

Let's Ho Dala

– The world best website of Drinking Games –

GROUP 2



Infomation
Management
Yung-Hsin Chang
(Cindy)



Chinese
Ching-Chen Chiu
(Sunny)



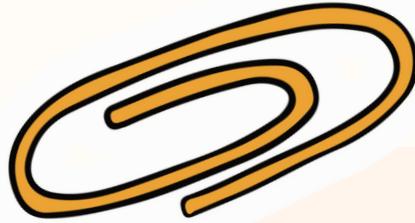
Computer Science
Chieh-En Li
(Andrew)

OUTLINE



- 01. Product Background**
- 02. Personas, Scenarios and Stories**
- 03. STP/4P/swot Analysis**
- 04. Product Development process**
 - Our Team
 - Development process
 - Software Architecture
- 05. Product Functions and Demo**
- 06. Marketing**
- 07. Business Model & Future**

Product Background



Individuals with higher social anxiety may find drinking games appealing, as they promote social connection and divert attention from unstructured individual conversations at the start of a social event.

(Mulligan et al., 2016)

In Taiwan, we usually play drinking games while gathering with friends.



I don't want to play "Truth or Dare" any more!



Feel a bit awkward during the party.



LETSHoDALA



Personas, Scenarios and Stories

We will introduce some Personas, Scenarios, and Stories, as well as analyze the product's STP.



Chinese
Ching-Chen Chiu
(Sunny)



John

Age: 18

Identity: College students

He is a student from Taipei, and he often **attends gatherings with friends.**

Objective

- Make the gathering more fun and exciting.

Challenge

- Not sure how to liven up the atmosphere, often leaving everyone embarrassed at gatherings.

Scenario

- He can start a "room" and invite members to join the gathering, allowing everyone to play games together.
- According to the game's results displayed to all members, decide who has to drink.

User Story

“ As a student who enjoys attending gatherings, I want to find many fun activities so that my gatherings can be more enjoyable. ”



Jack

Age: 20

Identity: Exchange student

He is a student who went abroad for exchange, but he

hopes to participate in gatherings in Taipei.

Objective

- Participating in gatherings with friends.

Challenge

- The distance is too far, making interaction difficult.

Scenario

- He can use his phone to enter the room number and join the room, playing games together with everyone.
- Turn on his camera to see everyone.

User Story

“ As an exchange student, I want to join my friends' gatherings and games so that we can strengthen our bond. ”



Ben

Age: 33

Identity: Bar owner

He **opened** a
new bar in
Taipei.

Objective

- Make more money.

Scenario

- Place advertisements in the app.

Challenge

- Lack of promotion.
- Lack of visibility.

User Story

“ As a bar owner, I would like to place advertisements in the app to increase the exposure of the bar. ”

STP/SWOT/4P Analysis

In this part, we will analyze the product in depth from different angles.

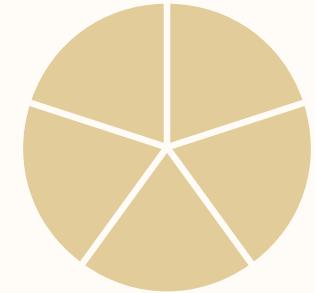


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(Cindy)

STP Analysis



Segmentation

Age :

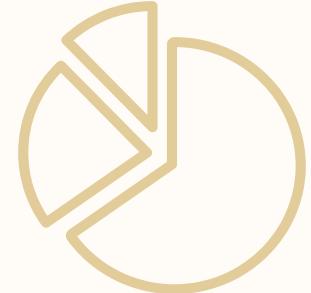
Infant/Child/Youth/Middle-aged/Elderly

Type of Gathering :

Physical Gathering/Online Gathering

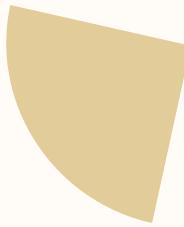
Needs :

food/entertainment/health/clothing/housing/education



Targeting

Physical gatherings specifically for teenagers, for those who want to join in more entertainment.



Positioning

Unlock the Fun at Your Table Gatherings with Our Game Selection!

SWOT ANALYSIS

Strengths

1. Incorporating trending games into the product at all times.
2. Design with "room", where users won't play games with strangers.

Weaknesses

1. The web version may be less convenient than the app.
2. The level of innovation in games may not be high.

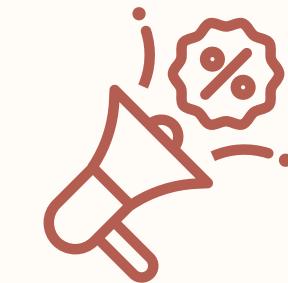
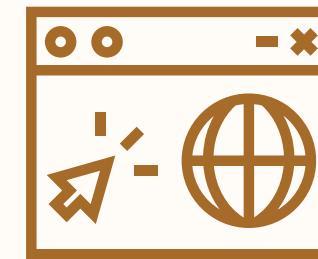
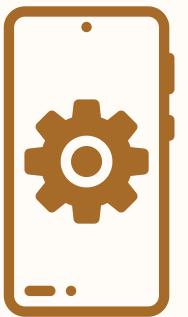
Opportunities

1. The interest in drinking at gatherings remains enduring.
2. There are fewer game apps designed specifically for physical gatherings.

Threats

1. Other companies can easily replicate it.

4P Analysis



Product (Functions)

MVP Version

3 games
create play room

Full Version...

more games !!
membership system
socialize functions
Business model

Price

Short-term

Free for everyone with
no limit

Long-term

Free version
&
premium version for
NT\$10~NT\$50 / 1game

Place

WEB



APP

User experience
enhancement

Promotion

Social Media FanPage
Instagram official account

Advertisement
Social Media ad.
KOL unboxing video

**Collaborate with
restaurants or bars**
stand / flyer / qrcode

Product development Process

- Our Team members
- Development process
- Software Architecture



Infomation
Management
Yung-Hsin Chang
(Cindy)



Computer Science
Chieh-En Li
(Andrew)

Our Team

CINDY



**PRODUCT
MANAGER**

Wireframe Design
Schedule Management

SUNNY



**UI / UX
DESIGNER**

UI/UX Design
Social Media Editor

ANDREW

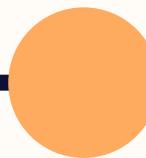


**FULL-STACK
DEVELOPER**

Software Develop
QA Engineer

Development Process

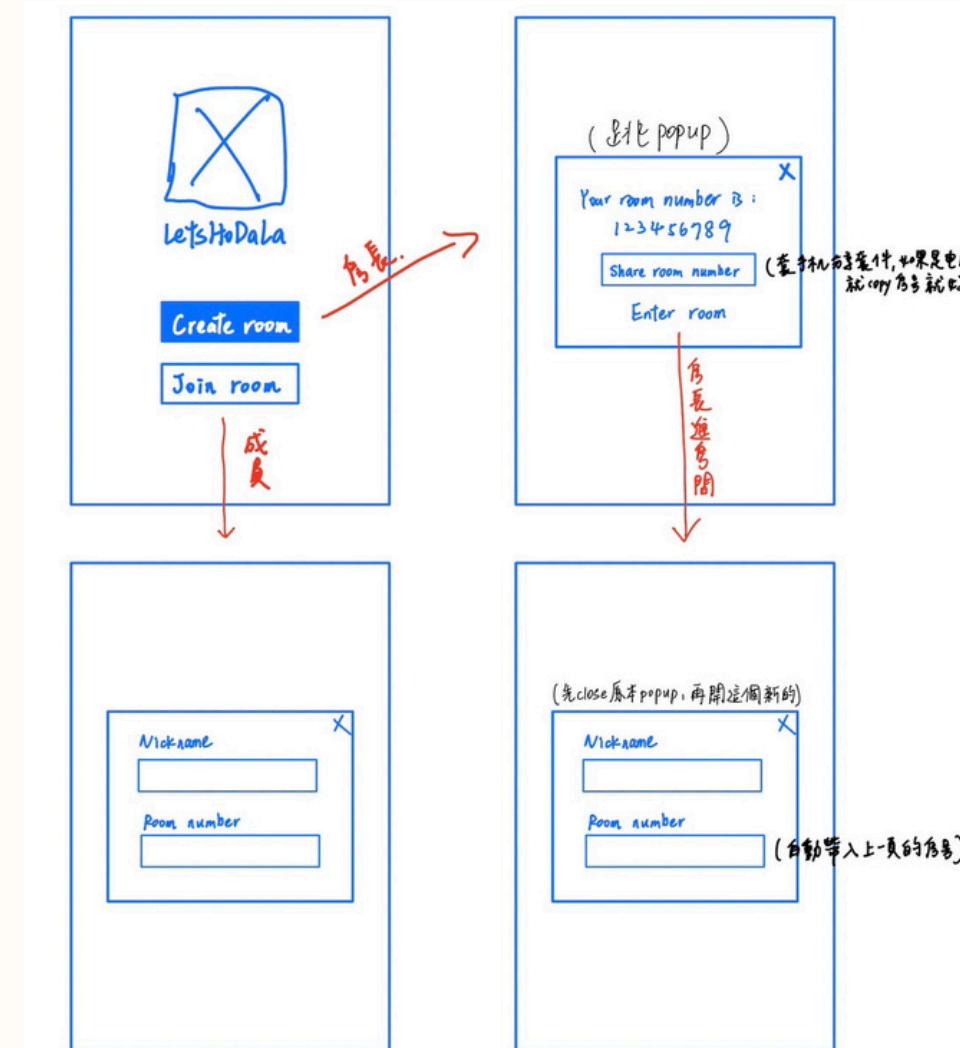
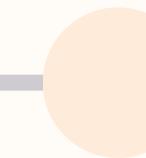
Wireframe Design



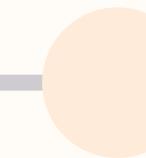
We create wireframes through **digital tablet sketching**.

- Develop product interfaces and usage flows rapidly.
- Facilitates our discussion and modification.

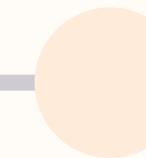
UI/UX Design (Figma)



Coding (ChatGPT)



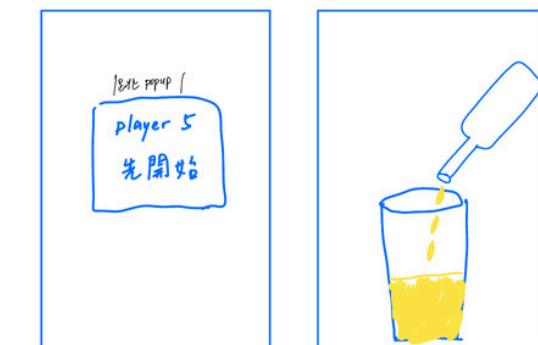
Schedule Management (Trello)



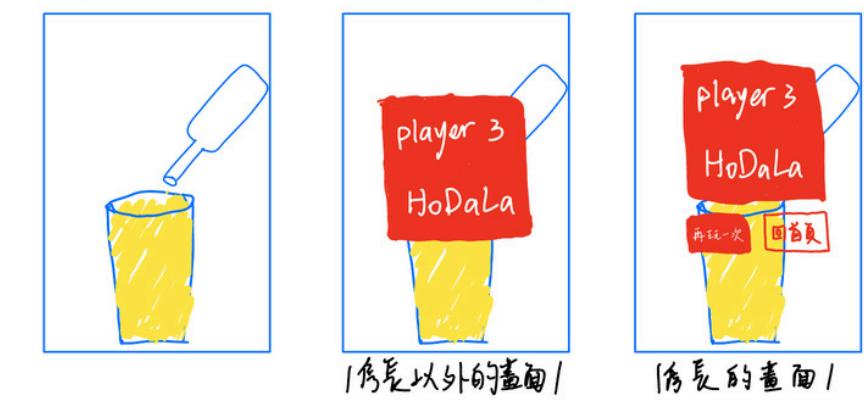
遊戲長度：中 (快醉程度：中)

① 倒酒遊戲

STEP1 隨機讓某一位player 開始倒酒



STEP2 一直倒到滿出來，該player 喝酒。



Development Process

Wireframe
Design



UI/UX Design
(Figma)



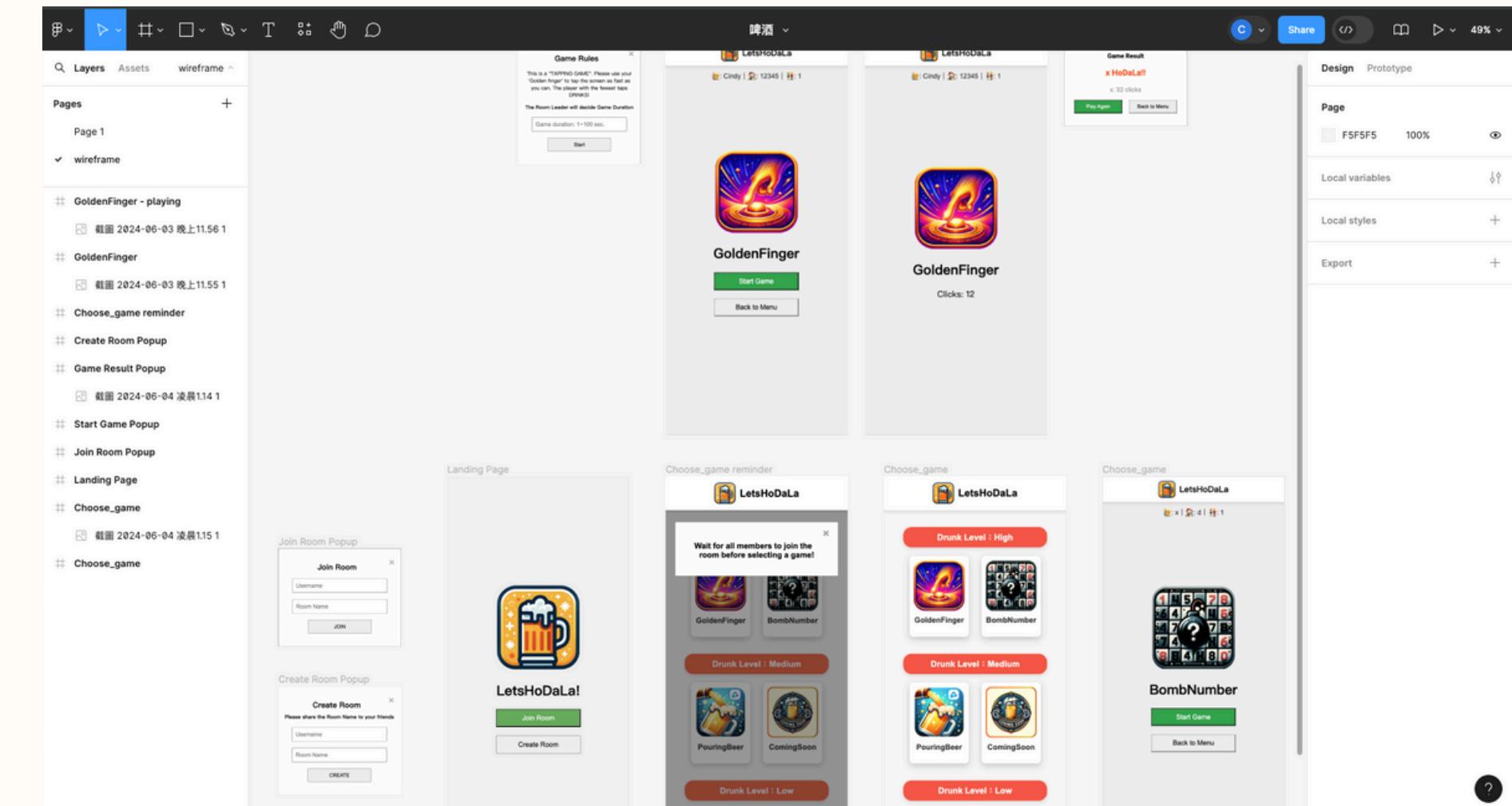
Coding
(ChatGPT)



Schedule
Management
(Trello)



We use Figma as our UI/UX design tool, which is feature-rich and has numerous tutorial resources. Engineers can also clearly understand the product specifications through Figma.



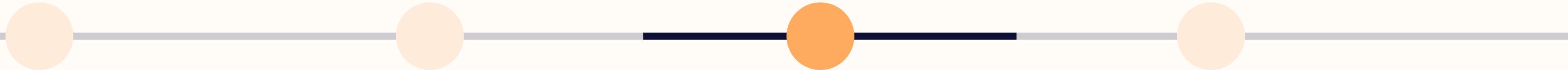
Development Process

Wireframe
Design

UI/UX Design
(Figma)

Coding
(ChatGPT)

Schedule
Management
(Trello)



WE USE CHATGPT A LOT !!!

Through ChatGPT, we not only enhance our development efficiency but also quickly understand and resolve the issues we encounter.



過去 7 天

過去 30 天

MIS 期末報告

文件路徑錯誤解決方法

The Line項目介紹

各國碳足跡調查

消費者行為

敲敲杯網頁遊戲

HoDaLa首頁 + 選擇遊戲

Web版金手指遊戲

排隊等待效應

碳排放

社會比較理論

碳足跡分析研究

毒理學和資源枯竭

Carbon Emissions in Agriculture

Language Learning Options

Social Comparison Strategies

新增 Team 工作區
在 Team 方案中進行協作

ChatGPT 4

我想要在兩個input type前都加上標題，分別是
房號 : [input type]
暱稱 : [input type]

要在每个输入框前添加标签说明，你可以使用`<label>`元素来描述每个输入框的用途，这样不仅有助于用户理解每个输入框的功能，还能提高表单的可访问性。下面是如何修改你的HTML代码来加入这些标签：

更新后的HTML

```
html
<div id="popup_room" class="popup" style="display: none;">
  <div class="popup-content">
    <span class="close-btn">&times;</span>
    <p style="text-align: center; font-size: 20px;">请输入房号及昵称</p>
    <label for="room_id" style="display: block; margin-top: 20px; font-size: 18px;">房号:</label>
    <input type="text" id="room_id" name="room_id" style="font-size: 18px; display: block; margin-top: 10px;">
    <label for="nickname" style="display: block; margin-top: 20px; font-size: 18px;">昵称:</label>
    <input type="text" id="nickname" name="nickname" style="font-size: 18px; display: block; margin-top: 10px;">
    <button id="send_room_id">送出</button>
  </div>
</div>
```

↑ 複製程式碼

↓

傳訊息給 ChatGPT

ChatGPT可能會出錯。請考慮核對重要資訊。

Development Process

Wireframe
Design

UI/UX Design
(Figma)

Coding
(ChatGPT)

Schedule
Management
(Trello)

We use **Trello** as a tool to manage our development schedule.
Each card must contain:

1. Title
2. Assigned to WHO
3. Due Day
4. Priority
5. More details...



The screenshot shows a Trello board titled "[Coding] GitHub Pages Frontend Development". The board has four main columns: "To Do List", "開發中 (Developing)", "測試中 (Testing)", and "已完成 (Done)".
To Do List:

- [開發] Github Page 前端開發 (Due 6月2日, Priority 7/8)
- [開發] 遊戲四前進開發 + 後端串接
- [Marketing] IG帳號建立 (Due 5月31日)
- [Marketing] 發布第一篇貼文 (Due 6月1日)
- [Marketing] 發布第二篇貼文 (Due 6月1日)
- [Marketing] 發布第三篇貼文 (Due 6月2日)
- [Marketing] 發布第四篇貼文 (Due 6月3日)
- [Marketing] 發布第五篇貼文 (Due 6月4日)

開發中 (Developing):

- + 新增卡片

測試中 (Testing):

- Github Page 讀取速度過慢問題 (Due 6月2日, Priority 2/2)
- + 新增卡片

已完成 (Done):

- [開發] 首頁前端開發 + 後端串接 (Due 5月23日, Priority 2/2)
- [UI/UX] Github page 前端設計 (Due 5月29日, Priority 8/8)
- [開發] 遊戲三pouring beer 遊戲介面 前端開發 + 後端串接 (Due 5月29日)
- [開發] 遊戲二bomb number 遊戲介面 前端開發 + 後端串接 (Due 5月25日)
- [開發] 部署上雲 (Due 5月23日)
- [開發] 遊戲一golden finger 遊戲介面 前端開發 + 後端串接 (Due 5月23日)
- [開發] 選擇遊戲介面前端開發 + 後端串接 (Due 5月23日)
- [開發] 開房機制(Socket.io) (Due 5月23日)

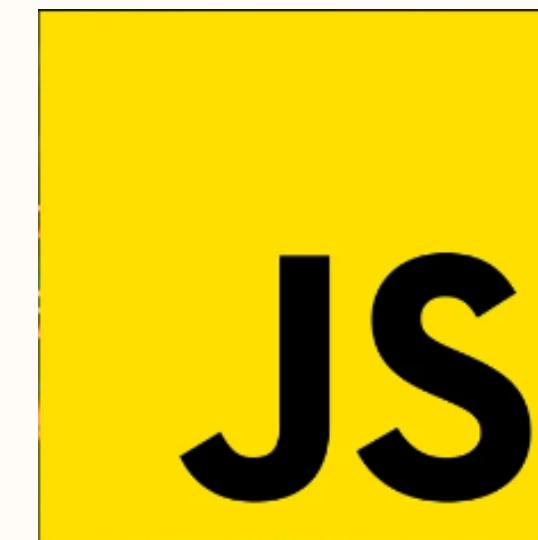
Bugs:

- + 新增卡片

[Coding] GitHub Pages Frontend Development
In the "To Do List"
Member: + Label: Develop + Status: In Progress
Expiry Date: 6月2日 晚上11點59分 Finish
describe
Github Page Link: [LetsHoDaLa Website](#)
GitHub Page
Progress: 88%
 banner
 features
 games
 how to start
 price
 recommendation
 FAQ

Software Architecture

Frontend (Client)



Javascript



HTML5

CSS



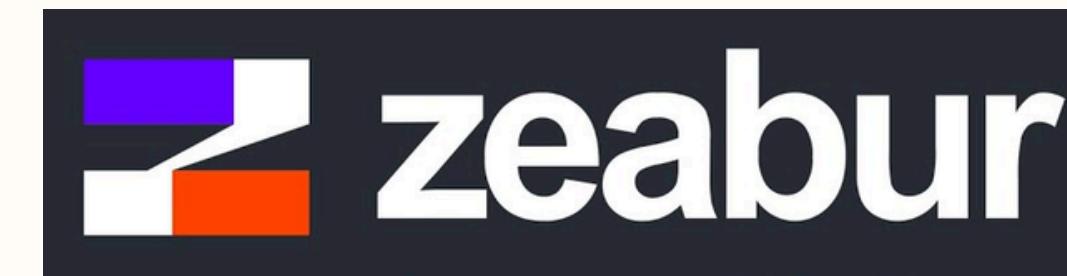
CSS3

Backend (Server)



Javascript (Node.js)

Deployment

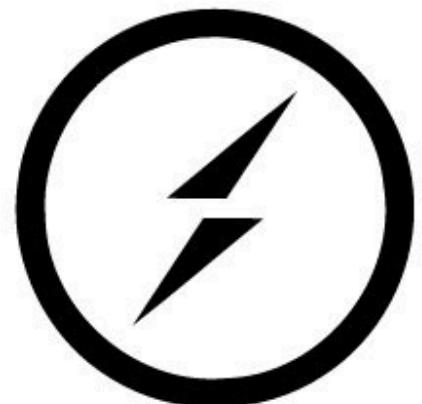


Zeabur (Serverless)

Software Architecture

Q: How to connect backend & frontend?

A: Socket.io is a very simple and convenient library to connect backend & frontend.



socket.io

emit (Send)
on (Receive)

Software Architecture

Q: How to fix bugs?

A: Ask ChatGPT and keep trying!!!



Product Functions and DEMO

In this part we will show you how to use our product and play with you guys.



Infomation
Management
Yung-Hsin Chang
(Cindy)

Product functions

STEP 1
Create / Join a room

STEP 2
Choose a game

STEP 3
Start to play

STEP 4
Game result

Scan it



We got 3 games...



GoldenFinger

This is a "TAPPING GAME". Use your 'Golden finger' to tap the screen as fast as you can.

The player with the **fewest taps** DRINKS!



BombNumber

Players take turns guessing a number, and the game continues until someone guesses the number correctly, and **the person who guesses it must drink!**

👉 Scan it 👈



PouringBeer

Players take turns pouring drinks. **The player who overfills their glass must drink!**



Let's play Together

Step1



LetsHoDaLa!

Join Room

Create Room

Press
“Join Room”

Step2

Join Room

x

Username

Type your name here

Room Name

Type “SE2024” here

JOIN

Scan it



Scenario extension



01

While eating with
friends / family

Face to Face



02

Playing with family
abroad during New Year

Remote



X

Tired of playing
rock paper scissors

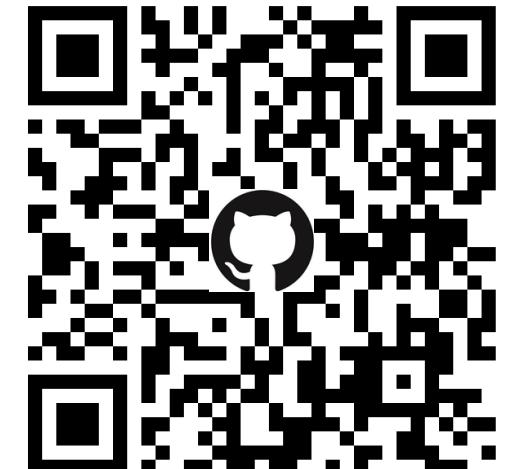


03

Decide who will be the
one to pick up lunch

Another fun tool

Scan it



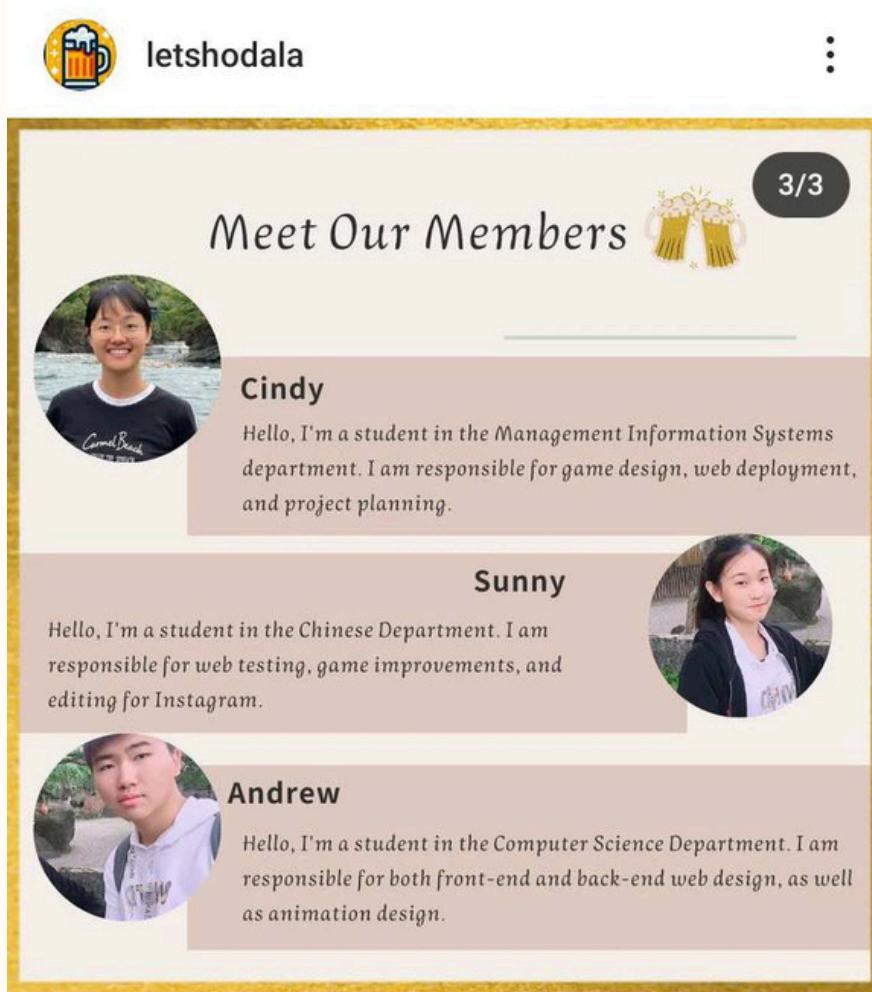
Marketing

We use social networks to let more people know about our product.



Chinese
Ching-Chen Chiu
(Sunny)

Our Instagram



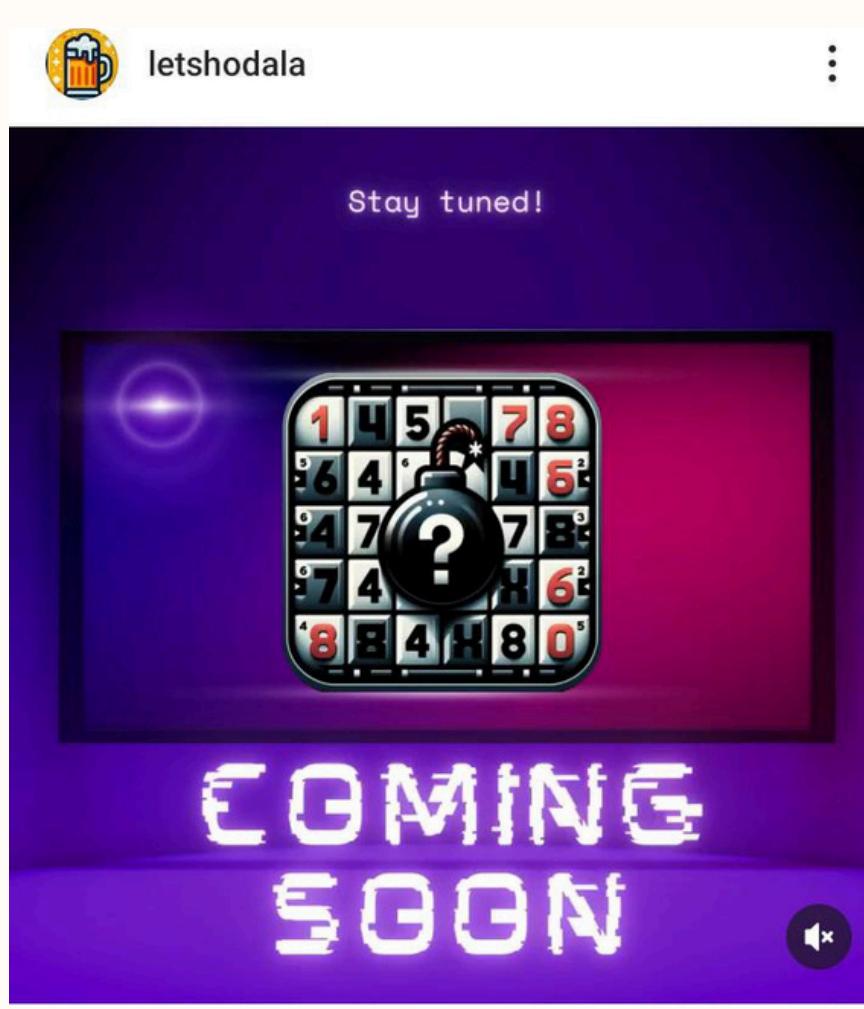
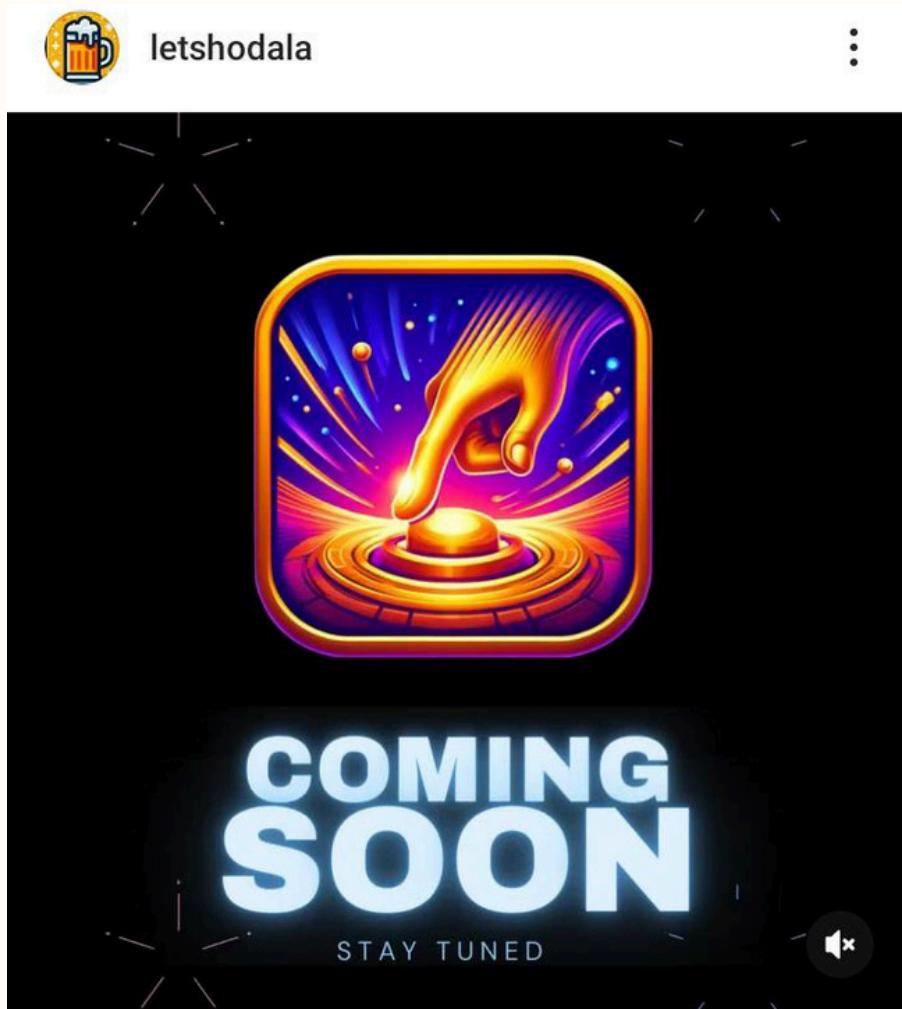
We use our IG account to promote our product and introduce our team members.

Scan it



@LETSHODALA

Our Instagram



Scan it



We make fun animations on Instagram to get people interested in our account and games.

Our Instagram



**We'll share new games soon and want your ideas.
Our posts are cute and we'll chat with you in the comments too.**

Scan it



@LETSHODALA

Business Model Canvas

Development Three Phases

We show a future business model canvas, and expanding through three strategic phases.



Information
Management
Yung-Hsin Chang
(Cindy)

Business Model Canvas

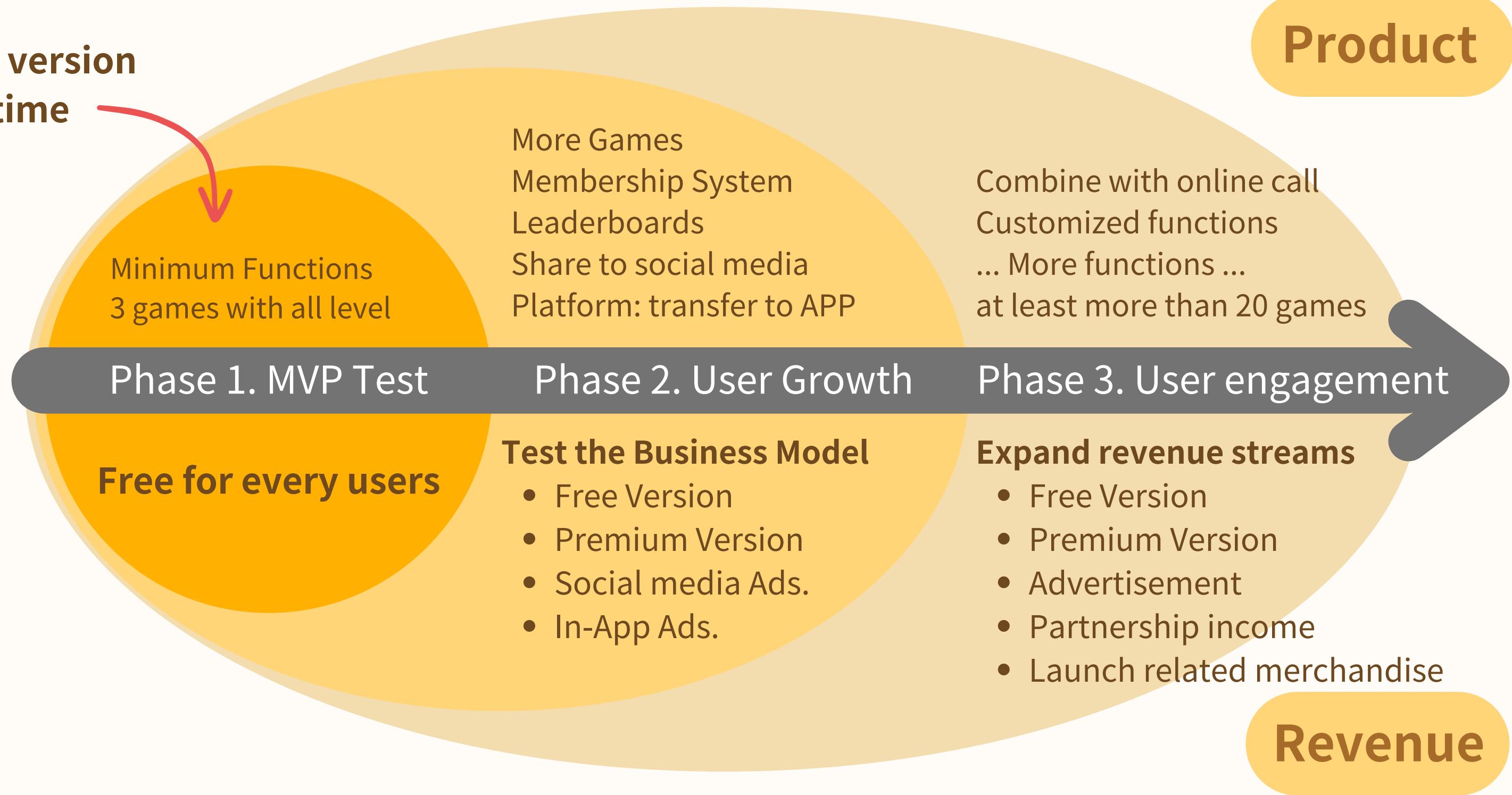
Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Restaurants (food provider) Bars (food provider) Taxi Company Social media KOL (marketing partner) 	<ul style="list-style-type: none"> Plan more games WEB dev & maint. Marketing & Ads Business Develop with restaurants/bars users behavior analysis 	<p>Game Players :</p> <ul style="list-style-type: none"> Convenient and fast fun and simple online game, no more distance limit <p>No more “Socialphobia”</p> <p>Restaurants/Bars :</p> <ul style="list-style-type: none"> more exposure more food order 	<ul style="list-style-type: none"> Digital platform Online customer support Brand through SM Restaurants/Bars recommended 	<ul style="list-style-type: none"> office workers Students Party organizers Family Gatherings Gaming Enthusiasts Restaurant and Bar Owners
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"> Technology platform costs Development and maintenance Data update and maintenance Marketing & Ads 		<ul style="list-style-type: none"> Premium features Advertising (Social media / In-App) Partnership income Offline campaign Launch related merchandise 	<p>Long-term revenue streams</p>	

Development Three Phases

our released version
for this time



LetshoDala



Let's Ho Da La

— The world best website of Drinking Games —

Thanks For Your attention

GROUP 2



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(Cindy)



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Computer Science
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