

Web Updates: Promotional Website

The web development of Ole Connect was progressing slower than planned due to the learning curve being steeper than estimated in the project planning stage. So, we needed to adjust the plan.

According to the new plan, Ole Connect is no longer a cross platform application. We decided to focus on developing iOS application and improving it instead. However, there will be still a web portion in our project. We will be implementing a website for marketing our product.

This design decision was made for several reasons:

1. The main roadblock for the web application was connecting to a Firebase Database and retrieving and updating its data. Implementing marketing website does not involve working with Firebase.
2. None of the clients showed a large interest in a web version of the product. All of their suggestions were concerned with improvements of existing version of iOS app.
3. Implementing a website version only duplicates the functionality of already existing iOS app, whereas implementing marketing website extends the scope of a project. Our product is only useful if it has a large number of users and needs marketing in order to get those.
4. Implementing a marketing website allows a code reuse from the first cycle of the project.

The marketing website will have the following goals for sprint #2:

M - Must have requirements: 2 pages

- A page with promotion of the app. It may include textual description, pictures, videos etc.
- A page that has a mini demo of the app ("teaser"). It may include screenshots or screen recordings.

S - Should have if at all possible: 3 pages

- Instructions on how to download an app to Iphone using code that we have on github
- Customer Service and Support
 - "Contact Us" page that allows a users to send an email to Ole Connect
 - User commenting

C - Could have but not critical:

- Some data pulled from the database. (ex. "Idea of the day")

W - Won't have this time, but potentially later

- Real users of the app.

Since Ole Connect is no longer multiplatform, we no longer need users stories. Those were originally brought up to help all three versions (iOS, Android and Web) be consistent with each other.

App Updates

For the iOS MVP2, we plan to fix minor bugs and implement the following features in response to customer feedback:

- Provide email/push notifications when people comment/interest in your idea
- Allow access to list of "ideas I'm interested in"
- Allow users to remove themselves from "I'm interested" list
- Verify @sandiego.edu email

The following customer feedback suggestions were ignored:

- Allow users to subscribe to different majors and get notifications when someone posts an idea in their major category
 - This feature can be realized by searching your major in the search bar of the idea feed.
- On users profile, show list of projects you're interested in
 - The user's profile is meant to represent the user's personal skills and ideas - not those of others.