Milestone 4

Market analysis

- Target market
    - Our website has the goal to spark activities in communities. Therefore our target market is made of active of people who like to plan, organise and participate in events. We target any group of friends that like to plan casual meetup like a soccer game or a karaoke night. We also target anyone in the community that would like to organise a public event such as a fundraiser, a concert, etc. Finally our biggest target market is anyone who is looking for things to do, and who will browse the website for events to participate to, filtering by proximity and/or category.
    - Analysis of Advertiser Market: While allowing individuals to host events for free is definitely a good strategy for gathering users. Beaconn could generate profit from "for profit" organizations looking to advertise larger events to locals in the area. One strategy for this is offering "paid for" features that help them reach a larger audience among our users. By collecting data on users interests and past attended events we can assist interested parties in getting news about their event to possible participants. One option of collecting revenue as opposed to directly charging organizations is to direct users interested in events toward ticket sales. Beaconn can then collect a small portion of revenue from that sale. Utilizing this strategy could also prevent the "clutter" of blatant advertisements on the Beaconn interface. Of course these strategies will only be successful if their is a significant free user base already using Beaconn for finding events. Thus it is ideal to focus on the "free" functionality of the system before integrating these revenue driving advertisement features.
- Profile of competitors
    - Facebook events is another social event planner that attracts a target audience similar to ours. Facebook events allows a user to create an event, tag people to the event, and theme the event using pictures and icons. What differs Facebook events from Beacon, is our web-app uses a map to show events in the users area. This is far superior than what facebook events has because it allows the user to see events taking place in real time. Our business model allows us to grow rapidly with new users. The more users using our application the more detailed our event descriptions can become. The future of Beacon is to give a user full visuals of all events going on within their area so they can be more involved than ever.
    - Meetup.com is another market competitor that likely attracts members of our target audience. It is an online, social-networking website that facilitates offline meet ups for individuals with shared interests, similar to Beaconn. It differs from Beaconn in the sense that is intends to create more permanent groups, rather than just one-time events. A major advantage that Meetup has over Beaconn (at least currently) is the option of creating group-specific, customized websites. While this does not seem practical to implement for one-time events, it is likely

appealing to users of Meetup. A large disadvantage of Meetup is their failure to utilize a drag-and-drop feature on an easily viewed map to create and organize meeting spots.

- Competitive advantage
    - Beaconn's primary advantage over our competitors is our intuitive drag-and-drop interface. Meetup.com and Facebook utilize a list/tile-based and personal page-based layout, respectively. This does not provide immediate visual feedback regarding the volume/size of events in a user's area, requires navigating across several pages to view events, and necessitates a separate form to submit new meetups. While there are sites (such as eventsnearhere.com) that utilize a map to illustrate event locations, Beaconn is centered on allowing users to view *and* modify the map -- it is centrally integrated into site functionality. In allowing users to drag and drop their meetings, Beaconn provides a more streamlined user experience than other services by combining browsing, searching and posting onto one straightforward, aesthetically appealing page.

Infographic - Michael

Results of Retrospective of First Sprint

- We were able to get all of our goals reached as far as the database was concerned.
- Front end is still in the process of being completed some of the objectives will have to be moved over to our second sprint
- Further knowledge required to connect our back-end to front-end

Additional Requirements
- We need to assess how to apply REST to our project

Plan 2nd sprint cycle(2 weeks) (see trello screenshot below)