

# PWA ManyMaps

## Problem Definition/Concepting

### 1. The problem

There are a lot of different apps for various events. Each app has a specific use case, for example LinkedIn has events for business meetups and Facebook has events for recreational purposes. Meetup.com has a broad selection of events but they're not "realtime".

Sometimes young people may seek things to do at the current moment and there aren't really easy ways to find these events.

### 2. Concept

One app with many maps with the ability to easily filter depending on the occasion. It has 3 main modes:

- Clubbing – for finding parties and fun events
- Career – for internships or business meetings
- Casual – for biking or a group walk in the nature

### 3. Persona

# Sarah Evans



## Background / Demographics

- Age: 21
- Work: Student
- Family: Single
- Location: Eindhoven

## Goals

- Internship in Amsterdam
- Make new friends there
- Find a room for 6 months

## Challenges

- Finding an internship in an unfamiliar city
- Finding and renting a room for 6 months only
- Having her first internship

## What can we do?

- Help her meet new people
- Help her find an internship

## Social media

- Instagram
- Facebook
- LinkedIn

## Bio

Sarah is 21 years old student currently living in Eindhoven. She has an spiring dream to become a graphic designer. For next semester she decides to have her internship in Amsterdam, as they are more opportunities there. She is very easy going and friendly, but she is shy when it comes to meeting new people. In her free time she often reads or hangs out with her friends. On weekends she loves going to the clubs to blow off some steam

## 4. Empathy map

