

User Insight:

As a social non-drinker, I need a resource that lists: events, experiences and locations offering non-alcoholic beverages because I feel excluded in adult social gatherings involving alcohol when there are few, if any, non-alcoholic options for me.

### Problem Statement.

Demarcus, a social millennial non-drinker, needs to find inclusive social environments in DC where drinking alcohol isn't the focal point, so he can more easily socialize without feeling ostracized.

He doesn't know where to easily find such environments. He ends up settling for places his friends choose, which are usually alcohol-centered.

How might we provide a convenient way to find experiences and locations in the DC area that meet his needs?

Hypothesis statement.

We believe that creating an app that provides information on inclusive social environments that aren't centered around drinking allows individuals to enjoy socializing without feeling ostracized.

