Software Engineering Project Ideation

About
- **Team Name** — f"{var_team_name}"
- **Project Name** — Y

Stakeholders

Users
- Use the system to find lesser know local shops
- Being able to make posts and find the local shops
- Make posts about local shops and interact with other post and user with likes, comments and follows

Investors
- Be able to make money from it
- To be easy to use and understand

Advertisers
- To be able to advertise to people
- Have feature to make it more effective at advertising
- Run ads for users to see

Competition

Team Member Roles
- Jason Mach — Project Owner and System Analyst
- Eugene Paul Jr Artes — Scrum Master and Software Architect
- Kyle Galway — QA Lead and Risk Analyst

Real-World Problems

Visibility of lesser-known places such as local restaurants, parks, or hidden places will sometimes not be shown on bigger map applications
- Map Application prioritizes showing bigger and more well-known places
- Lesser-known places are often left forgotten and unvisited

Lack of awareness of local events that happen within a local community
- Majority of people tend to get their information about events through social media
- Algorithm favour events that get many likes are shared

Inconvenience of having to figure out where a location based on a post
- forget to tag the location of where it is

Project Overview
- Allow users to share locations and businesses of interest through tagged image posts visible on a map-based interface
- Navigate users to a location in a local post
- Can like, comment, and share posts
- Users can interact with each other by following each other

Business Requirements

Able to share and find new local places
- As a User, I want to be able to easily share the location that I've been to so that I can share my experience and thoughts on it.
- As a User, I want to be able to follow people I like so that I can see their new posts when they make one.
- As a User, I want to be able to see local recommendations so that I can see if I would be interested in it.
- As a User, I want to be able to navigate to locations on local post so that I go to the locations I see in posts

Able to advertise effectively
- As an Advertiser, I want to be able to measure the effectiveness of the ads so that we can determine how much to pay for the advertisement
- As an Advertiser, I want to be able to target advertisements so that the advertisement isn't wasted on someone who doesn't care about it.

Easy to use
- As an Investor/Shareholder, I want the software to have an intuitive design so that it would be easy to use and easily adopted.
- As an Investor/Shareholder, I want the software to be appealing to a vast amount of people so that

Software Engineering Project Ideation

Replace *Software Engineering Project* with your project name.

This mind-map represents an ongoing ideation/brainstorming space for the team that will enable members to *invent* the solution. Teams are encouraged to continue keeping the mind-map consistent even after the project proposal is finalized in order to facilitate ongoing ideation.

Customize the the ideation space by choosing a theme that suits your style and that encourages your creativity. Many themes are available.

The main-map can be navigated by showing/hiding various levels of the mind-map with Cmd/Ctrl+1/2/3/4. Subtopics can be added by pressing TAB and sibling topics can be added with ENTER. For the full keyboard shortcuts please consult the Keyboard Shortcuts menu item.

About

Brainstorm a team name as warm-up exercise towards becoming a cohesive team. Have fun with it. Brainstorm an interesting, catchy name for your project.

Team Name

Brainstorm various team names. Engage your creativity and have fun with this exercise. A good team name will help create an identify and foster a cohesive/jelled team.

Project Name

Brainstorm various project names. Engage your creativity and have fun with this exercise. A good project name can a be a powerful tool to focus the vision for the project and encourage adoption in users.

Real-World Problems

Conduct an interview with the domain expert and identify real-world problems faced in the problem domain that pertain to the proposed project.

Analyze each real-world problem to help establish relationships between the features the project needs in order to target the problem-solving objective.

Project Overview

Using subtopics identify the main characteristics of the application and its features.

Business Requirements

Identify a coherent series of stories that describe, from a stakeholder perspective, the basic requirements / needs that the system would have to fulfill in order to be a valuable addition in the domain as evidenced by the project mentor's experience.

Business requirements are not related to the system itself but represent the motivation of *WHY* the system is needed. Business requirements represent are the result of analyzing the real-world problems identified and formalize which problems will the system focus on and their details.

Business requirements will represent the start for the requirements analysis process. Teams will derive user requirements from here in future assignments.

Team Member Roles

Identify the initial role allocation for each team member. Three main roles need to be distributed which we will learn more about in the software process and software management modules.

The Project Owner (PO) is generally leading the requirements analysis process, requirements prioritization determining what the team will be working on in each sprint. Traditionally, this role is called "product manager".

The Scrum Master (SM) is responsible to leading to the team through the completion of each sprint/iteration, responsible for how the team achieves their goal in each sprint. Traditionally, this role is held by team leads and project managers. Developers in this role are technical leads as well which makes the a suitable candidate for leading the software architecture efforts.

QA Lead and Risk Analyst (QA/RA) is responsible to make sure that the outputs of each sprint have the desired quality and that risks along the way are managed and resolved effectively.

Project Owner and System Analyst

The Project Owner (PO) is generally leading the requirements analysis process, requirements prioritization determining what the team will be working on in each sprint. Traditionally, this role is called "product manager".

Scrum Master and Software Architect

The Scrum Master (SM) is responsible to leading to the team through the completion of each sprint/iteration, responsible for how the team achieves their goal in each sprint. Traditionally, this role is held by team leads and project managers. Developers in this role are technical leads as well which makes the a suitable candidate for leading the software architecture efforts.

QA Lead and Risk Analyst

QA Lead and Risk Analyst (QA/RA) is responsible to make sure that the outputs of each sprint have the desired quality and that risks along the way are managed and resolved effectively.

Stakeholders

Identify and describe the role of the domain stakeholders in the proposed project as described by the project mentor. Stakeholders are not for the development process but domain stakeholders (e.g. different types of users, organization, government, licensing bodies, clients etc)

Each member of the team champions a stakeholder in order to ensure that they are considered in project planning, risk management and architecture discussions.

Users

Identify the stakeholder name (not a a person's name but a role)

Each member of the team champions a stakeholder in order to ensure that they are considered in project planning, risk management and architecture discussions.

Investors

Identify the stakeholder name (not a a person's name but a role)

Each member of the team champions a stakeholder in order to ensure that they are considered in project planning, risk management and architecture discussions.

Advertisers

Identify the stakeholder name (not a a person's name but a role)

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Competition

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