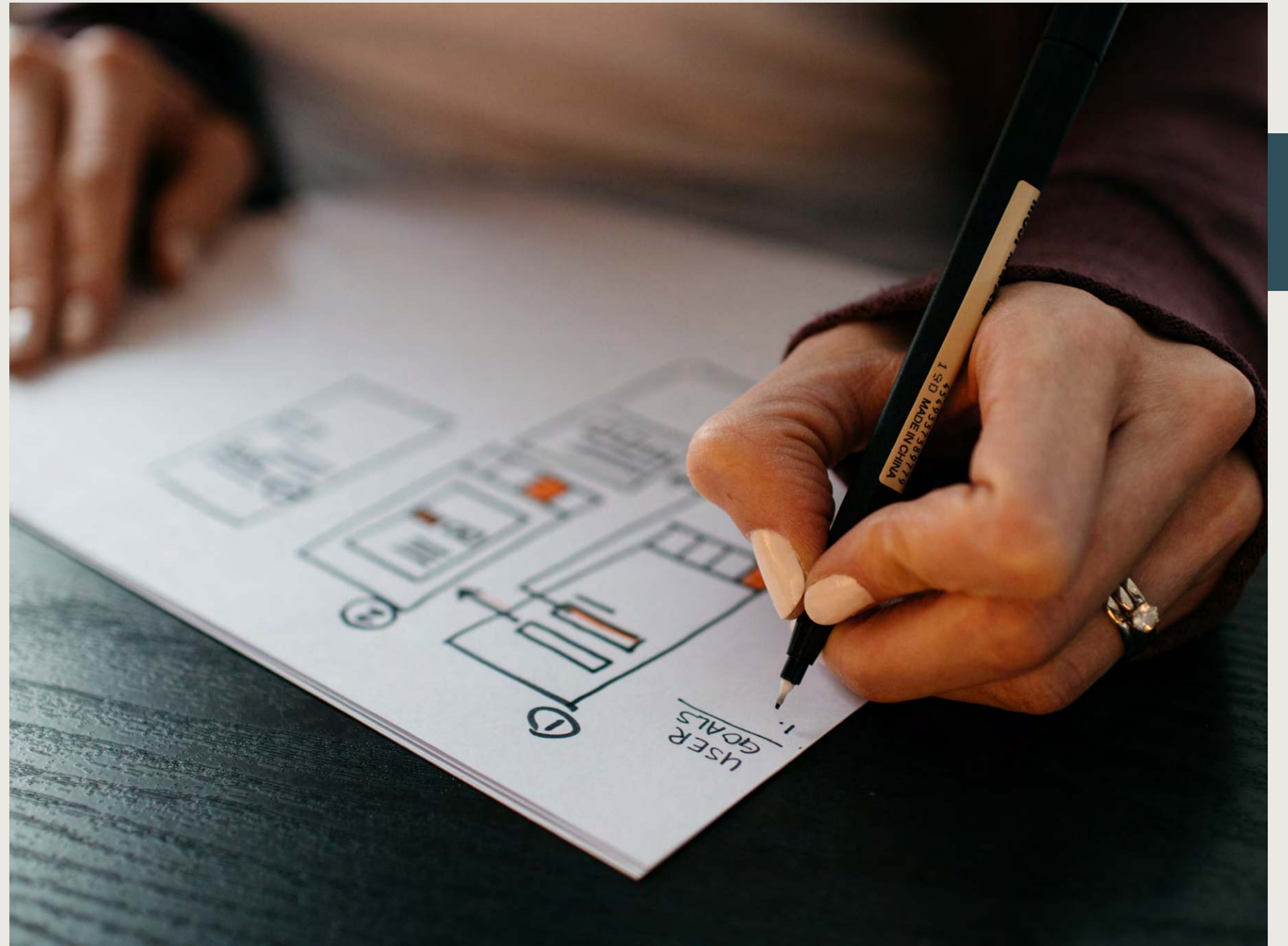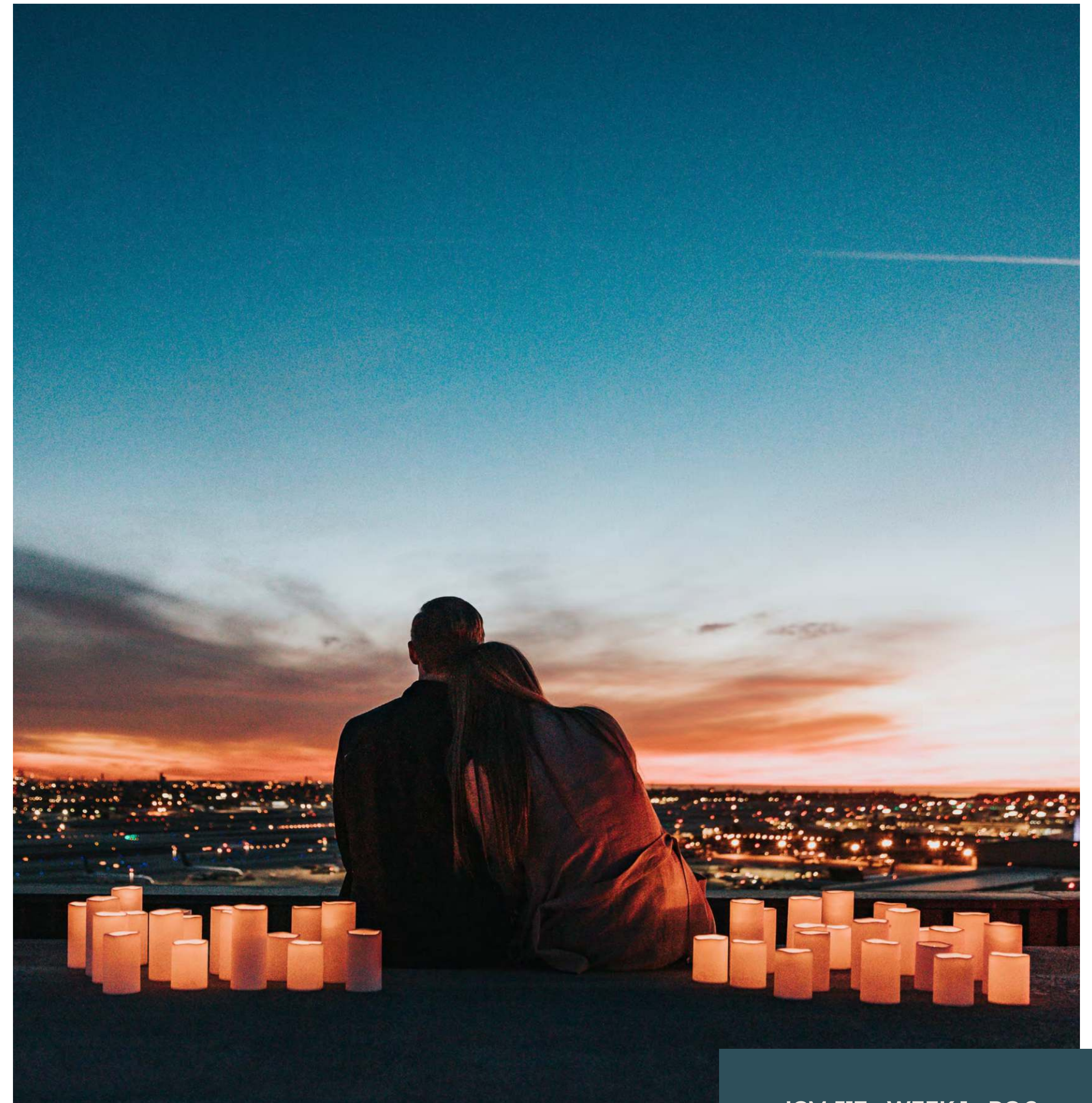# DateNight
App Ideation

SOLA AWOJOODU

What is one **app you would love?**

DATENIGHT APP OVERVIEW

I would love to have a go-to app for date nights. Regularly planning and scheduling quality time with a partner or significant other can often be neglected. Amongst a busy schedule filled with innumerable obligations, it can be difficult to remain intentional about setting time aside for new experiences alongside loved ones.

Having an app that integrates with your calendar, recommends restaurants and activities based on interests and preferences, and makes reservations and/or bookings for you would help automate the planning and scheduling aspects of a night out.

"Date nights are important because they are a break from the normal routine and they relieve stress. Couples are more likely to enjoy higher levels of emotional satisfaction and not take each other for granted if they regularly set aside time to be alone together."

SOLA AWOJOODU

WHAT WILL THE APP DO?

Incorporating features from Groupon, Yelp, DoorDash, Airbnb Experiences, Meal Kits services, and other apps and services, DateNight would serve as a hub for users to find and book unique experiences, make restaurant reservations, or have at-home activity kits delivered.

DateNight would offer subscription services as well as one-time experience opportunities suitable for two individuals. This app would suggest three different categories to users: Experiences, Dinner Dates, and At-Home Activities.

Users paying monthly to utilize the app would be offered six date night options bi-weekly, two from each category, based on their interests and preferences. Once the user selects their option, the app automatically books or reserves their selection, sends the user day-of details, notifies all participants of the upcoming experience, and marks the booking or reservation on their calendars.

DateNight would serve as a search engine for users seeking one-time experiences. Once these users take interest in a particular activity they have found, they would book, reserve, or purchase the experience or activity themselves.

WHAT PURPOSE WILL IT SERVE?

Whether in the comfort of their homes or out and about, DateNight will support couples and parties of two with scheduling quality time together. It will help find new and creative ways for people to bond with one another, limit redundancy, and maintain joy and excitement in the relationship. A service that helps automate the planning and scheduling aspects of a date night will help relieve stress, keeping the overall experience light, fun, and spontaneous.

SOLA AWOJOODU

My App Use

FAVORED APPS

INSTAGRAM   BANK OF AMERICA   EVERYPLATE   YELP

DOORDASH   CLUBHOUSE   AIRBNB   AIRBNB

Most of the apps I use benefit me in one way or another. I may be seeking connection with others, first-hand experiences, reviews, food, products, tools to help me stay structured, or more. Nevertheless, I try to make the most of the time I use on each of these apps, utilizing them mostly to meet my personal needs.
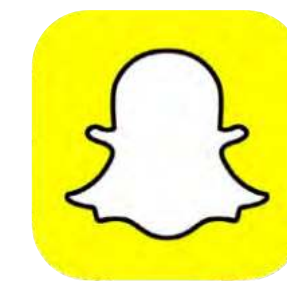
DISFAVORED APPS

TWITTER   PINTEREST   TIKTOK   SNAPCHAT

HOUSEPARTY

I tend to limit my use of apps that require a lot of my time and attention without meeting my needs or benefitting me directly. With a busy schedule and a lot of responsibilities, beyond a quick trip to Instagram, I prefer not to be whisked away by social media's black holes.

SOLA AWOJOODU

Ideation Method: Sketch

OVERVIEW

This visual method involves creating rough sketches of possible solutions to generate ideas. Sketching sparks creativity and innovation, things needed for a successful ideation session. The key to the sketch technique is to refrain from committing a lot of time to well-developed sketches. The sketches should be as simple and rough as possible with just enough detail to convey meaning.
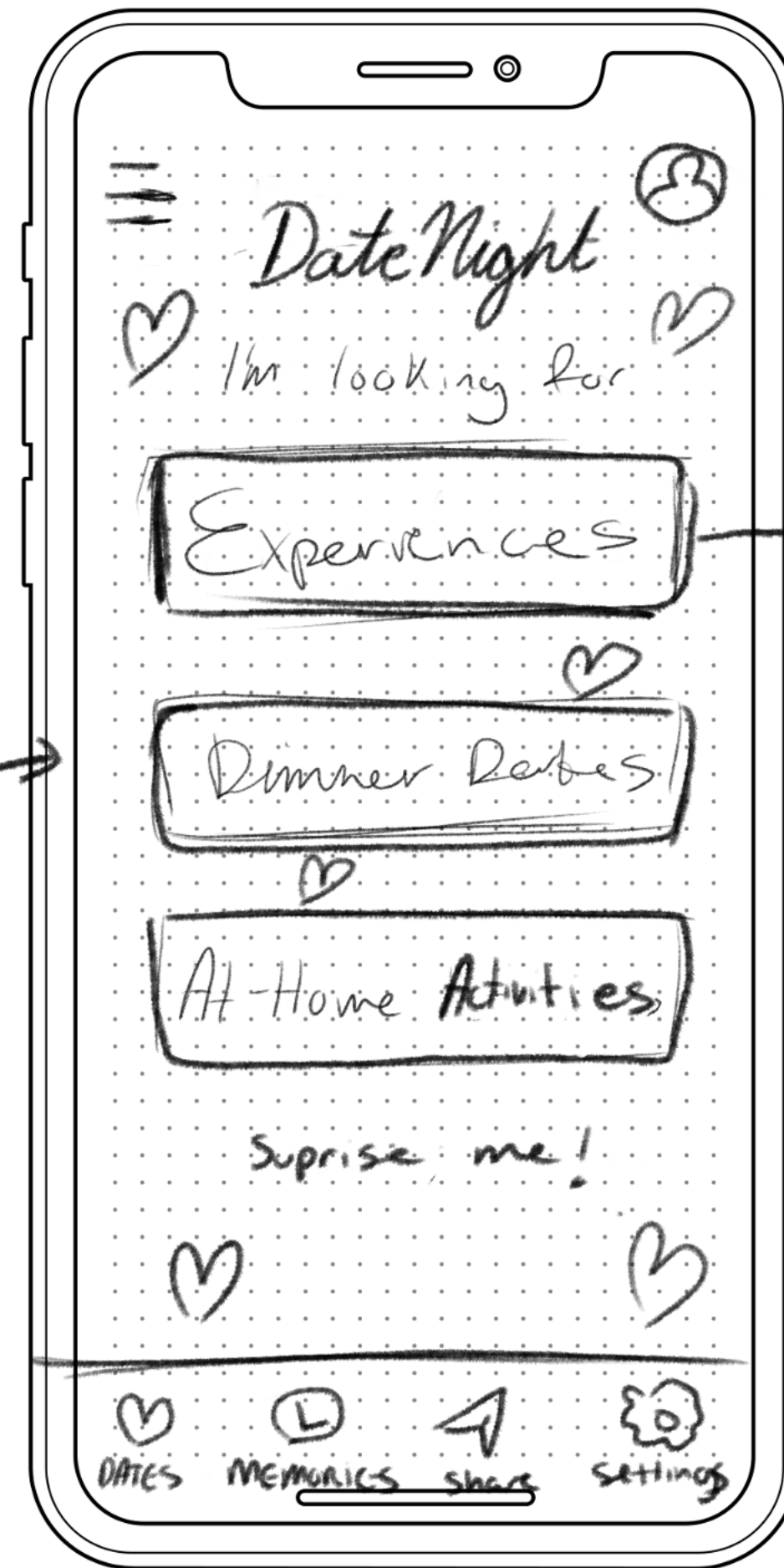
POINT OF VIEW STATEMENT

- **Users that struggle with scheduling time with loved ones need a simple and creative way to select and plan bonding activities regularly because planning date nights can become stressful and redundant.**
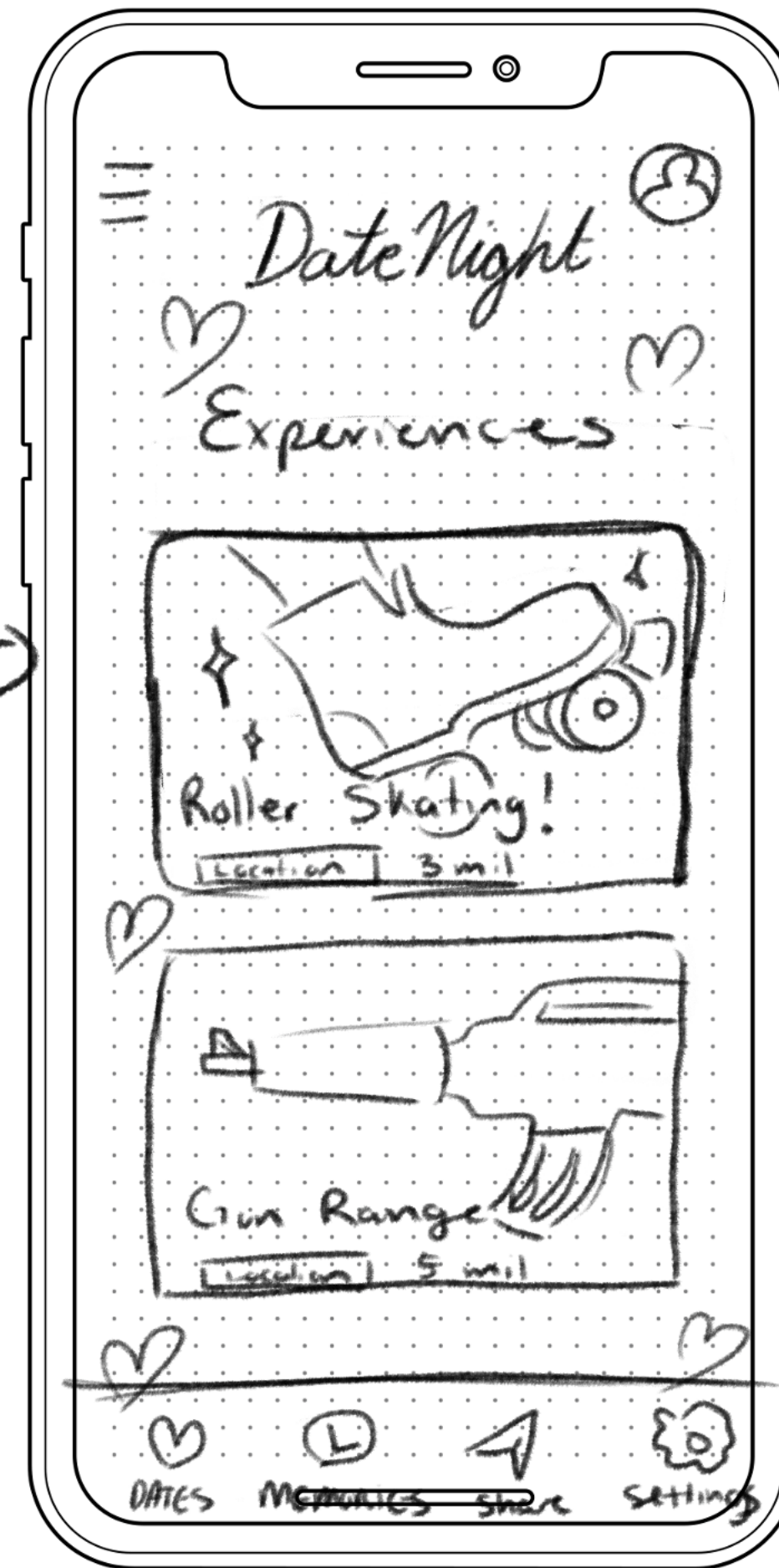
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Sketch

PERSONALIZED DATE FEED

DATE CATEGORIES

EXPERIENCE SELECTION

PERSONALIZED DATE FEED

For subscribed users, the date feed will display a few upcoming dates that have already been selected by the user and scheduled through the app. The next date that needs to be selected will be housed at the bottom of this feed.

DATE CATEGORIES

Once the user opts to plan their next date, the next screen they see will allow them to explore date options for their next date by category: Experiences, Dinner Dates, and At-Home Activities.

EXPERIENCE SELECTION

When the user selects a category such as Experiences, they are given two unique Experience options to select from for the week. This limits the selection process so they don't spend too much time choosing. Each Experience option will have a little bit of a description including the location and the distance so that the user knows what to expect. When the user selects what they would like to do, the app will schedule the event and keep the user notified regarding their upcoming date.

Ideation Method: Storyboaard

OVERVIEW

Storyboarding is a visual technique that helps bring a scenario to life by displaying what happens over time and exploring the dynamics of a situation. Attaching a story to an idea evokes emotion, making the idea more understandable and relatable. Storyboards include pictures and quotes from users of the app, product, or service.

POINT OF VIEW STATEMENT

◆ **Users that struggle with scheduling time with loved ones need a simple and creative way to select and plan bonding activities regularly because planning date nights can become stressful and redundant.**
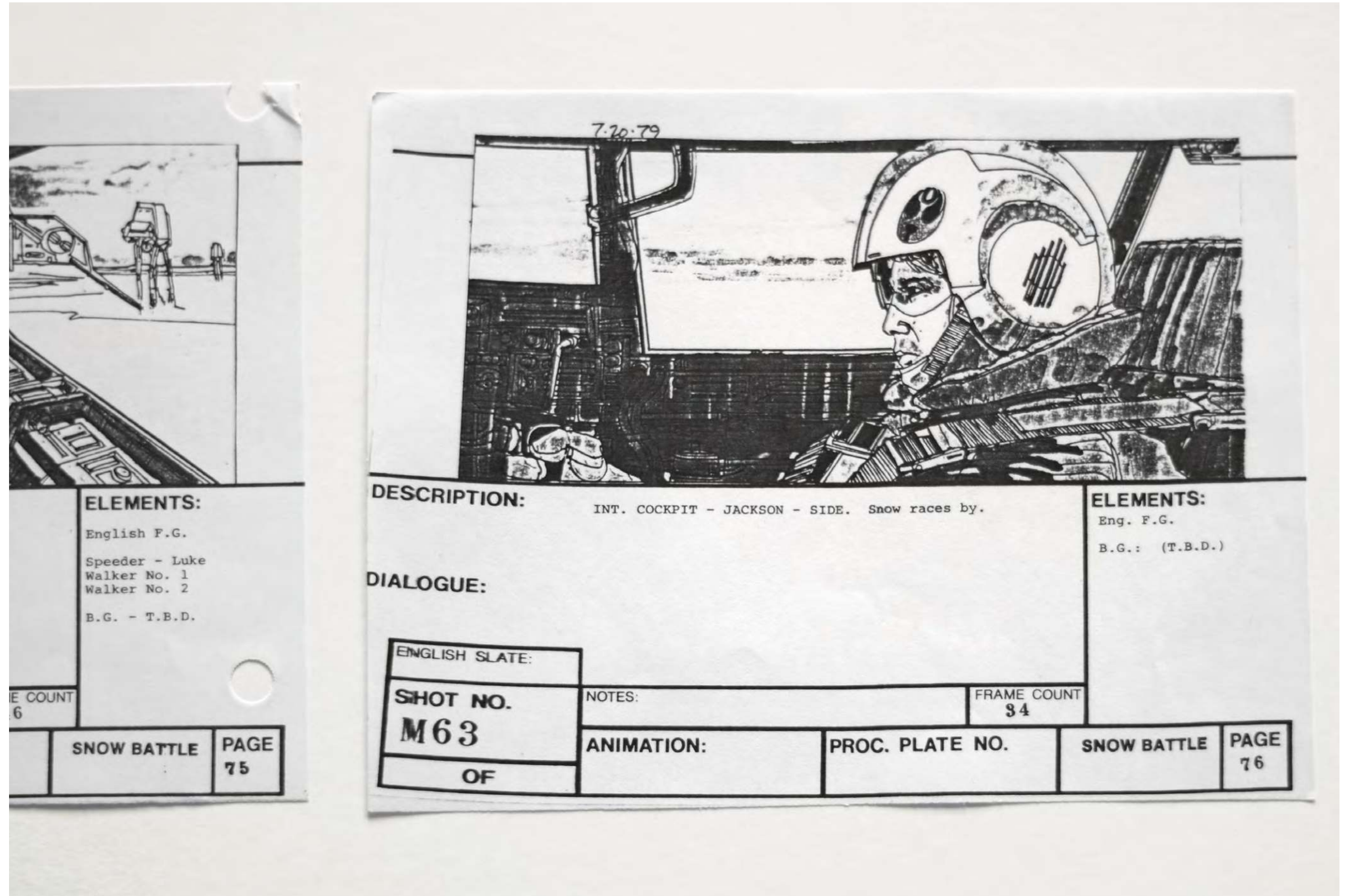
Storyboard

Subscribed user thinks about picking his next date.

The user uses DateNight to select and schedule his next date.

A user wants to go somewhere new on their next date.

The user uses DateNight to search for local outings.

The app sends a reminder when his date time is approaching.

The user goes on the date and enjoys time with his partner without stressing about the date details.

The user gets information about a one-time outing she is interested in. She books and schedules the date herself.

The user goes on the date and enjoys time with her partner, grateful that she has a go-to app to help her find unique dates.

Ideation Method:
Pessimist Vs. Optimist

OVERVIEW

This technique fosters the space to find a creative solution for ideas from the conversation between a pessimist and an optimist. Starting with a general topic of the conversation, the pessimist will challenge the topic and the optimist will respond to the pessimist's remarks. This conversation results in the evolution of the general idea into a more relevant one.

GENERAL TOPIC

- **How about we create an app for date nights.**

SOLA AWOJOODU

Pessimist vs. Optimist

P
Me

O
My Husband

There are other apps and experiences out there that can serve this purpose, like Airbnb Experiences, Groupon, and more.

This app limits the extra work of having to search for and find something to do for a date.

People would probably have to pay a lot for the subscription service because dates are not cheap and the app would likely make a profit as well.

Yeah, they would, but I would pay for it. People like me who do not have the time to think of or search for creative date ideas would use it, especially if the couple has varying preferences and it takes them a while to decide on something to do together. A service that charges ahead of time within the subscription so that the date is already paid for works. If all I have to do is get dressed and go, I would pay for it. The cost is probably no more than us going on regular dates.

If you're going on two dates a month, it could cost about $150+. Using the app's subscription service could cost about $175 per month, considering other fees within the app.

It could possibly be cheaper. If the app partners with local venues and restaurants, there could be premade packages specifically for consumers that are booked through the app. So the food at a restaurant would probably be subsidized because they would have a meal prepared for people coming through the app, so it probably wouldn't be as expensive.

That would require a lot of connections. We don't have the resources to connect with all of those different businesses.

People do have connections, we just have to make the connection with the right person who has the connections. I also think there's a lot of local businesses that aren't huge that would really appreciate a steady stream of business through the app.

In every state?

In every single state. Yes, absolutely.

That would require research on the small businesses within each state.

We could hire people in every state and states usually have a small business list or like chambers of commerce for restaurants or small businesses we could go to.

App Ideation Conclusion

FINAL THOUGHTS

Week 1's ideation activity was a fun and innovative way to develop ideas for an app that could one-day benefit many loved ones, including myself and my husband. Creating sketches and storyboards for DateNight were similar processes. Both of these techniques helped me develop the app idea further, adding more detail and making the idea more realistic and relatable.

On the other hand, the Pessimist Vs. Optimist ideation technique assisted with sorting through my underlying thoughts and concerns about the app. This method helped me determine whether developing an app like this would be feasible.

Overall, I think DateNight is an app I would make use of regularly. My husband and I have neglected our date nights because we are extremely busy, we both work from home, and we're always together. However, we believe it is important to reserve specific time blocks within our schedules to take a break from our routines and spend time bonding with one another. Therefore, DateNight would benefit us as a way to remain consistent and spend time together without committing any extra time or energy to plan and search for creative date experiences.

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