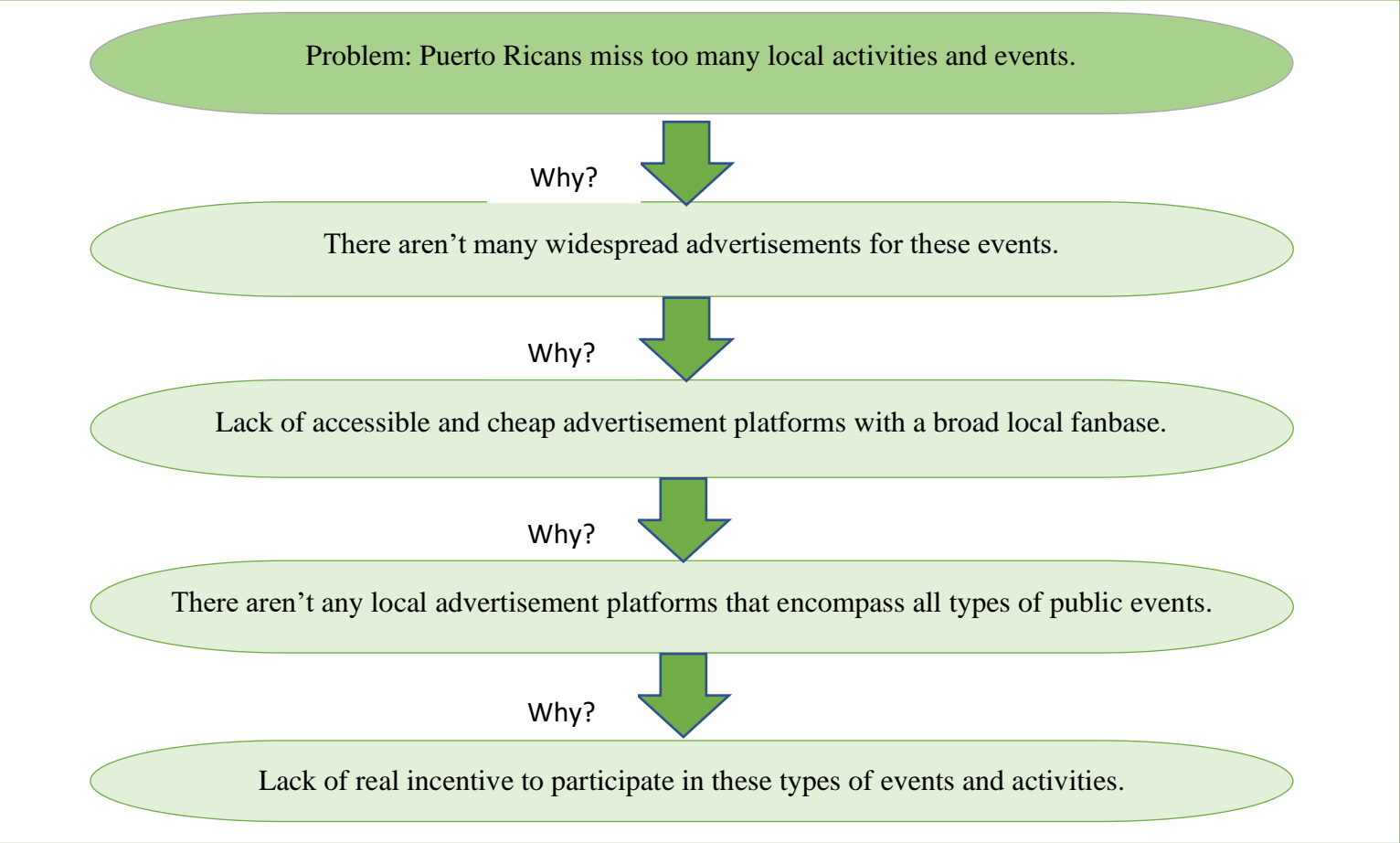## 1. Problem Background

- Many Puerto Ricans miss public local events due to a lack of effective, accessible, and widespread advertisements.
- Due to these limitations, business, municipalities, and other organizations conduct events with a lacking turnout rate.
- This, paired with the expensive ineffective advertisements, results in a substantial monetary loss for many of the hosts of these events.

2. Target

Create a web-based application where people from all over the island could log-in and find events, entertainment businesses, festivals, and more. These events could be near their location or farther away; that is at the user's discretion. Users will also be able to know and stay up to date with all the events they're interested them. The users will also be recommended events and activities based on their previous interests. The app should be completed by November 29, 2022.

3. Causes

Problem: Puerto Ricans miss too many local activities and events.

Why?

There aren't many widespread advertisements for these events.

Why?

Lack of accessible and cheap advertisement platforms with a broad local fanbase.

Why?

There aren't any local advertisement platforms that encompass all types of public events.

Why?

Lack of real incentive to participate in these types of events and activities.

4. Countermeasures

1. Let users log-in to the site and fill the information containing their general location and interests.
2. Recommend events and activities based on the user's selected interests.
3. Allow users to "subscribe" to certain events of their choosing to receive notifications and updates about it.
4. Provide links and information to where they can buy tickets to enter if they're needed.
5. Provide users with a detailed calendar that contains all the registered events.

5. Check/Evaluate

- The project's success will be determined by factors such as: continued growth of the platform in terms of active registered users, as well as an increase in the event's turnout rate.
- Project failure will be determined by a poor user retention rate and if there isn't a noticeable increase in the event's turnout rate.
- Since the root cause was Puerto Ricans lack of knowledge about events and activities, it is safe to assume that the root cause will be eliminated.

6. Act/Standardize

- Further success will be ensured by further developing the app's features and capabilities.
- The user's feedback will also be taken into consideration and will be implemented if necessary.
- With this project, the team will have gained invaluable programming and framework usage skills, as well as designing, developing, and launching a "product" of one's own.
- These skills could also be used and applied in future courses and projects that are either personal or professional in nature.