

# 3<sup>rd</sup> Year Group Project – Draft Project Specification 2020-2021

## Photo-Based Social Media Platform

This document describes the Group Project Specification and is meant to be read in conjunction with the Group Project Guide and the Stage 1, Stage 2, and Stage 3 documents which contain important information about how to complete the project.

### Objective

A Client would like to develop a photo-based social media platform as a safe outlet for people to take pictures of objects and animals in their area, share them on the platform, get feedback, and score points from others on the platform, and use GPS to mark where the object/animal was sighted so others can also try to find and photograph it. The Client has identified several potential users for such a platform:

- **Photographers (both hobby and professional):** as a place to exhibit their work, possibly building a portfolio and community.
- **Collectors:** who may showcase their collections/variety of photographs or challenge other collectors to take photographs of objects/animals around a particular theme.
- **Environmentalists, zoologists, architects, historians, etc. (academics and hobbyists):** as an opportunity for educational outreach and as a tool to run/organise public events, for instance showcasing wildlife in their area, important historical buildings in a city, etc.
- **Game players:** as a challenge for game players to figure out how to optimise scores from other platform users regarding what is best to photograph and how.

The Client is particularly interested in ensuring there are several game-like aspects included in the platform (e.g., challenges to photograph a collection of animals in a particular city, earning points from highly-rated photographs, etc.) but also building a safe community around the platform with appropriate moderation of content and data. The Client envisions several categories of users (platform managers, channel creators, platform users) and would also like interfaces built into the platform for visualising content in various ways (e.g., map-based views of photos using GPS data, leaderboards of top-rated photos and users, fastest-moving channels, etc.). **The Client is only interested in sharing photos of objects and animals, not people.**

You are a small software company who have come up with an idea that meets the needs of the Client. In order to properly demonstrate your idea, you need to create a functioning end-to-end prototype and demonstrate it with appropriate data. Your product is meant to provide an efficient and flexible interface for different types of users. It is important that accessibility and diversity are considered in design. Each set of users must be able to interact with the application in a way that best provides them with the tools that are appropriate for their specific needs. Your product should be intuitive and integrate well with different mobile platforms as well as home computing systems. You may wish to consider other strategies for incentivising user engagement.

### Scope

Think who your users/stakeholders are, how they might interact with the platform, and develop a set of use cases (possibly starting with the use case situations described above). The desired solution is to be scalable and flexible enough to support the different types of users (platform managers, channel creators, ordinary users) who may each require different types of information to be presented to them in a different form. Consider this in your system design. For your prototype, you will need to demonstrate the platform with multiple channels, ideally with different types of photographic content and different uses to fully show off your product's functionality.

## Outline Requirements

Use some prioritisation technique (e.g., MoSCoW) within your teams to enable a common understanding to be reached on the relative importance placed on the delivery of each requirement. Requirements are purposely underspecified in this document and it will be up to your team to specify a comprehensive set of requirements that enables you to design, implement, and deliver your proposed system. Outline requirements include:

- Create a system that enables photographs to be shared in a new online platform. The platform must allow photos to be arranged in channels created by users and provide other platform users with ways of interacting with uploaded content. The platform must at least support facilities for photographers and collectors as identified by the Client in the Objective section.
- Create a system that enables users to tag and rate photos, provide feedback, and leave comments. The system must include a point-based system that rewards individual users for highly-rated content. The Client is particularly interested in introducing “playification” to photography sharing.
- The platform must include appropriate tools for platform managers and channel creators to moderate content that is uploaded to the platform. Online safety is paramount and the platform must include ways of maintaining a safe social atmosphere. Photos that include people (even partially) must not appear on the platform.
- Users must be able to quickly and easily interact with the platform and the relevant information that is presented. Think about appropriate interface systems: be ambitious!
- Photos might include associated GPS information which can be used for identifying the location of the objects/animals in the photos.
- Include features that enable key pieces of information to be displayed visually in a form that is appropriate for the different types of users.
- Additional features for modifying uploaded photos, such as photo filters, stamp overlays, GIF generation, etc. would be useful.
- Care should be taken to ensure that collected personal/sensitive data is kept secure. Teams must ensure they follow GDPR requirements and be able to demonstrate the security design of their system.
- The solution should be tested and be fully responsive across all the common web browsers (e.g., Google Chrome, Mozilla Firefox, Apple Safari, and Microsoft Edge), on all mobile and tablet devices (e.g., Android, iOS, or Windows), while providing a good user experience.
- A system that makes simple recommendations to platform users about channels they might be interested in, or that performs automated photo filtering, could be useful.
- The system should be able to produce summary reports for platform managers concerning overall platform usage.
- The Client is interested in other uses for the platform (e.g., game players can share photos of achievements, glitches, hints, etc. in games), and new and useful features that (ideally) aren’t available in other photo sharing platforms, while keeping with the ethos of the platform.

## Additional Clarifications

Some additional clarifications about the task:

- Branding and system names are to be determined by the team. Note that the Client is only your first customer so the branding should appeal to all potential customers.
- Your preference should be to use open source software, themes, and style guides.
- Feel free to use other resources available to you but make sure they are appropriate for the task and that you acknowledge any copyright. If you are unsure about using a resource, ask your Manager or the Project Coordinator for guidance.

## Deadlines and Assessment

Full information about deadlines and assessment criteria can be found in the Group Project Guide, the various Stage documents, and on Vision in the Group Project section.