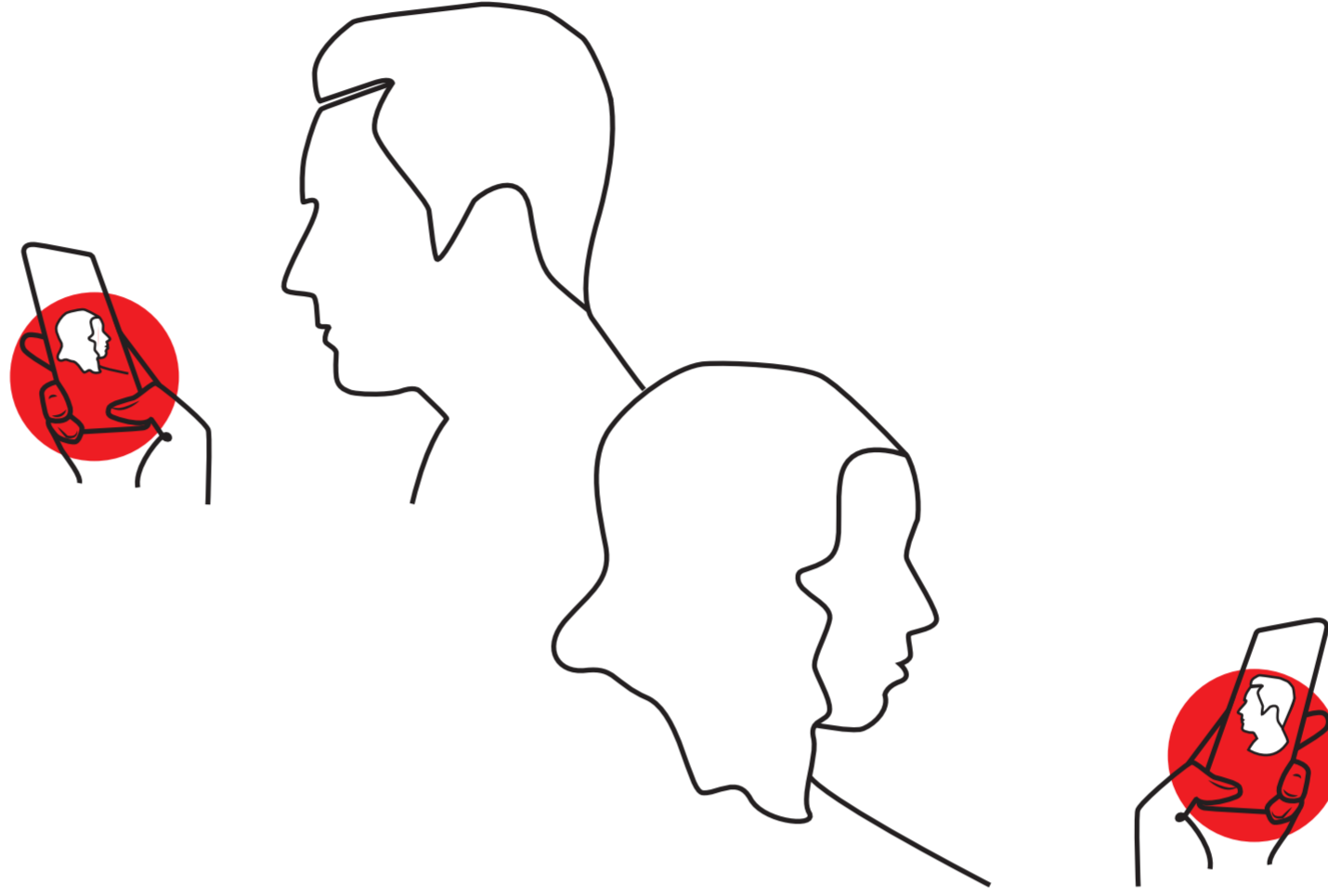


# NUDGE

## Defining the now; Projecting the future

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2018

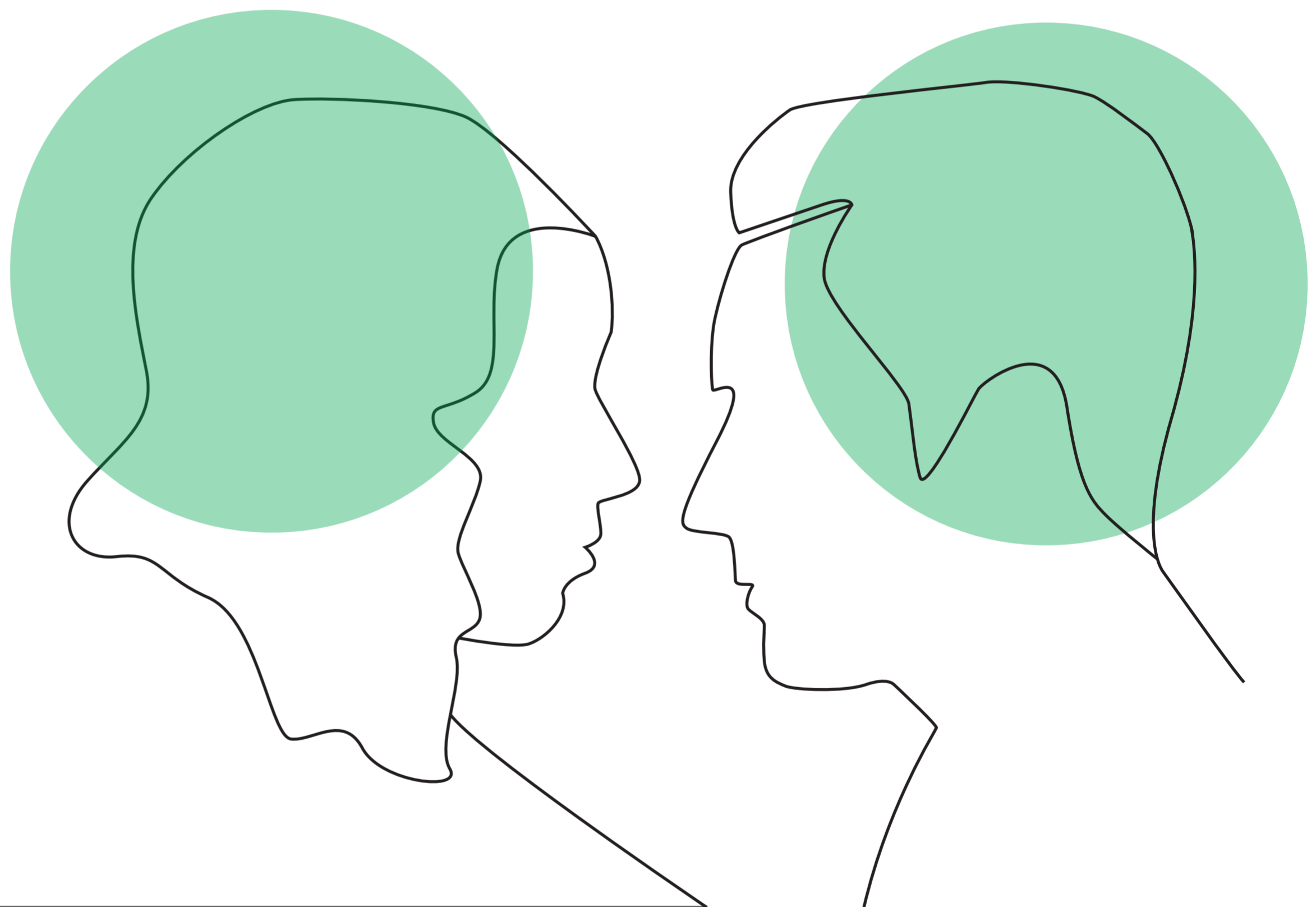


2040

Technology has continued its growth. Humanity exists in an augmented reality, but hasn't fully surrendered to total automation control.

Technology has integrated itself with anatomy and physiology; being a part of this system removes any curation or infidelity when it comes to presenting yourself to the public.  
**Profiles no longer exist.**

Connected to pheromones, Nudge operates by referencing animalistic mating rituals;  
**honest, vulnerable, and mutual.**



## Redefining connection

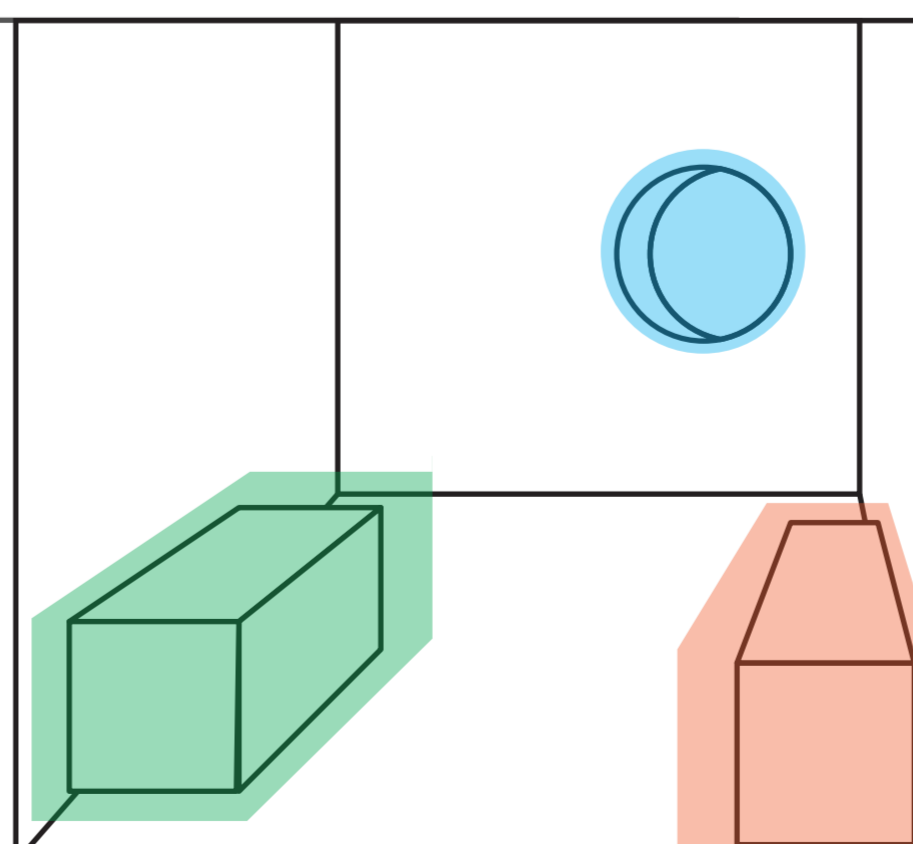
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Nudge is technology based and human-centered. Screenless and unobtrusive, Nudge operates on one notification style; a glow around anyone who is a biologically excellent partner for you. Nudge is unobtrusive and will remain running in the background as long as you grant it permission.

## Screenless augmented reality

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Nudge lives entirely inside of our new augmented reality. This software and new interface system would have the same **accessibility** that smart phones have today. The vision of an augmented future references a boom in device use that expands to a fully immersive way of experiencing technology.



A light touch or push:

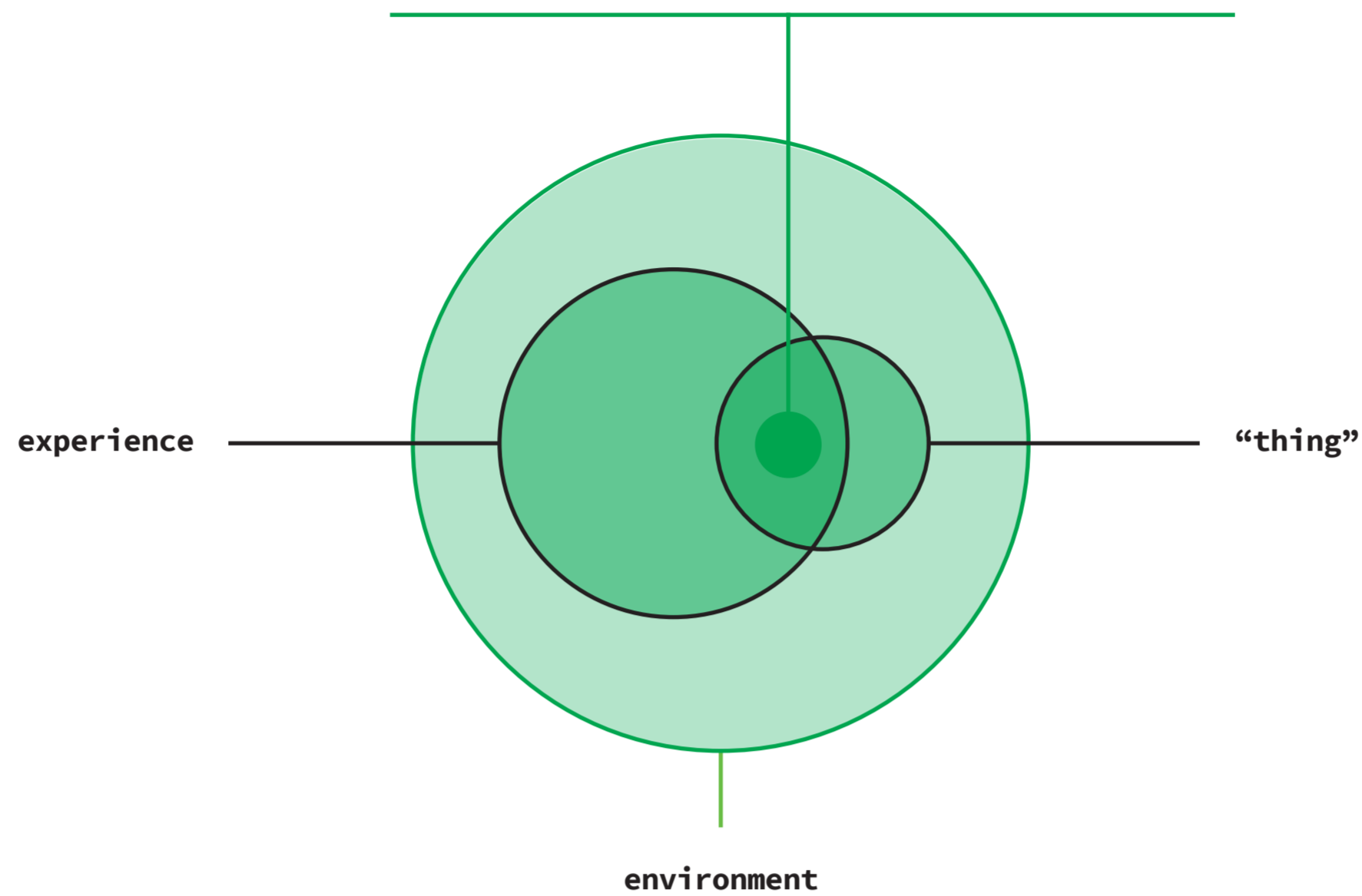
# NUDGE

Nudge is experiencing a thing in an environment.

**experience:** unobtrusively seeking a partner

**environment:** screenless augmented reality

**thing:** the green notification

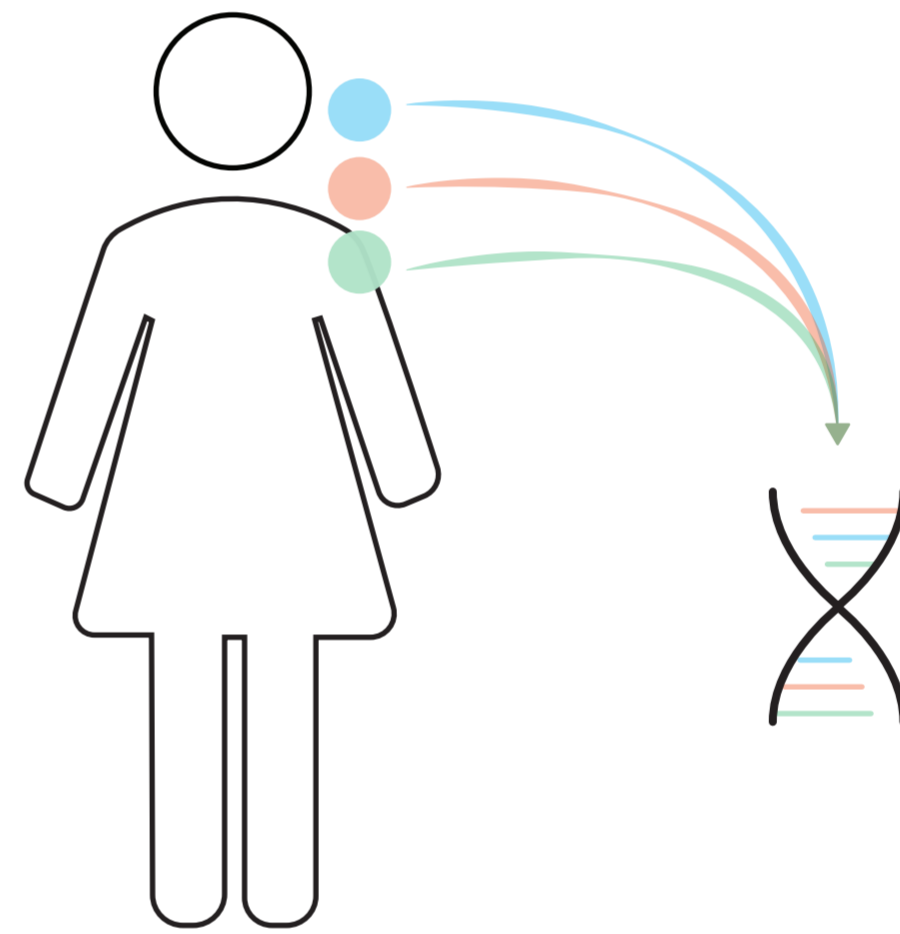


## Getting started with Nudge

### 1. Reading your pheromones

Using your localized AR monitor, Nudge will analyze your pheromonic build and develop a unique algorithm. Your algorithm will be compared to other Nudge user's algorithms to find your perfect match.

It's suggested that you update your pheromonic bio at least twice a year to account for our ever-changing internal makeups.



### 2. Nudging in the background

Nudge is an entirely hands-off system, so you have nothing to worry about post-set up. As long as Nudge is installed, it will quietly read every Nudge user in your visual vicinity.

### 3. Finding a partner

When Nudge detects complimentary pheromones, a soft but unmissable green glow appears around a person when they pass your line of sight. Nudge thrives on the human nuances of meeting new people in public, so there will be no extraneous notifications.

### The perfect match

Nudge's pheromonal algorithm seeks balanced matches; it doesn't look for users who are exactly like you. It searches for innate traits to produce a well-rounded connection.

Introvert \_\_\_\_\_ Extrovert  
 Realist \_\_\_\_\_ Dreamer  
 Judging \_\_\_\_\_ Perceiving

