

## GroupPlan App

Elevator Pitch: Trying to make weekend plans and meet new people but coordination is getting in the way? Coordinating with multiple persons and making sure everyone is satisfied on where and when to meet is one of the reasons. Constant inflow of messages and having to look up responses inside a group chat is another among many.

### Assumptions:

- People struggle to keep group chats organized
- Large groups can be indecisive without a leader
- People want to meet new people with similar interests.

### Problem statement:

Identify event creation/planning problems with competitors.

Do you struggle to make plans with a big group of plans on the weekend?

How often do you make plans with a group of 4+ people?

What are your primary struggles with planning a group event?

Would recommendations from people in the group simplify the decision process?

Would a voting system in a group chat help you plan a night out?

How often do your plans get messed up due to group indecisiveness?

Would you want to meet new people via geofence public chat

Do you use any other calendar/event planning apps?

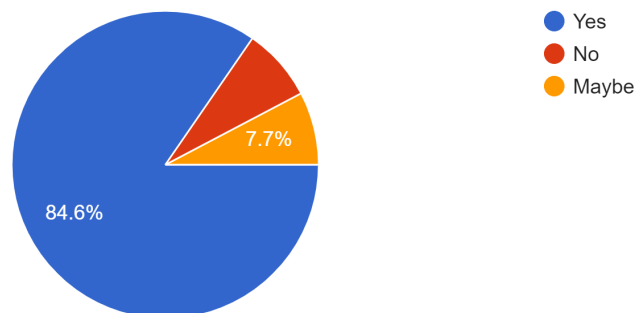
How often?

### Analysis and Reporting:

- Very high turnout on the idea of a recommendation/voting system to help simplify decision making.

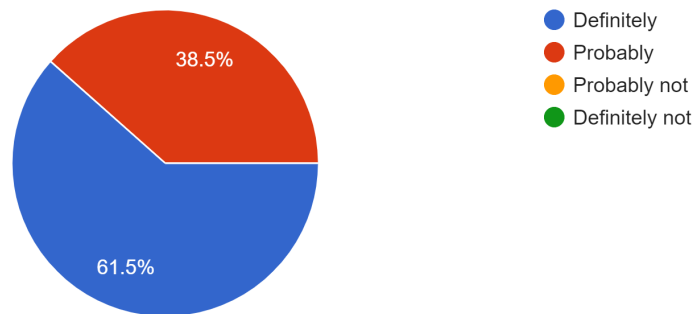
Would recommendations from people in the group simplify the decision process?

13 responses



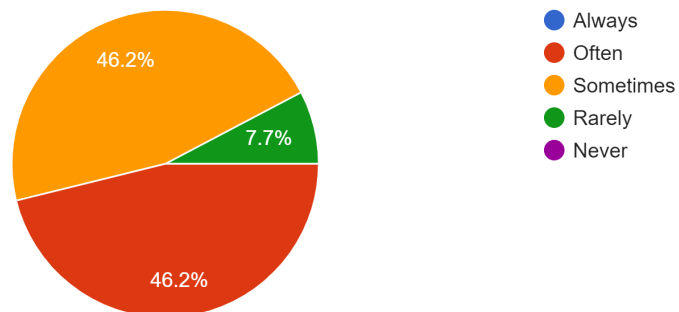
Would a voting system in a group chat help you plan a night out?

13 responses



How often do your plans get messed up due to group indecisiveness?

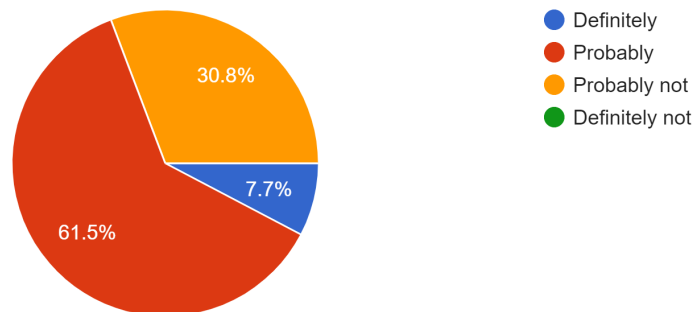
13 responses



- Submissions in the “Primary Struggles” question verified what we deemed as common problems in planning events.
- People really enjoy the idea of meeting new people through the app.

Would you want to meet new people via geofence public chat? (Like in a club or public setting)

13 responses

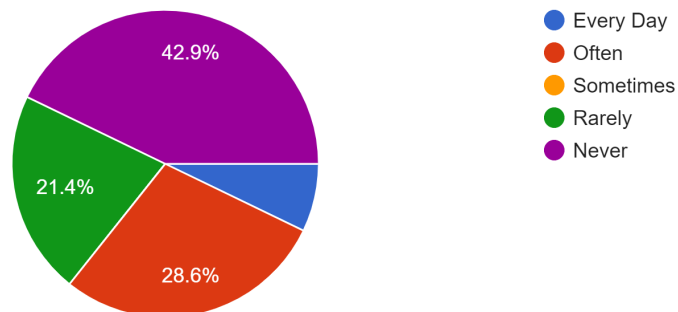


Unexpected results:

- Almost no one uses a planning/calendar app regularly

How often do you use calendar/event planning apps?

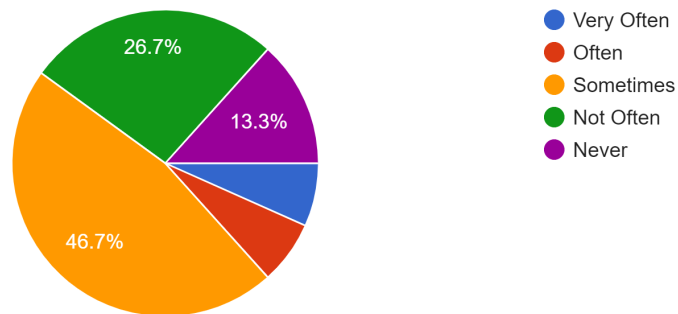
14 responses



- Asking people what their primary struggles were with planning a group event proved to be a useful question. People submitted problems such as “Not everyone being available at the same time” and “one person having to take on the load of organizing it in order for it to get done” gave us great Ideas on what we should implement in the app to cater to those problems.
- Expected the highest percentage to be the ‘Often’ result on the question “Do you struggle to carry out plans you made with a big group of people on the weekend?” but it was actually ‘Sometimes’. Perhaps people don’t think they struggle to carry out plans when they actually might more than often. Can’t say for sure.

Do you struggle to carry out plans you made with a big group of people on the weekend?

15 responses



**Identify event creation/planning problems with competitors:** Analysis has proved that people often struggle to properly schedule the event and come up with an activity.

- This shows that an app which offers suggestions for activities/restaurants/etc and has a voting system for quick decision making and an efficient calendar for easy scheduling would be desirable to our target audience.
- Should have added a question that said "Does it bother you when you have to scroll up far through a group chat?"