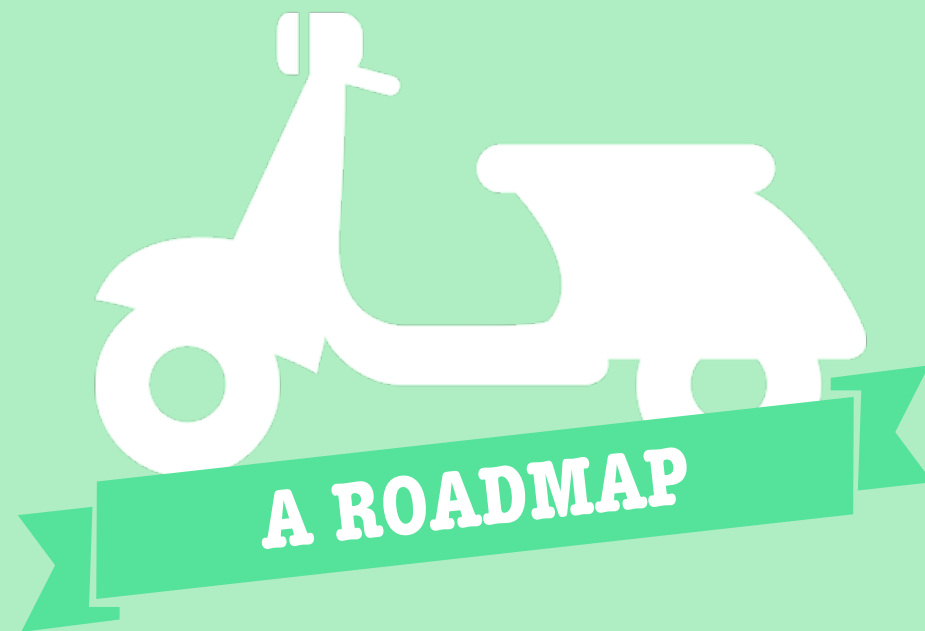


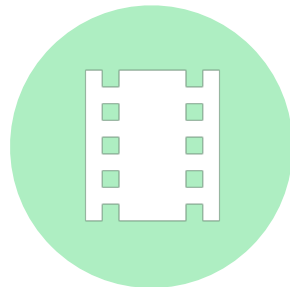
POLLY

WHAT THE FUCK IS IT AND HOW DO WE GET IT THERE?



**WHAT WAS THE
ORIGINAL IDEA?**

SOME SCENARIOS



You and your friends want to go to a movie tonight but can't decide on what movie you want to go to, where to see that movie and what time to see that movie. It's getting really messy in your group chat and people are responding very slow and out of sync.



You're thinking about going to that hockey game tomorrow night and want to invite a bunch of friends to join you. You don't really care about what seats you get, but your friends might. You're asking people in separate chats and are struggling to communicate to everyone.



You're trying to pick a date that everyone can join you on your sunny beach trip to your local paradise. It's hard to arrange something where everyone can go. Johnny says he can go on Thursday, but not on Saturday. Chuck says he can go in the coming weekend, but is Johnny available then? How about Marty?



Polly is the app you use to lessen the burden of arranging stuff in these kinds of situations. It provides an easy and clear UI in which you can do this.



**WHAT DOES THIS
MAKE POLLY?**



PRODUCT

POLLY IS AN APP THAT MAKES IT EASY TO PLAN SMALL CASUAL EVENTS FOR SMALL GROUPS OF PEOPLE.

**WHAT ARE WE
NOW?**

THE CURRENT

Right now we have a generic polling app with some handy features such as movie auto-completion. We don't really offer much to make the earlier described scenarios that much easier to deal with.

WHAT NOW?

Release

We acquire Facebook

World domination

How do we get from where we are now to where we want to be?



PROVIDE A CONTINUOUS FLOW (FOLLOW-UP POLLS)

The scenarios we discussed before could be broken up into multiple small polls that each have their own purpose. After one is finished we could suggest to generate a follow-up poll for the next decision to be made. More on this later.



ALLOW DATE AND TIME POLLS

We should make it easy for users to decide on a time or a date to plan some event. We could have date range pickers or time pickers that make this easier than having to type in those in plain text.



INTEGRATE WITH CALENDAR APPS

We could integrate with calendar apps such as Google Calendar to easily save an event after it's been planned.



POLL TEMPLATES

We should offer poll templates for common scenarios. Such as asking a group of people whether they want to join or not, deciding on the time to go somewhere, deciding on the date to go somewhere, etc.



INTEGRATE WITH FACEBOOK

The phone number system we currently have is not per se in contrast with what we want to achieve, but in the modern day Facebook is the standard. I think people will sign up more easily with their Facebook account than their phone number, and have more Facebook contacts than phone contacts.



DON'T FOCUS ON GENERIC POLLS

It's cool that the current app allows users to ask questions such as "What is your favorite all time movie?". But this is not the goal of our app. If we can we should exclude this feature completely in my opinion, although we might not be able to.

A CONTINUOUS FLOW

THE MOVIE SCENARIO

1

A user wants to use our app for the movie scenario described earlier. The first thing he wants to ask is who wants to join him. We happen to have a template for that.

2

After all people responded the poll closes automatically or the poll creator closes it manually. We suggest to auto create a follow-up poll on what movie or generic place they want to go to or what time they want to go.*

3

The user goes with the movie poll and is able to use auto-completion to easily set up a list of the current running movies.

*Only people who responded positive in step 1 are invited to the new poll.

THE MOVIE SCENARIO

4

After everyone has chosen a movie Polly suggests to create a poll to decide on the time they want to go to the movie. The user enters the available times in their local cinema in an easy interface.

5

After that is done, Polly will again suggest to continue with some follow-up poll or to finish the event. The user chooses to finish.

6

Since they have planned a complete event and Polly knows what time and movie they are going to, it suggests to create a calendar event for the remaining participants.



So what are our next steps? I suggest to push Polly into this direction and work on making it an actual product we can present to the broader public. In the meantime we can get some user feedback from our small-scale alpha release and if we're ready for it, get some design done.

ROADMAP