



GROUP UP

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Group Up

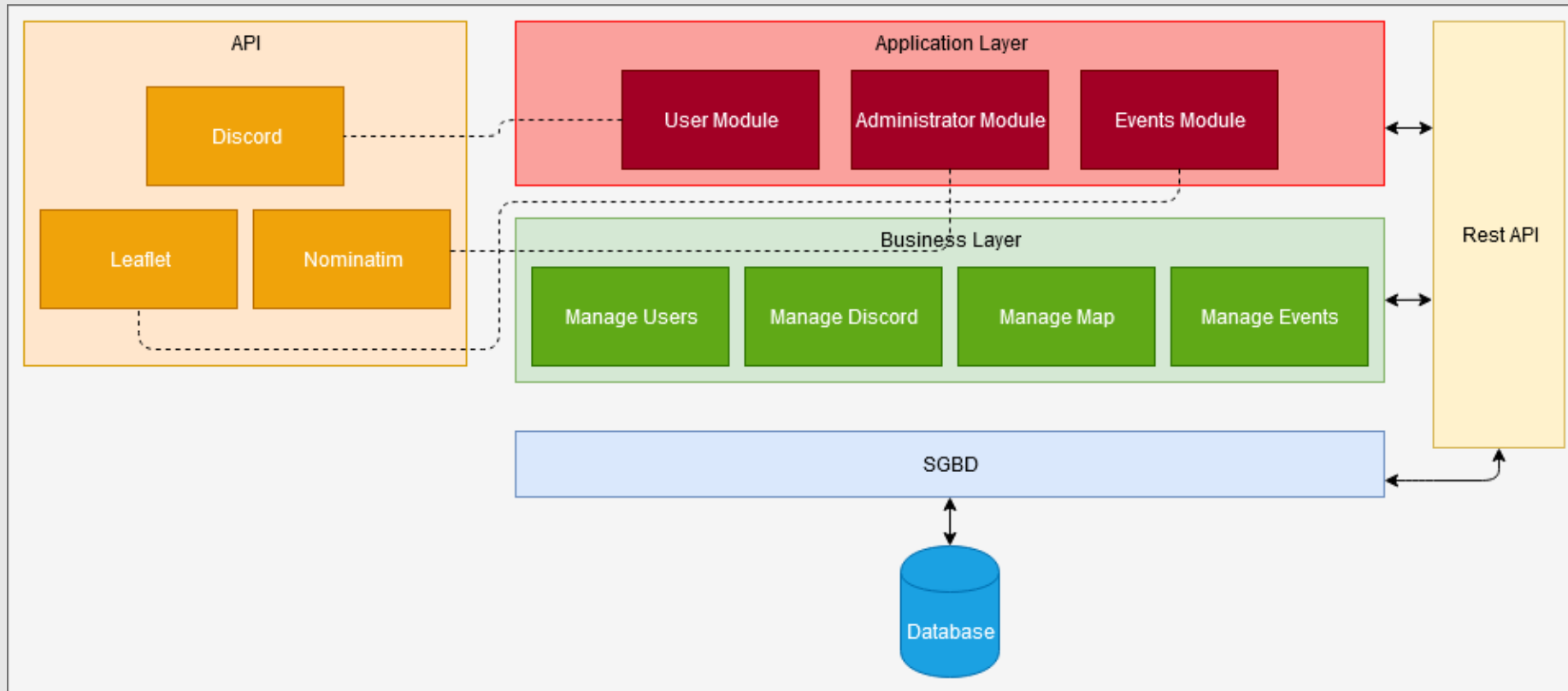
O projeto consiste numa plataforma social que permite aos utilizadores criarem e juntarem-se a eventos. O objetivo é reunir utilizadores num site para que possam facilmente partilhar os seus hobbies e arranjar companhia para os mesmos.

Modelo de Negócio

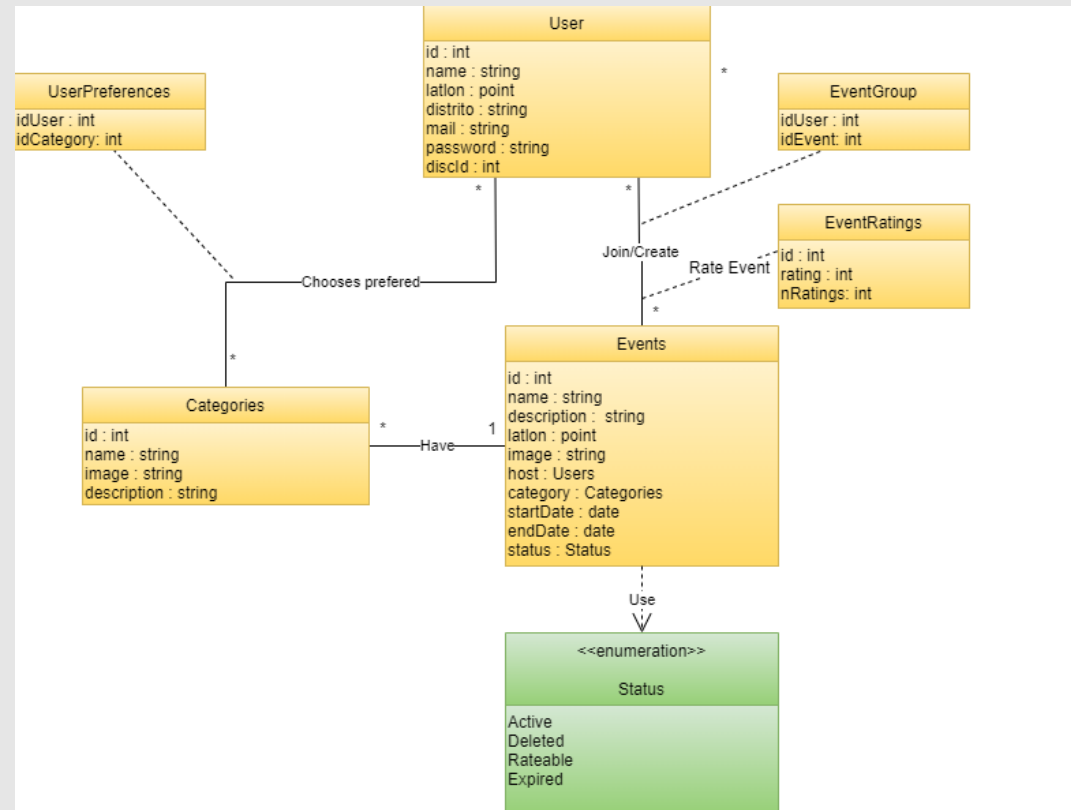
Group Up

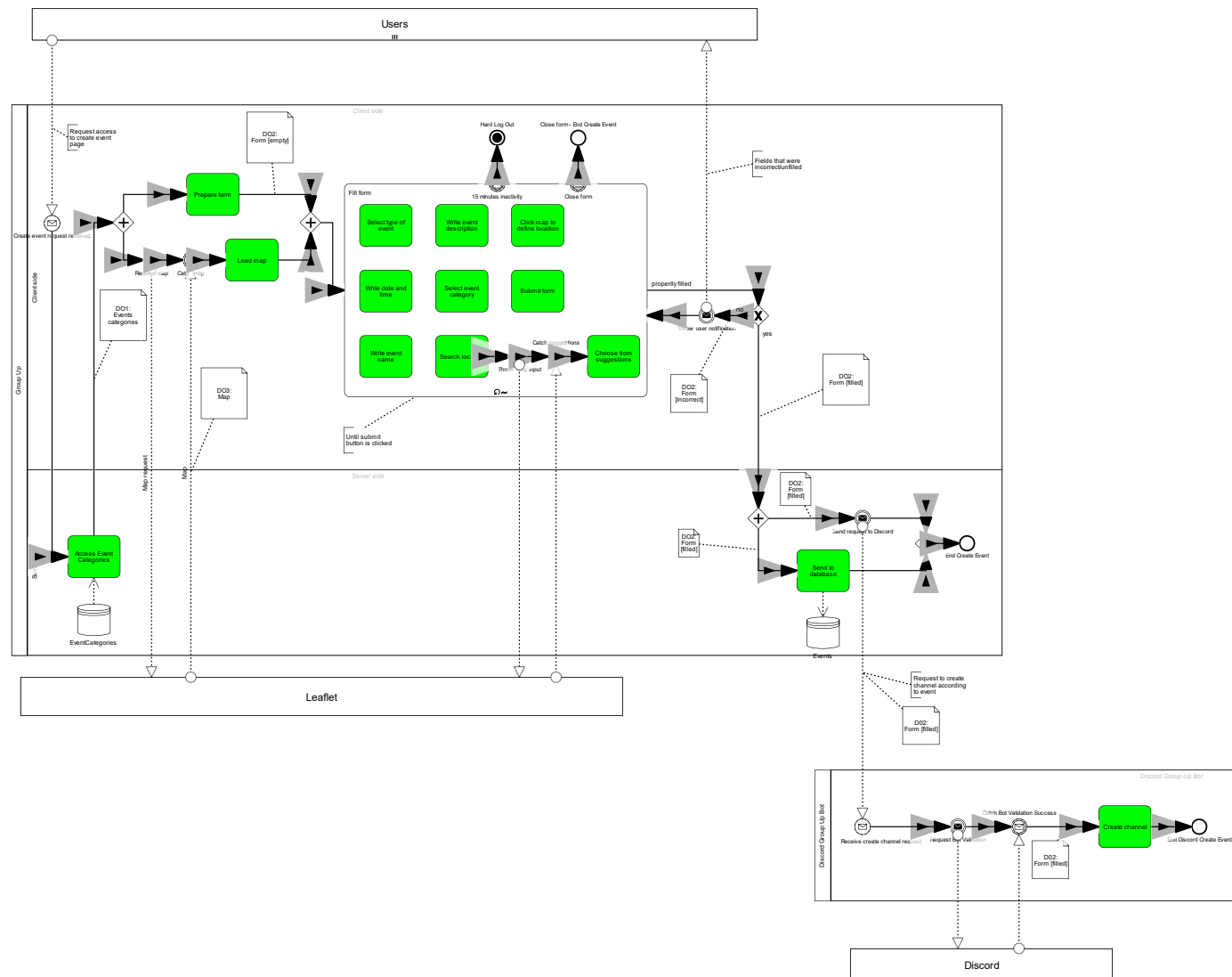
Problem / Need Lack of platforms dedicated to organizing and displaying hobby events. Platforms that exist for this purpose are not easy use.	Solution Develop a platform that focuses on displaying events and values the user interaction.	Unique Value Proposition Platform that lets any user create an event, with no advertising purpose, destined for social entertaining.	Competitive Advantage Easy to use Allows any user to create events	Customer Segments Users with interest in hobbies & social activities
	Key Metrics Number of users Event Group Size Number of events		Channels (Marketing and Communication) Word of mouth Website sponsors	
Cost Structure Not analysed			Revenue Streams Advertisements	

Modelo de Blocos



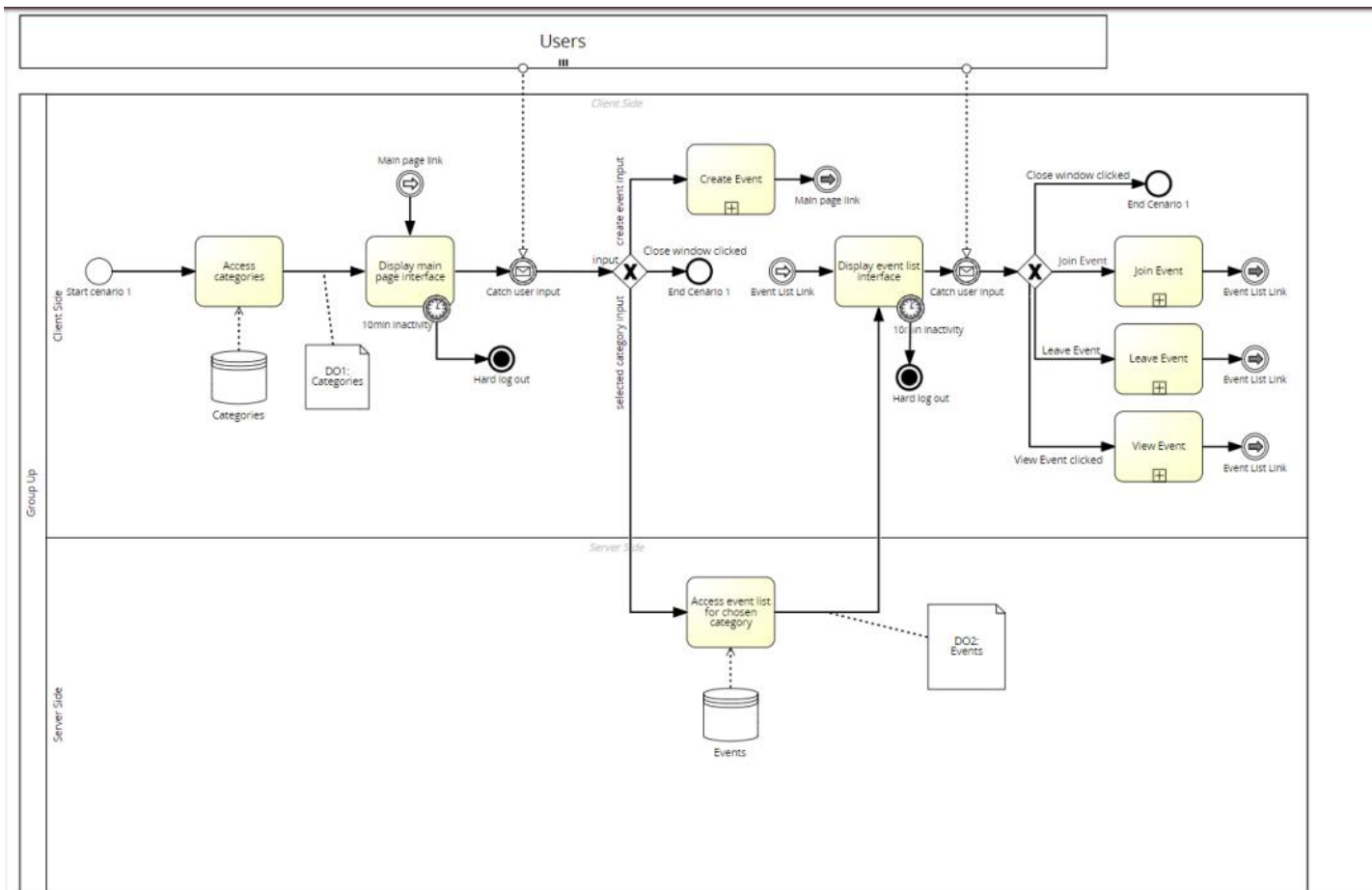
Modelo de Domínio





Processo de Negócio

Create Event



Processo de Negócio

Cenário 1

Interface

- As interfaces criadas foram estudadas e analisadas no contexto da UC de Interfaces e Usabilidade e desenvolvidas com foco na experiência do utilizador.

Geografia

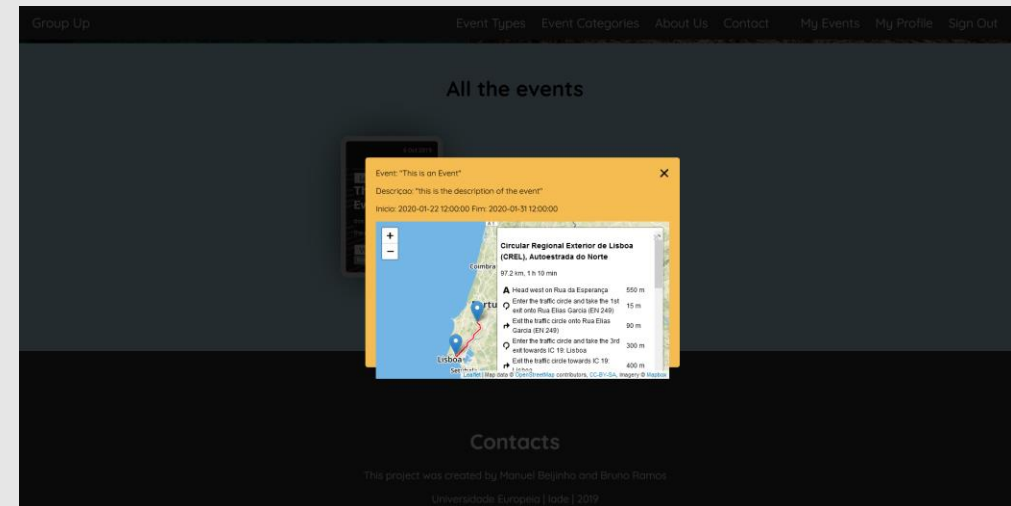
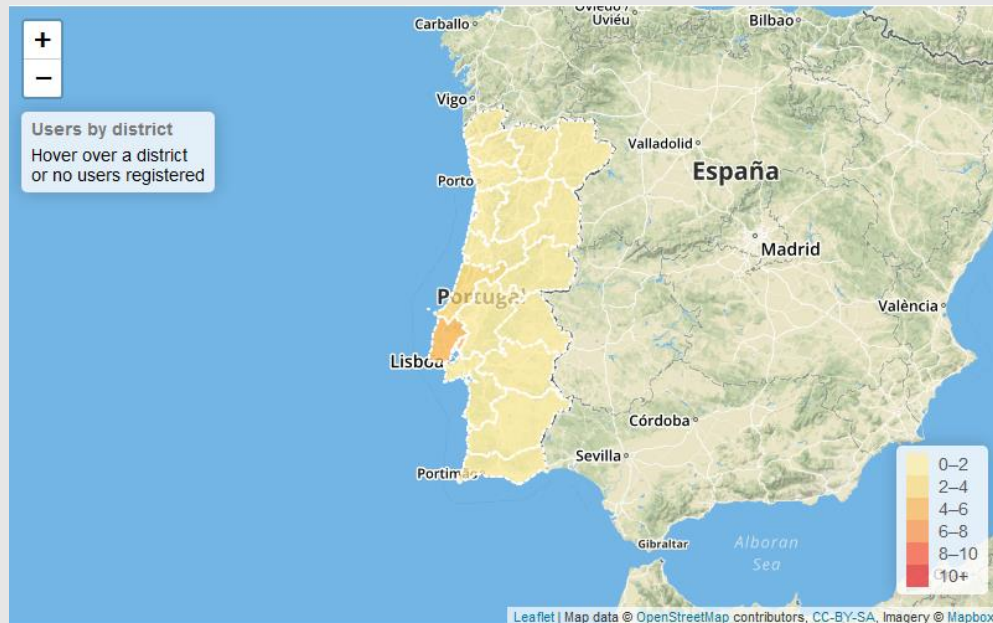
A recolha de dados geográficos para a base de dados foi realizada com as seguintes ferramentas:

- Nominatim OSM
- Geolocation

Os mapas disponiveis no website foram realizados com as seguintes bibliotecas:

- Leaflet
- Leaflet Routing Machine
- Leaflet Geocoding Machine

Heatmap e Rotas



O Resultado

