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5D Fundamentals  
Midterm Participant Definition

This app will be targeting college students and adults in their twenties. College is the time when people gain a sort of independence, and this app is dependent on user's independent availability and preferences. People in this stage of life are typically pretty busy, balancing academics, work, a social life, and sleep. Their lives are typically dependent on electronics, including a cell phone, tablet, or laptop. Communication, work, leisure activities, etc. are all done using electronics. The attention spans of this group of people are also quite low, so efficiency is very important. If the task isn't done quickly, it isn't effective. This app will help users not waste what limited time they have on trying and struggling to make plans with a group of people. Users have many friends, are social, and are willing to spend money on leisure activities. Their frustrations arise when trying to coordinate group plans.