**Project Stumbl**

**Description:** An app that allows you to create and tag images for things to do in a city. Users visually browse the city for events happening in real time

**Business Model:**

* possible monetization - sponsor/ get people to take images of your event and promote it

**Features:**

* Create events - find awesome spots to do activities that you'd like to share. Make them public if you'd like it to be an open event (eg. picnic spots, movies, clubs, parkour spot, great spot for ultimate frisbee, cool spot for concert, study spot, coffee spot)
* Share the love - instagram for your favorite spots in the city/campus/neighbourhood. capture your favorite eating joints and specific things that you love about them

**Questions to address:**

*how is it different from twitter, instagram, foursquare ? what is stopping people from using instagram, foursquare for the same purpose?*

Answer: It is different from instagram and foursquare because it focuses on connecting people via location also that this will be a new way of exploring a city, through the eyes of the citizens,

localized, unlisted event centric (eg. cool garage sale on some street in the ghetto that may not be advertised anywhere and it’s something that you stumble upon)

i think the idea of being able to visit a new city and find out what’s going on through the eyes of a local is really appealing and i don’t think other apps achieve this. the only problem would be language barrier but i don’t know how we would control that. unless the app was also able to translate users’ comments and posts?

- well the thing would be that we’d have to restrict it to english in the beginning for sure because the point is that i know that it is not an easy job to fix up different languages, also it’s really hard to translate :( (Google translate API!) in the initial phases i think that it would be just be a hindrance to rolling out the product, but at later stages with support of more programmers and funds i think it’s definitely something that should be incorporated. Also in relation to that, just a side note that google now does offer some location based suggestions for places to visit but it is more as a part of their larger package and not specifically dedicated to that - it has like weather, distance to work, etc.

based on previous searches that you’ve made also different because it focuses on events, rather than photographs or just locations (like foursquare) - yes that seems like the core element of our differentiation creates an interaction between people in which they will be able to plan out events, talk about the event, and post pictures of it all on one app i guess it’ll be the visual evolution of facebook events? - i like this way of framing what the app does \*will help in pitches in the future!\*

formatting - where are you? what’s going on? who are you with? - we’ll have to work on a design that is fluid and incorporates these elements

maybe the app can also suggest things to do/places to go according to the weather and the history of the user (is tieing in a weather app through GPS possible?) - i think that is a possibility, in fact lots of times, we change plans due to changing weather so i think this is a good idea! i’ll have to look into how to do this exactly, this would be perfect! :)

in terms of interactivity what kind of system should we think of adding ? - likes, comments, vote up/down, share, follow, any other suggestions? (also we’ll have to come up with different names for all these functions)

i think we should do something like likes, comments, follows, and maybe make it compatible to facebook for creating events?

overall, i think we should try to keep this app very simple and clean because we’re trying to jampack a lot of information into it - yes i’m definitely pro keeping everything very simple and fluid and very intuitive to use, in terms of info i think we should focus on giving just core elements and nothing more and have the rest of it sort of driven through menus, or slide-outs

things to do :

constantly and actively look out for any apps that are similar

figure out how to get further customer validation without completely giving away the idea

new idea: incorporate an optional list of activities that users can choose from for suggestions and we would provide the locations

ex. What are you in the mood for?

(options) Reading Inside on a Rainy Day

Going on a Picnic

Drinking Hot Chocolate

Eating Vegan Cuisine

Playing Frisbee

Studying

Going on a First Date

Dinner with the Parents

Similar to stereomood meets pinterest meets what’s on / activities

Ideas we eventually want to add to the app (version 2.0 and further):

Level up (rpg-like feature) where each user gets points/experience for posting about events that people like. FX explain your idea for this here, you have a better idea of how you want it to work.

We could also have an accomplishment feature which gives users more level-up experience and/or something like a trophy on their profile.

Examples of this are:

- Has gone to events (made a post about an event) on every continent

- Silver, Gold, Platinum trophy depending on number of posted events (10, 25, 50, 100, …)

four square meets twitter

tasks -- guys read up on the reviews for various apps on the apple and android app stores to see what people are complaining about and what they are looking for in the apps that they are using, this might help us to differentiate and also improve on the product idea and in the end help us to deliver something that people actually want