



NORTHERN ARIZONA UNIVERSITY

Software Engineering, Spring 2018

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“The Beer and Pretzels”

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Group Project D.1 Inception

https://github.com/mario8th/cs386_project.git

1. Introduction

As computer scientists at Northern Arizona University we have large class loads that come along with more than their fair share of homeworks. The stress that this can put on students could be harmful to their mental stability and thus harmful to their cognitive performance. This project will allow computer science students to enjoy funny phrases from Dr. Doerry, while relieving stress and keeping minds fresh.

2. Initial value proposition and consumer segments:

Value Proposition:

Our application will serve as a fun, and simple way for NAU students to deal with some stress, by enjoying free time with an easy game that helps students gain familiarity with their school faculty, and fun through inside jokes.

Guess 1:

Computer science students at NAU are stressed out because of class loads.

Guess 2:

This stress can be a hindrance on performance in those classes.

Guess 3:

Playing games of any kind will relieve some of that stress.

3. Interviews summary

Interview 1: Jack Garrard

- Jack Garrard was interviewed by Gavin Valencia on 02/07/18
- Jack's Consumer Segment is current NAU student who has taken a Dr. Doerry class before, our main consumer segment.
- Jack gave us the insights that our game must keep the user's attention in more ways than just comedy.
- We thought that our game would be interesting to people who both know Dr. Eck Doerry and want to spend some of their free time having fun.
- We learnt that while the idea of using Dr. Doerry's mannerisms is initially entertaining the game needs to hold the users attention as well.
- "That sounds hilarious. You're gonna include beer and pretzels, right?"
- This interview validated that people who have had class(es) with Dr. Doerry would find some aspects of our game funny.
- Jack seems our app would be a "Nice to have"

Interview 2: Tanner Massahos

- Tanner was interviewed by Alex Kahn on 2/8/2018
- Tanner is part of our main consumer segment, being NAU Computer Science students
- Tanner gave some insights that we need to compile Dr. Doerry quotes and inside jokes to verify that we have a large and inclusive list to use in the game.
- We thought that our game would be interesting to people who both know Dr. Eck Doerry in the NAU Computer Science degree programs and want to spend some of their free time having fun with an easy game.
- We learnt that while the idea of using Dr. Doerry's mannerisms is initially entertaining the game needs to hold the users attention as well.
- "This game sounds awesome, can I beta-test?"
- This interview validated our hypothesis that Computer Science students at NAU will enjoy a game application like this one.
- Tanner thinks this app is a 'must have'

Interview 3: Rebecca Martinez

- Rebecca was interviewed by Alex Kahn on 2/7/2018
- Rebecca's customer segment is NAU non-Computer Science students
- Rebecca gave insights into how this product will be perceived by people outside of our expected user group, meaning non-CS students from NAU. She discussed how this product will not have much context with these non-intended users.
- We thought that our game would be interesting to people who both know Dr. Eck Doerry in the NAU Computer Science degree programs and want to spend some of their free time having fun with an easy game.
- We learnt that while the idea of using Dr. Doerry as the main subject of our application, this may not be understood by people outside of our expected customer base, that being Computer Science students.
- "This game sounds hilarious, even though I don't really know Dr. Doerry."
- This interview confirmed that our user group will be fairly constrained to just NAU Computer Science students.
- Rebecca said this application is a 'don't care' product for her.

Interview 4: Colter McAddis

- Colter was interviewed by Gavin Valencia on 2/9/2018
- Colter's consumer segmentation is NAU alums who have taken classes with Dr. Doerry before, a short branch off of our main consumer branch.
- Colter gave us the key insight that the jokes we put in need to be funny but not insulting.
- We thought that playing a game with mannerisms of a professor one once had they would find the premise both funny and nostalgic.
- We learnt that some more specific jokes would go over some people's heads, so a majority have to be broad.
- "Lol, that seems really funny."
- This interview proved that if the game is fun and the jokes funny enough people will like it.
- Colter thought this application is a "Nice to have" product

Interview 5: Garrett Mullins

- Garrett was interviewed by Austin Corum on February 8th, 2018
- Garrett is an NAU student who is a non-CS student.
- Garrett gave his thoughts on the ideas involving the project, from the perspective of people who aren't in the computer science department.
- We thought that even though students might not understand the Dr. Doerry jokes on a personal level, they would still be able to get some humor out of the jokes. It could be a funny game that they could play on the users time, if they wanted a good laugh.
- Garrett thought the idea was pretty cool, and said that the game seemed "actually interesting".
- This interview showed me the extra proof that I needed in order to confirm that outside, or non computer science students would find the game to be enjoyable.

Interview 6: TJ Passwater

- Interview Date: February 9th, 2018
- TJ, a non-computer science student at NAU who is currently in the business program. He wondered why I was interviewing a business student rather than a Computer Science student, but I wanted to see if all students could gain interest in this project.
- I asked TJ how much he gets stressed on a daily basis, and he said he gets stressed almost all the time.
- He said that he would like to see a desktop application that is aimed towards stress relief, as he finds himself stressed out all the time.
- Although he would like to see an application like this one, he usually heads towards playing his Xbox to relieve most of the stress he gets from classes. And wouldn't want to relieve stress from his laptop.
- TJ tends to use his laptop around 6 hours a day, strictly for classwork. Rather than spending more time on his laptop, he would rather spend his time outdoors.
- I learned that students outside of the CS department still showed an interest in this humorous, stress relief application. But some students have preferred ways of dealing with their stress.

Interview 7: Jeff Mariani

- Jeff was interviewed by Chadd Frasier on February 6th, 2018
- Jeff's consumer segment is current NAU students who know Dr. Doerry
- Jeff gave us insight on the lives of an avid video game player, he explained, "If I was at home or near my computer I would probably play a game I already play."
- We thought that students would play this game at home or on a laptop to relieve the stress from their computer science classes and course work.
- We learned that some students do indeed play games to relieve that stress but for very avid players they might now want to focus their time into a game such as this. We also learned that a cross platform application will allow for users to have fun away from home.
- "Yah I would say I feel stressed pretty regularly, but I usually just play video games or watch TV to unwind and I feel good in an hour or so."
- Jeff validated hypotheses one and three. He showed us that NAU students do feel stressed because of their course work and he also showed us that playing video games can reduce that stress.
- For Jeff this app was a Don't Care

Interview 8: Nicole Flora

- Nicole Flora was interviewed on 2/8/18 by Chadd Frasier.
- Nicole's consumer segment is current Computer Science student that has not taken a class with Dr. Doerry
- Nicole gave us insight that this game could be great for people who enjoy tapping or clicking their pens in class, it could be a silent and less disruptive activity.
- We thought that our user base would be restricted to only CS students who know Dr. Doerry's humor
- We learned that this game could be appealing for other reasons than previously thought. As a sort of fidget spinner.
- "I tap my pen all the time in class, if I could turn the volume down, I would love this in my classes."
- Nicole validated hypothesis one, CS students do feel stressed from their workload, but she disproved hypothesis two saying that the stress actually helps her stay on top of work.
- For Nicole this app was a Must Have.

4. Final value proposition and consumer segments

Value Proposition:

Our application will serve as a fun, and simple way for NAU Computer Science students to deal with some stress, by enjoying free time with an easy game that helps students gain familiarity with their school faculty, and fun through inside jokes in that community.

Consumer Segments:

Our consumer segments are people who are in or have been in the Computer Science department at NAU and know Dr. Doerry.

5. Group participation

Austin Corum interviewed 2 people (20%)

Chadd Frasier interviewed 2 people and wrote sections 1 and 2 (30%)

Alex Kahn interviewed 2 people (20%)

Gavin Valencia interviewed 2 people and wrote sections 4 and 5 (30%)