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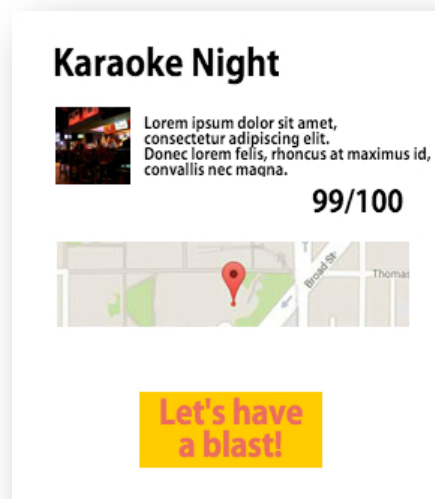
## Project Proposal: Blast

### Vision

**Problem:** Many people often reach the end of their day and face that dreaded question: what the heck am I going to do tonight?

**Solution:** With our iOS app called Blast, we aim to provide a spontaneous event finder (events happening within 24 hours) so that people can always find something to do nearby, and quickly. Users can opt to create an event (this is called a Blast, and the user is thus the Blaster) with the option to choose location, time, and maximum number of attendees. Most users will simply search through the list of Blasts around them (within their city) to find an interesting prospect.

**Target:** There are two primary targets: 1) College students who are trying to broaden their social lives or are simply bored on a Friday night, and 2) People who are in new locations (via business trips or moving) and want to quickly find fun and easy activities to do on their last night in NYC. Both demographics are generally comprised of individuals who don't want to be bogged down by extensive planning and foresight, and just want to embrace spontaneity.



### Competition & Differentiation

Many alternative services currently attempt to enhance social lives, but most forego spontaneity in favor of a more exclusive group structuring. An example of this is MeetUp, which allows users to join specific groups that plan more rigidly organized events. A downfall of this is that it forces users to limit the scope of their activities to preconceived notions of what they are interested in. Blast will allow people to see everything going on around them, with multiple new events ideally being created daily.

Other alternatives, like Nearify, eliminate the community aspect of reaching out to others by providing a list of larger events (such as concerts or shows) that are not

generated by actual users. Blast will give users the chance to do things like barhop while meeting new people or see the latest movie with a group; commonplace activities that people actually do regularly will be the bulk of events created.

### **Software Architecture**

The spontaneous nature of Blast lends itself perfectly to a mobile environment. Our goal is to keep the design of the application simple - different views for creating versus finding events with minimal screens to trudge through. Important components include: a database for storing and querying Blasts; using maps to mark locations, guarantee valid addresses, and determine a user's city radius; push notifications to provide event updates; and integration with Facebook for security and future features like private Blasts and searching for friends' Blasts.

We plan to use a MySQL database to store and query Blasts. By using Apple's Core Location framework, we can pinpoint a user's location and use that as the center of the radius in which that user's Blasts can be viewed. We will also use the Apple Maps API to guarantee valid addresses and mark those addresses, and Apple Push Notification service (APNs) to update current Blasts when the Blaster (event creator) makes an event change. As a way to make sure users are real people, we will integrate Facebook into Blast using the Facebook SDK and the Facebook Login framework.

### **Challenges & Risks**

The largest challenge will be setting up a streamlined database that can be efficiently queried to provide users with a constantly updated stream of events that are accurately filtered to be within their city radius.

The choice to use Facebook integration mitigates the risk of being unable to obtain a base of users, as it prevents users from having to create yet another profile and enforces a degree of credibility, since users cannot hide behind an anonymous profile. We have many ideas for additional features that would add tremendous scope and potentially raise deeper issues of user security (like banning of users and allowing for private Blasts), but these are not core to the vision of Blast and will likely not be included by the time ten weeks passes.