Project Proposal- Tertúlias

Project Title

Project title	"Tertúlias"			
Students	Name	Number	Phone	Email
	António Borba da Silva	22908	914452703	A22908@alunos.isel.pt
Supervisor	**Eng. Pedro Félix**			
Keywords	mobile, social, notifications			

Project Goals

The project goal is to build a software application that helps people scheduling and managing "tertúlias".

Introduction

 "A tertúlia is a social gathering with literary or artistic overtones, especially in Iberia or in Latin America. Tertúlia also means an informal meeting of people to talk about current affairs, arts, etc. The word is originally Spanish (borrowed by Catalan and Portuguese), but it has only moderate currency in English, used mainly in describing Latin cultural contexts."

(Wikipedia – the free encyclopedia. Available at: <https://en.wikipedia.org/wiki/Tertúlia>. Accessed on: March 21th, 2016)

The main motivation for the project is two folded:

- On one side, irrespective of the number of applications in the market targeting activity scheduling, I haven't found one targeting this specific important social and cultural habit which is has been cherished by communities for centuries.

- On the other side, we have a great interest in the domain of technology applications to enable social interaction and crowd mobilization, taking advantage of the latest mobilization context built around affordable mobile devices, data communications and cloud storage and notification services.

Competitive landscape

To determine the competitive landscape for the proposed project, we performed a traditional *SWOT* analysis on a short list of applications that we selected from a market search on applications able to fulfill the question: *What application shall we use to manage our own tertúlias?*

The analysis is presented in table 3 on Annex 1 to the current proposal.

Requirements

The project requirements are formulated as *User Stories*; The most relevant User Stories are presented in table 1.

ID	As a …	I want …	so that …
1	user	to create a public or private tertúlia	I can try to build a community or a group around a subject
2	tertúlia member	to view tertúlia details (name, owner, description, rec. schedule, etc.)	I can check next gathering
3	tertúlia member	to view details of all tertúlias I am in (name, recurring schedule, etc.)	I can decide if I will participate or not
4	tertúlia owner	to update this tertúlia data (name, description, recurring schedule, etc.)	I can update tertúlia information
5	tertúlia owner	to setup a suspension period	all member get notified about it
6	tertúlia member	to invite a user to join in	tertúlia's interest grows
7	tertúlia member	to register for next tertúlia gathering	the organization counts me in
8	tertúlia member	to propose a change for next tertúlia (date, location)	it gets in line with my needs
9	tertúlia member	to vote on proposed changes for next tertúlia	it gets in line with my needs
10	tertúlia member	to mute/unmute tertúlia notifications	I can tune the level of awareness
11	tertúlia member	to see a map route to the tertúlia location	I can get hints on driving options
12	tertúlia member	to receive a tertúlia reminder in advance	I don't forget to include it in my agenda
19	tertúlia manager	to publish a shopping list for a tertúlia	I can manage tertúlia logistics
20	tertúlia member	To choose tertúlia shopping list items	I can select my contribution

Deliverables and Results

The following proposed deliverables are be delivered according to the schedule presented in table 2:

- Proposal delivery: This document
- Server technology selection document delivery: A document with the evaluation of different technologies to be used as the backend for the project.
- Individual presentation: A presentation on a theme in the scope of this UC
- Progress report: A document that reports the intermediate project status
- Alpha version: A version of the project aiming at features validation and mentor's comments
- Beta version: A full working version to start live testing with selected users
- Final version: Final version deployed in the App store

Schedule

The current project proposal is from the proposal delivery date according to the schedule in table 2.

Table 2: Project schedule

W	Fri	Tasks	M
1	4 Mar	• Proposal draft	Mar 28th: **Proposal delivery**
2	11 Mar		
3	18 Mar		
4	25 Mar	• Proposal delivery	
5	1 Apr	• Android dev. setup / users / tertúlia / gathering modeling	May 2nd: **Progress report and Individual presentation delivery**
6	8 Apr	• Android UI; **Server technology selection document delivery**	
7	15 Apr	• Server setup / Android server interface	
8	22 Apr	• Individual presentation preparation	
9	29 Apr	• Server push notifications / Android notifications • **Progress report finish and delivery**	
10	6 May	• Server functionality / console	Jun 13th: **Poster and Beta version delivery**
11	13 May	• Server component development	
12	20 May	• **Alpha version delivery**	
13	27 May	• User management	
14	3 Jun	• Server component UI • Poster delivery	
15	10 Jun	• Android / server final integration • **Beta version delivery**	
16	17 Jun	• Report finish	Jul 23rd: **Final version**
17	24 Jun	• Final tweaks and tests	
18	1 Jul	• **Report Delivery**	
19	8 Jul	• **Final version delivery**	
20	15 Jul		
21	22 Jul		

This document includes the following annexes:

- Annex 1: Competitive landscape SWOT analysis

--**End of Document**---

Annexes

Annex 1: Competitive landscape SWOT analysis

Table 3: Competitive landscape SWOT analysis

Application	Strengths	Weaknesses	Opportunities[1]	Threads[2]
Email	- Available - Universal - Agnostic to technology - Mobility - Push notification	- Messages flood - No push-button reply - Hard to build enhanced feats - Hard to manage large user groups - Mail black lists - Hard to manage multiple tertúlias - No tertúlia management	Can be used for notification	Users fall back to email in any case of dissatisfaction
WhatsUp	- Large user base - User awareness - User trust - Every platform - Ecosystem - Presence - Notifications - Groups setup - Well defined privacy policies - Easy to use	- No repetitive scheduling - No good for public tertúlias - No tertúlia management	Can be used for notification	Users fall back to whatsup in any case of dissatisfaction
Msft Link	- IT enabled on businesses - Presence - Flexibility - Hype - API	- Setup of private tertúlias - Specific context of tertúlias	N/A	N/A
Forums (Google Groups, etc.)	Sophisticated user management	Specific tuning for tertúlias (mainly UI)	Post integration to capture users	
Facebook	- Large user base - User awareness - User trust - Every platform - Ecosystem - Presence - Notifications - Well defined public/privacy policies - Strong event management - API	- Complex to tune for tertúlias - Complex management for multiple tertúlias - Generic app	- Can be used for notification - Can be used for authentication delegation - Can be used for new users discovery	Users fall back to fb in any case of dissatisfaction
Slack	- IT enabled on businesses - Every platform - Presence - Flexibility - Hype - API - Well defined public/privacy policies - Integration public/privacy	- Generic issues - Tech skills required to tune to tertúlias - Specific tuning for tertúlias (mainly UI) - Geek stuff	Can be used as extension	Some users might prefer lock in

---

[1] Opportunities leveraged by the use of this app in the context of our own app.

[2] Threads originated in case we make use of this app and our users become unsatisfied with our own app.