HeyPublic - Local Area Notification

These application is focused on the following things:

1. Local public interaction and sharing information, communication.
2. Can be used for Searching places, tourist spots, vendors, temples, etc.
3. Can be used for Reviews on searched places

# Mission

User should be able to connect with local public around them through this application. Share, comment, ask for help, suggestions, etc.

# Vision

Public are mostly on cell phone all the time and to bring them together with the help of digital platform the best tool is HeyPublic. No need of becoming friends.

# Personas

# User Scenario

1. I am a working professional in Bangalore and lives in Koromangala. To come from Airport to Koromangala its around 1-2 hrs via cab and cost around 1000 bucks. I want to know if anyone can share the ride with me. I will update a message on the application.
2. I am new in town and roaming around. I can be searching for a hospital, or some famous place or ask general information about the place to the local public. I will update a message on the application.
3. New family moved to a new city and wanted to get in contact information of vendors for all the basic needs, painter, etc.

# Usability Testing

# Features

1. Publish, share your queries, questions, information, experience with in local area and get replies.
2. Not necessary friends
3. U can hide your contact details
4. U can have prewritten messages
5. U can restrict users
6. U can increase the range of area of coverage
7. U can specify custom filter for sending notification audience
8. U can also get notification via SMS
9. U can also reply via SMS
10. The application will provide the list of general information things like nearby gym, shop, plumber, etc. The small details which you generally struggle to find and end up asking local public.
11. You can also ask for the reviews of a vendor whatever you are searching for.
12. 11. The user will be seeing the old reviews for the places in google, they want visit and generally those reviews are given by the family member or friends of that place to increase the count. This application will give you the latest and live reviews of any place by local public.
13. Shown about the Parking available or not

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Screener

Interview Questions

Do you mind if I ask you some questions? These are general questions. Actually I am on a survey for a professional project and it will be helpful for me.

Some general question to start the conversation like:

1. What is your name?
2. What are you doing currently?
3. Do you like travelling?
4. Where do you live?

By knowing the answers to above question you can determine which question you should ask Next:

1. Do you check for reviews on? Do you think they are genuine ones?
2. Do you like to sharing about?
3. Are you a frequent traveller?
4. How do you search for the places nearby? You might be using google maps and all.
5. How would you like if local public is helping you to give live feedback?
6. Did you ever faced difficulty finding places, even though you are using google map and all?
7. Before going to some visiting place do you like to check the review of it.
8. Have you tried searching for any vendors in the nearby place? Such as plumber, painter, service station, etc.
9. How will you like if the local public is giving you the live reviews for the place?

# Screeners

Age group 24 – 48

Use cell phone often

Active on social media

Travelling experience in different cities

Use make my trip, google maps, etc.

Who has experienced any of the following in past

1. How are you with talking to strangers in person
2. Asking for vendors for help

User 1:

Use Facebook nearby

Youth gathers near tea stall u can ask them

Pick and dropped him information for vendors

Asked strangers for direction when lost

Asked people for contacts for vendors