



IT 320 Project Proposal

<SOUK OKAZ>

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1 Introduction

The season of Souk Okaz requested an application to share the Saudi culture and trade in the Okaz market, since the market exists only for 20 days a year.

Our application aims to make users, who are traders in Souk Okaz, publish posts of their traditional goods, and other users see the posts and also share their own experience and write comments on the posts, and for who are interested to Find the best traditional restaurants Souk Okaz application will lead them to the perfect spot ,our domain is everyone who are interested in Saudi culture .

We are releasing this document because we are utilizing an agile approach to manage the development of Souk Okaz. It covers numerous components, including the problem that motivated us to create Souk Okaz, the anticipated solutions this app would bring, the product vision that shows the purpose of creating Souk Okaz, the road map for our development approach for the scope, which includes some information about the release, the development's goals, and Restriction factors include the target audience, the functionality and language support offered, and finally, the scrum team's organization of Souk Okaz and team responsibilities throughout the development process.

2 The Problem

In recent years, with the advancement of technology, social media platforms have become a way to document any ongoing event. Among these platforms, we have found that souq okaz is one of the oldest and most important events that represents a part of our culture and religion. However, due to its short season people are unaware of its existence due to the lack of historical documentation, photos, and information about it. Also, people who visit the event from all over the world might need a tour guide who can tell them more about the place and culture and show them everything in souq okaz .

3 The Solution

SOUK OKAZ social app will facilitate people's lives and save their time and effort through finding exactly what they are looking for, faster. You will join a community of people that share the same interests and want to know more about our culture, you can see different posts of the event and make a list of places you intend to visit according to people's reviews and without needing a tour guide. SOUK OKAZ app has a full registration function starting with creating an account. Then all the users' information will be saved in their accounts, safe and reachable anytime!

4 Product Vision

The product vision is “a brief statement of the desired future state that would be achieved by developing and deploying a product. A good vision should be simple to state and provide a coherent direction to the people who are asked to realize it.” [1]

Product Vision:

For a people (*a target customer*)

who Likes to reach to okaz history, or share their experiences about souk okaz with other people, who need to know more about Souk Okaz (*statement of need or opportunity*)

The souk okaz (*product name*) is an Android mobile application social (*product category*)

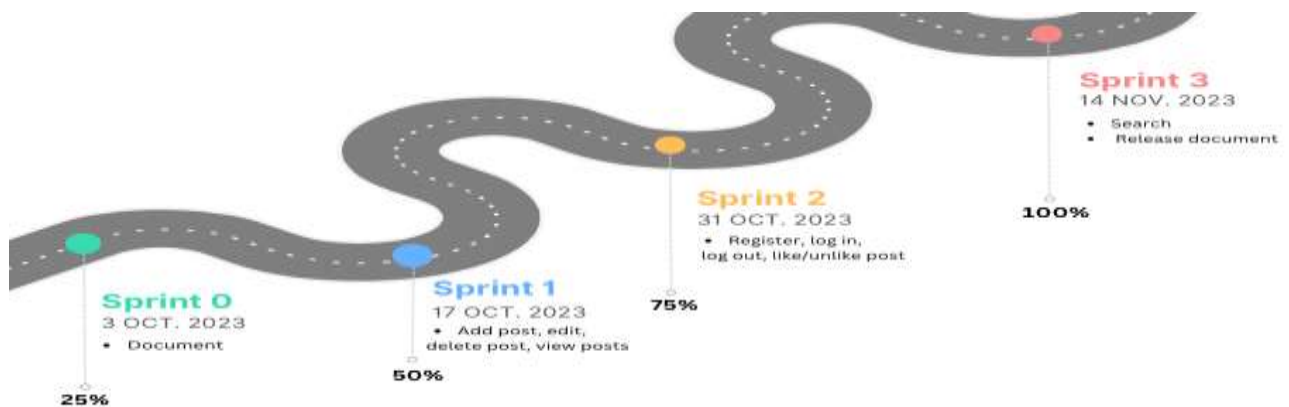
That provides Social Recommendations: Souk Okaz social application for users to share their favorite products and recommend them to their friends, It helps users make decisions

(*key benefit/ reason to buy*)

Unlike Foursquare Application (*primary competitive alternative*)

Our product provides a customized experience using a dedicated themed social app (souk okaz), to exchanging experiences and recommendation in the field of Saudi culture , our have clear interface (*statement of primary differentiation*)

5 Product Roadmap



6 Objectives

- **Product (customer focus-value):** okaz aims to give you a way that you can Join a community of people just like you who love to explore and reach Saudi culture and share it, people can read comments written by real people, they can find exactly what they are looking for Faster.
 - o Create an account to register in the App and log in/out whenever they like.
 - o add post
 - o Delete and edit post
 - o Search for specific categories
 - o view posts
 - o like and unlike the post
 - o Sive post for later
- **Project (solution focus-plan):**
 - o Domain Analysis
 - o Figure out the users' requirements.
 - o Design the interfaces.
 - o Develop the software.
 - o Test the software.
- **Learning (student focus):**
 - o Use a new IDE [Android Studio].
 - o Use several tools that are completely new to us [Jira-Git - GitHub].
 - o Learn a new programming language [XML].
 - o Use the agile methodology to develop our App.
 - o Learn how to test our App.

7 Scope

Souk Okaz is a historical and cultural event in the Kingdom of Saudi Arabia. We intend to develop an Android mobile application This platform will allow people in Souk Okaz to communicate and share their experience this application will include core e-commerce features, such as visitor registration, log in and allow them to leave a comment, like, unlike and we added extra feature where we Allow visitors to save a post about a store they like for easy reach next time. Advanced features, like follow friends and the store can sale their item and visitor can pay these features may be explored in later version. The primary language of the online shop will be English, Consideration of support for additional languages in the future to accommodate a broader user base.

The application was made to serve tourists and people interested in the stores inside Souk Okaz.

8 Scrum Team

Scrum Team	
Product Owner:	Shouq alotaibi
Developers:	Raghad Alboqami Taif Alrubeaan Shoug alotaibi Ruba Albnhar Alanoud Alamri Rema Alsharef
Scrum Master (SM):	L. Malak Bagais
Stakeholders:	L.Malak Bagais

9 References

[1] Rubin, K. S. (2017). *Essential Scrum: A practical guide to the most popular agile process*. Upper Saddle River, NJ: Addison-Wesley.