OPPORTUNITY
Redesign nightlife through social density mapping

VIEW
Quickly visualize social density to make decisions on nightlife plans

EXPLORE
Find suggestions on places to go based on mood and venue details

FAVORITES
Revisit favorite spots and access their current information

COMPETITOR ANALYSIS
Feature Matrix

We identified five main competitors that use geographic location as a means for social connection

Analyzing our competitors across different categories allowed us to identify market gaps and focus our design opportunity

SOMA fills three key market gaps: General Populous, Anonymity, & Location History

USABILITY TEST FINDINGS
Average Ease of Use

Easy
Hard

Average Likeability

Like
Dislike

“Color is a good choice for showing density, there doesn’t even need to be a key, people can look at it and understand right away.” – User 1

“Can help people go to new places which is fun.” – User 2

“Seems like a good idea, I could definitely see people my age using this sort of thing.” – User 4