

FROM INTENT TO A LOCAL EXPERIENCE

HoyPromete: discover what is nearby

A long-running exploration of how intent, context, and local life can become one experience rather than another directory.

ORIGIN 2016 PLACES + EVENTS OWNED PRODUCT

01 The opportunity begins before search

Many local decisions begin as an open intention: go out, eat something, or find a plan. Existing tools often force people to choose a category too early.

“What could today offer nearby?”

The thesis connects place, moment, company, and intent in one discovery experience.

PRODUCT PROBLEM

The information exists, but the decision remains fragmented.

Social platforms, maps, calendars, recommendations, and individual sites each reveal a different part of the context.

02 One system, not three catalogs

Places, events, and promotions belong together because they compete for the same decision and share context, time, and proximity.



Places

Nearby spaces with identity, detail, an offer, and signals of trust.



Events

Plans shaped by date, time, location, and company.



Promotions

Timely reasons to discover or return, connected to place and moment.



Contextual search

Filters and states that refine an intention, not only a keyword.



Social trust

Reviews, activity, and profiles as useful decision context.



Mobile-first continuity

An experience designed around proximity and the moment of choice.

03 The vision evolved in stages

The project preserves its original breadth while turning it into a sequence of manageable product decisions.

2016

Origin

Idea, research, and early models for local discovery.

VISION

Complete system

Home, search, detail, menu, event, promotion, and profile journeys.

2024+

Modern rebuild

Monorepo, identity, contracts, events, email, and shared UI.

EVOLUTION

Working discovery

Progressive implementation of capabilities already explored in design.

04 Demonstrated value

HoyPromete shows the ability to sustain a product question over time, give it visual form, and build a technical foundation without overstating its current status.

2016

DOCUMENTED ORIGIN

An owned vision developed across several stages.

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AUDITED FRAMES

Breadth of journeys, states, and components in Sketch.

ES / EN

LOCALIZED FOUNDATION

Technical contracts and experience prepared for two languages.

A product idea sustained long enough to become judgment, system, and architecture.