Social Activity App

Pitch

What's an efficient way to coordinate between friends and family members? With all the friends and relatives we have, it can be a daunting task to check with everyone, find a good time two or more are free, and decide on a location. The Social Activity app allows broadcasting a desired location, time and activity to users. The app can give a selection of activities, either indoor or outdoor, to choose from.

Assumptions

1. It's difficult to coordinate with multiple friends and relatives on when people are free.
2. People have a hard time coming up with mutually-agreed upon activities.
3. It's difficult to find a ready location for activities.

Problem Statement

- Identify activities that friends and relatives can enjoy together.
- Explore the viability of different private and public locations.
- Check whether there are apps available with similar features.
- Survey a diverse group of people to gauge whether they would be interested in such an app.

Survey

https://forms.gle/fywhkbPmqbiiVzaK7

Key Findings and Takeaways from Survey

- Surprisingly, significantly more people are interested in an app that suggests **activities** than sharing **time** or **location**.
- Location and time-finding features are more contested than anticipated.
  - Perhaps it would be more conducive to separate questions to three categories: Activities, location and time.
- Overall, respondents believe they would be more likely to meet with friends and family if they had an easier way to find the time and activity that matches them.
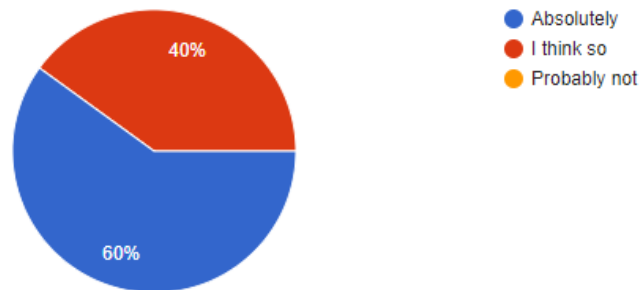
Conclusions

5 responses may not be representative of a large segment of the population. However, the main thesis/hypothesis appears to hold true. The data suggests that an app that helps people coordinate space-time and activities is desirable.

One reason why more people are interested in activity suggestions than keeping track of locations and times when users are free may be privacy concerns.

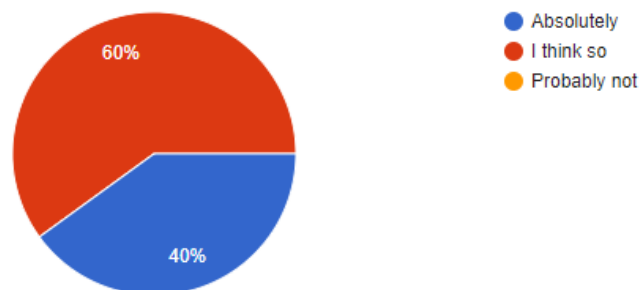## Exhibits: Select Survey Responses

Would you be more inclined to meet with friends or relatives if you could find the time when you are both free?
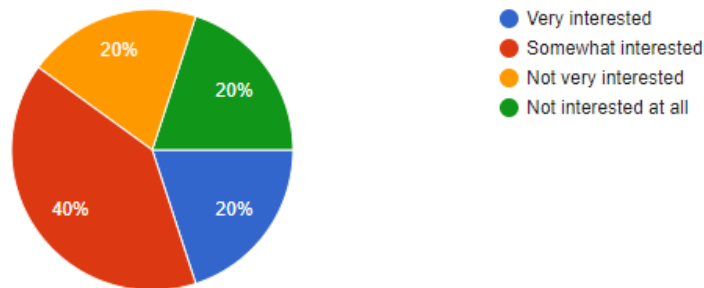
5 responses

Would you be more inclined to meet with friends or relatives if you could find activities that you both enjoy?

5 responses

How interested are you in an app that tracks ==where== friends and relatives are ==located== and ==when== they are ==free to meet==?

5 responses

- Very interested
- Somewhat interested
- Not very interested
- Not interested at all

20%, 20%, 40%, 20%

How interested are you in an app that ==suggests activities== you can perform together with friends or relatives?

5 responses

- Very interested
- Somewhat interested
- Not very interested
- Not interested at all

80%, 20%