

EXPO an App for;

Local events

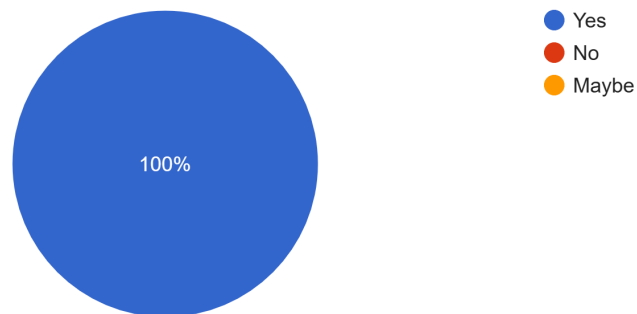
- People have a difficult time finding what events are happening in their area
- People need a list of possible events with pricing and hours
- People need Family friendly or date night options.
- Can be used by event organizers and event participants.

Problem Statement:

- This App should have dates and times
- App users will rely on this app to make plans
- People use this app to connect to each other for events
- People will be able to see a list of local events
- People will be able to share this list with friends.
- This app will provide date night information like movies and events
- This app should provide accurate weather information
- This app will provide feedback from events in real time.

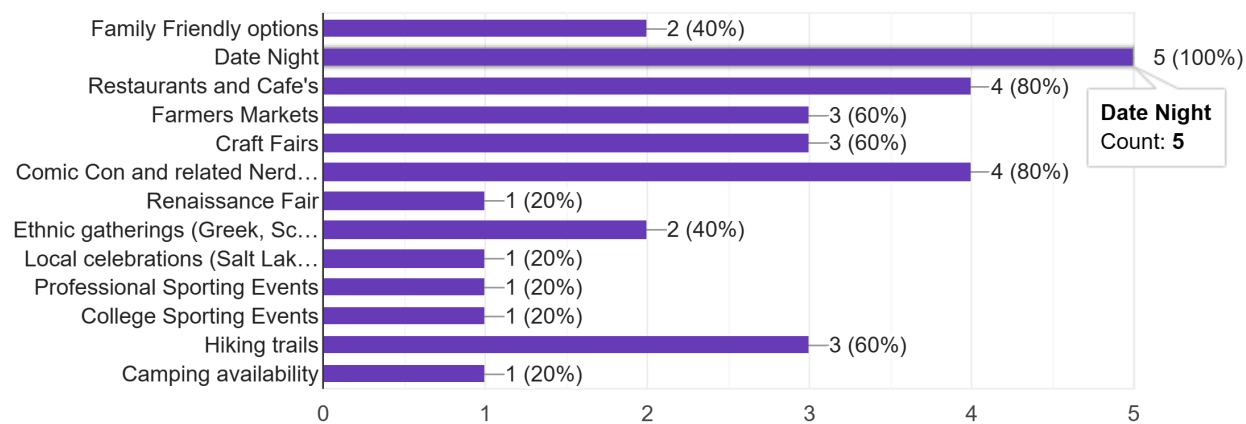
Would you use an app to find local events/concerts and date night events?

5 responses



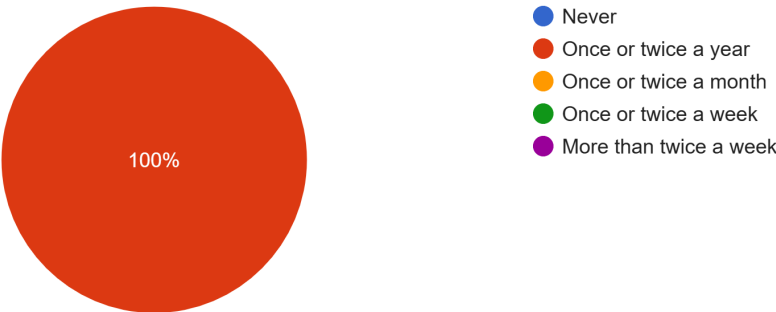
What kind of events would you be interested in? (choose all that apply)

5 responses



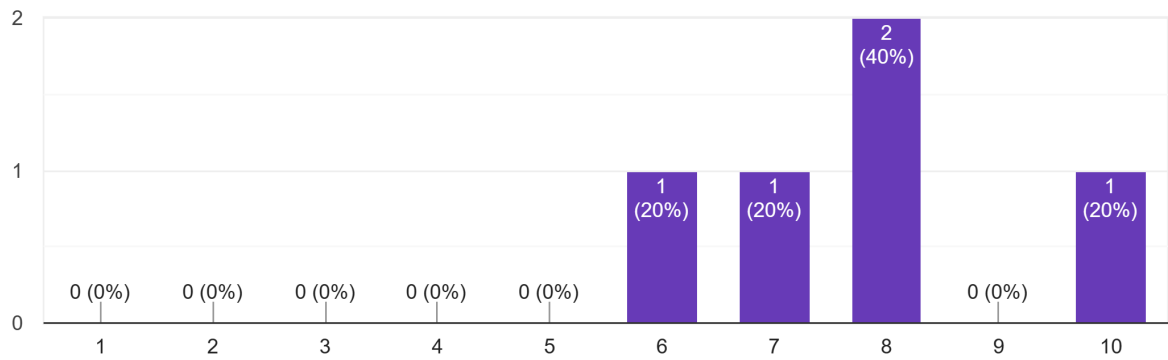
How often do you attend events in your area?

5 responses



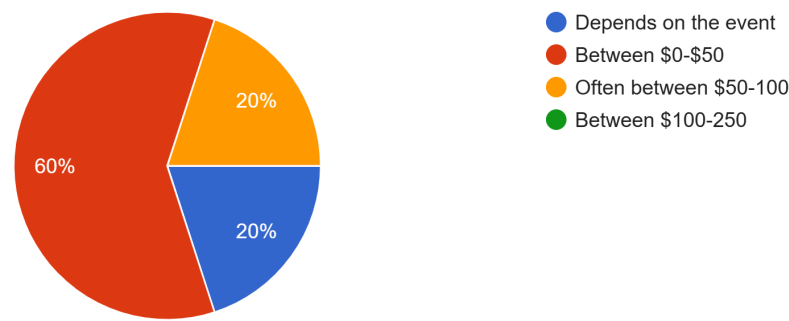
How likely are you to use an app that would display local events with hours of operation, pricing and the ability to share with friends?

5 responses



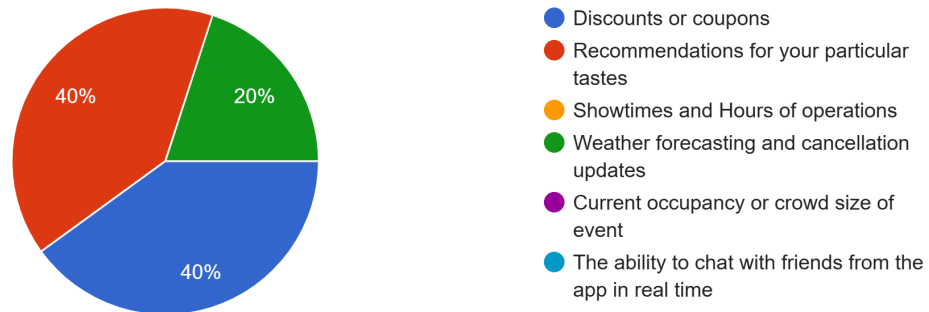
How much do you usually spend at these events.

5 responses



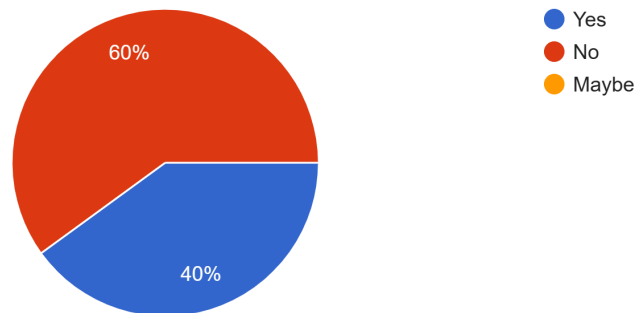
What features would be most important to you in a local events app?

5 responses



Do you currently use an app to find local events or activities?

5 responses



Key Findings from Research

1. People are very interested in ideas for Date Night events
2. People would be interested in Discounts and coupons
3. Most people do not currently use an app for local events
4. People attend events at least once or twice a year.
5. People often spend between \$50 -\$100 at these events.

Surprising results

1. People are interested in Restaurants and cafes
2. I am surprised that most respondents only attend about 1-2 events a year and not more

Analysis of problem statement Versus Research results

1. People do want an app that would offer information for local events
2. People do want access to coupons and special offers
3. People Overwhelmingly want information for date night events.
4. May need to limit the scope of the app to simply date-night related events.