App description:

1. Concept
   * This is a map-based web app that provides businesses means to promote themselves
2. Features
   * It pops up promotions around your location
   * It’s crowd-sourced (by businesses)
3. Target audience
   * Businesses for promoting themselves
   * Consumers for knowing which business has good prices for them
4. Benefits for users and content providers
   * Users can know discounts/specials on certain days
   * Quick and easy way to know promos around, they don’t have to spend much time
5. Development requirements
   * HTML/CSS for the appearance
   * JavaScript for functionality of website
   * SQL
   * Google maps API framework

Real world examples:

* <https://www.kayak.com/explore/KUL/>
* <http://insights.nzherald.co.nz/article/new-zealand-burglary-map>
* <https://developers.google.com/maps/documentation/embed/guide>

Project planning:

1. Website setup and design
   * Controls
   * Google maps interface and API
     + Place markers on map (using for loops with a list of coordinates)
     + Get current location
   * Login and authentication system setup
2. Database setup and connection with map API

What we need to get familiar with:

* Google maps API
* JavaScript / Web Frameworks (bootstrap)