Connectinator App

A summary

The Problem
I have a list of people in my business network that I want to keep in touch with, but fail to do so effectively at this moment

The Solution
An app that reminds me to get in touch with people from my business network every X days/weeks/months. This app will make keeping in touch with my business contacts a breeze

The Problem Statement
This app helps me to remember to contact people from my business network I haven't had contact with in a while.

Who
Gender: A male
Age group: 25 - 45 years old
Occupation: Entrepreneur, Freelancer, networker, salesperson
Online hangouts: Productivity blogs, Tim Ferriss podcast, reads startup and productivity newsletter at the end of the week
Personality: Workaholic, has work anxiety, networker and super-connectors.

Why
1. The app keeps track of your business contacts while you focus on the important stuff
2. The app suggests getting in contact with business contacts you haven't contacted in a while.
3. The app helps you collect data about the people you contact and will suggest topics to talk about.

When
1. After office hours: 19:00 - 22:00. Connectinator is an app that works in the background most of the time. The app sends the user a push notification when they haven't contacted a particular business contact within a defined period. The key is to make this push notification compelling enough for the user to open the app. This push notification should only occur after office hours. That is because the notification might distract the user while working. The user might ignore the notification altogether when it pops up during work time. That is something we

want to avoid. Connectinator should send out reminders when chances are highest that a user opens the app.
2. Right after meeting a new business contact you want to keep in touch with. The user opens Connectinator after a meeting, after a dinner or at a conference to add new contacts to their business contact list. The user will have to add the contact to their list manually. So right after they met a new interesting business contact they should use the Connectinator app.
3. When the user has some time for catching up, in the bus, the taxi, the train. I call this in-between time during business hours. Since in-between time can be just a few minutes, those minutes are crucial. The experience of the app should be tailored so that a user gets maximum value for those minutes.

What

1. Business: The app has business people as it's target audience. The function of the app is focussed on keeping in contact with your business contacts. It is a business utility to keep in touch with your important business contacts. It hopefully assists you in being more effective in doing business.
2. Productivity: The app makes your life easier. The app works beside you while you focus on the work and business. It reminds you to contact business relations so you don't have to think of it. The app makes your life easier.
3. Connectinator is an app that makes the lives of business people easier by keeping track of their contacts.

Name

Ten keywords: Business (category one), Productivity (category two), Networking, entrepreneur, network, connecting, contacts, reminding, super-connector and reminder
Name: Connectinator

A general description

Connectinator lets you keep track of your business connections in a smart way. You manually put in important business contacts that you wish to stay in touch with. You fill in their name and contact information. You choose how big the time interval should be between pinging the business contact. You fill in what you've spoken about with the business person. You can also add a category to the person like client, partner, prospect, super-connector etc. You fill in the preferred ways of having contact with the person via email, text or LinkedIn etc… You fill in the interests of this person and then you save the contact.

The Connectinator app will now keep track of the time and notify you when to contact the business contact again. This notification is done based on your chosen time interval. This happens in the background so you don't have to worry about ever forgetting to ping a business contact you would like to stay in contact with.

When you open the app, you will see a list of contacts that you haven't contacted for a while. The Name-tags will display how many days or weeks you haven't had contact with the person. The app will also tell you on which people you are overdue and need to be pinged immediately. During in-between time you could use this list to work through people you forgot to contact.

Use Connectinator and stay in contact with those people that can help you bring business further.