MySwag Project Topic Submission

My project will try and solve a real-world problem that I have seen people face in everyday life. My topic is to create a mobile application that will try and solve this problem in a manner that is efficient and easy to use.

The mobile application that I am going to create and furnish in this project is called MySwag. I got the idea for this application while hanging out with my friends; I realized that the girls had these blasts of texts coming to their phone. When I asked what all the texts were they told me that it was their friends asking them for their opinions on the dresses and shoes they were going to buy or wear out that night. I saw some frustration afterwards because usually after they had responded to the questions, texts kept coming in because the conversation usually diverted and went to another topic between either two of the people in the group or maybe three. The rest of the people in the group still kept on getting the text messages since they were in the group. All those messages annoyed some of the people in the group since they were not in the conversation and had made their peace with the question. Further more I found out that while this a common habit among friends, I saw while shopping that people also wanted to get feedback from other people that were shopping since their friends weren't responding as fast enough or they just wanted an outside opinion. So I thought to myself there should be an easier way and more efficient way of handling all these requests, there should be a way to make everyone happy and participate.

The application that I created I believe will alleviate some of these problems that I mentioned. In order to solve this I looked at what the objectives of the users

were. It might be an over simplification but I assumed that the user would want to take a picture, then send it to their favorite contacts and afterwards would like to get an organized tally of the opinions that they sent out to their friends. The next objective I assumed was to make sure that the comments became private, and to make it so that it did not involve everyone in a group text but every contact get a forum to express their opinion in a way that free from judgment from the other contacts and an individual text message. In the end I wanted to make an application that does this in a way that is more user friendly, the application that I have now does the required tasks in the most basic way. The working application is an IOS application and by the end of this project I would like to make it an effective tool that can be used and error free tool. The current application works by first asking the users to take a picture of the item that they want rated, it then asks the user to select the contacts they want to send it too. After the user selects the contacts and sends the picture, the contacts then receive a link from the application number. Once the contacts open the link they will get a place where they can leave a comment if they want to and rate the picture if they like it or not. The user at this point has to just wait and see the tally on the application and make their decision of whether to buy, wear or do something in response to the feedback they received.

I would say that a measure for the success of this application would be that I could grow a user base and a certain level of customer satisfaction. Another measure that I believe is crucial to the application's success is that it is identifiable as a stand alone application that is different from the applications out there like Snapchat, Instagram and so on. I would consider it a measure of success if people

see the difference and the advantage of using the application rather than using regular group text message with conversations that are all over the place.

The other measure of the application is to assure as much as possible that the user of the application and the contacts the message is sent to can trust the message sent and open the link. I can test this by seeing how many people open the link and view the page with the image and comment box. Finally I would also like to take a survey of how easy the app was to use, if it is practical in real-life situations, and how often a user might use the app.

As my faculty advisor I have chosen Dr. Murphy. I would like to work with Dr. Murphy because I would like to improve my testing process on the application, to increase fluidity when using the application. Dr. Murphy also has extensive experience in growing an organization and I believe this would help me in making this application grow into what someday might be a small startup company. I have talked to Dr. Murphy and she has accepted to help me on this project.

I have been working on the application for some time now, and while I have a working application I would like to build on it so as to make a marketable application that can gather a strong following. I have come up with items that I believe will make the application even more unique than the ones in the market. My first and main goal for this project is to add a feature that will make it possible not only to send one picture for people to rate but to add an new feature which would allow users to take two pictures and ask their contacts to choose and rate the better one. I am currently looking into this functionality as it pertains to the ability of database structure and software design of the application; and if it is possible to

implement the feature without breaking the application. Another feature I would like improve is the camera UI and the process of capturing an image. The most important part goal for me in this project would be to perfect my testing process, so I can rigorously test and re-test the application usability functions. I will mostly devote most of the time to testing the application in different scenarios. As I am the one who developed the application, it is a false hope to assume that I was able to objectively test the application. The other two functions that I am going to add will be secondary to the testing and will like to spend at least three weeks each on finding the best possible way to add and improve the features.

By the end of this project I would have liked to accomplish the tasks I have set above. Since I have 4 months to work on the project I know I will have room to make improvements in the goal of the project; and I will plan to add supplementary objectives as I complete the tasks I have set for this project as time allows it.