**Link Later**

**Intro:**

If you or more persons are struggling to find something to do, the application randomises and chooses something for you to do within the appropriate mood the user has chosen, these things can include special events, visits to restaurants, cinemas and a lot more. The user will have the choice to set a time/date and also the amount of people that are attending.

The app could be helpful for people visiting new locations and could save a lot of time and hassle since everything is done on the application as opposed to looking through google. The application’s target audience will be directed at young people such as students and young professionals, and also tourists.

A lot more can be done on this application. Following will be just a few features this application has the potential to possibly provide to the users;

* Built in messaging service (or alternatively send links through other messaging services such as WhatsApp or imessage).
* The option to buy tickets to events from within the application itself.
* If the random option isn’t favoured by one or more persons within the group the user has the option to view all of the events happening within the mood selected on a real-time map.
* Leader boards and different levels for each of the users.

**Technical Requirements**

* GPS location on the application.
* Platform the application runs on must be able to run java
* Application will be available in apple and android devices.
* Servers and databases (university can provide)
* Maintained by us in the future

**Investment/Sustainability**

Different ways we can fund the application include;

* Bootstrapping
* App contests
* Friends and family
* Bank loans
* Angel or seed funding
* **Persona**:

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| **Persona** | University student |
| **Demographics:** | * 18 y/o * Lives in student accommodation * First year university student |
| **Description of person and issue:** | University student who finds him-self unsure on what to do with his university friends each night since he is in a new location with new people around him. This application allows him and everyone else to choose a certain mood in the app which will allow everyone to do something they will actually enjoy. |
| **Goals:** | * To spend less time figuring out what to do with friends * To narrow his options of things to do when it comes to it * To be in competition with her friends on a mobile application |

**Market Research:**

| **Type** | **Use** |
| --- | --- |
| Jukely.com | Jukely provides a similar application to the one I have in mind instead it provides specifically music events and doesn’t have a randomize feature. This application also only allows people to look for evens in a 3-day time period meaning no one can check what is available in advance. |
| DoStuff | DoStuff allows American users to view what is happening in different locations around America. There is no randomize feature and the application is very cluttered and has many bad reviews. |
| http://www.justgo.do/ | GO DO is another similar application and is one of the better ones. It provides the user with a map of the different events that are happening once the user has chosen where they want to go and what they want to do. |