



Circle

Team Think Different



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What are you doing tonight?

- Find stuff to do wherever you are
- Find out what your friends are doing
- Create events and invite people
- Browse future events



Key Features

- Get a list of events near your location in real-time
- Create events, invite your friends, and RSVP to others' events
- Browse events by date, location, age-level and category
- View details about events, including who is attending, information about the venue, and directions



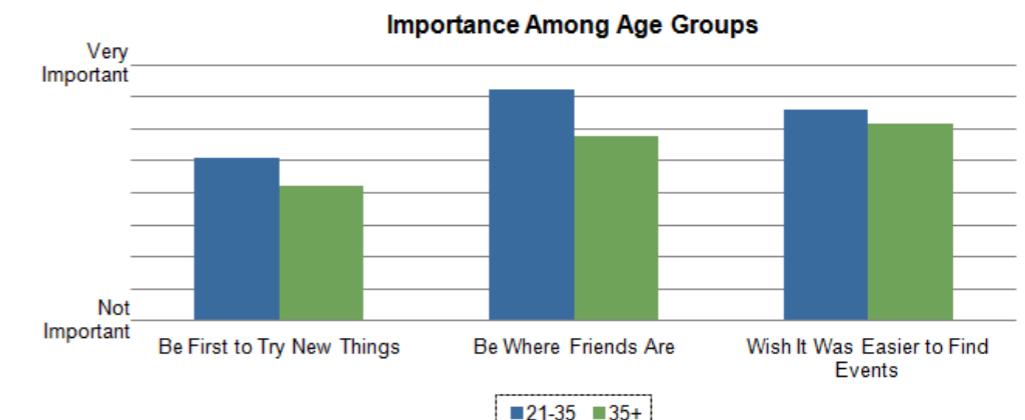
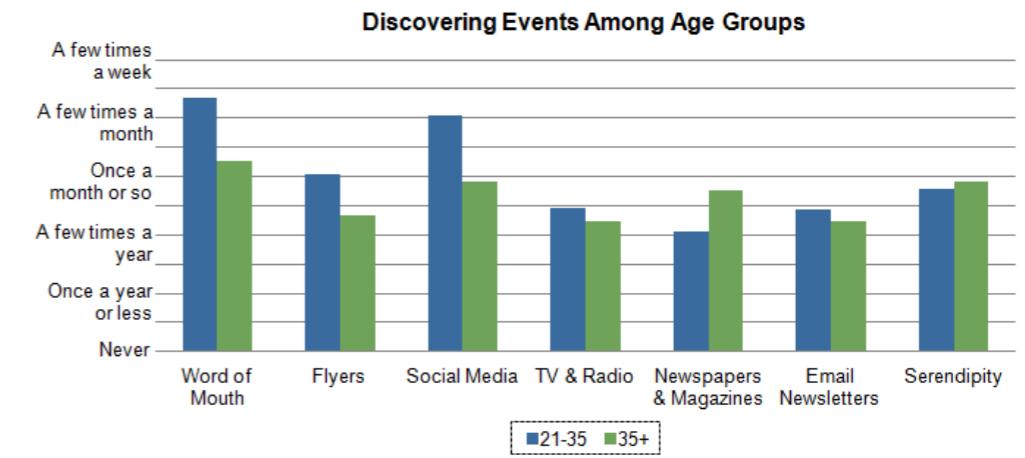
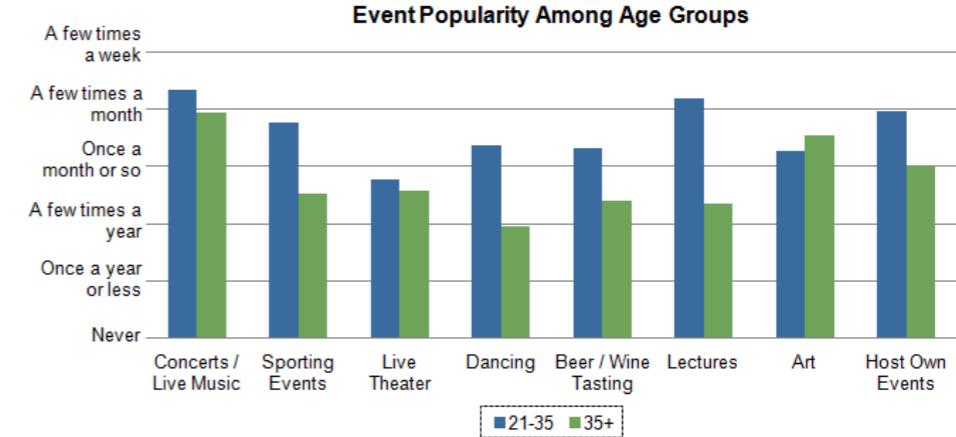
Target Populations

1. Young Professionals,
age 21-35
2. Parents of children 18
years and younger



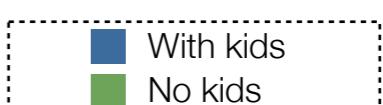
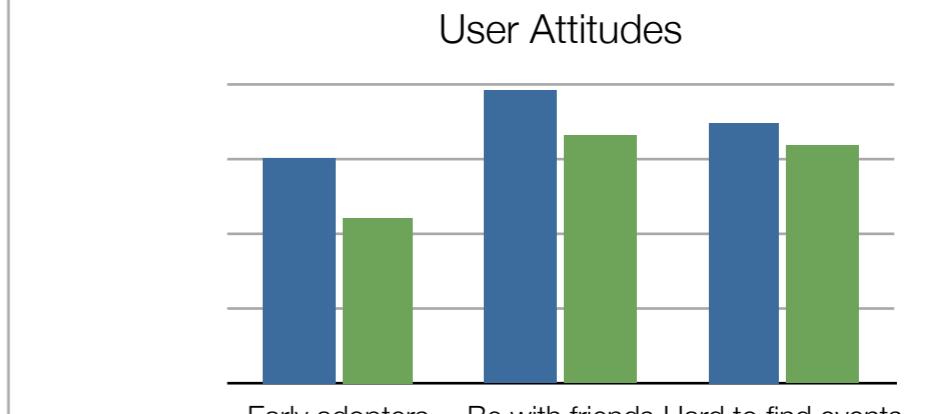
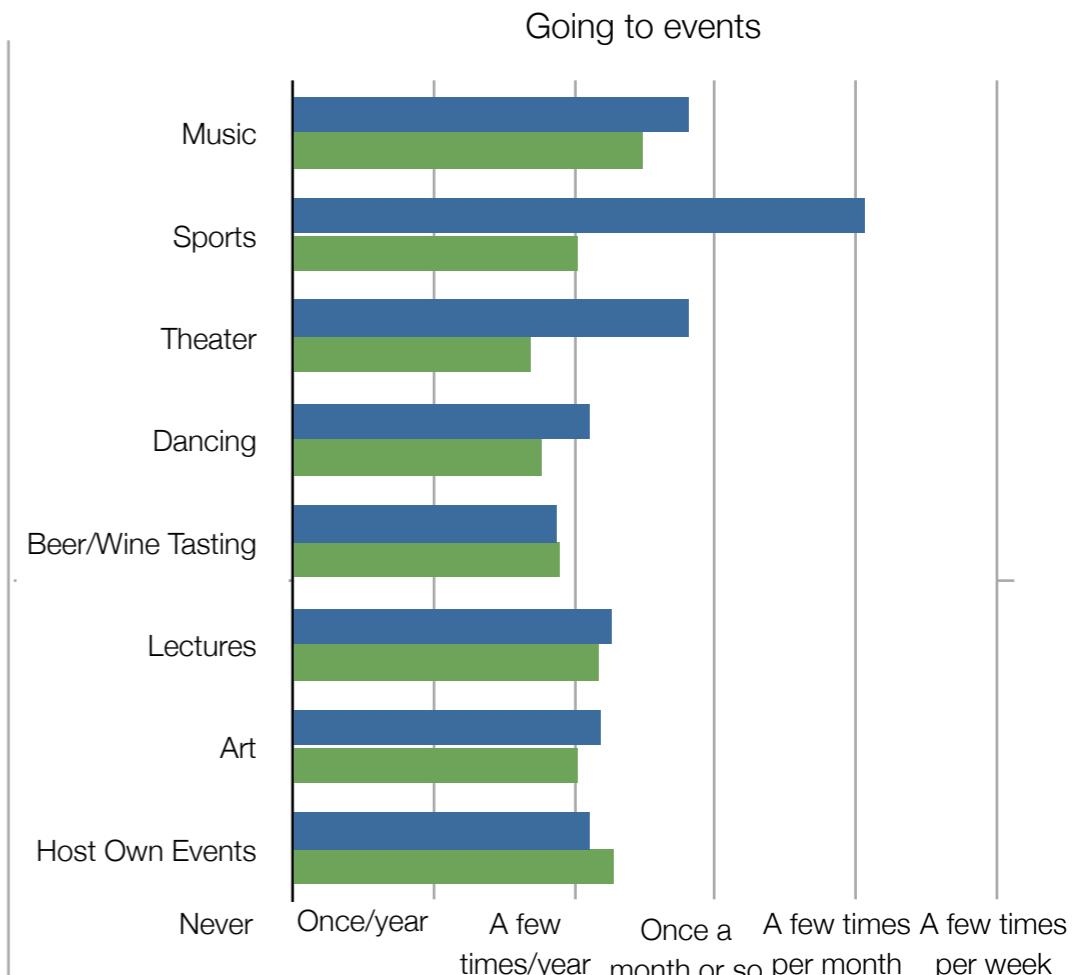
Young Professionals, age 21-35

- Attend events significantly more than other groups
- High engagement on social media
- Reported strong desire to attend events where their friends are



Parents of children 18 years and younger

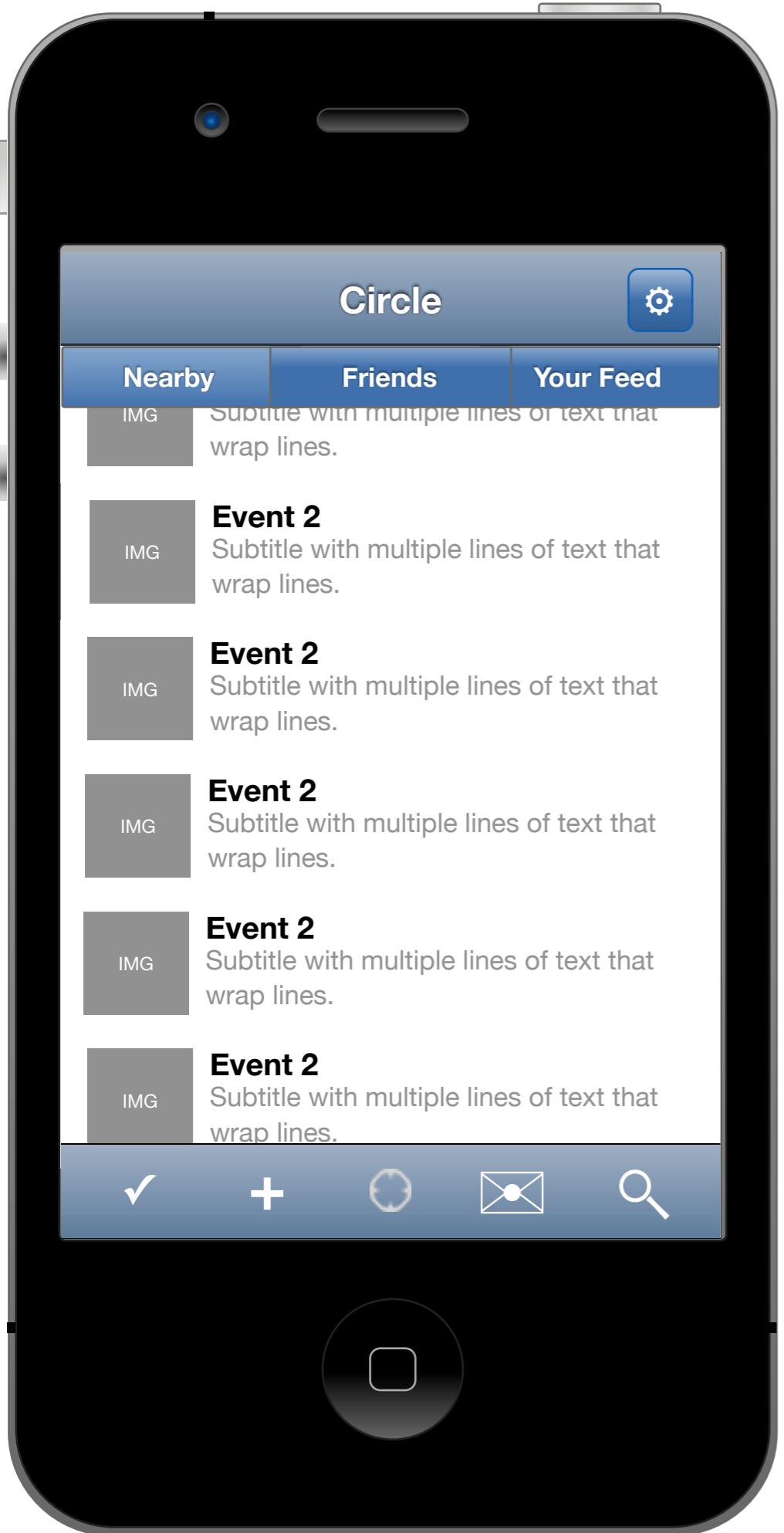
- More socially active than other groups
- Strong desire to be “early adopter”
- Rated attending events with friends as highly important



Main design goals

1. Make it super easy to find current and future events
2. Encourage users to be social
3. Location awareness
4. Get out of the way!
The app is a stop along the way,
not the destination.





Rally: Dashboard School Responsive Design Soundcloud Download CSSrefresh don't be evil Share on Minigroup http://jqueryjs.goog Other Bookmarks

Welcome, Hans!

Logout

Circle

Events Friends Inbox (2)

Find me events near
Flagstaff, AZ

that are happening
this weekend.

Friends Events

 **Susie Homemaker** checked in at [Bruce Springsteen and the E Street Band](#) with 8 other people

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Picture Picture



Questions?