

Product vision - Krogkollen

Our application is meant to serve as a guide to the nightlife in Gothenburg (and later, the rest of the world). Since we don't have very much time to spend on this project, we've decided to limit ourselves to the pubs at Chalmers, particularly during the fabled pub crawl.

In our application, there will be a map where nightlife spots are marked. On every marker there's a color indication that's either green, yellow, red or gray. These colors represent the approximate time that it will take to get into that specific place. Red indicates that it's basically impossible to get in in any foreseeable future and green is basically the opposite of that. Gray indicates that the application doesn't have any recent information about the length of the queue. From this view the user can get to a list view.

In the list view the pubs are shown in a list where the user can choose to show only favorites or sort the pubs by distance from his/her location or which place has the shortest known queue.

If you select the marker of a pub in the map view or select a pub in the list view, relevant information, such as description, age restriction, opening hours, entrance fee and more, is shown in a detailed view.

Our customer target for this application is people aged between approximately 18 and 28 years who are experienced users of smart phones. The fact that our users are accustomed to smart phones creates some requirements for the application, such as fluency and expected functionality, but it also reduces the requirements for the simplicity since we can expect that the user has previous experience and thus has no need to turn to a user manual as often as an inexperienced user .

Currently, there is already a website from other developers where you can see on a map where nightlife spots in Gothenburg are located and where they also post a small description about each spot. This is no problem since our application will have a lot more functionality and we see it as natural that the users of this home page will turn to our application. In addition to this website, there is an application for Android, iOS and web called Pubba which has a similar concept, except for the brilliant idea to show queue times.