

Partygoers set to get even trendier with Trender app

 By Leigh Andrews

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Ever wished for a location-based photo app where you can see where your friends are in real-time? Trender is here to make your wishes come true...

If you often find yourself wishing you knew where people hang out and where the popular places are, you'll be keen to find out about Trender. It's a new photo location-based social app that's launching on 31 October, providing both a real-time guide to popular gigs and a way for partygoers to see what places are 'Trending' right now and where their friends are going.



The capital T is used for Trending in the above paragraph isn't a typo - Trender ranks popular venues as a 'Trend', and then lets locals and out-of-towners view the most popular venues displayed in an interactive list by category, be it nightlife, bars, and restaurants or just to check where their friends are meeting.

Intrigued by the concept, I spoke to Trender Labs director Calvin Terblanche to find out more...

■ *There are numerous apps allowing mobile marketing to take place - how is the Trender app different?*

Terblanche: The Trender app is different in that the content is user-driven. Anyone can start a trend on the app. Therefore, what is displayed is a true reflection of what is popular around me and is not published by marketers. Venues will have to drive the use of the app to gain popularity on the app via other mediums.

■ *Why the name 'Trender' and calling an event a 'Trend'?*

Terblanche: The name came from the idea that the app shows what is trending in real-time, in other words the app generates a ranking based on hype created by the user around a particular place/thing and as one trends have a limited lifespan, everything you see on the Trender app is 'right now' and expires after a certain time. Trends are not just events and venues, they could be anywhere, for example at a skate park, shopping mall or house party. If a venue is popular then it's a trend and people only see what's popular on Trender. Users are also rewarded with a ranking by how many trends they start, so they're incentivised to be trend setters.

■ *Explain the need for a real-time guide to popular gigs.*

Terblanche: People leave plans to the last minute or do not necessarily know what to do or what is happening around them, or what their friends are doing. This leads to a lot of 'missing out' and confusion ([FOMO](#), anyone?) People love instant gratification, and with Trender you'll be able to see where your friends are going this evening and which of your extended friend circle is where. You can also literally see what the atmosphere looks like with the live photo stream, as well as how many guys vs girls are at a particular venue. This gives you all the information you need to choose the right spot and the right people to socialise with when you want to, and keep you up to date on the logistics.

“ Sick and tired of going to parties with a bad ratio? Trender let's you know the ratio before you get there. [#Trender](#)
pic.twitter.com/UnQea3ydRy - Trender (@gettrender) [October 16, 2014](#) ”

■ *Talk us through the photo aspect - everyone loves a selfie at the moment...*

Terblanche: People love selfies, but people also like sharing their experiences with others. With Trender, we combine a

photo with a check-in at the trend so that everyone else on the app can see your experience. You also have the ability to share check-ins to Facebook with a photo or share individual photos. As someone who is exploring what to do, I can see if a particular event looks fun or not in real-time.

■ ***Are there safety features based on the location-based/geo-fencing/check-in aspect of the app?***



Terblanche: Yes. Everyone can see what places are Trending by the number of users at that Trend, but users cannot see information of the users that make up those numbers unless they are friends on the app. So I can add friends on the app and I can see how many of my friends are checked-in. In order to see where other users are going or checked in, they need to be my friend on the app. In terms of users that are not my friends, the only thing I can see is their name listed on the trends they've started.

Does the check-in aspect mean users are less likely to also check-in on Facebook, Foursquare and similar?

Terblanche: We think so, but keep in mind that when you check in on Trender, you have the ability to share to Facebook. The post on Facebook will show where you are, as well as the photo and how many other people are there, giving more information than you'd get from the average Facebook or Foursquare check in.

The lack of advertising and the fact that the app is available for free is an interesting aspect - how do you then make money?

Terblanche: There won't be any advertising for a good while, but when we do monetise, we will be implementing a feature that enables brands to sponsor trends - so they can white label a trend and promote its position - similar to Google Advertising.

■ ***Are apps working for brands, and will we be seeing more of this? Can you give a few examples?***

Terblanche: Yes. Look at the success of the Uber app, Instagram and Pinterest. If these products were not apps they would not have half their user base.

■ ***Elaborate on some of the noticeable trends in apps at the moment.***

Terblanche: Apps are becoming smarter by using gestures and motion on top of location services, while finding ways to save on battery and data costs. There is also less need for apps to be offline-enabled, as internet infrastructure gets better and devices are essentially never offline. Apps need to be simple and easy to use yet effective, offering a great user experience.

■ ***Share your views on the smartphone/feature phone debate currently doing the round in relation to Africa's mobile trends.***

Terblanche: Smartphones are becoming cheaper and more available, driving mobile and the supply of apps. The trend worldwide is that tablets access the internet 15% more than smartphones or desktops. Africa will follow this trend. Feature phones will eventually expire and the major players in the smartphone market will gain market share, especially in Africa.

Sounds like it's time to get app-happy.

The app will be available for Android and IOS at the end of the month through the iStore, the Google Play store and the [official Trender site](#). For more information, follow Trender on Twitter [@gettrender](#).



ABOUT LEIGH ANDREWS

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