

SUMMARY (Secondary Research)

Quick Stats and Facts:

- Families are spending more time together than before. But not together-together. **“Alone-together”**
- American families spend an average of just **37 minutes of “quality time”** together on weekdays.
- 54% of parents said they get at most **12 date nights to themselves a year**, some not even mothly.
- 65% of the respondents (parents) said even during dates, **they’re likely running errands** or chores
- Parents get less couple boding time together than non-parent couples.
- In a study (NLM), “individuals experience greater happiness and meaning and less stress during time spent with a spouse opposed to time spent apart.”

Why Couples Should Spend Quality Time Together:

- Enhance Romance
- build emotional intimacy
- improves sex life
- Increases trust
- shows accountability
- shows you can be relied on
- and more...

Why Spend Quality Time with Family (w/ the Kids)

- 73% of American kids would like more opportunities to bond with their family
- 70% of parents would also like more chances to spend quality time together
- Quality Time:
 - Strengthens bonds
 - Better acadmeic performance
 - Better self-confidence
 - less chance of drug abuse
 - conflict resolution skills
 - less behavioral problems
 - and much more...

Why We Should Try New Things

- Mindfulness and well-being in 4 domains:
 - Physical
 - Mental
 - Relational
 - Spiritual
- New experiences trigger the release of dopamine
- Create new neurons and neural connections
- Personal growth
- Ties become more memorable
- Fear takes a backseat
- Sense of adventure grows
- Creativity and brainpower is stimulated
- Satisfying new memoreis
- Breaks you out of your shell
- You learn more about yourself
- and more.

COMPETITOR S.W.O.T. ANALYSIS

Cobble



STRENGTHS

- Clever designed UI (smooth, satisfying)
- Large Audience
- Customization for type of activieis (stay in, out in the city, outdoors, etc.)
- Location specific activites
- Swiping (Tinder or Mutual) type feature for interesting activities.
- Plans section (set and in the making)
- Invite significant other to “start matching”

WEAKNESSES

- Too many tiles, groups, categories makes it feel like it’s trying to do everything
- Contains mostly local activities (paid), and some stay home stuff.
- Less creative activities, more establishments or movies

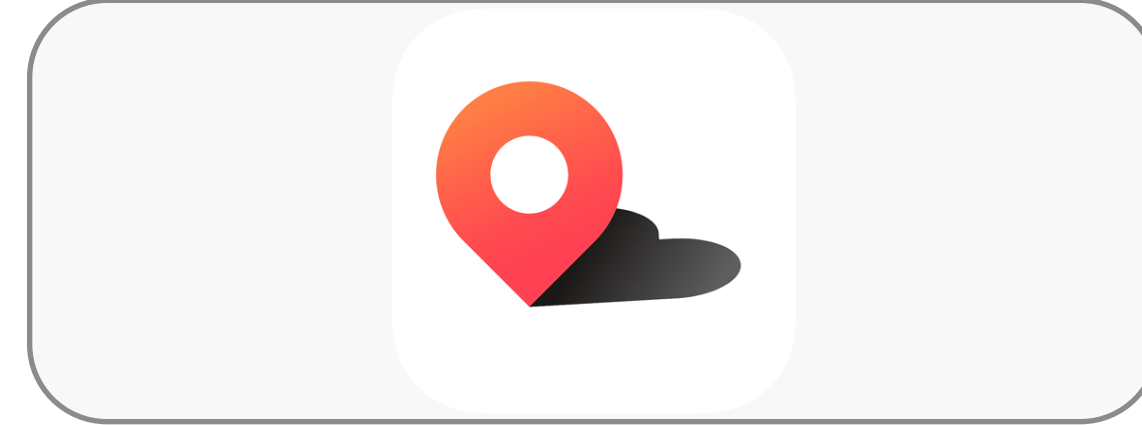
OPPORTUNITIES

- Could improve slection to extend beyond the dinner, movies, bars, shows, and other spendy activities.

THREATS

- Due to limited social aspect (only invite your significant other), may not become as popular

LetsGo



STRENGTHS

- Discounts on different packages related to dating. Examples:
 - Crated with Love
 - MasterClass
 - The Advetnure Challenge
 - etc.
- Favorites section
- Nominate a couple of the month (social aspect to build community)
- Babysitter app featured (partner)
- Look up things near you (built on Google maps)
- Search by Price, Deals, or Category (Filters)

WEAKNESSES

- Limited categories (only “coffee, bowling, drinks, dining, movie”)
- Limited locations (my location didn’t show anything. Closest was Nevada)

OPPORTUNITIES

- Grow by including additional cities
- Include date ideas that don’t have a specific destination (indoors, or at a nearby park, etc.)

THREATS

- Limited availability in certain areas means a competitor could gain market share where they lack presence of activities listed.

Date Night Deck



STRENGTHS

- Sound idea, but design feels lacking
- Adds details to a built in calendar! (Really cool ideal)
- Minimal screens means less hectic
- Dashboard showing countdown before next date and what the activity is (very cool!)

WEAKNESSES

- Onboarding process felt unhelpful. Felt lost immediatley.
- Confusing UI
- Not very responsive to different actions that I thought it would react to.
- Seems to be a MVP product
- Minimal screens (could be a plus for some)
- “Year of Dates completed” makes no sense and there’s no explanation
- Very poor UI.
- Settings: took me a while to figure out how to change them.

OPPORTUNITIES

- Adding a feature to allow app access to user’s native mobile calendar (apple/ google) would be a step up from current calendar

THREATS

- People will become frsutrated with the app and give up if it’s not made easier and more intuitive.

FHE



STRENGTHS

- Well thought through app
- Easy to Navigate
- King of Family Apps market for their niche target audience (LDS Families)

WEAKNESSES

- Catered largely to more of a niche market of christian families.
- Some *less accessible* font colors in the UI

OPPORTUNITIES

- Create a second digital app that targets a broader audience, taking their existing content and making it weekday (or weekend) activitiy focused.

THREATS

- Because it satisfies the needs of it’s nich market almost perfectly (in my opinion), the only threat is the fact that they could miss out on the broader market.

Cozi



STRENGTHS

- Can add users to “family”
- Create a calendar event is identical to creating an Apple calendar event (familiarity for-the-win!)
- Built in grocery list & to-do list
- Built in Calendar
- Built in Recipes list
 - Can save recipe links (like form pinterest)
 - Create your own recipe (ingredients, steps, everything)
- Button to keep screen on (if following recipe)
- Recipes and shopping list go together (easy back and forth)
- Like a project managment app but for families. LOL
- Home Dashboard shows glimpse of shopping list, to-do’s, and events. Can hide them.

WEAKNESSES

- Tries to do a lot
- Is more like a household management app (which is really cool, but not solving the problem identified in this project)
- Very purpose driven, but lacks any “wow” factor.

OPPORTUNITIES

- Partnership opportunities that could include commisions or revenue sharing

THREATS

- Very purpose driven, but lacks any “wow” factor.

Adventure Now



STRENGTHS

- Swiping UI (Tinder or Mutual) to find activites that suit you best.
- Swipe by category or all.
- Favorites list (things you swiped on) will help you find a place do do it.
- Very simple app (no confusing navigation, nor overwhelming options)
- Not limited to couples only activities.
- “Category Preferences” in settings

WEAKNESSES

- “Finding A Location” action just opens up a search for you in your navigation app (in this case, Apple Maps).
- Map and locator is not native in App. Could be nice to have natively?
- Doesn’t provide much planning assistance. Just the subject/topic of the activity, and then look up on a map.
- No premium or other form of income means no way to eliminate ads.

OPPORTUNITIES

- Could include specials/deals
- Creating a native map (e.g embedding Google Maps) could mean a better UX.
- If provided more planning details (time requirement, budget requirement, travel, etc.) it could be more useful.

THREATS

- App could feel stale after a while of using (like a blog post)

The Adventure Challenge (Books)



STRENGTHS

- Well crafted books
- Multiple Editions/Versions
- Fun, tangible gift (book, non-tech)
- Quality Print
- Collection of editions with add-on products like cameras or “in bed”
- Cross-selling oportunties
- Perceived as a Gift Item

WEAKNESSES

- No digital version of product
- No app
- Limited in ability to adapt and evolve as a physical product

OPPORTUNITIES

- Content already available for a mobile app or web edition. Easy project for them

THREATS

- Lack of effort towards creating a digital product (app) could mean a competitor could easily fill the void for them, taking market share.

PROVISIONAL PERSONAS



YOUNG COUPLE (NO KIDS)
25 - 45+ years

GOALS

- Grow relationship
- Keep relationship happy
- Create memories that last
- keep relationship feeling fresh and exciting.

PAINS

- Dates and activites are getting repetitive
- Not knowing what to do
- Date idea blogs all post typical things (icecream, bowling, bar, etc.). Stale ideas.



THE PARENTS (KIDS)
18 - 60+

GOALS

- Have new experiences together
- Spend quality time together (away from kids)
- Spend quality time w/ kids, too.
- Rekindle intimacy
- Stay on time & money budget
- Create strong family bonds w/ kids and parents

PAINS

- Lack of time
- Babysitting arrangements
- Too tired to “date” spouse
- Lack of “new things” to try in dating



THE KIDS
18 - 35

GOALS

- Having fun
- New expereinces
- Closeness with family
- Exciting future/plans

PAINS

- Not having fun
- Familial arguments and fighting
- Getting frustrated
- feeling ignored
- Giving up something they love for an unknown (video game for game)