venu

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problem space

A common struggle among active members of the nightlife community is the ability to gauge where is currently buzzing and where they should be. The difference between a great night and another night out can often come down to the venue you decide to reside at. As a remedy for this, people often talk to their friends, use social media outlets or view ratings from non-contextualised sources and then decide where they should go. However, all of these methods can take substantial amounts of time to source and may also be filled with inaccuracies or bias. Further to this, there may even be time delays between asking for the information and receiving an acceptable response.

solution

A cross-platform mobile application that features a real-time map that showcases venues in your local area, and up to date information about their current real-time rating level. The data is collected from users entering ratings for venues they are currently at and to then continue to view the map, users must keep rating throughout the night. This information is collated with other users who have rated the venue and used to come up with a overall rating level for that particular venue at any given time. The key aspect of this application is getting users to actively input their ratings of the venue they are at, this is done with prompts each hour when they access the application so they can once again see the map. Further to this, the ratings of venues will be reset everyday, this emphasises the real-time nature of the ratings and that any venue can be trending on any given day depending on demand and what is on.

what are the features?

view trending venues
View all venues in your current area using the map.

daily free pass
A pass each day to access the map for the first time.

real-time ratings
Daily ratings of each venue using real-time data.

recommendations
Targetted recommedations based on historical data.

view venue details
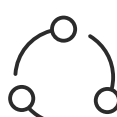View venue information gathered from the web.

group up
Link with your friends on venu to share the experience.

personalised profiles
Profiles can be edited to personalise the experience.

share with friends
Stayed connected to your social media friends.