Executive Summary

When trying to find a place to eat or an event to attend, many people turn to mobile applications to point them in the right direction. They may consult Yelp or Urbanspoon for suggestions on where to eat, Foursquare for places to go, or online calendars for events in their local area. Now what would happen if you had a mobile application that could give you information on events, attractions, and restaurants tailored toward you and where you are?

InCircle is geared toward local discovery of attractions, events, and restaurants. Our application allows users to create their own “circles” based on geographic location. These “Circles” are set up by a user through either inputting their GPS location or a zip code. Whereas other applications don’t focus on discoveries within local communities, our app’s “Circles,” viewed as circular portals on screen, work to create a means of cultivating a sense of community through local events and commerce.

Once registered, users can connect with friends and businesses to keep up with other users’ activities as well as updates from local businesses. To better organize their favorites, users can store local businesses within each “Circle” or region. Friends of users can also view these favorites and add them to their own favorite lists. Local businesses can add and updated information through a basic website for a small fee. Fees also apply toward events and different deals they want users to utilize.