Miguel (2-3 minutes): Concept Introduction

* To understand our app, one must first understand the context.
* In life, people like to judge people – they might not say what they’re thinking – but they like to judge people nonetheless, and people care how others perceive them.
  + Based on what? Likability? Niceness? Influence? Looks? All very vague and often blend in together.
  + We can boil all that down to 1 dimension: How *admirable* someone is.
* And in the case of our app, *Admirablety*, that dimension is on a scale of 0 to 5 stars.
  + On Admirablety users anonymously rate each other, but can only do so if they subject themselves to the same.
  + The higher a person’s own overall rating, the more influential they are when rating others
    - So much so that the weight is exponential. Someone who has a rating of 4.0 has twice the influence of someone with a rating of 3, who in turn has twice the influence of someone with a rating of 2
* Based on a user’s overall star rating, they are given a designation
  + At the top 4.5 - 5.0: “Fleet Admirable”
  + 3.5 - 4.49: “Admirable”
  + 2.5 – 3.49: “Vice Admirable”
  + 1.5 – 2.49: “Rear Admirable – Upper Half”
  + 0.5 – 1.49: “Rear Admirable – Lower Half”
  + At the bottom 0.01 – 0.49: “Swab”
  + New users who have yet to be rated start off as 2.0 but are given a designation of “Newbie”

Olivia (4-5 minutes): user experience, what people will see, front end

Miguel (3-4 minutes): bottleneck of login, and general architecture, plus methods written for specific functionalities

* Bottleneck occurs at the inability to log-in. Registration works and is saved to the database, but there exists an incredibly hard-to-find bug somewhere along the process of logging in and retrieving that user info through security and hashing measures
* (Go over key methods in the app – focus on rating/designation functionality)

Olivia (2 minutes): future add-ins to a functioning app

Miguel (1-2) minutes: potential markets, closing thoughts

* America and the west: people love to give their opinions and do so anonymously, people like to rate others (if American Idol and all the other similar shows is any indication); people also care about their image, people obsess over it (and the more people obsess over an app, the better the opportunities for generating in-app ad revenue)
* Japan, South Korea: democratic society with Confusican emphasis on social harmony
* So to summarize, while the app as it stands after a week of creation does have technical issues, those issues aren’t exactly novel – having user logins isn’t exactly new technology. The underpinning technology itself can be built and diagnosed by developers with more time and experience. But what is novel is the potential of this app and where it can go. And with that, we open the floor to questions.