

# Tech Cocktail Project Summary

## Background:

Tech Cocktail is a media company and events organization for startups, entrepreneurs, and technology enthusiasts. They strive to amplify local tech communities and give entrepreneurs a place to stay informed, connect with fellow community members, and get inspired.

With over 10 articles published daily, Tech Cocktail dedicates itself to covering news, how-to's, rising startups, and industry trends, and important events in the US and abroad.

Tech Cocktail hosts local mixers, breakfasts, conferences, festivals, and other events around the countries to attract thousands of attendees, educated entrepreneurs, and allow individuals to showcase their latest business and technological achievements with the communities they live in. Currently they have helped startups find employees, co-founders, funding, and acquires. Events have been hosted in Chicago, DC, Boston, Los Angeles, San Francisco, San Diego, Boulder, and Austin.

## Challenge:

Design and create a Tech Cocktail mobile application which highlights Events and Content (articles). These two areas are key within the Tech Cocktail business model, and the application needs to address both points while making the experience simple and convenient.

## Solution:

As someone who had never been to a Tech Cocktail event, my first step was to attend and analyze who attends these events and what they aspire to gain from coming. We went back and forth with the Tech Cocktail team

to get a solid grasp of what they wanted the overall goal of the mobile application to be. After conducting informal user interviews, the consensus was to create a product that would focus on the overall components of Tech Cocktail (they're events, articles, and podcasts) rather than an event based application.

The population was surveyed to explore the language that would resonate most effectively. Participants were asked to organize different types of information into categories to understand what they felt belonged where. Through this we were able to understand how to structure the navigation optimally.

**“I lead a busy life and dedicate my time and resources accordingly. I wish applications were designed with a purpose. Simple, Seamless, Efficient, Easy to navigate and deploy.”**

**Alan Simpson**  
**Investor Persona**  
**Tech Cocktail Mobile Application**

**The persona of Alan an investor was created to represent the individuals who benefit from both content and events.**

Demographics Summary	
Age	46
Gender	Male
Occupation	Venture Capitalist, Entrepreneur, Programmer, Angel Investor, Mentor
Location	New York

**Other Tech Cocktail personas included: The Startup enthusiast and The job/co-founder seeker.**

Technology Usage Summary	
Computer	Used daily for emails, performing internet obligations (bills), monitoring investment positions, documenting progress with companies, drafting documents
Cell Phone	Used daily, primarily for voice calls, text messaging (sending and receiving), calendar/appointment functionality, and email interaction

Technology Usage Summary	
Ipad/Tablet	Daily to weekly usage to supplement Computer activities. Keep up with news and blog articles
Digital Camera	Used often to document vacations and life events. Photography is Alan's passion

## Background:

Alan has spent his entire career in finance and entrepreneurship. He grew up in Manhattan and moved to Michigan for school. He graduated with a Bachelors in Sales and Business Marketing from Western Michigan and an MBA from Haas School of Business at the University of California (Berkeley).

## Business Career:

After graduating from Western Michigan, Alan spent three years as a software programmer at a high-frequency trading firm. He then joined venture capital firm Foundry Group. Alan also co-founded BuildOnline, a construction collaboration technology business as the Chief Technology Officer. His investing focuses are on early-stage technology companies including: ExpenseCloud, LaughStub, Foursquare, and Kickstarter.

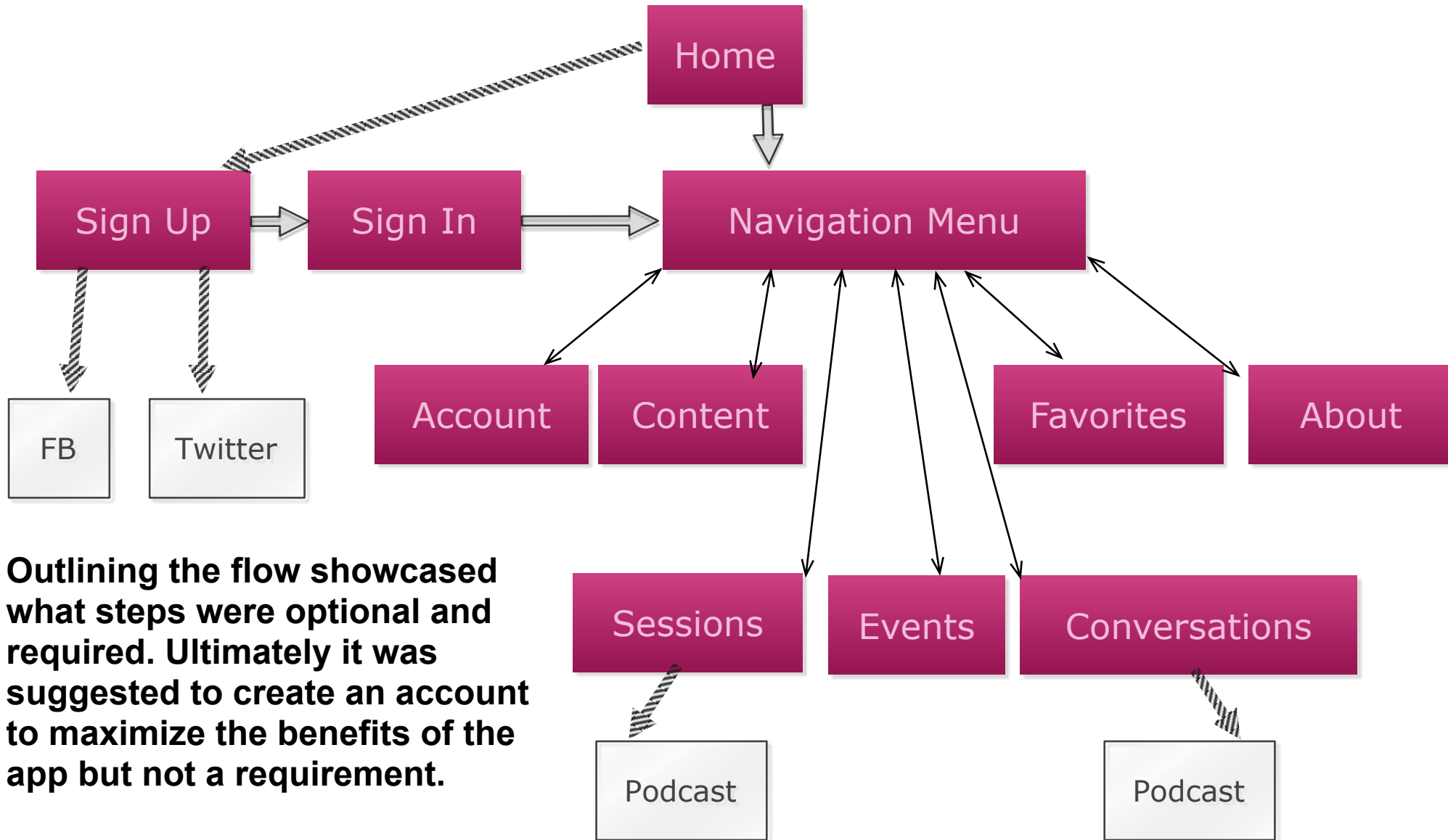
## About:

Alans day is typically influenced by what he needs to do and where he needs to be. To keep up with new opportunities, Alan makes sure to attend or send someone from his team to various networking and

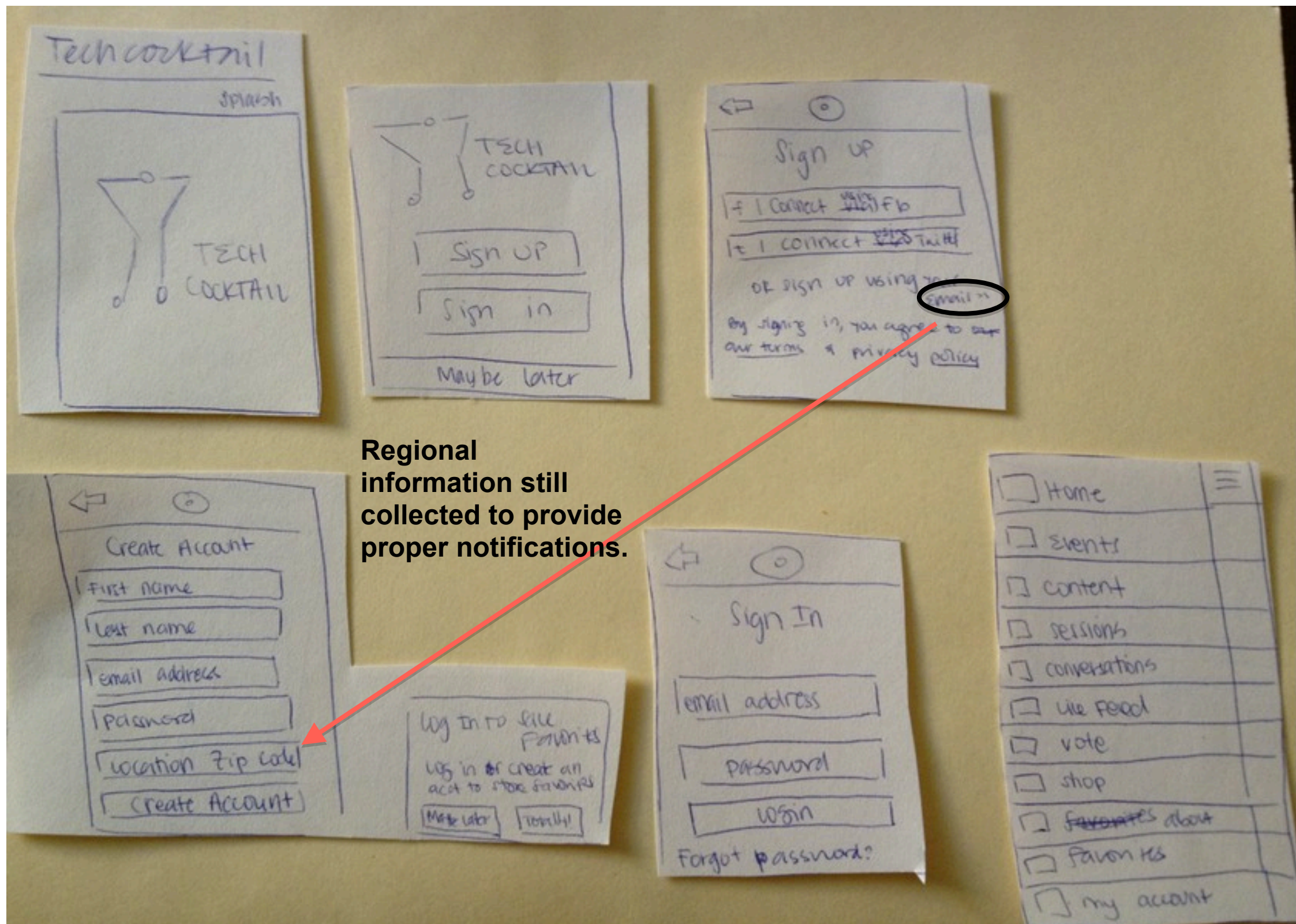
company pitch opportunities throughout the week. Alans day begins at 5:30am, he meditates for an hour and proceeds to prepare for the work day. He checks his appointments for the day and is at the office by 7:00am. Between 8:00am and 9:00am he checks his emails once, his assistant checks his emails at least five times. 9:00am - 1:00pm is dedicated to meeting with the companies he invests in, and reviewing his portfolio. From 1:00pm - 2:00pm he has lunch. 2:00pm - 3:30pm he reviews potential investment ventures and recaps with the rest of his team.

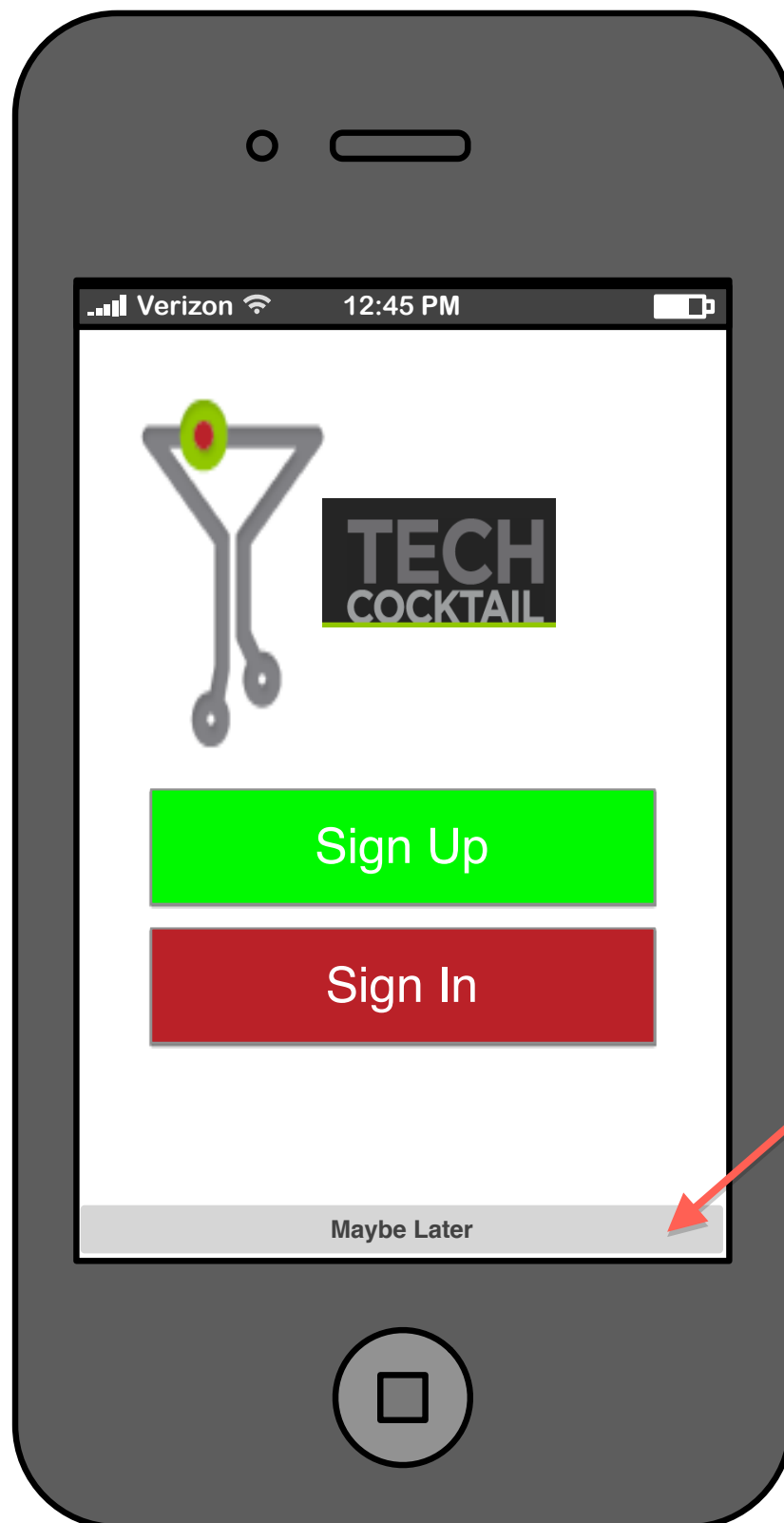
Alan primarily uses his cell phone to keep up with day to day operations and appointments. He likes applications that are simple, useful, and purposeful. He typically does not read articles or lengthy emails on his mobile device. Alan appreciates applications such as Passbook and Mailbox which allow him to be organized and efficient. He does not enjoy digging for information or applications with advertisement.

# Tech Cocktail Mobile Application Flow and Components

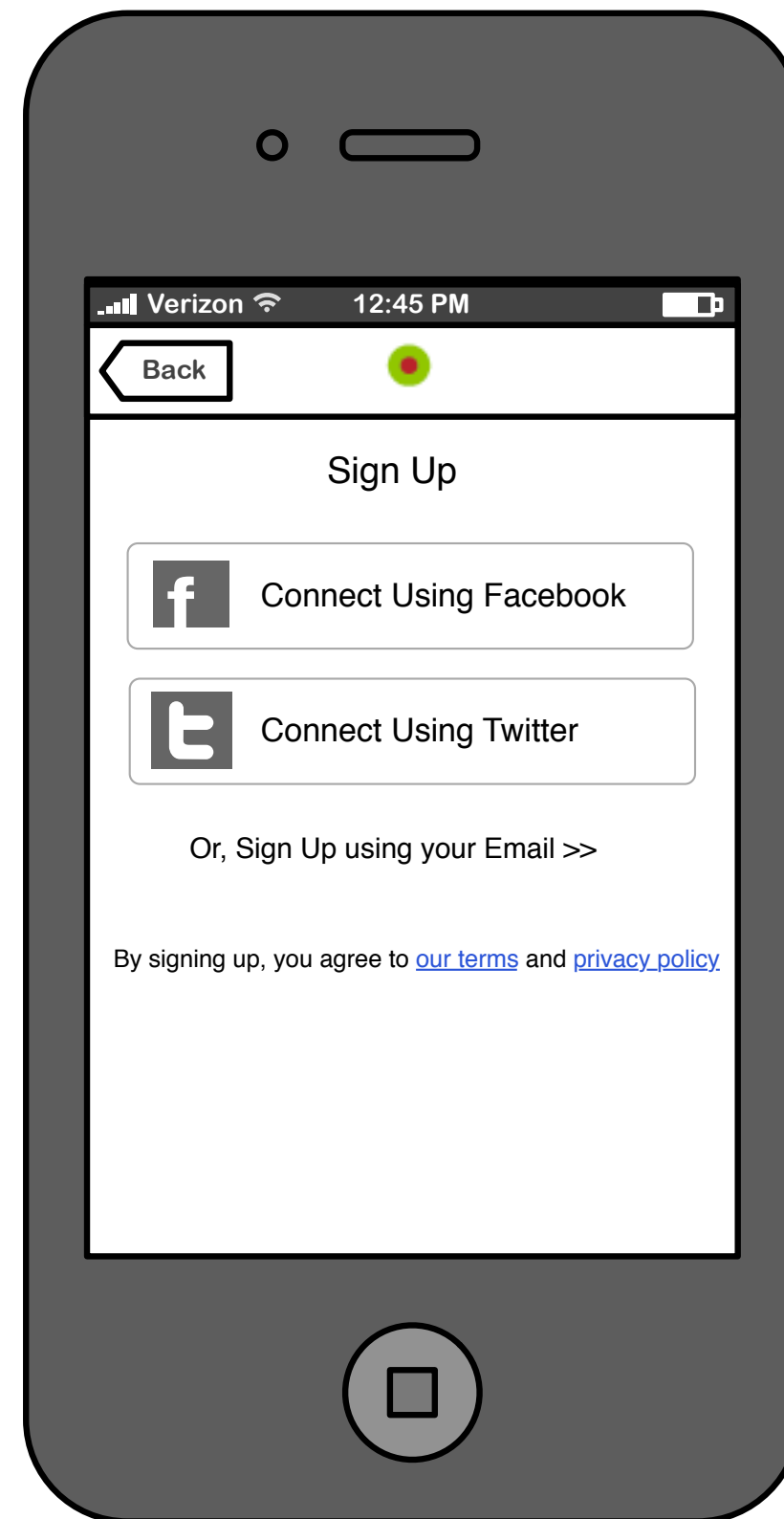








**Skip the  
sign up  
process  
and  
proceed  
straight to  
the app**





Push notifications based on region was a key component for those who aren't aware of what events are going on in there location.

The image shows a smartphone screen with a 'Create Account' form. At the top, there's a status bar with 'Verizon', signal strength, Wi-Fi, and the time '12:45 PM'. Below the status bar is a navigation bar with a 'Back' button and a green location dot. The form itself has a title 'Create Account' and a 'Select' button next to a silhouette icon. There are input fields for 'First name', 'Last name', 'Email address', and 'Password'. A 'Region' dropdown menu is shown with a right-pointing arrow. At the bottom of the form is a 'Sign Up' button.

Verizon 12:45 PM

Back

Create Account

Select

First name

Last name

Email address

Password

Region

Sign Up

Allow Tech Cocktail to  
send push notifications?

Yes

No

Public Image

Take Photo

Choose From Library

Cancel

The image shows a smartphone screen with a region selection interface. The status bar at the top shows 'Verizon', signal strength, Wi-Fi, and the time '12:45 PM'. Below the status bar is a navigation bar with a 'Back' button and a green location dot. The main content area has a 'Region' label followed by three selectable options: 'Chicago', 'Las Vegas', and 'Washington DC'. Each option is highlighted with a light gray background. Below these options is a large white rectangular area, likely for a map or additional information.

Verizon 12:45 PM

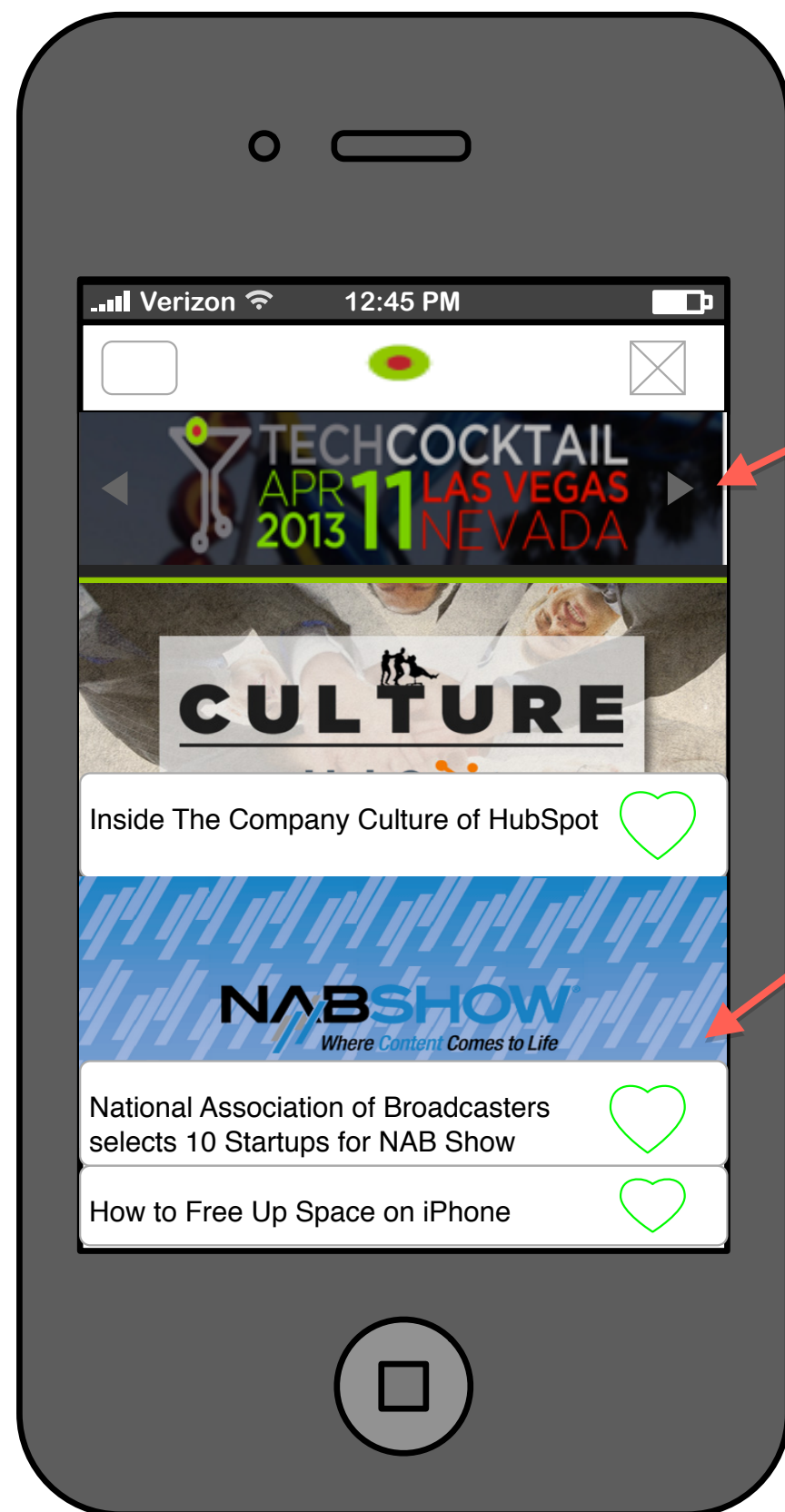
Back

Region

Chicago

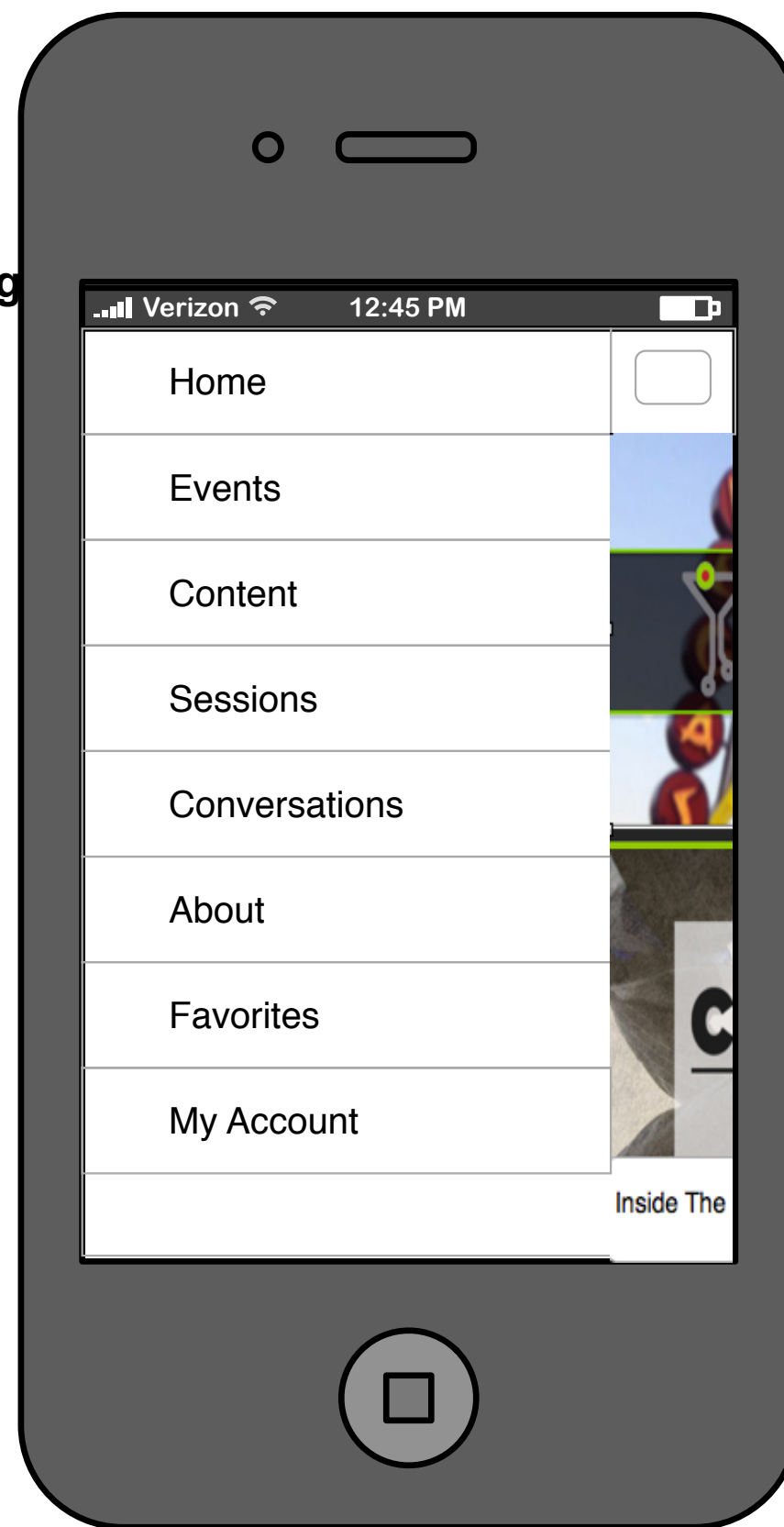
Las Vegas

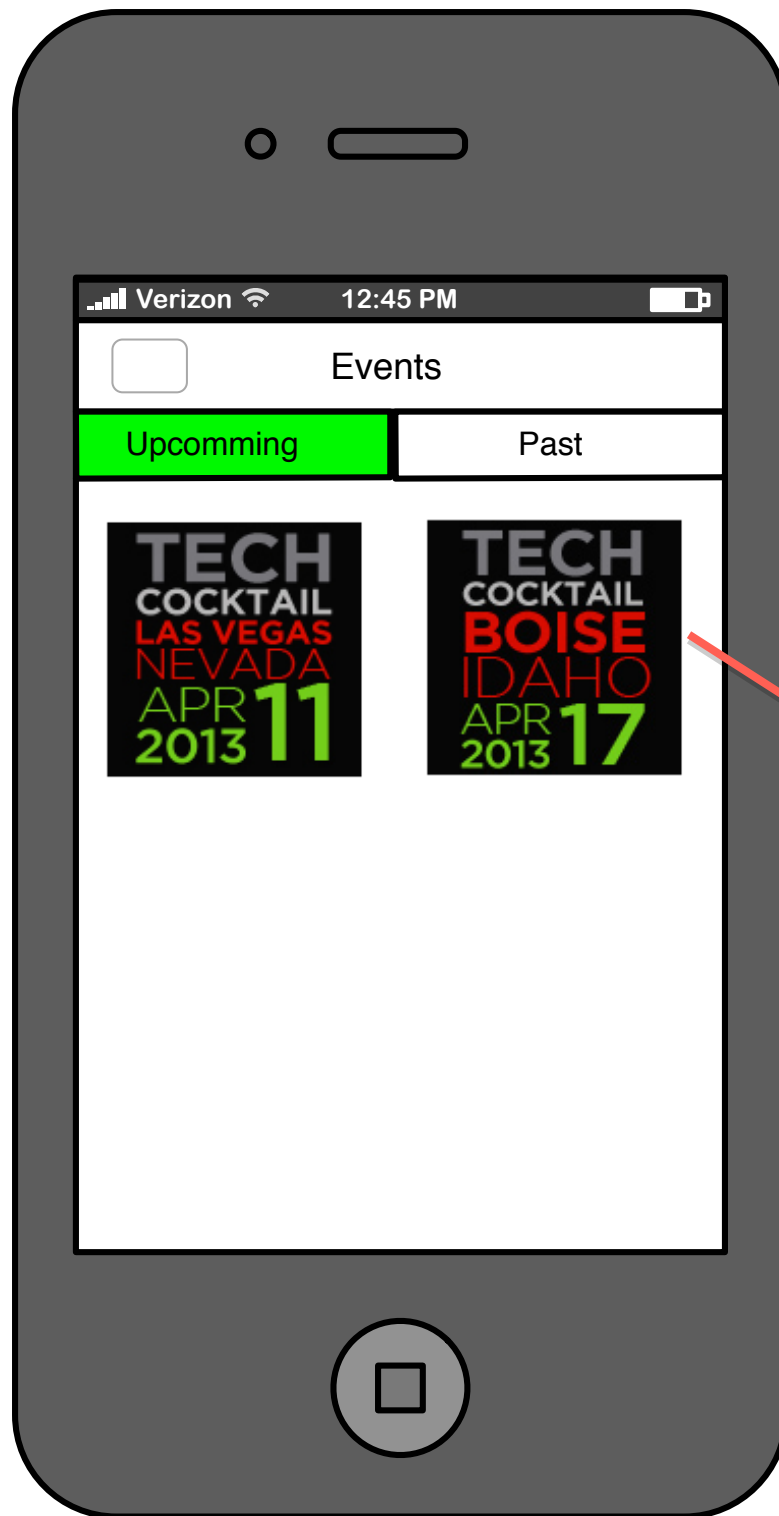
Washington DC



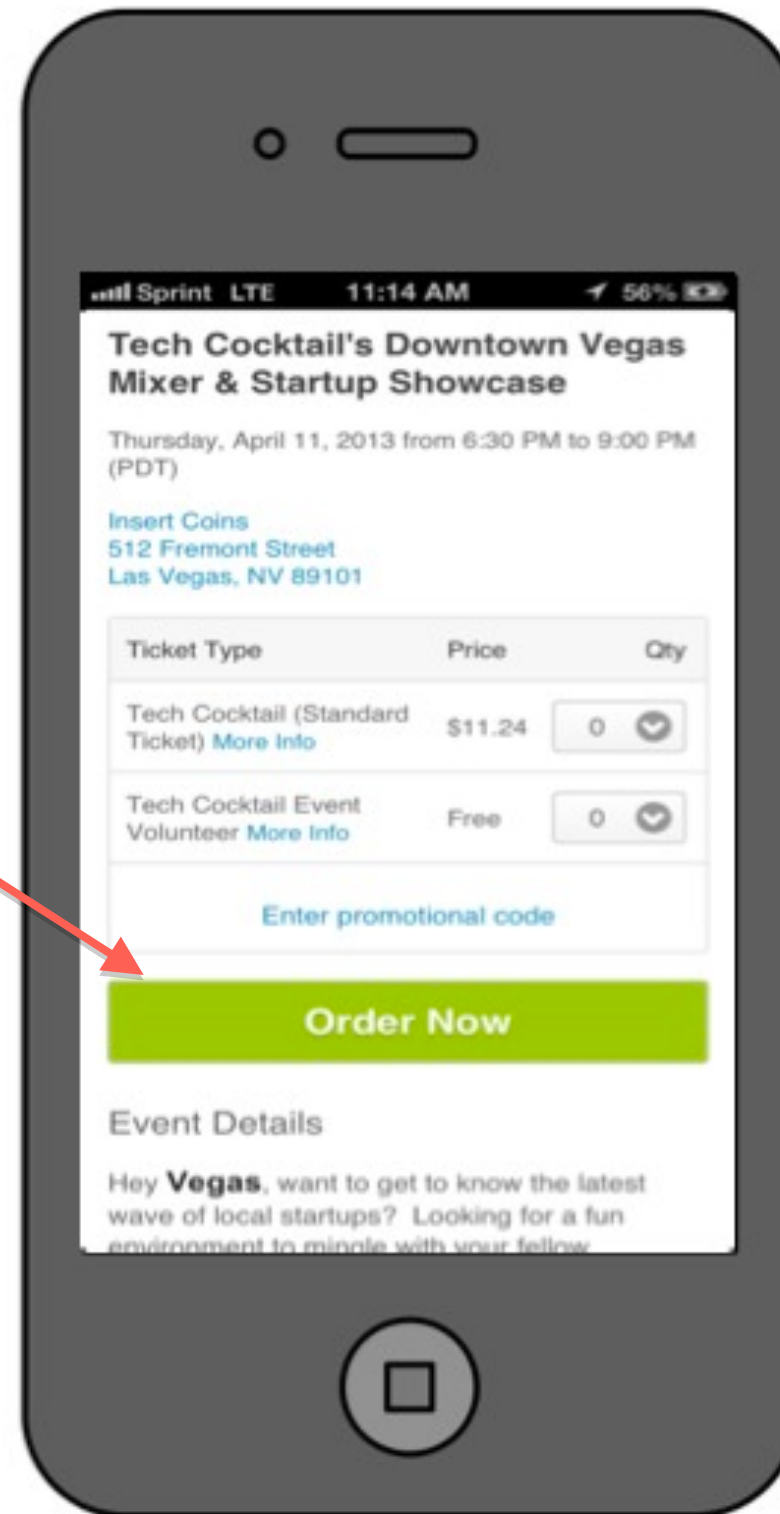
Horizontal Scroll  
through upcoming  
events

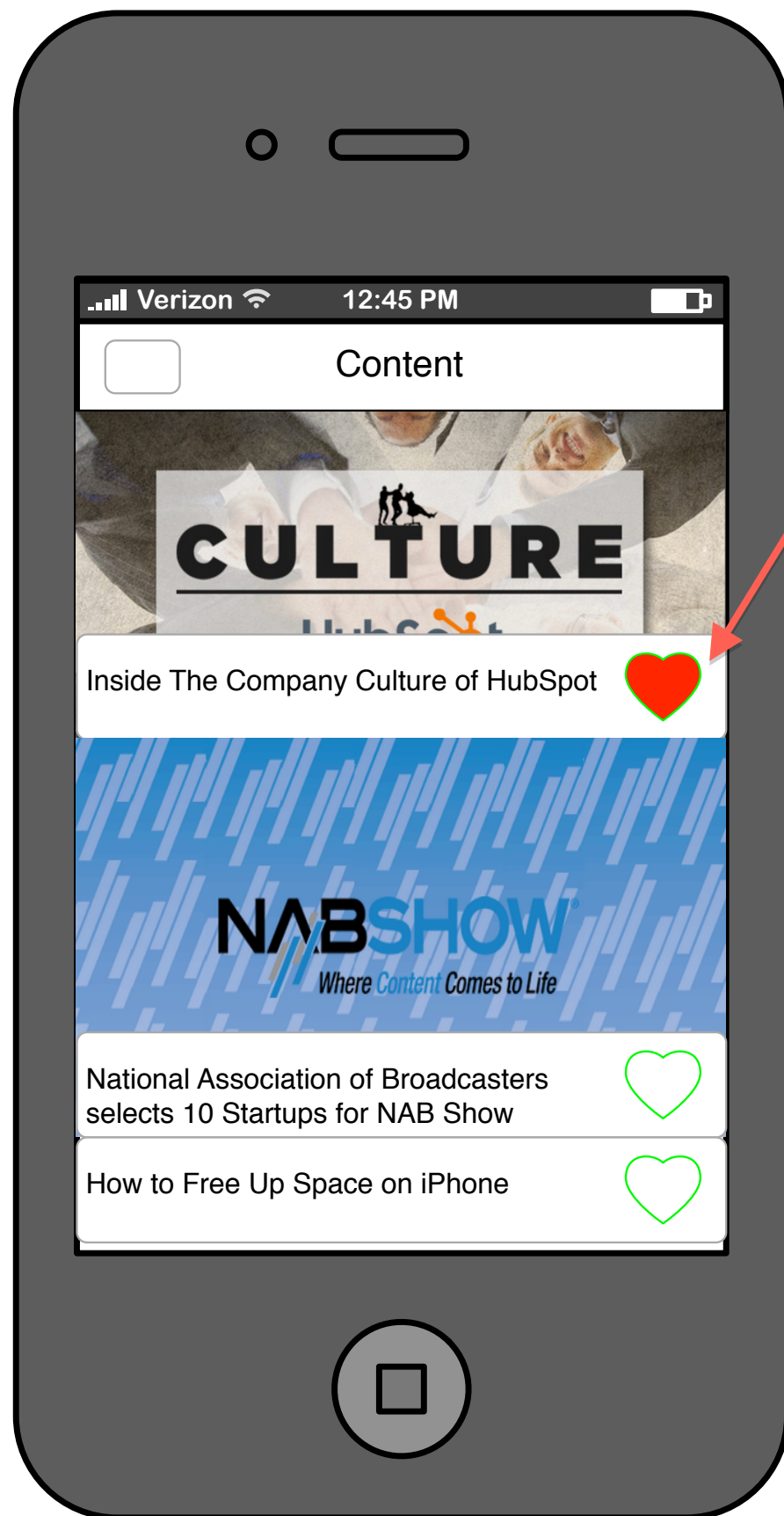
Vertical Scroll  
through latest  
content





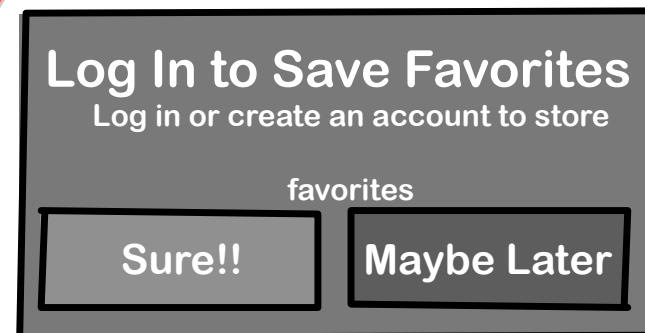
Events can  
be viewed  
and tickets  
purchased  
through the  
app





Content can be labeled as a "Favorite" and saved for later.

This feature requires creating an account



**All Content, Conversations, and Sessions are able to be shared via social media channels**



