getOUT
doSOMETHING

What?

getOUT is a mobile application that brings together a community and its members. Businesses, the government, and citizens are always looking to get involved in their communities, but too often people just don't *know* what is going on. getOUT is a service open to all to advertise community events and activities. Volunteer opportunities, sales, open-government, and outdoor activities now have an easily accessible, centralized interface to get the word out.

Why?

getOUT's primary focus is on the average citizen who wants to take part in their community. People *want* to be involved and do something in their communities – clean up a neighboring park, play a soccer game, see a representative speak, or take advantage of a big sale – but they just don't know about it. Some of these events are currently advertised in newspapers, magazines, or online, but until now, there has not been any centralized interface where someone can get all this information.

How?

getOUT makes finding events and activities around the user easy by using proven mapping and GPS/location technology. The user's mobile device uses its GPS capabilities to place the user on a map. The device then queries getOUT's online database for results nearby. The user can search for events within certain distance ranges, for example events within walking distance. The user has the ability to limit results to certain criteria or use search terms.

A Real World Example:

The neighborhood of Joe, Diane, and Kevin is getting filthy.   There are people spending their weekends smashing beer bottles and littering all over their street.   Kevin is tired of looking at all the garbage, and decides he will clean it up on Saturday and will register his event with getOUT.   Both Joe and Diane are also frustrated with the problem, but they don't know about Kevin's plans.

getOUT solves this by giving both Joe and Diane an easy way to discover the event!   To plan their weekends, both Joe and Diane look at getOUT to see what events are happening near them – when they see Kevin's "Cleaning up the street" event this Saturday!   Now Kevin has the help of the neighborhood for all the clean-up work.

The Details:

The database and mapping technology that power getOUT will be available online as an interactive website.   The website will be user-friendly so both the tech-savvy and the tech-illiterate will be able to easily register and find events.   Users will not *need* a mobile device for this functionality.

The iPhone is the mobile platform that development will focus on.   It is a near-ubiquitous device that has all the features necessary for the full functionality of getOUT.   For those with web-enabled phones, a mobile version of the website could also be developed, but wouldn't have the full feature set of the iPhone application.

getOUT is essentially the Craigslist of community events, providing an easy, accessible, and centralized interface for staying aware of all that is happening in your community.