

# **SHIND!G**

Start living your best life. Find your SHIND!G.

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**W201 Group Project 03**

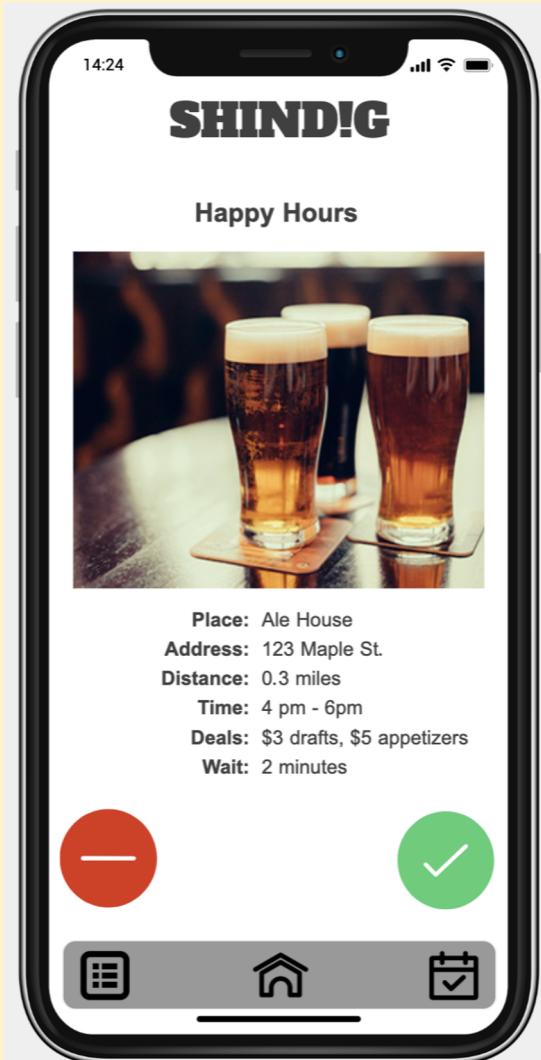
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**Authors: John Lee // Alyssa Augsburger // Derek Topper**

**Audience: Match Group (Match.com, OkCupid, Tinder)**

**Idea Adapted from James Wall**

# Start Living Your Best Life. Find Your SHIND!G.



- SHIND!G is a mobile application that recommends activities on-demand based on users' interests.
- Helps you find:
  - The best sushi in town
  - The most popular bar trivia around
  - The best deals at happy hour
  - The most unique local festivals
  - That nearby movie theater with the comfy recliners
  - That hip new thing like axe throwing or escape rooms
  - The hottest nightclubs
  - The funniest comedy shows
  - The most zen bikram yoga
  - The freshest kale on the block
- Select convenient activities that match your desires and help you start living your best life.

# Research Question & Implications

How can we help users decide what to do for fun or on dates? How can we recommend activities on-demand based on users' interests?

## Questions by Audience

- How does this business relate to our company?
- How will acquiring users with this application help our business?
- How do we monetize this app?
- How to attract and maintain users?

## Unsolved Problem Affecting Audience

- Competitors
- Poor user experience
- Data Privacy

# How It Works

- See An Event
  - Simply, a user will be presented with an experience that our system thinks would be a good fit.
- Make a Decision
  - A user will then decide if they would like to add this experience to their queue of options.
- Review Your Options
  - A user will be able to view the experiences they have “liked” and select an event to go to
- Go To The Event
  - After the event, they can rate the event to help curate future experiences

# How It Works

## Activity Data

- There are a variety of different activities that we recommend to our users:
  - Restaurants, Movies, Concerts and Shows, Sporting Events, Shopping, Local Events, etc.
- Gather data from aggregation tools
  - Restaurant data from Yelp and Google
  - Event data from Google, Facebook and local newspapers
  - Build a database of both long-term and single-day activities



# Data - What & How

## User Data

- Build User Profile
  - Personality Questionnaire - Curate experiences based on interests
- Social Media Data
  - Utilize Posts, Likes and Comments from sources like Facebook and Twitter to augment user profile
- Collect User Feedback
  - Tinder-style model of allowing users to swipe left/right for good or bad events and getting post-event qualitative feedback
- Clustering Users
  - We'll be taking all of this data and developing clusters of users for the purposes of pairing different events with different types of users, who would be interested in such events.
- Modelling Events
  - Ultimately, we would develop a model that determines what we should show a user next to pair them with the experience that best matches their interests!

# Data - Impact on Investor

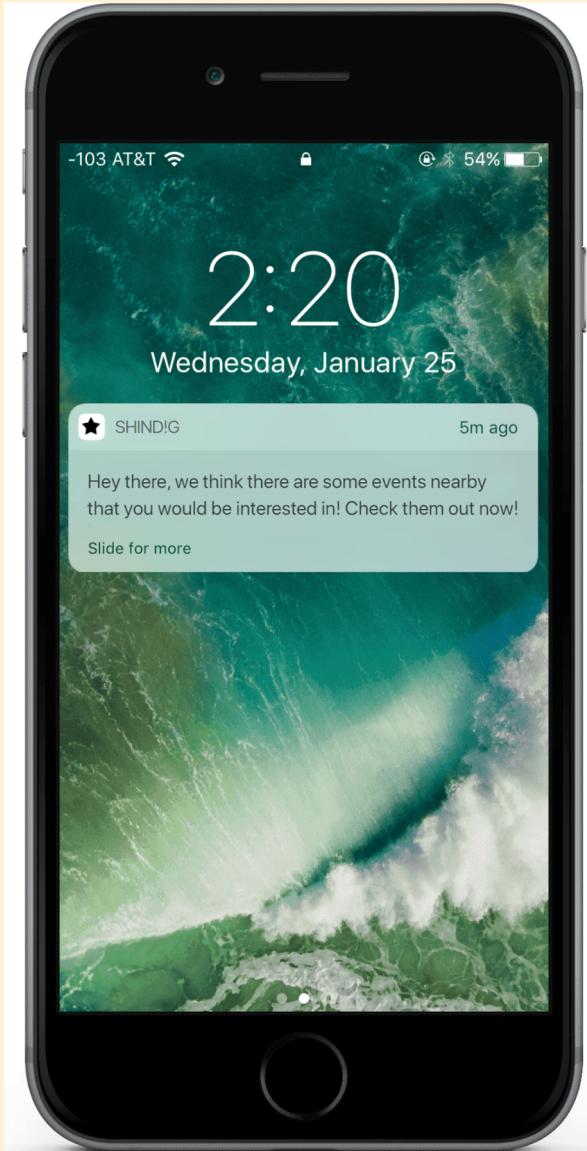
## Public Data

- No legal concerns
- Readily available
- Corporate Partnerships to share data

## Private Data

- Opt-in/Opt-out
- Data used for improving user experience (recommending better events)
- Avoid personal identifiable information

# You. Us. SHIND!G.



## Increase profits

- Ad Revenue
- Premium Memberships
- Corporate Partnerships
- Organize events
- Awards

## Expand user base

- Recommended dates for users of your services

# RoadMap

- Promoted Events
  - We'd plan to have native ads within our service that promote different experiential offerings to users.
  - These would look like potential activities but would instead be promoted by advertisers
- Coupons
  - Perhaps, we could partner with Olive Garden to offer 10% their meal to SHIND!G users
  - These types of corporate partnerships could be sold often to users
- Avoid Selling data
  - FOR ETHICAL REASEONS
- Integration with Tinder
  - Offer potential date ideas to users based on itnersets
- Offer our own events
  - Use our data, like Netflix with House of Cards, to determine what types of events users would be interested in and develop market strategies around it
  - Perhaps well want to have popup events at times we know theres not much happening. Offer last minute concerts or deals or something to raise funds

# RoadMap

January	20XX	20XX	20XX	20XX	20XX
<b>Finish Development of Back End</b>	<b>Offer App to Beta Testers</b>	Promote our app	Seek Corporate Partners	Seek Investors	Integrate With Match Group Apps.
Build web scrapers	Have beta launch	Partner with Youtube influencers	Make money from advertisers	Series A Round	LETS MATCH WITH YOU ON TINDER
Build front end of app	Work out bugs		See if we need to sell data	Series B?	
etc				IPO, ICO	

**NOW MATCH GROUP, WILL YOU  
SWIPE RIGHT ON US?**