

Queue Application

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The problem

- Scenario...
- Lines can be long
- Blindsided by admission fees
- Unsure if establishment is even open



A close-up photograph of a person's hand holding a purple marker, drawing on a whiteboard. The background is blurred, showing some bokeh lights. The text 'The solution' is overlaid in white on the left side of the image.

The solution

An application that...

- Allows users and businesses to easily convey information
 - Wait time, admission fee, specials/events, etc.

How It Works

- The App will show a list of all bars within a specific mile range and also indicate the amount of individuals there that are currently using the app.
- Once within range, a user will be able to "check in" to the business via the application so other users of the app can be updated on the status of the bars.
 - "Checking in"
 - Users will input the time that they estimate the wait to be
 - Users will input cost of admission (if applicable)
 - The population of the bar being checked into will increase by 1
- Information will be logged for administrative reference and reset at closing.

Incentive for Businesses

Could offer incentives for people to visit

Metrics about their business in a quantified form

Examples:

- Rate of increase/decrease into their business during the day
- Range of time customers spent
- Reliably estimate the effectiveness of advertisements
- Local vs non-local business
- Male/Female ratios
- Approximate wait times throughout the day

An aerial photograph of New York City at dusk. The city is densely packed with skyscrapers, many of which are illuminated with their interior lights. The sky is a mix of dark blue and orange, indicating the time is either early morning or late evening. The Empire State Building is prominently featured in the center, with its top section glowing with red and green lights. Other notable buildings include the Chrysler Building and the United Nations Secretariat Building. The overall scene captures the vibrant energy and architectural grandeur of the city.

The technology: Google Maps & Location

Challenges

- User Feedback
 - Can't report up-to-date wait times and cover if the app doesn't get used
- Setup
 - Needs to be simple yet elegant
 - User may not want to give demographics
- Design
 - If it don't look good, people aren't going to use it
- Competition?

Competition

Tap That

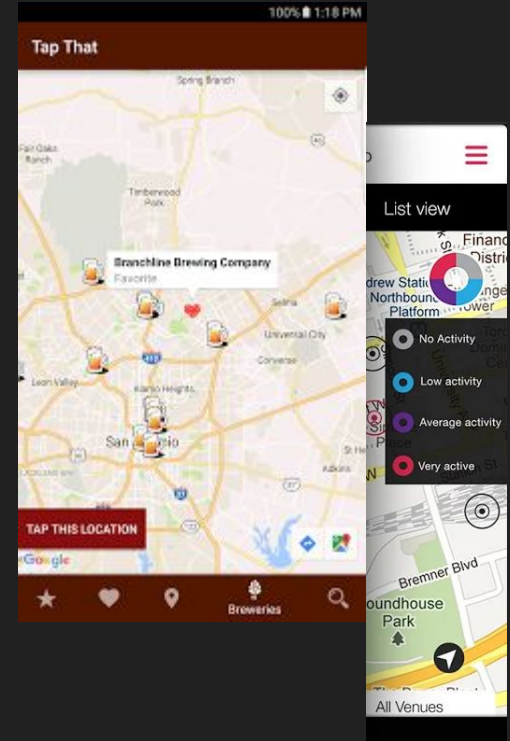
- Google Maps Bar Locations
- Activities and Promotions

Eve Tab (Toronto, ON)

- Activity Heat Maps to find “Hot Spots”
- Partners with locations allowing you to pre-pay bar tab and skip lines

ShoutOut! (Houston, TX)

- Bars, Nightclubs, and Lounges
- Exclusive venue-to-consumer push notification feature



Questions?