



This is your  
underground Party

The image shows a yellow sticky note with handwritten text in white. The text is arranged in two lines: "This is your" on the top line and "underground Party" on the bottom line. The word "your" is circled with a white hand-drawn circle. Two dashed white arrows point from the top left towards the word "This" and from the top center towards the word "is". The word "underground" in the second line is underlined with two parallel white lines.

# Overview

---

## Mobile Party Hosting Application: Underground

### Primary Purpose

Underground is a community marketplace for people to list, discover, and book unique spaces to throw events or parties. Think of it as the AirBnb for college events. Party planners are able to access exclusive venues, while hosts can earn revenue from their listings.

### Payment Types

Paypal, SquareCash, and Venmo would be integrated into the app, allowing for direct payment. To ensure that damages are covered, hosters can require renters to pay an insurance that provides protection against risks to the property, such as fire, theft, or other forms of damage.

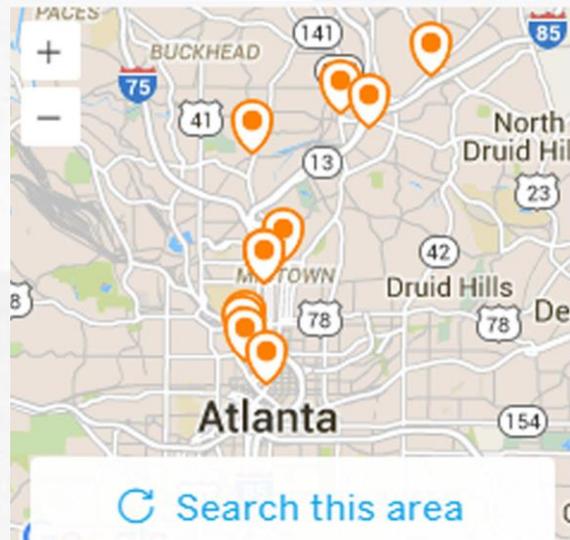


# underground

App Icon

The iconography of a red solo cup is well known among college students, making it a good choice for the logo.

# Rental Listing Layout



Rentals are shown on a map, like so. The layout is similar to Google maps so that users are familiar the design.

## App Features

- ▣ Property details are displayed on the map.
- ▣ Party rentals and supplies are also offered.  
Ex; DJ equipment, beer keg shells, beer pong tables, flip cup tables, lighting and stage setups.
- ▣ Within the talent section, users can hire DJs, Musicians, or Bands advertising their services.

## App Features, continued...

- ▣ Facebook is linked to an “attending section,” where users can see which party their friends are going to.
- ▣ Property listings are shown with heat-mapped areas instead of exact address. This allows hosters to keep their locations secret.
- ▣ Addresses are sent via text, on the day of the party. Only users on the “invite list” receive them.

Our process is easy

Select  
Location

Pay for  
Rental

Gather  
Supplies

Invite Your  
Friends

Text  
Secret  
Address

Have a  
Good  
Time

# Feature Map



## User Base

---



Underground's user base consists of freshmen entering college, and expands to a demographic of ex-Alumni who are in their 40s - 60s.

# Hoster Persona

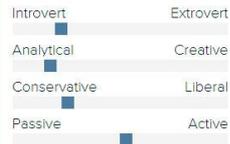
## Matt Choi



"Start where you are. Use what you have. Do what you can."

Age: 26  
Work: Manager at Korean BBQ  
Major: Video Game Development  
Location: Atlanta, Ga  
Character: Start Up CEO

### Personality



Gamer Money Oriented Focused

### Bio

Matt Choi is currently working on his MFA at SCAD in Video Game Development. He's got a team of fellow students together working on his mobile game, Furry of Blades. Furry is currently costing more to develop than Matt anticipated. So, Matt's friend recently told him about the party hosting app, Underground. Matt's family has a home on the north-side of Atlanta that doesn't have any occupants, so he's considering renting out the space and making some money off Underground.

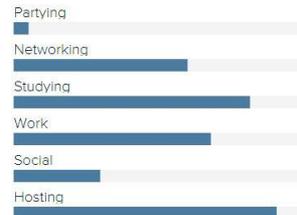
### Goals

- Save up enough money to hire game programmers.
- Have his game ready to present for E3.
- Network with other game developers by hosting parties.
- Make sure that the private event insurance is fool proof.

### Frustrations

- Having his house trashed by guests.
- Paying off student loans.
- Not having enough friends.
- Receiving critical feedback that he doesn't agree with.

### Motivations

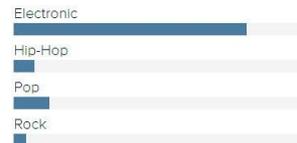


### Brands

A collection or list of the user's favorite brands.



### Preferred Music

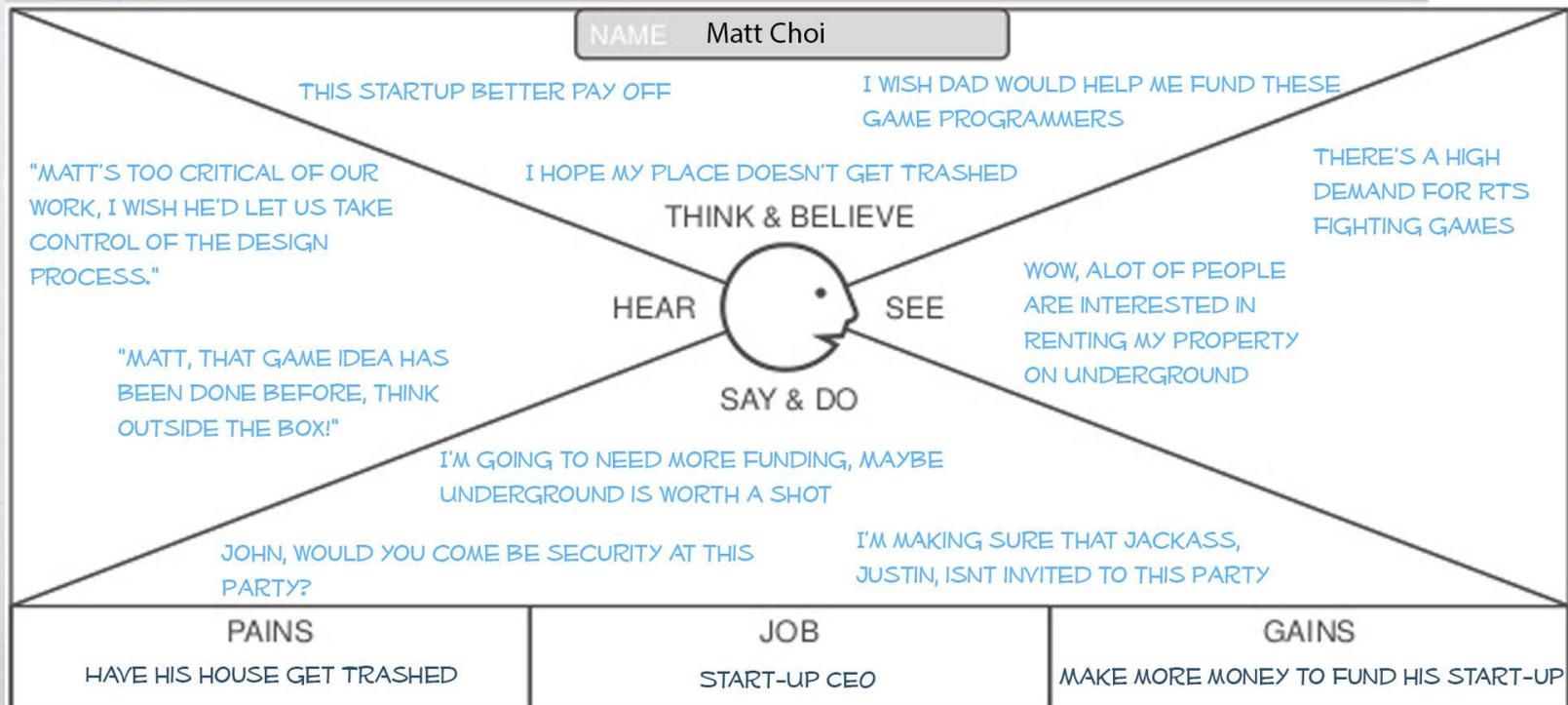


## Hoster Scenario

Matt Choi is looking to make some income on the side. So he lists his vacant property on Underground. Within a day he's got several inquiries about his house. He reaches a settlement, with Jenny, for a fixed price of \$750 for the night. Jenny settles payment and receives the listing address. Matt realizes how much money he can generate by using Underground, so he plans to host his property next weekend, too.

# Hoster Empathy Template

## THE CUSTOMER EMPATHY MAP BLANK TEMPLATE



# Renter Persona

## Jenna Draper



"Up all night, got demons to fight."

Age: 21  
Work: Intern  
Major: Marketing  
Location: Atlanta, Ga  
Character: Party Girl

### Personality



Popular Fashionista Daddy's Girl

### Bio

Jenna's in her Senior year at Georgia Tech. She's almost done completing her Bachelor's of Marketing. Jenna already has a job lined up, post graduation, at her dad's company back home in Pal Alto, CA. So, she's recently been hit with a batch of "senior-itis." Since its her last year in Atlanta, she wants to thoroughly enjoying partying it up in the "dirty south." Her bestie, Karen, just told her about this brand new app where people rent out their homes to host parties, Parlay. In two weeks, their friend Brittany is turning 22 and she'll be moving after this quarter. So, Jenna decides to hop on Parlay to throw her friend one hell of a going away party.

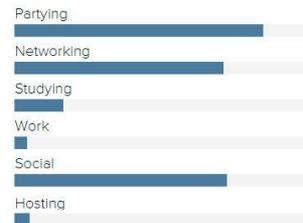
### Goals

- Throw Brittany the best going away party.
- Maintain her status as Queen Party Gal.
- Thoroughly enjoy her last year living in Atlanta.
- Maintain her 3.0 GPA during senior year.

### Frustrations

- Not being called back after a first date.
- Learning how to use a brand new app.
- When he best friends don't invite her to every event.
- Not being able to flirt for A's in every class.

### Motivations

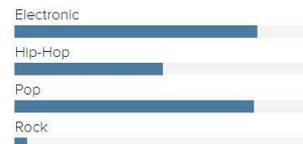


### Brands

A collection or list of the user's favorite brands.



### Preferred Music

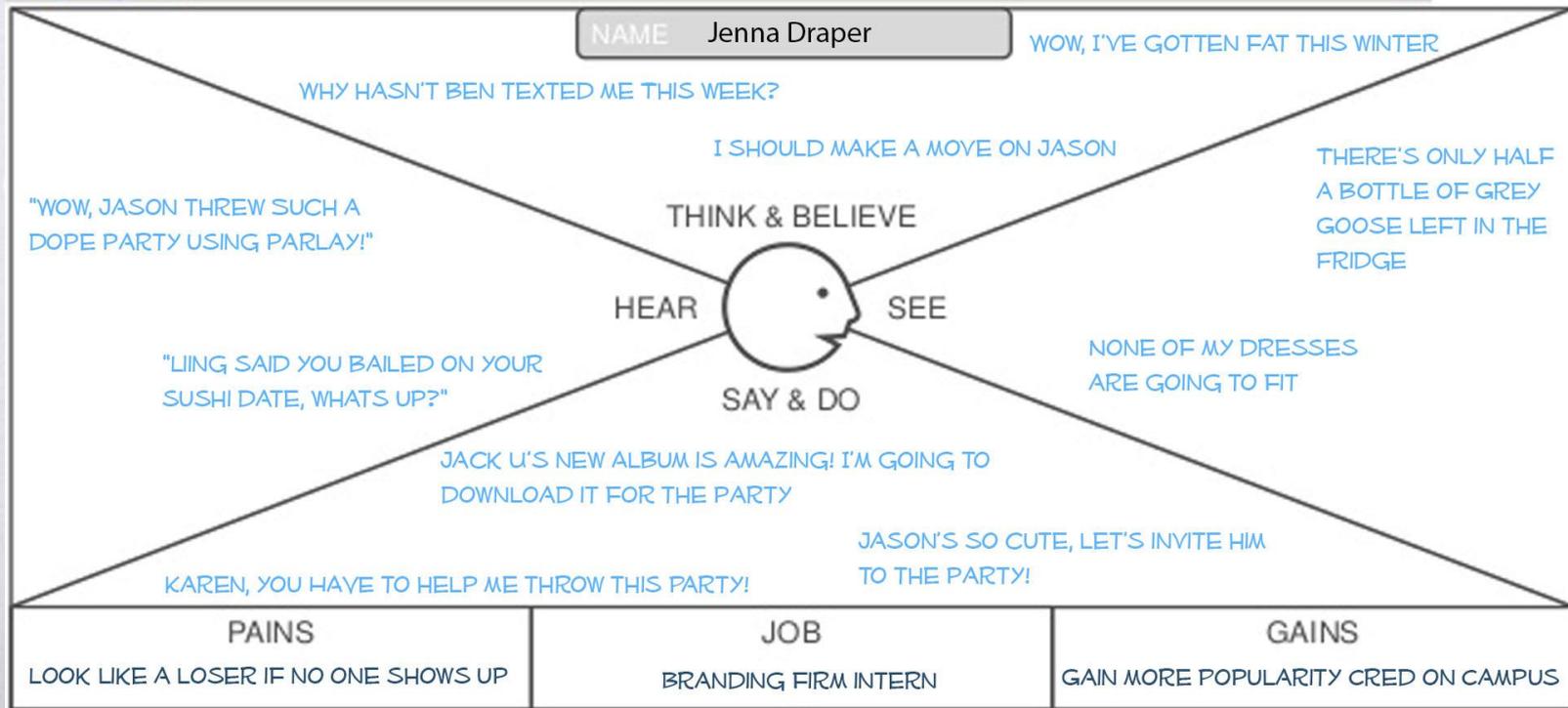


## Renter Scenario

Jenny's friend, Brittney, is turning 22 next week, and she's moving after this semester. So Jenny and her friend, Karen, decide to throw her a going away party. They download the new party hosting app, Underground. After a day of searching properties, they decide to rent Matt Choi's house on the northside of town. After bargaining a price, they settle on \$750 for the night. Now all they need to do is hire a DJ for the evening.

# Renter Empathy Template

## THE CUSTOMER EMPATHY MAP BLANK TEMPLATE



# Style Tile: Version 1



Underground

Style Tile  
version:1

*This is an example of a header*

Font Name: Streetbrush

Possible Colors



THIS is an example of a sub head

Font Name: Citronela Display 1

Textures



Adjectives

*Wild*  
**Party!**  
**Edgy**



# Style Tile: Version 2



Underground

Style Tile  
version:2

This is an example of a header

Font Name: Bodoni

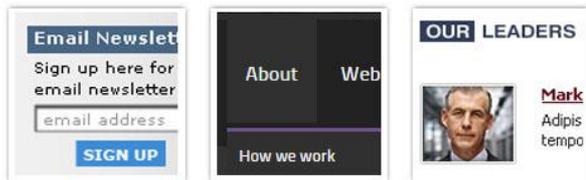
This is an example of a sub head

Font Name: Bodoni Sans Display Regular

Possible Colors



Textures



Adjectives

Traditional  
Refined  
Classy

# Style Tile: Version 3



Underground

Style Tile  
version:3

THIS IS AN EXAMPLE OF A HEADER

Font Name: Dotface

Possible Colors



This is an example of a sub head

Font Name: sideburnBob

Textures



Adjectives

YOUTHFUL  
Adventurous  
INVITING

Example of a Button

Example of a Button

# Style Tile: Version 4



Underground

Style Tile  
version:1

**This is an example of a header**

Font Name: Core Sans BR 55 Bold

This is an example of a sub head

Font Name: Core Sans BR 55 Regular

Possible Colors



Textures



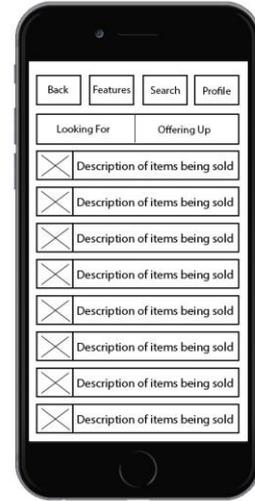
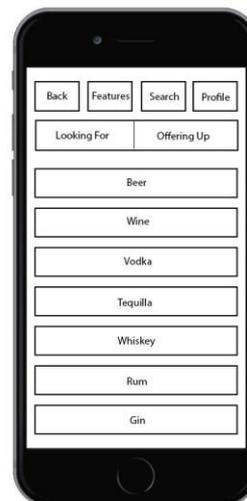
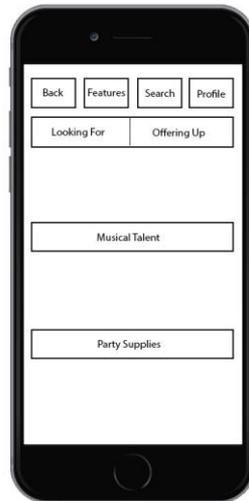
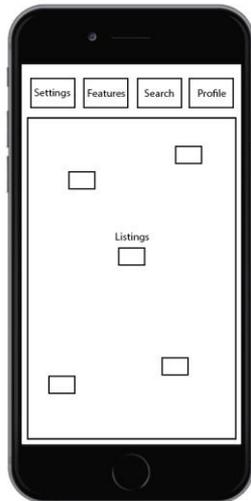
Buttons



Adjectives

Wild  
Party!  
Edgy

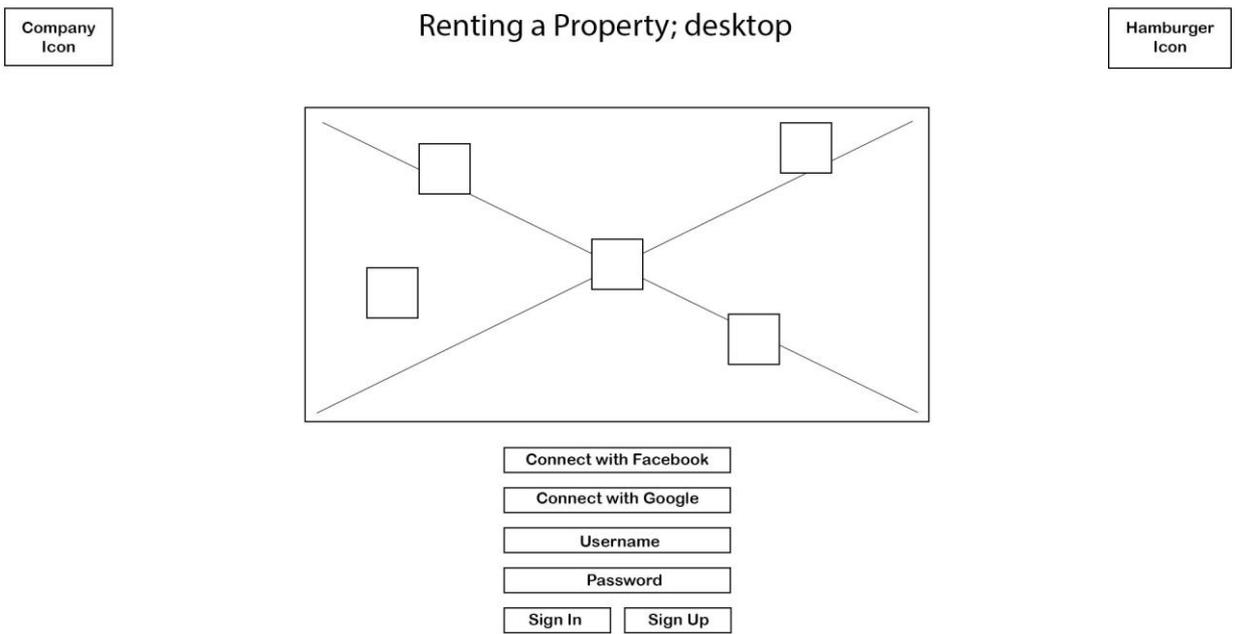
# Mobile Wireframes for Beer Scenario



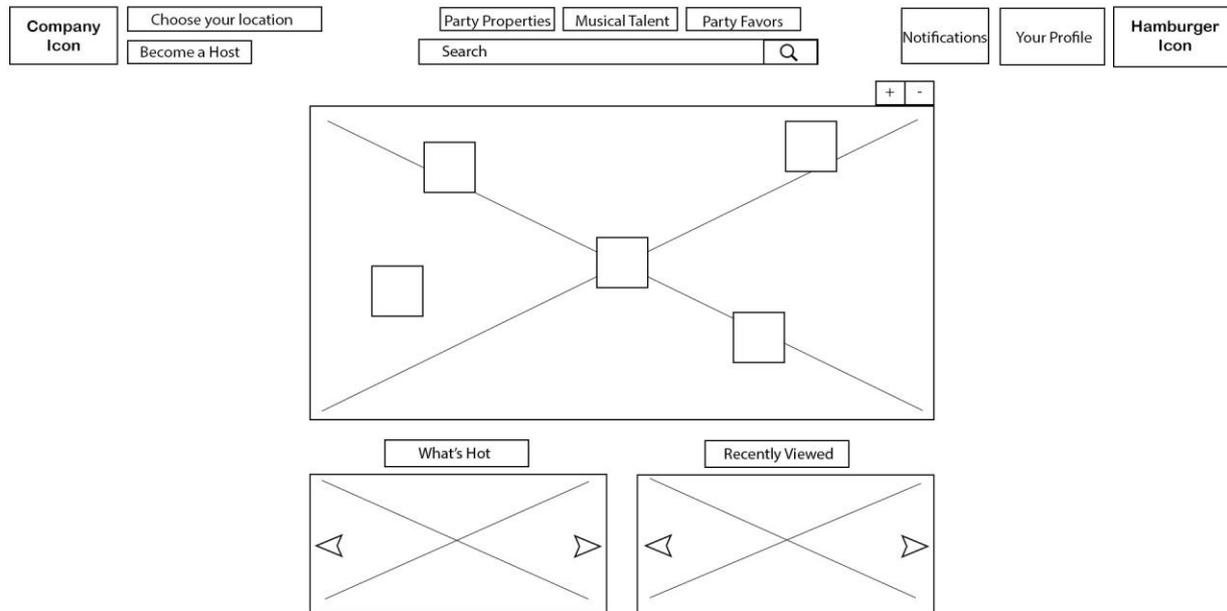
# Mobile HI-Fidelity for Beer Scenario



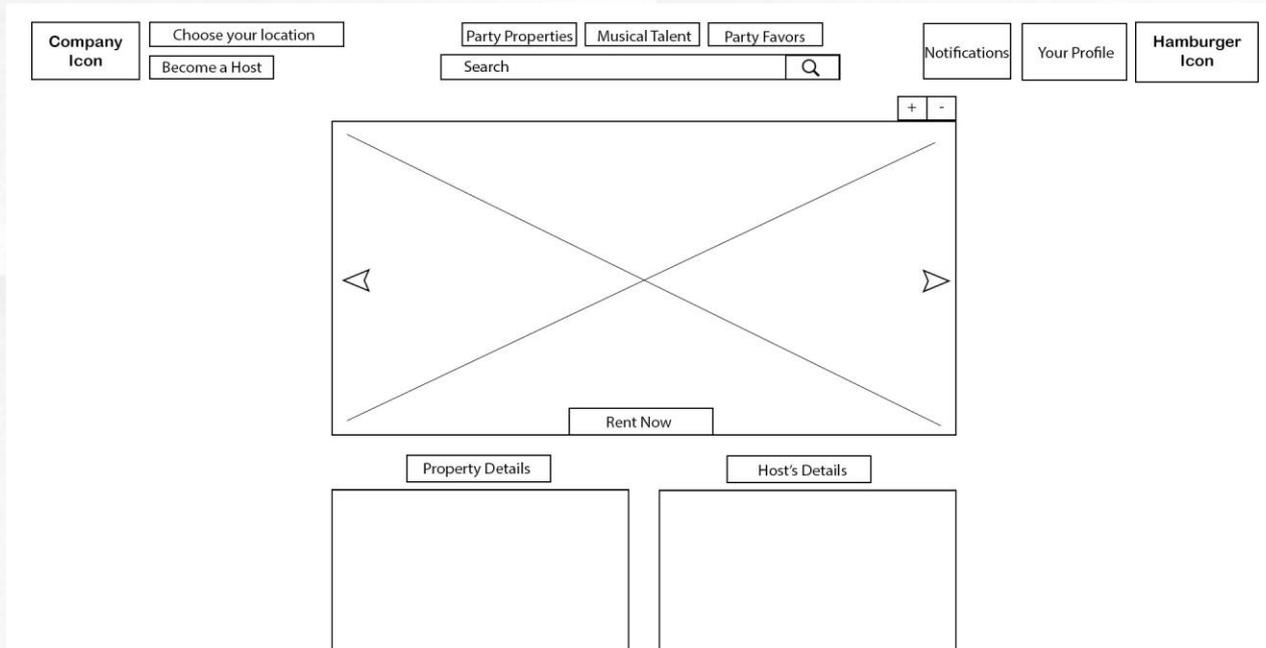
# Desktop Wireframe for Property Rental



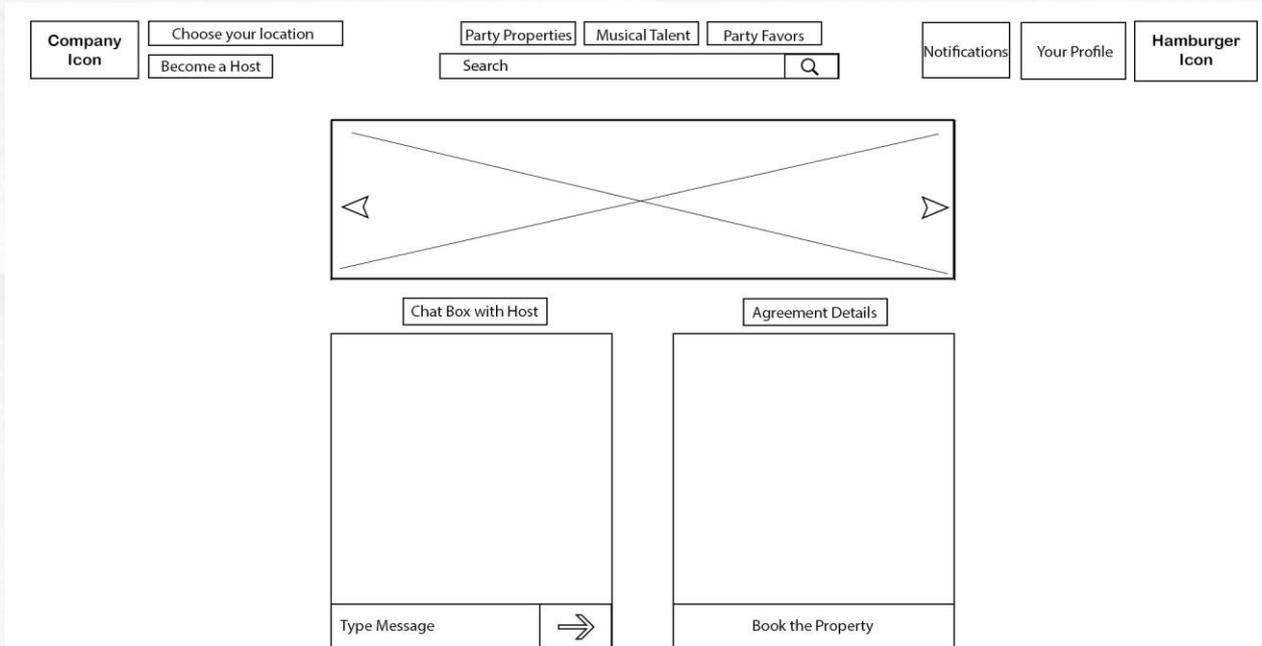
# Desktop Wireframe for Property Rental



# Desktop Wireframe for Property Rental



# Desktop Wireframe for Property Rental



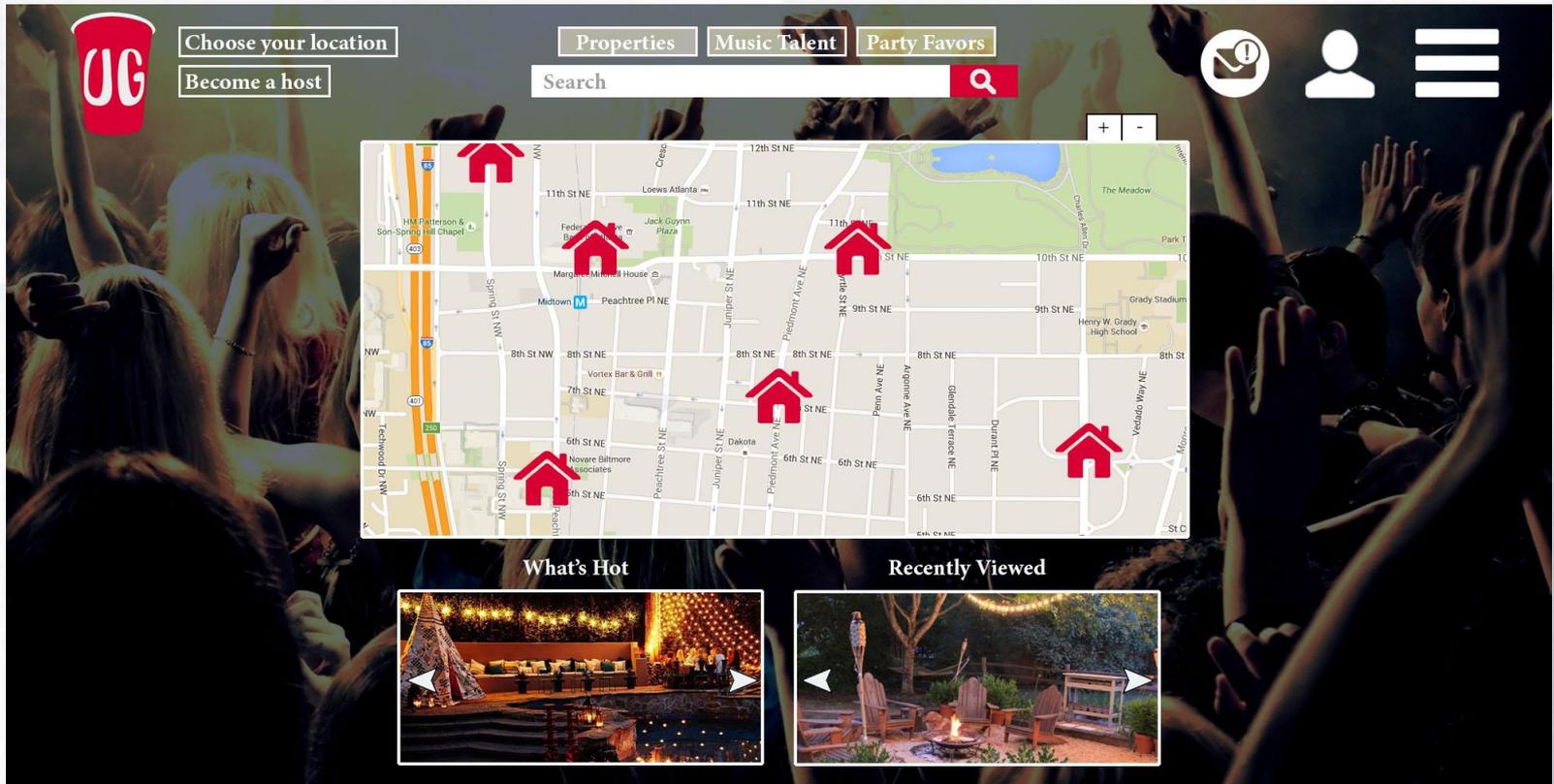
# Desktop Hero Concept



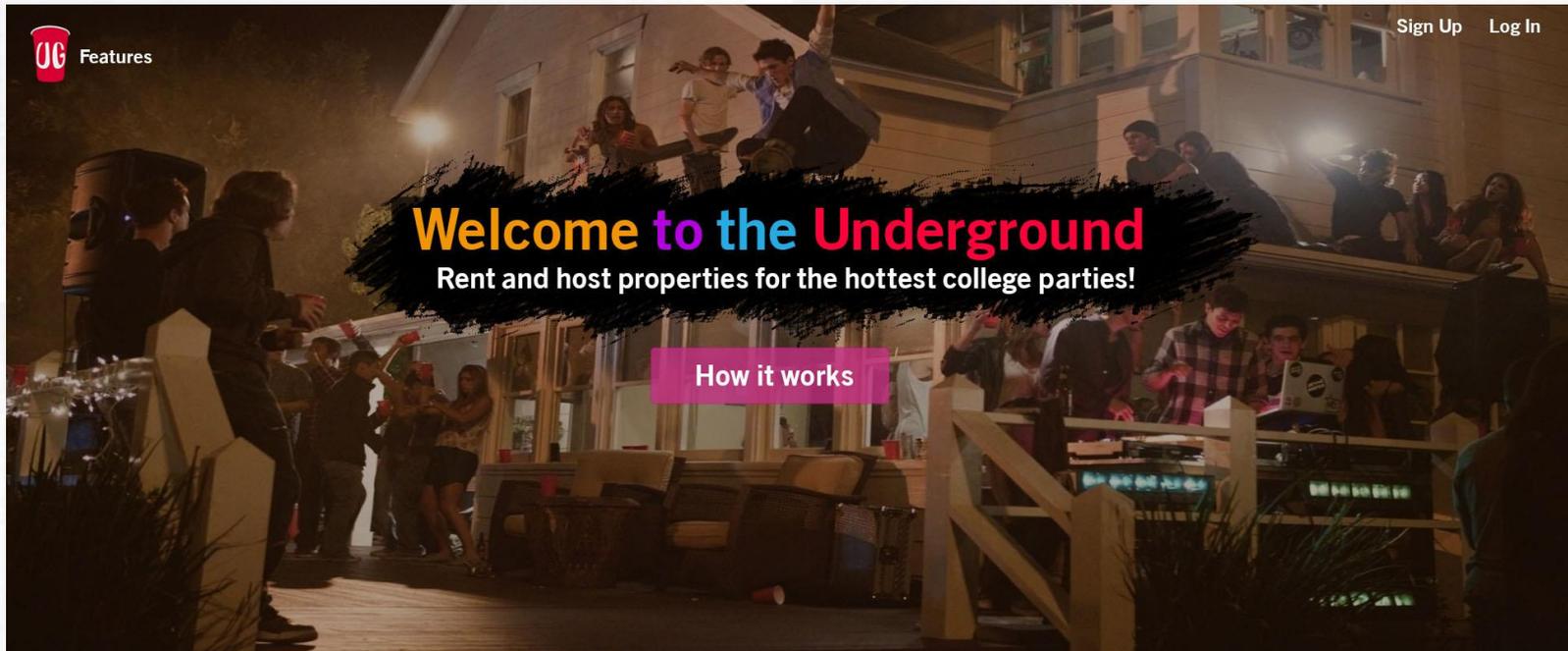
Sign In  
Login

How it Works

# Desktop Homepage Concept: Version 1



# Desktop Homepage Concept: Version 2



## Key Features



Property Rentals

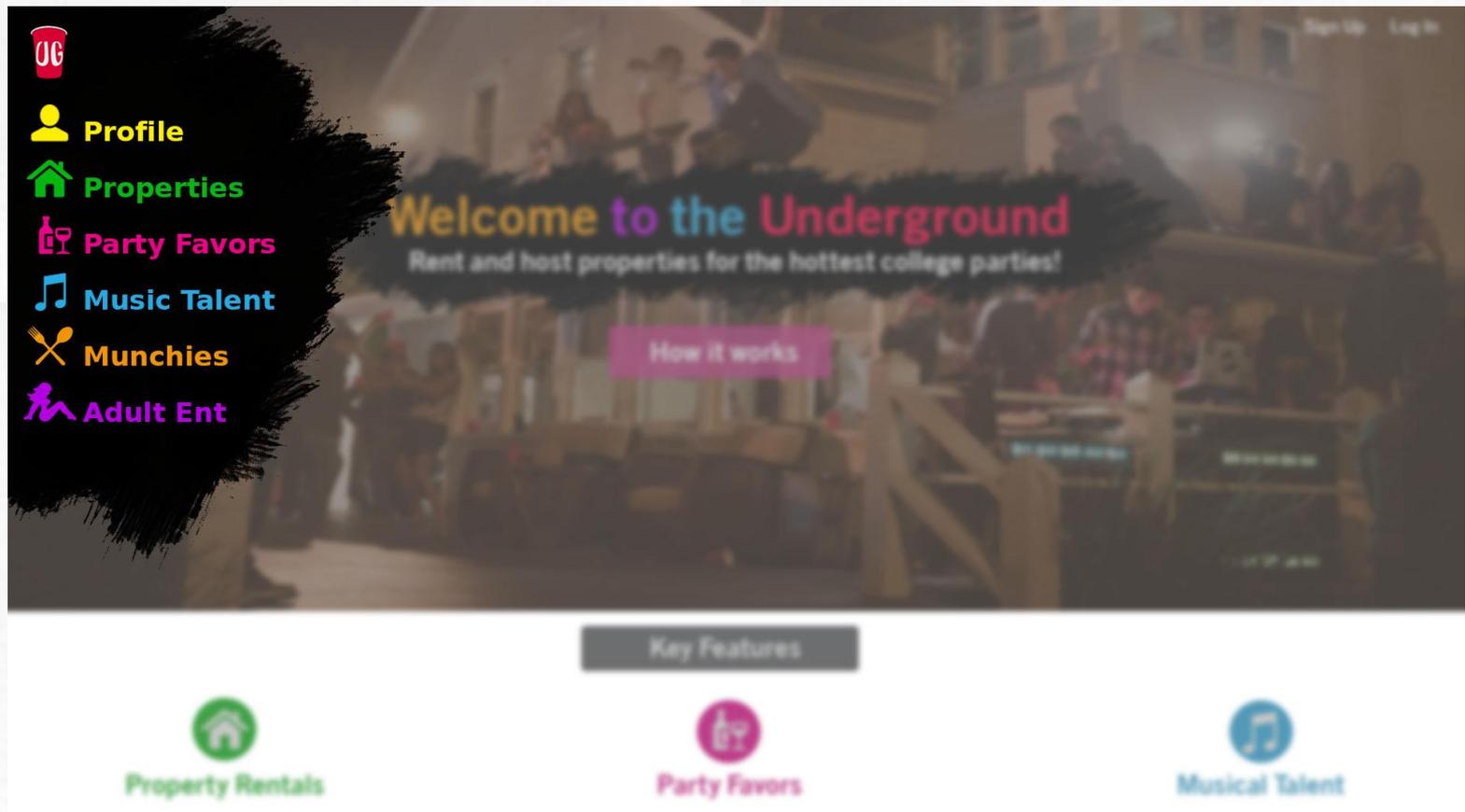


Party Favors



Musical Talent

# Desktop Homepage Menu Dropdown



# Desktop Property Listing Map

**UC** Features

Properties for Rent

Become a Host

DonMafioso

Search for a location...

The map displays a grid of streets including Capitol Ave SE, Grant Terrace SE, Ormond St SE, Atlanta Ave SE, Hank Aaron Dr SW, Milkey Ave SE, Hill St SE, Englewood Ave SE, Cherokee Ave SE, Grant Park, Zoo Atlanta, Berne St SE, Mercer St SE, Confedpark Ave SE, Boulevard SE, Avondale Ave SE, Edin Ave SE, E Confederate Ave SE, State Facility, Glenwood Ave SE, North Ormewood Park, The EARL Tavern, Edensham Ave SE, Brownwood Ave SE, Woodland Ave SE, Shadowridge Dr SE, Curranup Ave SE, 35th St SE, Eastland Rd SE, Cifton Rd SE, Bouldercrest Dr, Fayetteville Rd SE, and Banner Rd SE. Major highways 247, 246, 245, 244, 85, 20, and 64 are also shown.

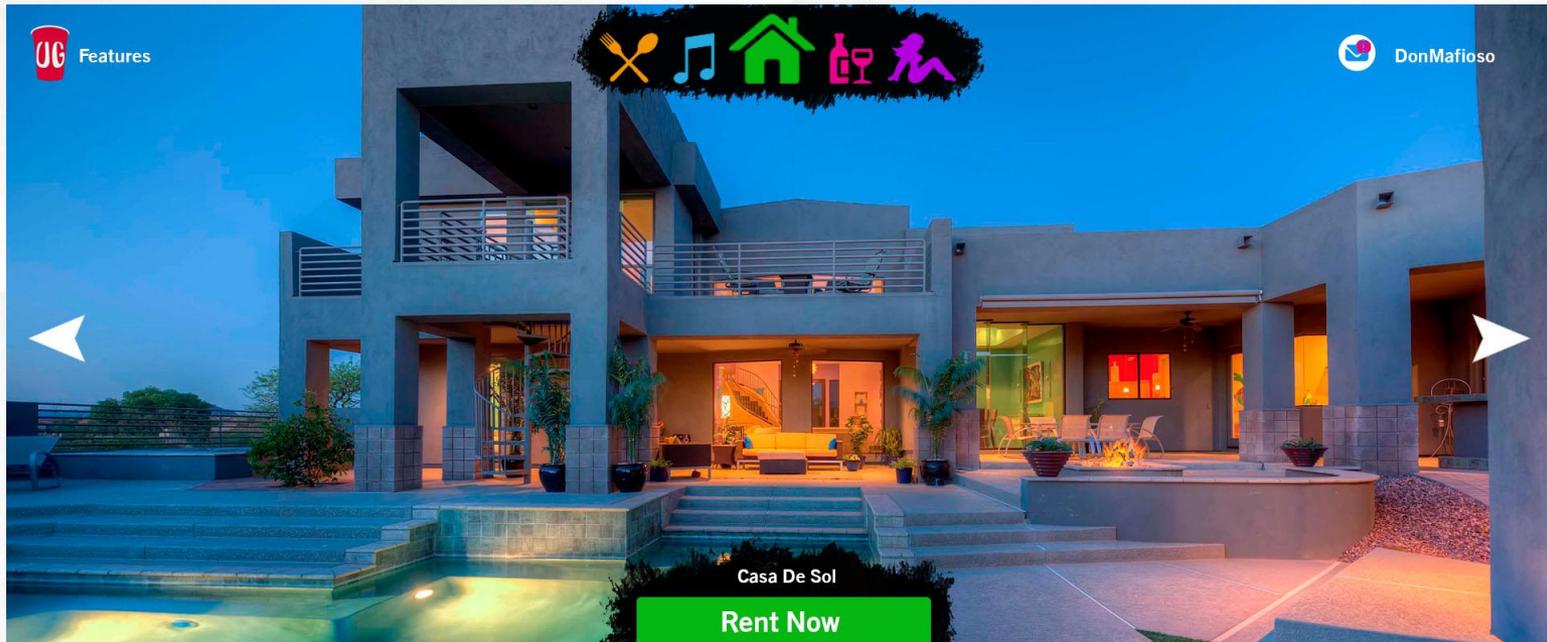
## What's Hot



## Recently Viewed



# Desktop Property Listing Page



Property Details

Host Details

**“Perfect for throwing pool parties!”**  
The Space      Accomodates: 300

 **Jenna**  
★★★★★ (6)

# Desktop Property Listing Details

Features Don-Maffione

### Agreement Details

1. No smoking indoors.
2. No pets allowed.
3. All guests must leave the premises by 3pm the next day.
4. Renter must purchase **party insurance**.
5. Maximum guest capacity must not exceed 300.
6. No drugs allowed on premise.
7. No weapons on premise.
8. Guests can either clean the premise themselves by 3pm the next day or purchase the **cleaning service**.

**Confirm Rental for \$400.00**

**Property Details** Host Details

**"Perfect for throwing pool parties!"**

The Space Accomodates: 300

**Jenna**

★★★★★ (6)

A group of people are shown from the chest up, holding red plastic cups in a toast. The scene is dimly lit, suggesting an indoor party or bar setting. In the center, a semi-transparent circular overlay contains the text "Get down in the underground" in a red, cursive font. The people's arms and hands are visible, some wearing bracelets or watches. The background is dark and out of focus.

Get down in  
the  
underground