Yelp Match | *Smart impromptu decision-maker*

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A1. Introduction & Goals

1. End-goal

The end goal of our product is to simplify trivial decision-making processes, saving our users time for more important responsibilities in life while improving their hang-out experience.

2. Core problems solved and values to end-users

According to the research in 2009 from the University of California, San Diego, an average American is bombarded with 34 gigabytes of data daily[1], which is equivalent to 17 billion words, whereas a human can only comprehend fewer than 300 thousand words a day[2]. This already gigantic gap would have already increased by 2020 and been evidence for the overload of information.

This app is designed to reduce this overload amount of information our brain has to process a day and streamline their decision-making process when hanging out without advanced planning - let AI and technology get the job done. It will also streamline the decision-making process for a group.

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[1] Bohn, Roger & Short, James. (2009). How Much Information? 2009 Report on American Consumers. https://www.researchgate.net/publication/242562463_How_Much_Information_2009_Report_on_American_Consumers

[2] An average human can comprehend around 250 words per minute. https://www.healthguidance.org/entry/13263/1/What-Is-the-Average-Reading-Speed-and-the-Best-Rate-of-Reading.html

3. **User target**

   Our targeted users including all smartphone users, with a focus on users with busy lifestyles such as working professionals and students. Their ages are usually in the range of 17 - 40.

4. **User types**

- **Primary Actor -** event creators who create events, enter criteria, search for activities, and invite guests.
- **Secondary Actor -** occasional users or those who use the app through an intermediary, such as invited guests. They can accept, decline the invitation, and vote on suggested options. For new users, they would need to download our app and create an account by linking it with Yelp or other social accounts. Returning users can go straight to the event invitation page and respond.

5. **Current solutions & competitors**

   None exact product existing can achieve the stated goals but they address some aspects:

- **Yelp** - a well-developed database for services. However, users still have to read through a lot of information on a small phone screen to make their decision. Our app will be a beneficial addition to the current Yelp app because we resolve the problem of overload information.
- **Facebook Event** - this is a very commonly used tool for advanced-planning events. It is developed mainly for one-time events that need reservations and require preparations from attendees. The problem space in recurring impromptu activity planning still needs to be solved.

- **Facebook Poll** - this is currently how a lot of voting for activities take place. However, the poll is not integrated directly with details about an event or activities. The voting feature of our app will meet this demand.
- **Google** - this is one of the most commonly used databases for activity planning. It provides reviews, hours, location, and vendor information. However, users still have to do their homework and integrate information from other resources, such as the weather, Yelp, and to make their decisions. Due to this friction, a lot of our interviews stated that they end up not finding a place to go and wasting their time discussing

6. Monetization plan

As a Yelp subsidiary, Yelp Match is able to integrate Yelp's existing B2B business model in terms of acquiring monetization for Yelp Match. With Yelp's B2B business model, participating companies are able to acquire Yelp's tools and support on their business to overcome a saturated competitive landscape. The monetization plan includes:

- Data Reporting/Dashboarding: A potential tool offered by Yelp. The data collected from users has the potential to offer powerful insights about the decision making process that the average consumer goes through. Information about the type of decisions and the voting process groups makes could potentially be useful to companies that are looking to optimize how they appeal to potential customers.
- User-base expansion: The addition of Yelp Match will expand Yelp's user base and increase its rate of usage amongst certain classes. As the user base is expanded, this will create additional value for the app, measured by NPS (Net Promoter Score) due to its correlation with revenue growth. Ad space will become more valuable, and the higher engagement will create more valuable customer interactions.

7. **Feature upgrades 6 months after launch, given a team of 6-7 full-stack developers**

   a. **Group decision**

      Everyone in a group is able to input criteria, make a selection, and the app is able to do algorithm matching and come up with the best solution, instead of having only the power to vote.

   b. **Certified activity**

      The app utilizes data such as ratings from friends, defined as users who join your activities in the past to rank your match in the back end.

   c. **Prioritized criteria**

      The app will have the ability to prioritize criteria. For example, if the user prioritizes time over the budget. The app will run an algorithm that recommends activity and location with lower wait, service, and travel time but weigh the cost lower in the formula.

   d. **Schedule sequential activities**

      The app will give recommendations for sequential activities so users can plan for their full hang-out experience without having to re-enter after each activity.

A2. Testing plan

Before starting building this app, we have interviewed 13 users with ages ranging from 16 to late twenties. 70 percent of them spend more than 10 minutes deciding activities to do with friends on the spots. A lot of them end up not going because they cannot come to a consensus. 85 percent of the interviewees spend at least 5 minutes making a decision hanging out on their own. It is noteworthy that all of them emphasized the unpleasant experience making that simple decision.

As we continue to develop this app and solve our users' pain points, below is our testing plan:

1. **Quality Control -** Making sure that the app works on all device models, operating systems, and screen sizes. We will perform tests on the most emphasized or used device and OS based on customer data.
2. **Security Testing -** Ensuring that the application's data and networking security requirements are met. Some of the requirements include making sure that the mobile app can withstand any brute force attack, the app is protected from potential denial of service attacks, and protocols are in place.
3. **Small Scale Testing on Family and Friends -** We will do study and A/B testing providing thoughts on the interface, ease of use, and overall satisfaction. Through this approach, we want to gain feedback on its design and functionality. We plan to test it to our inner circle first. After interviewing 13 friends and families, we identify that 10 of them have the same problem as we do, which is having a hard time choosing or deciding on an activity. With this result, we plan on approaching those 10 individuals and showed them the prototype of what the product is going to look like.

   Once the implementation is in process, some features that we want to test include the ability to recommend compatible activities. We are aiming for a success rate of 90%, defined as the users rating their experience 4 or above/ 5.
4. **Small Scale Testing on Random Individuals -** At this stage, we would now move outside the sphere of our friends and family to start getting the opinions of people whom we do not have personal relationships with. We plan on recruiting volunteers through social media or approach people on campus or at the coffee shop. By doing this, we would get unvarnished feedback or opinions and could start to refine our creation so that it is suitable to be unveiled to the public at large.
5. **Test the Market Online -** At this stage, the app gets tested across multiple browsers using different simulation tools as well as physically using real mobile devices.

Data to Collect for Decision Making

We will continue to collect and monitor the below data to adjust our design and functionalities.

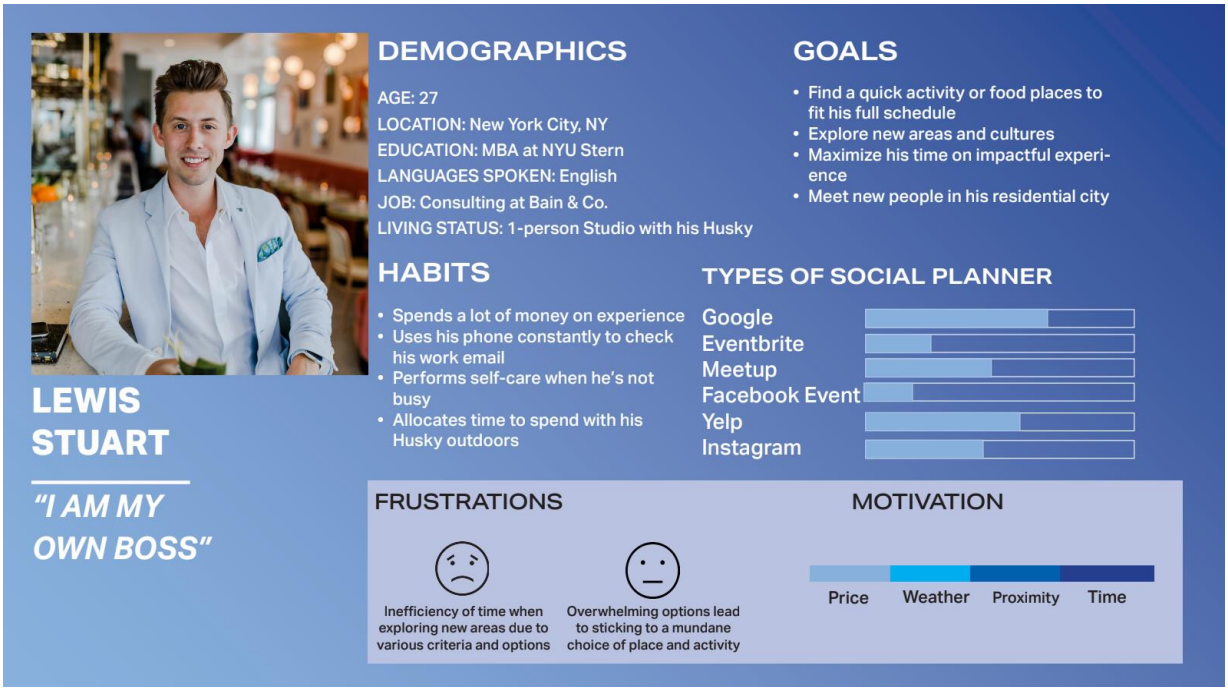
- Feedback and criticisms from testing, App Store, and other software review channels. From this, we will identify patterns and common pain points to prioritize our effort.
- Rate of customers who completely go through our process of creating an event and completing it. We want to know how many people do and do not complete the process and where they stop. By mapping out this, we can work on resolving the friction
- Time users spent on each screen. This will imply what type of questions are difficult for users to answer from our questionnaire. From there, we can consider changing the user interface, offering more guidance, or automating more decisions
- The total amount of time each user spent on the app, from start to finish. We want to continuously reduce this number and benchmark it with the amount of time people spend without the app.
- Success and satisfaction rate. After each of their experiences, we want to ask how satisfying their experience is with the app and how satisfying our recommended activities are on a scale of 1-5. The goal is to have this rate increasing over time.
- Conversion rate. We want to know how many first time users come back to use the app. This ensures the quality of our onboarding process.
- Returning users and retention rates. We want to know how many users come back to use our app. This data coupled with data about completion rate and time spent on each screen will help us learn whether our app is effectively solving their problems or not.

B. Exhibits

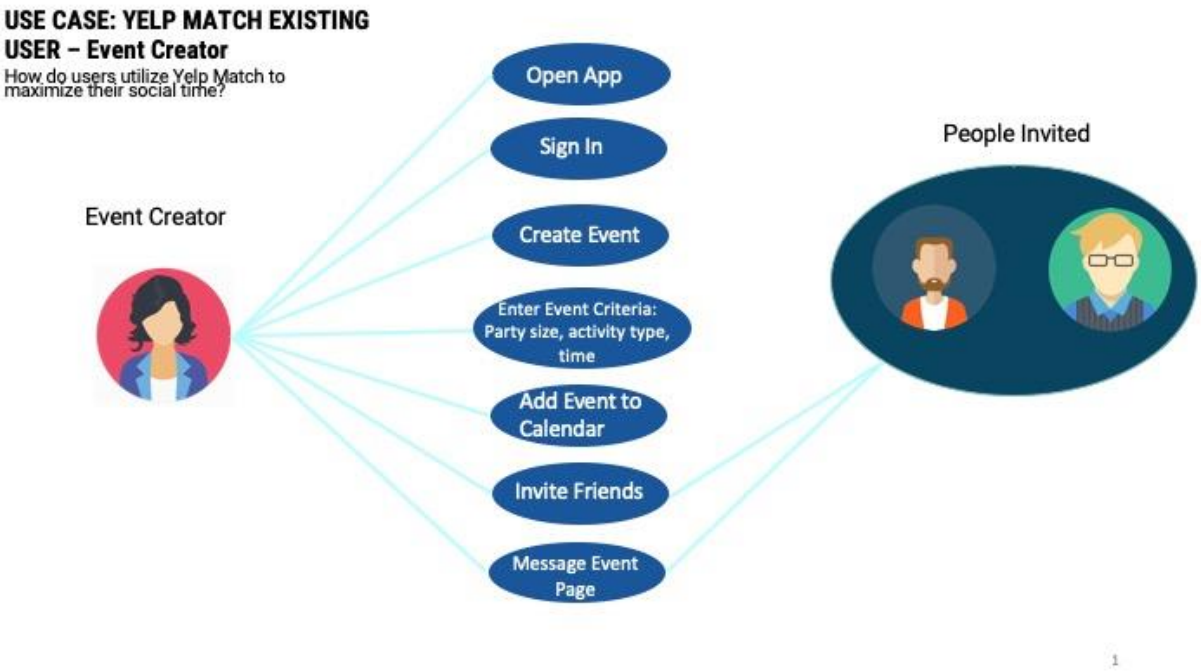
1. Personas and Use Cases

I. College-aged individual who'd like to maximize her time with friends

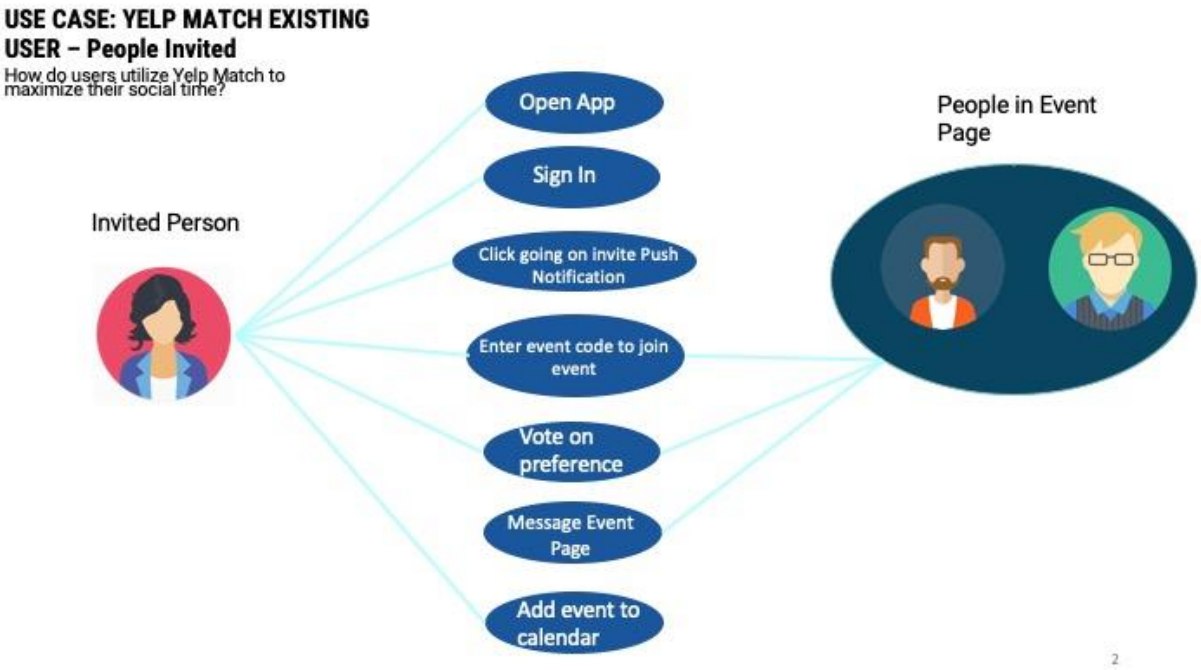
II. Professional who is career-oriented, looking for ways to maximize his social life



I. Use Case - Event Creator



II. Use Case - People Invited

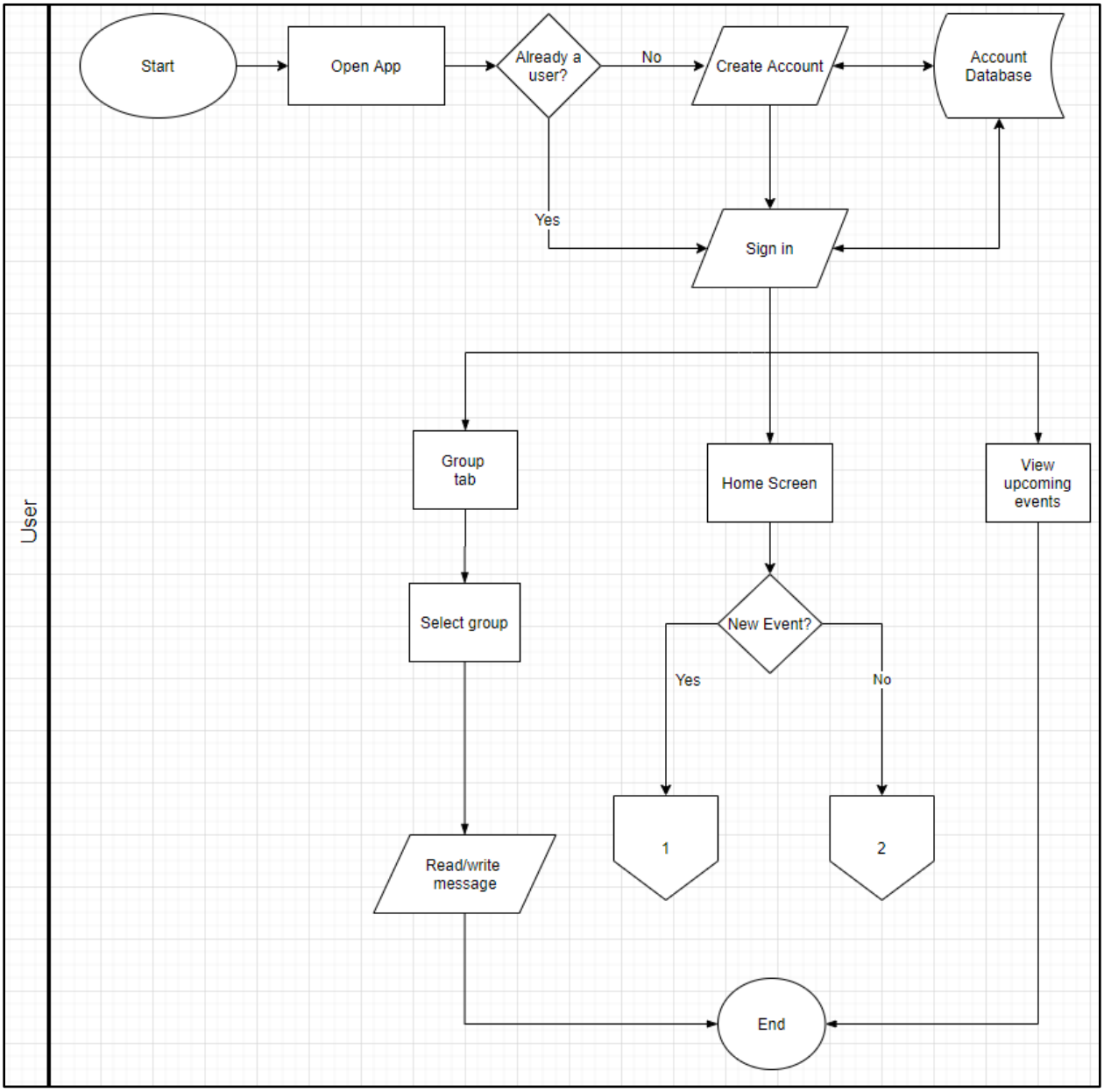


*People in Event Page = People who are already in the event page, they will be able to see what the actions that the invited person has taken.

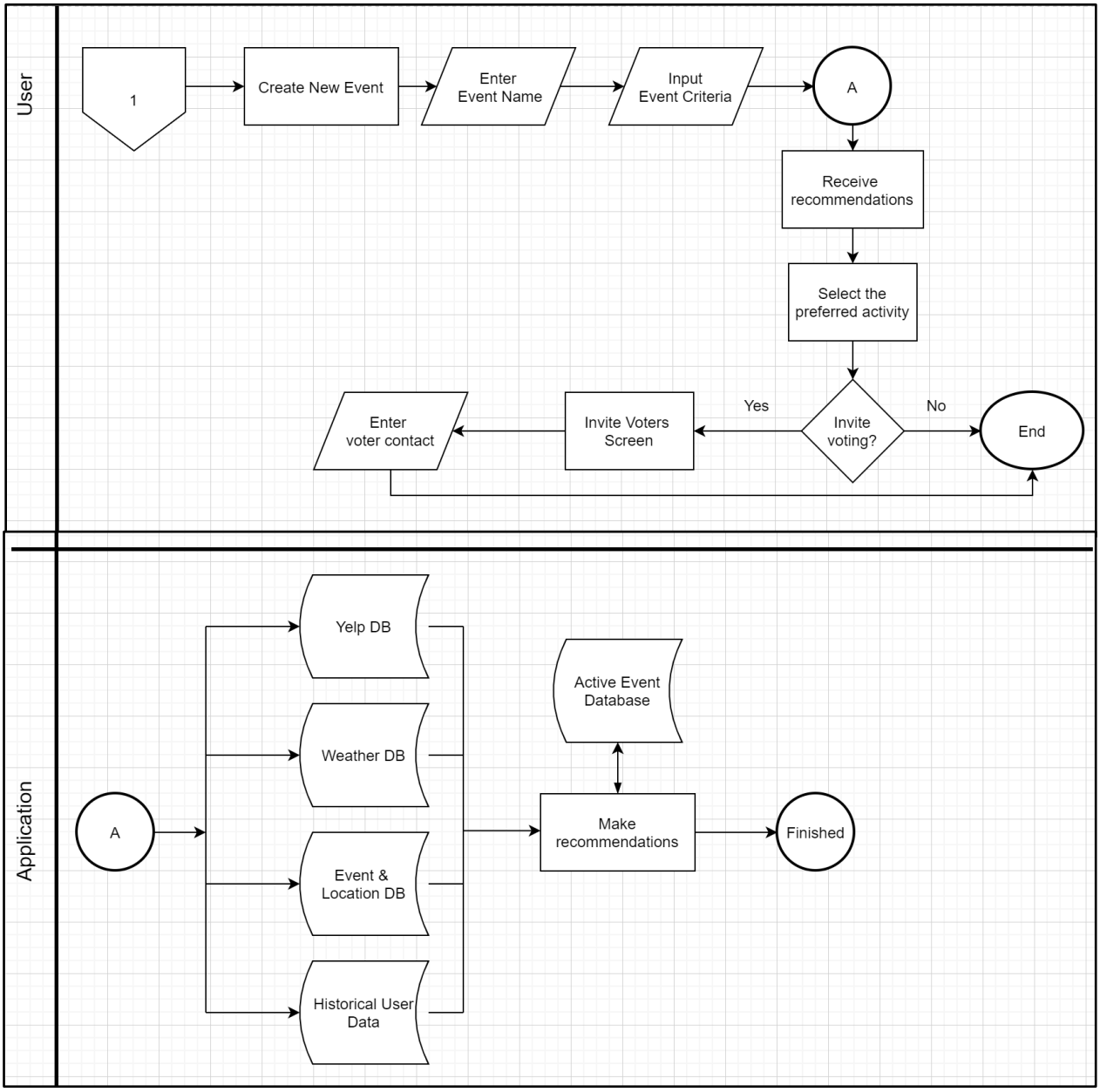
2. Flowcharts

https://drive.google.com/drive/folders/1omOZQZsPapfG8-MUnOk3OwzkQPyUuAvy

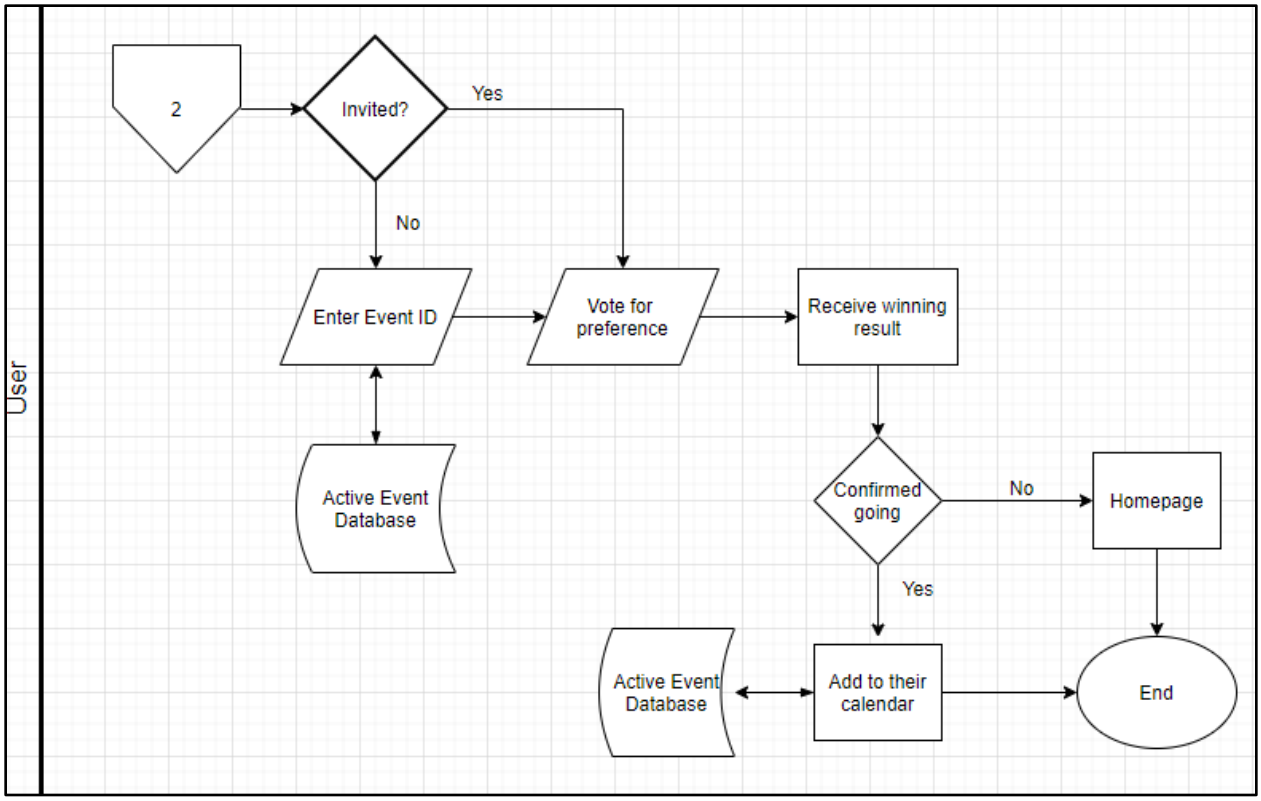
1. **Get started**



2. Create a new event

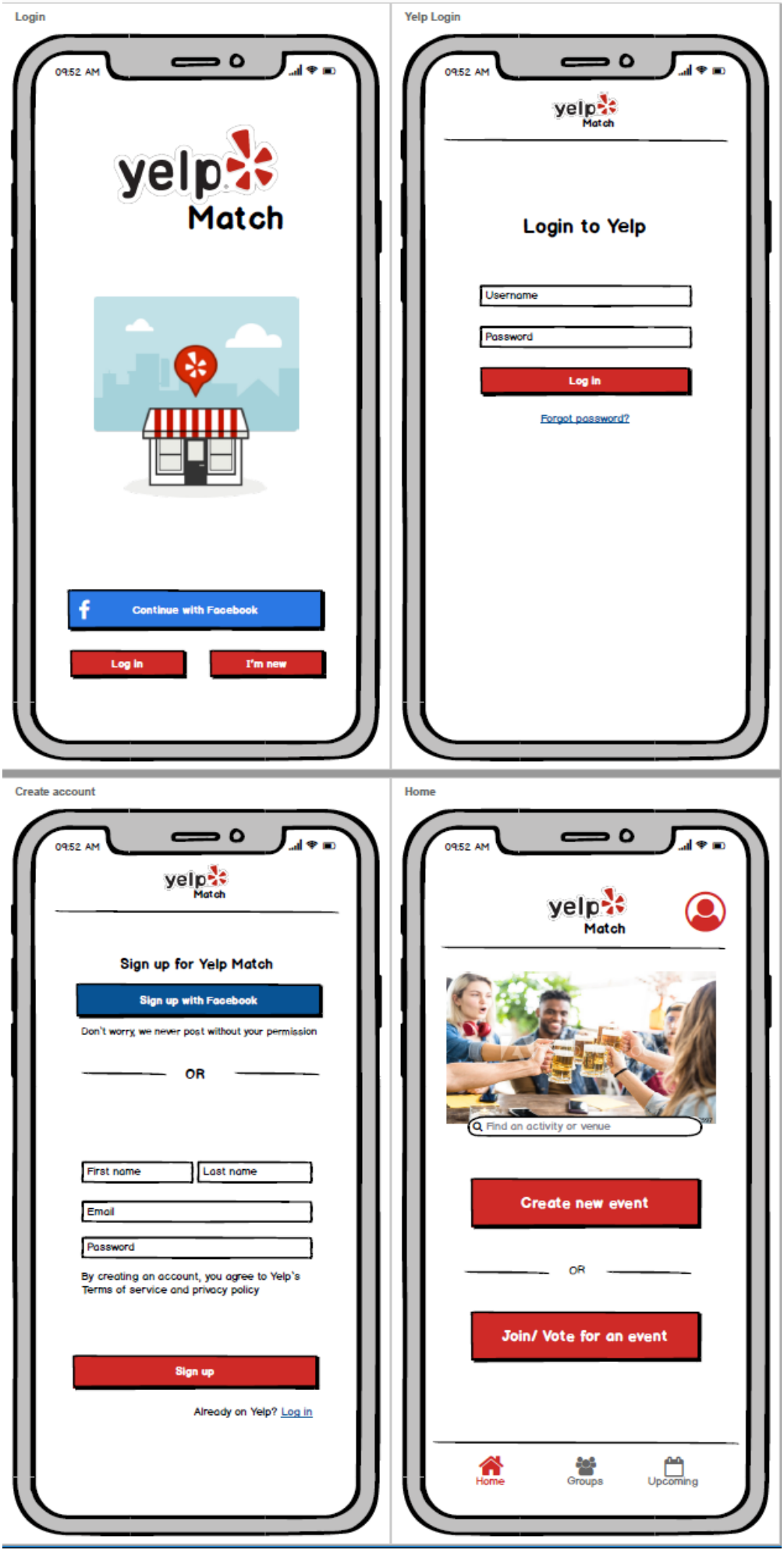


3. Join/ vote for an event



4. Wireframes

https://drive.google.com/file/d/12zzVQ51bfKLuPbZyS_IAB_SwP_DdIOMQ/view?usp=sharing

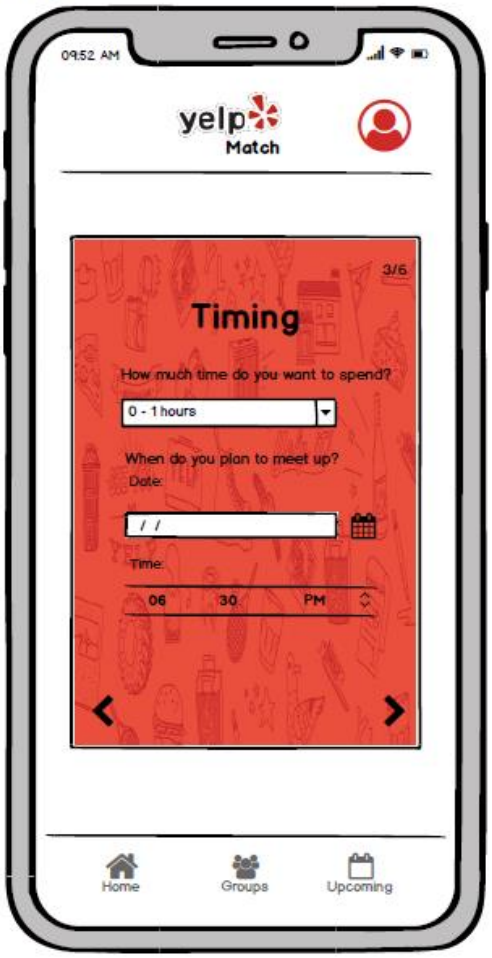

Login
09:52 AM
yelp
Match
Continue with Facebook
Log in
I'm new
Yelp Login
09:52 AM
yelp
Match
Login to Yelp
Username
Password
Log in
Forgot password?
Create account
09:52 AM
yelp
Match
Sign up for Yelp Match
Sign up with Facebook
Don't worry we never post without your permission
OR
First name
Last name
Email
Password
By creating an account, you agree to Yelp's
Terms of service and privacy policy
Sign up
Already on Yelp? Log in
Home
09:52 AM
yelp
Match
Find an activity or venue
Create new event
OR
Join/ Vote for an event
Home
Groups
Upcoming

Event Name

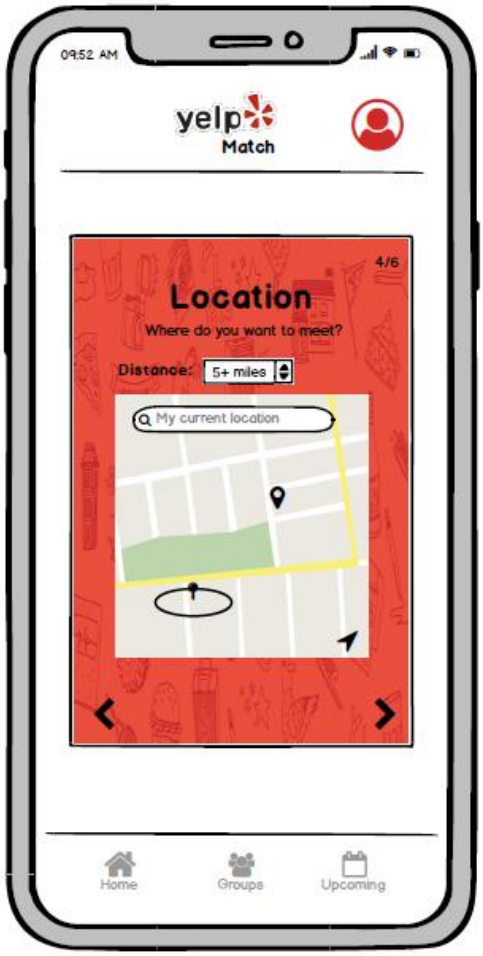
Party Size

Activity Type

Timing



Location

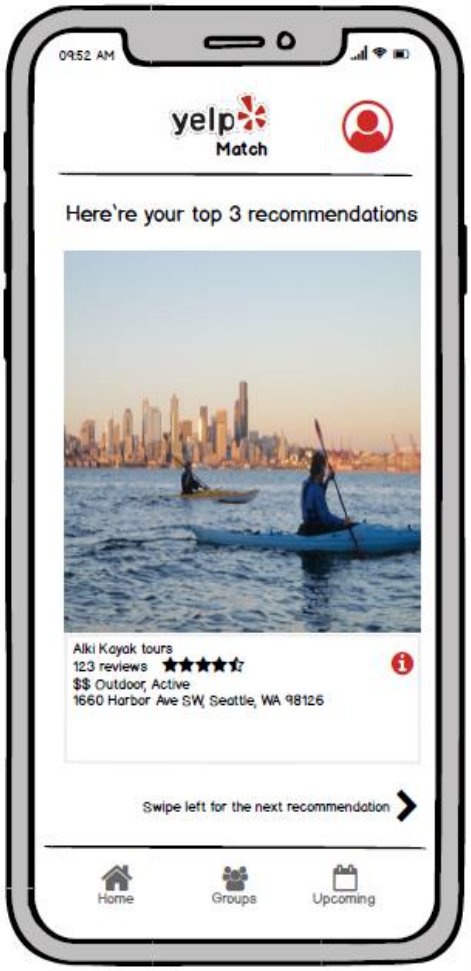


Transportation

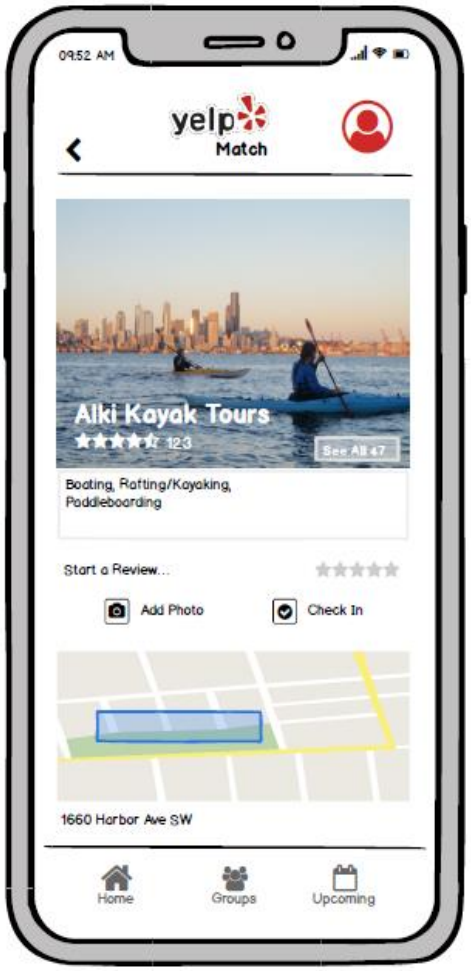
Budget

Recommendations 1

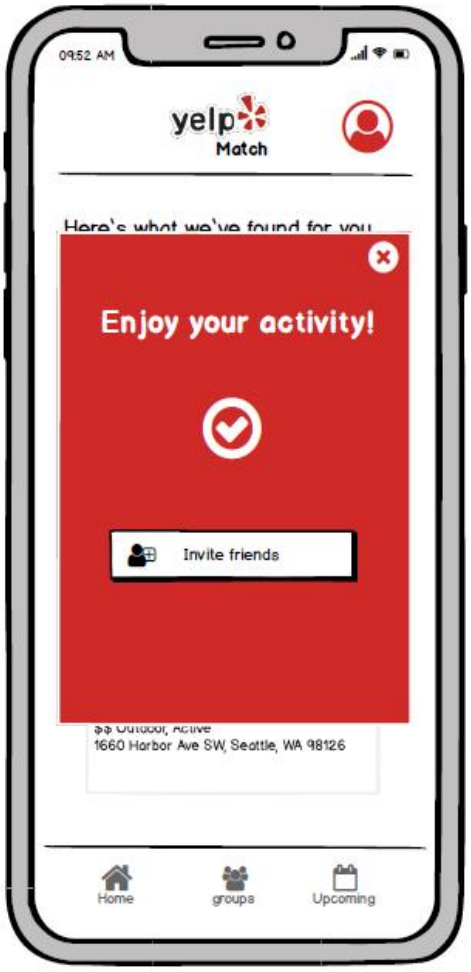
Recommendations 2



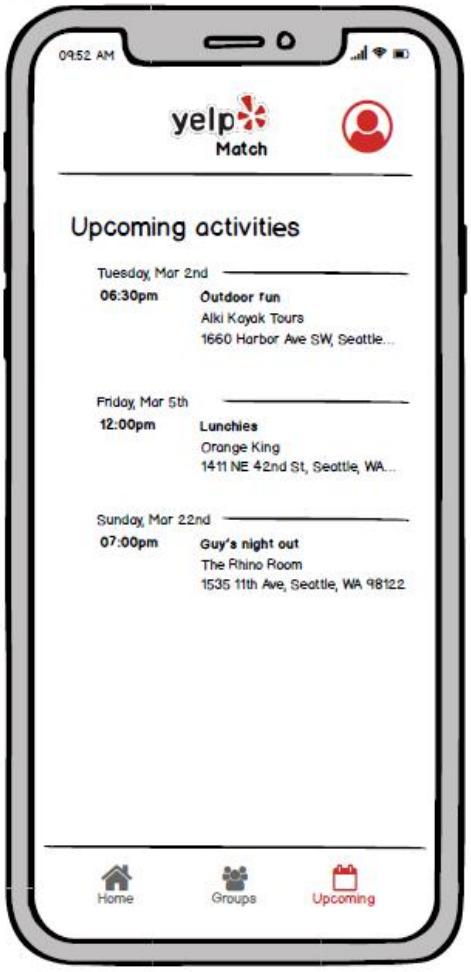
Yelp info page



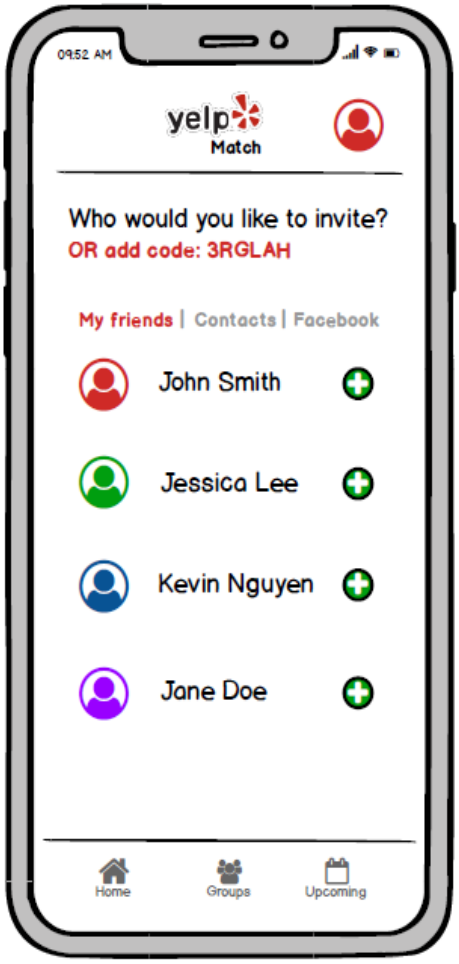
Selection complete



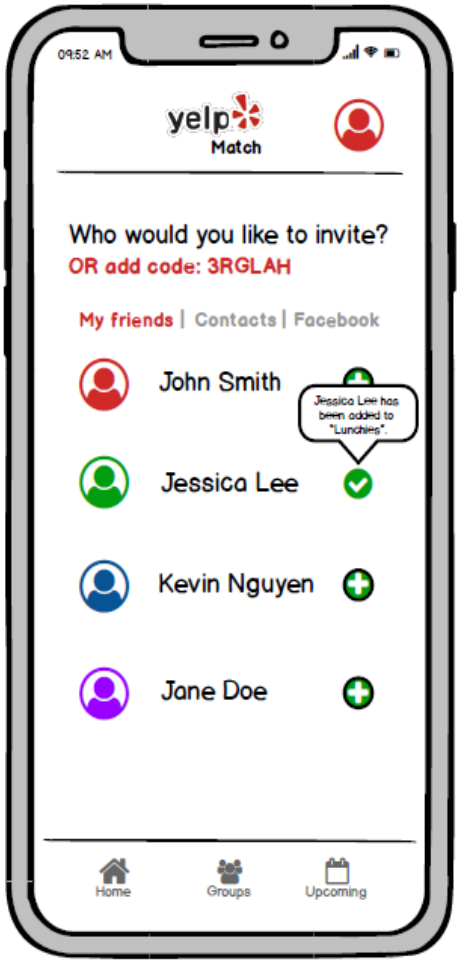
Upcoming



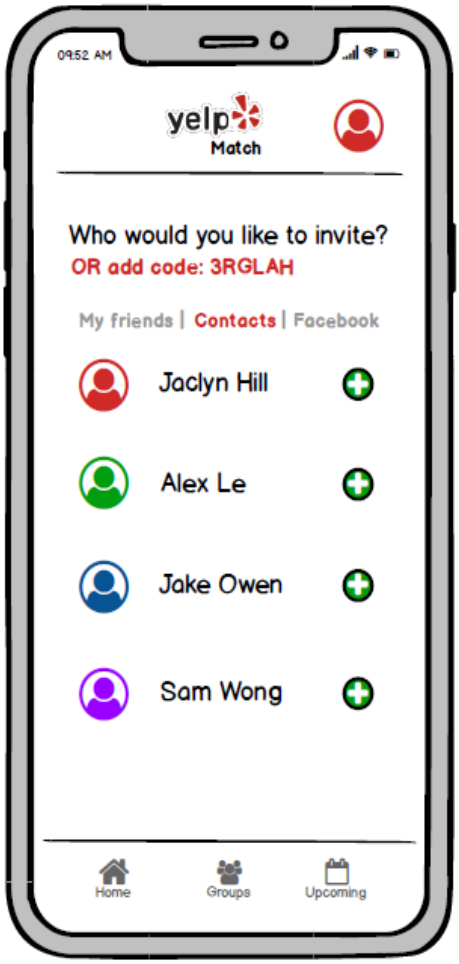
Friend invitation - App 1



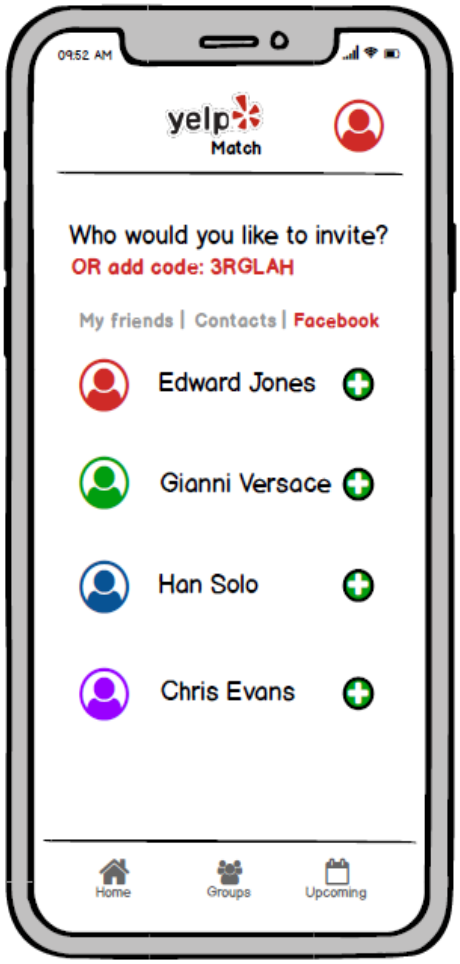
Friend invitation - App 2



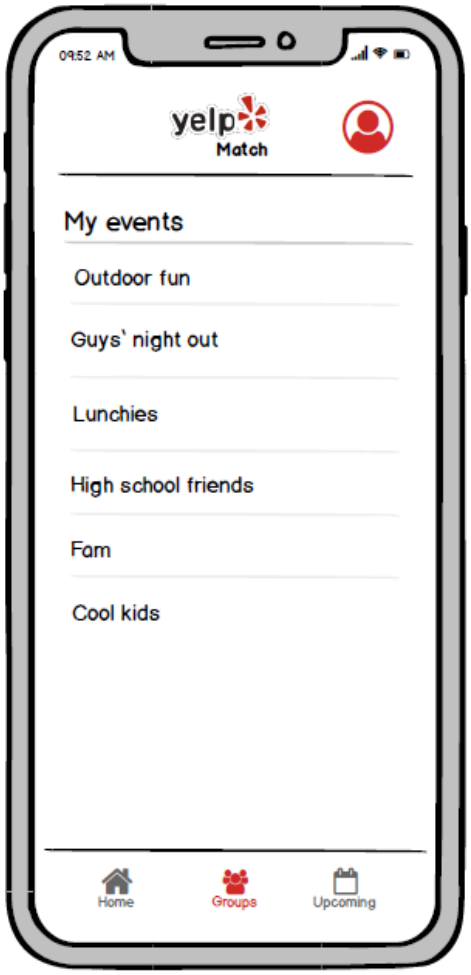
Friend invitation - Contacts 1



Friend invitation - Facebook



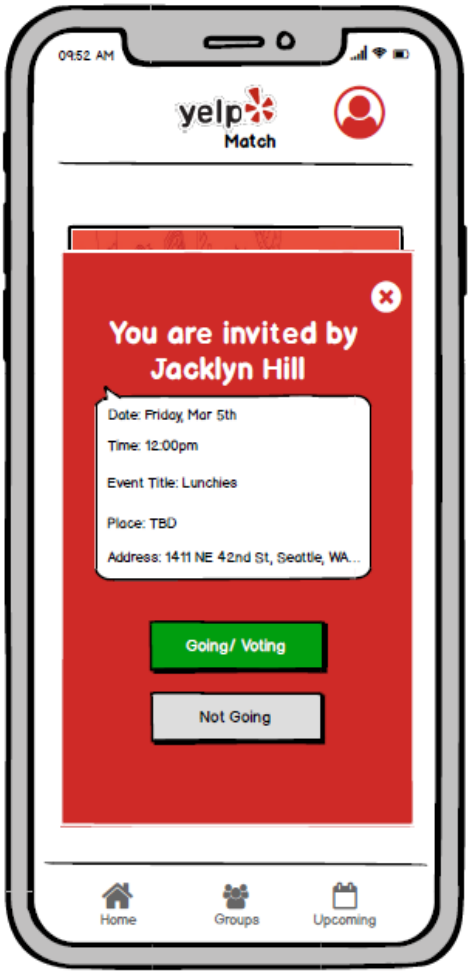
Group 1



Group 2

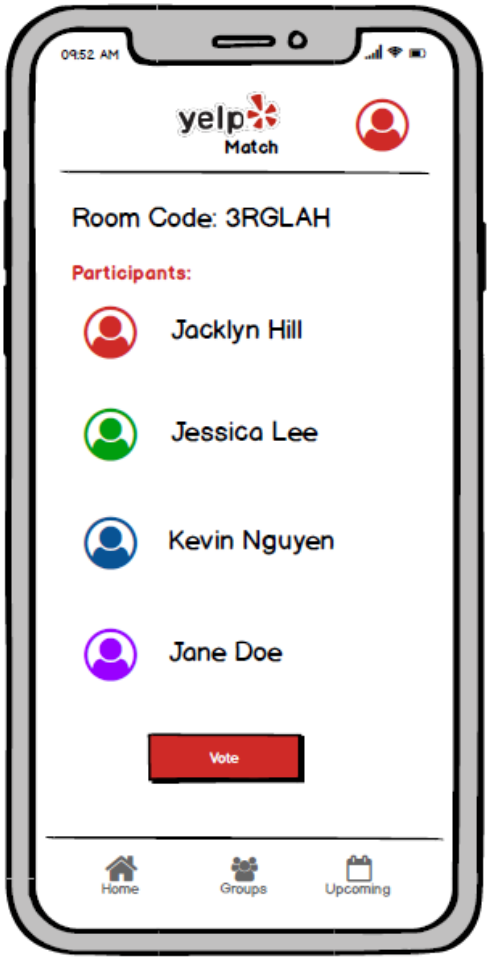
Friend invitation - Contacts 2

Join Event Notification

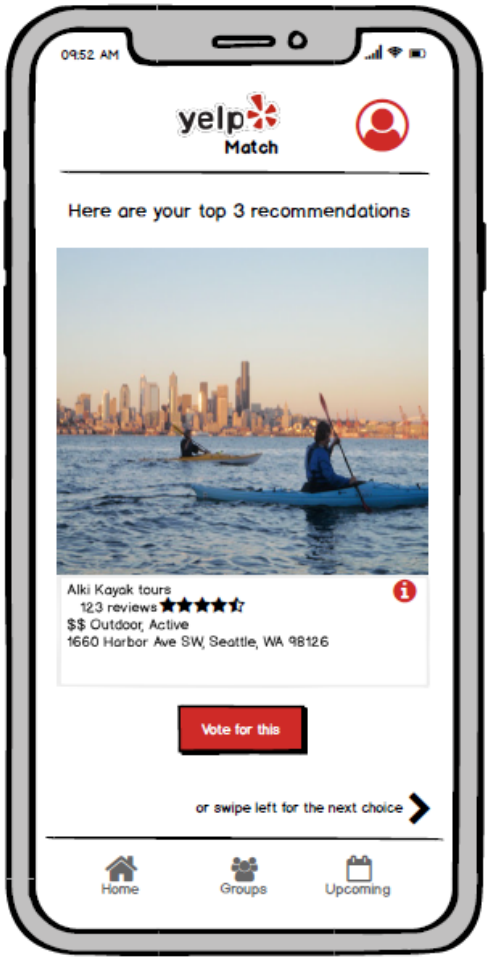


Enter event ID

Event Room



Voting screen



Confirm page