# **Group 17**

**Team Clueless** 

**Project Pitch** 

**Local-First Centralized Social Media Management Application** 

# (1) Motivation / Problem

Considering our user personas and stories, we can observe a few key issues that we would like to solve:

- The personas all struggle with time management, even when they all have completely different occupations
- The personas all want a tool that is intuitive, while still offering all the necessary needs in today's age
  - Social media management
  - Device locality
  - Personal and social functionality

Verdict: Without a proper tool to plan and manage events, proper time management is difficult to achieve

## (2)Solution

App that creates and manages events and can be sent to everyone invited through a social media link.

- Users can download the event details into their calendars in their own devices
- Also consider the users stories to determine the features of the app.

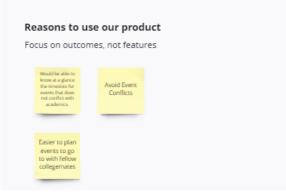
## CRUD:

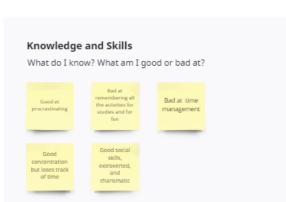
- Create events
- Read / Search Events
- Update Events
- Delete Events

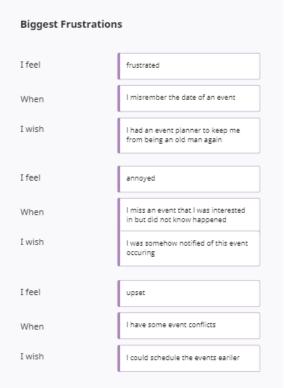
# (3)User Stories

# NAME

# **University Student**







# Extra Info Environment, demographics, etc. Only include insights that affect how we build the product. Busy Age: lot of time on social with Around twenty studies Busy with a lot of Occupation: activities on campus University Student Devices used: Looking for new phone, tablet, opportunities laptop, etc.

Hobbies: studying and socializing



# **Karen White**

# Reasons to use our product Focus on outcomes, not features up to date with planned school events

## Knowledge and Skills

What do I know? What am I good or bad at?

Good at cooking

Good at

Bad at managing time

Bad at managing temper

# Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

Age: 42

Has a lot of free time

Occupation: Unemployed

Has 4 children

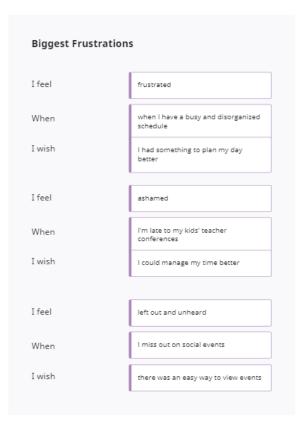
Hobbies: Posting to social media

Stubborn attitude

Devices used: Phone, tablet

Middle Class

# **Unemployed Mother**



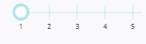
#### Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.

Mobile preference



Tech Savvy



Time Management



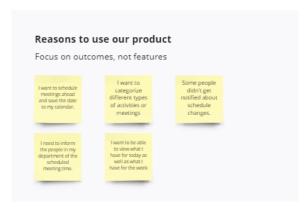
Social Media Presence



Free Time

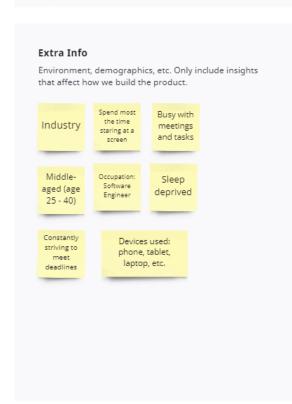
# Bob

# Middle-aged person in industry











# (4)Statement of Purpose

This application is able to add value by making it easier for people to have their events all planned and organized right at their fingertips. People would not have to rack their brains remembering an event or activity and can just relax knowing that their schedule is all accounted for in this app.

Not to mention, our app has a functionality where we can share events with friends and family alike, making collaboration and event planning with groups of people all the more easier.

Target Demographic include college students, housewives, and industry folks who have alot on their mind. The more busy and active a person is, the more suited this app is for them. We strongly considered the needs and wants of our target demographics and chose to implement features based on those factors.

# (5)Appetite

We always consider whether the feature we are trying to implement is worth the time investment. Since we only have a 6 week cycle to ship this out, our appetite would most likely have to be of small batch, that is something that can be built within a week or two.

The following few slides are of features that are of high priority for us to implement in the app. They are considered worth the time investment and simple enough that it can be done within a reasonable amount of time

#### Must have:

- (a) Create / Plan / Edit / Delete / Search events
- (b) Profile Creation
- (c) List View of Events

# **Stretch Goals:**

- (a)Share the link of the events on social media
- (b) Settings page

# (6) Risk and Rabbit Holes

Adding too many features with a big appetite.

- Focusing too much time on trivial features that have low worth.
- Trouble with sharing on social media

# No-go's:

- Language Translation
  - o Current browsers are typically able to handle this on their own
- Calendar View
  - Takes too long to implement, too big appetite
- Group Chat
  - Low worth

# (7)Competitor Analysis



- Time Management apps like Wrike have a pretty good design of time management systems. Wrike shows your schedule with a gantt chart which is clear and efficient.
- Wrike is also able to analyze your time management and availability.
- However, Wrike won't be able to share the link of an event to others and let others modify that event.

# (8)Wireframes

