



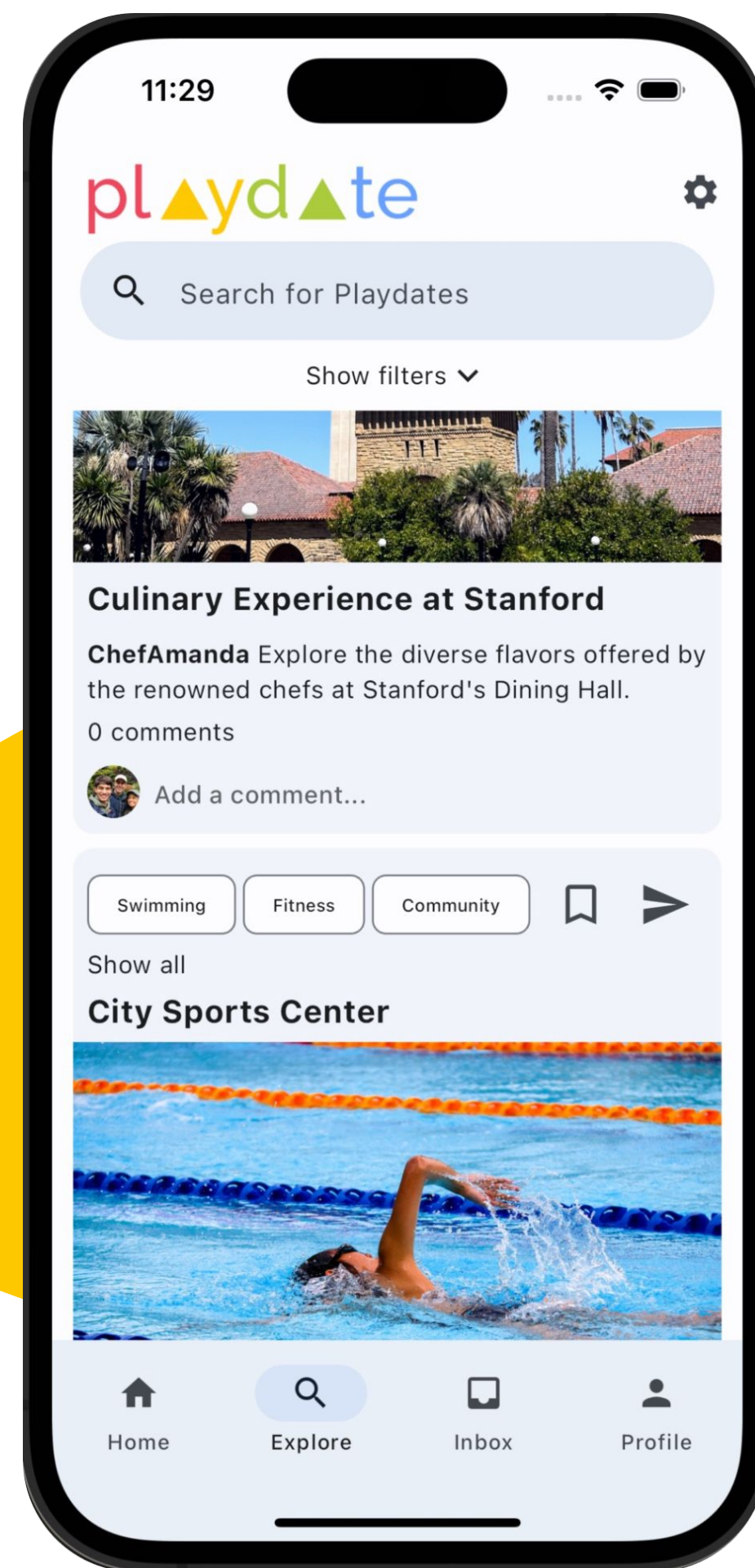
# Strengthen your friendships with new adventures!

## PROBLEM

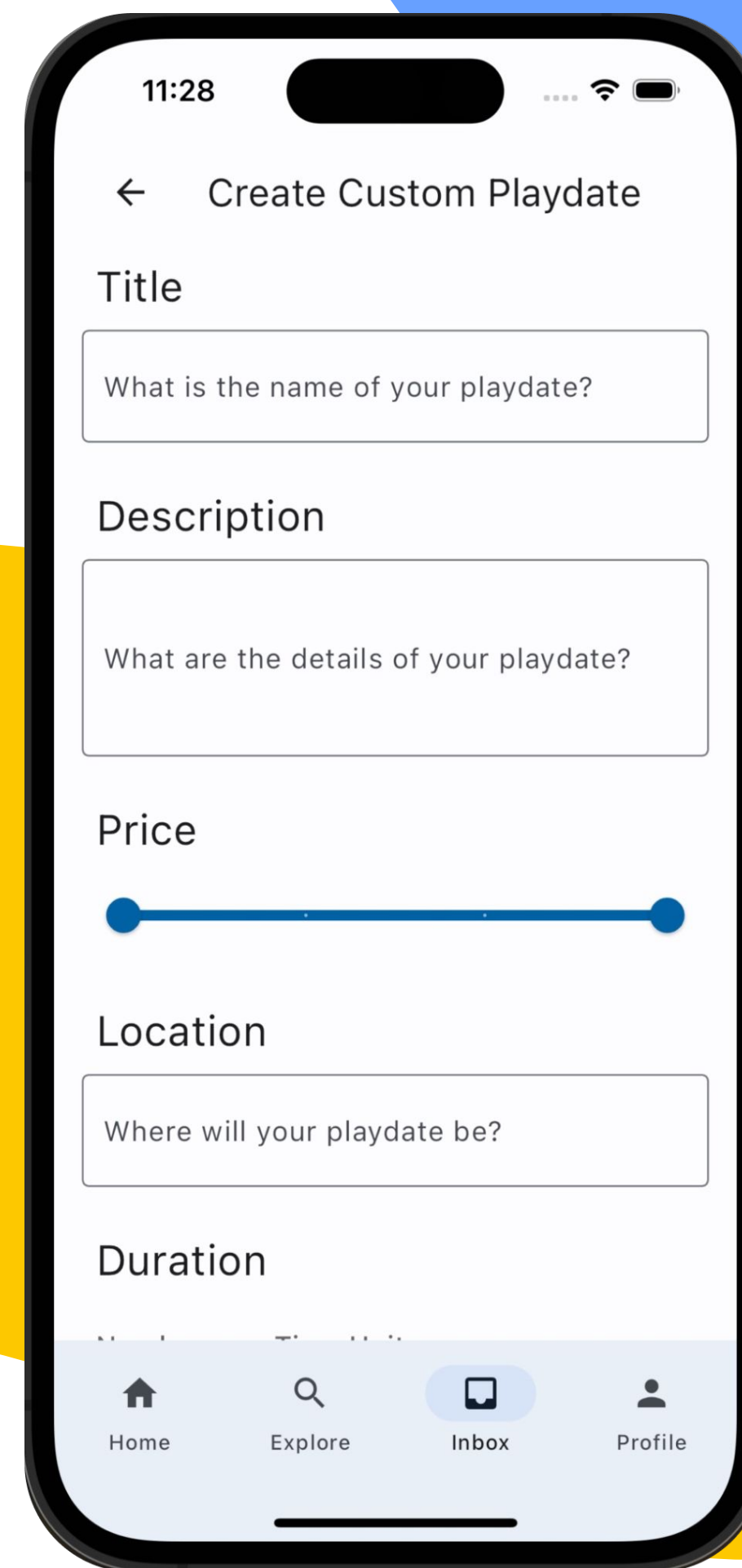
People don't prioritize making time for their friends, and when they can find time to meet up, they default to convenient and less meaningful activities since it is difficult to come up with new plans.

## SOLUTION

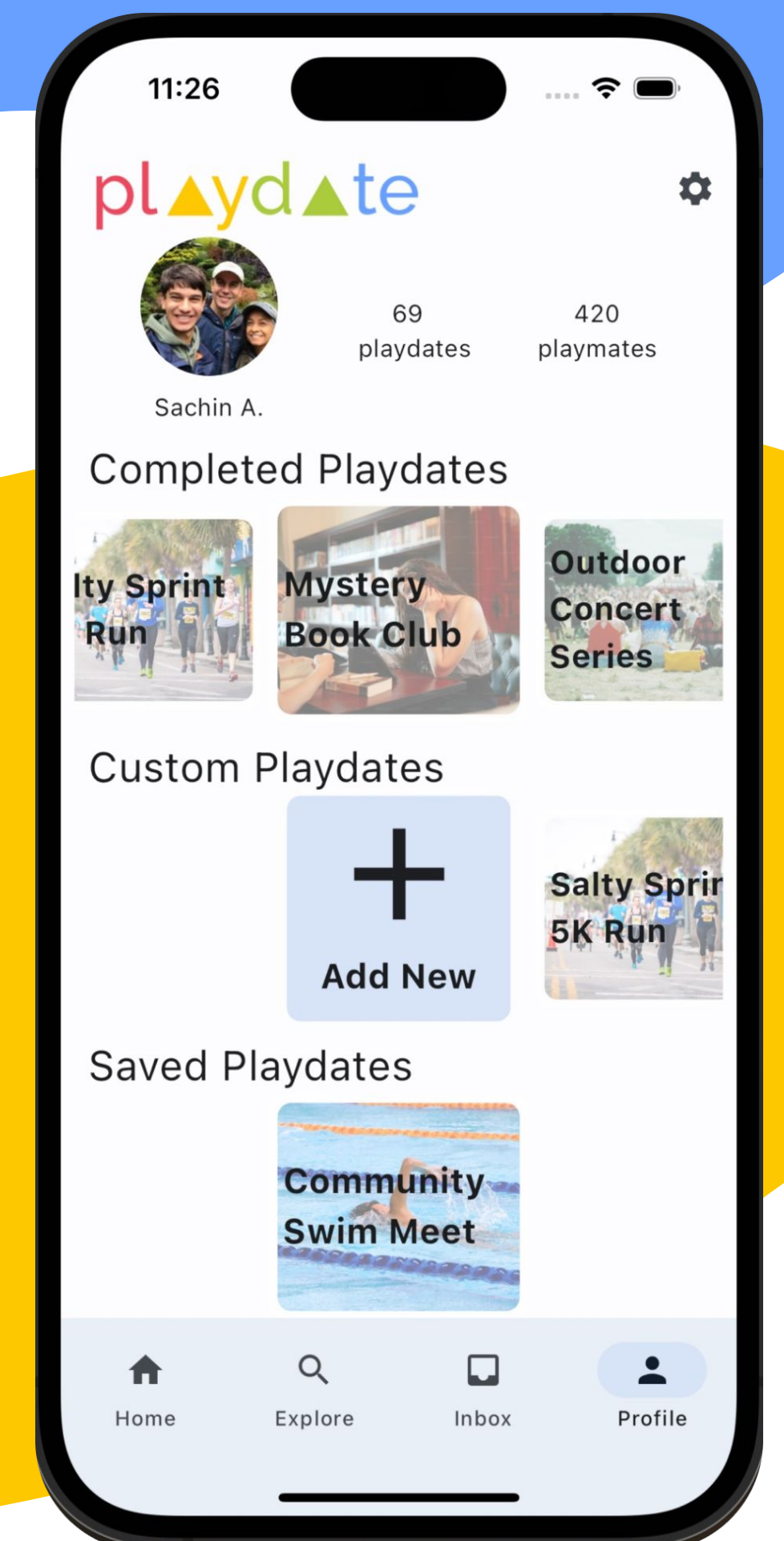
Meet **Playdate**, an app that encourages and reminds people to stay connected with friends. Playdate helps users find playdate ideas, send invites to friends, keep accountable with deadlines, and share their experiences.



**Explore**  
Playdate Ideas

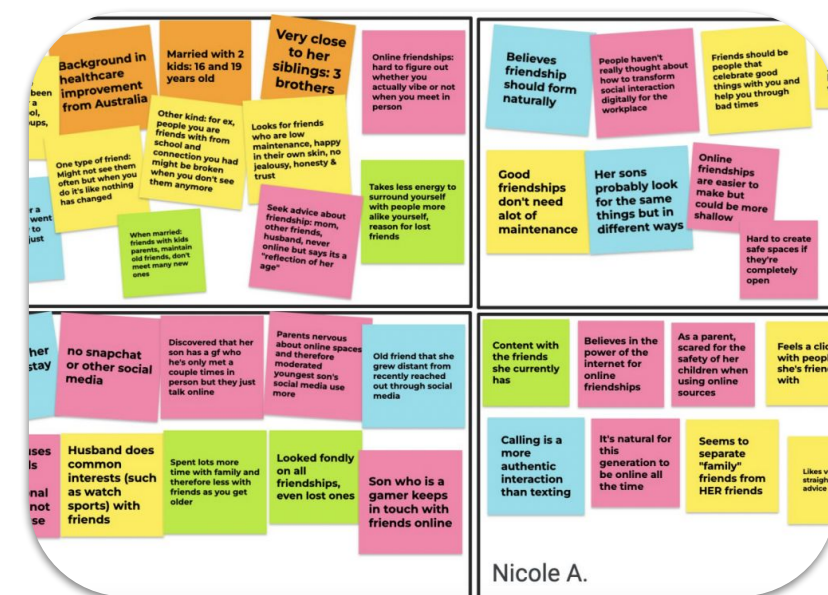


**Create Custom**  
Playdates



**Save and Manage**  
Finished Playdates

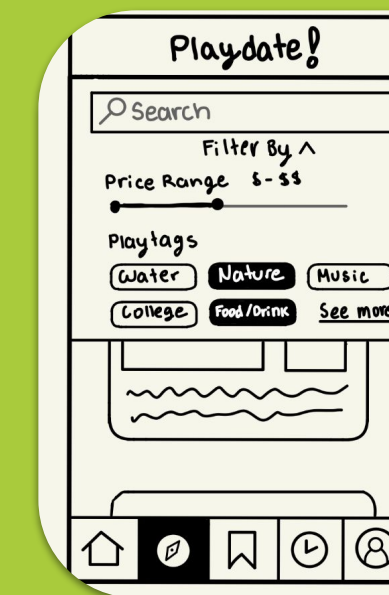
## DESIGN ITERATION



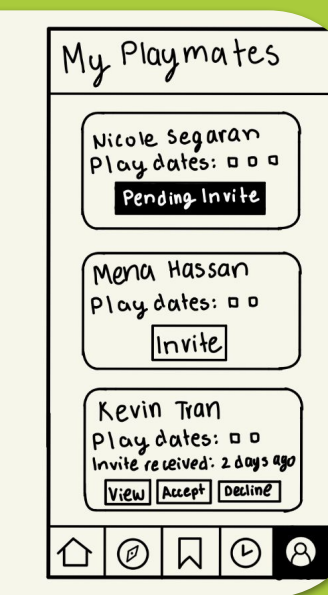
**Needfinding**



**Testing**



**Low-Fi**



**Med-Fi**

