**DayOut / Activity App**

**What does it include?**

* Website + app
* Can use Google and/or YELP API’s to include maps with ratings

**How it works?**

1. Merchant registers on the website and adds any deals / advertisements of their product or company
2. This is then linked to the back-end, pushing the content to the application
3. From the users end-view he/she can see what special offers are available
   1. E.g. €5 for a lane in LeisurePlex, €14 for a ticket to the Guinness Store House, or 20% River Island

**Website**

* Keep the home page simple
* All features on one page (think Square / AdMe)
* Sections
  + Home, Features, About Us, Register, Sign In
  + Have a header with each linking – one page
* Once anyway merchants sign in, they have there own customized page
  + Upload deals
  + Advertise special offers
  + Have a dashboard to see how many people are using the app the see there deals / offers
* Merchants
  + Shops / attractions can use this to advertise themselves showing the latest deals / offers

**Application**

* Android? / iOS7? / Webpage?
* An application that end users can see the latest deals (attractions, sports or deals)
  + Think Square or Google Wallet
* Make all the deals current / activity based (if possible)
* Sections
  + Profile, Wall, Labels

**Extra Features**

* Your budget, your distance

**Problems To Tackle**

1. How will the Business know if it’s beneficial or not?
   1. Use the dashboard to see?
   2. KPI’s or is it just for advertising?
2. Linking the back-end with the application.
3. Making the app “messy” – need to have tags that you follow e.g. activities, golf, food, attractions etc…
4. What competition is there? Has this been done?



