

PRODUCT CONCEPT

Outing Planner

A structured planning app for outings with friends, family, or colleagues. This document lays out the reasoning behind the idea, three product hypotheses, the feature concepts behind each one with wireframes, and the plan to validate them with real users before anything gets built.

Problem statement: an app to help users plan an outing **Status:** concepts drafted, not yet validated

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00 Target user



The Organizer

22 to 35, any gender, urban. Not just any member of the group, specifically the person who ends up taking initiative to coordinate a given outing for a friend or colleague group of roughly 4 to 10 people, currently doing that coordination over WhatsApp.

01 Consolidated assumptions

Each assumption is scored on how much the idea depends on it (importance) against how much real evidence currently backs it up. The ones at the top matter most and are least proven, so they're what to validate first, before building anything further. Labels (A1, A2, and so on) let each assumption be traced through the rest of this document.

RANK	ASSUMPTION	IMPORTANCE	EVIDENCE	ACTION
1	A5b · A real differentiator exists, or can be designed, strong enough to win against WhatsApp/Snapchat's attendance tools and dedicated apps (WePlanify, Troupe, Wanderlog, and others).	Highest	None yet	Must be designed into the feature concepts and measured via switching intent, not pain intent.
2	A4 · Specific things get missed when planning is unstructured (games, must-carry items).	High	Low	Test with real organizers; only proxy evidence exists so far (individual travel packing, not outings).
2	A2/A6 (merged) · Existing tools (WhatsApp Events, Snapchat Plans) handle attendance and reminders, not the deeper guided planning of venue, itinerary, food, and packing.	High	Low	Test with real organizers; current feature scope suggests a gap, unconfirmed with users.
4	A3 · Planning is unstructured: casual discussion, no one actually decides.	High	Medium	Test with real organizers; supported qualitatively and by competitors betting on voting/consensus tools.
5	A5a · The outing/trip-planning market is already crowded with dedicated apps (context, not a risk by itself).	Medium	High	No further testing, positioning context only.
6	A2 (channel) · Outing discussions currently happen via calls and WhatsApp group messages.	Medium	High	No further testing needed.
7	A1 · Planning an outing spans venue, date/time, itinerary, food, and similar logistics.	Low	High	Definitional scope, not a risk.

02 Hypotheses, concepts & validation

Three hypotheses (H1, H2, H3), each addressing one of the top-ranked assumptions above. Every hypothesis lists its feature concepts, a wireframe, how it will be tested, and what success would look like.

H1, H2, H3 = Hypothesis 1, 2, 3

C1, C2 = the feature concepts under that hypothesis, e.g. H1-C1 is the first concept under Hypothesis 1

H1 • Guided planning closes the gap that attendance tools leave open

We believe that building a single structured planning flow (venue, date/time, itinerary, food, and a shared checklist), for organizers, will increase the share of organizers who choose a dedicated planning tool for their outings, because organizers are motivated to offload the burden of turning scattered chat suggestions into an actual plan.

H1-C1 Guided Outing Builder

A step-by-step flow for creating an outing: date/time (with an optional poll), venue (with suggestions and group voting), a time-slotted itinerary, a food plan, and a checklist, all as one linked outing object shared with the group. This is the concept most responsible for giving the app a real reason to exist alongside the group chat and event tools people already use.

The image displays two wireframes of the 'Guided Outing Builder' app interface.

Left Wireframe: Beach Day

- Title: Beach Day (Sat, Oct 18)
- Sections:
 - Date & time: Sat, Oct 18 · 4:00 PM
 - Venue: Marina Beach · voted by group
 - Itinerary: 3 items · arrive, games, dinner
 - Food: Beach Shack · confirmed
 - Checklist: 5 / 8 items packed
- Bottom button: Share plan with group

Right Wireframe: Pick a venue

- Title: Pick a venue
- Status: 3 of 5 people voted · closes in 2h
- Voting options:
 - Marina Beach (You voted, 3 votes)
 - Elliot's Cove (1 vote)
 - Sunset Pier (0 votes)
- Bottom button: + Add another option
- Footer: Organizer only · [Close voting now](#)

VALIDATION

8 to 10 organizer interviews, showing the wireframes above, asking likelihood to use this for their next outing.

STRONG 70%+ say likely or very likely

MODERATE 40–69%, objections point to fixable friction ("too many steps")

WEAK 20–39%

FAILURE under 20%, or most say they'd just keep using group chat

SUCCESS METRICS

LEADING

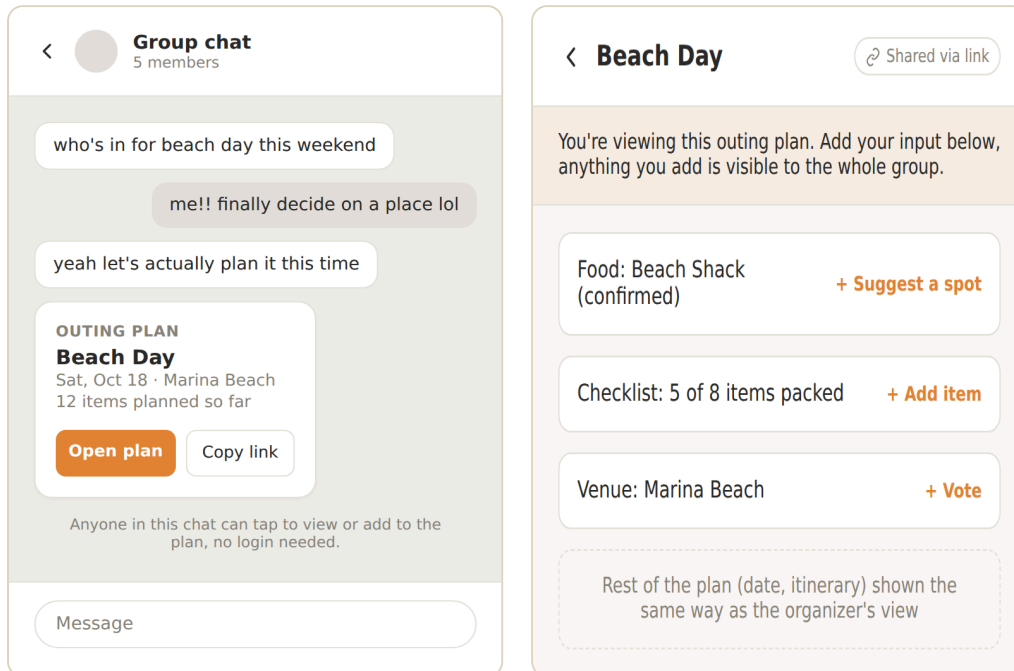
% of new outings that complete the full builder flow in week 1; average plan sections filled in per outing

LAGGING

% of organizers who create a second outing with the builder within 60 days; month-over-month organizer retention

H1-C2 Shareable outing link

Once the plan is set, generate a persistent link to the live outing plan, not just a one-way recap image, that gets dropped into the existing group chat. Anyone with the link can open the plan at any time and contribute (suggest a venue, vote, add or check off a checklist item) without an account or having "joined" anything. Tests a lower-friction version of switching: people don't have to abandon the chat they already live in.



VALIDATION

Same interview set, showing the wireframes above, asking whether they'd tap the link and contribute directly.

STRONG 60%+ would tap and contribute without hesitation

MODERATE 30–59%, hesitation tied to trust/spam concerns

WEAK 15–29%

FAILURE under 15%, or most would ignore a link posted in chat

SUCCESS METRICS

LEADING

% of shared outings where a non-organizer opens the link within 24 hours; non-organizer contributions per outing in week 1

LAGGING

% of link-only visitors who create their own outing within 90 days; share of outings with 2+ contributing non-organizer members at 60 days

H2 · A shared checklist catches what memory alone misses

We believe that adding a shared, collaborative checklist (games, must-carry items, tasks) to the planning flow, for organizers, will increase the share of organizers who catch something they'd have otherwise forgotten, because organizers are the ones who get blamed when something's missed on the day, and right now nothing holds that responsibility beyond someone's memory of a chat message.

H2-C1 Collaborative outing checklist

A persistent, shared checklist tied to the outing that any member can add to or check off, with smart suggested items based on outing type, and the ability to assign an item to a specific person.

The wireframe shows a mobile app interface for a 'Checklist'. At the top, there's a back arrow and the title 'Checklist', followed by a status '2 / 6 packed'. Below this, a section titled 'Suggested for a beach outing' contains four buttons: '+ Sunscreen', '+ Speaker', '+ Frisbee', and '+ Snacks'. The main list of items includes: 'Sunscreen' with an unchecked checkbox and an orange circle containing 'R'; 'Speaker' with a checked checkbox and a grey circle containing 'A'; 'Beach games' with an unchecked checkbox and an orange 'Assign' button; and 'Snacks' with an unchecked checkbox and a grey circle containing 'Y'. At the bottom is a '+ Add item' button.

VALIDATION

Same interview set, showing the wireframe above, asking about recent forgotten items and whether this would have helped.

STRONG 60%+ report a recent miss and rate it 4–5/5 for helpfulness

MODERATE 40–59%

WEAK 20–39%

FAILURE under 20%, or most already manage fine via memory or a notes app

SUCCESS METRICS

LEADING

% of outings with 1+ checklist item added in week 1; average items added per outing

LAGGING

self-reported "forgot something" rate at 60/90 days vs. baseline; satisfaction gap vs. non-checklist organizers

H2-C2 Pre-outing reminder ping

An automated reminder sent to whoever's assigned an item, a set number of hours before the outing, listing just their items, testing whether proactive nudging (not just a static list) is what actually reduces forgotten items.

3 hours before the outing

Outing Reminder

now

Beach Day is in 3 hours. You're bringing:
Sunscreen, Snacks.

Tapping the notification opens ↓

Your items for today

☐ Sunscreen

☐ Snacks

Mark all packed

VALIDATION

Same interview set, showing the wireframe above, asking if this would make them more likely to actually bring assigned items.

STRONG 65%+ say yes, definitely

MODERATE 40–64%

WEAK 20–39%

FAILURE under 20%, or most cite notification fatigue

SUCCESS METRICS

LEADING

reminder open/tap rate in week 1; % of assigned items marked packed after a reminder fires

LAGGING

reduction in forgotten items over 90 days vs. opted-out users; reminder opt-out rate over time

H3 · Structure converts suggestions into decisions

We believe that replacing open-ended chat discussion with structured decision tools (polling and voting on date, venue, activities), for organizers, will decrease the time groups take to reach a final outing decision, because organizers want a commitment, not more suggestions, and group members find it easier to vote on an option than to be the first to speak up in open chat.

H3-C1 Decision polls with a deadline

Built-in polling for date, venue, or activity options with an auto-closing deadline and a default tie-breaker (organizer's call, or majority), so a poll can't sit open indefinitely the way a chat thread does.

< What time should we meet?

Poll closes in 4h 12m · organizer sets the tie-breaker

3:00 PM

Your vote

4:00 PM

5:00 PM

4 votes

2 votes

1 vote

+ Add another time

If no majority by the deadline, Aman (organizer) picks.

VALIDATION

Same interview set, showing the wireframe above, asking about their most recent group decision and whether this would have sped it up.

STRONG 60%+ say it would have helped

MODERATE 35–59%

WEAK 15–34%

FAILURE under 15%, or most find polls too rigid for casual planning

SUCCESS METRICS

LEADING

% of created polls that close within deadline in week 1; median time from poll creation to decision

LAGGING

% reduction in time-to-decision over 90 days vs. baseline; repeat poll usage across later outings

Outing Planner Hypotheses

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H3-C2 Nudge escalation

If a poll stalls, it nudges non-responders directly, and if it stalls again, prompts the organizer to just decide, operationalizing the finding that plans die because nobody converts a suggestion into a decision.

< What time should we meet?

Poll stalled · 2 people haven't voted

🕒 Reminder sent to Priya, Karan · 2h ago

Still no majority after 2nd reminder

4 of 6 voted · deadline in 20 min

As organizer, you can just decide:

Pick 3:00 PM and lock it in

VALIDATION

Same interview set, asking organizers specifically whether this would reduce the burden of chasing non-responders.

STRONG 60%+ of organizers say it would reduce their burden

MODERATE 35–59%

WEAK 15–34%

FAILURE under 15%, or organizers would rather decide unilaterally

SUCCESS METRICS

LEADING

% of stalled polls resolved after the first nudge without organizer override, in week 1

LAGGING

organizer-reported reduction in "chasing people" burden at 60/90 days; trend in manual override frequency

All six concepts target the same respondent pool: one combined study (8 to 10 organizer interviews walking through all six wireframes) covers every validation above, rather than six separate studies.

03 References

Market and competitor research cited above, plus the methods used to put this document together.

Method used to frame the hypotheses: [Centercode — Product Hypothesis framework](#)

Method used to rank the assumptions: [Strategyzer — Assumptions Mapping](#)

[Gulf News — WhatsApp Events feature launch](#)

[Radical Storage — Travel packing statistics and most forgotten items](#)

[OpenPR — Group Travel Planning Apps market report](#) vendor report

[Hunter Weitzman — The Group Chat Finally Won](#)

[Wikipedia — Partiful](#)

[TechCrunch — Snapchat Plans launch](#)

[WePlanify — Group trip planner app comparison](#)

Outing Planner · concept proposal · concepts unvalidated, next step is the organizer interview round above