Josh Smith

Flash Research Paper – Apple iTunes and App Store

 City dwellers and tourists continuously struggle to find the sights and entertainment that best fit their interests in the cities they live in or are visiting. Explor is a new iOS app that compiles and displays upcoming events in major US cities and allows users to purchase tickets or acquire coupons for attractions they wish to visit. Explor will generate commission from vendors and companies listed on the app via ticket purchases and coupon usage.

 After registering with the app, users can select through a list of local attractions, including landmarks, concerts, promotional events, dining, and others. With each category they select, the app learns the users’ preferences and interests. Users then scroll through a feed of upcoming events relevant to their interests in the major city they’re currently in, or one they search for. Tickets required for an event can be purchased directly in-app via credit card or PayPal, and vendors will offer free coupons through the app. Explor then provides specific driving or local public transit directions to the event. Users are encouraged to rate the events they attend in order to improve the app’s personalized customization of their interests and to share with friends their thoughts on an event via Facebook or Twitter.

 Vendors will provide a percentage commission to Explor off of any sales generated through the app, either through ticket sales or coupons redeemed. Vendors will also pay a fee to have their events and attractions listed on Explor. A significant risk the app faces is the ability to generate profits in its early stages, before it builds a solid reputation. Despite this, Explor will have a strong consumer appeal and will quickly overcome these hurdles as it develops partnerships with local businesses, making it a great investment.