# 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 the best.

## A screenshot of a cell phone Description automatically generatedPersonas

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

## Customer Journey Map

## Wireframes

# Solution

## Final Design and Invision Prototype