



Platform: Mobile

Industry: Social Networking

# Pen Pal MOBILE APP



The app fosters engagement by providing a platform for anonymous, secure communication within a controlled messaging environment.

## IDEA

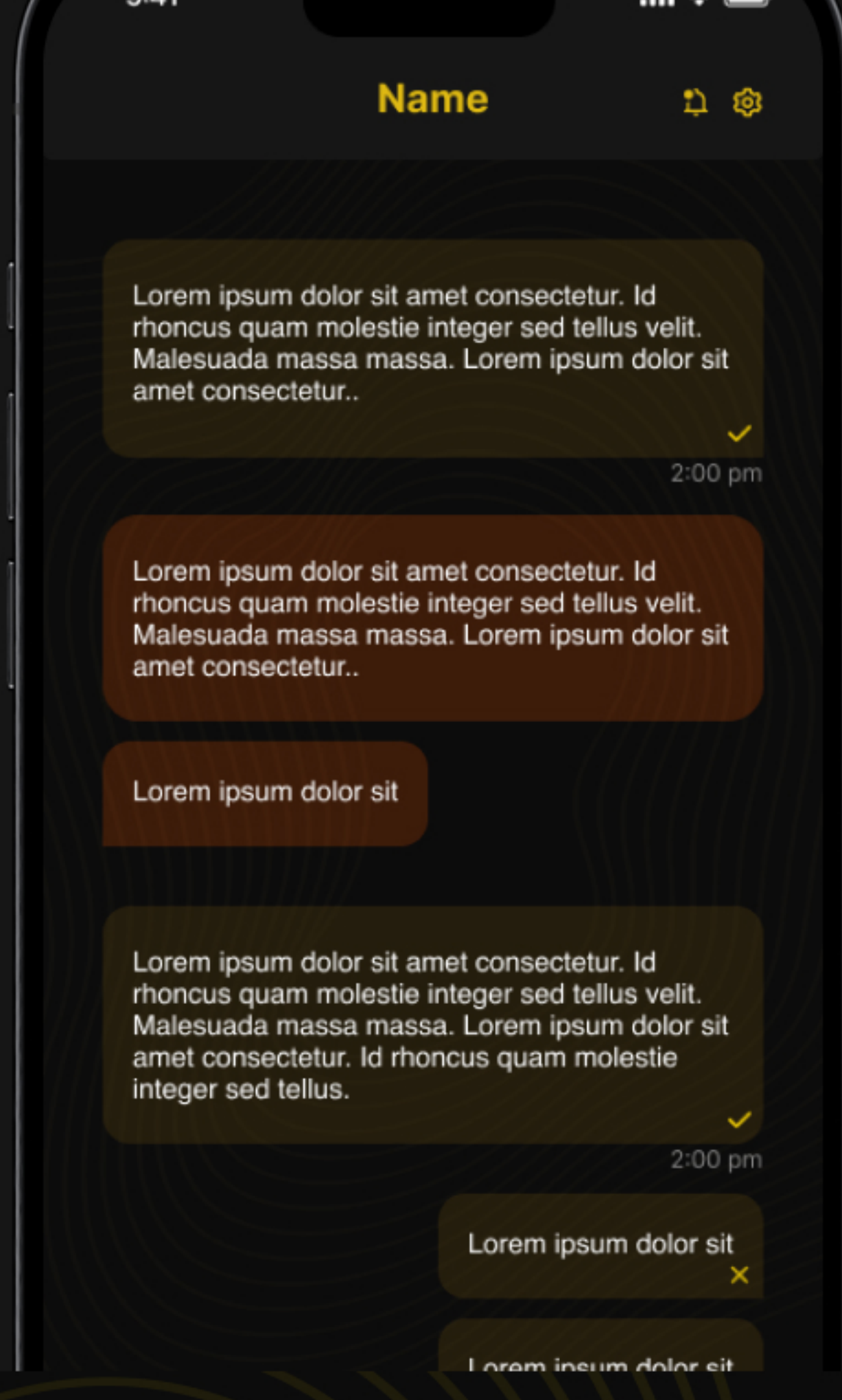
PenPal is a matchmaking app designed to help users connect with others for meaningful, anonymous conversations. Unlike traditional matchmaking apps, PenPal offers a unique experience where connections are curated by administrators.

## CHALLENGE

- Develop a platform for anonymous, secure communication.
- Ensure safe and controlled user interactions.
- Admins needed the ability to curate matches based on users' preferences.
- Users must remain anonymous until comfortable revealing their identity.

## SOLUTION

- Created the PenPal Messenger app with admin-controlled matchmaking.
- Admins pair users based on set preferences and parameters.
- The app enables anonymous conversations in a secure environment.
- Users only reveal personal details when mutually agreed, promoting comfort and genuine connections.



## APP UI

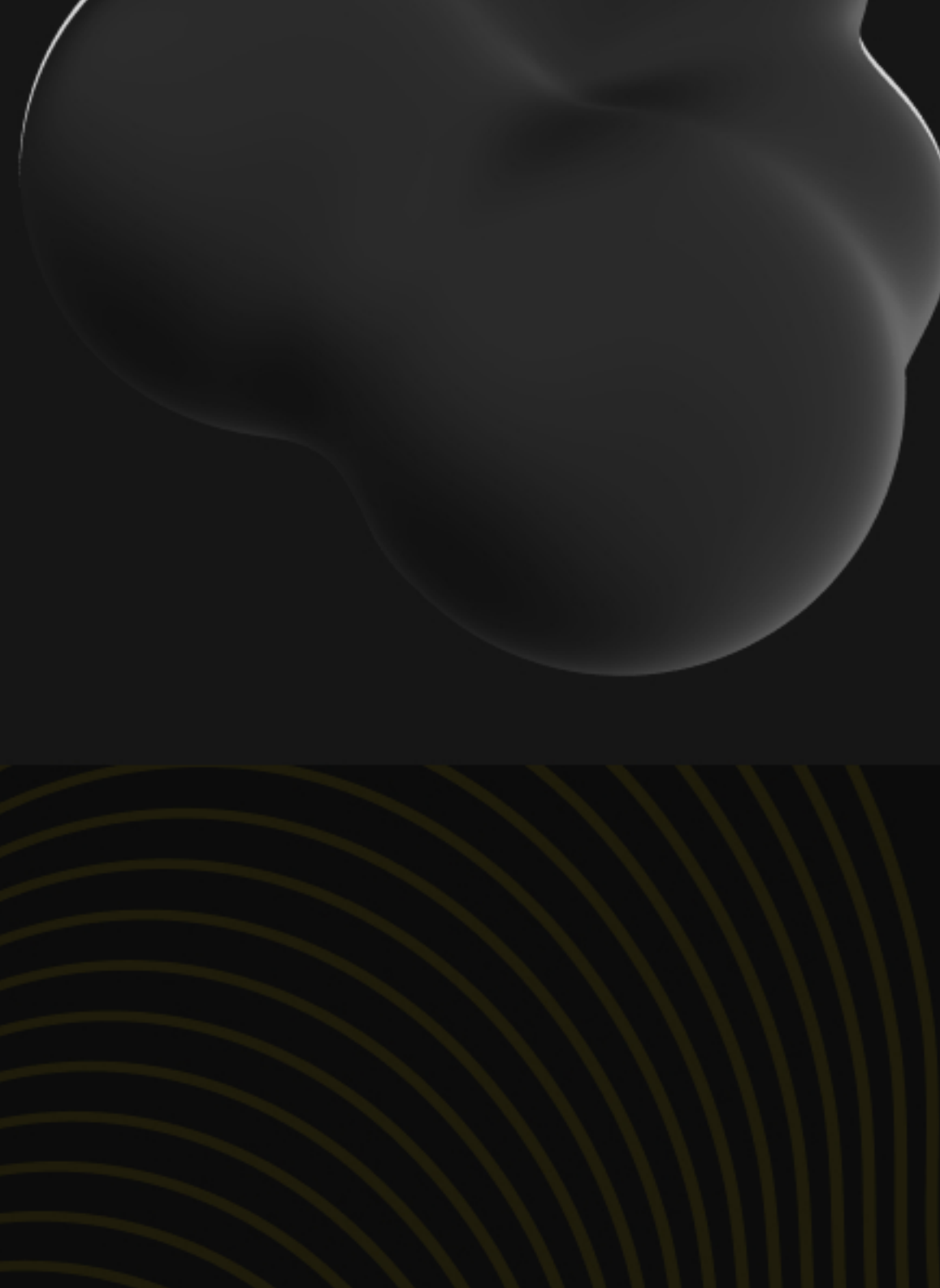
PenPal's user interface (UI) is designed with simplicity and ease of use at its core, ensuring a seamless user experience. The app offers a clean, distraction-free layout, allowing users to focus entirely on their conversations.



## PURPOSE

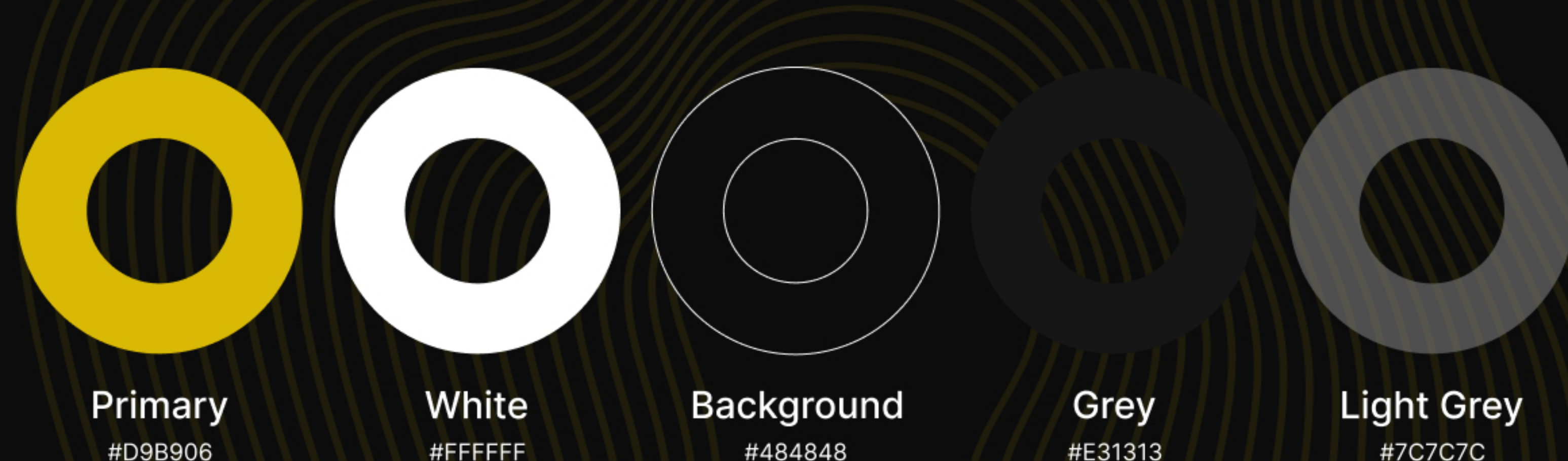
The purpose of PenPal is to provide a secure and private platform for users to engage in meaningful conversations without the initial pressure of revealing their identities.

By allowing admins to create matches, PenPal ensures that connections are curated to meet the specific preferences of its users, leading to more successful and enjoyable conversations.



## UI KIT

### COLOR PALLETTE



### TYPOGRAPHY

HELVETICA gives a timeless, clean look with excellent readability, offering a neutral and professional appearance, making it perfect for versatile and modern designs.

HELVETICA BOLD 20  
HELVETICA BOLD 18

HELVETICA REGULAR 18

HELVETICA REGULAR 14

# HELVETICA

## USER INTERFACE



ARGONTEQ

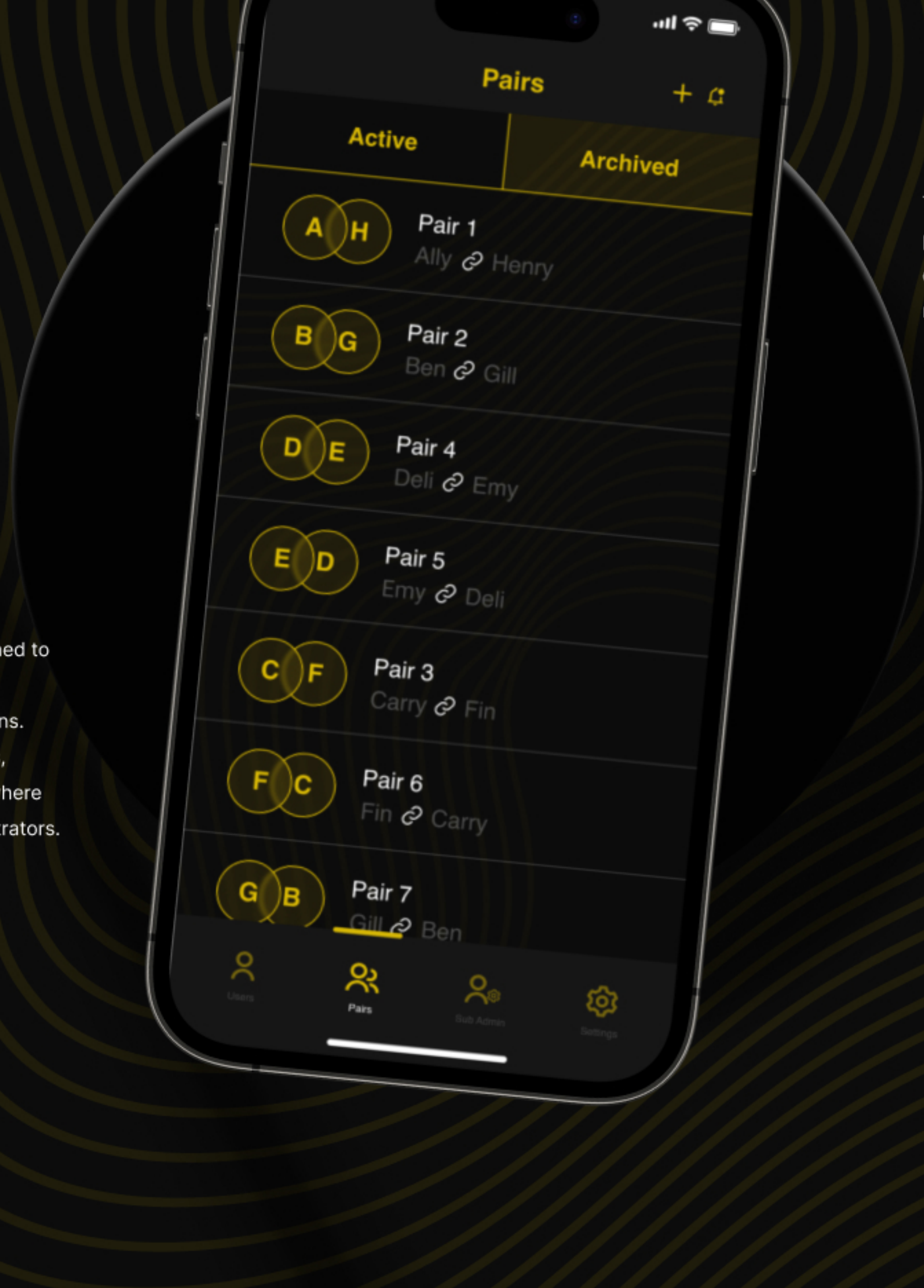
# THANKS FOR WATCHING



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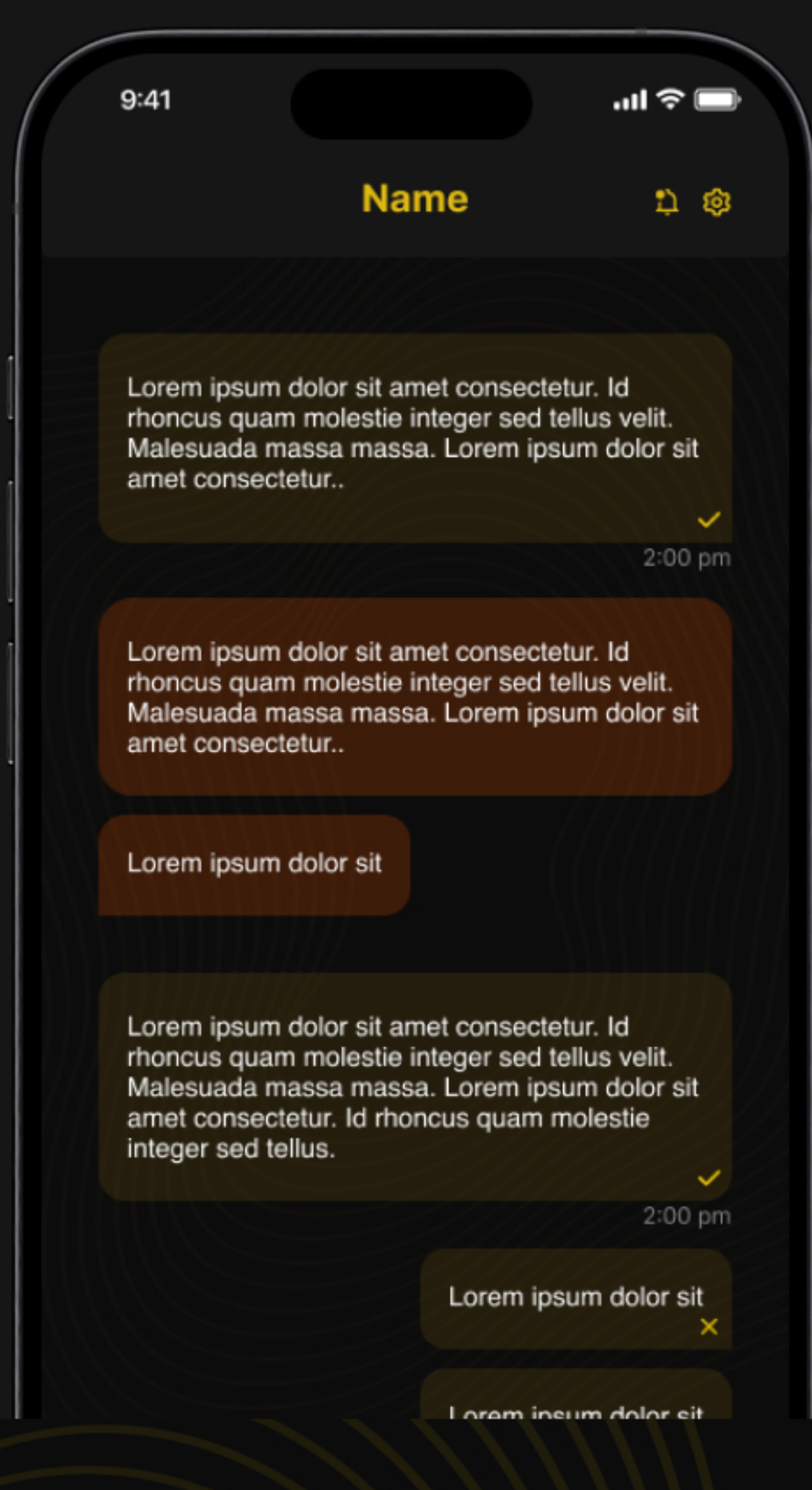
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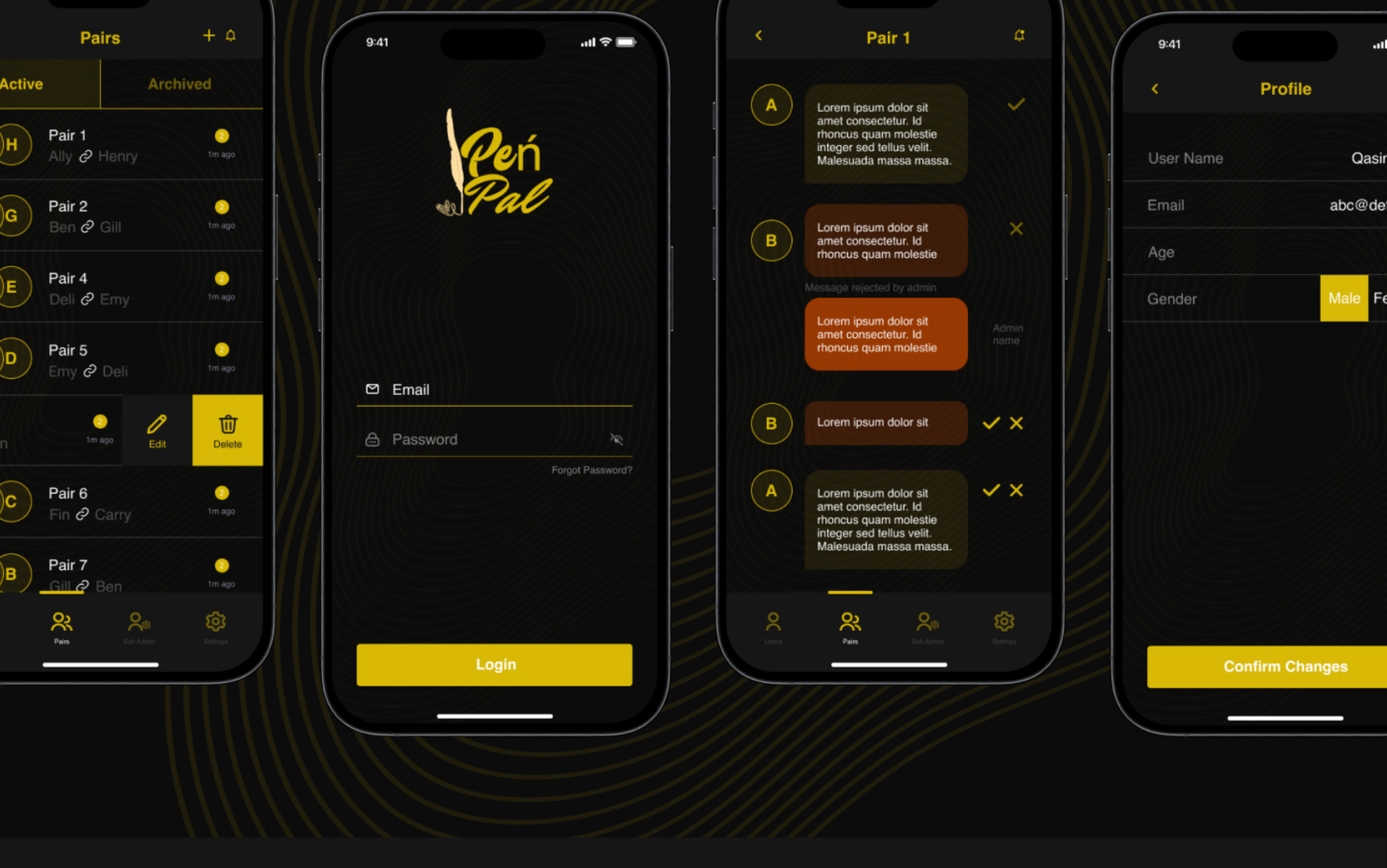
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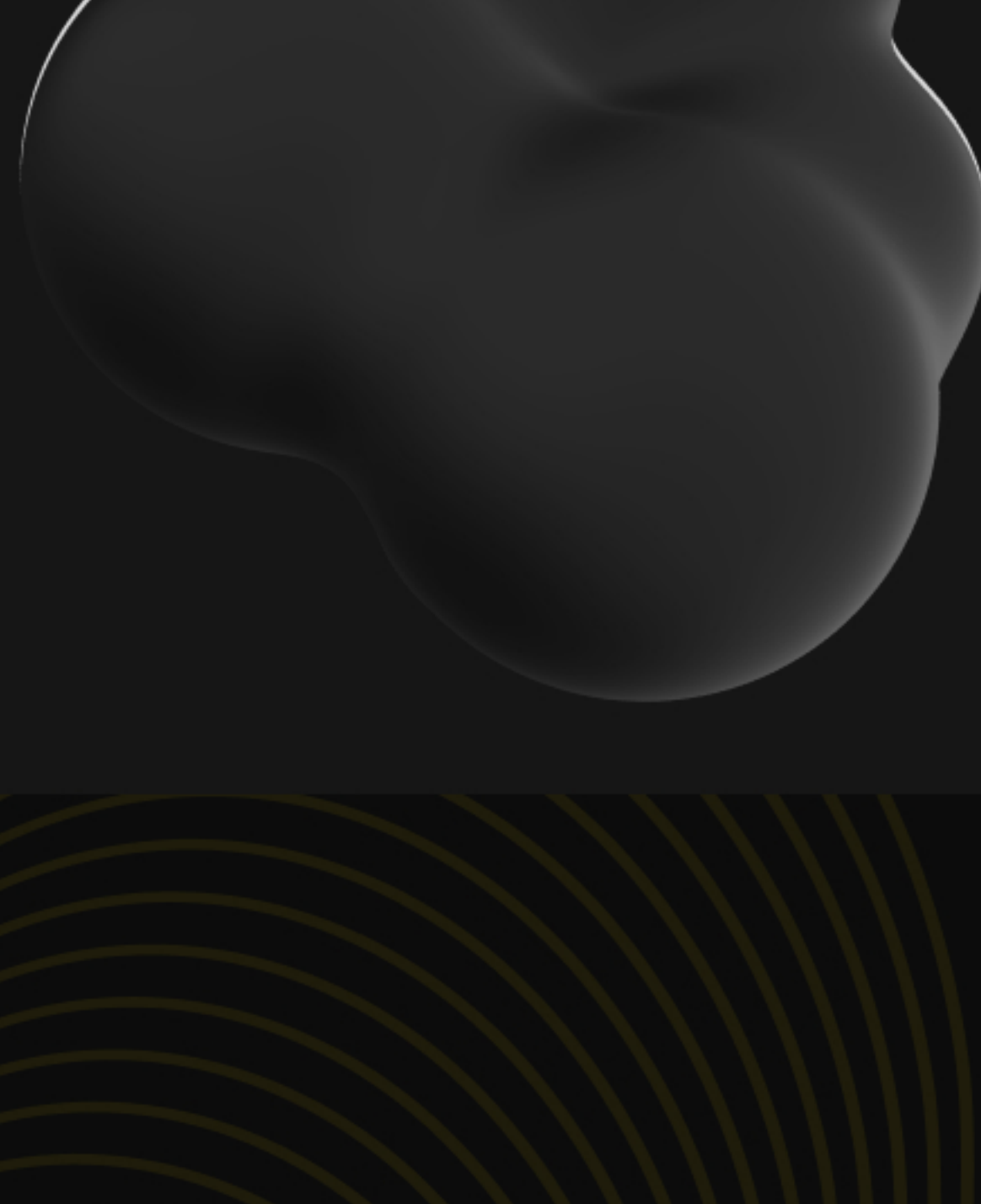
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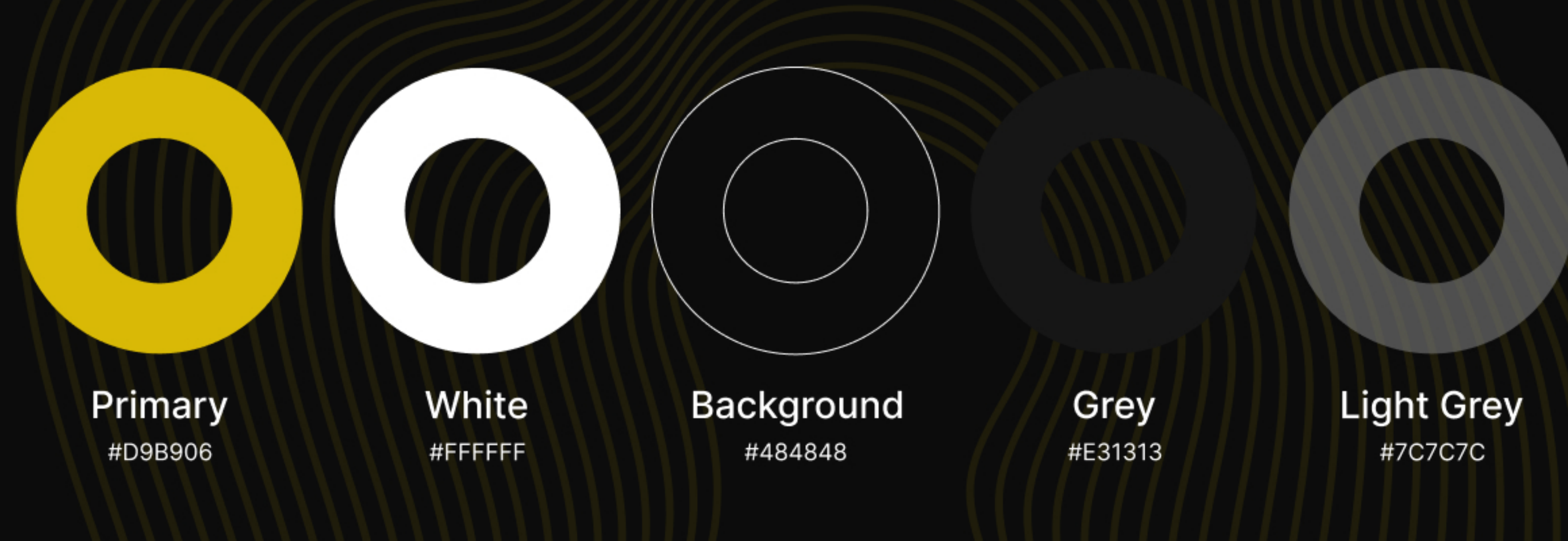
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