

Project Name: MEet and You

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Product Name/Description

Our project is called MEet & You. MEet & You is a web app that allows couples to plan dates by giving recommendations based on what they want to do.

App-specific Features

1. Downloadable itinerary (ICS file)
 - a. An ICS file can be integrated with Outlook, Google Calendar, and other email and calendars apps
 - b. Allows the user to easily transitions to mobile
2. User Profile Dashboard
 - a. Dashboard that allows the user to see various aspects of their account (e.g. recent and favorite itineraries, account information)
 - b. The user is able to look through the itineraries that they've made, they can also do things like delete their account, change account email, etc.
3. Text Notification
 - a. If the user has marked that they've made a reservation on the web app at a restaurant/movie theater for example, they will get a text reminding them of their reservation when the time comes close.
 - b. To serve as a layer of redundancy regarding the plans that the user creates, texts will let them know when something is coming up.

4. Suggestions

- a. Using your current location or entering your city will show upcoming events going on in the area within the given city.
- b. The purpose of suggestions is to encourage users to add local event opportunities to the itinerary as well as explore new things they would not have thought about before.

5. Rate and Review

- a. User will have the option to rate an event in their itinerary (1-5). An average rating of rated activities of an itinerary will show in the user dashboard.
- b. The rating and review is intended for the user to be able to look back and understand why they gave a rating to a particular itinerary.

6. Share itinerary

- a. Similar to Google Docs, you can share your itinerary to friends via a link, where they can view, comment, or edit your itinerary based on permissions the owner allows.
- b. Be able to seamlessly send itineraries via HTTPS to anyone.

7. Duplicating Itineraries

- a. Allows users to copy itineraries that they have favorited.
- b. When duplicated, events can be swapped and added from these itineraries and does not force the user to have to create a new itinerary from the ground up.

Target Audience

We intend for couples to use MEet & You, however, it can also be useful for a friend group.

Pain Point

The pain point is that with couples, there are always struggles with the planning details of the date. Especially because planning a date involves so many variables with having to work with each other's schedule while also having to remember all the details regarding a date.

Product Value

MEet & You's value is a place that centralizes all activities into a single place so couples don't have to scour the web. Our product expedites the process and saves couples a lot of time when coming up with things to do on a date.

Product Vision

In the future, we intend to implement a social media aspect to our application. We want users to have the ability to share their itineraries to others in a feed and be able to communicate with one another via direct messaging. We also plan to transform our web application into an iOS and Android application to optimize peoples' itinerary planning experiences on the go.

Product Competitors

Currently, our most direct competitor is the itinerary creation service Wanderlog. Another competitor of ours is manually creating an itinerary via a web-based calendar service like Google Calendar.

Product Uniqueness

Product(Competitor)	Similarities	Differences
Wanderlog	<ul style="list-style-type: none"> • An itinerary planner for individuals to plan single or multi-day outings in specified cities. • Both of these products provide suggestions on locations/locales near the user. 	<ul style="list-style-type: none"> • Our product would allow you to duplicate specific itineraries. • Itineraries would be available to download and imported into various calendar applications. (Outlook, Google Calendar, etc.) • A favoriting system to allow users to save itineraries that they enjoyed. • MEet & You's scope is a city. Wanderlog's scope is global/international.
Web-based calendar services (Google Calendar, Outlook Calendar)	<ul style="list-style-type: none"> • Both of these products can be utilized to plan events on a time schedule basis. 	<ul style="list-style-type: none"> • Instead of operating like a traditional web-based calendar service, our application automates the manual process of inputting activities by

		providing the user a downloadable file which they can upload to any web-based calendar service.
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