

Problem: Not knowing what to do	Project Name: Go Button	Owner: Adean E. Colon	Date: 01/25/2022
1.) Background & Problem Statement		3.) Goal Statement & Target Condition	
Occasionally, people find themselves with some free time and wanting to do something new and different. However, given a whole world of possibilities, it can be very difficult to make a decision.		To create a digital platform where the main functionality is to give the user a place to visit along with an activity to do upon the press of a button.	
Similarly, people might not want to go to the places they usually visit, but simply don't know what else to do.		4.) Implementation Plan	
2.) Cause Analysis		We want to keep the experience simple to avoid adding overwhelmedness to the user. Initially we would ask for the user's location in order to provide viable locations to visit. Some additional settings to provide better results would include a budget range and preferred max distance. The system can also redirect to the user's preferred GPS to give directions. Ideally, the results would be activities and locations that can be visited within a day at most. Again, this is to avoid adding overwhelmedness to the user from having to commit to something over multiple days.	
The problem of not knowing what to do could be the result of a phenomenon known as "Choice Overload" or "Overchoice" which refers to the difficulty in making a choice when faced with many options. As per Behavioral Economics, Overchoice has been associated with unhappiness (Schwartz, 2004), decision fatigue, going with the default option, as well as choice deferral—avoiding making a decision altogether		5.) Follow-Up	
		Initially, the choices given by the system would be from a list created by the developers. To further expand, we could allow users to propose new locations that can be added, if they're considered safe enough.	
		Further features to improve the experience would include sending invitations to friends, being able to create their own lists, and being able to mark favorites and give these more weight in the system when choosing. Additionally, certain modes can be created like "date" or "traveling".	

