Joy-In Blueprint Map

I. BEFORE JOIN THE EVENT			II. JOIN THE EVENT		III. AFTER THE EVENT	
1. Stay at home alone for 2 week.	2. Want to hang out with friends.	3. Want to see movie invisible with friends, but the theather is closed due to COVID-19	4. Complain to his friends about this situation and decide to have a movie "zoom meeting".	4. They started to watch a classic movie Forest Gump via Zoom.	5.Oder Pizza via Uber eat before movie meeting.	6. Discuss the movie via whatsapp	7. They sharing their feeling and comments through WhatsApp after the "movie meeting".
	Explore events via Joy-In app	"Drive-in Theater" events		All-in-one platform Sing, play, talk	Contactless food delivery service via Joy-In app	Contactless food delivery service via Joy-In app	Make friends via Joy-In app

Current Customer Experience

Current solutions/pain points

Joy-In solutions



The Driven

Goals:
Stay safe.
Have outdoor social entertainments

"I'm bored."

People miss spending time with friends and family and are experiencing a great deal of boredom while stuck at home.

Eager to see some other people.
Eager to socialize.

Lots of public services are closed due to COVID-19 situation.

Can't meet and watch the movie on-ground.

Can't share and eat Pizza together

Limited in online Sync issue can't simultaneously sync.

Although they can see and chat with each other but still feel far away.

Designing a **online platform** to gather all drive-in events options for people to chose.

Put social back in social distancing:
Enable you to hang out with friends and make new one under a safe environment.

Provide multiple events on App:
Joy-In provides diverse drive-in events, like the movies and concerts..

Have no car to come to the event?
Joy-In cooperates with car reservation company provide car services.

Delivery Contactless Food Service
Cooperate with local restaurants.

Provide a real-time socialize activities.
Providing a real-time platform to solve the syne issue to bring people closer

Re-build socializing.
Bring friends to close together under a safe environment.

The Organizer

Goals:
Stay safe
Host the event and reconnet people



"I obey the order, but I want to know how to restart the event under the order"

People struggle to find a new way to adapt to the "new normal" within a safe social environment.

Don't know how to host the event during COVID 19.
Want to host an event. But don't know how to bring it to real life, especially duirng the pandemic time.

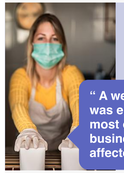
Lack of resources to host new "drive-in" events.
For the first time event hosters, they may not have equipment and a place to host activities.

Post, host and manage the event step-by-step.
Joy-in provides step-by-step guidline for event hosters to help them host events within a safe environment.

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The Service Provider

Goals:
Stay safe
Make money



" A week before shelter-in-place was enacted, they had shut down most of the ' non-essential business.' My own job was affected."

Reduced revenue due to COVID-19.

Fear of being infected

Partner with local small businesses to increase revenue to help them survive during the pandemic time.
Joy-in cooperates with local small businesses, like venue operators, audio equipment rental companies, etc to help them increase revenue and survive during the pandemic time.

Delivery contactless food Service
Event hosts can partner with local restaurants and bars to provide in-app concessions ordering and contactless delivery right to attendees' cars.