

WHERE WE GO. WHO WE MEET.

NSQARE  
INSQUARE

# THE PROBLEM

## WHAT'S GOING ON ... "THERE"?

- You're late to Vitaletti's lecture...is it worth taking the bus to get there?
- You're going out to a party and want to know if it's fun?
- There's a *flash-mob* and you want to tell everyone around you to join!

That's easy if you have some friends "there", but how can you  
**message a place?**

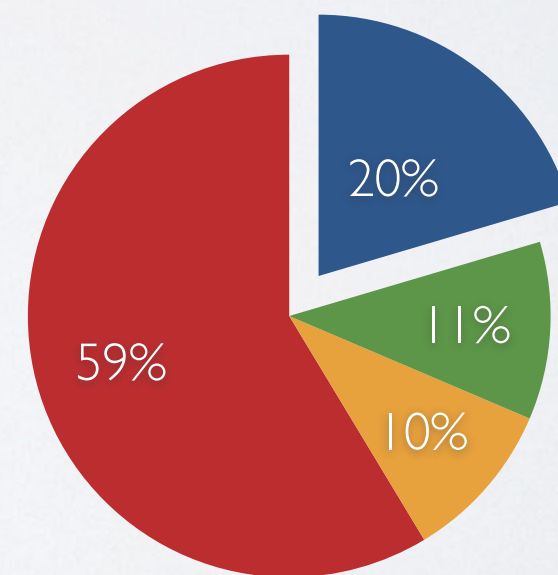
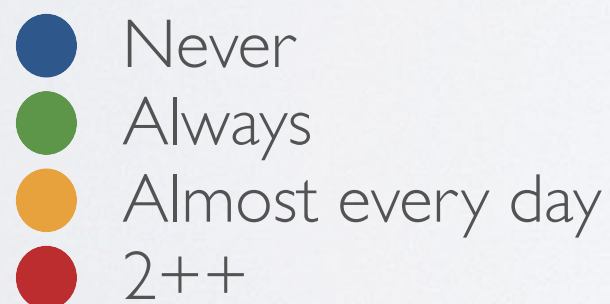
# SURVEY RESULTS

What people think about the idea

About 80% of participants<sup>1</sup> want to know about events/locations that surround them: the same percentage states that they are available to share information if asked.

This has led us to believe that the problem **is real** and that such an app would solve it

How much would you use this app?





# OUR ANSWER

## LOCALIZED COMMUNICATION

You can reach people even if you don't know them:  
what you have in common is the **interest in a location.**

- **Geo-localized information** visible on a map
- Simple to use interface through which you can join a **#Square** and share stories
- **Create a new #Square** in the places that you need
- *“Thanks to somebody on the other side, I can be in one place without actually being there..!”*

*Anyone on the go* is a potential **user**

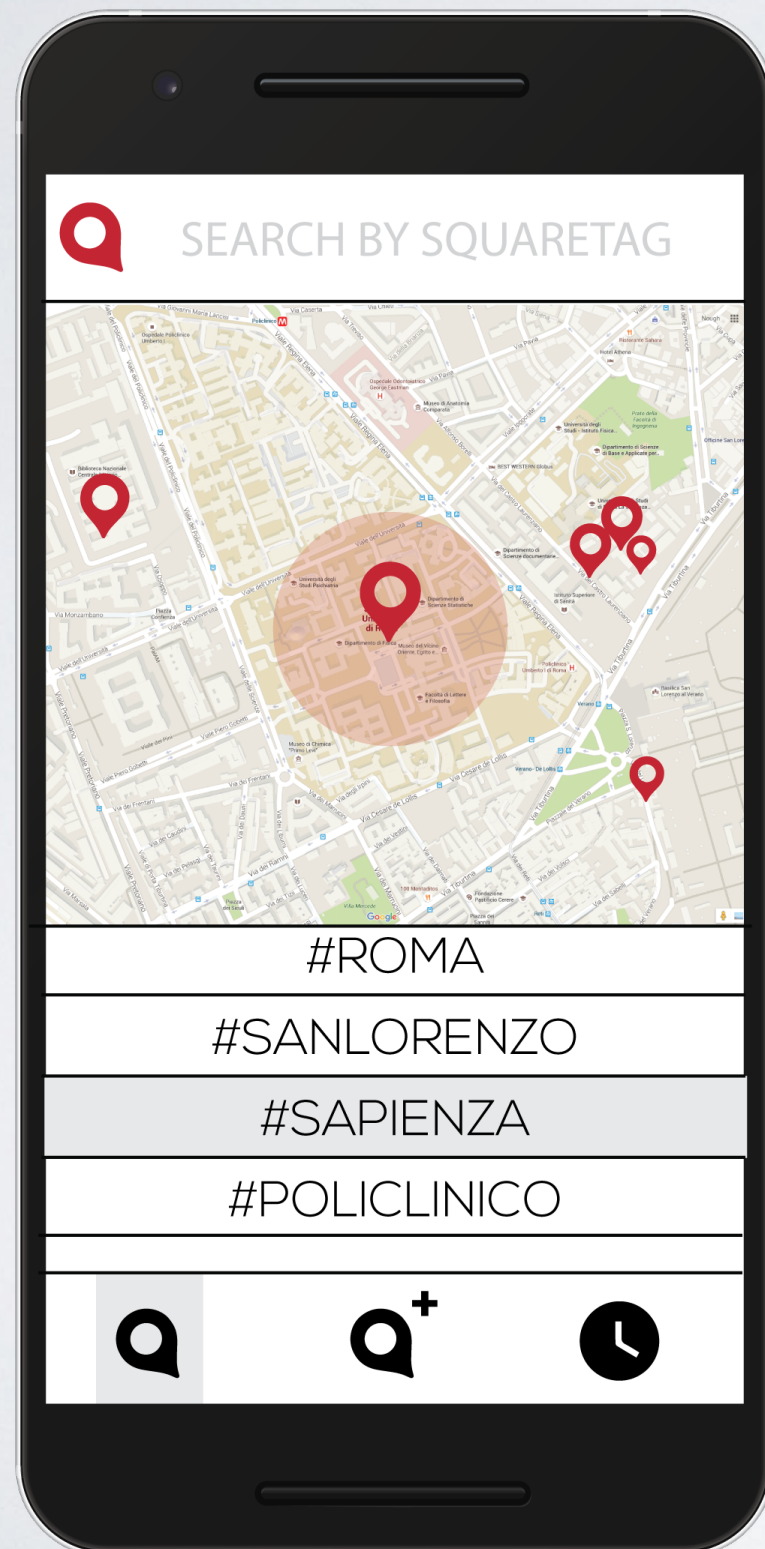
# USE CASE

## WITH SOME UI MOCKUPS



Easily login with **Facebook**.

# USE CASE WITH SOME UI MOCKUPS

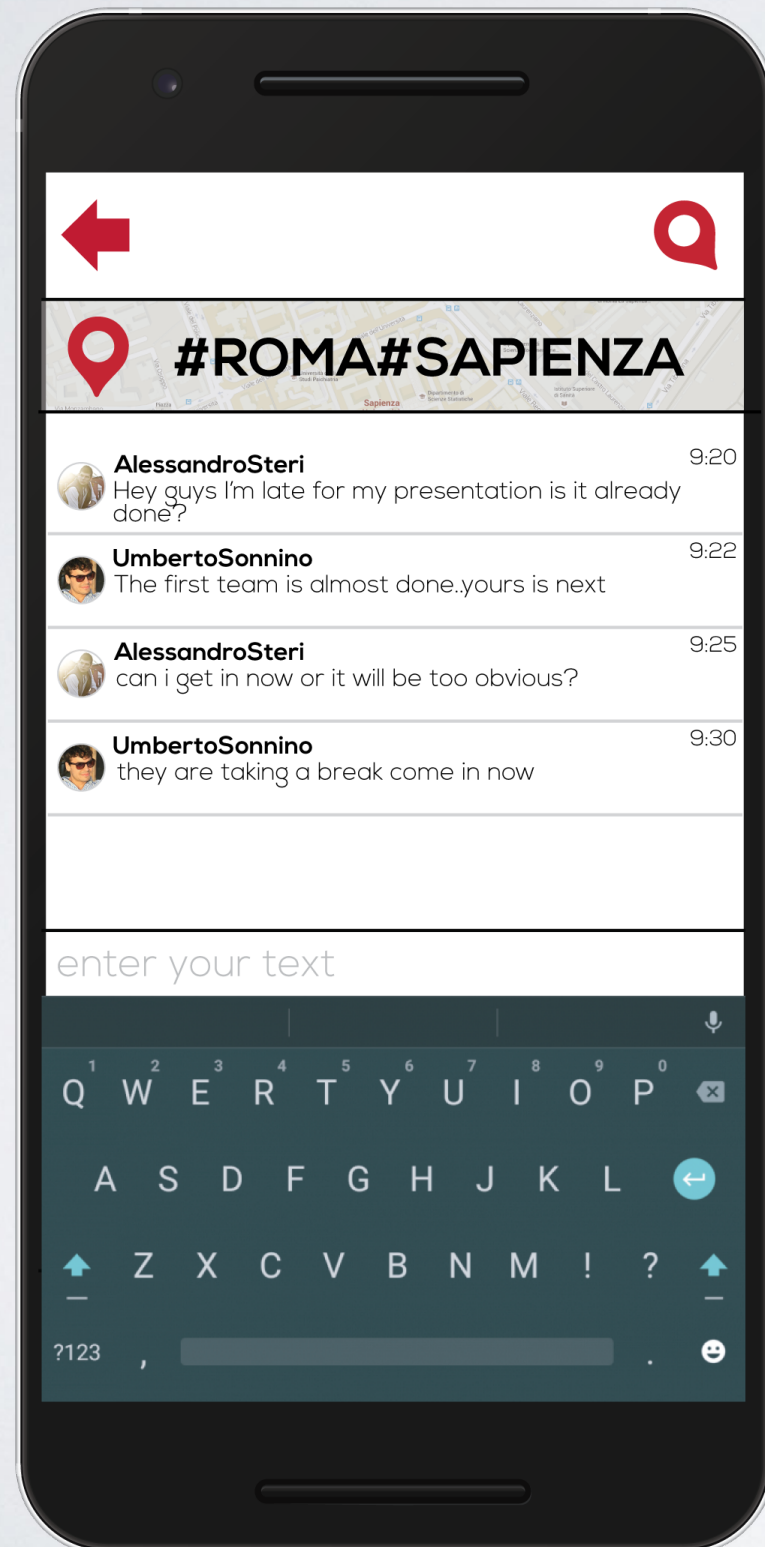


Search for a **#Square** around your current location.



# USE CASE

## WITH SOME UI MOCKUPS



Join a square!

Someone tell you that the party is going HAM, just in time for you to be part of the fun

# MAIN COMPETITORS

## What **they** do

- **Foursquare** is a recommendation platform based on places that you like
- **Meetup** wants to help people meet in the real world and discuss something
- **Places** creates memories based on location that can be seen by other people

## What **we** do

We know that there's a very strong connection between **where we go and who we meet.**

**inSquare** creates virtual #Squares in which people can share their experiences, talk and discover. #Squares are *real places but virtual realities.*

The need is real but no one has been able to successfully address it. Yet.



# OVERALL ARCHITECTURE

A TASTE OF WHAT WE HAVE TO DEAL WITH

## External Resources:

- Google Maps APIs & locations information
- Facebook & Google APIs and User database

## Server Side:

- Find a #Square around you
- Store user's data through SQL Database

## Client Side:

- Create a new #Square to share stories
- Interactive, maps-based UI
- Use hashtags to define a specific location path  
e.g. *#Roma #Sapienza #ComputerScience*

# OBJECTIVES

## WHAT?...WHEN!

### **First Milestone** *(Jan 15th)*

- First form of persistency with a Cloud-Based DBMS
- Rudimentary working chat on Android
- Facebook & Google login integration

### **Second Milestone** *(Feb 15th)*

- Full Google Maps API
- Hashtag (SquareTag) tree-based structure
- Improvements of the overall UI/UX with first user pilot

### **Third Milestone** *(Mar 15th)*

- Fully built mobile UI on Android
- Tailored suggestions for nearby #Squares
- Push notifications

This is a tentative list depending on the user feedback we will collect