Target Market

Target Markets:

Students (primarily High School to College) - Students and younger generations use mobile devices heavily. They're always looking for the next funny material to share with their friends and are the most willing to post funny material. A large market that dominates in other social media such as Snapchat or Facebook. This market continues to grow and this group especially is always looking for the next new content to share with their friends.

Profile of Competitors: Analysis of the competitors in this market. What are the competing products and services? What kinds of companies are in that market? What are the advantages and disadvantages of the current competitor product offerings?
  - Facebook is one of the biggest competitors. Their advantage is that they have a huge user base allowing for a larger pool of people to post funny captions. Facebook is already well established, so many of its users are exposed to what their friends are doing and are drawn back to use it again.
    - Disadvantage: Facebook does not exist exclusively for users to be humored, there are many other features that it offers for a broader social experience. Facebook does not encourage its users to be funny, so there are still plenty of avenues to find the funniest users out there.
  - Reddit is where our idea comes from. Reddit also has a large following that we would need to compete with. Their design makes it difficult for users to easily view photos and captions side by side.
    - Disadvantage: Again, Reddit has no scoring system in place to encourage users to continue sharing. Reddit differs from Facebook in that it was not built specifically as a social media platform, making the user base more diverse. This results in finding a lot more bizarre and random stuff on Reddit than on Facebook. Additionally, it is difficult for users to keep track of the content they find funny. Users can upvote a funny caption, but there is a chance they will never find it again.

Competitive Advantage: What are the benefits to customers of your products over the competitors listed above? This could include unique features, price, new technologies, better value, or even greater compatibility with other services.

        The primary competition sites are Reddit, where our idea originates, and Facebook. What sets us apart is the fact that our primary purpose is to promote funny content. Again, this

is different from Facebook and Reddit where there is no focus on humor. Facebook has tabs for different functionalities, but each and every component of our app is to help users create and share captions.

The other major advantage is the implementation of a scoring system. This scoring system encourages users to earn as many points as they can by posting the funniest caption. Users have access to their overall lifetime score, and their highest scoring caption, amongst other tracked statistics. Our app has a competitive side to it not only to promote the growth of users, but because it is simply more fun to compete. Another bonus is that we will initially be ad free so that early user adoption will be substantially higher.

Results of the retrospective on first iteration

We were able to conduct our 3 week sprint without much trouble. We had successful concepts and great planning that allowed us to develop without any major setbacks. Slack was instrumental in allowing us to communicate and work together and ensure things were completed. One concept that we tried was having an unlimited amount of captions for one image. This was problematic because we do not currently have a way to store all of the captions. To fix this we are going to limit each user to 1 or 2 captions per image. This allows for a wider range of users posting, making for a more engaging experience. We were able to create only the main screen that allows you to view the image and caption.

Additional Requirements

As the project moves forward, new user, functional, and nonfunctional requirements should come into focus. Add these to the Project management tool.

- Has to be data efficient. A lot of people don't have unlimited data so we have to be extremely efficient about how we use and store images since they're already large files. This will most likely mean caching the images.
- The original idea was that users can essentially post unlimited captions on one image. The way forward is to limit each user to only have one caption per image. The reason is that it forces users to make each caption be creative and funny (making it more competitive). It also prevents any spamming by a single user. Finally, it frees up space in our database for more important data like images.

Plan Cycle within the Methodology
Create a two (2) week Sprint / Waterfall cycle.
Create a document describing the results from the planning (snapshot of the PM tool charts)

Week 1
During the first week we'll work on connecting UI and database. Currently we have the database built with test data inside. Now we have to continue building UI (i.e. main menu and make login authentication) and displaying this data on the UI. We have the main page for viewing the image

and caption. This week we'll have to create the menu and viewing top captions of the week screens.

<u>Week 2</u>
The menu and top caption of the week pages should be complete. We'll work on displaying it on the UI and database now. A large part of this is the new data efficiency requirement. We have to determine how to load the data quickly. There should be small thumbnails in the menu to help users decide which image they would like to make captions for. The preview image and actual images are similar so we'll have to discuss the best way to load both images.