**SFBARS creative brief**

Jackie Trillo

**Background**

I’m an entrepreneur with a programming background excited about bringing the next big social app to SF.

**Vision**

My vision is to bring entertainment to people’s lives with a social app that serves as a window into the fun and exciting places the city’s night life has to offer.

How will my App be different?

* Curated well-organized content
* Extended Search Features (Search by Music, Mood, District, Near Me or Patio)
* Enhanced UX with Gestures, Transitions and Animations
* Enhanced UX with Custom In-App Sounds
* Enhanced UX with Videography
* Enhanced social platform integration (Facebook, Instagram, Yelp and Google)
* Notifications for Parties & Events
* In-App Ticket Purchase for Parties & Events
* Cross Platform (iOS, Android and Web)

**Objective**

As the designer on this project, I am expected to provide a brand for my App.

**Target Audience**

The target audience for this App includes but is not limited to the following:

* Locals & Tourists
* Young Professionals (21+)
* Teenagers

**Competition**

Applications with similar theme and functionality:

* Behance
* WayWay
* WanderList
* Bandsintown
* Yelp
* Google

**Deliverables**

The deliverables for this project will include the following:

* Mockups of Web Landing Page
* Mockups of Mobile Landing Page
* App Icon