The app is based on the social drinking game pub golf. The game involves a group of friends (usually) going to different pubs and bars and trying to drink pints in as few sips as possible. The game can be played using different challenges. The app creates a route and a set of challenges for a user from a set number of locations and challenges. The app stores the set of challenges, route and each player and their scores.

The app simplifies the planning of a game of pub golf. This is because it comes up with a route and a set of challenges for the users. A limitation of the app is that it will be solely based in Portsmouth with a limited number of locations.

The app has a lot of development potential. Firstly, expanding the app to a cloud-based platform with more features like expanding the number of challenges, for example challenges including non-alcoholic beverages, and adding multi-user access to games. This would make the app better as it would allow each member of the group to interact with the app and keep track rather than it being based on one user at a time. This would also enable team style games to be played by users. Secondly, expanding the app to be used in different towns / cities with creating routes dynamically by using local locations would enable the app to be more universal and reach a wider audience.

With both ideas implemented the app could be used commercially by hosting events that use the app. An example of the type of event would be for introducing people, some examples are university students during freshers or teams in offices. Monetising the app could be via pubs / bars offering deals and paying for advertising on the app or by companies paying a subscription fee to use the app to run / create events.