



# LOCALit

Eden Allen, Arjun Hegde, Alex Nedelescu



## Motivation

Many tourists miss the true experience of their destinations, due to the distraction of large business chains. Moreover, many people waste time planning events, only to find themselves unable fully enjoy them. Small local businesses and events lose many customers to these same large chains.

## Target Audience

The target audience of this app includes tourists seeking to truly experience an area's local culture and local proprietors looking to promote their businesses and events.

## Competitors

### Time Out: Discover Your City

Acts as an event planner in which users can explore places and share photos and other information about a given city

### Explore Local

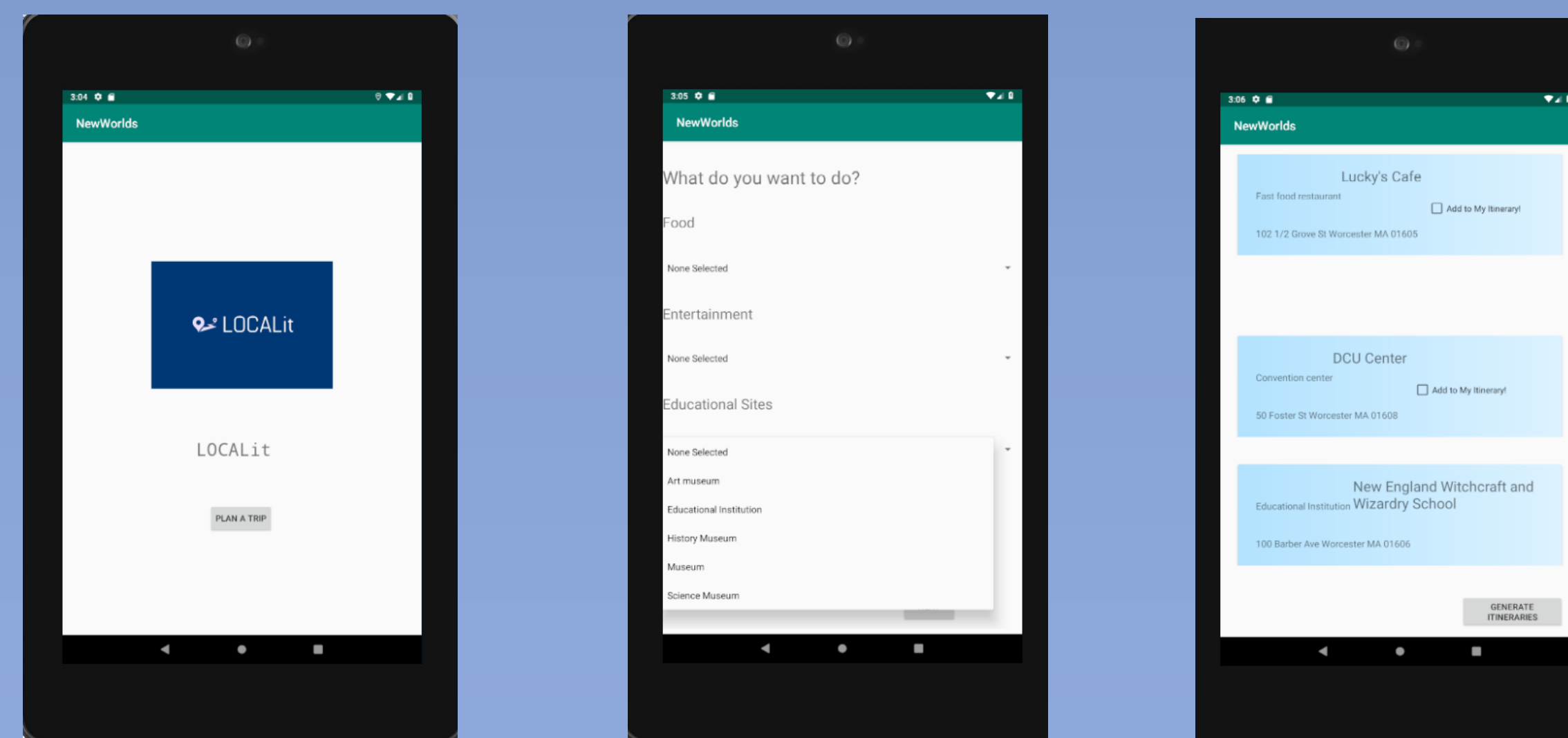
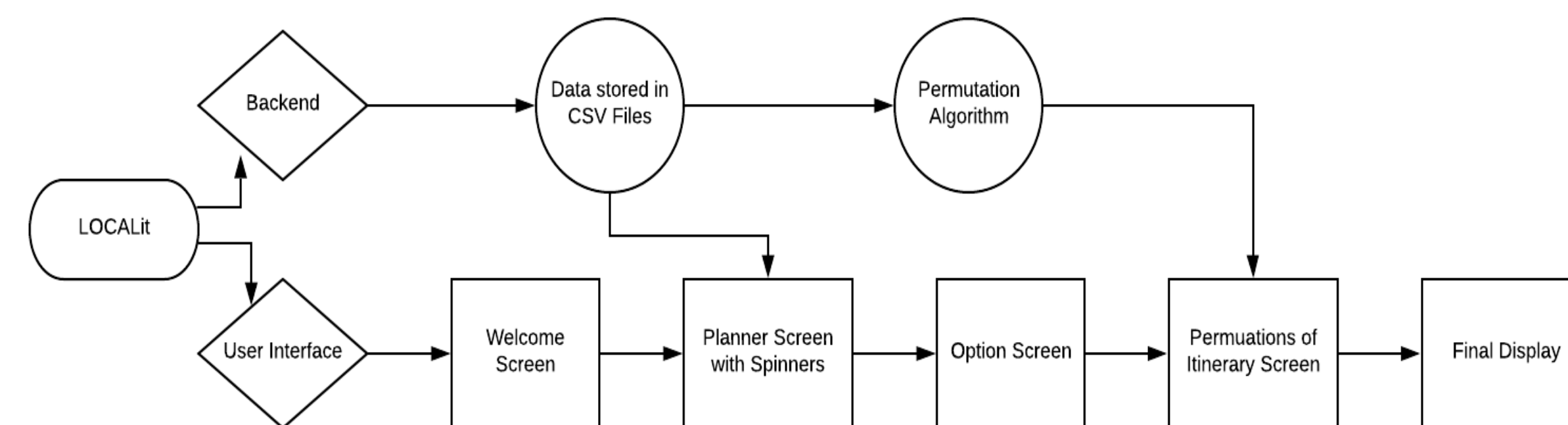
Allows users to explore local favorites, unlock deals and discounts, and be provided with directions

### Google Maps

Gives a view of places near a user and basic information about a spot upon clicking

## App Description

LOCALit is a mobile platform which targets the promotion of local businesses and events through an itinerary builder app. The app allows for users to choose an itinerary based off a selection of restaurant, entertainment, and education options that are available in the local Worcester area. Local businesses gain the opportunity for exposure and users are able to create unique plans for their day.



## Minimum Viable Product

The Minimum Viable Product (MVP) for this app is for it to be able to:

1. Create an itinerary for a users' day full of places they selected.
2. Accept and display user-provided information about local businesses, activities, and sights (within approximately a five mile radius from Mass Academy).
3. Allow the user to select filters which the app will utilize through an integrated algorithm.

## Development Tools



## Future Extensions

1. Integrate a map in to the app, with the use of the Google Map API
2. Add user-inputted businesses with the use of cloud storage such as Firebase
3. Allow for more customization options with the itinerary generating algorithm