

SHELTERUP: ADVICE TO STAKEHOLDERS DOCUMENT

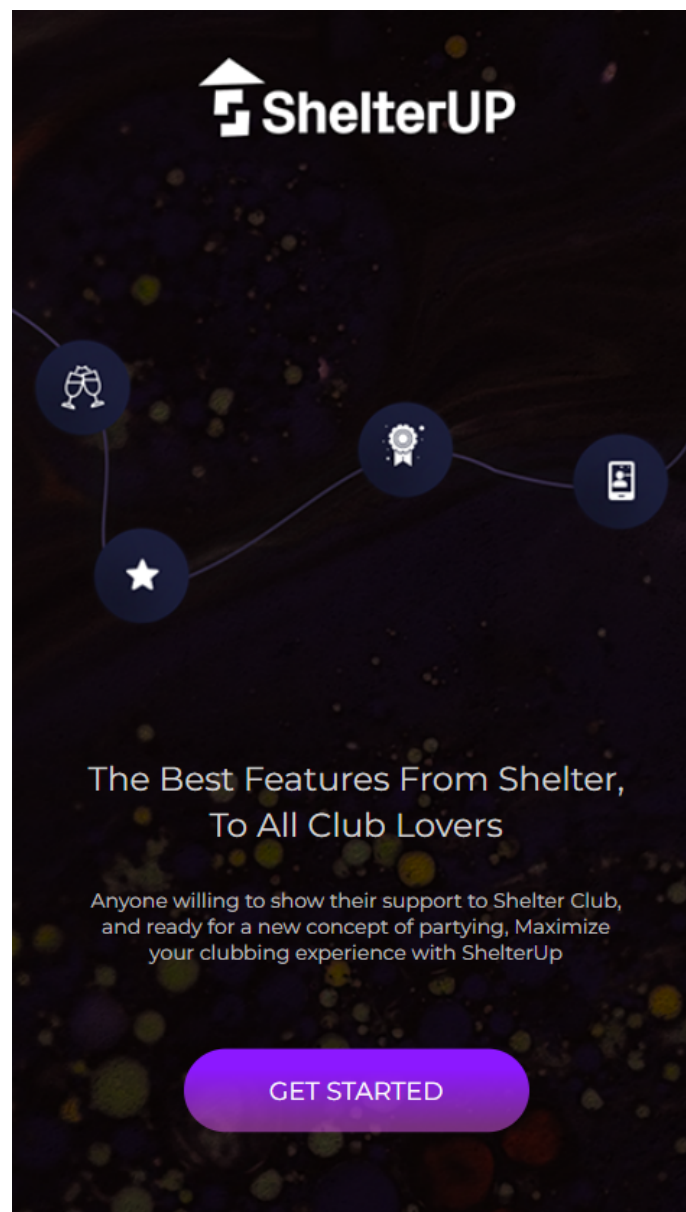


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THE PRODUCT AND USAGE

ShelterUp is a loyalty program app created by a group of five motivated students located in the heart of Eindhoven, who are currently in their second year of studying ICT and Media Design. This group of motivated students go by the name of "Stand Tall".

The loyalty program app is made for the club "Shelter". Shelter is a club located in Amsterdam and Stand Tall is pleased to have received this opportunity to work together with them.

The app requires an account registration, but users can also link their social media accounts to use it.

The main goal of the product is for the visitors of Shelter to feel more attached to the club. The way this goal is achieved is by letting the user earn stars by completing quests and/or ordering drinks from the app. Ordering drinks is one of our highest selling points, since it is such an innovative idea, and we saw the perfect opportunity to implement this into our product. After ordering the drink, the user receives a QR code, which then can be scanned at the bar to retrieve the ordered drink.

With the stars earned, the user is able to claim rewards in the rewards section of the app. Rewards you can think of are: discounts, free items, such as free drinks or discounted products like merchandise of their favorite artists. These rewards are very pleasing and will have the user wanting to earn more and more.

With completing quests and ordering drinks, the user is also constantly working on upgrading their status. The user starts out with a bronze status, but they can work up towards higher status, like platinum. This status also comes with its own benefits.

Aside from the loyalty program aspect, users can also see the latest news of Shelter on the sections on the homepage, which are constantly being updated.

After being done clubbing, the user can make use of the Uber feature in our app, which can bring the user home safe. By making use of this feature, the user is also able to upgrade their status.

ADVICE FOR FUTURE USE

The stakeholder of our company, Team Liquid, asked us prior to make a loyalty program to inspire them and give them advice regarding their own loyalty program Liquid+. From our own product and features we have created and implemented, we're sure that some of what we have will also greatly improve Liquid+:

- Showing your status of your profile and upgrading it (bronze, gold, platinum, etc.)
- Quests that involve communicating with the community itself
- Linking social media accounts (and gaining points for it too)
- Getting notifications about new events or items in the shop

DEVELOPMENT PROCESS

The development of this product started out with creating our own media agency. The media agency “Stand Tall” is the name we proudly represent.

After having our media agency set up, we started with doing a lot of research. This research included primary and secondary research. The primary research included a lot of online investigation and implementing research methods such as a competitor analysis. The secondary research mainly included a survey about nightclubs and conducting interviews.

After having done the research, we were ready to start working on the design of our application. As usual, we started working from low-fidelity and worked all the way up to high-fidelity. We began by drawing a lot of sketches on the product. We took these sketches together and brainstormed all of our best ideas.

After having all of our main ideas set, a part of the group focused on creating wireframes of the app. These wireframes gave us a rough feel on how the app would work and flow.

Now that we have an idea of how the app will work, a part of the group started to focus on the design of the app. This would include typefaces, color, logo etc. When all of these things were implemented, we had a pretty high-end mockup ready.

This mockup was then improved to become a fully functional high-fidelity prototype. The link to this prototype:

<https://www.figma.com/file/u8mW0qfSe4nt9s5J7UcPAX/ShelterUp?node-id=0%3A1>

This prototype demonstrates pretty much most of the functionalities of the app.

During the process of getting to this prototype, we have all conducted a lot of user tests, and made a lot of iterations to push the functionalities of the app to its limits.

After having our prototype, it was time for us to really start developing the app. We decided that the best way to approach this, is by developing the app as if it were a website on mobile phones. This meant that we mainly used HTML, CSS and JavaScript for the front-end. We did a lot of research and found out that we could turn the website into a mobile app, which is called a PWA (Progressive Web Application).

While developing, we initially started with just the front-end, with each member working on their own pages, but we knew we needed to have back-end attached to it as well. Wasting no time, we simultaneously started working on the back-end of the app as well.

For the back-end, we have used Nodejs. We chose Nodejs since it basically uses JavaScript, and our group is mostly familiar with it so we decided it would be our best option. The back-end basically serves for all of the functionalities of our app.

This includes the user data, the ordering drinks system, the rewards system and the stars system.

This back-end is attached to the website and can be used by anyone who accesses the app.

Visit ShelterUp here: <https://i439985.hera.fhict.nl/index.html>

INDIVIDUAL CONTRIBUTIONS

Daniella

I have contributed to this project in various and different things. From the very early stages of research (this includes survey building, empathy map, etc.) to the final testing. Design wise, I mainly worked on the prototype of the app. When it comes to the coding stage, I took part on the front end of the following pages: congratulations page, profile page (Tijn also took part on this one afterwards) and linking to social media page. On top of that, I also did some backend for the signUp page. And, although it was slightly challenging for me, I am happy to say that I was able to get the user's input on the signup form and store it in our database on MongoDB. I must also thank Maikel for that since he helped me out in that sense.

I've also put my hands on the project's documentation reports and feedpulse comments. Moreover, I was responsible for one of the pitch presentations we had with our client. Which, I am very grateful for the opportunity and trust given by my group as this played a huge role on helping me improve my communication and selling skills.

Tijn

My main contribution in the project was working on the wireframes, and the back-end of the product. I have helped with various other parts in the project, such as research, prototyping and some front-end, but those were not my main focus.

Getting the wireframes done and starting to see what the rough flow of the app would be, was something I worked really hard on, also together with the rest of the group.

For the front-end, I had the responsibility for the drinks page and the order page (with help from Alex). This includes the working filter on the drinks page, and the ordering process as well.

Since it was my first time working with back-end, it was quite a challenge, but it was fun learning the new things I did. Also, thanks to Maikel for helping out a lot with the back-end.

I think a lot of people look down upon working with back-end, but for me it was exciting to see various functionalities come to life inside of the application. Functionalities such as the order drinks system, rewards system and points system are what I am most proud of.

I have also done quite some documentation on the project, and I tried to help solve a problem if anything occurred within the group. Making sure we had everything ready before a deadline was also very important to me.

Alex

My main contribution to the project was working on the front-end of the product. I helped in the early stages with mock-ups, wireframes, and research of the project but my focus was the front-end and design of the application.

As for our amazing app, in the front-end part I did the PWA, register page, homepage, both events pages, both quests pages, the rewards page, helped Tijn with the Drinks page and lastly, cleaning up the codes. Even though we are a team that writes clean codes I tried to make it a bit more structured and organized.

During the project, I learnt a lot. I have never worked with PWA's before so that was a first-time for me. I did a lot of research and this project opened up another door for me and that is building applications that I hope I can take to the next level.

Lastly, I want to thank my team and the teachers for understanding my situation and that being that I live far away (Groningen) so I could only make it to school once a week and for their participation and challenging work in this project.

Negin

My contribution to this project started with ideation on our group branding and stand tall logo. I continued with using different methods of generating ideas for designing features of the shleterUp application. I have participated in creating primary research (survey and interview questions and conducting them), and afterwards prototyping some pages of shelterup, and test iterations. I also made the video prototype with Tijn for showing on second presentation. I have taken part in documentation and writing feedbacks

On implementation of the shelterUp I have contributed on coding frontend of splash screen, tour pages, sign in and sign-up pages. In addition, I have contributed to the presentations by giving the last pitch of the project.

During the project, I have learned so many new things from working in a team and communication, to PWA coding and new CSS tricks. Besides that, I was challenged and given the opportunity to improve my presentation skills by pitching the product to Team Liquid, which I am incredibly grateful to have that.

The Feedbacks from teachers helped me learn about latest trends and technology, and where we should invest more on for future developments.

I am really happy and proud of the way our team has come along and their support and help to me whenever I ran into issues during project, their flexibility and proactiveness inspired me a lot.

Jenny

I have helped with the project on various parts, from prototyping to coding. I began helping with taking part in discussions about the app and UI design, as well as making mock-ups and bringing suggestions to the table how to improve the app for the users. I also have some designing for the project, like the logo and app icon design of ShelterUp, as well as the Stand Tall logo.

Regarding the coding part, I was mainly responsible for the Shopping cart, Uber page and QR scanner. Since I have some prior experience with HTML, CSS and JavaScript, it was relatively good to work around with. I also offered to solve minor problems regarding code and anything else if they ever arose within the group, like Git or CSS positioning.

Aside from that, I helped with some of the documentation and other group assignments. Even though things in my personal life got me less than what I initially hoped to do in this project, from what I have done before that, I'm fairly proud of the new things I learned and what I managed to do for the group and the project.