# Background

Team: Michael Oladosu, Guriqbal Singh, Mohona Sengupta

Role: UX Designer

Objectives: Design the front-end for Droppin, a service platform focused on event sharing in the community.

In the spring of 2019, Oladosu and Singh landed the first-place prize for *The Wells Fargo Pathways to Success Program* with a comprehensive start-up pitch. They evolved that initial idea to create *Droppin,* an application that would allow members of communities to drop “pins” of public and private events, invite friends, and create profiles. The ultimate goal of the application is to bring neighborhoods, college students, and cultural communities together. I was pulled onto the team when Oladosu and Singh needed an interactive front-end prototype to bring to the second-round conference in LA.

# Ideation

## Goal of the platform

My first challenge was understanding exactly with Oladosu and Singh envisioned. Like most entrepreneurs, their ideas were vast and exciting, but I needed to help them parse down the features. As we met, we walked through their competitive analysis and user research, and I challenged them to develop an MVP so that we could pinpoint the competitive edge of their application. In short, I wanted to find the thing that made Droppin different.

I realized that we needed to find the exact pain points of creating, sharing, and hosting an event. In order to focus our understanding, I created three personas that I felt best spanned the user base.

Personas

## A screenshot of a cell phone Description automatically generatedA screenshot of a cell phone Description automatically generatedA screenshot of a social media post Description automatically generated

Take aways: regardless of your intention, advertising was one of the hardest parts of hosting and event. Logistics were a close second.

I wanted to find exactly where droppin could enter the user flow in order to smooth out this crazy process, so I created a customer journey map to separate out the pain points associated with each stage of hosting an event.

## Customer Journey Map

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With the personas and customer journey map, Oladosu, Singh and I came to an agreement about the MVP for the platform.

Final Conclusion- Droppin must:

* Allow EVENT HOSTERS to easily create events in 5 minutes or less
* Allow EVENT ATTENDANTS to quickly see any events they are invited to
* Allow ALL USERS to easily see all events in a location
* Allow ALL USERS to create profiles and save information like: past parties, ratings, and friends list for easy invitations

# Solution

## Final Design and Invision Prototype