

## Drink Up

- **Reason for App**

- Allow businesses to not only advertise on our app, but to get back real-time data showing who has entered the bar that received the push notification. This allows them to see if their advertising is being effective, what specials seem to work best at drawing in customers, what days & times are effective to advertise in, all in real-time.
- To allow Bars to send push notification through our app to anyone utilizing the app to drive up patron traffic to the bar.
- This app will allow users to receive notifications within a predetermined search field on any new specials going on.

- **Possible Features**

- Users
  - Range finder
    - Allows you to set a radius from either a current location or predetermined location to commit your search.
  - Notifications
    - Get push notification on specials happening at that moment.
  - Photos (i.e. Possible connect Yelp or Google for this)
    - See a photo or photos of the establishment before commuting to commute there.
  - Reviews (i.e. Possible connect Yelp or Google for this)
    - Give a review on the actually special that was advertised through our app
    - See other reviews in general about the Bar.
  - Directions (i.e. Possible connect Yelp or Google for this)
    - Help get directions to the establishment
  - Bar Hop Planner
    - Set up directions from bar to bar so that you can bar hop without having to think of where you will be going next.
- Business
  - Real-Time Dashboard
    - Get real-time information on customers entering your establishment that received your push notification advertisement special.
    - Customization for your data on what specials are working and why.

- Set up recurring special deals to happen based on your real-time data.
  - Push notifications
    - Send out a push to our app to broadcast to all the locals that you are having a special in real time.
  - Placeholder
- Responses
  - Business
    - A need for this app definitely, but they want to know how much something like this would cost to send a push out. Would it be free in the beginning until the user base increased?
    - If the user base was established, would there be a trial period to try out the app before committing to it.
    - Would it be pay as you use for push notification, or would there be a recurring payment, either monthly or annually?
    - Would you be able to utilize the real-time dashboard even if you haven't sent out a push notification recently?
    - Could this app be used on a pc or mac, or would any push have to be sent out on a phone only? Could you use the dashboard on our pc or mac, and could it have printable versions of the data?
    - Is there a way you could have some type of mechanism in your app that could have a customer thumbs up our push so we know that they are possibly coming?
  - User
    - How spam like would it be for this push notification?
    - What happens if I go to the bar but leave my phone at home?
    - Is there some type of point or reward system for maybe using the app or going to a bar several times?
    - It should be clean looking rather than how yelp looks like.
    - There should be a share feature that can allow you to send the push you got to a friend to show up that might not have the app or same search as you.
    - Maybe you get some type of reward or points for your referrals if your friends come because of your share.
    - Will this be tied into apps like twitter, Facebook, or Instagram?
    - Can you use this app without it tracking you?
    - It should have a feature that is like tinder where you can swipe left or right depending on if you are going to go or not.