



GROUP 43

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# AGENDA

Target audience

Understanding the problems

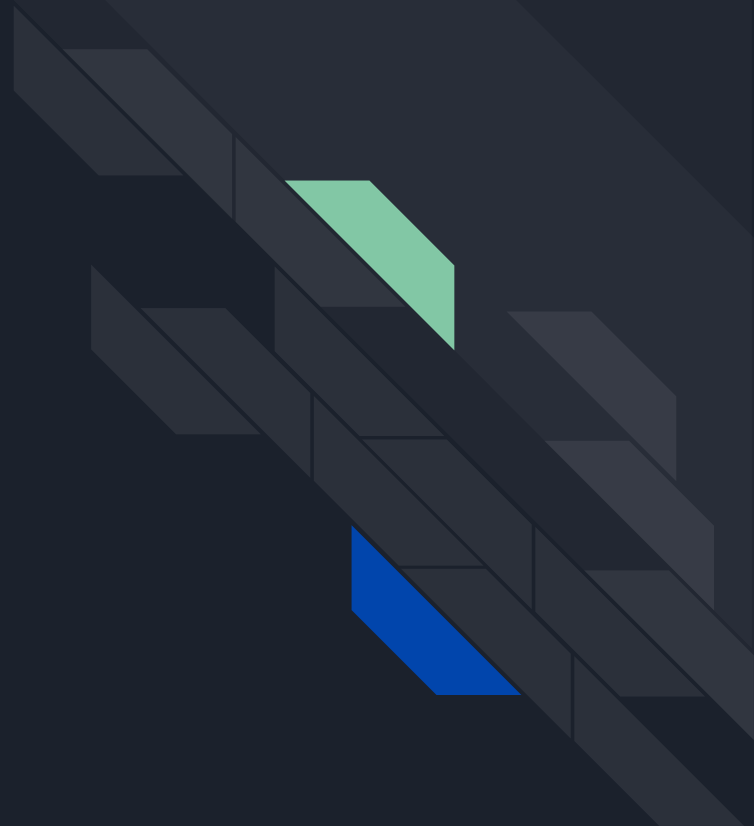
Persona & Use Cases

Introducing: Bartinder

Business Model

Design & Development Process

Frameworks



# TARGET AUDIENCE

*Q: Who would pay for/use this app?*

- Both new & experienced bartenders.
- People who want to learn more about different types of beverages and/or how to make them.
- Social drinkers who want to know what other friends enjoy.
- People who want to know what's in the drink they're consuming.





# UNDERSTANDING THE PROBLEMS

*Q: What problems does the app solve?*


- 01 Solves indecisiveness in choosing a drink at a bar or club.
- 02 Helps the average person learn more about cocktails and beverages - Information is all in one place when compared to searching for individual beverages in Google.
- 03 Connects people who share common interests in making or consuming beverages by displaying their favourite drinks.



## PERSONA : WENDY

- 24 years old University student.
- Uses Bartinder to:
  - Select a drink easily at a social event.
  - View or favourite a drink for later use.
  - View her friends favourite drinks.

## PERSONA : FINN

- 36 years old bartender.
  - Uses Bartinder to:
    - Recommend new drinks to customers.
    - View a customers favourite drinks.
    - Find new and exciting drinks to make.
- 



# BUSINESS MODEL

- Available on the Apple App Store.
- Free to download.
- Google AdSense integration.
- Ad placement between random amount of cocktails.
- Would garner enough revenue to make the business profitable.

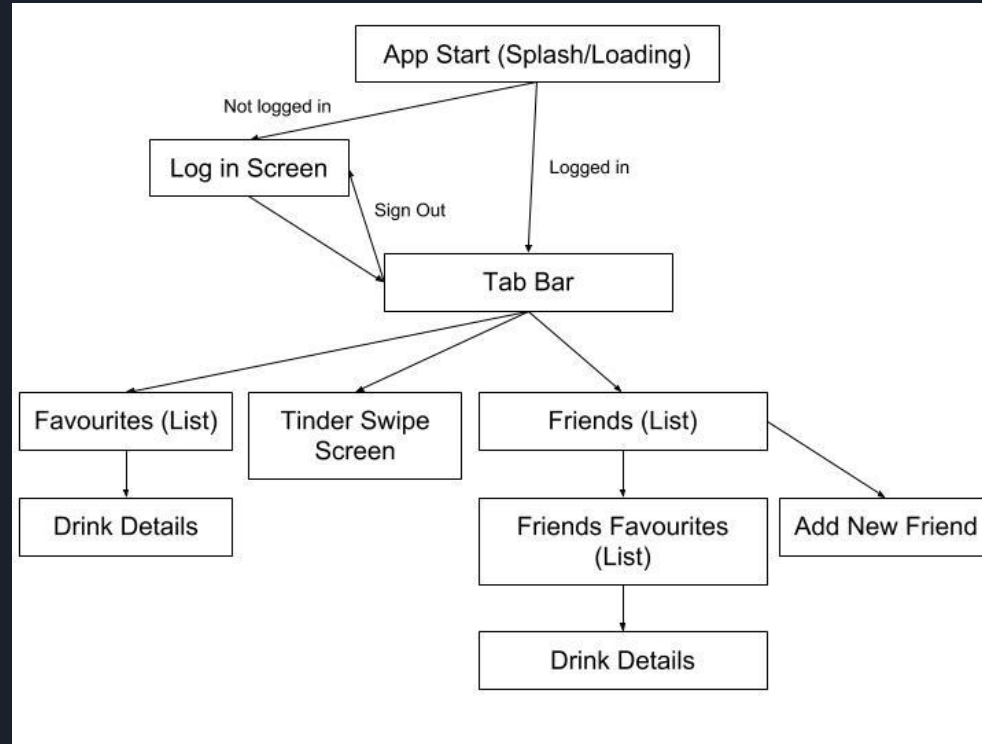




# DESIGN & DEVELOPMENT PROCESS

- First iteration of Bartinder included a simple beverage selection based off the ingredients tab and a search function.
- This was then changed to be based on random beverage selection due to issues with cocktailDB.
  - It would not support multiple ingredient searches.
  - Contacted the developer, however he was unable to help.
- Firebase integration was essential to connect individuals and allow them to favourite their drinks as well as view other peoples favourites.
- Simple to use UI design was made through trial and error, which included the removal of a Left/Right select and replaced with ZLSwipeableViewSwift for a realistic tinder card swipe.
- Limitation of the API - free version and we are not prioritized. This means the images load slower.

# SCREEN FLOWS



To map out user interaction before development process



# FRAMEWORKS



- Deals with authentication.
- Connects Bartinder with Facebook/Gmail.
- Generates a cloud-based database.

<https://firebase.google.com/>

## ALAMOFIRE

*Elegant Networking in Swift*

- Deals with https requests and responses.

<https://github.com/Alamofire/Alamofire>

# FRAMEWORKS



- Source of all images, ingredients, methods and beverages.

<https://www.thecocktaildb.com/>



## SwiftJSON

- Beginner friendly.
- Makes it easy to deal with JSON data.

<https://github.com/SwiftyJSON/SwiftyJSON>

# FRAMEWORKS

SNAPKIT  
AN AUTO LAYOUT DSL FOR IOS & OSX

- Makes structuring layouts for iOS less complicated.

<https://github.com/SnapKit/SnapKit>



## ZLSwipeableViewSwift

- Allows card-like swiping similar to Tinder.
- Imported via CocoaPods.

<https://github.com/zhxnlai/ZLSwipeableViewSwift>

# FRAMEWORKS



- Fetching images of the beverages and caching.

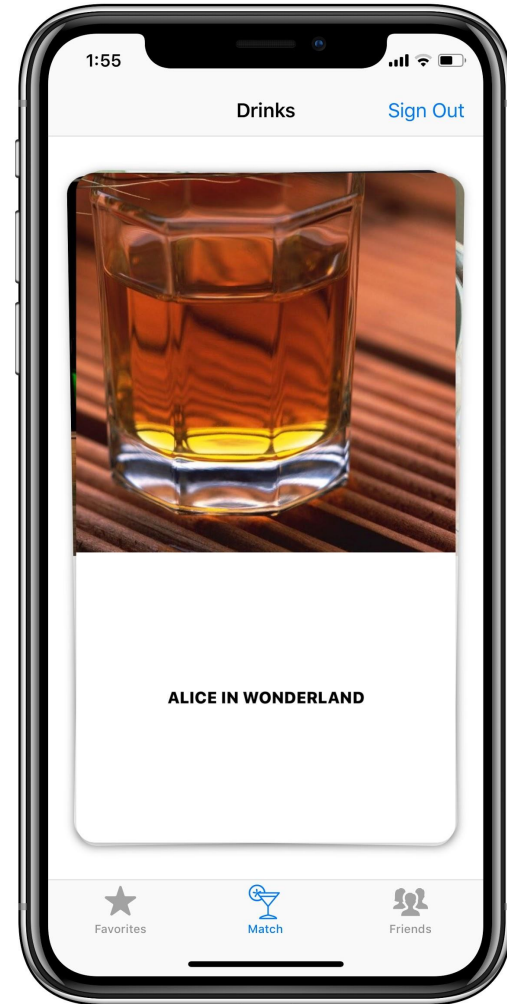
<https://github.com/onevc/Kingfisher>



- Adds toast notifications to UIView object class.

<https://github.com/scalessec/Toast-Swift>

# INTRODUCING: BARTINDER DEMO





Thank you!  
Questions?

