**SF Bars Creative Brief**

Jackie Trillo

**Background**

I am 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
* Enhanced UX (gestures, transitions, animation)
* Enhanced Search Features (Search by Music, Mood, District, Near Me, and Patio)
* Integration with social platforms (Facebook/Instagram/Yelp/Google Maps)
* Notifications (Events & Parties)
* Custom In-App sounds
* Cross platform (iOS , Android, Web)

**Objective**

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

**Target Audience**

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

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

**Competition**

Applications with similar theme and functionality:

* Bandsintown
* Behance
* WayWay
* WanderList

**Deliverables**

The deliverables for this project will include the following:

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