Project Proposal

My project will consist of an application, “PickIt”, which will provide users with a solution to indecision and give them a means to find common ground. In a similar model to the popular “Tinder App”, users will swipe left or right to express their preferences for activities with one another. This could pertain to a night out at a bar, restaurant, or just what to watch on Netflix. Users will be prompted with a picture and description of their options. When both or multiple users “swipe right” indicating their approval, they will be notified that they have come to an agreement.

The application will pull a pool of options from the databases of popular websites such as Rotten Tomatoes, IMDB, Yelp, and other consumer-facing networks. These companies have thorough lists of options and reviews that users trust. Pulling from these databases will help to establish “PickIt” as a trustworthy and comprehensive source of possibilities for their night out.

This idea could be made as a standalone application. Users would create groups with friends who are close in proximity in order to decide what their night out will be. Users who are displaced from their friends could use this app to decide on a movie to watch together remotely. It could also be a feature of other popular group messaging apps such as WhatsApp or GroupMe. In these apps, groups of friends already exist. The addition of a feature that helps them decide on an activity to do would streamline the process as compared to a string of messages.

In this scenario, a user could set an event at a time and date that would be voted on by other users. For example, users in the group could be prompted with a push notification of “What should we do tonight?” Users would be given options such as “Restaurant, Movie, Bar” etc. Users would vote on the event in order to come to a majority opinion. Once the event is established, users would be prompted with specific options pooled from databases of popular websites.

Swiping left and right on each option, once a consensus pick is agreed on users would be notified of their choice. If the swiping does not come to a consensus two courses of actions could be used to determine a choice. Option A: If no consensus is reached, users will be notified that the most-approved option is the winner. Option B would be a “tournament style” approach to choosing an event. This would involve “rounds” in which different options with low approval rates are eliminated. On the second and later rounds, users will be prompted with the most-approved options first, so that a consensus will automatically end the “tournament.” The tournament will continue until a final round in which users choose between a limited number of options, with the most approved being the victor.

This application would need a front-end designer to make it more approachable to users. The interface would have to be familiar to users without encroaching on the intellectual property of other “swipe apps”. It would also require access to multiple databases in order to source location information that would provide the app with its pool of “options”. The user interface would need to be easy to read, understand, and operate. User friendly graphics and feedback will enhance the experience.

Age restrictions will be added to the application in order to provide parents with ease of mind, expanding the userbase. In profile creation, users will have multiple options regarding age and “family accounts” that selectively limit the options to kid-friendly or adult-friendly events when appropriate. This would be facilitated by toggle options or profile presets to automatically filter events. These age restrictions would allow “event creators” to limit participants to users in the same age bracket.