

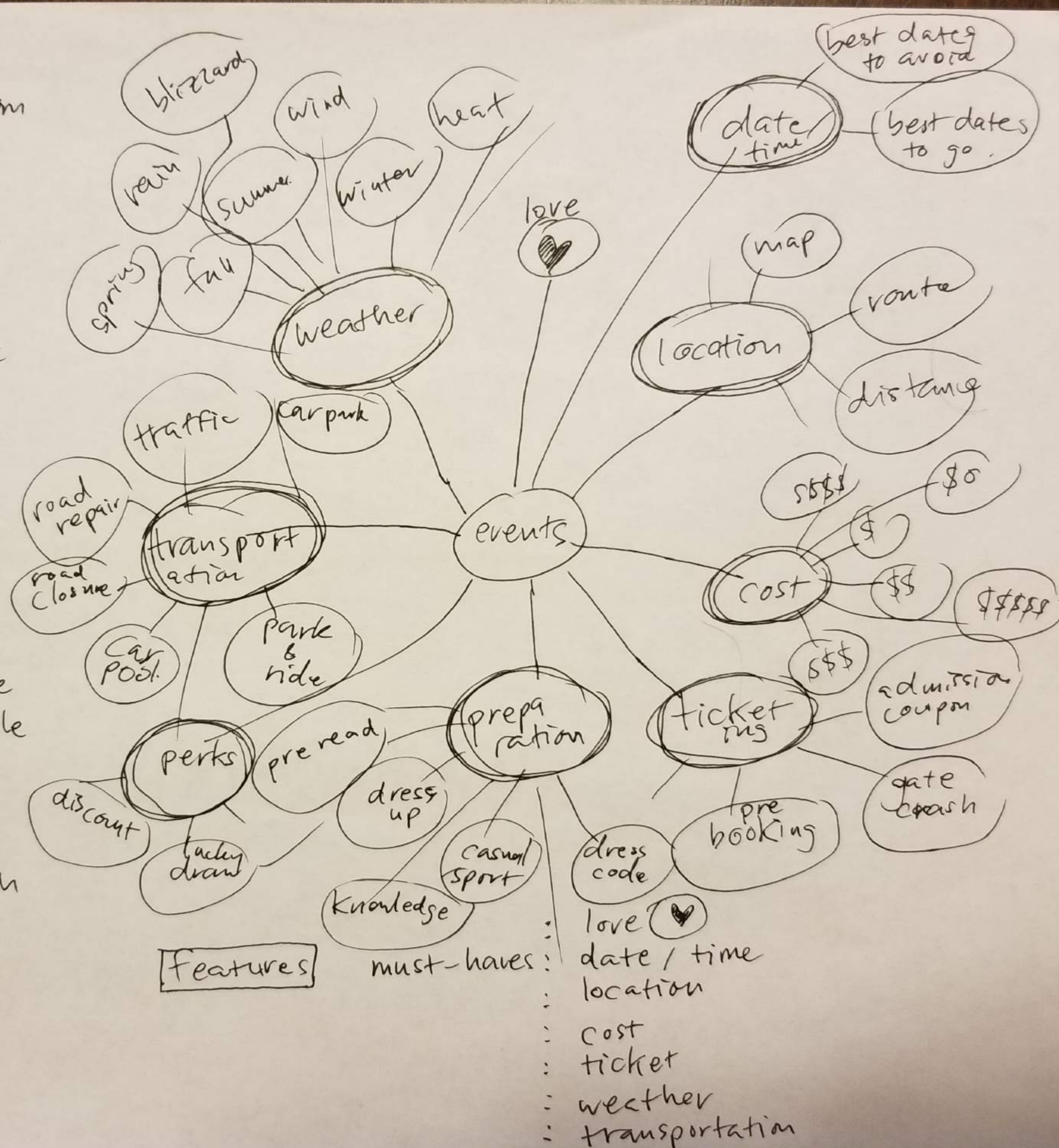
Brainstorming | Minneapolis/Minnesota website for new transplants

➔ + ☹️
Cup Cake moved to MN for 6 months. Aside from people in the office, he knows no one and he was told it is hard to make friends in MN. Though, people are nice they do not open the door for you or hang out with you.

Newcomers to MN are called 'transplants'

Cup Cake plays ukulele and enjoys geeky lifestyle and collects fan arts, figurines and cosplay.

He wants to meet with people who share the same 🧡 with him.



How might we...:

- Map Cup Cake's 'loves' with suitable socializing opportunities.
- Give Cup Cake some ideas when selecting socializing events, and know what to do and prep himself, cost (including the hidden), what to wear, pre-booking, what to eat, what dates are best to go, dos and don'ts etc.
- Alert Cup Cake of upcoming socializing opportunities ahead to clear his schedule, buy costumes, pre-book, develop the pre-requisite skills and knowledge in time.
- Assist Cupe Cake in planning his lifestyle.

Most likely to delight:

Being able to match his 'love' with socializing opportunities, get alerted ahead, get info

Rational choices:

Knowing the history, dos and don'ts, prep work, hidden cost, best dates & times

The Darling:

Get alerted on exclusive perks and discount ticket via email and phone. Group price ticketing.

The Long Shot:

Find the like-minded for carpooling and become regulars. Become local guides and contribute to the site's content e.g. features, event reviews, tips, dos and don'ts.

Match making the 'loves' of transplants with 'socializing opportunities'

