Critter Watch

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GitHub: https://github.com/DarkDoly/CritterWatch

Product Vision

Critter Watch is a website that contains forums and images about animals. Users can interact with each other through animal photos, sharing with each other knowledge and stories about animals. Users can share images that they took of animals they found with their friends and interact in forums about specific animals. Users can also be informed of current animal sightings near where they live. Critter Watch is unique in that it creates a community specializing in the observation, photography, and discussion of wild animals. In conclusion, Critter Watch is a website built to connect wildlife lovers.

For animal lovers

Who want to talk about and share photos of wildlife

Critter Watch is a wildlife forum and image sharing platform

That facilitates specialized communication between animal lovers

Unlike other social media apps that just act as a general site for user interactions about anything

Our product specializes in wildlife discussion

Market Analysis

Target Audience:

For this website about spotting creatures in the wild and discussing among others about these critters we find, we must first take a hit on the market analysis of our product. The audience we think that will be of use to this service would be individuals who either want to post pictures of critters they find in the wild like squirrels or bobcats. We say in the wild because we would not like for our users to take pictures of their pets and post them to the forums, as this is meant only for animals that are unnamed and non owned by humans, spotted in their natural habitats. The target audience will also be those who want to view and discuss the animals that have been previously posted to the forums. These people in the audience may have a need for a more educational and serious discussion that other social media cannot provide. To keep these discussions serious, we moderate the discussions and posts to keep them within the realm of wild animal discussions. There might be people who want to include themselves in the photos to build some sort of personas, but we'd like to keep that to a minimum and just focus on the nature of the critters themselves.

Existing Applications:

Now that we have our target audience of people who are here to post pictures of animals and discuss them for educational and recreational means, we will now knock at popular services and applications that meet a similar role. The big ones our website will take after are MammalWatching. MammalWatching is a forum where users post pictures of animals or discuss animals. They also provide resources for various wildlife as well as a global ranking for species discovered. The second forum that solves the same problem is iNaturalist Community. It is a forum for different topics of discussion that has to do with nature tracking and discussion.

Commercialization Plan:

Lastly we will discuss our commercialization plan to make sure our application is a success.

- Research what communities to reach out to for these forums
- Identify distinct differences in our forums and competitors so that people will have a good reason to switch to our forum
- Reach out to communities who study wildlife professionally that would be interested in taking part in CritterWatch and advertise to appeal to them

Scenarios and User Stories

Scenarios:

1. Catie is a secondary teacher who lives in Arizona. She has always been in love with animals. She sometimes has deers visiting her backyard and sharing her stories with her students. Now, they want to see pictures of the deer everyday. However, Catie wants to find a platform that lets her share the pictures with her students without disrupting the class time. She is specifically looking for a website that her students and her can interact with whilst enjoying her deer pictures. One of her colleagues suggested she should try out the website Critter Watch and she immediately fell in love with the website because it was exactly what she was looking for. Now, every morning, she posts a new picture of the interaction she had with the deers and her students also talk to each other about how cool it is.

2. Josh Jr, age 13, is a secondary student. He loves animal facts and reads books about them anyways. Today in class, he overheard his friends having an argument about Bobcats, his favorite animal. He noticed both sides were throwing out untrue facts about Bobcats. Josh Jr. wants to share his knowledge about Bobcats but he is very shy. He went home and tried to find a platform so that he can share his knowledge to others about animals so that people are more knowledgeable, unlike his classmate. He went across this one website, called Critter Watch. In there, he saw forums of people's discussions about rare animals, these were all very civil and informative discussions and he found himself very connected with this group of people. Now, everyday, after school, he gets into this website and shares with others his fun facts about animals of the day that he learned.

User Stories:

1. As an Animal Science major college student, I want a place to share with my friends my knowledge about animals.
2. As a fan of wildlife, I want to see what cool animals other people find in my area with a location-based website.
3. As an online troll, I want to see animal nerds fighting about facts of a rare animal.
4. As a free learner, I want to discuss with other people in my area about the types of animals that could be around.
5. As a person who lives near the woods, I want to share with the world images of cool animals that sometimes come to my house.

Requirements

Functional Requirements:

1. Users must not be able to access an account if the user knows the email and not the password.
2. Users must be able to add other users to their friends list.
3. Users must be able to privately chat with other users from their friends list.
4. Users must not be able to create more than 50 forums a day.
5. Users must be able to upload images to their forums.

Non-functional Requirements:

1. The platform must have at least 1 TB of data saved on the cloud.
2. The platform must be able to handle up to 100 posts per second.
3. The platform must be able to handle up to 50,000 users online at any given time.
4. The platform must be able to give other users in a user's friend list a notification within 5 seconds of the user's post.
5. The platform must be able to instantly update a user password when a user changes their password.