

Team Members:

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Github URL: <https://github.com/BJW101102/BNDR>



## Product Vision

Our product, BNDR, will be built with college students and users below the age of 32 in mind. There is also opportunity for the product to be used by Parents, ages 35+, but the marketing will not be geared towards them. This app is for people who need a platform to organize and share plans for events and nights out. These events are not limited by type of place or number of people that may be attending. Some examples of the app being used are birthday parties and night out after, wedding parties and events like rehearsal dinners, general celebration days like an end of semester party with friends, and 3+ day trips to foreign cities.

BNDR is a social planning app. Unlike social media outlets like Snapchat, Instagram, and Facebook, BNDR is designed with planning events at the core. There is also limited social interaction on this app, i.e. no Direct Messaging and public posting. The social aspect of this app is mainly with the sharing feature and the group organization that occurs as a result of a plan/event. Some reasons one would use this product is to ensure everyone in a party has a clear understanding of how the night will play out and there is no guessing as to where the night will take you. This app can also ensure people and groups have a safer night out with the RideShare planning and Designated Driver symbol to indicate who is riding with who and who is the DD for the night (there can be multiple).

Our product is designed with young people and their safety in mind while they plan the perfect night out for any special occasion. Our app will be the one stop shop for browsing, planning, and sharing plans for a night out or party trip.

FOR: Young adults

WHO: are looking for a solution for planning events and nights out

BNDR: is a social planning app

THAT: facilitates planning and sharing events easily

UNLIKE: Snapchat, Instagram, and Facebook

OUR PRODUCT: is designed with planning at its core rather than social function

## Market Analysis

BNDR aims to market itself to a wide demographic of young adults, more specifically those aged between 21-32. This audience will be primarily composed of adults in the specified age range looking to make weekend plans, though its application reaches beyond this. For example, an event planner/manager may use BNDR to scope out venues to hold private events such as weddings, birthday parties, or fraternity events. Though there are tools that exist to fulfill the functions of BNDR, they are usually limited in functionality and lack the ease of use that we aim to provide. It brings to mind the modern way in which clubs, venues, and bars market themselves through social media, where in a user must first know that a location exists, either through experience or a web search, find their page on Instagram, Facebook, etc. and then repeat that process in the event the location is vetoed by the group. BNDR aims to simplify and streamline this process through a display of nearby relevant locations, including pricing, upcoming events, and auxiliary services such as the ride share and invitation features. BNDR's platform will be profitable through the monetization of user geolocation data to determine important trends in consumer traffic for a given area.

Other Applications that handle weekend planning are as follows:

- Trip Advisor: Rating platform used to rate and review various locations.
- BarChat: Blogging platform used to recommend bars given a user's location .
- Uber: Transportation platform used to provide a reliable transportation service to users and their respective location.

## Scenarios/User Stories

### Frat Events:

Chad is the president of a frat with a large incoming class of new members. Part of his responsibilities is planning out recruitment activities and coordinating events for new members to get involved in the frat. In the past, Chad has seen previous presidents go through this process by using social apps to make group chats to distribute information. He decided that he needed a better-centralized way to send out information about events without the chaos of having input from everyone in the group. Chad uses BNDR to plan out the events of each day providing the place the event takes place, the timeframe it will take place, and the estimated price for the event. Because there is limited feedback from the people invited to the event, Chad can simply see who is attending the event and anyone who is opposed to any activities. New members use BNDR to receive the information that is sent out and can reply whether they are attending, not attending, or give suggestions for modifying the plans.

### Bachelor Party:

Being in charge of his best friend's bachelor party, Justin wants to ensure that it's a night to remember. He also understands, however, that not all of the Groomsmen have access to the same disposable income. Keeping this in mind he wants to find an equitable solution to keep everyone happy and not broke. What if there was some way to estimate the cost of transportation, drinks, food, and any other miscellaneous charges the wedding party may incur during their night of revelry?

User Story	As a <type of user persona>,	I want to <goal/objective>	So that, <benefit/result/reason>
1	President of a fraternity	Plan events for recruitment effectively	I can collaborate with the rest of the fraternity to make everyone satisfied
2	Best man	Organize my best friend's bachelor party	Everyone has a good time and everyone can pay rent
3	Parent	Plan my child's Birthday Party effectively	I can plan effectively and determine which other parents and their children are attending
4	Event Planner (various different events not one in particular)	I want a more efficient way to do my job without having to use multiple platforms	All of the services that I use are in one application to make my job easier
5	College student	Plan out a spring break trip with my friends	It is affordable for all of my friends and everyone has a good time on the trip

## Requirements

### Functional Requirements:

- A user must be able to log in and log out with their unique account tied to them in a secure fashion.
- User created events must be able to be shared/exported with other users and nonusers.
- Users must be able to browse and select various locations to add to their event or bookmark
- Users that receive a created plan must be able to view and decide whether to accept or reject the plan.
- User's on the business end should have the ability to customize and update their page to match current events.
- Users should be able to plan ride shares or drivers with one another.

### Non-functional Requirements:

- Making event plans should not exceed 3 minutes by the user
- Loading times should not exceed 2 seconds for any page
- Pricing information must reflect real-time values with 99% accuracy based in current prices
- The interface must be intuitive and user-friendly, requiring no more than 3 clicks to perform key tasks like creating, editing, or finalizing event plans
- The system must support real-time collaboration for up to 50 simultaneous users on the same event plan