

Party Pulser

Solution that will enable young professionals to identify parties and events conducive to meeting new people and having fun on their nights out

Spec Status: **Draft** / Peer Review / Mentor Review / Complete

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I want to move forward to build this product with a cross-functional team in the Co.Lab Program: maybe; still deciding

Summary

What is it? Think of this as your elevator pitch for your product. Limit it to a few sentences.

Young professionals, ages 23 to 30, need a streamlined solution to identify parties and events conducive to meeting new people and having fun on their nights out because it is currently overwhelming and inefficient to find suitable places to socialize, connect with like-minded people, and have a good time.

Problem Background

Young professionals (aged 23-30) often experience significant life transitions, such as adjusting to post-college life, settling into new cities, and managing high-stress jobs. Amidst these changes, they seek opportunities to unwind, socialize, and network, making the nightlife scene a vital aspect of their lives. However, navigating this scene presents challenges. Despite residing in areas for extended periods, young professionals struggle to identify the most enjoyable parties and events (60%+ of survey respondents believe their night out planning process could be improved substantially; see appendix for details). They invest valuable time attending gatherings that often fail to meet their expectations, leading to frustration and the need to search for alternative venues. This inefficiency not only wastes time but also incurs unnecessary transportation costs, such as excessive spending on ride-sharing services. Moreover, finding the right events can contribute to developing a stronger network, provide outlets for maintaining a healthy work-life balance, and contribute to personal enrichment and fulfillment. Thus, having a solution that streamlines the process of finding suitable nightlife options not only enhances the overall nightlife experience but also supports young professionals in their personal and professional growth endeavors.

Streamlining the process of finding suitable nightlife options holds significant promise. By reducing the time spent planning nights out, young professionals can optimize their leisure time, fostering a more fulfilling and cost-effective evening. Simplifying the search for enjoyable venues not only enhances the overall nightlife experience but also facilitates valuable connections and social interactions crucial for personal and professional growth.

Goals

Talk about the general high-level goals of doing this work. What are we trying to accomplish by solving the problem?

- Simplify and streamline the night out planning process
- Increase the likelihood that people will have fun on their nights out
- Make it easier for users to pivot to another party if they are not having a fun time

User Stories

Put 3-5 user stories here. Keep it high level. As a <type of user>, I want to <goal to be accomplished>, so that <reason for the goal>.

1. As a user, I want to be able to have the option to create (or skip) a user profile so that I can store the following information in the application
 - Full name
 - Profile picture
 - Age (if they enter under the age of 18, and error pops up)
 - Email address
 - Phone number
2. As a user, I want to be able to log in to the application using a username or social media account (e.g., gmail account, Facebook, twitter/X)
3. As a user, I want to have a consolidated list of events happening for the month/week as well as bars, clubs and lounges in the area so that I have full visibility into my night-out options;
 - **Note:** this list will include bars, clubs, and other venues that are not having any special events but are open so that people can have visibility into everything, regardless of whether a special event is being held there or it is just a regular night for the location/venue
 - Info included would be
 - name of event
 - where it is
 - Time
 - Cost (cover charge, sections)
 - Type of music (including DJs)
 - Proximity to current location
4. As a user, I want to be able to search for and filter for different criteria so that I can find appropriate events for myself
 - Cost (cover charge, sections)
 - Type of music (including DJs)
 - Proximity to current location
5. As a user, I want to be able to see parties/events that are similar to events that I am viewing so that I can get ideas on other places to go
6. As a user, I want to be able to have parties and events recommended to me each week based on my prior experiences/searches so that my

planning process gets easier [not a priority for the sprint; too much time required]

7. As a user, I want to have the ability to follow my friends on the application so that i can show them where I am going for the weekend (medium priority)
8. As a user, I want to be able to assemble a list of event with my friends so that we can vote on where we want to spend our night out (low priority)

Note: Survey data can be found in the [appendix](#)

Proposed Solution

What are you proposing is the solution to the problem being tackled? Keep this to a few sentences, again focusing on the WHAT, not the HOW.

Allow users to see key information (e.g., music, location, cost) about events and locations on one platform and enable them to filter using different criteria. The solution will also allow users to see events that are similar to those that they are currently viewing and will allow them to follow their friend's accounts and vote on places to go

Scenarios

What are your key scenarios (based off your user stories)? What is the definition of done (or acceptance criterion) for each of them? Note: This should be finalized as a team.

- **User stories 1 & 2:** 1) As a user, I want to be able to have the option to create (or skip) a user profile so that I can store the following information in the application: Full name, Profile picture , Age (if they enter under the age of 18, and error pops up), Email address, and Phone number; 2) As a user, I want to be able to log in to the application using a username or social media account (e.g., gmail account, Facebook, twitter/X)
 - **Scenario # 1:** create an account *(Tied to user story 1 and 2)*
 - **Acceptance criteria**
 - **Profile Creation Option**
 - The user should have the option to create a profile or skip this step during the initial app setup.

- If the user chooses to skip, they should be able to access the option to create a profile from the app's main menu or settings later.
- **Full Name Entry**
 - The user should be able to enter their full name.
 - The full name field should accept a minimum of 2 characters and a maximum of 50 characters.
- **Profile Picture Upload**
 - The user should be able to upload a profile picture.
 - The app should accept standard image file formats (e.g., JPG, PNG).
 - The profile picture upload should be optional.
- **Age Verification**
 - The user should be able to enter their age.
 - If the user enters an age under 18, an error message should appear: "You must be 18 or older to create a profile."
 - The age field should be required if the user opts to create a profile.
- **Email Address Entry**
 - The user should be able to enter their email address.
 - The email field should validate the format (e.g., user@example.com).
 - The email field should be required if the user opts to create a profile
- **Phone Number Entry**
 - The user should be able to enter their phone number.
 - The phone number field should validate the format and accept international numbers.
 - The phone number field should be required if the user opts to create a profile.
- **Profile Information Storage**
 - The app should securely store the user's profile information once entered and saved.
 - The user should be able to edit their profile information at any time from the profile settings page.
 - Profile changes should be saved and updated immediately upon submission.
- **User Experience**

- The app should provide clear instructions and feedback for each field (e.g., format requirements, error messages).
 - If the user skips profile creation, they should receive a reminder or prompt to create a profile after a certain period or number of app uses.
- **Scenario #2: sign in user a username or social media account**
 - **Acceptance criteria**
 - **Username Login**
 - The user should be able to log in using a username and password.
 - The password field should be masked for security.
 - The app should validate the username and password against the stored credentials.
 - If the username or password is incorrect, the user should receive an error message: "Invalid username or password."
 - **Social Media Login Options**
 - The user should be able to log in using their Gmail, Facebook, or Twitter/X account.
 - The login screen should display buttons for each social media login option (Gmail, Facebook, Twitter/X).
 - Each button should redirect the user to the respective social media platform's login page.
 - **OAuth Integration**
 - The app should use OAuth for secure authentication with social media accounts.
 - After successful authentication, the user should be redirected back to the app.
 - The app should receive and securely store the user's basic profile information (e.g., name, email) from the social media account.
 - **User Account Linking**

- If a user logs in with a social media account for the first time, the app should prompt the user to create a new account linked to the social media login.
 - If the user has previously logged in with a social media account, the app should link to their existing account.
- **Error Handling for Social Media Login**
 - If there is an issue with social media authentication (e.g., invalid credentials, network error), the user should receive an appropriate error message: "Unable to authenticate with [Social Media Platform]. Please try again."
- **Remember Me Option**
 - The login screen should include a "Remember Me" checkbox. (low priority)
 - If the user selects "Remember Me," their login credentials should be saved for future sessions (low priority)
- **Password Recovery**
 - The login screen should provide a "Forgot Password?" link for username/password login.
 - The user should be able to reset their password by entering their email address.
 - The app should send a password reset link to the user's email.
- **Security Measures**
 - The app should use secure methods (e.g., HTTPS, encrypted storage) for handling user credentials.
 - The app should implement measures to prevent brute force attacks, such as account lockout after multiple failed login attempts.
- **User Experience**
 - The login process should be quick and seamless, with clear instructions and feedback at each step.
 - The design should be consistent and user-friendly, ensuring easy navigation between login options.
- **User Story 3:** As a user, I want have a consolidated list of events happening for the month/week as well as bars, clubs and lounges in the area so that I have full visibility into my night-out options; The info

available will include: name of event, location (incl. Current distance from user), time, cost (cover charge, sections), type of music (including DJs)

- **Scenario #1:** view a list of consolidated list of events happening for the month/week as well as bars, clubs and lounges in the area that are open
 - **Acceptance criteria**
 - **Event Listings:**
 - The app must display a consolidated list of events for the current month and week.
 - The list must include bars, clubs, and lounges in the user's area.
 - **Event Details:**
 - Each event in the list must display the following information:
 - Name of the event
 - Location of the event, including the current distance from the user
 - Time of the event
 - Cost details, including cover charge and section prices
 - Type of music, including specific DJs or live performances
 - **Filtering Options:**
 - Users must be able to filter the list of events by:
 - Date (e.g., specific days or weekends)
 - Type of venue (e.g., bar, club, lounge)
 - Cost range (e.g., free, low-cost, high-cost)
 - Music genre (e.g., electronic, hip-hop, live band)
 - **Sorting Options:**
 - Users must be able to sort the list of events by:
 - Date and time (e.g., soonest first)
 - Distance from the user (e.g., nearest first)
 - Cost (e.g., lowest to highest)
 - **Map Integration:**

- The app must include a map view that shows the locations of all listed events relative to the user's current location.
- **Event Details Page:**
 - Users must be able to tap on an event to view more detailed information.
 - The detailed view must include all information from the list view plus:
 - Detailed description of the event
 - Photos or videos (if available)
 - Links to purchase tickets or make reservations
 - Contact information for the venue
- **User Experience:**
 - The app must provide a seamless navigation experience between the list view, map view, and detailed event pages.
- **Error Handling:**
 - The app must display an error message if it fails to load the list of events.
 - Users must be able to retry loading the events without restarting the app.
- **Accessibility:**
 - The app must be accessible to users with disabilities, including support for screen readers and high-contrast modes.
- **Notifications:**
 - Users must have the option to receive notifications about new events matching their filters or preferences.
- **User Story 4:** As a user, I want to be able to search for and filter for different criteria so that I can find appropriate events for myself; I will have the ability to filter for the following criteria: Cost (cover charge, sections), type of music (including DJs), proximity to current location
 - **Scenario #1:** Search for events and use filters to narrow down event options (*tied to user story 4*)
 - **Acceptance criteria**

- Search Functionality
 - The user can enter a keyword or phrase in the search bar.
 - The search results display events that match the entered keyword or phrase.
 - The search results are updated in real-time as the user types in the search bar
- Filter Options
 - The user can filter events based on various criteria
- Filtering Experience
 - The user can apply multiple filters simultaneously.
 - The user can easily clear individual filters or reset all filters to default settings.
 - The filter options are clearly visible and easily accessible from the search results page.
- Search and Filter Results
 - The filtered search results update dynamically as filters are applied or removed.
 - The results show key information about each event.
 - The user can click on an event in the search results to view more detailed information.
- User Interface and Usability

- The search bar and filter options are intuitive and easy to use on mobile devices.
- The user interface is responsive and performs well, with minimal loading times.
- The design is visually appealing and consistent with the overall app theme.
- Error Handling
 - If no events match the search criteria, the user is shown a friendly message suggesting to broaden their search or adjust filters.
 - If there is a technical issue retrieving search results, the user is notified and given an option to retry.
- Accessibility
 - The search and filter features are accessible to users with disabilities, including compatibility with screen readers and other assistive technologies.
 - The app meets accessibility standards (e.g., WCAG 2.1).
- Performance Metrics
 - The search results load relatively quickly after entering a search term or applying filters.

- The app handles a large number of events and filters without performance degradation
- **User story #5:** As a user, I want to be able to see parties/events that are similar to events that I am viewing so that I can get ideas on other places to go
 - **Scenario #1:** See parties/events that are similar to event that is being viewed
 - **Acceptance criteria**
 - **Event Listing**
 - The app should display a consolidated list of events happening for the month/week.
 - Each event listing should include the following information:
 - Name of the event
 - Location (with current distance from the user)
 - Date and time
 - Cost (cover charge and sections)
 - Type of music (including DJs)
 - The event list should be organized chronologically or by user preference (e.g., by date, by distance).
 - **Bars, Clubs, and Lounges Listing**
 - The app should display a list of bars, clubs, and lounges in the area.
 - Each venue listing should include the following information:
 - Name of the venue
 - Location (with current distance from the user)
 - Type of music typically played
 - Current or upcoming events, if any
- **Location and Distance**
 - The app should use the user's current location to calculate and display the distance to each event and venue.

- Location information should be updated in real-time as the user moves.

- **Search and Filter Options**
 - The user should be able to search for specific events or venues using keywords.
 - The user should be able to filter events and venues by various criteria, including:
 - Date and time
 - Cost range
 - Type of music
 - Distance from current location

- **Event and Venue Details**
 - The user should be able to tap on an event or venue to view detailed information.
 - Detailed information should include a map view, description, photos, and user reviews.
- **User Interface and Experience**
 - The event and venue lists should be visually appealing and easy to navigate.
 - Information should be displayed clearly and concisely, with intuitive design elements.
- **Performance and Reliability**
 - The app should load event and venue information relatively quickly.
 - The app should handle a large number of listings without performance issues.
- **Notifications and Updates**
 - The user should have the option to receive notifications about upcoming events and new venue listings.
 - The app should automatically update the list of events and venues regularly.
- **User Feedback and Reviews**
 - The app should allow users to leave reviews and ratings for events and venues.

- Reviews and ratings should be visible to other users when viewing event or venue details.
 - **Error Handling**
 - The app should display an appropriate error message if it is unable to retrieve event or venue information.
 - The user should be able to retry fetching the information or contact support if needed.
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- **User stories 6:** As a user, I want to be able to have parties and events recommended to me each week based on my prior experiences/searches so that my planning process gets easier [not a priority for the sprint; too much time required]
 - **Scenario #1:** Receive event recommendations based on prior searches and events attended (*tied to user story 6*)
 - **Acceptance criteria**
 - **Recommendation Algorithm**
 - The app should have a recommendation algorithm that analyzes the user's prior experiences and searches.
 - The algorithm should consider factors such as past event attendance, search history, and user preferences.
 - **User Preferences**
 - The user should be able to set and update their preferences for event recommendations (e.g., types of events, favorite genres of music, preferred locations).
 - The app should store these preferences securely and use them to tailor recommendations.
 - **Weekly Recommendations**
 - The app should generate a list of recommended events and parties each week based on the user's past behavior and preferences.
 - The list should be refreshed every week to include new events and parties.
 - **Notification and Alerts**
 - The user should receive a weekly notification with a summary of the recommended events.
 - The user should have the option to customize the notification settings (e.g., frequency, time of day).
 - **Recommendation Details**

- Each recommended event should include detailed information such as event name, location, time, cost, type of music, and distance from the user.
 - Recommendations should be clearly marked as such and distinguishable from other events.
- **User Feedback**
 - The user should be able to provide feedback on the recommended events (e.g., thumbs up/down, rating).
 - The app should use this feedback to improve future recommendations.
- **Filtering and Sorting**
 - The user should be able to filter and sort the recommended events list by various criteria (e.g., date, distance, cost).
 - The app should remember the user's preferred filters and sorting options.
- **Viewing and Saving Recommendations**
 - The user should be able to view the full list of weekly recommendations within the app.
 - The user should have the option to save recommended events to their calendar or favorite list.
- **Personalization and Updates**
 - The app should personalize recommendations over time as it gathers more data on the user's preferences and behavior.
 - The user should be informed about how their data is used to generate recommendations and be able to opt out if desired.
- **Error Handling**
 - The app should display an appropriate error message if it is unable to generate recommendations.
 - The user should have the option to retry or report the issue to support.
- **User story 7 and 8: 7) As a user, I want to have the ability to follow my friends on the application so that i can show them where I am going for the weekend (medium priority); 8) As a user, I want to be able to assemble a list of event with my friends so that we can vote on where we want to spend our night out (low priority)**
 - **Scenario #1: users can follow their friends on the platform**
 - **Acceptance Criteria**

- **Friend Following Feature**
 - The app should allow users to search for and follow their friends within the application.
 - Users should be able to send follow requests to their friends.
 - Friends should receive notifications for follow requests and have the option to accept or decline.
- **Friend List Management**
 - The app should have a friend list section where users can see all their followed friends.
 - Users should be able to unfollow friends at any time.
- **Privacy Settings**
 - Users should have control over their privacy settings, including the ability to make their event plans visible only to followers, specific friends, or keep them private.
 - Users should be able to update their privacy settings at any time.
- **Sharing Event Plans**
 - Users should be able to mark events they are attending for the weekend and share this information with their followers.
 - Shared plans should include event details such as event name, location, date, time, and any additional notes the user wants to add.
- **Notification System**
 - Friends should receive notifications when someone they follow shares new event plans.
- **Activity Feed**
 - The app should include an activity feed where users can see the latest updates from their friends, including the events they plan to attend.
 - The activity feed should be easily accessible from the main navigation menu.
- **Event Recommendations Based on Friends' Plans**
 - The app should have a feature that suggests events to users based on the plans of their friends.
 - Users should have the option to filter and view events their friends are attending.
- **User Profile Integration**

- The shared plans should be integrated into the user's profile, so friends can view their upcoming plans by visiting their profile page.
 - Users should be able to edit or remove shared plans from their profile at any time.
- **Error Handling**
 - The app should display appropriate error messages if there are issues with following friends or sharing event plans.
 - Users should have the option to retry or report the issue to support.
- **Security and Data Protection**
 - The app should ensure that all user data related to following friends and shared plans is securely stored and transmitted.
 - The app should comply with relevant data protection regulations to protect user privacy.
-
- **Scenario #2:** Users can vote with their friends on the platform (low priority due to complexity)
 - **Acceptance criteria**
 - **Event List Creation**
 - Users should be able to create a new event list and invite friends to collaborate.
 - Users should be able to add multiple events to the list, including details such as event name, location, date, time, and description.
 - **Friend Invitations**
 - Users should be able to search for and invite friends to join their event list.
 - Friends should receive notifications of invitations and have the option to accept or decline.
 - **Collaborative Editing**
 - All invited friends should be able to add events to the shared list.
 - Any user in the group should have the ability to remove events they have added.

- All changes made to the event list should be visible to all participants in real time.
- **Voting Mechanism**
 - The app should provide a voting mechanism where users can vote on their preferred events.
 - Each user should have the ability to cast one vote per event.
 - Users should be able to change their votes until the voting is finalized.
- **Voting Results Display**
 - The app should display the voting results in real time.
 - Events should be ranked based on the number of votes received.
 - A clear indication should be provided for the event with the highest votes.
- **Notification System**
 - Users should receive notifications when new events are added to the list.
 - Users should be notified when the voting period starts and ends.
 - Users should be notified of the final voting results.
- **Privacy and Access Control**
 - Only invited users should have access to the shared event list.
 - The creator of the event list should have the ability to manage access, including removing participants if necessary.
- **Finalizing Event Selection**
 - Once the voting is finalized, the event with the highest votes should be marked as the selected event for the night out.
 - The app should allow the event list creator to finalize the event selection and notify all participants of the chosen event.
- **Error handling**

- The app should display appropriate error messages if there are issues with creating event lists, inviting friends, or voting.
- Users should have the option to retry or report the issue to support.
- **Security and Data Protection**
 - The app should ensure that all data related to shared event lists and votes is securely stored and transmitted.
 - The app should comply with relevant data protection regulations to protect user privacy.

Measuring Success

Co.Lab Success Metrics

What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team.

By demo day, we would like to complete our first 3 user stories since they serve as the core value proposition we are trying to deliver.

Product Success Metrics

Consider metrics you'd want to measure to consider the product a success. How would we know if we've solved the problem? What are the things we'd want to measure?

- **North star metric:** repeat visits per month
- **Supporting metrics**
 - Click through rate (i.e., amount of users who click on event listings after viewing search or recommendations)
 - Ratings of parties attended
 - Time spent on application per month
- **Counter metrics:** CSAT and customer complaints

Potential other metrics

- Event views

Milestones & Timeline

What are the milestones and project stages within Co.Lab? How will you consider your roll-out plan? What about extending beyond?

1. **Design Phase:**
 - Create and align on wireframes and mockups for the application
 - Design the database architecture to support the application's functionality, including event listings, user profiles, and collaboration features.
2. **Development Phase:**
 - Implement the front-end interface based on the approved designs
 - Develop the back-end infrastructure to handle user authentication, data storage, search functionality, and recommendation algorithms.
 - Integrate third-party APIs for accessing event data (e.g., location, peak times to go)
 - This step is critical so we identify which features are worth building out for our first release. The following questions will help us decide (non-exhaustive)
 - What information is already available and where?
 - What information requires innovative solutions to be built? What is the effort? What is the impact?
3. **Testing/MVP Phase:**
 - Conduct testing of the application's functionality
 - Address any bugs, issues, or usability concerns identified during testing iterations.
 - Solicit feedback from testers and incorporate necessary refinements.
4. **Deployment Phase:**
 - Prepare for the application's launch by setting up hosting, domain, and security measures.
 - Develop a marketing and promotion strategy to generate awareness and attract users to the platform.
5. **Launch and Iteration:**
 - Officially launch the application to the target audience, monitoring:
 - **North star metric:** repeat visits per month
 - **Supporting metrics**
 - Click through rate (i.e., amount of users who click on event listings after viewing search or recommendations)
 - Ratings of parties attended
 - Time spent on application per month
 - **Counter metrics:** CSAT and customer complaints

- Continuously iterate on the application based on user feedback and performance metrics, implementing new features and improvements to enhance the user experience.

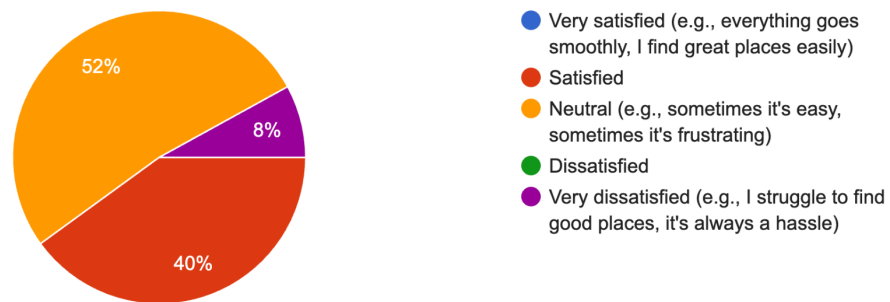
Open Questions / Appendix

- Users mentioned a lot of functionality and things that could make their night out planning process easier. Sharing the list below but trying to identify which should be included in the MVP
 - Cost
 - Type of music
 - Headcount (including approx. line wait time)
 - Capacity of location
 - Price (e.g., drinks, cover charge)
 - Proximity to current location
 - Description of events
 - DJs
 - Peak times to go
 - Honest reviews of location and prior parties (e.g., event ratings)
 - Age range of attendees
 - Dress code
 - Hours of venue/event
 - Food options (either at location or nearby)
- What information would be submitted by customers vs information submitted by business

Survey information

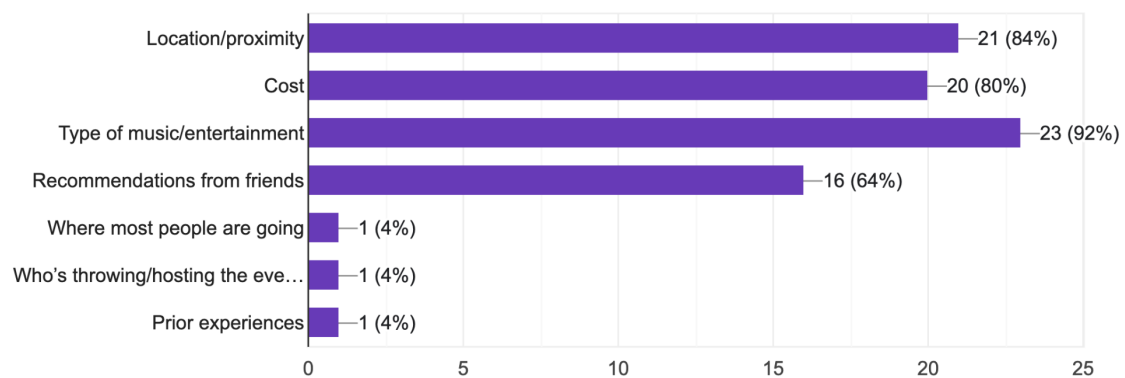
6. View on planning process: How content are you in your night out planning process?

25 responses



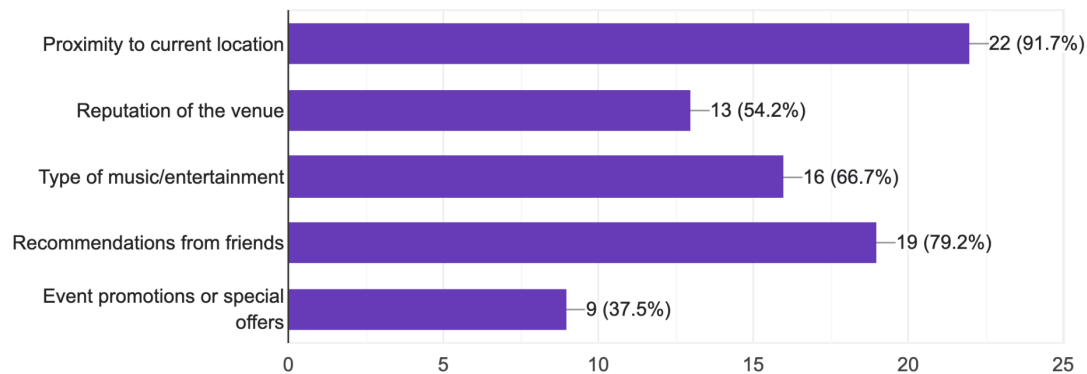
7. Prioritizing Events/Venues: What criteria do you use when prioritizing between different types of events or venues when planning your night out?

25 responses



14. Criteria for identifying next party/location: If you ever are leaving one party and going to the next, what criteria do you consider when identifying where you should go next? (select all that apply)

24 responses



Apps that we want our design to mirror (note, we want the design to mirror the mobile app)

- <https://www.posh.vip/>
- https://www.eventbrite.com/organizer/overview/?utm_source=google&utm_medium=ebps&utm_campaign=PSBA_CEAL_PMK_FPP_0_US_0_BAU_0_GA01-Core&utm_term=eventbrite&gad_source=1&gclid=CjwKCAjw34qzBhBmEiwAOUQcF-IUBthl2w5u70jsjJNise6hDOvfyZ801E6We-RsoeGflarbVi2RYhoCPWgQAvD_BwE&gclsrc=aw.ds

Useful Resources

[A bunch of templates](#)

On user stories: <https://www.mountaingoatsoftware.com/agile/user-stories> On
your overall product's definition of done:
<https://plan.io/blog/definition-of-done/>