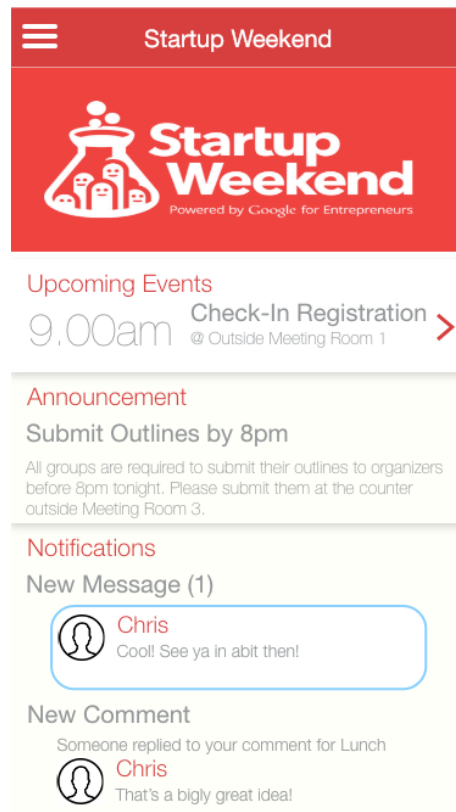

STARTUP WEEKEND APP



Mockup of our application's Home Page

Project Proposal

STARTUP WEEKEND APP

CS3217: Software Engineering for Modern Application Platforms

Members:

- Dinh Viet Thang - A0126513N
- Jeremy Jee De Sheng - A0139963N
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- Shi Xiyue - A0146123R

EXECUTIVE SUMMARY

Overview

Startup Weekend Singapore (SWSG) is an annual entrepreneurship event where over 150 attendees would gather together and within 54 hours pitch a business proposal towards a panel of judges. The event is targeted at technologically-enabled startup enthusiasts and people who want to network with like-minded individuals. Throughout the 3 day event, participants would be involved in idea creation, peer voting, keynote



speeches, mentor consultations and finally presenting their own idea. Our application, will be tailor made to be an ideal event application that works for both participants and organizers alike. On the participant's end, our application is targeted to make their experience more seamless and convenient by allowing them to easily form teams with the appropriate skillsets, receive updates and notifications, see the schedule of the event, book mentor consultation slots and communicate within the team. On the organizer's end, our application aims to automate the manual administrative processes of the event by simplifying processes like daily registration, announcements and keeping attendees up to date while no longer having to deal with things like mentor booking which have now been automated. In summary, we aim to create an application that would streamline the workflow and experience for both participants and organizers of Startup Weekend through our application.

Competing Applications

MEETUP

Features:

- List of all Meetup events categorized by Popular, Tech, Career & Business, Learning, Events Near You, This Week
- Allow users to indicate their interests and receive notifications about relevant upcoming events.
- Calendar view to show the list of all events, which can be filtered by You're going, You went, Your Meetups, etc
- Support notifications and messages
- Each user has a profile page which shows their place, interests, and membership status. User has the discretion to choose whether they would like to make their profile public.
- User can login through Google account, Facebook account or create a new account with specified username and password.



Pros:

- Easy to use, simple design, and detailed upcoming events

Cons:

- Does not support communication between event attendees, speakers, and organizers as there is no chat room for members to communicate.
- Does not support team registration for attendees
- Does not help facilitate event related functions like registration

EVENTBRITE

Features:

- Allow new users to choose topics of interest upon logging in
- Recommendations for events based on user's interest
- Show list of popular events based on number of attendees
- Able to connect with Facebook, and share events that you attend with friends.
- Map view of all upcoming events with the locations specified, and support for the showing of events sorted by date, topics and type.
- Support the ability to search for an event based on keywords and location
- User profile shows the tickets you currently have, list of saved events, and list of interested events



Pros:

- Map view of all events based on location, users can click on the location to view details. Provides a useful visual aid to users to identify events and their locations.
- Support event search by keyword and location, so that a user who interested in a particular topic can search by keyword for events
- Easy to use.

Cons:

STARTUP WEEKEND APP

- Recommendations and listing of events not categorized by topics, making it more difficult for user to choose an event of interest as it forces to user to search for a term
- Event participants cannot communicate with each other. There is no chat room or forum page which facilitates discussion among participants and other interested individuals.
- Does not support team registration between participants
- Does not help facilitate event related functions like registration

Unique Points

The features of the application that we are developing are not revolutionarily new ideas. However the issue now is that for an event organizer, all the features that they require are all over the place across a few apps. This provides a clumsy user experience for both the organizers and the participants. Our application will streamline the features required by SWSG into a single application that would facilitate team formation, team communication, announcements, scheduling, mentor booking, feedback, comments and more.

What we hope to over as our unique strength is to provide a simple and easy to use interface to access such functions, giving both participants and organizers a hassle free experience during the conference augmented with our application.

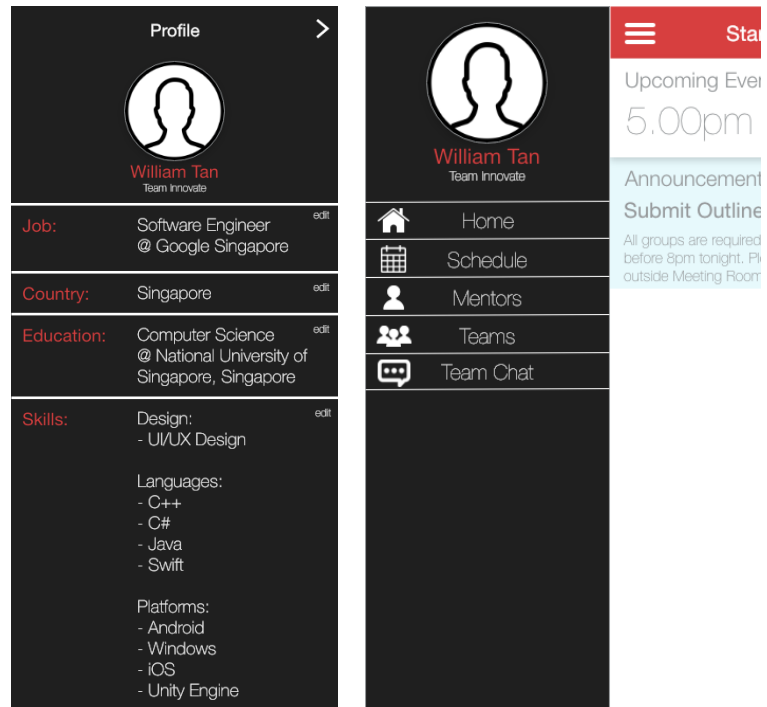
We decided to choose this application as we felt like it offered a great amount of practical use, and that the motivation behind the event is also something we are passionate about. Particularly with the application, we hope to create a refined user experience with our application that participants of SWSG 2017 will be able to enjoy. Thus, choosing this project was a no-brainer for us, since it combined what our technological entrepreneurial passions with a practical applications that would be deployed in a real-world environment to help the event.

FEATURES

BASIC FEATURES

Targetted Version: V0.1 (12th March)

The basic features we would be implementing is user profile pages, whereby user's would be able to state the skill sets, proficiency descriptions, etc. As well as standard static information pages about judges, mentors, sponsors and frequently asked questions. There will be a hamburger menu that provides users with quick access to the different features and profile within the app.

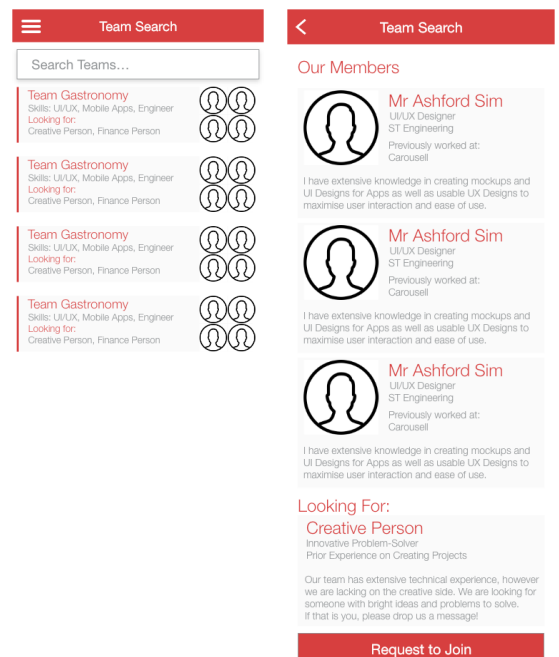


KEY FEATURES

TEAM REGISTRATION

Targetted Version: V0.2 (19th March)

Our application would enable users to form teams easily, while also facilitating the ability to search for teams or for teams to search for members. Users would be able to create public and private teams, where public teams are teams that are actively looking for members of the public to join while private teams are groups that have already formed their full team and simply need to register their members as a team. The key feature would be the facilitation of this public team system through our application whereby we would allow teams to specify the type of people they are looking for, as well as the skills that they are searching for. Thus allowing free agents, people who do not have a team, to better understand the needs of a team and hopefully find the right needs to match his or her skills



STARTUP WEEKEND APP

EVENT SYSTEM

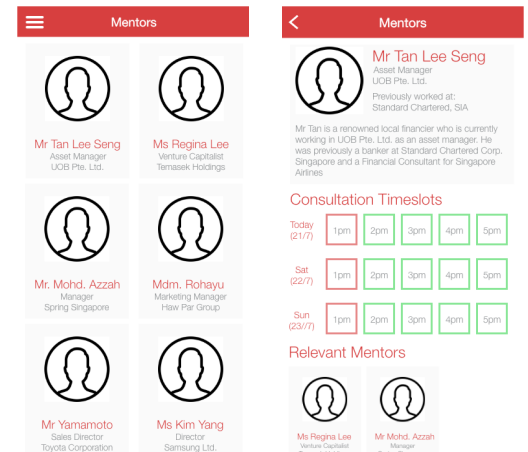
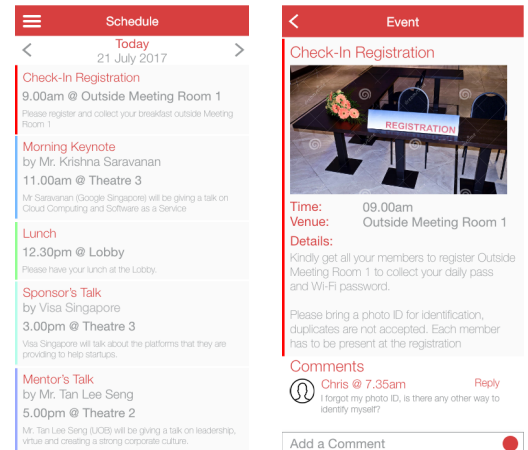
Targetted Version: V0.2 (19th March)

The Event System would be a Scheduling System that would allow users to easily view upcoming events for the day as well as for the subsequent days in the conference. Each day will showcase a scrollable list of items, where tapping on an item would bring up more details about the event. We will also be supporting a Commenting System for events whereby users can comment or post questions on the event detail screen and a Reminder System whereby users can request to be reminded about an event. There is also a widget in the home screen that allows for an easy viewing of the next upcoming event, and scrollable to see previous and future events for the day.

MENTOR BOOKING SYSTEM

Targetted Version: V0.2 (19th March)

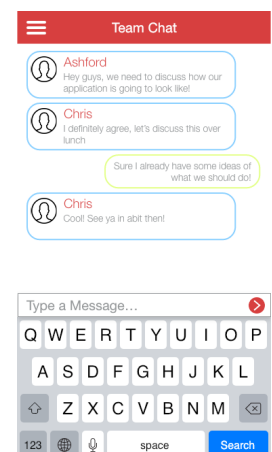
We will also be implementing a mentor booking system, whereby users can book consultation slots with mentors. The conference offers a large number of mentors, and users will be able to scroll through a grid of these mentors and see their names, positions and companies at a glance. By tapping on one of these cells, it would bring up their detail page with a short writeup of the mentor's backgrounds. They would also be able to see a list of consultation time slots that are available, with red indicating unavailable and green indicating available. Simply tapping on a green slot would allow the team to book a consultation time slot. Each day row is a horizontally scrollable row to provide extensibility. Relevant Mentors would also be proposed at the bottom of the page, with regards to being in similar fields such as Finance.



GROUP CHAT

Targetted Version: V0.3 (26th March)

We are looking to implement a group chat system, that would allow members to communicate with one another through a simple messaging system. We are looking at a team level initial implementation, that we would then extend to allow public channels to communicate with fellow attendees of the conference as well as the organizers or sponsors. Receiving messages would also result in notifications received through the phone as well as easy access through the home screen of the app.



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NOTIFICATION SYSTEM

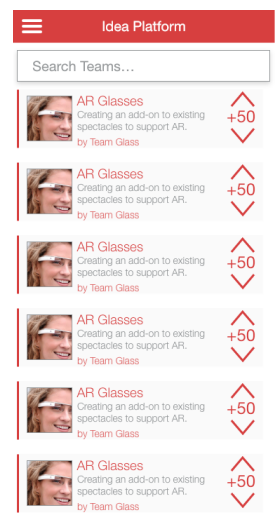
Targetted Version: V0.3 (26th March)

A push notification system would be implemented to allow users to receive real-time alerts and updates for the event, this includes announcements, replies to a group chat and reminders of events that the user registered for. Tapping on the notification would return the user to the appropriate place within the app.

IDEA VOTING PLATFORM

Targetted Version: V0.4 (2nd April)

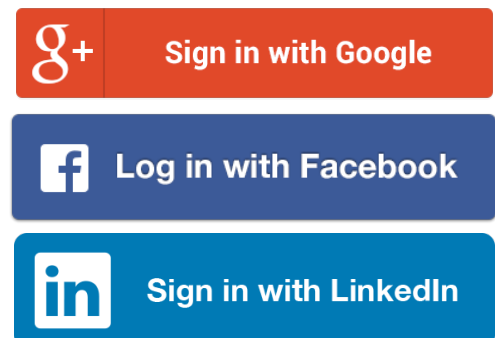
An Idea Voting Platform allows teams to post up their concepts and ideas with a short abstract as well as a commenting system. Other teams can comment on what they think of the idea, as well as do a quick and simple up vote and down vote to make clear their opinion of the idea in a quick and simple way.



INTEGRATION WITH SOCIAL MEDIA

Targetted Version: V0.4 (2nd April)

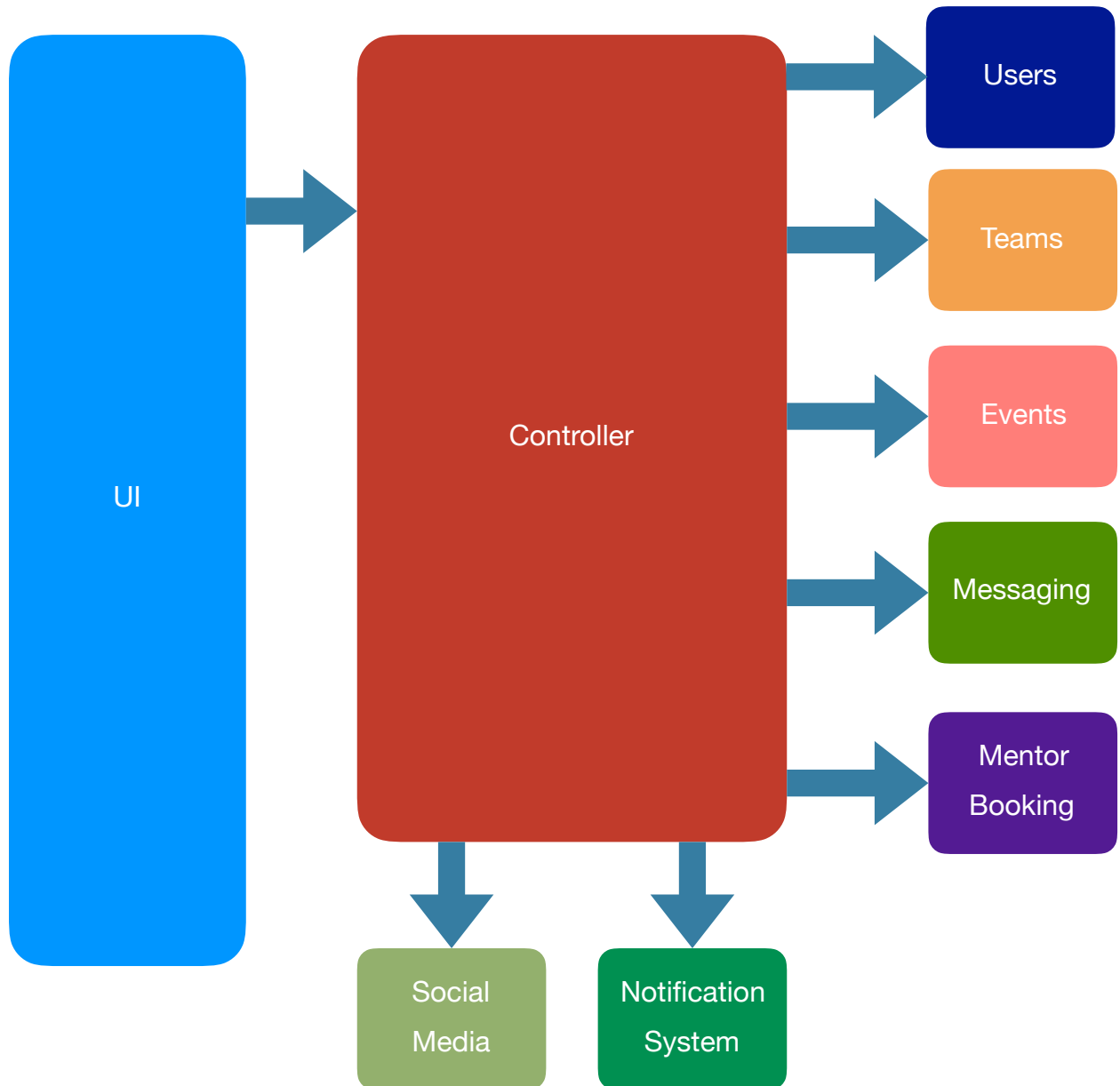
Google, Facebook and LinkedIn are the social media services that we hope to integrate into our app, allowing logins through those services as well as grabbing basic information about the user to populate their profiles. If time permits, we would also inform users of social media friends that are attending the conference as well.



TIMELINE



HIGH-LEVEL DESIGN



CONTRIBUTION AND ROLES

INDIVIDUAL ROLES

- Gary
 - Backend Work
 - Creating Storage for:
 - Teams
 - Events
 - Messaging
 - Mentor Booking
 - Notification System
- Jeremy
 - UI/UX Design and Conceptualization
 - Messaging
 - Mentor Booking
- Xiaowei
 - Information Pages
 - Team Registration
 - Events
 - Idea Voting System
- Xiyue
 - Users System (Log In, Sign Up and Profile)
 - Team Registration
 - Social Media

EXTERNAL SUPPORT

- Startup Weekend Singapore Team
 - Working together with them on their concepts and ideas for the App