

Project Title

LinkUp - Event Planner for Friend Groups

Problem Statement

Coordinating events with friends - like game nights, study sessions, or dinner plans - is often messy. People miss group messages, forget details, or don't respond in time. There's no simple, central place where everyone can view the plan, RSVP, get reminders, and stay updated on changes.

Target User Persona

Name: Jordan

Age: 22

Occupation: College student

Tech Comfort: High

Pain Points:

- Group chats get off-topic
- Misses events due to lack of coordination
- Wants a clear RSVP and reminder system

Goals:

- Easily schedule events with friends
- Get notified of updates
- Track who's attending

Proposed Solution

A mobile-first web app called LinkUp that makes it easy for friend groups to plan, manage, and attend events.

Key Features:

- Create Events
- Invite Friends
- RSVP System
- Event Chat
- Reminders
- Edit Permissions
- Recurring Events

MVP Scope and Prioritization

Must-Have:

- Create Events
- Invite Friends
- RSVP System
- Reminders

Should-Have:

- Event Chat
- Edit Permissions

Nice-to-Have:

- Recurring Events
- Emoji Reactions

Success Metrics

- User Retention (7-day/30-day)
- Events Created Per Week
- Average RSVP Rate

- Notification Open Rate
- Event Chat Engagement (optional)
- NPS / User Feedback

Technical Feasibility

Frontend: HTML, CSS, JavaScript (React)

Backend: Node.js or Flask

Database: Firebase or PostgreSQL

APIs: Auth, Notifications

Hosting: Vercel, Netlify, or Heroku

Design: Figma

Roadmap and Timeline

Week 1: Research & Validation

Week 2: Planning & Scope

Week 3: Design (Figma Prototypes)

Week 4: Development (Optional)

Week 5: Testing & Final Touches

Week 6: Launch & Reflection

Reflection

This project taught me how to approach a real-world problem from a product mindset - identifying pain points, defining users, scoping features, and planning a realistic MVP. I especially learned the value of prioritization, user feedback, and simplicity in early-stage product development. If I were to build this app, I'd start small, launch quickly with friends, and iterate based on usage.