LocalMood
DISCOVERING LOCAL MOOD

Generative Phase 3.17.11

Designing Mobile Services, Spring 2010
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What is Local Mood?

It provides information about local social nightlife to businesses and users.

Consumer Info

Music Service Crowd Smoking

Research Findings

Transportation
How do I get to the event? Do I have to pay for parking?
Will I be able to find a taxi for my way back?

Ambiance
What is the venue like right now? Is it crowded? Are people allowed to smoke?
How loud is the music? Is is a small or large venue?
Will I be able to talk to my friends comfortably?

Time
How long will it take to get to the venue?
How long will I have to wait to get in? What time will I come home?

Money
How much is the event? Is it worth it? Is there a cover? Will I buy drinks there?

Quality
Is there good music playing? Are the food and drinks good? Does this place have
good reviews? Have my friends been here? Is the venue "happening" right now?

Options
What else is happening in the area right now?

Brainstorming Sessions

3 Ideas

Transportation
Concerns: Availability, Parking

Restaurants
Concerns: Ambiance, Time, Quality, Money, Options

Bars & Clubs
Concerns: Ambiance, Time, Quality, Money, Options

Comparison ~ Pros & Cons

Transportation
Concerns: Availability, Parking

Restaurants
Concerns: Ambiance, Time, Quality, Money, Options

Bars & Clubs
Concerns: Ambiance, Time, Quality, Money, Options

Mobile Need?

KIND OF
real-time info valuable, but may not solve core problem

KIND OF
less variability in aspects, so real-time info not so valuable; fewer aspects to be captured

YES!
variability makes real-time info valuable; lots of aspects to be captured

Worth it for all Stakeholders?

NO
few stakeholders, fewer incentive opportunities

YES (weakly)
aggregated/personal user data + history

YES!
aggregated/personal user data + history

Can we outperfom Competitors?

NO
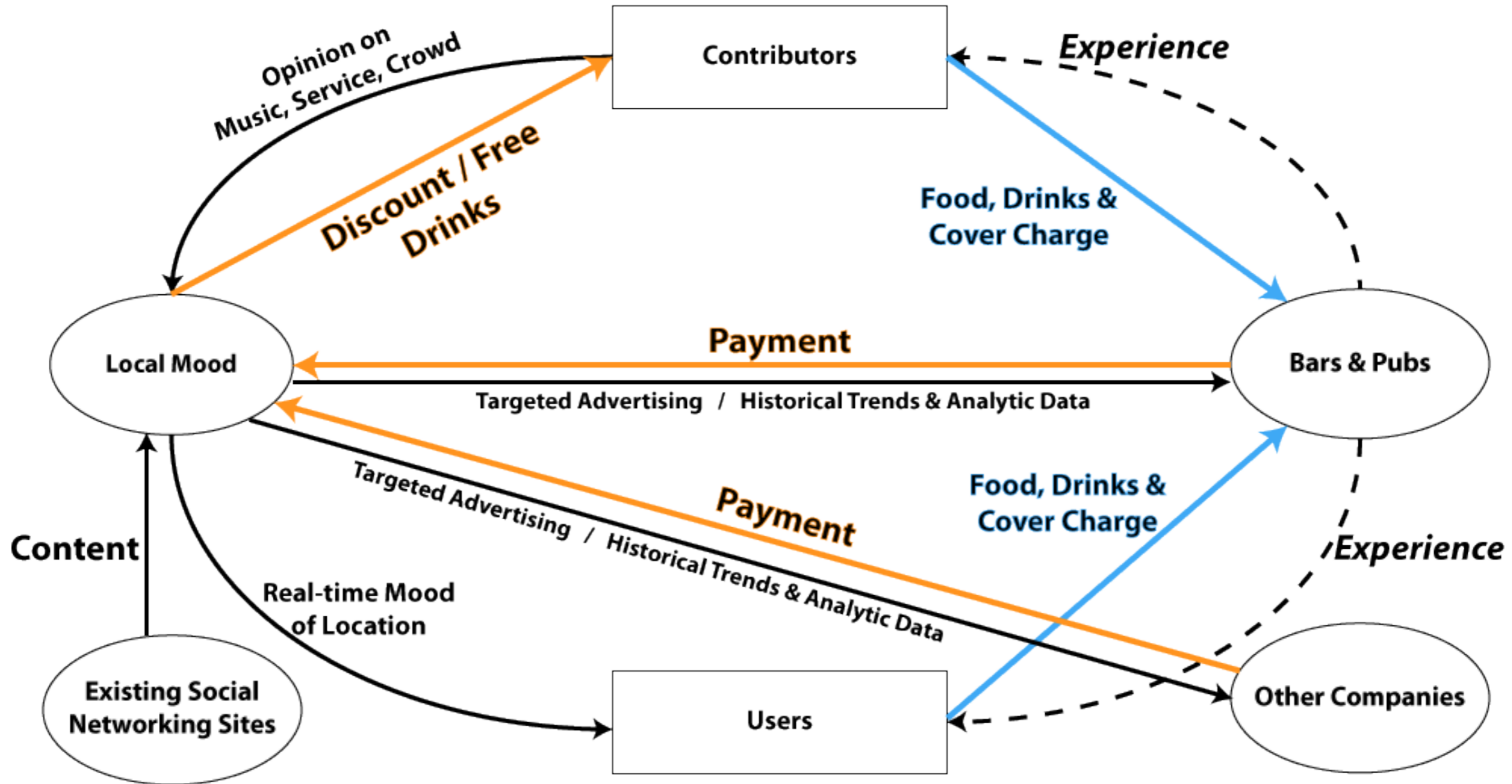competitor apps free; difficult to make profit

NO
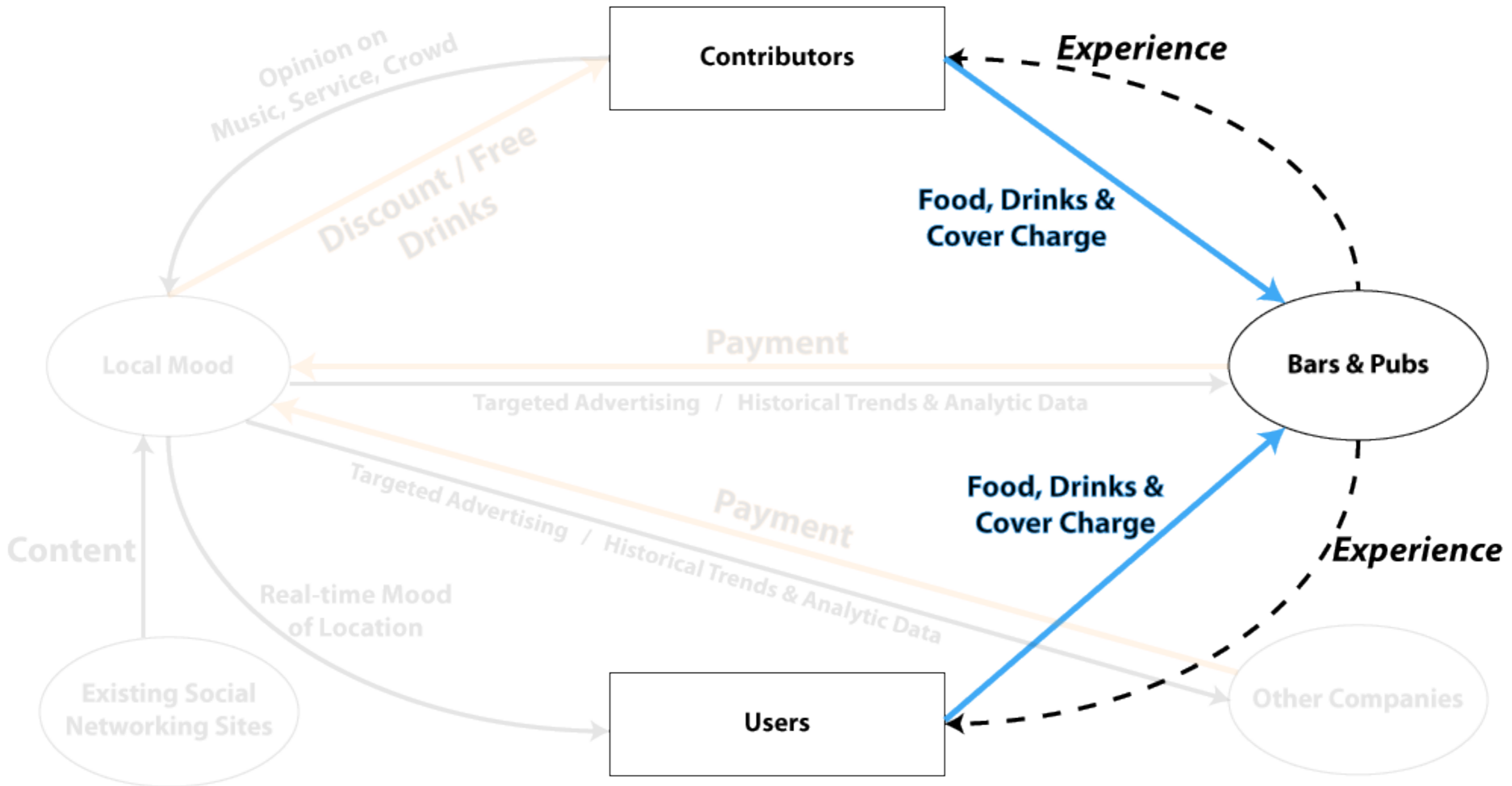competitors established; post-experience reviews good enough
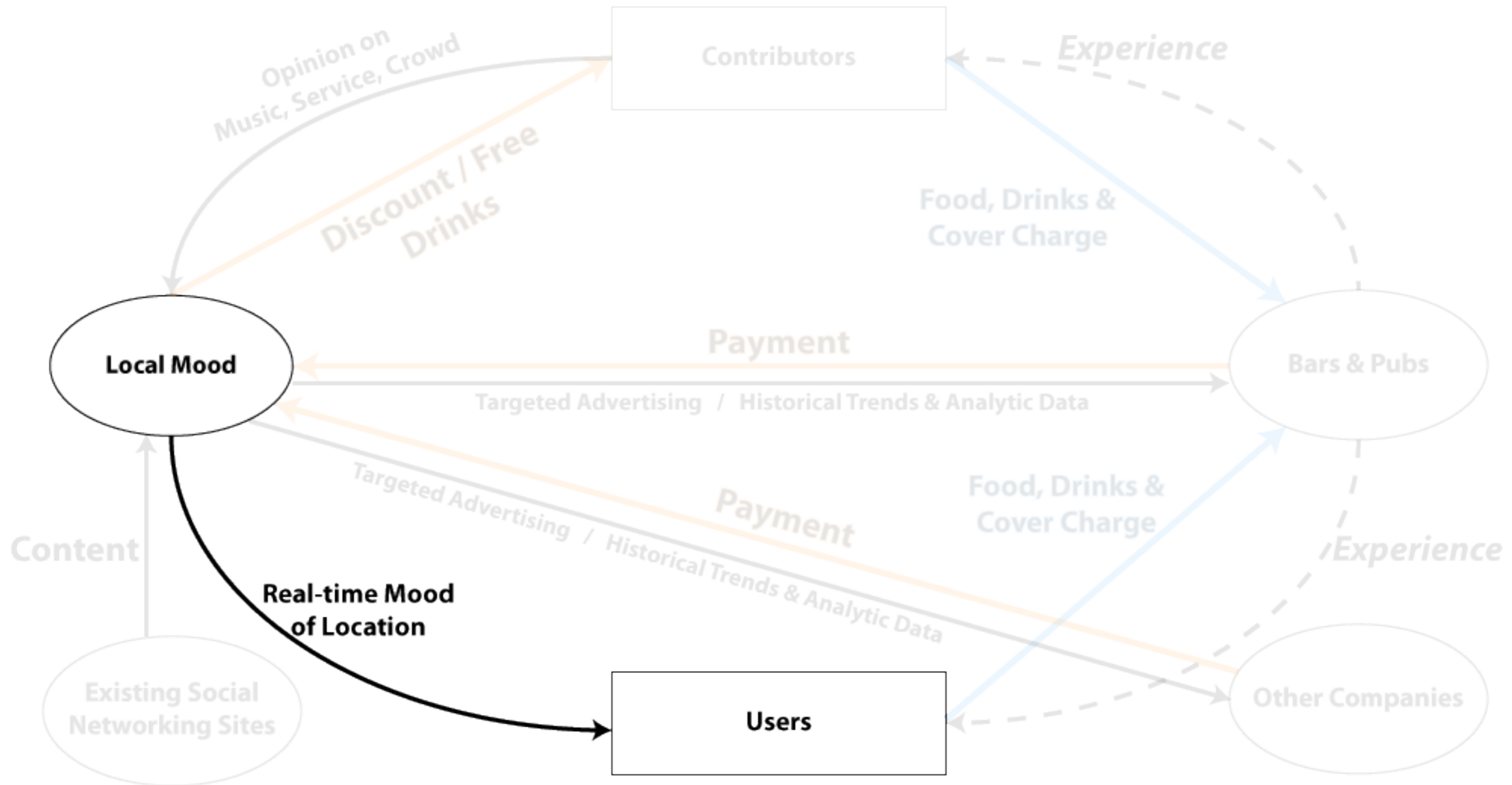
POSSIBLY!
niche is untouched
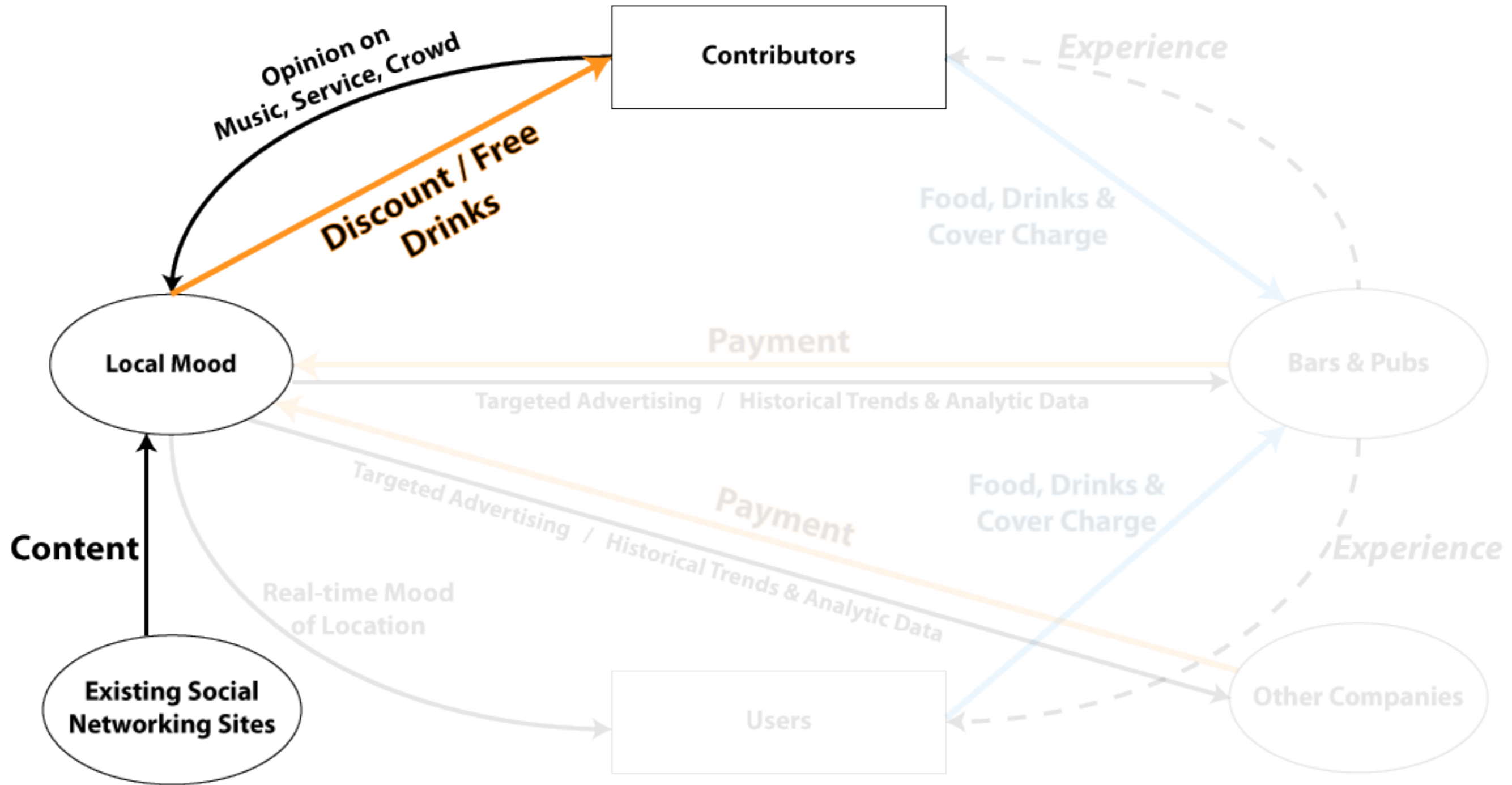
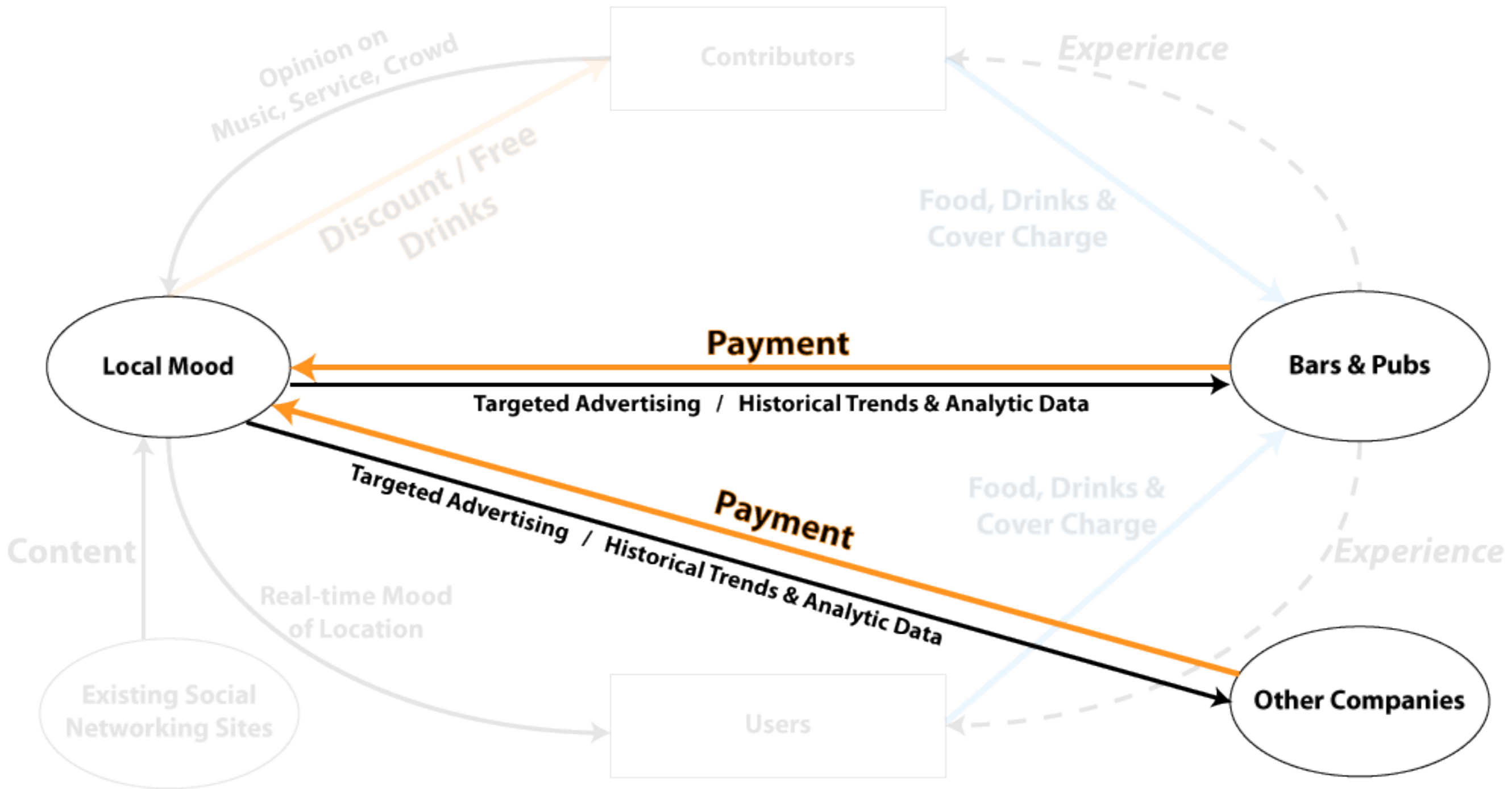# Co-construction of Value

Existing Value

Value to Users

Getting Content

Revenue model

Personas

Samuel McDonald, 24
Grad Student, Heinz College, CMU

Life Goal
Have good fun, enjoy the companionship of his friends

Experience Goal
Not go to another bar/pub with lousy music again.

End Goal
Not miss out on another hot event because he only found out about it later.

Chloe Chang, 28
Human Resource Manager, IT Firm, Pittsburgh

Life Goal
"Be young (at least at heart!) and be fun. Forever!"

Experience Goal
Have a good time. Have a fun time. Never feel bored.

End Goal
Have more convenient ways to share the fun experiences that she has when she is out with friends.

Scenario: Real-time Info = Real Good Time

Shadow Lounge & AVA
★★★★½ 17 reviews ▦ Rating Details

Categories: Bars, Music Venues [Edit]
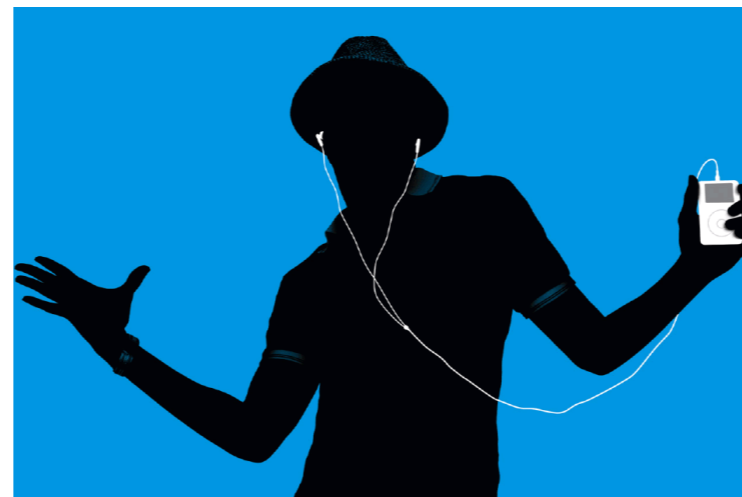
5972 Baum Blvd
Pittsburgh, PA 15206

(412) 363-8277
www.shadowlounge.net

Sam and his friends decide to go to a club based on its favorable Yelp ratings

They show up to the club, but it's completely empty. The club must be having an off night.

Sam pulls out his phone to open LocalMood to find real-time information about clubs nearby.

They see there's a club nearby that they've never tried before that's "hot" right now.

They listen to a few clips of music playing right now and decide to check it out.

At the club, they have a great time and Sam adds the club to his favorites list.

Scenario: Contribute for Free Drink

After a long week, chloe relaxes with her friends over a drink.

The place is pumping, great music, hot guys and great cocktails!

Chloe gets a notification from Local Mood, she sees a free drink she'd like to have.

Chloe contributes information on the music, service and crowd. She adds additional media too.

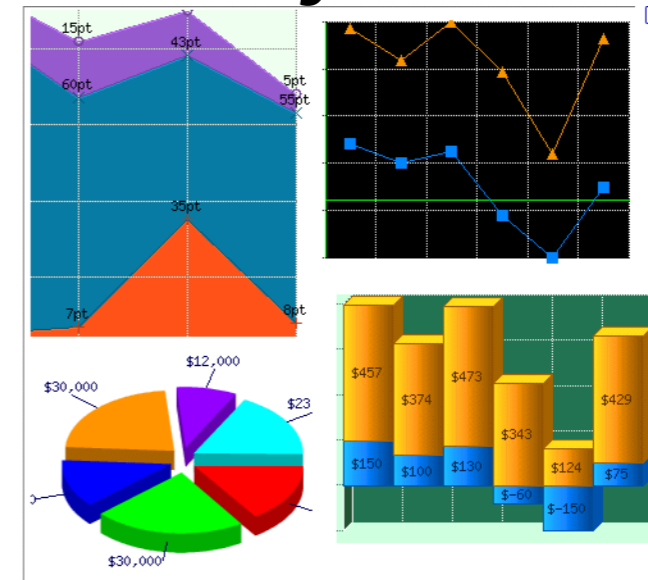After publishing, Chloe goes up to the bar to get her free drink.

Chloe enjoys her free drink and parties on!

Scenario: Historical Trends & Analytics

The Marketing team at SMASHED are working on a new launch.

They access the Local Mood web dashboard to look at the historical trends and analytics generated by Local Mood.

They see that Saturday nights at Altar Bar will be the best place for them to launch their new vodka flavor.

They begin to work on their Pittsburgh product launch.

Competitive Analysis

Free, private group messaging

Find 'hot' places near you
based on number of check-ins

Short reviews for restaurants,
movie theaters, and cafes

Find, share, and create spontaneous
parties

Summary