Title: CalCounter

Vision: We provide a stylish, stress-free, minimalistic, easy, and fast calorie calculator for all customers.

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Business Requirements:

Req. ID	Req. description	Priority	Agile size
BR.01	As a marketing analyst, I want to add user traffic tracker mechanism, to help with assessing marketing strategies.	Medium	20

User Requirements:

Req. ID	Requirements Description	Priority	Agile Size
UR.01	As a user, I want to see a simple and clean user interface so that I can know how to use the app in a few seconds.	High	5
UR.02	As a user, I want to see my total calories in a week, so that I can keep track how much I eat this week.	Medium	8
UR.03	As a user, I want to discuss with other users so that I can share my ideas with others.	Low	20

Functional Requirement:

Req. ID	Requirement Description	Priority	Agile size	Topic
FR.01	As a functional admin, I want to be able register user to login into our system by username & password so that user's information could be protected. Also in cases like: 1. Upon successful login, user shall be redirected to the Landing Page of the system. 2. If the credentials are not correct after 3 times, then "Error in Login" message shall be displayed. So, that we can allow easier access for registered user into our system	High	2	Login Feature
FR.02	As a login admin, I want to create a page for the new user to sign up by providing us their username, email address, passwords, gender, profile information, security questions like "What's your mother maiden name?", so that our system holds adequate information about users that allow us to improve our program from these provided information.	High	2	Login Feature
FR.03	As a Login Admin, I want to the login page to has a button "Forget Password" link, so that user can retrieve or reset their password	Medium	2	Login Feature
FR.04	As a user profile admin, I want to create a profile page for people to edit their information (password, hobby, etc.), so that user could personalized their calorie calculator	Medium	3	Customer Profile

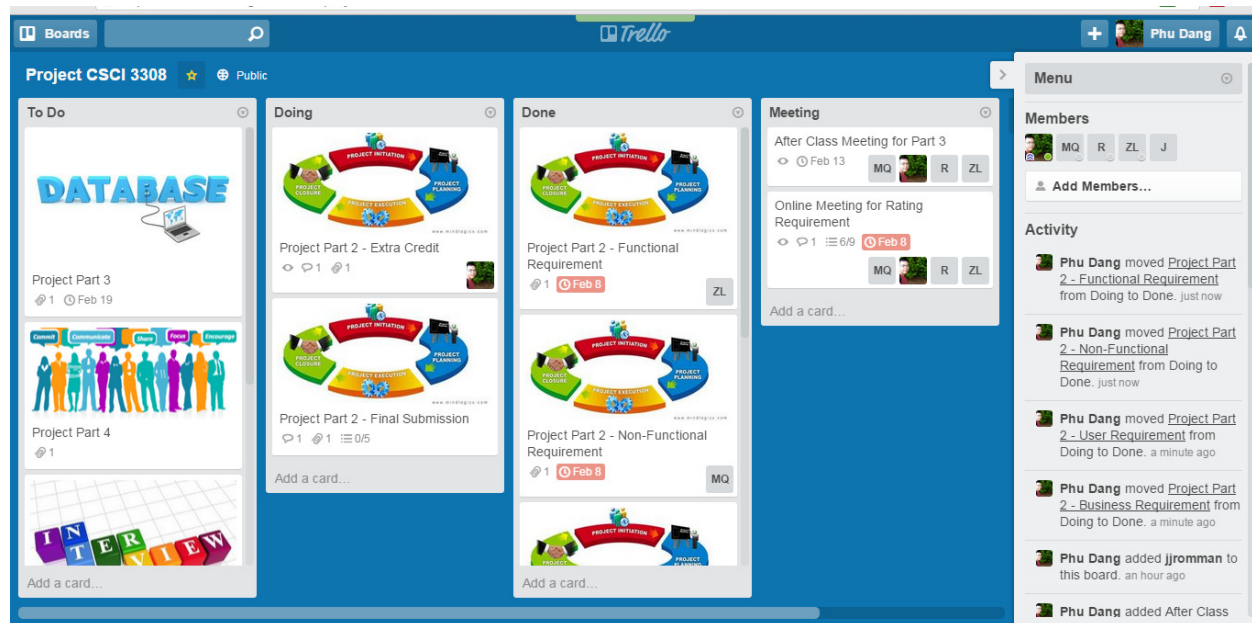| FR.05	As a user profile admin, I want to create plan-like notebook for user to enter their dietary plan, so that they could keep track of their plan while calculating their calorie consumption.	Low	5	Customer Profile
FR.06	As a calculator admin, I want to create a google-like calculator, so that user will be provided stylish calculator as we stated in our vision.	High	8	Calculation

Non-functional Requirement:

Req. ID	Requirement Description	Priority	Agile Size	Topic
NFR.01	As a non-functional admin, I want to store the password relational to the user's email address in the dat. along the app should be able stored users' daily diets and calorie consumption. Yet this information should be stored with user's pin/password to ensure the security of "sensitive" information. Any deleted stored information should also be put in a trash can before the information is completely wiped from the system. So that, we can have will not just wipe the information from the database.	Critical	13	Security
NFR.02	As a non-functional admin, I want to have a reliable source (website, USFDA, etc.) to ensure the accuracy of the calculator, but since it is expensive for their database, I will do it manually through an existing and free source and save them in our database, so that we still able to provide users with adequate amount of food calorie.	High	5	Error-Handling:
NFR.03	As a nonfunctional admin, I will ensure all databases' information is reliable and will put extra security layers(security questions,	Medium	5	Legal & Regulatory

	email verification) on user sensitive information, so that we ensure our product to be safe, reliable and according to law.			
NFR.04	As a functional admin, I want to have a reporting box which user could enter their issue/suggestion/dislike. So that it will allow about 100-200 words.	Low	13	Reporting
NFR.05	As a functional admin, i want to have 3 main fields when we're maintaining our product 1. Data, constantly refresh or update to the source. 2. Security, constantly checking any report of stolen information or user's report. 3. Redundancy, we should make changes of that so that we are able to improve the performance of the product	Low	13	Maintainability
NFR.06	As a functional admin, I want to link the bar below the "forget password" to the mechanism that will send a verified password to the input email, only if it matched the security password bar below, so that it allow user to reset their password after they input the reset password in their login page.	Medium	8	Backup & Recovery:
NFR.07	As a non-functional admin I want to has an offline, basic calculator that is not connected that user could still calculate their calorie, it just will not store in our database.	Low	13	Backup

Methodology: Agile

Project Tracking software: Trello

Link to Project Tracking Software: https://trello.com/b/gQhoA0ED/project-csci-3308

VCS: https://github.com/phugiadang/Project_CSCI_3308

Extra Credit:
Market Analysis:
As the fast development of the society, more and more people want to keep track of their weight. It helps them to protect their healthy and train their body. Many companies produce the high technological products that support the users to keep tracking their calories such as: wristbands, watches, mobile applications, and so on. Therefore, this is a viable market for the new useful and efficient software. We try to develop a Calorie Tracker that can be used in website first. After that, we will extend it so that it can be installed in mobile and others. There is just one version of Calolrie Tracker that the users can use many different monitors to access to their accounts.

Target Market
The main market that we want to sell the application is fitness centers system market. Analyzing the segments as follows:

• Size of each market segment: By studying the statistic data from statista website (http://www.statista.com/statistics/244922/us-fitness-centers-und-health-clubs/), we know our customers in 2013 can be 32150.

• Is the segment growing or declining? This segment can be growing fast in the future.

• Characteristics of potential customers in each segment: All of the customers of the fitness centers will become our potential customers as well. Maybe they will download and use this apps directly from our website.

Profile of Competitors

Analysis of your competitors in the market:

• What are the competing products and services? Calorie Counter – MyFitnessPal and LiveStrong

• Advantages:

Both of them are free.

· Disadvantages:

They only can use in the website or on the mobile
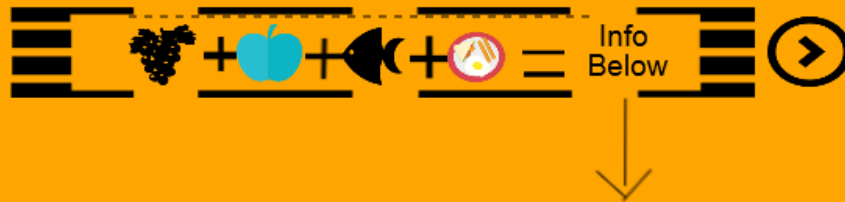
Competitive Advantage

The potential customers will choose to buy our product in place of those profiled above because of the following advantages:

• Unique features: The users can access to the apps by any monitors. The fitness centers can support their customers by using this software.

• Price: Free to the single users and around $120 per month for each fitness center

• New technologies: Can connect to the account by using any monitors (computer, mobile, wristband, watch, and so on)

Simplistic,sytlist,user freiendly

CALTracki-e

Info
Below

watch

Expanding to every technologies to allow our valued users to has access through any medium.

& wristband
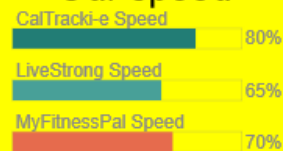
Free for single User, Only $120 for Fitness Center!

Personalized, simplistic feature for All

We're half way there before we publish CalTracki-e

Techonology Coverage

LiveStrong   MyFitnessPal   CalTrack-e

Our speed

CalTracki-e Speed
80%

LiveStrong Speed
65%

MyFitnessPal Speed
70%

40% to the publish Date (40%)
60% before publish data (60%)