

FunDays

Cities are fun. Planning is not.



Our class was handed a **challenge**:

Come up with a mobile app.
And then present a plan for the sales,
marketing and design of said app.
In four hours.

Fairly open ended.

But with those instructions, our group of four brainstormed and piggybacked and found our way to an idea with some legs.

Here was the **problem**: Plenty of people want to take advantage of the cities they live in or near, but planning the best itinerary is overwhelming and exhausting. For families with young kids, the task of creating and executing a fun-filled day is even more daunting.

Our **solution**: An app that curates events and activities in a given city, specific to assorted personas and preferences. The minimum viable product (MVP) incorporates desired days, times and categories of activities. and would create tailored itineraries for users, while the long-term goal is to take into account logistical concerns including transportation and weather through additional integrations.

We called it **FunDays**.

Step 1...Research.

Think about the MVP. Time was of the essence, so prioritizing and making the necessary decisions to move forward was essential. Narrowing down the target market and critical features for a first iteration was the primary goal.

Step 2...Wireframes.

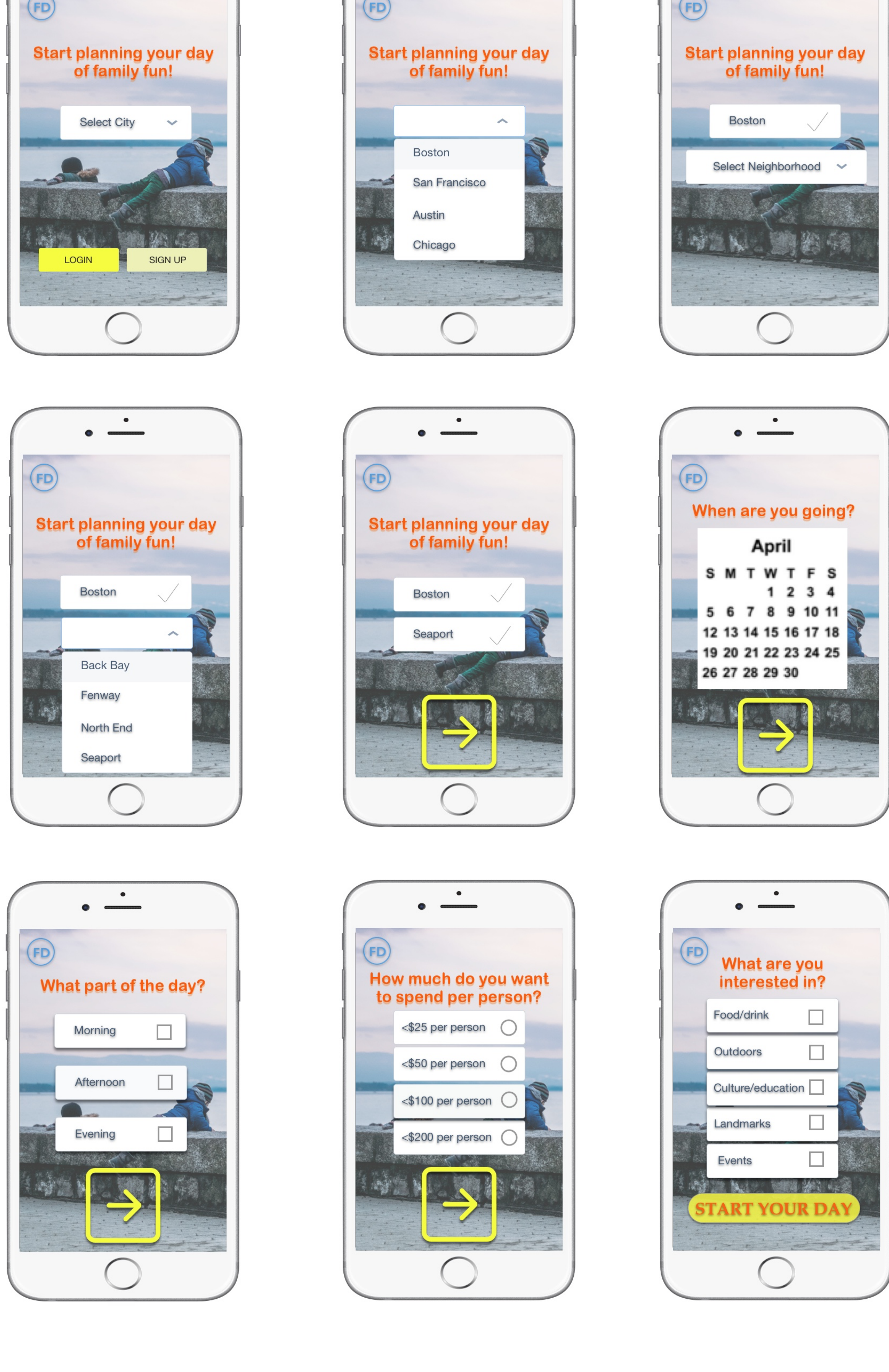
While two of our team worked through the business model, and plans for sales and marketing, my design partner and I discussed the navigation and layouts for priority features, and put together preliminary wireframes to demonstrate the user's flow through the app.



Step 3...Design.*

*...with the disclaimer that the following steps occurred on my own, after the cutoff for the IdeaHack.

After refining ideas in the initial sketches, I brought those plans a little closer to life with clearer mockups to outline a few of the first key steps the users would go through.



Step 4...Prototype.

[Head to InVision to see it in action.](#)

This is an example of one possible flow, for a user located in the Seaport neighborhood of Boston, looking for an afternoon excursion on April 10.

Step 5...Validate.

While this app is currently just a concept, if we were to launch the idea, my next step would be to **test its performance against pre-determined benchmarks**. For example, during usability testing, I would measure how many people from a test group were able to complete the assigned task to ensure the user flow is intuitive.

Step 6...Iterate.

Adjust the app content and functionality based on user feedback during testing.

Rinse. Repeat. Find the way to the solution.