

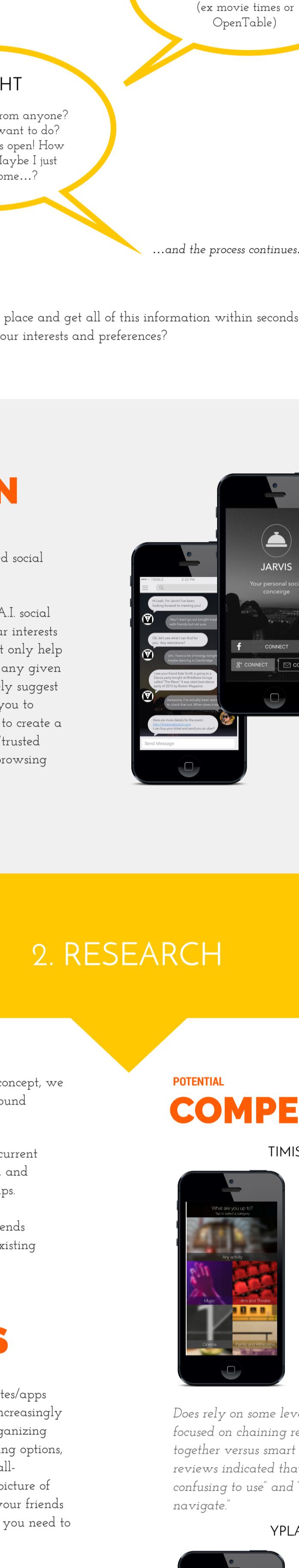
CASE STUDY

LAUNCH-HACK WITH TOM HUGHES

MOBILE DESIGN • RAPID PROTOTYPING

OUR MISSION

In 4 hours, develop and create a solution for some everyday problem.



1. IDEATE

THE EVERYDAY PROBLEM

Imagine it is Friday evening 5pm, and you just got out of work. You want to do something fun, but haven't even begun to think about it. What do you do?

For many of us, our thought process may go a little something like this...

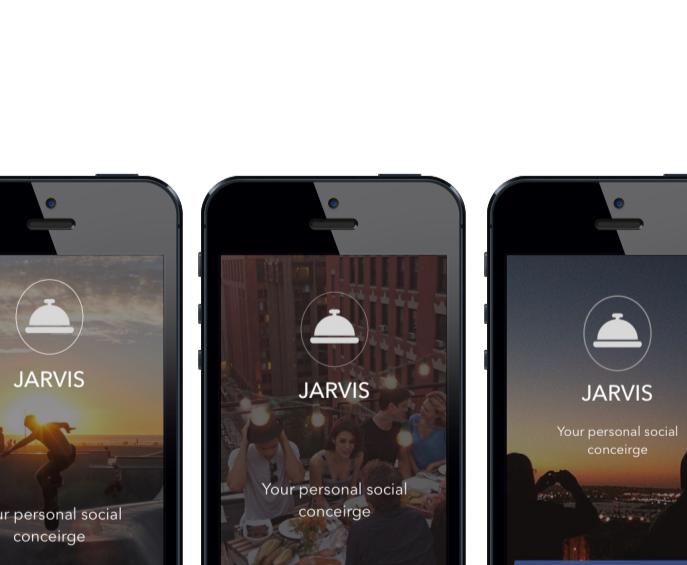


What if you could go to just 1 place and get all of this information within seconds AND trust that the source really knew you, your interests and preferences?

OUR PROPOSED SOLUTION

Enter Jarvis. Your personalized social concierge.

Our vision was to create an AI social assistant who could learn your interests and preferences and could not only help you figure out what to do at any given time, but could also proactively suggest relevant, curated options for you to explore further. We wanted to create a solution that felt more like a 'trusted friend' rather than another 'browsing platform' for events and fun.



2. RESEARCH

In order to best flesh out our concept, we chose to focus our research around

- 1 Understanding the current market, competitors, and potential market gaps.
- 2 Exploring current trends and limitations of existing relevant apps

Given all of this and given that we wanted our solution to feel personal, interactive and have the ability to learn our users, we decided that our solution should be an AI.

