lulust* - relationship crm/tracking app

WHY?

Couples will cite countless reasons for their fire dying. Usually, these reasons center around not having enough time to spend together.

Lack of intimacy and not feeling connected to your partner can and will quickly ruin a relationship. Couples feel like they live with a stranger or more like roommates rather than soulmates. Little acts of kindness and appreciation are key to every marriage/relationship. People tend to be overall less annoyed if something good has happened - your spouse will probably oversee the dirty dishes in the sink if he/she had a little surprise during the day or you have some quality time waiting for you.

Relationships fail mostly for 3 reasons - money, alcohol and lack of time spent together.

If you are in a long-term relationship, it is possible that life obligations (such as school, work, and especially child-rearing) will get in the way of couple connectedness and mutual evolvement (PsychologyToday.com).

We have trackers for important areas of our lives: work, fitness, sleeping, eating etc. They really do help you become a better person, don't they? But what happens if you neglect your relationship? How to keep track of when you did something together with your loved-one?

HOW?

Every person has a profile on lulust. When meeting someone you can see each other’s profiles with basic information, liked activities and wishlists/bucketlists.

Lulust will track, grow and nurture your relationship. You can list the areas where you see the need for an assistance: do you have arguments and why? Lack of sex life? Fun has left you? It will help you to keep your love life fit: you can schedule date nights, you will get new ideas of what to do together, you'll get reminders to make compliments, reminders to send flowers, texts saying you appreciate your spouse and reminders to go out together. Your target can also be to move things back to bedroom for example.

Unlock new levels with your partner and make it fun with the elements of gamification (earn badges and credits to use during date-nights, receive affiliate discounts etc).

Today couples schedule date nights on google calendar, if at all. These are together with everyday mundane tasks and errands. Therapists will say you need together-time in order to keep the sparks flying but they have no tools to give you to do that. Here is where lulust will come into play.
Built-in machine learning within the tool will recommend new ideas for you depending on you past activities you’ve enjoyed, wishlists, history and geolocation. You remember how hard it is to come up with good ideas for dates or gifts, right? Lulust will help you out now.

Try new things together. The key to trying new activities with your partner is that the activities should be something novel and exciting. The novelty helps you and your partner create new memories and feel like a team as you try something new. The excitement of the activity may make you feel like your relationship is more exciting. Researchers have found that trying new things with your partner can help prevent boredom, make you feel closer to your partner, happier with your relationship, and more satisfied with life in general. (https://www.psychologytoday.com/us/blog/between-you-and-me/201204/four-ways-keep-your-relationship-alive)

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