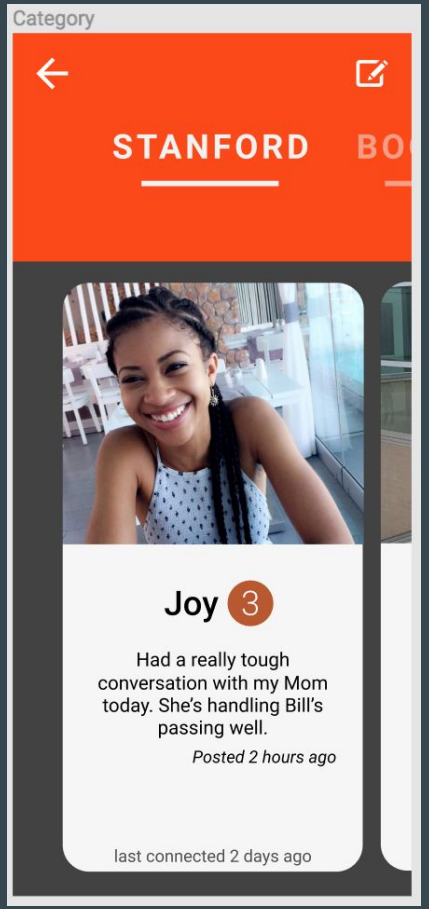
Design evolution





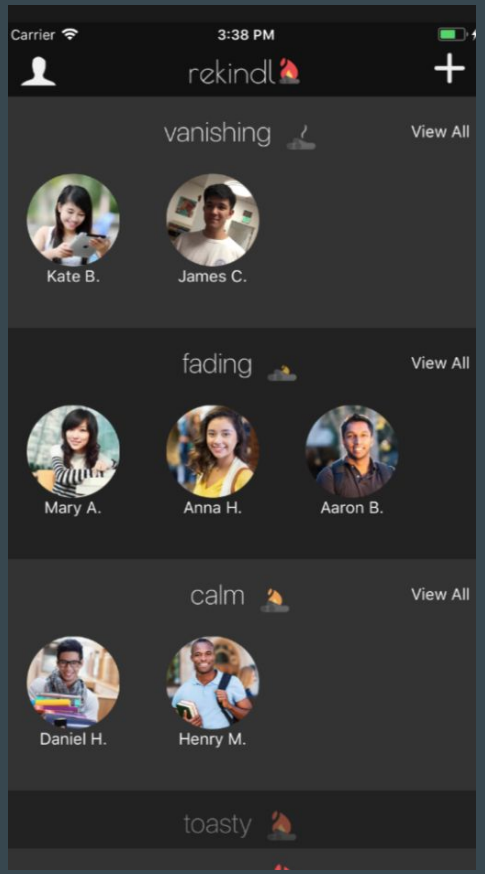
Design evolution

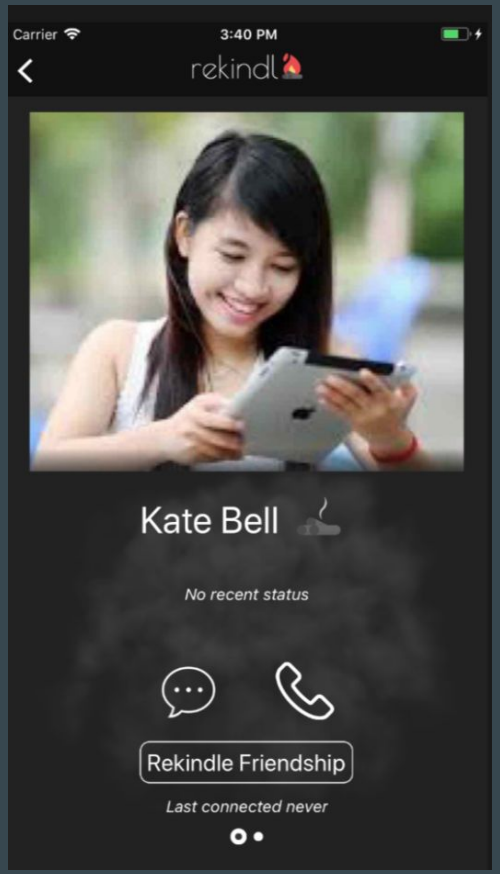


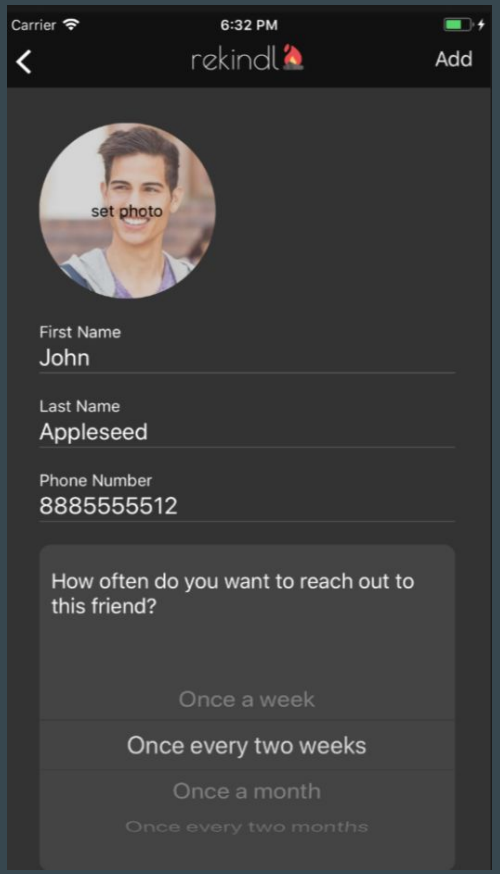




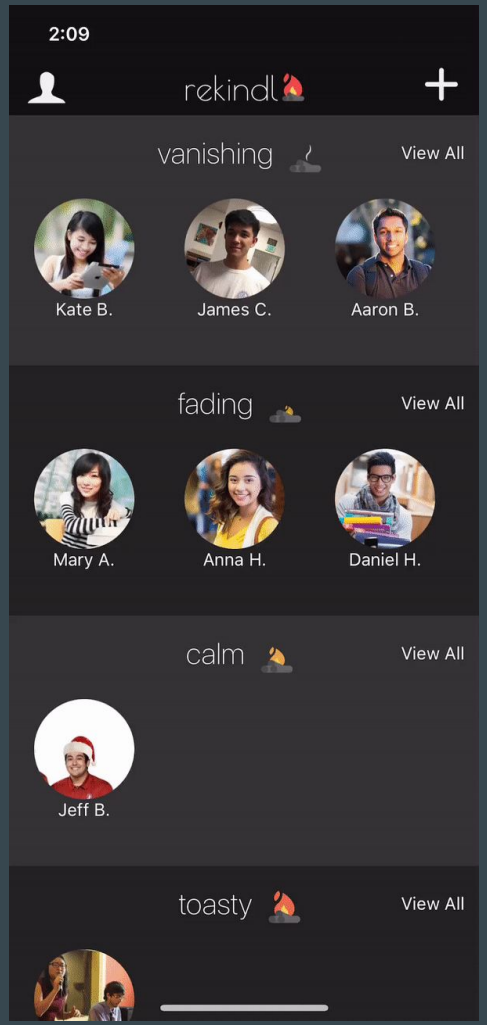
Design evolution



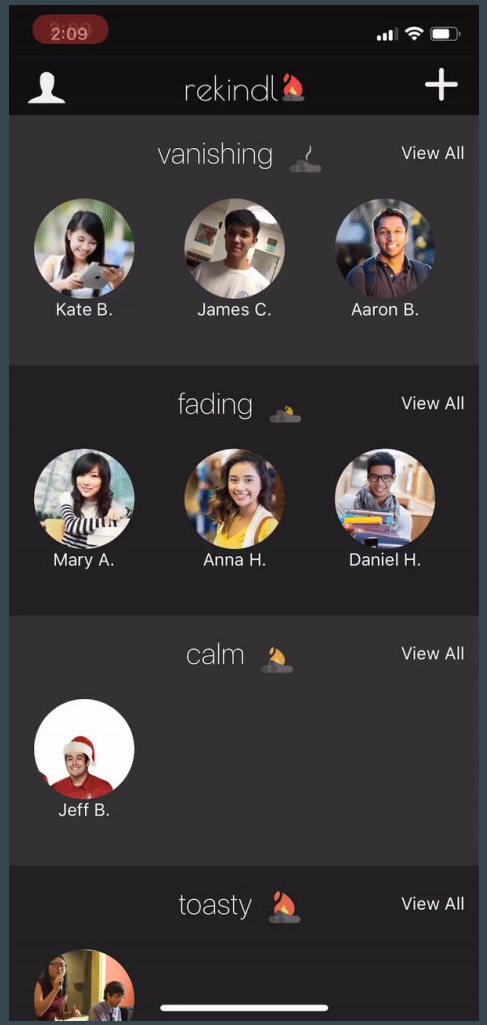




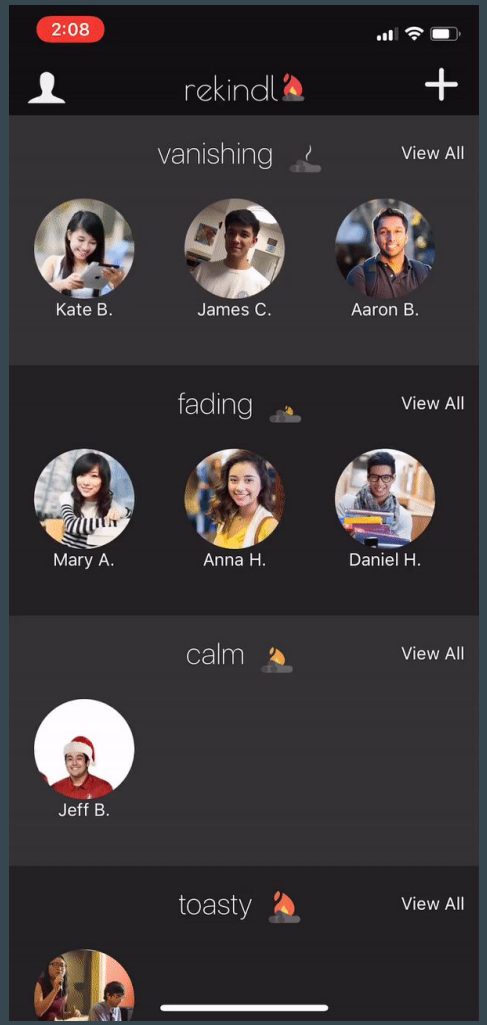
Task 1: Add a friend



Task 2: Connect with / Rekindle relationship



Task 3: Post / update a status



Implementation







What’s missing? To be added?



Platform that focuses on your relationships in intimate and meaningful ways

Redefining what social applications mean and can do for our lives

rekindl

Reignite faded friendships

Scan QR code to download or go to:
https://expo.io/@rcole34/rekindlapp

Benjamin Williams, Ryan Cole, David Mora, Jesse Candido, Ikechi Akujobi