

Sparkify™ FAQs

1. What is Sparkify™?
2. How does Sparkify™ differ from other social networking apps?
3. What is a “Spark”?
4. How do I start using Sparkify™?
5. Why should I consider signing in to Sparkify™ with Facebook?
6. How many Sparks can I select?
7. What do I see in the “Search” results?
8. What are the Search parameters?
9. What are the “Settings”?
10. What is “Chat”?
11. What “Actions” can I take with Profiles?
12. What are my “Sort” options?
13. What is the difference between “Block” and “Report”?
14. What are “Favorites”?
15. How can I make the Sparkify™ experience better for all?
16. How are some people creatively using Sparkify™?
17. How do I contact Sparkify™?
18. Why are there currently some limits on the Sparks within the Categories?
19. Why is Sparkify™ currently concentrating on San Diego, CA activity?
20. What are the Terms of Use and Privacy Policy?

Sparkify™ FAQs

1. What is Sparkify™?

Sparkify™ is a free “pre-social” networking app that allows users to select from hundreds of possible common interests (sparks) from eighteen diverse categories and then search to find matches in close geographic proximity in order to “spark” a conversation. The conversation could be in person or in a chat function.

2. How does Sparkify™ differ from other social networking apps?

Sparkify™ is geared to matching common interests to “spark” a conversation with individuals you have not met before or do not know well. It is not geared to dating, business, or social. Of course, anything is possible after you meet someone, but that is up to you. You have your initial icebreakers. Sparkify™ profiles are short and professional. A first name and last initial, a professional picture, and some very basic personal information are all that are listed. The simplicity and selection of “sparks” to screen for matches of selected common interests that you can change at any time sets Sparkify™ apart from other social networking apps.

3. What is a “Spark”?

A “spark” is an item of common interest that is designed to “spark” a conversation with someone you have not previously met or do not know well. We like to think of sparks as common interests between two

people, basically ice-breakers to start a conversation. It could be that you like the same type of food, went to the same college, are a fan of the same sports team, or a combination of these and many other sparks! You select sparks from eighteen diverse categories. You can select up to ten sparks to search for matches. Generally you choose “sparks” that you have some interest or relationship with, but that is not required. You are free to select whatever sparks you wish and to change them at any time. If you do find matching sparks with another user, it is then up to the two of you to start the conversation and go from there.

4. How do I start using Sparkify™?

We have made it as easy as 1-2-3:

1. **Sign-up**, Create a Profile. It's simple and you can use your Facebook profile to make it even easier.
 2. **Select** up to ten interests or “sparks.” These are changeable at any time, and you are free to choose sparks from eighteen diverse categories.
 3. **Search** for people in close geographic proximity with matching sparks. Sort them by distance, number of matching sparks, or by one specific spark.
- Then you decide: **Chat** and/or **meet** with your initial ice-breaker and common ground already identified.

5. Why should I consider signing in to Sparkify™ with Facebook?

If you sign in with Facebook, you'll have an easier, better and faster experience. Once you've signed in with Facebook, you can select your profile picture from that service as your profile photo in Sparkify™. You can always change this by taking a new photo or choosing an existing one from your camera roll or albums on your device. And of course, you won't have to remember another pesky username and password.

6. How many Sparks can I select?

You can select up to ten sparks to use in your Search. They can be in different categories or in the same category. Any combination is fine. They can be changed at any time. You can also select less than ten. You may want to do this if you only want to screen for matches based on one or a few “sparks” and want the results to be more specific. We restrict the number of possible selected sparks to ten so the search does not become unwieldy.

7. What do I see in the “Search” results?

You'll see listings of users nearest to you, and if there's a Spark icon above the name of the person in the list, you'll know you have a matched common interest. By default you'll see people listed by distance, but you can also search by number of matching sparks, or by a specific spark, by using the Sort button.

Tapping on a user in the search results list will take you to their detailed profile, where you'll discover more information and the specific sparks that matched as well as their other non-matching sparks (unless the user has turned that off in Settings). You will also be able to start a chat with them.

At this point we've helped provide that first icebreaker. The rest is up to you...business or pleasure, simple text chat, or meet up, it's up to you and your match. If there's anyone you'd like quicker access to in the future, you can always “Favorite” them and they will show up in your Favorites list, regardless of distance, accessible as most things are in Sparkify™, from the “Settings” button at the bottom of the screen.

8. What are the Search parameters?

The current parameters on showing Profiles:

Distance: up to 50 miles

Time: while online and up to one hour after signing out or losing GPS signal

Maximum Number of Profiles showing: 100

9. What are the “Settings”?

The “Settings” button on the bottom of the screen gives you access to a variety of choices. Review the Settings links so you are familiar with all.

We offer a few fixed settings as well as three adjustable settings to make you comfortable using Sparkify™. First, we only show your first name and last initial in the profile. It's up to you if you'd like to share your last name or additional details as you get to know someone better. We also only want minimal personal information in your Profile. Certainly you can share more after your initial meeting or conversation, but we want a professional and consistent “minimal basic info” to be all that is publicly listed. Three additional settings are turned ON by default, but you can turn any or all of them OFF if desired. They are easily accessible from the “Privacy Options” link in Settings:

Show Distance: Shows those viewing your Profile the approximate physical distance from you based on GPS.

Show All Sparks: Shows those viewing your Profile all your selected sparks, not just those that match theirs.

Always Show Profile: Your Profile will show up for others to view even if there are no matching sparks if you are on the app and within the distance parameter and number of profiles parameter. Even if there are “no matches” from each of your chosen ten, there easily could be a reason to “chat” when you each view the other's profile.

10. What is “Chat”?

Chat is where you can “talk” online to others. Of course, if you find an interesting profile in the same meeting or location as you are, you might just go over, introduce yourself, share your “spark,” and take it from there. If the distance is too far, then Chat is probably the best way to start the conversation. The complete chat transcript will remain viewable until you “clear chat.”

You may wish to at least temporarily “favorite” a profile you are chatting with, so access to the profile is more convenient, and so that it does not inadvertently disappear because of a change in distance/time/users parameters.

11. What “Actions” can I take with Profiles?

You can take any of these three actions with a profile:

Favorite: Make the person a “Favorite” and they will show up in your “Favorites” menu regardless of their distance or number of sparks. Since the Sparkify™ app is designed to find new people to chat with, you may want to use this sparingly. You may wish to at least temporarily “favorite” a profile you are chatting with, so access to the profile is more convenient, and so that it does not inadvertently disappear because of a change in distance/time/users parameters. If someone you meet turns into a longer-term relationship, you probably want to connect with them on Facebook or LinkedIn to keep in contact. You can also “Unfavorite” a profile.

Block: If someone makes you uncomfortable or bothers you, and you do not want them to show up when you search, you can “Block” them. This will also prevent you from showing up in their searches. These profiles will be listed in your “Blocked Profiles” menu item. You can also “Unblock” from there if desired.

Report: If you find some violation of Sparkify™ policy and culture, like an inappropriate picture or chat,

etc. please report this to Sparkify™ so we can keep the App proper and professional. We strive for a clean, simple and fun experience.

12. What are my “Sort” options?

After you search, your spark matches are sorted by distance by default. So the matches closest to you in physical proximity will show at top regardless of how many sparks they have in common with you. If you would like to sort by the number of matching sparks, you can choose this sorting option. Then the matches with the most matching sparks will show at the top. You can also sort by one specific spark if desired, so those matches come to the top.

13. What is the difference between “Block” and “Report”?

If for any reason you believe that a person is either using a fake identity or abusing the Sparkify™ community culture, please use the Report feature in the Actions menu on that person's profile. If it's someone that you do not want to communicate with and you'd prefer that neither of you show up in each other's search results, just use the Block feature. They will be in your Blocked Profiles list. If you decide to unblock them, or you blocked them there by mistake, you can Unblock them with the same button.

14. What are “Favorites”?

These are people that want to be able to have profiles show up regardless of distance, time, sparks. Once they have appeared, you can click Favorite and they will always show up in the Favorites. Since the Sparkify™ app is designed to find new people to chat with, you may not use this function often, but it is available if needed. You may wish to at least temporarily “favorite” a profile you are chatting with, so access to the profile is more convenient, and so that it does not inadvertently disappear because of a change in distance/time/users parameters. You can also “Unfavorite” someone and they will no longer show up in “Favorites.” If someone you meet turns into a longer-term business or social relationship, you probably will use Facebook, LinkedIn, or other similar social networking apps to keep in contact. You can Unfavorite them with the same button.

15. How can I make the Sparkify™ experience better for all?

Sparkify™ will only be successful if it is widely used. The more people that actively use the app, the better the experience is for all. Please let all your friends and colleagues know and encourage them to sign up. The “Share Sparkify™” menu option makes this easy and convenient. Post positive comments and experiences about the app in Facebook and LinkedIn. Let Bloggers and App Review sites know you love Sparkify™. Thank you. Also, please communicate with us. We would love to hear your success stories, your suggested new sparks, and any other ideas you have. Participate in our social networks available at our website, www.sparkify.com.

16. How are some people creatively using Sparkify™?

Although the main purpose of Sparkify™ is to “spark a conversation,” you can certainly go beyond that and: network, find business relationships, find friends to share activities, have fun, pass time, even find potential dates. Just be professional and polite in all your communication. Let us know if you have found other creative ways to use and benefit from Sparkify™.

17. How do I contact Sparkify™?

You can email us at any time from the “Contact Sparkify™” link in the side menu or from the web site,

www.sparkify.com. We would love to hear your success stories, your suggested new sparks, and any other ideas you have.

18. Why are there currently some limits on the Sparks within the Categories?

We are just starting and need to make sure all works well. The possible and potential spark listings in some categories are almost unlimited. We need to start somewhere and build from there. We do plan to expand the Sparks as interest and use grows. Please suggest additional sparks you would use.

In the future, we also hope to allow additional categories and sparks related to specific companies, organizations, schools, or other appropriate groups that would like to use Sparkify™ for additional ways to match more specific interests related to the group. We are open to suggestions and inquiries.

19. Why is Sparkify™ currently concentrating on San Diego, CA activity?

Sparkify™ can be used anywhere but of course, you need users to make it worthwhile. We hope the popularity spreads quickly, but we are just starting and need to make sure all works well. We are based in San Diego, CA and will concentrate marketing efforts in San Diego to start. Also, some Categories can grow to have so many “sparks” that we need to be somewhat limiting in the beginning and grow as needed, so some of the current “spark” choices are more San Diego and/or California based.

20. What are the Terms of Use and Privacy Policy?

Sparkify™'s Terms of Use and Privacy Policy can be found at www.sparkify.com. Both the Terms of Use and Privacy Policy do change and are updated periodically. All users are encouraged to review them regularly.