

Flashmob Exploratory Phase Recap

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Agenda

- Our process
- The service
- The target users/clients

Process – Ideation

Original idea: a mobile app that can be used to gather a large number of people spontaneously



Process – Ideation

Idea came from looking at successful mobile and Web 2.0 apps



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Process – Proposed apps

- Local businesses create their own Groupon-style deals based on up-to-the-minute availability.
- Consumers get deals by checking in at a local business. The more people check in, the bigger the deal.
- Consumers pitch deals to local businesses by offering a large group of customers.

Process – SET analysis

- Social: increased number of social network users, flashmob participants
- Economic: consumers save money, businesses save advertising dollars
- Technological: mobile apps are location-aware, can receive push notifications

After walking our data, we concluded...



the demand just wasn't there.

Process – New approach

We know that mobile services are context-aware.

We know that people can leverage mass mobile notifications to gather crowds.

We also know that people are always looking for a good time.

Finally, people trust recommendations from friends more than from anonymous users.



Process – New approach

Event promotion app

- Event promoters tell users about events.
- Users hear about events that interest them.
- Users buy tickets through promoter, promoter gets a cut.

New Pitch

With Flashmob, organizations can hire an army of event promoters easier and cheaper than ever before.

Users can tell their friends about events and earn commission for each friend that joins them.

Finding out what's happening in your town tonight is as simple as browsing a map.

Purchase ticket or join a VIP list right from your phone.

SET - Social

- Event promoters looking for cost-effective promotion
- "Anyone" can promote events
- Ticket purchasing process could be easier
- Success of "social discount" services like Groupon
- Popularity of location-based and context-aware apps
- Popularity of social apps (collaboration, sharing tips, comments, ratings, etc.)
- "Fixed" event promotion currently successful (e-mail, facebook, going.com)



SET - Economic

- Cost-effective way of event promotion
- Consumers attracted to saving money, getting discounts
- Savings: No need to use physical tickets
- Smartphone penetration increasing:
 - Lower prices
 - Different models (GPS enabled)



SET - Technology

- Mobile applications can leverage location (GPS)
- Mobile (anytime/anywhere) context-aware applications can advertise events
- Mobile phones support push notifications
- Mobile phones support QRCode reading and generation
- NFC technology: just tapping



Target users

Users

Event promoters

Stakeholders: Who gets the value?

Users

- Easy access to information and ticket purchase
- Easily discover new offerings
- Can get deals/discounts

Event promoters

- Reduce costs in event promotion
- Reduce cost in ticketing
- Increase sales

Process – Product Opportunity Gap

Existing products - **Pros** and **cons**

- Facebook
 - Recommendations from friends are far more valuable than anonymous ratings
 - Not easily browsable, searchable, or map-able
- Going.com
 - Browsable local events
 - No (working) mobile app
 - Too many features, no core focus
- Eventful, Upcoming.org
 - Ticketing & "Demand an Event" features
 - No mobile aspect
 - Any social features are an afterthought
- Last.fm
 - Mastered the recommendation engine
 - Requires tons of data from the user and their friends

Process – Product Opportunity Gap

What we learned from this

- Deep social networking is essential to success
- Friend recommendations far outweigh anonymous reviews
- Simple, refined feature set is more valuable than throwing everything at the user

The Gap

- Combine...
 - The ease and "friend" aspect (Facebook Events)
 - Locally customized search (Going.com, Upcoming)
 - Personalized recommendations (Last.fm)
 - Incentives for spreading events
 - Mobile aspect

Eve the Event Promoter

28-year-old Single Event Promoter

Life Goals

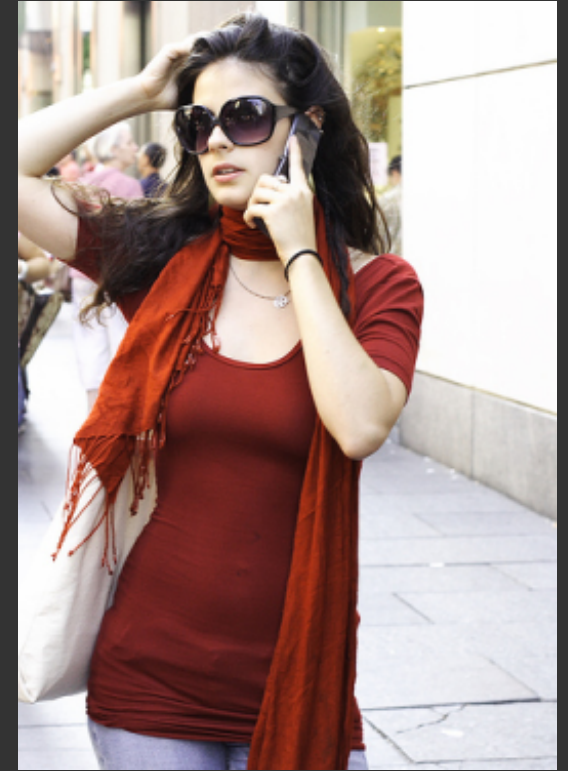
- Land a job in entertainment management
- Have a fun and active social life

Experience Goals

- Create events that look attractive
- Make it easy for others to find the events I create

End Goals

- Get as many people as possible to come to their events
- Build a reputation as a proven event promoter



"I'm always on the go so setting up events needs to be fast, easy and effective."

Sofie the Social Butterfly

21-year-old Single Undergrad Student

Life Goals

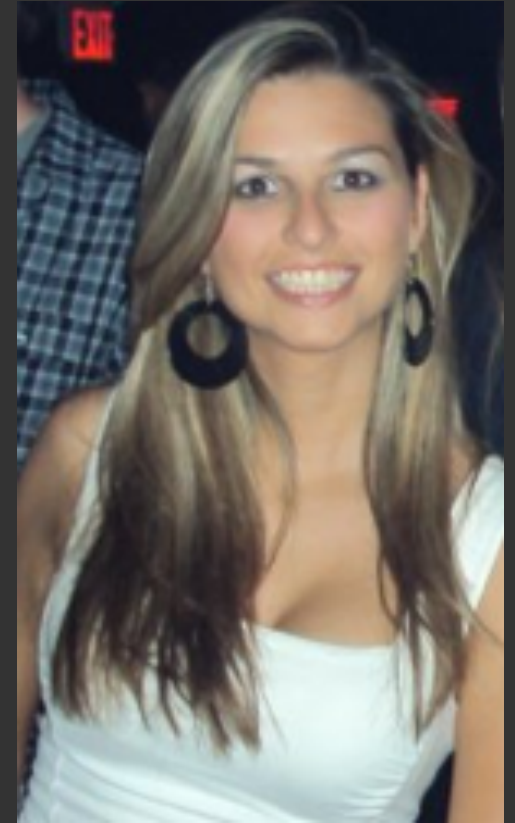
- Finish college
- Have a fun and active social life

Experience Goals

- Find out about fun events
- Share my events with friends easily
- Get friends excited to go to my events

End Goals

- Find good deals
- Be at a fun event with my friends



"I want my friends to want to go to my favorite places"

Eric the Event Goer

25-year-old Single Working Professional

Life Goals

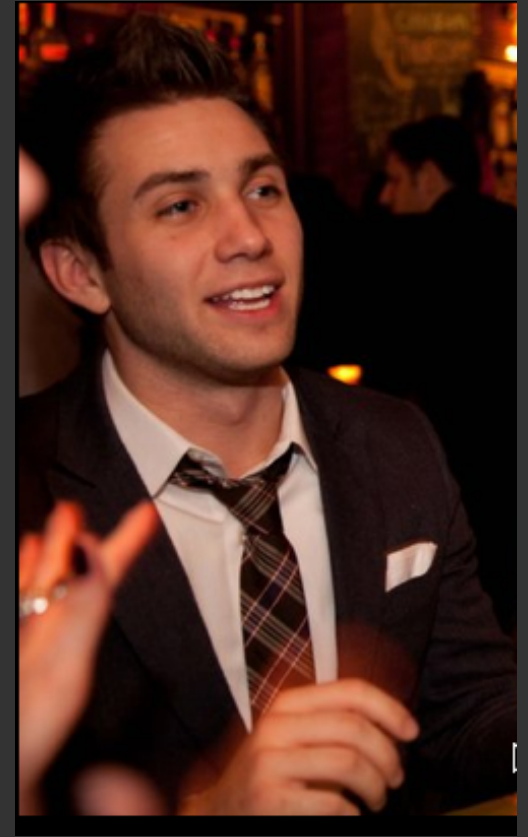
- Do more, plan less
- Have a fun and active social life

Experience Goal

- Quickly & easily find all events in my area
- See where my friends are going

End Goal

- Find something fun to do tonight
- Be with the friends I want to be with



"I want to find the best something to do wherever I am and whenever I'm out"

Q&A