

# MAPPING YOUR VALUE PROPOSITION

Confirm Your Value Proposition

<b>A</b>	SOLUTION:	
	<ul style="list-style-type: none"> <li>- The answer to boredom</li> <li>- Eliminates the need for multiple platforms</li> <li>- Time management becomes an easy task</li> <li>- Easy to manage</li> </ul> <p>BENEFITS</p>	<ul style="list-style-type: none"> <li>- Fast</li> <li>- Easy to use</li> <li>- Accurate</li> </ul>
<ul style="list-style-type: none"> <li>- Accessible anywhere</li> <li>- Social media integration</li> <li>- Calendar integration (across platform, time/day specific)</li> <li>- Organized results (rating, cost, distance, popularity, hotspot, time/availability, reviews)</li> </ul> <p>FEATURES</p>	EXPERIENCE	
<b>B</b>	CUSTOMER:	
	<ul style="list-style-type: none"> <li>- Access to large social media platforms</li> <li>- Good options to choose from</li> <li>- Interact with friends</li> </ul> <p>WANTS</p>	<ul style="list-style-type: none"> <li>- Plans failing</li> <li>- Friends not coming</li> <li>- Chose the wrong event</li> </ul>
<ul style="list-style-type: none"> <li>- Easy Use</li> <li>- Simplicity</li> <li>- Not to feel bored</li> <li>- To stay organized</li> </ul> <p>NEEDS</p>	FEARS	
<b>C</b>	CURRENT ALTERNATIVES:	
	<ul style="list-style-type: none"> <li>- Facebook</li> <li>- Word of mouth</li> <li>- Google Calendar</li> <li>- Notebooks</li> </ul>	
<b>D</b>	SOLUTION FORM:	
	<p>- A fast, easy, and accurate smartphone app that helps discover and organize events via location with friends planned through social media integration and group/contact invites to establish an event plan for everyone to follow and enjoy.</p>	