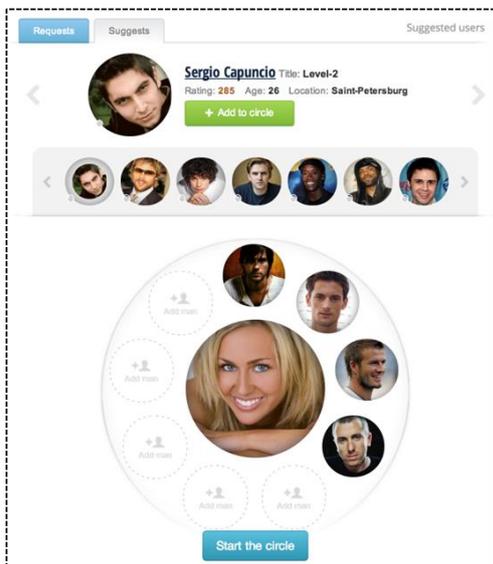# Yourcles – play and meet new people

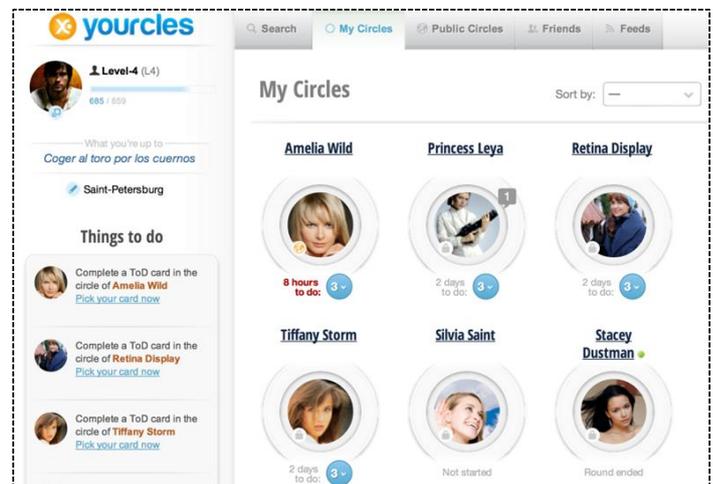A NEW MULTIPLAYER DATING GAME BASED ON GENDER DIFFERENCES

Yourcles employs a totally unique dating game concept based on the difference between real-life male and female partner hunt patterns. In the Yourcles environment, men and women act completely different from each other following the rules of the exciting game process, which may result either in serious relationships or short-term fun.

Traditionally, a man looks for a woman he likes and tries to win her heart, while she makes her choice based on the proposals she gets. Yourcles takes this natural process of interaction and partner search online, adding the element of a game.

The central concept of the service is a Circle, which contains a photo of a woman surrounded by a certain number of men who like her. A female player can have only one circle of male followers, out of which she would make her selection, while a male player can join many women's Circles. Various activities take place in the Circles, allowing women to get rid of unwanted men and choose those they like. Circles have limited lifetime and finite number of participants.

A woman has **one** circle of men

A man competes in **several** circles

A woman's Circle gives her the opportunity to attract men's attention, create a comfortable setting for getting to know one another and choose a partner who suits her.

For a male player, participating in a Circle is an opportunity to find a woman and win her heart. While taking part in the thrilling competition process, he has a chance to stand out from the other men in the Circle.

Existing social networks and dating services do not take into account the differences between the genders, rendering the process routine, plain and, ultimately, boring. Yourcles makes the woman's choice more conscious, and the man's achievements more apparent. Moreover, all activities take place in a naturally friendly atmosphere.

General description

The main idea of Yourcles is to give each male player a chance to gain the affection of a lady he likes by showing his strongest sides, at the same time leaving the final choice to the female player. The entire process takes the form of various contests running within the female player's Circle. Males participate in these tournaments in order to win the female's favor as she grades their efforts and picks the winners.

Contests running within a Circle are divided into thematic rounds (for example, Travel or Hobbies). Each round consists of three contests for males:

- The Photo Contest is for the best picture on the subject chosen by the woman.

- The Truth or Dare game is played by picking cards with tricky questions and fun tasks.

- The male player whose answers to the questions are the closest to the woman's replies wins the thematic compatibility test, or the Quiz.

At the end of each round, the female selects the Photo Contest and the Truth or Dare winners (the Quiz winner is determined automatically). Next, the female culls the Circle of her followers. When there are only three males left, the woman chooses the winner of her Circle and adds the males she likes to her Friends. After that, a new Circle with a different set of themes can be started.

The system has public Circles, which can be started by any female player. Males may enter a public Circle during the first 24 hours of its existence, after which the female confirms the list of male participants and officially starts the Circle's action. It lasts for another 24-hour period and has only 1 round, after which the female chooses the winner. Active public Circles are visible to all Yourcles users.

Information for ladies

Registration

During registration, users indicate their gender, upload their main userpic and fill out additional information fields as needed. Users are informed that the service provides different interaction patterns for males and females.

Essentially, after registration a female user decides whether to accept men's requests to join her Circle and then start the action in the Circle with the objective to identify the best man.

Search

Upon completing the registration, the female user can access the male partner search page and use the following selection criteria:

- Age

- Geographic location and distance

- Also, male users can be filtered by userpic availability, the ability to speak the language of the male user, and current online presence.

The search results are displayed as a list of male users with links to their profile pages. If the female user finds a particular man interesting, she can invite him to participate in her Circle.

This invitation goes to the male's inbox where he can accept or decline it.

Male users have the option to indicate that they can be added to a Circle without their confirmation, in which case the female can add them to her Circle directly.

Starting the Circle action

Once the female user has enough male users' requests, she is ready to create her Circle. Those males who opted to be added automatically, are also counted toward the number of the Circle participants.

On the Circle creation page, the female player must add between 3 and 24 male users and press the Start button when she is done. Next, she gets redirected to the active Circle management interface.

Running Circle

The Circle management interface shows the Photo Contest and Truth or Dare entries that need to be graded. Also, at the beginning of each round, the female user can fill out the Quiz on the subject determined before the round has started (the theme in the first round is always the same, Introduction).

The female user has the option to play a Truth or Dare card in order to motivate the males to play theirs. She can also manage her Circle and exchange messages with its male participants.

The main event feed (Wall) of the Circle displays the log of everything that happens in it - photos added, ToD cards played, user posts, notifications of users leaving the Circle, etc. Each Circle participant can leave comments under every entry on the Wall, and every comment can be replied to with another comment.

The Circle management interface shows the following information:

- The round theme icon and the theme itself as determined by the Circle hostess

- Time left until the end of the round

- Visual representation of the Circle, including its male participants

- User activity counters by category:

    o The Photo Contest

    o The Truth or Dare game

    o The Quiz

Within her Circle, the female user can:

- Grade photos and ToD cards submitted by males with special labels, which represent her opinion about these entries.

- Fill out the Quiz.

- Play her own Truth or Dare card.

- Manage her Circle and remove the male players who fail to impress her as well as fake accounts. Until the round is finished, the Circle hostess can replace the removed participants with new male users shown in the widget on the right or the list of recommended users.

- Exchange messages with the male participants of her Circle.

- View the results of male players voting against each other.

Within her Circle, the hostess can also receive gifts from male participants. Once received, the gift is displayed in the list of gifts in My Gifts section of the female's profile page.

The Truth or Dare game

When a new round starts, the system generates a set of cards on a particular subject, based on the number of male participants in the Truth or Dare section. The Circle hostess can go to this section and view the tasks and questions as well as add her own custom ToD card. This card is then displayed to the male players as created by the Circle hostess, and so is likely to be played first by one of the males.

After the card is played by a male user, other users in the Circle, including the hostess, cannot see who played it until the hostess grades the card.

The Photo Contest

In this section, male users submit their photos on a particular subject. The photos are then graded by the female.

Once a male player submits a photo for the contest, nobody else in the Circle, including the hostess, can see who the author is, until the hostess grades the photo.

The Quiz

In the Quiz section, the female fills out surveys, and her answers are subsequently matched with the males'. Each Quiz is comprised of several picture or text questions. Quizzes are generated automatically for the particular theme of each round. Once the Circle hostess completes the Quiz, the Circle's male participants can begin to fill it out. The submitted answers become visible to everyone in the Circle who also completed the Quiz.

There may be one or more winners of the Quiz section for each particular theme, depending on the number of answers matching those given by the Circle hostess.

Grading ToD cards and photos

The Circle hostess gets notified each time a male user submits a photo for the contest or plays a Truth or Dare card. She can then view the photo or ToD card submissions and grade them by assigning labels such as 'Good', 'Smart', 'Boring', etc., as well as add the photos she likes to her profile (Pin to her Wall).

Submitted photos must be graded before the end of the current round, since the contest winners must be chosen out of the authors of graded photos.

Rating of the circle's male participants

The female user can rate male participants of her circle by assigning them one of the "personality traits", offered by the system.

Also she can add to the selected trait her comment. After she rates a male, she passes into the viewing mode of his ratings by other users.

She can view her ratings as well, which she got from males, participating in her circle. For that there is an item "My ratings" in the menu with a user's name.

Full functionality for viewing of user ratings is available only to holders of Premium accounts (payment option).

In addition, for Premium users (females only) there is an option to view a list of women, in whose circles the user is included.

Ending the round

At the end of each round, the Circle hostess needs to do the following:

- Select winners of the Photo Contest and the Truth or Dare game.

- Choose at least one male user to be removed from her Circle.

- Pick the theme, the theme's name and the duration of the next round.

Thus, the number of male contestants gets smaller at least by one for each new round.

Completing the Circle

Normally, the Circle hostess makes her Circle ever smaller while running the competition rounds by removing at least one male participant each round. When only three males are left in the Circle, the participants are notified that the next theme is going to be the last in this Circle, and once the final round ends, the female user will choose one winner out of the three males.

After choosing the winner, the Circle hostess can add him and the other finalists as her Friends, and they will be able to continue sending messages to one another in the Friends section.

The Circle hostess may decide to complete and close the Circle ahead of time if the male participants are not active enough or if she does not find their activity worthy of attention.

Public Circles

Female users can create Public Circles by selecting the Public Circles menu item. Clicking it will create a Circle, which for 24 hours will be open for all registered male users to enter. The Circle hostess must activate the Circle before this time expires. If that does not happen, the Circle becomes private, and all public entries automatically get canceled.

If a Public Circle is successfully activated, it also lasts 24 hours. It has only 1 round, after which the female chooses the winner.

All registered users can see what is happening in a Public Circle but they cannot post or comment within that Circle.

A Public Circle is the quickest way to gather male participants and start the action. On the other hand, it lasts only for a short time, and the fact that it is viewable by all can affect the participants' behavior.

Information for men

Registration

During registration, users indicate their gender, upload their main userpic and fill out additional information fields as needed. Users are informed that the service provides different interaction patterns for males and females.

Essentially, after registration a man can send female users requests to join their Circles with the main objective being to join the Circle, compete there with other men by participating in games and contests, and become the winner of the Circle and, ultimately, of the woman's heart.

Male user has the option to agree that females can add him to their Circles without confirmation on his part - this will considerably cut the time needed to get into a Circle and add the element of surprise to the entire process.

Search

Upon completing the registration, the male user can access the female partner search page and use the following selection criteria:

- Age

- Geographic location and distance

- Also, female users can be filtered by userpic availability, the ability to speak the language of the male user, and current online presence.

The search results are displayed as a list of female users with links to their profile pages. If the male user finds a particular woman interesting, he can send her a request to participate in her Circle.

The request goes to the woman's inbox where she can accept or decline it.

Male users can join any number of females' Circles and leave a Circle he does not find appealing at any moment.

Running Circle

The Circle interface shows the action buttons for the Photo Contest and the Truth or Dare game. Also, the male user can fill out the Quiz on the subject determined before the round has started (the theme in the first round is always the same, Introduction. However, the Quiz becomes available only after the Circle hostess completes it.

The main event feed (Wall) of the Circle displays the log of everything that happens in it - photos added, ToD cards played, user posts, notifications of users leaving the Circle, etc. Each Circle participant can leave comments under every entry on the Wall, and every comment can be replied to with another comment.

The Circle interface for the male user shows the following information:

- The round theme icon and the theme itself as determined by the Circle hostess

- Time left until the end of the round

- Visual representation of the Circle, including its male participants and the Circle hostess in the middle

Within a Circle, the male user can:

- Submit photos for the Photo Contest and play ToD cards in order to earn grades from the Circle hostess as special labels, which express her opinion about these entries.

- Fill out the Quiz.

- Exchange messages with the female user. Each message costs 1 coin. Coins can be earned by winning contests and inviting friends to register on the website via Facebook.

- Vote against other men. After casting his vote, the male user can view and discuss the votes of other men.

- Give the Circle hostess gifts.

The Truth or Dare game

When a new round starts, the system generates a set of cards on a particular subject, based on the number of male participants in the Truth or Dare section.

The male user can go to the Truth or Dare section, pick a card and choose to answer a question or perform a task. Once he plays the card, the system removes it from the set offered to other participants. The result of the play is shown in the Circle's event log.

After the card is played by a male user, other users in the Circle, including the hostess, cannot see who played it until the hostess grades the card.

The Photo Contest

In this section, male users submit their photos on a particular subject. The photos are then graded by the female. The main goal of this contest is to submit a better photo than

other men so it earns a better grading label and gets chosen as winning in the current round.

Once a male player submits a photo for the contest, nobody else in the Circle, including the hostess, can see who the author is, until the hostess grades the photo.

The Quiz

In the Quiz section, the male fills out surveys, and his answers are compared to the ones earlier given by the hostess. The Quiz becomes available only after the Circle hostess completes it. Each Quiz is comprised of several picture or text questions. Quizzes are generated automatically for the particular theme of each round. The submitted answers become visible to everyone in the Circle who also completed the Quiz.

There may be one or more winners of the Quiz section for each particular theme, depending on the number of answers matching those given by the Circle hostess.

Grading ToD cards and photos

The Circle hostess gets notified each time a male user submits a photo for the contest or plays a Truth or Dare card. She can then view the photo or ToD card submissions and grade them by assigning labels such as 'Good', 'Smart', 'Boring', etc., as well as add the photos she likes to her profile (Pin to her Wall).

Vote against other men

For the entire duration of the round, the male user may vote against other male participants. Voting information is shown to the Circle hostess at the end of the round when she must decide which man is to leave her Circle as a result of this round. After the vote is completed, its results become visible and open for commenting.

Ratings

The male user can rate the hostess of the circle by assigning her one of the "personality traits", offered by the system.

Also he can add to the selected trait his comment. After he rates a female, he passes into the viewing mode of her ratings by other users.

He can view his ratings as well, which he got from female users, in whose circles he has participated. For that there is an item "My ratings" in the menu with a user's name.

Full functionality for viewing of users' ratings is available only to holders of Premium accounts (payment option).

Ending the round

At the end of each round, the female selects the Photo Contest and the Truth or Dare winners, removes at least one man from her Circle and starts a new theme (round).

Thus, the number of male contestants gets smaller at least by one for each new round.

During the end stage of the round, the Circle is 'frozen' until the hostess makes up her mind. When she starts a new theme, the male user sees that he either was removed from the Circle by her decision or went on to the next round. He can also view his awards in case he has won in any category.

Completing the Circle

When the Circle has run its course, the hostess chooses the Circle's winner. The winner gets an award and the option to communicate with the hostess via the Friends section.

During the end stage, the Circle is 'frozen' until the hostess makes a decision. When she selects a winner, the male user sees a notification that tells him whether he has lost or won. In any case, if a man has got through to the final round of the Circle, he has a chance to be added to the hostess's Friends.

The Circle hostess may decide to complete and close the Circle ahead of time if the male participants are not active enough or if she does not find their activity worthy of attention.

Public Circles

Female users can create Public Circles by selecting the Public Circles menu item. Clicking it will create a Circle, which for 24 hours will be open for all registered male users to enter.

If a Public Circle is successfully activated, it also lasts 24 hours. It has only 1 round, after which the female chooses the winner.

All registered users can see what is happening in a Public Circle but they cannot post or comment within that Circle.

At any moment, the male user can request to join a Public Circle or see what is happening in the Public Circles that are already active.

A Public Circle is the quickest way to gather male participants and start the action. On the other hand, it lasts only for a short time and is visible to everyone.

Users' Awards

The purpose of the award system is to encourage users to be active. The system includes:

- Titles and rating

- Coins

- Badges

Titles and rating

A title is a designation a user may earn as a reward for active and successful participation and popularity on the website, which make him or her stand out from the rest.

Titles are awarded for certain amounts of rating points earned.

Men earn rating points for:

- logging in to the website every day

- joining Circles

- participating in competitions (the Truth or Dare game and the Photo Contest), provided that they get grade labels from females

- winning a competition in a particular round

- getting through each round in a Circle

- inviting friends to register on the website

- beating all other contestants in the Circle (winning the Circle)

Women earn rating points for:

- logging in to the website every day

- creating a Circle

- creating each new round in a Circle

- grading (awarding labels to) male participants

- inviting friends to register on the website

- choosing the Circle's winner

Gold coins

Coins give male users additional advantages in their fight for the female's regard.

Male participants can use coins to:

- buy gifts and give them to females

- communicate with females in private chats within Circles

Men can earn coins in several ways:

- get them as a bonus for logging in to the website every day

- win in the Truth or Dare, Photo Contest or Quiz categories

- inviting friends to register on the website

Badges

Badges are unique marks of distinction on the website. They are awarded to users for achievements within Circles as well as on the website in general and emphasize user's personal traits. In addition, some badges have different levels, which show the degree of the user's achievement in a particular activity.

Badges are awarded for various reasons. There are two types of badges: anticipated (e. g., for winning a Circle) and surprise ones (for a combination of various grading labels awarded to a man by a woman).

Badges can be given for various combinations of different factors, such as:

- the quantity of the Truth or Dare cards played and photos uploaded

- the number of grades given

- the number of wins in Circles

- the number of 'likes' given to others

- the quantity of join requests sent out

- the number of Circles created

- the number of friends invited

- the quantity of gifts collected

- and so on and so forth

Premium options

Gems

The service Yourcles has "gems", which are the universal currency, allowing:

- To buy a Premium account giving the possibility to use additional functions.
- To give premium gifts (only for the gems). This option is available only to male users.

Premium

Yourcles provides the possibility to buy a Premium account for the gems, giving users the various advantages. Premium can be bought for 1, 2 or 3 months.

The availability of the Premium account gives the following opportunities for male users:

- Access to the "Visitors" section
- Access to the "Added you as a Favorite" tab in the section "Favorites"
- Full access to the "My ratings" section
- Full access to the section of woman's ratings, in whose circle a user is included
- In the proposed users and search results the Premium users get to the top positions
- A male user with the Premium account is not displayed in the list of inactive participants at the end of the round
- Profile decoration - a sign of the crown in all places where a user's avatar is displayed, as well as a special sign on the user's profile page.

Premium account gives the following opportunities for female users:

- Access to the "Visitors" section
- Access to the "Added you as a Favorite" tab in the "Favorites" section
- Full access to the "My ratings" section
- Full access to ratings of men in her circle
- Access to the list of circles that her circle participants also take part in
- Premium users get to the top positions in search results
- Profile decoration - a sign of the crown in all places where a user's avatar is displayed, as well as a special sign on the user's profile page.