Web App: Quotable

Executive Summary

1. Introduction

Words indisputably carry power. Jean Baptiste Girard once said "By words we learn thoughts, and by thoughts we learn life". Whether they are used to support claims, to pay homage to the original author, to inspire or to get a good laugh, quotes provide us with a way to present an idea in its purest form. But sometimes finding the right quote for the occasion can be a hassle. Quotable looks to remedy that by providing a quick and efficient place to store, share and write quotes.

2. Elevator Pitch

1. Target Customer

Target age group: 18-30yr
However due to the inherent nature of quotes, the demographic includes anyone that can read and write and with a propensity to combine those two.

2. Value Proposition

- What is the value proposition?
  We look to offer the users with wide selection of quotes of all kinds and the ability to collect them and share them. The users will also be able to write their own quotes and submit them to be featured in the app.
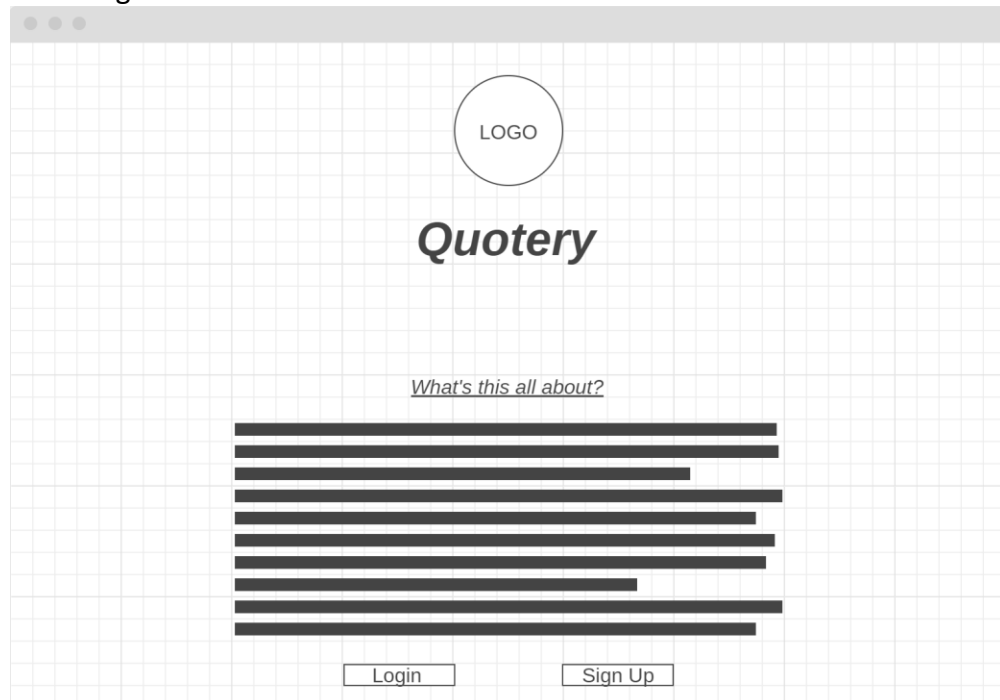
3. Commercial Opportunity

- **Market Overview**:
  Quotes can come from anywhere: movies, books, scientific research, comedy specials, etc. There's an unending amount of them, and it's tedious work to write down every single one you like. There is definitely space for an app that facilitates this.

- **Competition**: Who are your competitors? What are your advantages?
  There are definitely other quote sharing websites out there. But they tend specialize in facilitating the transfer of a quote into a post on a social media, as opposed to being a social media in and of itself. Most also don't provide a way of keeping track of your favorite quotes or creating collections. As such, there's is an empty space that a well-design app could fill.

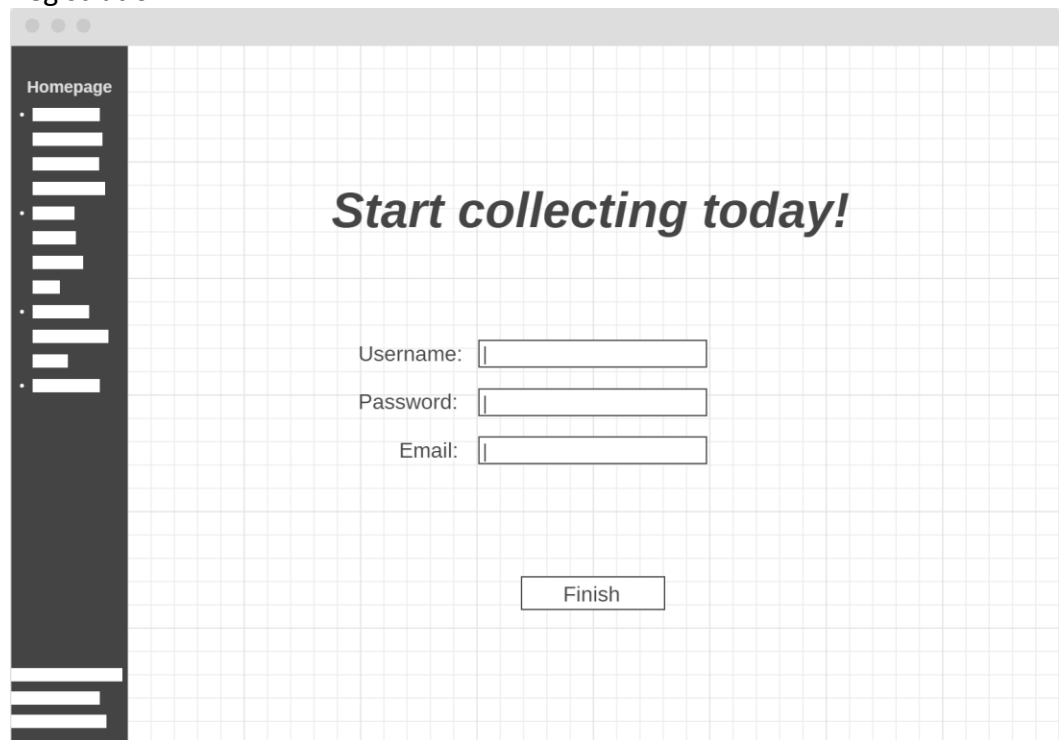- **Risk**: What are the risk of bringing this product to market?

There are no high risks of bringing this product out as it is a rather benign web app. Despite this, one of the biggest dangers is incorrectly attributing intellectual property and so quotes will be classified as verified and unverified to alleviate this problem.

4.   Technical Description

- Resources and software:
    - Back End:
        - Python Flask
        - MySQL
        - RESTful API
    - Front End:
        - JavaScript
        - React

- Features:
    - Main page with description of product and a login/sign up button
    - Allows for registration with username and password
    - Users can go through their collection of favorite quotes
    - Users can share quotes
    - Users can see if a quote has been verified as correctly attributed
    - Users can view quotes shared with them and add said quotes to their collection

- Wireframe:
    - Main Page:

LOGO

Quotery

What's this all about?

| Login | | Sign Up |

o Registration:
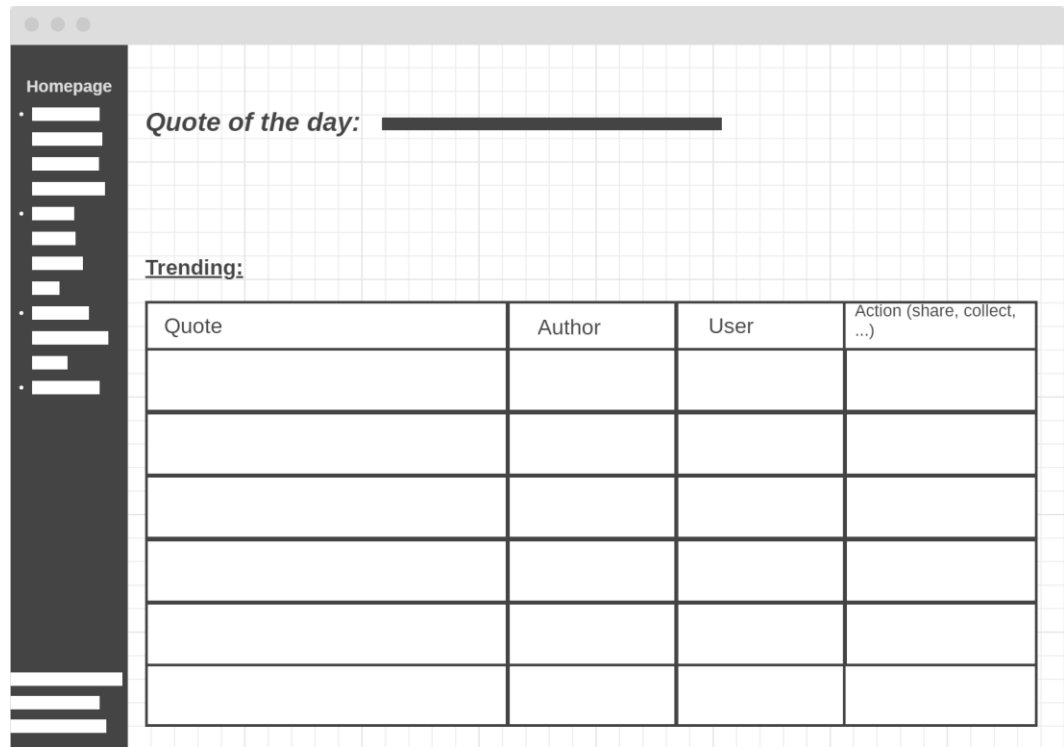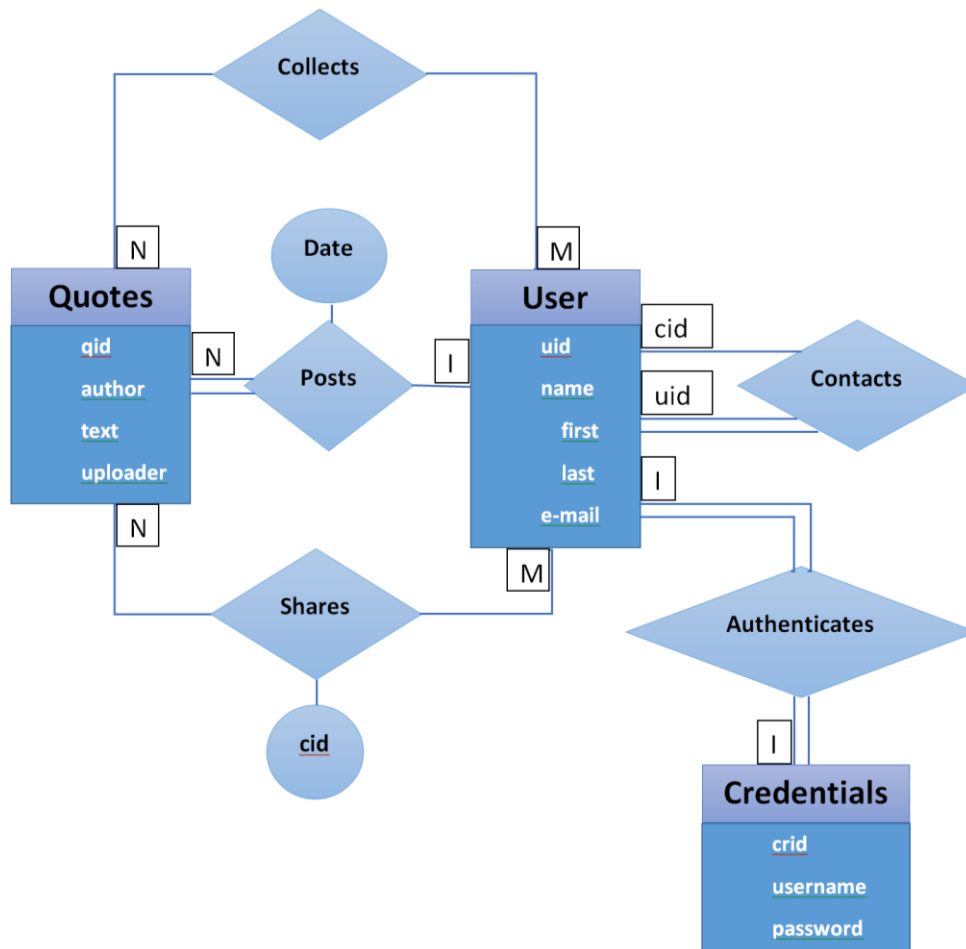

o Homepage:

5. Project Plan

- o Software Development Approach:
  - Test Driven Development
- o Testing Plan:
  - Unit Testing
  - Integration Testing
  - System Testing
  - Usability Testing
- o Milestones and Deliverables
  - Phase 1: Initial Report, Initial Unit Tests for basic back-end developed.
  - Phase 2: Secondary Report, Further tests for back-end, preliminary interface design
  - Phase 3: Testing on front and back-end, comparisons and initial conclusions from previous reports, beta stage product
  - Final Report and Working Software.

6.   Phase 1:

Based on the following design:

The groundwork for data accessing and handling has been implemented. The tests for these have been through unit testing. In the repository, quote, user, and credentials each have their own DAO and handlers in the appropriate corresponding files. Quotes can currently be accessed by its author, uploader or specific keywords.