Research
Flair: an app for people to make the perfect social plans for the night

Users are trying to find the perfect place to go to for the night depending on their mood, geo-location, company, occasion, etc.

*Key behavioral activities:*
- Searching
- Managing preferences
- Optimizing
- Finding the perfect intersection of various factors
There are currently either generic apps to find restaurants, bars and businesses (like Yelp) or apps centered around deals (like Groupon, LivingSocial), or apps that find you events and concerts (Eventbrite, Thrillcall, etc.)

Two apps - Wendr and Night Out – do something close, but they are only for iOS. Also, Wendr is more for getting friends together to make a plan while Night Out is more about happy hours and finding stuff closest to you.

Users have to use existing inefficient or generic apps like Yelp for such a specialized decision as making the perfect plan for the night.

Flair will help them specifically with making a perfect plan for the night depending on mood, geo-location, company, occasion, etc.

The app will be available on Android as well as iOS.

It will allow people to even make longer plans spanning over various activities.

It will allow voting by friends, deal aggregation, comparison of several potential plans, etc.
Find the perfect venue for the night

Make the perfect plan for the night

Weigh several factors, prioritize, optimize, compare

Engage friends, get deals

How will this be a successful user experience?
- It will allow users to do everything given above in the same app, removing the need to visit several apps
- People can have different OS in their phones than their friends and still all be able to engage with each other through the same app

How will this be a successful design?
- If users find it a one-stop place for making plans
- If they find it simple to use with minimum clickthrough and complexity
- If they make their friends get on it, and it goes viral
Who will use this? How will they use it? How if at all, will it change their behavior or the behavior of whomever is around them? What is the need for this? What do they currently do?

This app is targeted to users in the age group of 21-35 years (mainly because younger than that people aren’t of legal drinking age and also have monetary restrictions. Younger users might be considered in future versions). They are mostly millennials – working, earning well, very tech savvy, socially active.

They will use the app on the phone while commuting, at home, while waiting in queues, etc. to make plans on the go or well in advance. This will eliminate the need for them to use several different apps, call their friends up, reduce the time taken to make plans and make the process more streamlined and efficient.

Currently, users use Facebook or Whatsapp groups to make plans, and so the more the people, the more time it takes to discuss and gain consensus. Places are found on Yelp and shared on groups and people then opine on them.
Where will you find this UI?

*In the Android and iOS app stores*
Research

Screen Size

Standard iPhones and Android phones. Two example phones given below:

<table>
<thead>
<tr>
<th>Phone Type</th>
<th>Screen Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone 6 plus</td>
<td>1242 x 2208 px</td>
</tr>
<tr>
<td>Samsung Galaxy S5</td>
<td>1080 x 1920 px</td>
</tr>
</tbody>
</table>
**Research**

## Persona 1

**Laura**

<table>
<thead>
<tr>
<th>Age</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>Traveling</td>
<td>High</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fears/Concerns</th>
<th>Relationship status</th>
<th>Favorite Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inefficiency, manual work</td>
<td>Single</td>
<td>Apple</td>
</tr>
</tbody>
</table>

Laura is a Senior Software Engineer working in a leading hi-tech B2C company in San Francisco. She lives in South San Francisco and takes the BART to her office in the financial district. Laura often goes for meetups with other engineers in the city and has made some friends through that. She also conducts tech talks in universities on behalf of her company. She goes for happy hours with colleagues and on weekends meets with her friends from undergrad who are working in the valley. They alternate between plans in the city and in the Palo Alto-Mountainview area. She ends up using her car only for these type of plans. She also takes a weekend off every few months and travels in other states. She likes visiting cities and urban environments and absorbing different cultures.
Persona 2

| **Daniel** |
|---|---|---|---|
| **Age** | 23 | **Hobby** | Hiking |
| **Fears/Concerns** | School deadlines, time | **Relationship status** | Dating |
| **Familiarity with Technology** | High | **Favorite Brand** | Fitbit |

Daniel is a graduate student at the Boalt School of Law at Berkeley. He did his undergrad in Berkeley too, with a political science major. He is an introvert and loves spending time at home browsing the open web. Occasionally, he likes going out to the city with his girlfriend and their 3-4 close friends. He is an active blogger and also attends a lot of policy talks by researchers in his area. His writing is strong and opinionated, almost rebellious, a far call from how he comes across in person. He has a dog and a hand-me-down car from his dad. He occasionally visits his parents who live in Sacramento.
Divya is an international student who came to the US two years back for her graduate studies in Computer Science at USC. She recently graduated and took up a job in San Jose in an analytics startup. She lives in San Jose with three other girls, all Indians. Her social circle is largely composed of Indians – friends who also came to the bay area for grad school and those who took up jobs here, just like her. Divya learns Bollywood dance once a week and loves partying, especially Bollywood parties, and going to watch Bollywood movies. She also celebrates a lot of occasions and festivals with her Indian circle. She is very social and outgoing. She is engaged to be married and her fiancee is soon moving from the east coast to the bay area to be with her. She visits India once a year and talks to her friends and family back home very often using Viber or Facetime.
Write a scenario that describes what a user would do with the app. This scenario will then be used to create user flow and app screens. Use simple directions.

Divya likes to go dancing with her friends.
1. She launches her app Flair on her iPhone on a Friday morning to make plans for the night.
2. She chooses location, mood, company, time and other preferences.
3. She gets custom recommendations of places with details of what’s happening that night and deals if any.
4. She creates an event for the day on the app, adds friends to it and a few prospective places.
5. She then requests them through the app to upvote/downvote places and add their own time availability and comments.
6. Based on all the data, she maps out a plan with one or more places/activities (e.g. dance club followed by dinner followed by a drive to twin peaks)
7. She sends the final plan to her friends who can see detailed schedule (with time) and directions to the places and choose to go to some or all of the parts of the plan.
Create a user flow for one of your personas.

Research

Content
What type of experience do you want to provide for your user?

E.g., the overall feeling of this app is to provide a convenient yet comprehensive way to make plans with friends. It’s almost like a project management platform for nights out.

This app will provide a method to the madness of making plans involving multiple people all of whom have their own different preferences and availabilities.

This app will be created using a DIY mentality. The app allow creation of the most simple to the most complex, detailed plans by yourself.

This app will infuse a methodical mentality. I want people to feel organized and in control when using my app, yet discover new places and things to do.

My app will be the hyper-organized planners delight and best friend.
Formal Collage - ORDERLINESS
Style Guide

Formal Collage - EXCITEMENT

[Diagram of abstract design with lightning bolts and circles]