

EXPLAINER VIDEO SCRIPT

Create Your Explainer Video

A

PROBLEM:

Finding free time is hard. Finding time to plan and ~~organize friends to spend free time wisely without~~ breaking the bank or wasting your time is even harder.

SOLUTION:

A fast, easy, and accurate smartphone app that helps ~~young adults discover and organize events by location,~~ budget, type, and average review, and share with friends through social media integration and group/contact invites to establish a complete plan for everyone to follow and enjoy.

HOW IT WORKS:

Time&Place is a discovery app that allows user to discover events within their area, and then allows them to share their findings and discuss with friends and book it from there.

ALTERNATIVES:

"other competitors and why they don't solve the problem"

Foursquare: Our solution is 10x more Sociable, with the inclusion of chats and the ability to share with friends

Yelp: Our solution is 10x more accessible

Opentable: Our solution has 10x more variety

UVP:

Our solution gives Young Adults one usable platform that allows users an organized, easy to manage, discoverable and shareable solution to plan any kind of event with their free time. You will have the ability to Find, Plan, Share and Discuss upcoming events with friends on one integrated platform. Spend your time wisely and never struggle to make plans again with Time&Places

B

SCRIPT:

PROBLEM STATEMENT: One of the largest problems amongst young adults is finding out what to do with free time. Planning and organizing with friends just to enjoy free time is hard.

VALUE PROPOSITION: Our solution gives young adults a simple, easy, fun and organized way to find new events/experiences and manage free time with friends on one platform.

CUSTOMER PERSONA STORY:

She is a university student renting an apartment in Toronto who wants to explore what the city has to offer so she can live her best life. Kelly hates wasting her free time, not taking advantage of what's going on, and is sick of going to the same bar every weekend. She also hates trying somewhere new that doesn't live up to her expectations. She knows that there's lots to do in the city, but doesn't know what she SHOULD do based on her preferences

SOLUTION: A fast, easy, and accurate smartphone app that helps young adults discover and organize events by location, budget, type, and average review, allowing users to share with friends through social media integration and chat platforms to establish a complete plan for everyone to follow and enjoy.

CALL TO ACTION: Struggling to rally your friends for a night out? Get them on board using a streamlined platform that guarantees a great time. Visit our site <http://scs.ryerson.ca/~mdsamuel/timeandplace.html> and let us know what you want to see on Time&Places