Milestone 4

Market Analysis, Infographic, Retrospective, Additional Requirements, and Two Week Sprint

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1. Market Analysis

With every great idea comes the necessity for market research. LaziCard is a great idea, but without market research and analysis it may not flourish in the market. This research includes seeking out information about competing businesses to determine if our company will successfully be able to beat out the other companies for sales. Sections 1.1 through 1.3 detail how we plan to accomplish this.

1.1 Target Market

The market to which we are planning to sell LaziCard's services include anyone who desires to send birthday wishes to a person in their life. This is a vast market and as such we must be prepared to deal with differences in taste of our customers. In order to appeal to both younger and older customers we plan to allow physical and electronic birthday cards to be sent. In addition, we plan to accommodate both female and male customers by allowing card designs to be chosen based on gender. The rate of change of our market is steady. There will likely be a steady stream of people who are interested in sending birthday cards. That is, if someone is interested in giving birthday cards now, they will likely not stop giving birthday cards ten years down the road. That said, the people they wish to send birthday cards is volatile. LaziCard offers the ability to check or uncheck people in their address book who they wish to have cards sent to, while still allowing that contact to remain in their address book.

1.2 Profile of Competitors

There are many birthday card delivery service providers out there, LaziCard aims to be better. Listed below are several competing companies with advantages and disadvantages, followed by LaziCard's plan to surpass them.

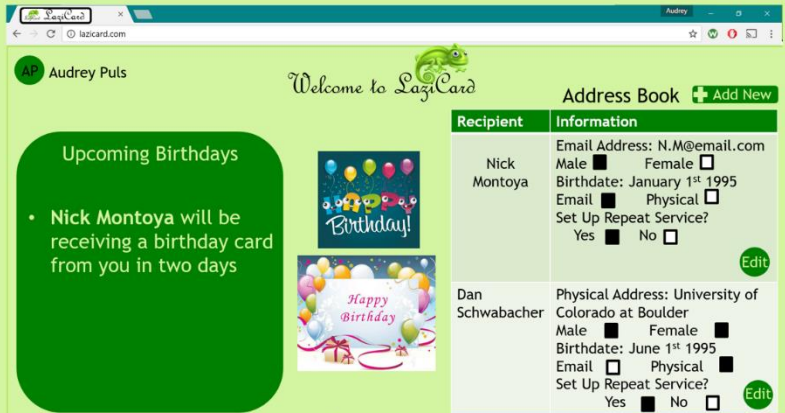| Company	Pros	Cons
Blue Mountain	Electronic delivery, schedule eCards to be delivered in advance	Must give credit card information before trial period. No physical card delivery service. No info on exactly what services they provide (do they offer an address book?) before sign up, no automatic card generation.
Card Store	Electronic delivery, can save information in address book, no advertisements on site	Businesses can use this service, which enables this service to send spam emails to people, no automatic card generation.
Funky Pigeon	Large selection of cards, electronic delivery	No physical delivery service, no automatic card generation

1.3 Competitive Advantage

After looking at several different companies, three of which are reported above, it seems that there are some common fallbacks. These are: there is no physical card delivery service, and these sites do not offer the ability to have automatically generated cards, leaving the customer with more time and energy spent creating the card. That said, there are also some pros that these businesses have including wide selection of cards in every case, and the ability to store information in an address book in a few cases. LaziCard has all the pros that these sites have, and focuses primarily on making the service easy for the user by giving the customer the option to auto-generate a card based on gender, none of which these services have the option for. This takes away the stress of having to add text, theme, and colors to the birthday cards. Finally, our service allows users to send electronic cards or physical cards in order to broaden the demographic of users.

2. Infographic

3. Retrospective

During the first three-week sprint, we created the basic development environment including the front-end HTML pages, back-end databases, and have linked the two. When we look back we have made a great deal of progress, nonetheless, there are a few points to improve upon.

On the bright side, we have two group meetings every week to keep everyone on the same page. During the major meeting on Monday, we update the development environment, make plans for the week and assign and work on tasks. On the brief meeting on Friday, we report our work and evaluate where we are as a team. Also, we usually plan to get the work done a week ahead of the deadline in case we need to adjust and improve our project.

On the other hand, Trello was not used as efficiently as it could have been. Tasks are detailed well on Trello, and assigned to members, but they are often not updated with due dates. In addition, changes that are agreed upon at meetings often take a long time to be reflected in Trello. Secondly, the communication between the front end and back end team could be better. Each team's work is different and it is good that we have two groups, but we should focus a bit more time on catching each team up as to what the other is working on and what each team needs from the other so we work as a cohesive unit.

For the next sprint, we will make an effort to update each team on the Monday meetings on what we have been working on to integrate each teams work more efficiently. To improve our use of Trello, we will implement a mandatory Trello update after every Monday and Friday meeting. Our next sprint focuses on developing the website's user home page.

4. Additional Requirements

Our original functional and non-functional requirements are outlined below and are still all valid and on schedule to be implemented. As the project moves forward we are bearing these requirements in mind and updating them as they change.

a. <u>Functional Requirements</u>: Functional requirements include:
1. The ability to adjust and cancel orders up to a certain date,
2. Authentication: the system will secure user information and ensure it is private data
3. Audit Tracking: We will be able to track email delivery, and send confirmation emails if the order is successfully received.
4. Reporting requirements: We accept user feedback through email
5. A maximum of five emails can be sent per day for one user.

b. <u>Non-functional Requirements</u>: -The system must be testable. That is, the system must be built atop testing framework so we can quickly check if code-base changes break the site. Our site must also be secure (HTTPS) and maintainable allowing for changes both site-wide and in a vacuum. The system must be stable. Backups/fault tolerance will be handled by the web service company we decide to use. Finally the site must be accessible, that is searchable with reasonable search queries.

5. Two Week Sprint 10/31/16-1/14/16

I.   10/31-11/4
   a. Weekly meeting on Monday to discuss Milestone 4. We will divide tasks into two groups for milestone 4. On Monday we will also create two week sprint as seen here.
   b. Ruiwen, Yifan, and Le will work on retrospective and additional requirements.
   c. Audrey, Dan, and Nick will work on infographic, and market analysis.
   d. Audrey will compile both teams work into one cohesive document and submit by end of day Thursday 11/3.

II.   11/4
   a. Weekly meeting. Discuss goals and progress.

III. 11/4-11/7
   a. Ruiwen, Yifan, and Le will work to make finishing touches to user home page HTML code.

IV.   11/7-11/11
   a. Dan, Nick, and Audrey will work to combine HTML with node in order to create a user homepage that responds to requests. We should have the ability to add new people to the address book

V.   11/11-11/14
   a. Discuss progress, update Trello, and discuss next assignment.

6. Screen Shots of Trello

Note that Sprint 1 and 2 are empty because as time progresses the cards move to the 'in progress' and 'done' positions.
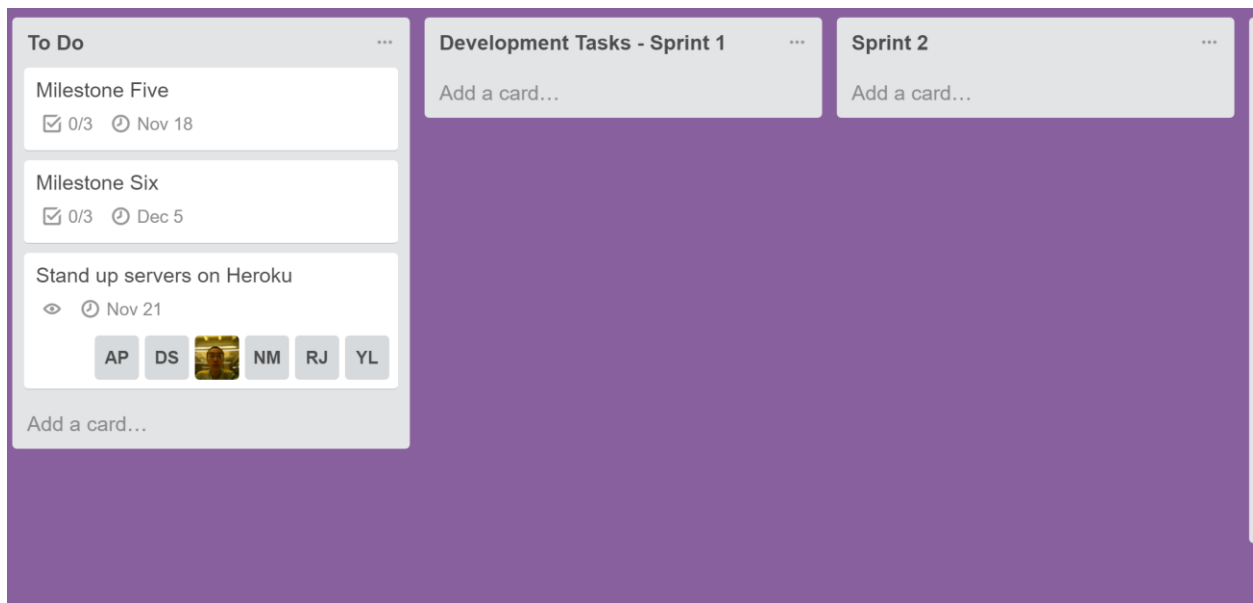
In Progress

Create User Page (where the user goes after logging in)
💬 1   ☑ 0/3   🕐 Nov 14
RJ   YL

Account Information (to hold people you want to send to)
☑ 0/5   🕐 Nov 14

Front End Creating HTML code for User Homepage
💬 1   🕐 Nov 14
RJ   YL

Add a card…

Done

Milestone Three
☑ 0/1   🕐 Oct 28

Populate Database
🔔 3   👁   🕐 Oct 28
AP   DS   NM

Sign up form
🕐 Oct 17

Login form
🕐 Oct 17
RJ

Milestone Two
💬 3   ☑ 1/5   🕐 Oct 14

Login backend implementation
🔔 1   👁   🕐 Oct 21
AP   DS   NM

Add a card…

Done

Signup backend implementation
🔔 1   👁   🕐 Oct 21
AP   DS   NM

DJANGO research

User signup/login Information
💬 1

Milestone Four
☑ 5/5   🕐 Nov 4

Milestone 4
👁   ≡   ☑ 3/3
AP   DS   NM   RJ   YL

Home page Aesthetics
🕐 Oct 21
RJ   YL

Add a card…