



Meet-up mate!

Gathering organizer

-Ashwini Kasbekar

Problem Statement

Google maps is widely used by consumers to find locations, business information and figure out transit details.

Google believes there is an opportunity to **help its users co-ordinate a gathering or meal with their friends.**

They would allow users to decide on a date and time and agree on where they will be meeting, ideally from a few options.

As a PM at Google, provide an overview of **high-level strategy and vision for the product.**

Structure



PRODUCT AND
BUSINESS GOALS



USERS

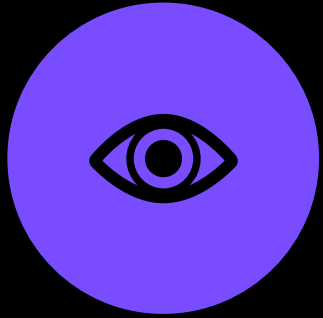


PAIN POINTS



SOLUTIONS

Product and business goals



Company vision - organize the world's information and make it universally accessible and useful.



Product goal - A Gathering Recommender System



Business goal - Location recommendation for users based on their availability/requirement and data collected from restaurants/events nearby.



Success metric - Successful reservations scheduled from the recommender (Number of scheduled meetings)

Users

Recommender is more often required for recurring events.

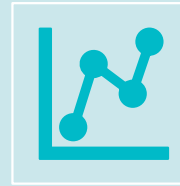
A gathering is always among a group of people. Users should be people involved in recurring activities.

- Family for yearly celebrations (birthdays, anniversaries)
- Quarterly events for subscribed members in a group of an organization
- Monthly lunch/dinner/happy hour for a team
- Picnic plans by friends

Prioritization - Frequency of use



Yearly celebrations - birthdays, anniversaries - tricky to guess whether person decides to celebrate with friends or family or teammates, working day, weekend



Quarterly events - less data to test for a system. We want to check frequency of use. Also, more often happens in conference rooms of companies due to large crowd



Monthly lunch - can be considered - Factor (Frequency of use)



Impromptu trip plans - hard to create acceptable recommendations

Pain points
Meeting
recommender
for a team

Forgetting to schedule the meeting every month

Laziness in finding schedule that fits for team members

Confusion in finalizing good nearby spot for meeting

Unaware of choices of cuisines for team members

Prioritization - Confusion in finalizing spot



Confusion in finalizing a spot would be a good pain point to consider due to too many option availabilities.



This pain point can focus on reminder for meeting as well.



Rest of the pain points can be considered at a later stage while enhancing the solution.

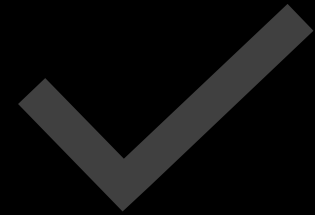
Solutions



Creating an email recommendation as
per frequency of meeting
occurrences



Creating an application to provide
recommendations



Integration with existing 3rd party
apps which contain groups to provide
recommendation


Creating an app for recommendation system

 Identify frequency of reoccurrence of meetings from calendar. Target monthly reoccurring meetings.

 Redirect the meeting to an app which gets installed and registered by same email id.

 Provide a range of dates and times for meeting.

 Reminder to schedule gathering on selected date.

 Multiple choice recommendations of different cuisines within radius of 15 miles of workplace should be listed based on available dates.

Challenges and vision

Initial challenge would be creating awareness of the app.

App can be scaled to form groups for different events and different apps as well.

App can have multiple options chosen by group members to make reservations.

App can be scaled to recommend for transit events etc.

Thus, the problem of forgetting to schedule and confusion in deciding a **'gathering spot'** is addressed by utilizing data.

This aligns with company's vision to organize world's information and make it universally accessible and useful.