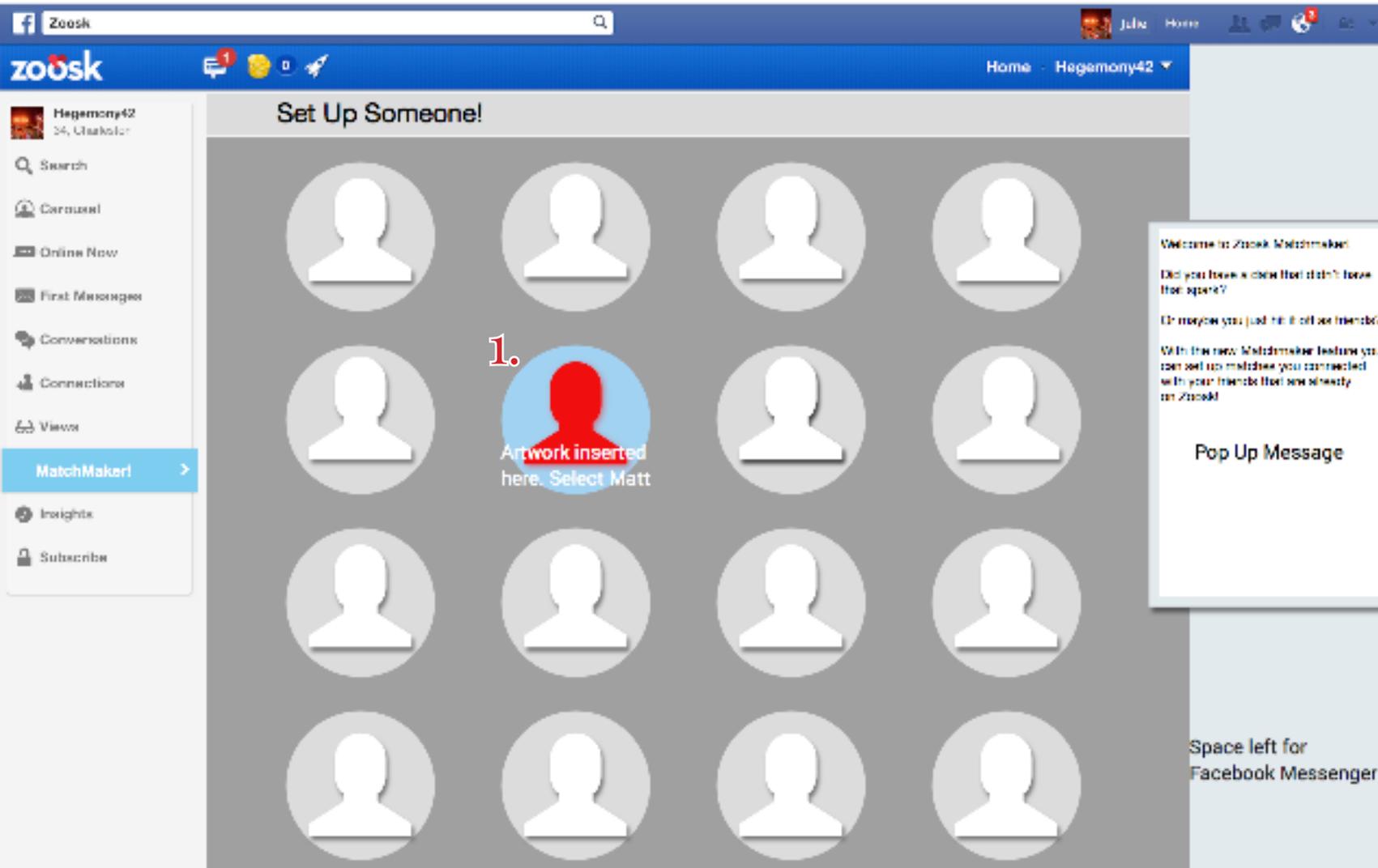


# Phase 1 - Zoosk to Zoosk: Selecting the Match



The new matchmaker tab allows you to set up your friends who are already on Zoosk.

This screen shows you the past dates. That ended friendly but there was no spark.

But with Zoosk Matchmaker we want to leverage the existing Facebook integration.

1.) Here we select Matt

Space left for Facebook Messenger

# Phase 1 - Zoosk to Zoosk: Selecting the Friend

The screenshot shows the Zoosk website interface. At the top, there is a navigation bar with the Zoosk logo, a search bar, and user information for 'Julie Hegemony42'. Below the navigation bar, the main content area is titled 'Set up your friends on Facebook who are on Zoosk!'. On the left side of this area, there is a placeholder for a profile picture with a red silhouette and the text 'Artwork inserted here. Select Matt' and 'Matt Coles' below it. To the right of this placeholder is a plus sign (+). Further right is a window titled 'Julie's Facebook Friends on Zoosk' which contains a search bar and a list of friends with checkboxes. The friends listed are Alex, Ashley, AJL, Feline, Emma, Fede, Fern, Halsey, and Esuelle. At the bottom of the window are 'Send' and 'Cancel' buttons. On the far right of the screenshot, there is a vertical grey bar with the text 'Space left for Facebook Messenger'.

Once Matt is selected you are then taken to the next screen that shows you your friend on Facebook that are **current** Zoosk members.

# Phase 1 – Zoosk to Zoosk: Personal Message

zoosk

Home · Hegemony42

Set up your friends on Facebook who are on Zoosk!

Matt Colce

Ashley

1. Write a short personal message to see if they are interested...

Write a short personal message to see if they are interested...

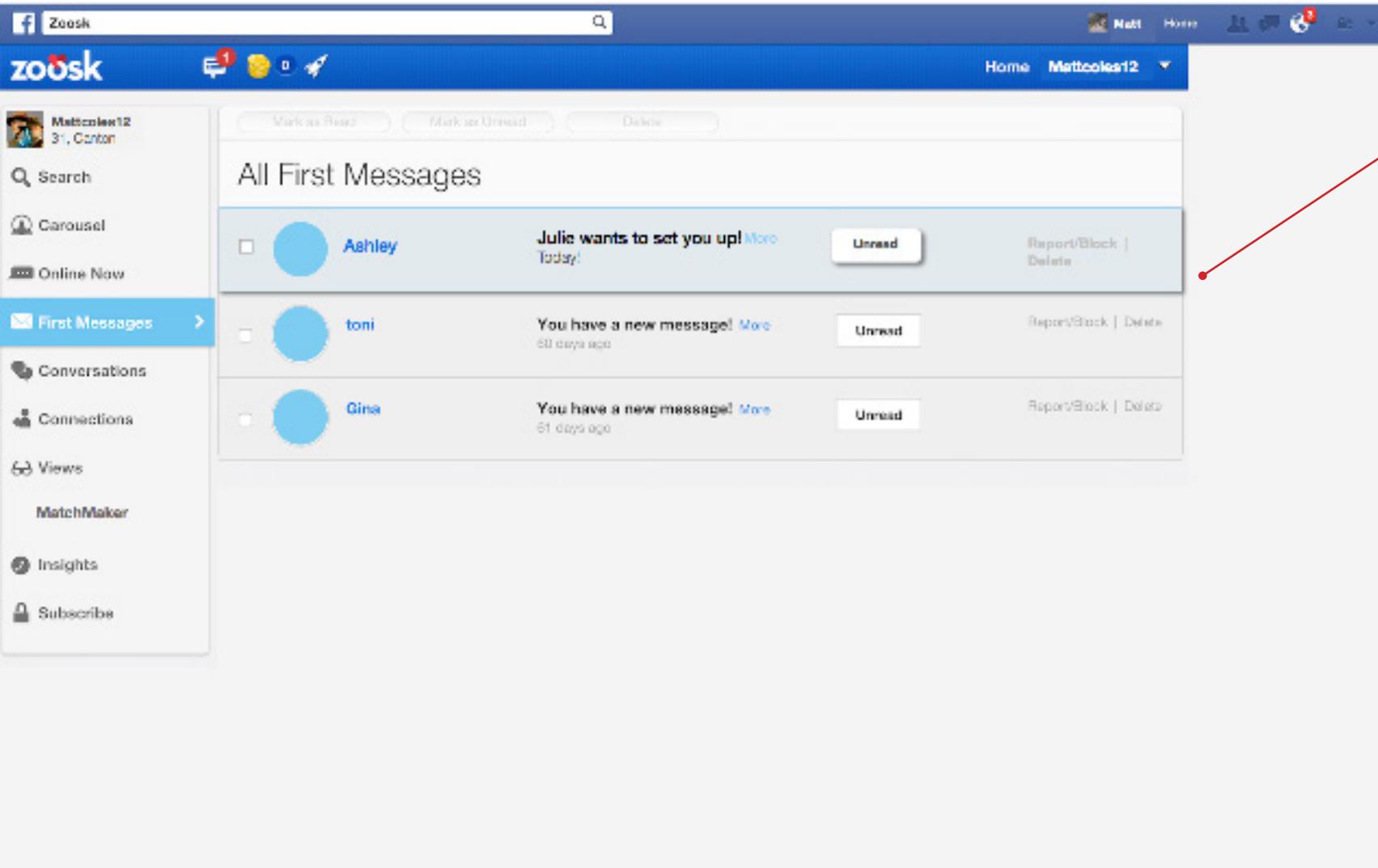
Go Back SEND

Space left for Facebook Messenger

By selecting Ashley you are now taken to the message screen.

1.) This screen allows the user to write a short personalized message to both parties, to give it a personal touch.

# Phase 1 - Zoosk to Zoosk: Notification



Once the match is suggested, that message will always go to the top and highlighted, giving it priority over the other messages.

# Phase 1 - Zoosk to Zoosk: Accept Suggestion

Hey Ashley! Julie wants to introduce you to...

30  
Years Old

Savannah, GA  
(30 miles away)

**Matt**  
Cancer



Ashley! I met someone that you need to go out with.

I think you two will click!

-Julie

Are you interested in Matt?

If you both say yes you can chat for free!

No Thanks

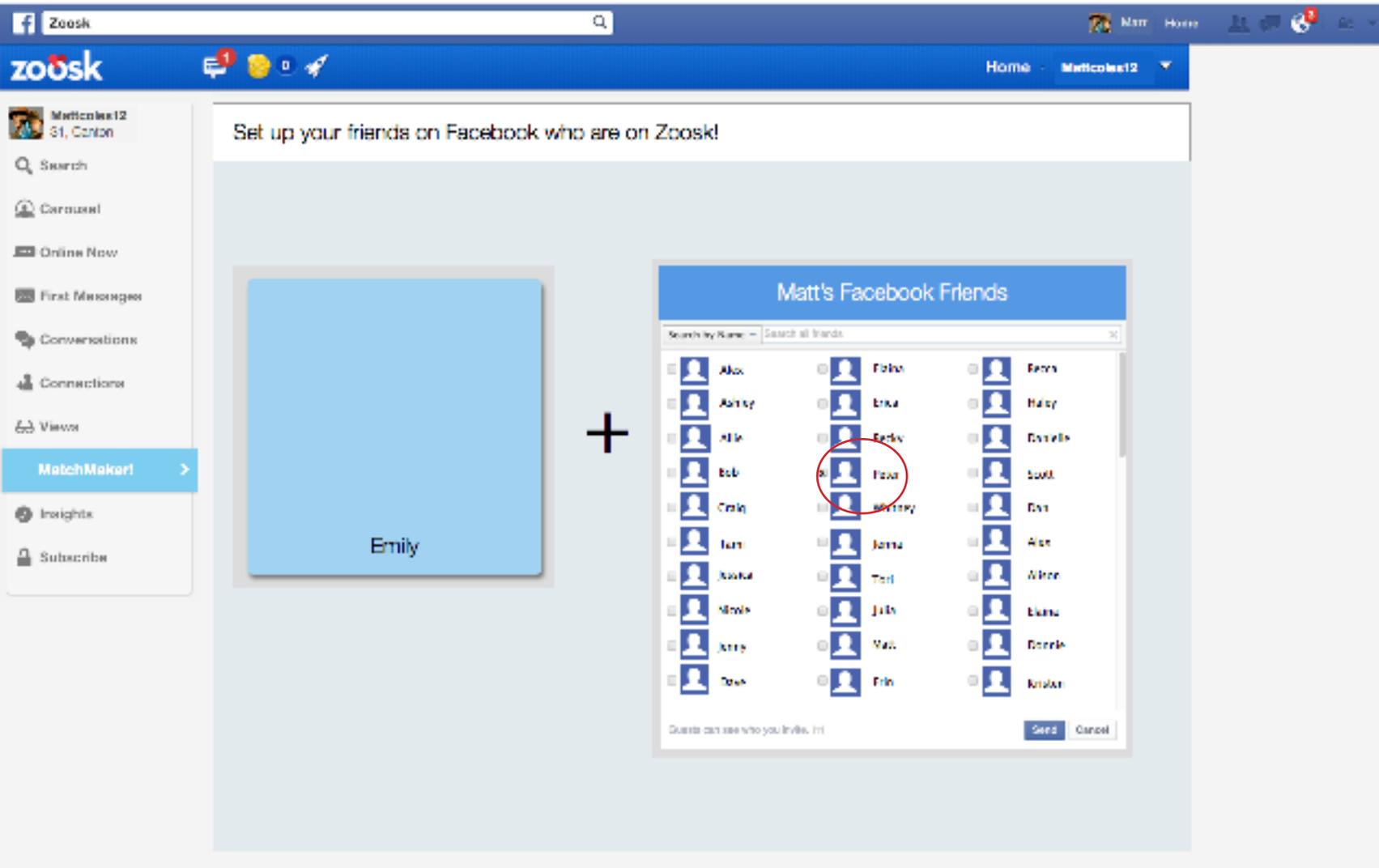
YES

The message screen here would be just like the regular message.

But there is an additional step, in order for communication to start both parties need to click yes.

After that it is just like sending messages like normal.

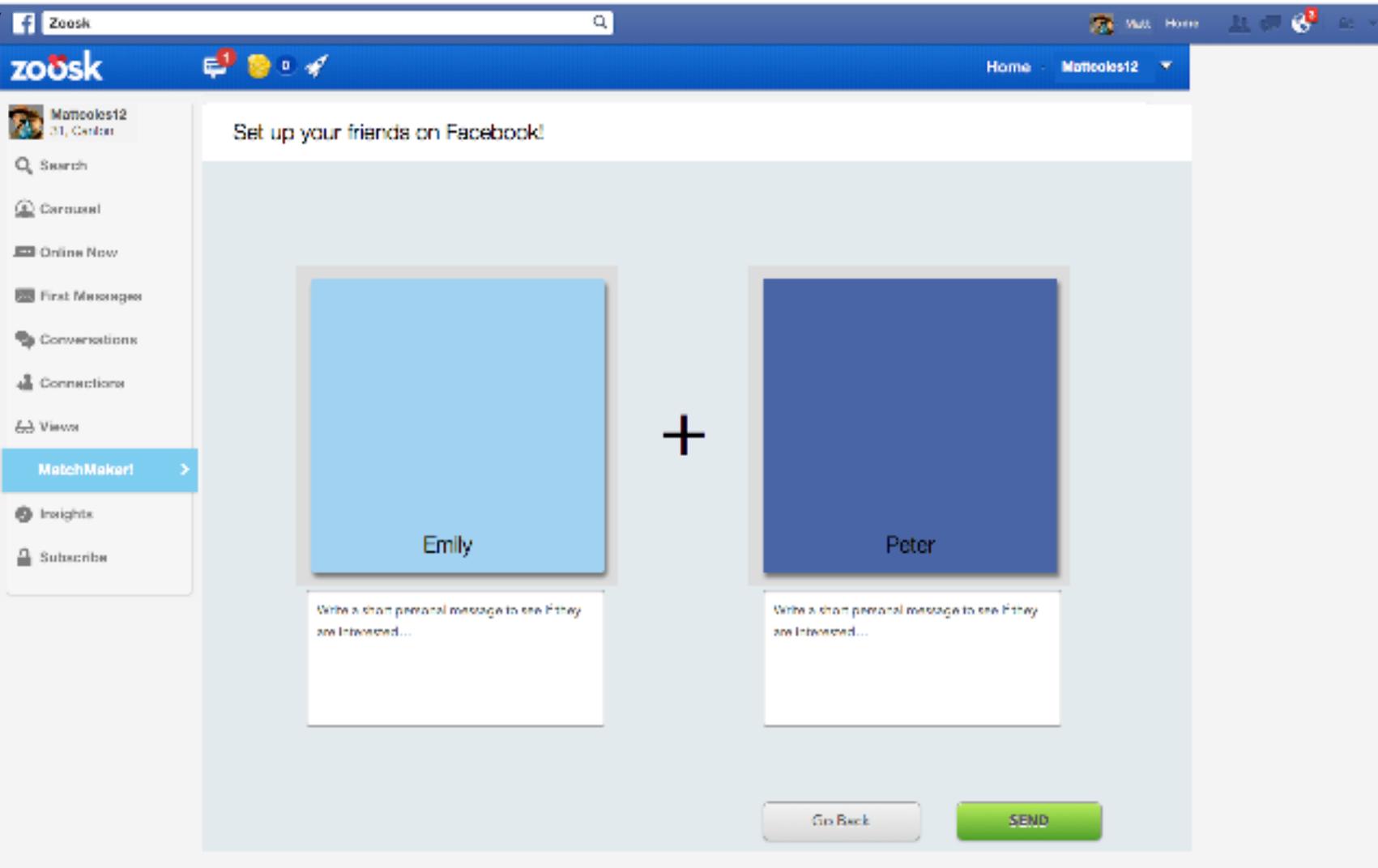
# Phase 2 - Zoosk to Facebook: Select Friend



For Phase 2 we would allow Zoosk to message ANY of your Facebook friends.

Here we will set Emily up with Peter.

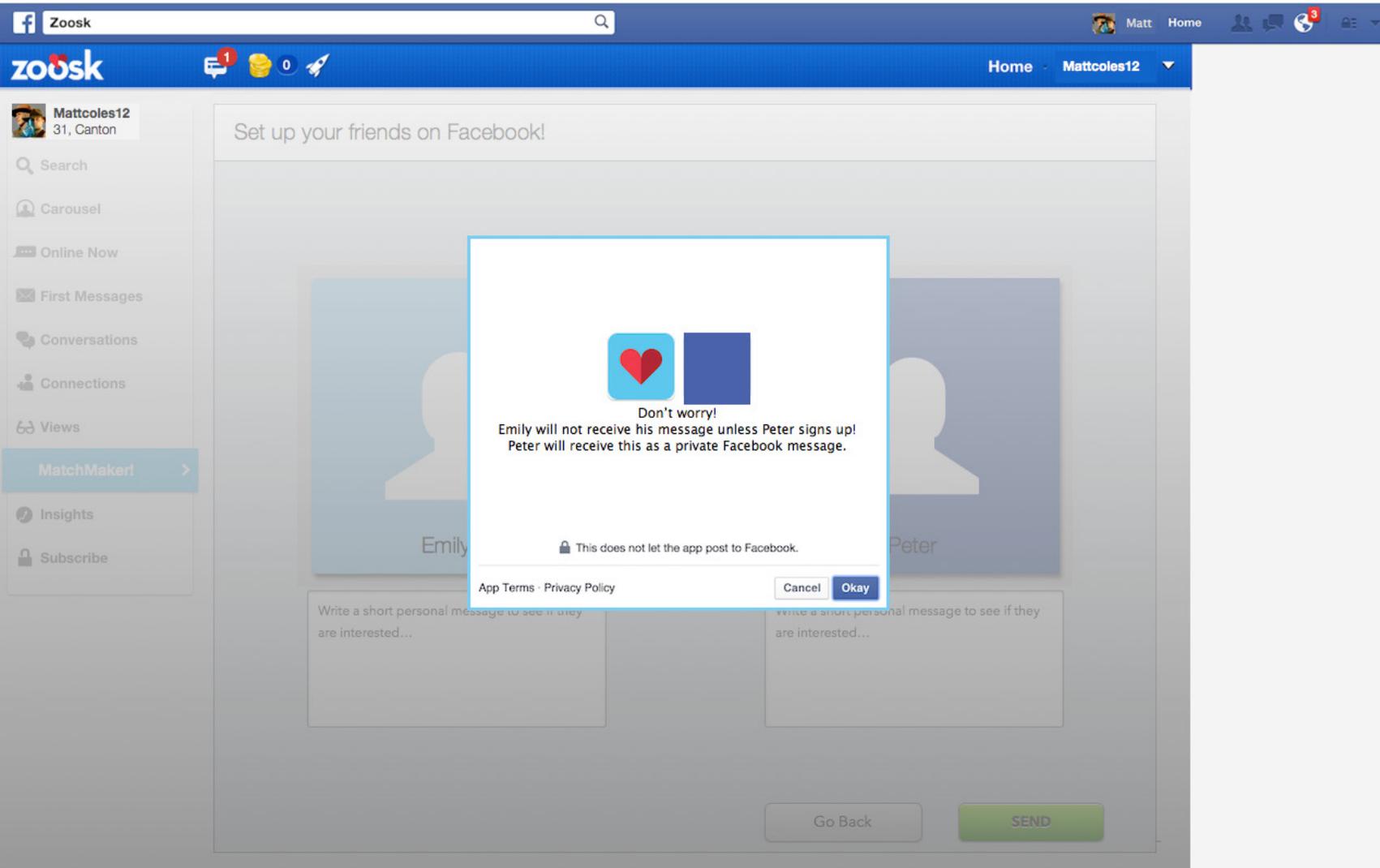
# Phase 2 - Zoosk to Facebook: Personal Message



Because Peter is not a Zoosk member his invite and profile will be graphically different.

But the personalized message abilities remain the same.

# Phase 2 – Zoosk to Facebook: Privacy Concerns



As not to create extra pressure or spam, we want the message to not be sent to Emily until Matt signs up.

## Phase 2 - Zoosk to Facebook: Notification for Zoosk

Hey Emily! Matt wants to introduce you to...

30  
Years Old

Savannah, GA  
(30 miles away)

**Peter**  
Cancer



Emily,  
Hey I had a great time with you and really want to be your friend. However I really think you would get along with my friend Peter, you guys have a ton in common.

-Matt

Are you interested in Peter ?

If you both say yes you can chat for free!

No Thanks

YES

Because Emily is a Zoosk member her experience is the same as in Phase 1.

So because in the scenario Matt is interested, Emily receives the message

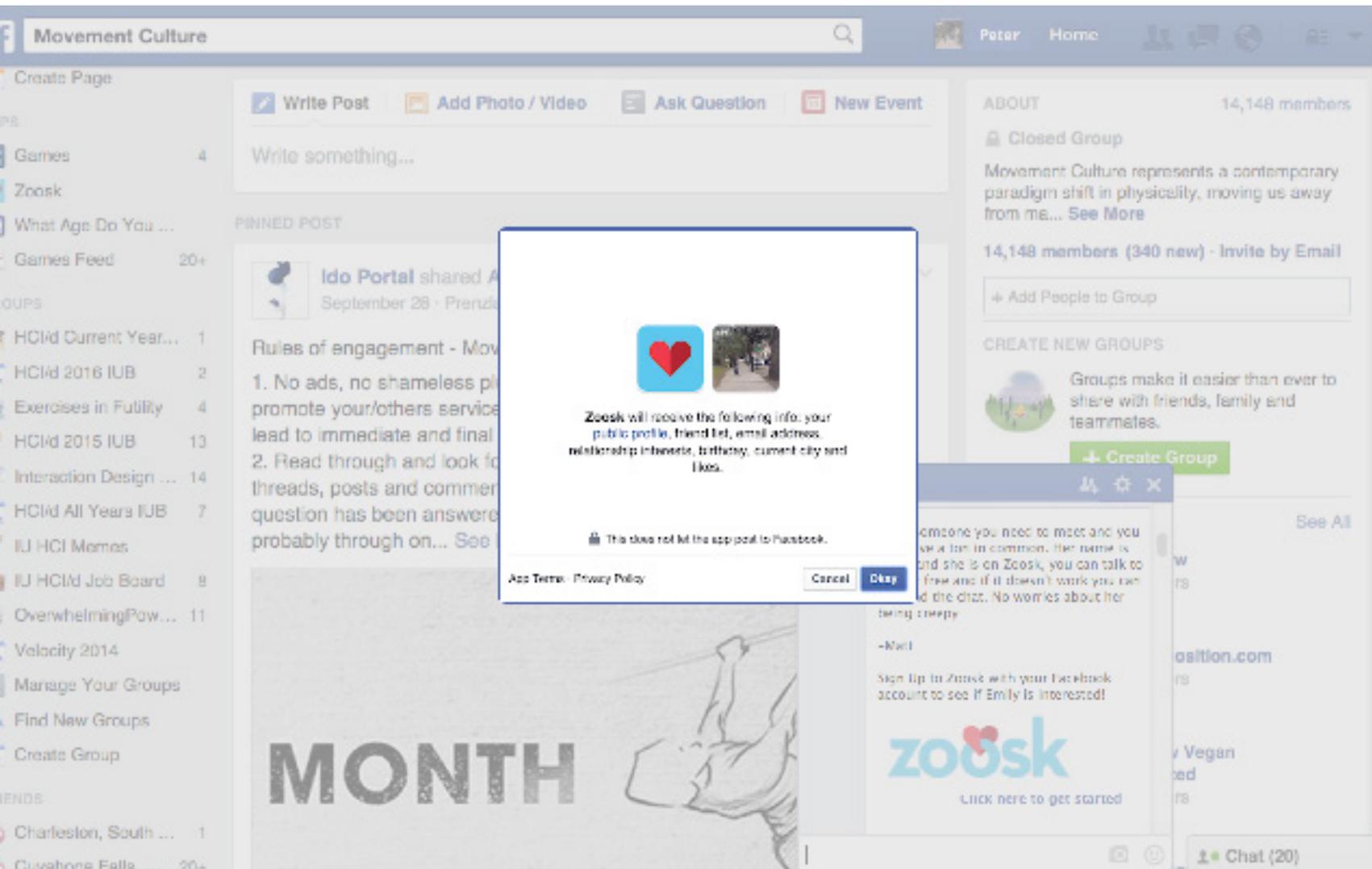
# Phase 2 - Zoosk to Facebook: Notification for Facebook

The screenshot shows a Facebook group page for "Movement Culture" with 14,148 members. The page includes a navigation bar with "Peter", "Home", and icons for friends, messages, and a notification bell. Below the navigation bar are options to "Write Post", "Add Photo / Video", "Ask Question", and "New Event". A "PINNED POST" by "Ido Portal" is visible, titled "Rules of engagement - Movement Culture:", with two numbered rules. A Zoosk notification window is overlaid on the page, showing a message from "Peter" about meeting someone named Emily on Zoosk. The notification includes the Zoosk logo and a link to get started. The background of the notification shows a hand holding a pen over the word "MONTH" on a piece of paper.

Matt will receive a message from Peter about the potential date.

The link inside the message allows a fast start to the sign up process.

# Phase 2 - Zoosk to Facebook: Sign Up Redirect



This would just be the standard privacy notice.

Once you hit okay, this would redirect Matt to create a Zoosk profile through their existing sign up screen.