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Description

This document describes in general what the product is about and how it will come to realize

Product Concept document

Graduation Report

# Version Control

|  |  |  |
| --- | --- | --- |
| Version Number | Date | Description of change |
| 1.0 | 13-9-2015 | Begin documentation |
|  |  |  |
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# Introduction

## Project Concept Document

The purpose of this project concept document is to identify the project idea and turn it into a realized product. It provides a basic understanding of the project and the content of it. This document will define the basis of the project and explain how certain aspects of the design work.

## General Information

The product’s name as of 13-9-2015 is “Cheery” because it fits the project. The name can change throughout project development.

Project / contact information

|  |  |
| --- | --- |
| Developer | Melle Dijkstra |
| Project Name | Cheery |
| Customer | ROC Friese Poort |
| Development Time | 20 weeks starting 20-8-2015 |

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# The Project

## The Concept

### The idea

The idea of the project is a “social network” where you can share interests with friends and strengthen your relation between people in your friend group.

This is done by playing little games and helping each other with challenges together. What these games are exactly, is not yet clear. But don’t confuse this social media with Facebook or Twitter. It’s more for groups instead of you alone having a profile and updating statuses. The idea is to get to know everyone who you share the group with.

### How it works

You require an account which you can get by visiting the site or if an app is available you will be able to register an account via the app.

When you join for the first time you make an account and make a group and then you have the option to invite others to join the group you created. A few of the option you have are creating lists to share with others in the group, also you have a couple of “games” or challenges to complete or beat each other in. These little games can vary from taking the weirdest selfies and/or playing simple games like hangman. You can also play challenges with your group and score points with the whole group instead of yourself. In later updates you can play against groups and compete for the first spot.

### Possible ideas

The main thing the product has to do is have a fun time with friends on the site/app and sharing stuff with friends. The exact “games” or “challenges” that will be available are not yet established. If it is possible to make an app of this idea within the given time then that will of course be implemented. But that’s going to take time learning everything around app development.

## Project Management

### Project Planning

### Programming Environment & Target Platform

The programming environment will focus on web based development. So the product will be hosted on a server with probably apache, php, mysql and maybe other software. Also Git will be used for version control and sharing files with project members. With Git the program will be online and viewable by everyone. Sensitive data will of course be delimited.

## Network Diagram

# The Customer / User

## Who is the customer?

Who is the user of the site/app/product? Everyone has the option to download the app or use the site when it’s available. But the main focus is the age range of 10 to 50 years old. There isn’t a restriction about the age but the people using the product are probably going to be in that range.

## Types of users

### Normal users

The normal user can make an account and also make groups. He can invite people to join the groups and do the standard things in the app like the mini games.

### Product Administrators

The administrators are able to alter the database from “behind the scenes”. They can change account, group, games and all the other things stored in the database.

2. Is the customer the same as the user?

3. Briefly describe the user. (Use the primary persona you have developed.)

4. What goals does the primary persona have? (What goals does the product help the primary persona achieve?)

5. What other personas does this product help achieve their goals? (List any secondary,

supplementary and served personas)

6. What are these personas’ relevant goals?

7. Describe briefly the persona that this product *will not* be developed for. (Negative

persona)

8. What alternatives currently exist for this product? (How can/does the primary persona achieve their goals currently?)

9. What will make you product allow them to do this better than the current alternatives?

(Why your product? A context-based scenario of the current situation will be useful here.)

10. How will the product be used by the primary persona? (How, when where? Develop a

usage scenario as if your product was being used by the primary persona.)

# The Product

## Product Requirements

In the case of there being an app, it will only be made for android. Making the app available for other devices is going to cost too much time and wouldn’t be possible to finish in the given time.

## Flow of events

### User

1. User makes an account or logs in
2. Creates a group
3. Invites others to the created group
4. They play games together

### Admin

1. Admin is given an account and logs in when verified
2. Admin can alter database information

1. What is your product idea? (Use your 3 sentence summary of the product)

A site where questions can be asked and be answered. The questions are ranged in categories. When you make an account you choose the interests you like and get questions based upon them. You can answer the questions or read the answers already given.

2. What is the product positioning? (Try to sum up the product benefit in one or two

sentences.)

The product will be easy to use and you can get answers quickly or you can use the site just to get a little smarter.

# Goals

## Expectations of the product

## Essential Features

1. Able to make an account for normal users
2. Everyone can create groups
3. Everyone can invite others to their group
4. Group admin can change if others can invite to group

3. What benefits should the product deliver to the primary persona? (How will it help them

achieve their goals?)

People will get answers to questions they are stuck with. When you make an account you need to input some interests what you like and based on that you get questions. Because of that reason you will likely get questions you can answer or like an answer to.

4. What features are essential to deliver the above benefits? (Write short descriptions in bullet points.) For a game it is important that you are clear about the game play and the

challenge (why would the target group want to play / why would they want to play again?)

Essential features:

- Everyone should be able to make questions

- Everyone should be able to answer questions

- You need to have a possibility to make an account (to get the interests linked to that account)

- When you have an account you can up and downvote questions and answers

5. How will the product be branded? (Company brand, product brand, both? What is the

brand name?)

I'll have to think about that for now

6. What is the product quality? (Durability, reliability, ease of use, ease of repair and consistency within the product.)

The product will be "fed" by the users themselves so the site can go for a long time. The consistency of the product will last long.

# Graphical Designs

7. Are there any design guidelines? (Give the designers a challenge rather than say what

they have to do.)

It has to look professional!

8. What are the packaging guidelines? (Distribution, brand image, visibility, environmental

issues, security, transport)

It's a website so it will be visible on the internet. The brand will spread by social media maybe and google adwords. Security is a must. Transport will be no issue because its a website.

9. How should the product be labelled? (Usability, functions, internal consistency, legal requirements, promotional requirements, distribution requirements.)

???

# The Extras

## Potential Features

## Maintenance of the Project

When the product will be available to others

Here you can think through any extras that can be added to the actual product to help offer a better user experience and differentiate the product offer more effectively. Note that many of the questions here may not be relevant to your product, but you should think about each one. If it is not relevant then do not fill anything in.

1. Does the product require installation? How will it be done? (Who will install and what help will they have?)

The product doesn't need installation, maybe in the future it will become an app. Then it's gone need an installation, for now you access it by the internet.

2. What sort of service will you offer? (What and how will it be funded?)

My service it have a website online were people can answer questions and get answers.

3. How will the user be helped when they encounter problems?

Servicedesk?

4. Will there be a manual for the product? How will it be delivered?

Maybe after it's made?

5. Will you offer the user training? How? How will it be funded? (For a game training is important – how will your user learn to use all the functions and controls?)

It's the internet, most people know how to work it! Maybe a tour on the site would be nice

6. How will the product be delivered? Who will pay?

I have to pay by myself first. Maybe add some adverbs with google ads to get some money back from the site.

7. Will you offer credit? If so, what sort of terms?

???

8. Does the product have a warranty? How long is free? Can the warranty be extended for

a payment? If so, how much?

Warranty is not applicable. It's free for now.