Project Proposal - Tertúlias

# Project Title

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Project title | “Tertúlias” | | | |
| Students | Name | Number | Phone | Email |
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| Keywords | mobile, social, notifications | | | |

# Project Goals

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

# Introduction

“A tertulia is a social gathering with literary or artistic overtones, especially in Iberia or in Latin America. Tertulia 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/Tertulia*](https://en.wikipedia.org/wiki/Tertulia)*>. 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.

Table : Most relevant User Stories

| **ID** | **As** | **I want** | **So that** |
| --- | --- | --- | --- |
| 1 | User | Create a public or private tertulia | Try to build a community or a group around a subject |
| 2 | Tertulia member | View tertulia details (Name, Owner, Description, Rec. schedule, etc.) | Check next gathering |
| 3 | Tertulia member | View details of all tertulias I joined (Name, Recurring schedule, etc.) | Take participation decision |
| 4 | Tertulia owner | Update this tertulia data (Name, Description, Recurring schedule, etc.) | Correct mistakes or update data |
| 5 | Tertulia owner | Setup tertulia suspension | Members awareness on inactivity |
| 6 | Tertulia member | Invite a user | User joins tertulia |
| 7 | Tertulia member | Checkin for next tertulia gathering | A place is reserved for me |
| 8 | Tertulia member | Propose next tertulia details (date, location) change | Adapt to my schedule |
| 9 | Tertulia member | Vote for next tertulia proposed changes | Adapt to my preferences |
| 10 | Tertulia member | Mute/Unmute tertulia notifications | Keep participating, but keep mute while unavailable |
| 11 | Tertulia member | View roadmap to the tertulia location | I can find my way in case I’m lost |
| 12 | Tertulia member | Tertulia notification in advance | I include going to the tertulia in my agenda |
| 19 | Tertulia manager | Publish shopping list for a tertulia | Members pick items to take to the tertúlia |
| 20 | Tertulia member | Select shopping list items to take to the terúlia | I make 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.

Table : 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 / tertulia / 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 * Individual presentation preparation |
| 8 | 22 Apr |
| 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 * **Alpha version delivery** |
| 12 | 20 May |
| 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 * **Report Delivery** * **Final version delivery** |
| 18 | 1 Jul |
| 19 | 8 Jul |
| 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 : Competitive landscape SWOT analysis

| **Application** | **Strengths** | **Weaknesses** | **Opportunities[[1]](#footnote-1)** | **Threads[[2]](#footnote-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 tertulias * No tertulia 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 tertulia 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 tertulias * Specific context of tertulias |  |  |
| Fórums (Google Groups, etc.) | * Sophisticated user management | * Specific tuning for tertulias (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 terulias * Complex management for multiple tertulias * 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 tertulias * Specific tuning for tertulias (mainly UI) * Geek stuff | * Can be used as extension | * Some users might prefer lockin |

1. Opportunities leveraged by the use of this app in the context of our own app. [↑](#footnote-ref-1)
2. Threads originated in case we make use of this app somehow and our users become unsatisfied with our own app. [↑](#footnote-ref-2)