

The Solo Traveler Guide

By Sarah Cenicerros

Problem:

You're traveling solo and want to meet other curious tourists/locals to discover the city and maybe show you around.

Solution:

You create an app where people can connect, meet, talk and recommend 'insider' places for others to visit.

Focus:

You can create a group of people that would like to meet a certain date/time in a certain place. As a group, you can all chat and suggest places, restaurants, museums, monuments, shopping places, parks that you would like to visit and create a composite itinerary that works with everyone else.

You can recommend 'insider places' marking them as one of the above categories and adding a brief description as to why they are great or overlooked.

Real-time geolocation of other users general location, which are willing or able to hang out and show people around.

This would be best for highly touristic places, such as New York, Amsterdam, Paris, London, Mexico City, Boston, etc.

Goal:

Kind of like google trips, but people-based. Google trips, Couch Surfing and Waze combined. It is for people to travel like a local and meet other people in real-time, in a safe, fun manner. You can be detached and only go through information about what other people suggest/recommend or give your own input on that, or you can be active and share your location with others while looking for people who want to hang out and discover the city together.

Shopaholic

By Sarah Cenicerros

Problem:

I love shopping, but I spend way too much money on clothes/things.

Solution:

You hit the sales. You use an app to check out where certain stores are having a clearance or a sale, you can even get notifications when your favorite brands are discounted in certain places. It even gives you necessary coupon codes and online offers to compare.

Focus:

To create an app or interactive map/list of places near you that are offering some sort of limited-time sale. It can give you an overview of the specifications (30% off jeans, buy 2 for \$20, etc), comments and real-time examples from other users (who would like to brag about their bargains) and special coupon codes or offers gained through partnership.

You can input what kind of stores you like and focus your search on whatever it is you are looking for, or you can see all the unfiltered discounts around you.

It can even help you track down how much money you've spent on your shopping spree and how much you've saved.

Goal:

To provide a network of the best places to shop at a time. Whether you're strolling through Newberry Street or hanging out at the mall, the app will be able to tell you if there are any unmissable sales around. This can be anything from a 10% student discount, a buy-one-get-one-free shoe sale, or a free tote with your hand cream. The app can be run through user submissions, online ads, or the stores themselves, looking to bring in revenue.