

Write your app's name and tagline.

mywalk

Walk around your neighborhood with recommendations from mywalk.

Write a short paragraph describing your app. Make sure to mention what the app does and what problem it solves.

mywalk solves a problem that finding a good local place to visit on holidays and weekends is not easy. To solve the problem, the app recommends the best places to go now around user's neighborhood.

Describe four specific functions that your app will do. List these ideas in order of importance, with the first idea being the most important.

1. Recommend the best nearby places to go now.
2. Ask a user some questions about their current feeling, emotion, and atmosphere, as well as basic demographics, for personalization.
3. Consider external factors such as weather and time of day to make more accurate recommendations.
4. Navigate users to a recommended place on a map.

List 4 potential roles that are a part of your initial user target group. Then, expand on one of the roles with a detailed profile description of one of these potential users.

1. Runner
2. Traveler
3. Photographer
4. Foodie

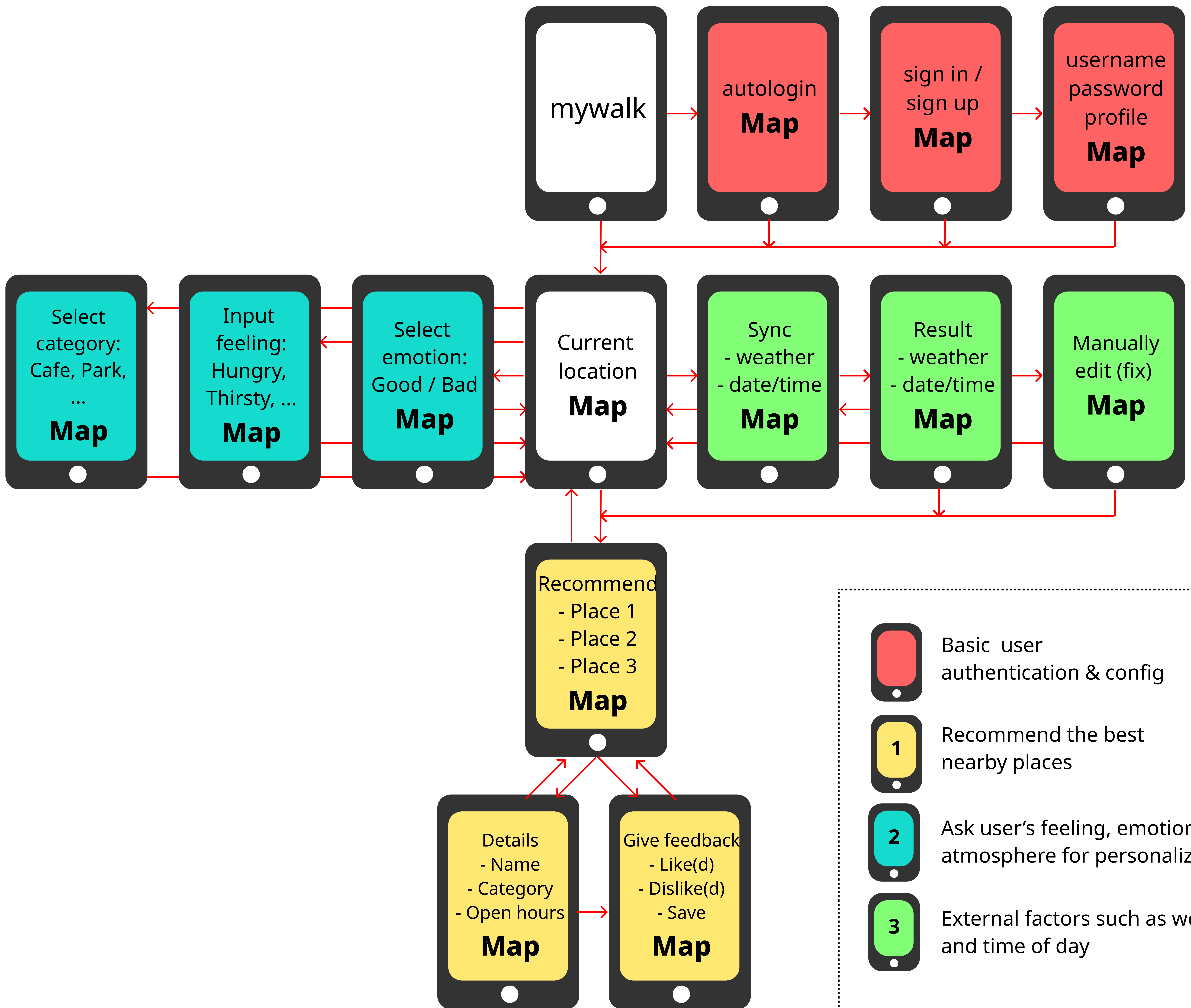
Traveler - Ken is a Tokyo-based 25-year old software engineer who travels a lot for both work and pleasure. He is single and living in a cozy apartment room. In his spare time, he enjoys walking outside for exploring local places, especially when he's traveling and visiting a new area. He likes drinking beer & coffee and be interested in modern arts, and hiking is his another hobby. Therefore, while walking, he usually searches a good beer bar, coffee shop, museum, and/or outdoor sports store nearby on Google.

Come up with 4 client/designer goals for your app design. You don't have to assign these to a category (political, social, etc). List your goals in order of importance, with the first goal being the most important.

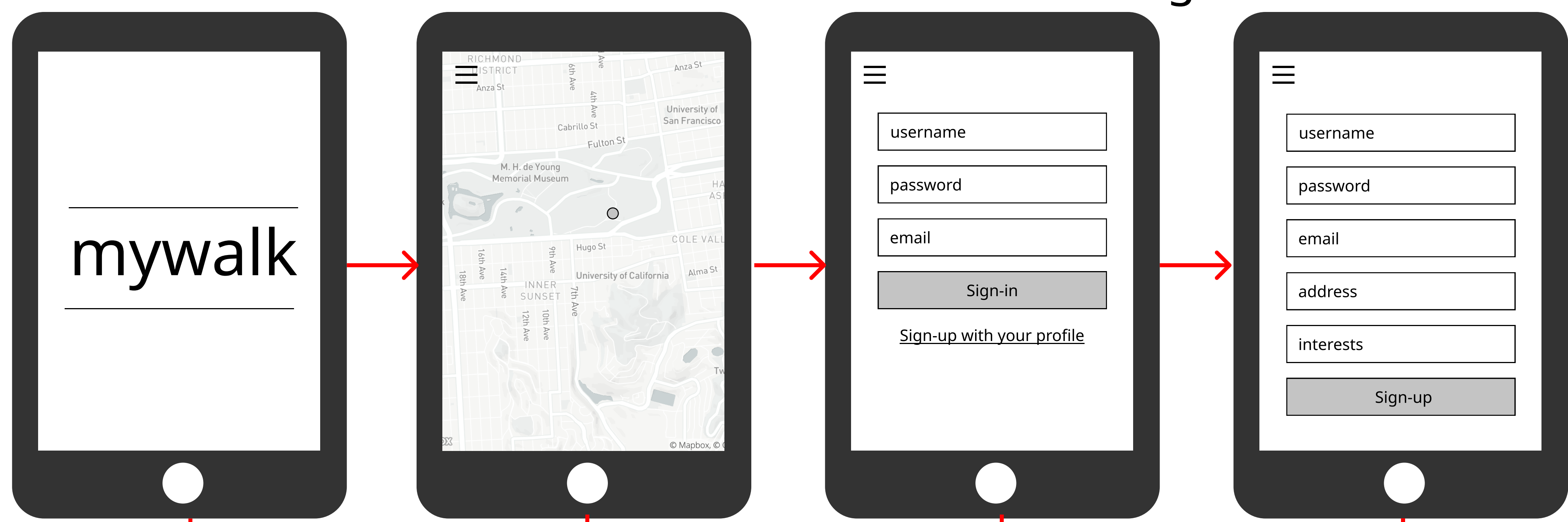
1. Shorten time to search for a good local destination
2. Make the app useful at any time and anywhere
3. Motivate the users to go outside with fun
4. Build a community to deliver more reliable information

Name and briefly describe 3 existing apps that are similar to your app idea.

- Google Map: A map app that enables us to search for any kind of place and navigates there.
- Foursquare: A location-based social networking service for collecting a wide variety of places (e.g., restaurants, shops, parks) and their community reviews.
- TripAdvisor: A travel assistant app collecting popular destinations, ranging from hotels to activities, with user-generated content such as reviews and comments.

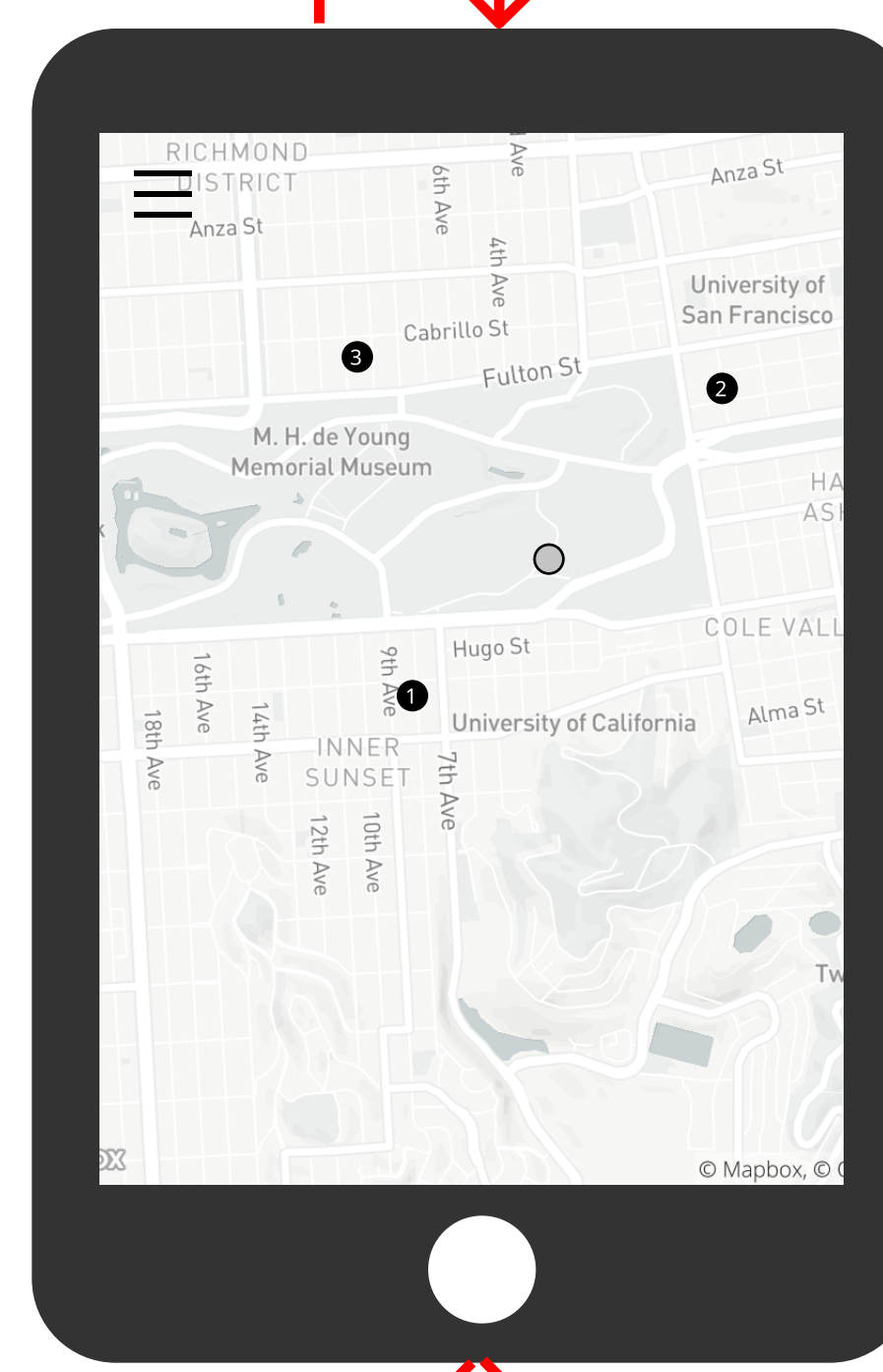


Basic user authentication & config



Ask user's feeling, emotion, atmosphere for personalization

External factors such as weather and time of day



Recommend the best nearby places

