

Abstract

Problem: People are out of the loop and don't always know what to do/ talk about

In today's world, society is connected strongly through the internet and social media. When communicating online, people often reference pop culture or current events in order to relate to other people. Along with this, they also always love sharing their experiences about things they have done in cool trendy places. However, for many people, keeping track of these various things is often overwhelming and confusing.

Solution: An app where people can tag the fun places to hang and that gives the relevant current news/ information

"WOKE!" is an application that gathers all the current and trending content on the internet, and places it in one easy to understand place. Its algorithms reference other apps such as Twitter, Facebook, Instagram and Major News Outlets for the most trending and talked about topics. On top of this, people can tag places that they spend time at, for others to see so everyone knows what the poppin places are in the area. Intended for people who are new to an area and looking for something to do or people who think they have done it all and want to try new things.

Foci: Cities and suburbs with things to do

5. Define Who is the participant
 - a. Define group affinities, tribe, organization
6. Persona
7. Swipe File

The Participant: Someone who is looking for a place to go to have fun

