



Background

- Sales of drinks in licensed on-premise locations increased 4.9% to reach \$93.7 billion in 2011 ⁽¹⁾
- XS Nightclub and Marquee Las Vegas each generated annual revenues in excess of \$80 million (#1 spot on the Top 100 list) ⁽²⁾
- 67% consume two or more drinks, shots or cocktails; and spend \$55 on average ⁽³⁾

Problems

There lacks a unified platform for both nightclub and customer to communicate to each other effectively. Most nightclubs promote events by publishing event information on their websites and social media channels such as Facebook and Twitter, which do not mainly focus on this purpose. On the other hand, customers need to go through each nightclub website to look at the events.

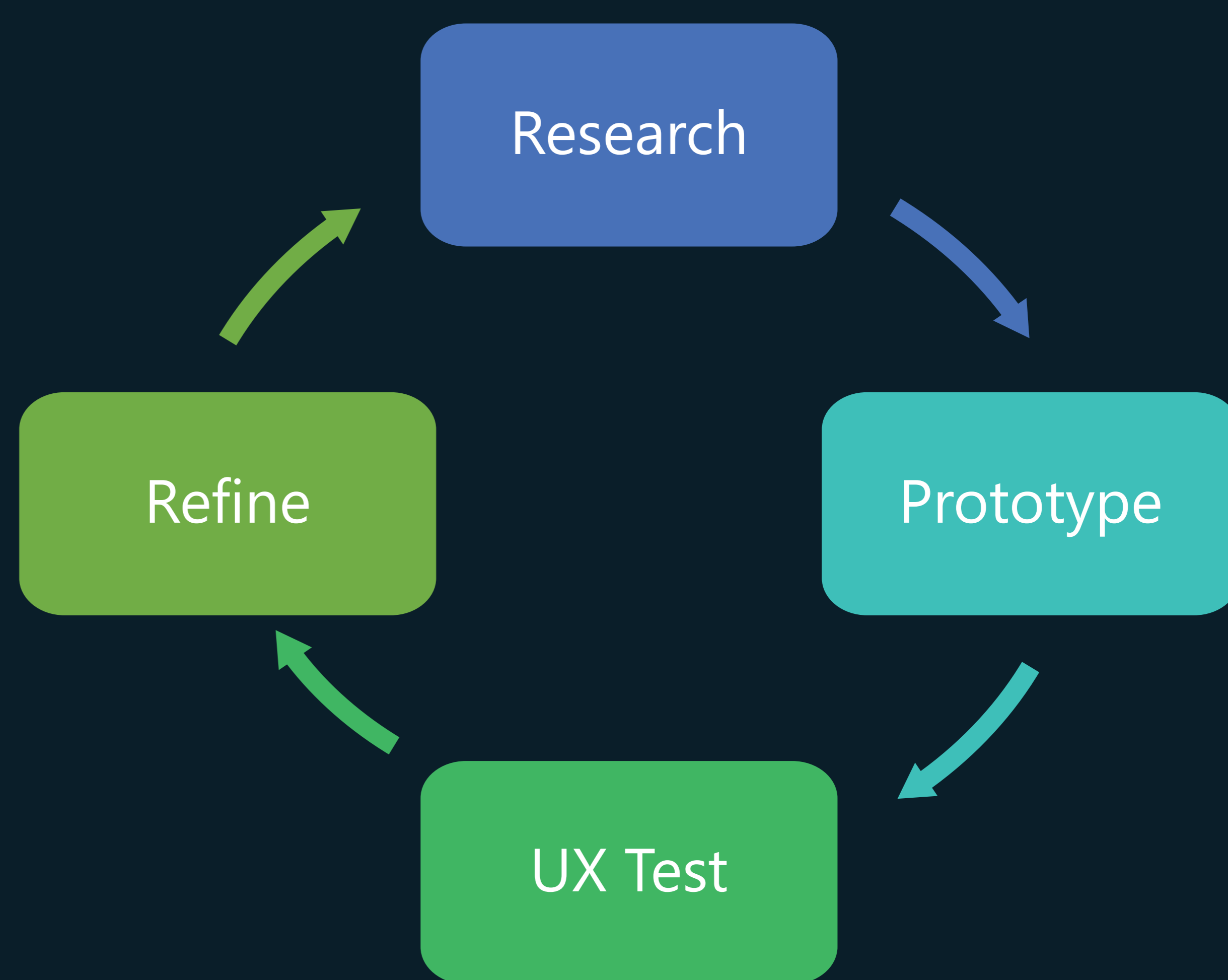
Solution

We designed a mobile application with 2 user interfaces to tackle the problem. One interface is built for nightclub, who could promote their events in just a few steps, and then it could be reached by many potential customers, not the random one. Another interface is built for customer, who could search for the events very easily, with more information that they would like to see.

Benefits

Ease of use is our main focus. Both nightclub and customer do not have to learn any new knowledge before they use MelonYeah. Time could be saved for exchanging information between these 2 groups. Customers actively set up the account, and they could get what they want. They are all potential customers for nightclub. It is a win-win.

Design Process



Customer



Features

Customer

- Bookmark favorite nightclubs and events
- Look up nightclub information
- See all the upcoming events in a listview
- Sign up for guestlist
- Share event on Facebook

Club Manager

- Create and promote nightclub events
- Provide guestlist for events
- Look at customer history
- Send coupon or message to customer

Club Manager



(1) Technomic's BarTAB (Trends in Adult Beverage) report
 (2) The 2013 Top 100 list developed by Nightclub & Bar in partnership with Technomic Inc.
 (3) study conducted by Optimize Atlanta with participating Atlanta nightclubs and lounge

