Y: The New Social Media App

Project Ideation Document

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## 

## Project Overview

**Purpose**

The goal of this system, hereby titled as a new social media application “Y,” is to provide users with a platform to share locations and businesses of interest through tagged image posts visible on a map-based interface. In addition, image classification is used to analyze posts, which can then be used to locate and recommend similar businesses and locations within a certain geographical range. Users can interact with each other by following each other. In addition, they can like, comment, and share posts. By promoting interaction between each user’s social media activities and their local real-world businesses, the system also seeks to promote a sense of involvement with their nearby community.   
**Problem Addressed**

This system removes the middle ground between social media applications and navigation applications, allowing users to immediately track the locations of their friends and connected accounts. The use of image classification to present similar places of interest also enables users to come to a better understanding of their surrounding region and provides isolated or unknown businesses with an enhanced ability to market their location via social media word-of-mouth. Lastly, the system also assists users in organizing meetups through integration with current map navigation services such as Google Maps.

**Impact**

We predict that the successful completion of this project will introduce a new social media application into the market and potentially provoke an increased interest in local businesses and locations. The system will function as an effective and tolerable space for advertisers, as well as allow for indirect advertising for local businesses and attractions. Therefore, this system will see enthusiastic support from benefiting parties, which may open the possibility of future cooperative promotion.

**Feasibility**

The system proposed by this document relies on the inclusion of various well-understood technologies and services. Because these services are commonly available, well-documented, and not at risk of going out of service soon, the technical requirements are not expected to represent a major risk during development. In addition, social media applications occupy a stable, if competitive place within the current smartphone marketplace, and their use and adoption by the public remains high. Overall, given the expected technical requirements and the current state of the smartphone app marketplace, the proposed system can be described as feasible for both development and wide adoption.

## 

## Team Composition

The team members, their roles, and the responsibilities of their roles are described in the table below:

| **Member Name** | **Role** | **Responsibilities** |
| --- | --- | --- |
| Jason Mach | Project Owner and System Analyst | As the Project Owner, Jason Mach is responsible for the requirements analysis and for defining the overall use cases which the system must satisfy. |
| Kyle Galway | QA Lead and Risk Analyst | A QA Lead and Risk analyst, Kyle Galway, is responsible for testing the software, verifying the quality of the finished system, and looking for any issues or vulnerabilities that may emerge during development. |
| Eugene Paul Jr Artes | Scrum Master and Software Architect. | As the Scrum Master and Software Architect, Eugene Paul Jr Artes is responsible for encouraging and motivating the team, and for designing the software classes and components. |

In addition, the team has benefited from the mentorship of Lucero Jaya, a senior developer who assisted the team in determining the software requirements and identifying potential stakeholders for the system. They may be reached at: [lucero\_jaya@hotmail.com](mailto:lucero_jaya@hotmail.com)

## Stakeholders

The proposed system reaches into the domain of various important agencies, businesses, and individuals, and as a result, merits the acknowledgement of many stakeholders and entities of interest. Stakeholders are especially valuable during the initial requirements elicitation and analysis activities, which will determine the initial requirements that define a high-level view of the system. Lastly, it is important to recognize that not all stakeholders are benign and that stakeholders may exist who have an interest in the failure of the project. One of these adversarial stakeholders is briefly described.

Some of the major stakeholders include but are not limited to:

**Users**

The potential users of the system are the primary stakeholders and as such their satisfaction should be made a factor of immense importance. They represent the users who fill the role as the main revenue drivers and hold an undeniable power towards marketing via word-of-mouth. All care must be taken to ensure that their feedback and preferences are obtained and targeted and that the final system is of sufficient quality to meet their expectations and demands.

**Investors**

These are the entities or individuals who have provided a degree of financial investment into the development of the project. These shareholders provide the funds to support the project during the development deployment and maintenance phases. In return, these stakeholders expect a meaningful return on their investment, necessitating that the system meets exacting standards for quality, feasibility, and wide appeal.

**Advertisers,**

Advertisers represent the main expected revenue stream for the system, which is the potential ad space available. This category of shareholder also includes local businesses, which will be the primary subject of the application’s service and therefore receive indirect advertising as a result. It is important that the content and presentation of the system be appealing and appropriate to these stakeholders, and that it provides the necessary advertising space they require.

**Competition**

As this system will be entering into a market of competing social media applications, it will attract attention from the competition. Unlike previously discussed stakeholders who may have an interest in the success of the system, competitors represent potential complications and risks. During development, the team must monitor all known competitor systems such that they will be aware of any changes to the market that may arise.

## Real-World Problems Identification

During the initial planning stage for this project, the team performed various activities to identify common problems with social media applications, business review sites, and navigational apps. Some of these activities include brainstorming, informal interviews, and a brief analysis of applications used by the team during their day-to-day activities. Some of the issues identified by the team include:

1. Many local businesses have a challenging time gaining visibility and attracting more clientele. In the proposed system, local businesses will be able to market themselves more easily by adding their business to the app. Posts by clientele will draw attention to the business, and lead to an overall increase in profit and a greater appreciation by the location’s greater community.
2. Planning recreational events at local businesses requires users to use separate apps, instead of a single unifying platform. If a user decides to host an event at a location, they must post about the event on their social media, and provide additional links and resources for locating the event. In the proposed system, users will be able to see all events they are tagged in as well as the location of these events.
3. It is difficult for users to find similar businesses, shops, and locations to others they have visited in the past. If a user has a positive experience at a store, they may not be aware of other similar stores they may also be interested in visiting. Using classification, the proposed system can recommend similar businesses and locations to users who may then visit these locations if they desire.

Overall, the proposed system seeks to integrate the use cases of social media apps, navigation apps, and review sites. Users will be able to review businesses and locations, as well as make plans and organize events with their friends to visit similar locations. Using a map-based interface, users will be able to see all the locations within their local community, which may include stores and places that often lack exposure or may not have the resources required for advertising. By providing a place for users to share what they have been doing, plan events and activities, and assist in navigation, this system seeks to unify local online and virtual communities and improve community involvement and engagement.

## Business Requirements

**Users**

1. 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.
2. 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.
3. As a User, I want to be able to see a featured page where I can see all the top places near my location so that I can go visit them.

**Investor/Shareholder**

1. As an Investor/Shareholder, I want the software to have an intuitive design so that it would be easy to use and easily adopted.
2. As an Investor/Shareholder, I want the software to be appealing to a vast number of people so that the application sees a major return on investment.

**Advertiser/Marketing Agencies**

1. 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.
2. 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.

**Competitors**

While competitors do not have any direct requirements to uphold, they represent indirect requirements upon the development team. The team must always seek to deliver a higher quality application than any currently on the market. They must also be aware of all newly emerging and popular apps within the highly competitive environment of social media.

## Allocation of Business Requirements

| Team Member | Business Requirements |
| --- | --- |
| Jason Mach | 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. |
| Kyle Galway | 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 |
| Eugene Paul Jr Artes | 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. |