

# Group 1 - TheFinder

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## Project Team Members

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  4. **Devil's Advocate/Critic/"Jack of all Trades":** Ricardo Charles
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## 1. Executive Summary (Overview)

Have you ever been unable to find good places to have fun? Were you ever left starving for a burger, but every maps app didn't show you any good burger joints? Well introducing TheFinder!

TheFinder is the ultimate app to find any place you need to! It can find the location of anything you could possibly want (excluding peoples personal addresses) and give you the address to the place. It even has the possibility to find events that are happening wherever you want

When you search something up, the first couple of results will be sponsored results based off of locations near where you searched, however if you have TheFinder+, you won't be shown such sponsored content. TheFinder+ will also provide you with more detailed descriptions of locations you search up powered by AI.

And since we understand privacy is a big issue, after every search you do, it will ask if you want to give it access to your location to find places near you, and if you are uncomfortable with you you can just include the general location and range in your search prompt!

Examples of things you can 'Find'. "Find me a good donut place in Rochester", "Find me fun events within 5 minutes away", and "Find me a good place to go for a date".

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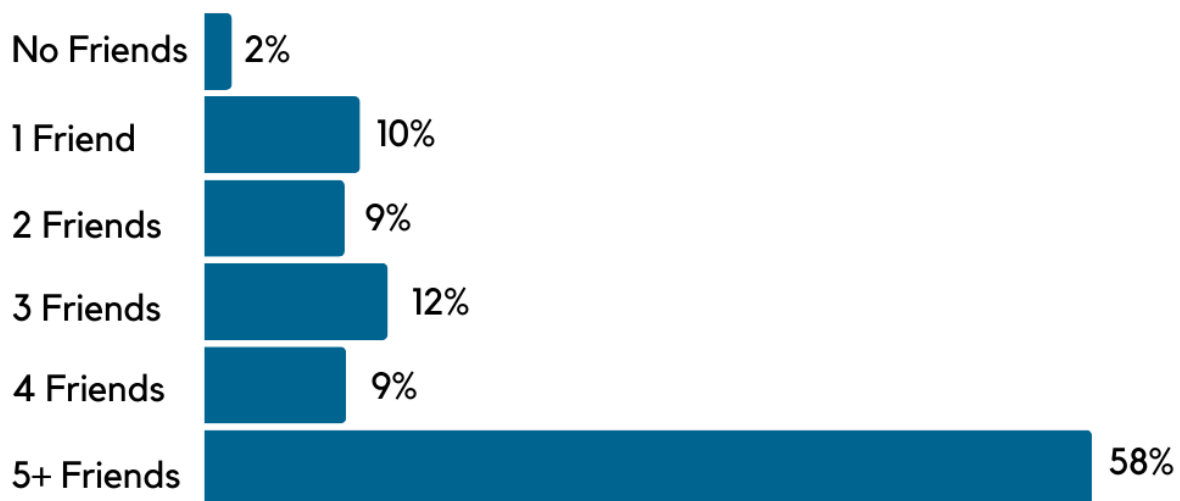
## 2. Market Research and Need Justification

### Addressed Societal Gaps:

- TheFinder means to address issues relating to loneliness and help facilitate people to make new connections.

- TheFinder is a platform to foster stronger relationships with friends as well which is something that is in demand, with a study finding that in a survey “40% longed for more closeness” with their friends (Nick).
- An app like TheFinder can also be used for making new friends, as “51% of Americans felt it was difficult to make new friends” (Nick). This shows that there is a clear demand for an app that can make finding friends easier.
- Additionally, TheFinder intends to get people to gather and engage with the world which is important as “the average time spent at home among American adults rose by 1 hour and 39 minutes per day” (Friendship Recession).

In contrast to earlier research, new data suggests that on average **98%** of Americans report having at least one friend, and **58%** have 5 or more friends.



**Notes**

Data collected by the American Friendship Project across three samples gathered between Summer 2022 and Summer 2023. Averages across all three shared here. Reported are the percent of participants who indicated they had that number of friends when asked to share the name of someone they would call a friend.

- One thing that is almost universally true about all Americans is that they have one or more friends. TheFinder is a useful tool for anyone who wants to make new friends or is looking to become closer to someone.

## Competitor Analysis:



### ➤ Meetup

- Strengths
  - Meetup provides a space for people to find events and groups that share a common interest with each other
- Flaws
  - Meetup contains charges to users looking to organize events which makes it difficult to want to use it casually.
  - Meetup has a problem with people putting out ads for paid workshops which makes it more difficult to find an actual event.



### ➤ Eventbrite

- Strengths
  - Eventbrite is well established and has reviews saying that it is effective at what it does and helps to organize events.
- Flaws
  - Similarly to Meetup, the app has fees for users that can be discouraging for people who want to use an app to find small events or just find something to do with friends.

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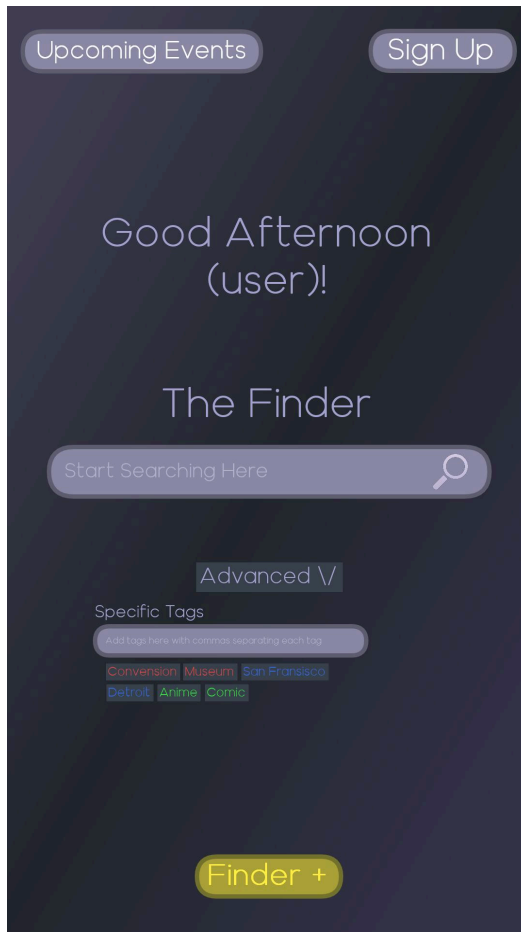
## 3. Product Description

- Ads from events to advertise events and for revenue
- Account making to own subscriptions / see recently looked at events/places
- Ideally uses smooth transition animations between pages
- Settings contain username change, theme change, clearing search history, and other account related thing
- Main page:

- Greets user (if has account)
- Sign up / log in
- Upcoming events (if has account)
- Search bar to find places / events
- Tags help users find specific events / places for those who don't know what they are (Im looking at you group 5)
- Access to see Finder+ benefits
- Account page:
  - Shows basic PFP with first and last letter initials (Joe Swain = JN)
  - Shows the name of the user
  - Lists some recent searches to go back to (like a history)
- Search Results:
  - Uses a combination of AI and general internet searches to find relevant events / places that are related to the search.
  - Gives dates and time if an event
  - Always shows location of the place
  - Has a (interested) option and a (favorite) option
  - Interested shows up in the upcoming events tab
  - Favorites go in the Account page in a tab (Haven't added it in the pictures)

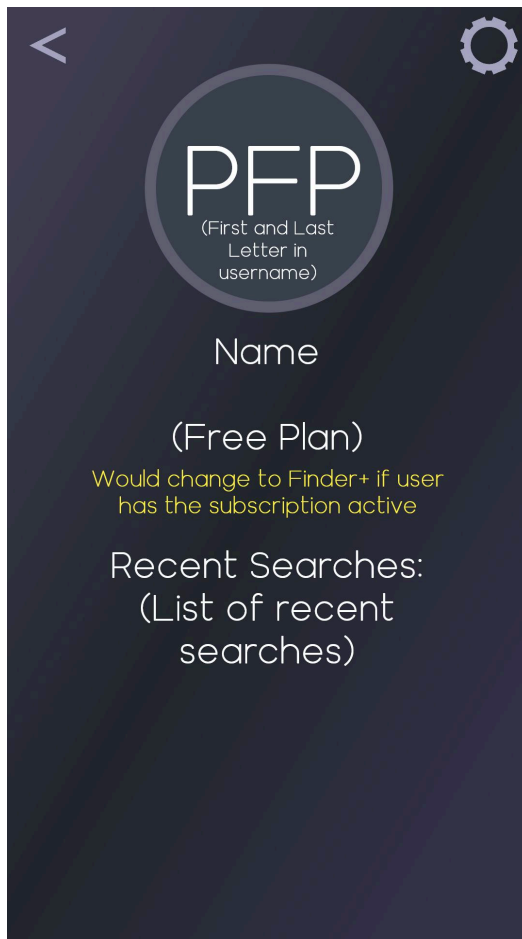


App Icon (No change, I love it)



Main Page, access to tags which help narrow down searches for those who somehow dont know how tags work... (Im looking at you

group 5)



Profile section, settings can be accessed here

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## 4. Possible Issues and Counterarguments

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- **Access to information:** Can we actually access the data it promises. While the concept of an all-knowing database is appealing, many types of information are locked behind privacy protections, paywalls, or government restrictions.  
**Solution:** We build partnerships with event organizers, businesses, and ticketing platforms to gain legitimate access to their data. Supplement with AI-driven web scraping only in compliance with laws.
- **Competition and market saturation:** Apps like Google Maps, Yelp, Meetup, and Eventbrite already dominate location and event discovery.  
**Solution:** We emphasize experience-finding rather than just directions. Offer a unique free tier that makes discovery fun and accessible compared to heavy paywall competitors.

- **Privacy concerns:** Asking users for location data is risky/Users may resist sharing real-time location out of fear of being tracked.  
**Solution:** The user opts in and we mostly use public information.
- **Monetization skepticism:** Users may view Finder+ as just another subscription fee with little real value.  
**Solution:** Finder+ offers genuine benefits, like AI-generated itineraries, personalized recommendations, and ad-free browsing.
- **User adoption challenge:** Even if the app is great, it will need a critical mass of users to generate reliable event data and make social features meaningful.  
**Solution:** We would launch in targeted cities/colleges first to create strong communities before expanding. Use referral rewards and partnerships with local businesses/events to grow the base. Social media will also help.
- **Accuracy and reliability of results:** If users get irrelevant or outdated events/locations, they'll quickly lose trust. AI-generated suggestions may also return inaccurate data.  
**Solution:** We will have a user feedback/rating system so the community can help validate results.
- **Overreliance on AI:** Users may not trust machine-written recommendations over real reviews from people.  
**Solution:** We'll make AI summarize or enhance verified user reviews instead of inventing content.
- **Accessibility and inclusivity:** If the app focuses too heavily on tech-savvy or urban users, it will alienate grandmas and people in rural areas.  
**Solution:** Our design will be simple, easy, but still look good. In rural regions, we'll highlight nearby community centers, fairs, and low-key events rather than urban stuff.
- **Revenue dependency on ads:** Leaning too heavily on event/business ads may clutter the app.  
**Solution:** We'll limit sponsorship.

## 5. Conclusion and Recommendations

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TheFinder tackles a problem most of us face every day: how hard it can be to quickly get the right information in a world that feels overloaded with data. People lose items, forget details, or have to bounce between different apps and websites just to piece together answers. Tools like social media, locator apps, and search engines help, but all of them are limited to specific purposes. None of them bring everything together in one place. That's where the Finder steps in. By combining open-source data, AI, and user input, the app makes information easier to access. Users can customize the interface, search for what they need, and even unlock advanced options through Finder+. Whether it's reconnecting with someone, finding a missing object, or just asking a simple question, the goal is to make it fast and reliable. The impact of TheFinder goes beyond convenience. Socially, it helps preserve memories and connections, like saving family information that might otherwise be lost. Financially, it reduces the stress and cost of losing things. Most

importantly, it gives users one place to go instead of wasting time sorting through scattered sources. Moving forward with TheFinder makes sense because it answers a real need that current apps can't.

## 6. Appendix

Nick, Stacy. "Are We in a Loneliness Epidemic?" *College of Liberal Arts*, 30 Jul. 2024,

<https://libarts.source.colostate.edu/are-americans-suffering-a-friendship-crisis-study-shows-we-dont-need-more-friends-just-more-time-with-those-we-already-have/>.

"The Friendship Recession: The Lost Art of Connecting." *The Leadership & Happiness Laboratory*,

<https://www.happiness.hks.harvard.edu/february-2025-issue/the-friendship-recession-the-lost-art-of-connecting>. Accessed 20 Sep. 2025.