LEAD THE WAY!

A mobile app to help users of all ages plan their next local adventure and journey!

embrace spontaneity

Not sure what to do today? Need somewhere to go with friends? Not a problem! Just enter a few preferences, and Lead the Way! will make your plans for you.

find your adventure
**Current Location:**
Enter your current location so we can find the best places near you!

**Price Range:**
Specify how expensive of an adventure you’re looking for so we can narrow down our search to suit you better.

**Activity Preference:**
Choose a type of activity to narrow down your search (i.e. a restaurant, park, physical activity like bowling or bouldering, etc.)

**Location Range:**
Specify how far away from your current location you’d be willing to go.

**Lead the Way:**
Once you’re done entering all your preferences, let us do our magic and present you with a single choice! If you don’t like what we’ve recommended, no worries—we can give you another recommendation.

**User Feedback:**
After you’re done, let us know how your adventure was, so we can find better matches for you.
**MANIFESTO**

*Lead the Way!* is a mobile app that aims to help indecisive users explore new places and embrace spontaneity. When deciding which restaurant to eat at or which places to hang out at, we tend to either struggle with picking where to go, and most of the time we end up at somewhere we’ve been before. Though apps like Yelp and Google Maps present us with recommended options, actually choosing a location often proves to be a long and difficult process. *Lead the Way!* aims to help with this dilemma of indecisiveness, and do the choosing for the users. In the app, users will specify their destination (food, outdoor park, museum, etc.) as well as preferences (type of food, price range, location proximity, etc.). The app will then perform a semi-random algorithm that takes into account both the user’s preferences and past experiences with locations to present the user with a single recommendation of where to go.

The design of *Lead the Way!* emphasizes the use of technology as a means, rather than hindrance, for social interaction. It seeks to help users make new memories as they journey together to explore the hidden gems of their city.