Project Proposal

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Executive Summary

The world of online dating has gained more and more popularity over recent years, especially this year, 2020, during quarantine. Meeting new people has become more accessible through mobile and web apps. With the ability to meet new people brings the topic of where to go for date nights. Applications currently exist to list movie times, concert dates, and restaurant locations. The main benefit from these applications is they give the ability to visit new places or see new shows. Although these applications are helpful, they definitely lack in ease of use for users.

For couples who are meeting for the first time or have been together for years, it becomes increasingly difficult to plan dates due to lack of new ideas. Our target users are those who are tired of having to think of an idea, such as going to a concert, and then having to search for an app to list concert dates. *Date in My State* serves as an aid for couples who struggle planning date night.

Current competitors to *Date in My State* include companies such as SeatGeek, Tinder, Bumble, and Yelp. They help users who already have an idea of where they want to go, however, they do not help users who do not.

Date in My State plans to prioritizes ease of use for the user and is a "one stop shop" for date ideas. *Date in My State* will include information regarding details about new shows, events, restaurants, classes, and more.

Date in My State will be created using APIs from numerous entertainment databases, which will reduce the number of webpages/other apps the user will have to open.

Gap in the Market

Current apps in the market are not very user friendly for people who do not have a preconceived idea of what they would like to do. *Date in My State* would consist of multiple entertainment directories, thus companies that offer entertainment would be eager to get their service on the app to boost sales. *Date in My State* will be able to offer users with new experience options, which could result in the user finding a new favorite date spot.

Meeting the Market's Needs

Date in My State will meet the market's need by providing a platform for entertainment companies to be seen and experienced, thus boosting entertainment companies' sales. The

goal is to create *Date in My State* in a way that gives the user virtually unlimited options for things to do.

Implementation

Management

The app will be managed by Julia McCroy, Drake O'Brien, Will Dines and Shedrika Winfrey.

Development

Our date night app will be web-based app developed using React, JavaScript, and HTML.

Marketing and Distribution

We are hoping to market the app as a free app for a time period to give people to see a chance to see how our app is useful.

Monetization

Monetization of our app will be accomplished through the ads and businesses hoping to provide weekend getaways and date ideas in hopes to be considered the go to date night/getaways for couples.

The Problem and Our Solution

Currently, there are not many well-known apps specifically like ours; there are dating apps such as Tinder, that are tailored for people to meet each other. Date in My State will help keep adventure and excitement in long term relationships. Additionally, it will aid those who are less spontaneous and creative to surprise their partners.

Industry Need of Our Technology

There are dating apps are generally geared for those who are single and looking to meet someone new, but what about those who are just looking for fresh new ideas to keep the adventure in their love life. Our app will provide new ideas and dates that are tailored towards couples working to keep new ideas

Market Analysis/ Primary Market/Secondary Market

The main competition that *Date in My State* would have is Tinder and SeatGeek. Tinder is known across America as the number one dating app, and SeatGeek is well known in the entertainment market as one of the best apps to find deals for many different events. Our main goal is to show that apps like Tinder and SeatGeek can be merged into a "one stop shop", making the process of finding and going on a date much easier.

The primary market will be people who do not have significant others and are looking for people they are interested in to go out on a date with. The secondary market will be people who are already in relationships but want to find a good date idea.

Marketing Strategies

Overview
Date in My State wants to capture the dating and entertainment markets. To accomplish this, we need to match the effectiveness of apps such as Tinder and SeatGeek, while having everything be in one app. *Date in My State* will be free to download in order to get a foothold in the market quicker, with advertisements in order to have a revenue stream. Our team will add new features and expand on previous ones in order to stay viable in the market.

Primary Customer analysis and entry strategy
The entry strategy the *Date in My State* will utilize is having a free product that is more useful than the competitors in the same market. As people connect through the app, word of mouth will bring in more customers, and the customer base will grow exponentially.

Core Analysis
The core analysis of *Date in My State* is the mixture of the dating and entertainment markets into one app. Our app will be easier for our customers to use compared to having two separate apps for the same purpose.

Our expansion strategy will be to expand on features while simultaneously creating new features that grab the attention of a wider array of customers. As the app gets larger, customer feedback will be essential in keeping up with the trends in the market and what our customer base wants.

Sales Strategy

Pricing:

The price of the app will remain free, with the revenue coming from advertisements. This is in comparison to competitors in the market that get revenue from premium versions of their apps.

Positioning:

Date in My State will be designed to fit the niche role of a being a dating app and entertainment app combined in order to stand out from competitors.

Promotion:

We plan to utilize advertising strategies such as digital advertising, print advertising, and most importantly, word of mouth.

Place:

Date in My State is able to be run from anywhere.

Competition

Apps such as Tinder and Bumble would not be considered competition to Date in My State, however there are smaller apps that exist that are not well known. Apps such as DateNight and Date Ideas are small apps I was able to find in the Apple App store. I believe these apps were not as successful as we are hoping our app to be because of the design, marketing and the subscription the apps require.

Development Strategy

Date in My State will be developed in several stages to make sure each stage we can get core features properly implemented and functional. The app has two main functionalities; finding matches based on user interests and input and finding events or locations to recommend as dates for matches. We will tackle this by implementing one functionality, testing it, then the other. As the app is further developed, features will be introduced and polished. Once we determine the app is in a functional and clean state, we can begin small scale deployment for further testing and user feedback.

Barriers

Date in My State will have many barriers to entry in this market. These barriers include the following:

- Competition with other dating apps, such as Tinder, Bumble, Plenty of Fish, etc.
- Competition with other entertainment apps such as SeatGeek, Ticketmaster, etc.
- The cost of advertising the app to the intended audience

- The cost of creating the app
- Customer loyalty to other related apps

Critical Risks

Critical risks involving *Date in My State* would be that other dating apps like Tinder and Bumble are already very popular, so this app would need to greatly stand out and have improved functionality to encourage people to want to change apps. Also, if the user interface between the two core functionalities is clunky, it will push users away to competition. Once the app is developed and introduced, we will need to continuously listen for user feedback for improvement.

Interviews

1. What do you like about current dating apps?
   - Tinder is quick and efficient
   - You can meet people who show you places you've never been to before.
   - You can know people's interest through their bio
   - Simple and easy to use
   - Meeting new people
   - You know what things each person is interested in through chat and their pictures
   - Tinder is easy to use
   - I know them well
   - It's easy
   - Convenience and safety of meeting people
2. What do you dislike about current dating apps?
   - It is hard to approach people if you have no game
   - Thinking of places to meet can be challenging
   - Most dates are cliche and boring as far as things to do.
   - Tinder isn't meant for relationships most of the time
   - It's hard to find people with similar interests without getting lucky
   - You have to pay to use the whole app
   - Fake profiles
   - Hard to come up with date ideas
   - Sometimes hard to find people with similar interests
   - Finding people with similar tastes or interests
3. What do you like about current entertainment apps, such as SeatGeek?
   - They give me options of events I can go to, such as concerts and comedy shows.
   - SeatGeek always has coupon codes.
   - It makes it easier to do events easier
   - You can find shows that you didn't know were happening in your area.
   - They make going to places cheaper
   - They introduce me to new things I haven't seen before
   - Easy to find events nearby

- I do not what SeatGeek, but for other entertainment apps I like the easy of access and the readiness of new possibilities.
- Shows tickets to many types of events
- Shows if the ticket is a good deal compared to others

4. What features do you look for in an entertainment or dating app?
   - Options and intuitiveness
   - Options for cheap or even free dates
   - Easy to use
   - Being able to say my interests and have it filter the events
   - I like it when it's completely free
   - It's a plus if it's easy to use
   - I like seeing a selection of things rather than the same things repeatedly
   - Ease of use.
   - New and interesting ideas for places to go.
   - Options for free dates.

5. How do you currently think of where to go for a date?
   - Places I have been, or Google.
   - Usually go to a restaurant
   - Meet up to watch a movie for go to a restaurant
   - If weather is nice do something outdoors
   - I look up ideas on google
   - I just go to the movies and a dinner after usually
   - I'll ask my girlfriend what she wants to do
   - I alternate between going to the movies, my house, and a restaurant.
   - I usually end up bringing my date to a restaurant because it is easy.
   - If the weather is nice, I like to go to the zoo or on a picnic.

6. Would you be interested in an app that meets all of your needs: One that presents you with new date location ideas in your state and shows you the weather forecast so you can plan accordingly
   - That would be great!
   - Yes
   - Yes
   - Yes
   - Yes
   - Yes
   - Yes
   - Yes
   - Of course!
   - Yes

7. Key Partners	8. Key Activities	1. Value Proposition	4. Customer Relationships	2. Customer Segments
Key partners for the application are the sponsors. The sponsors will ensure profit is made, and will also offer more suggestions for date ideas, as well as advertising for each other's company. Other key partners include the API creators. Without the APIs, the application will have no suggestions for entertainment. The users will also aid in the overall performance of the application, because with more users signed up, other users can match with each other	In order to be successful, the application will need enough users signed up to be able to match with other users. APIs will be required to create the application, and present businesses and ideas for beginning users. The application will also need sponsors in order to make profit.	Date in My State's bundles that create value for users are the entertainment apps listed, such as movie tickets, concerts, restaurants, etc. The date match quiz will also serve value to the users. The users need an application that will display more than one type of entertainment, while also supplying a compatibility test with other users. No application is created like Date in My State because other entertainment apps only list one form of entertainment, for example, concerts or movies.	Application will establish a relationship with user such that the user feels reliable on and trusts the application to provide details of date spots.	Who are they and what will they buy? Customers consist of the users and the sponsors. Sponsors will pay to have their entertainment brand/ service displayed as a "featured brand" on application. Users will have free access to the application, and gain an easy to use application that will eliminate stressors of planning a date.
	6. Resources Key resources for the application are the APIs for weather, love test, entertainment, and dining. Sponsors as a resource will be key in creating profit and advertising.		**3. Channels** Delivering value to the user through the application's extensive suggestions of date ideas, and ability to match a user with a compatible date.	

9. Cost Structure	5. Revenue Streams
Cost to create the application is free until over 100 API calls have been made in a month. After, to achieve unlimited calls, would be $150/ mo. Sponsors would pay $0.30 for each user they wanted to appear featured on their application page.	Revenue will be obtained through various sponsors of the application. These sponsors will be entertainment brands or companies in which they will pay to have their brand "promoted" on the application as a suggestion of a new date spot for users.