PinPoint - Event Planning for Everyone

Computing for Business

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PinPoint

What is PinPoint?

PinPoint is a **social networking app** centred around a map. Users can **"pin"** a location and invite others to join them, setting a proposed time and description or even adding links for more details. Each event generates a **group chat**. Users can **upload photos** to their pins, whether planning a casual meetup or a big event.
Unsure whats nearby? Users can also **search for amenities** close to them.
PinPoint is your **go-to tool** for seamless social coordination.

Customer Segments

Target Audiences

Leaders of the Family
- Creation of small gatherings
- Searching for 'nearby' events

Event Leaders
- Gaining traction for their events
- Analysing their event engagement

Primary Research

96% Use multiple applications to create events

84% Of which would be interested in trying PinPoint

Our Mission

Pin & Plan
Make social coordination seamless by pinning locations and organizing meetups all in one place

Effortless Interactions
Discover events, invite friends, and stay connected through an intuitive, map-driven interface

Real-Time Messaging
Coordinate plans instantly with built-in group chats that keep everyone in sync, anytime, anywhere

Get to know the team!

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