ToGather

# Introduction

In this document, ToGather, which is a next generation automated and intelligent social calendar application is introduced. This application provides an all-in-one solution for managing professional and social life with ease. With ToGather, the productivity and social connectivity is ensured without usage of numberless platforms. By seamlessly blending work commitments and social engagements, every moment will be guaranteed to be captured.

In the following, problem is stated, product position is explained, stakeholders are defined, user environment is analyzed and lastly features and other product requirements are shared.

# Positioning

## Problem Statement

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| The problem of | the complexity of managing time, especially across the professional and social life |
| affects | professionals and students who are not satisfied with their time management |
| the impact of which is | * being stuck in routines * inability to follow deadlines because of procrastination * experiencing burnout, decreased work satisfaction and reduced work-life balance * missed opportunities for personal growth and social connections |
| a successful solution would be | * ability to manage time to explore, learn, experience more * saving time and effort spent on planning with automated and intelligent time scheduling * finishing tasks successfully and delivering the results on time * maintaining friendships and catching up with favorite events * feeling more confident and motivated while enjoying life |

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| The problem of | struggling with achieving goals due to unmotivated employees and low employee engagement |
| affects | companies |
| the impact of which is | * inability to follow deadlines because of employees’ procrastination * employees experiencing burnout, decreased work satisfaction and reduced work-life balance * achieving lower participation of meetings |
| a successful solution would be | * finishing tasks successfully and delivering the results on time * increased employee engagement |

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| The problem of | having difficulty in reaching potential customers |
| affects | event organizers |
| the impact of which is | achieving lower participation of events |
| a successful solution would be | * efficient promotion * high customer acquisition rate * reaching more engaged customers |

## Product Position Statement

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| For | professionals with tight schedules and active social life |
| Who | * wants to manage their time more efficiently * wants to engage in social life and gain experience more * wants to handle more tasks in an optimized way * wants to obtain good habits and sustain relationships |
| The ToGather | is a next generation automated and intelligent social calendar app |
| That | breaks the gap between professional and social life management |
| Unlike | TimeTree |
| Our product | recommends events to calendar groups and automatedly schedules meetings |

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| For | university or higher degree students with tight schedules and active social life |
| Who | * wants to manage their time more efficiently * wants to engage in social life and gain experience more * wants to handle more tasks in an optimized way * wants to obtain good habits and sustain relationships |
| The ToGather | is a next generation automated and intelligent social calendar app |
| That | breaks the gap between student life and social life management |
| Unlike | TimeTree |
| Our product | recommends events to calendar groups and automatedly schedules meetings |

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| For | event organizers |
| Who | * want to reach potential customers * want efficient promotion * want high customer acquisition rate * want to reach more engaged customers |
| The ToGather | is an intelligent event recommender |
| That | matches right people with the right events |
| Unlike | TimeTree |
| Our product | recommends events to users based on their preferences |

# Stakeholder Descriptions

## Stakeholder Summary

| **Name** | **Description** | **Responsibilities** |
| --- | --- | --- |
| End users | People who will benefit from the application.  (Our main target group will consist of professionals who have tight schedules and active social life and university or higher degree students.) | * Use the application * Provide feedback and reviews for the application * Invite other people |
| Companies | Within the project scope, companies are defined as organizations which need sophisticated calendar apps in their working environment. | Encourage employees to use the application |
| Event Organizers | Organizers of the social events (workshops, theatres, cinema, restaurants, concerts, exhibitions etc.) for the interest groups | * Organizing the events considering individual interests * Promoting the events via digital channels |
| Project Team | Professionals from diverse backgrounds who are dedicated to create this social calendar application  The team is a combination of developers, designers, testers, researchers and project manager. | * Project management * Product Development * Test * Product Design * Communication and networking * Market Research * Customer Support * Maintenance |
| API and Data Providers | Third party institutions that have necessary data, information, or services.  For example:  Mainstream calendar apps (Outlook, Google Calendar), movie theatre companies, concert halls, municipalities etc. | * Keeping their data accessible * Keeping data up-to-date * Preserving data consistency |
| Infrastructure Providers | Third party institutions that provide domain and cloud services. | * Providing domain name services * Providing cloud services as IaaS |
| Product Marketplace Providers | Third party institutions that provide marketplace to launch and serve the application  For example:  Google Playstore, Apple Appstore | Providing infrastructure for:   * Product launch * Getting feedback from customers * Advertisement and promotion * Collecting usage statistics |
| Competitors | Companies/individuals who have similar products | Creating a competitive environment |
| Advisor | Experienced person who provides guidance to the project team. | * Mentoring the team * Giving feedback to the team * Monitoring the project’s progress |
| Quality Team | Another team who gives rating and feedback by evaluating the project | * Responsible for quality assurance * Monitors the project’s progress * Giving feedback and rating |

## User Environment

**User:** Professionals and students with tight schedules and active social life, event organizers.

**Access:** For web application, accessibility will be provided via compatible internet browsers. For mobile application, IOS or Android environment is needed.

**How to use (professionals and students):** A professional or student will basically enter their tasks with their priorities, then obtain a schedule according to deadlines. In addition, they will add their friends on their calendar, create communities and sync their friends’ calendars with their own calendar. They will customize meeting preferences to meet with their friends, such as once a week, twice a month etc. Also, they will select their areas of interest, such as concerts, theatres etc. Then, they will have their meetings with friends arranged automatedly, and their favorite events recommended.

**How to use (event organizers):** To be visible event organizers are expected to use mainstream digital channels to promote their events or they can contact us to list their promotion channel in our automated event tracker.

**Task cycles (professionals and students):** Entering tasks with deadlines and priorities will take about 2 minutes. Obtaining optimized schedule will take less than 3 seconds. Creating communities by adding friends will take 1 minute. Customizing meeting preferences and areas of interest will also take about 1 minute. Syncing calendars with group of friends will depend on their approval, but happen in seconds when it is approved. The application will continue to sync in every 5 minutes on default, but it can be changed in user preferences.

**Integration with other applications:** In order to provide a seamless user experience, this application will be integrated with the existing calendar applications, such as Outlook Calendar, Google Calendar etc.

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# Product Overview

## Needs and Features

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| **Need** | **Priority** | **Features** | **Planned Release** |
| Basic Calendar | High | * Adding/Editing/Removing tasks * Managing tasks (Grouping, prioritizing, taking notes, creating subtasks, updating status) | 1 |
| Social Integration | High | * Managing profile * Social connections * Sharing calendar * Planning and sharing group meetings/events | 1 |
| Automation | Medium | * Automated task scheduling based on user preferences * Arranging automated group meetings | 2 |
| Intelligent Event Management | Medium | * Third party integrations with event organizers, API and data providers * Recommendations based on user preferences | 2 |
| Integration with Existing Calendars | Low | * Third party integration with other calendars | 2 |
| Mobile Application | Low | * Android and iOS compatibility * Push notification | 3 |

# Other Product Requirements

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| **Requirement** | **Priority** | **Planned Release** |
| Open source database solution shall be deployed to cloud services. | High | 1 |
| Back-end development shall be made using state-of-the-art open source frameworks which are deployable to cloud services. | High | 1 |
| Front-end development shall be made using state-of-the-art open source frameworks which are deployable to cloud services. | High | 1 |
| Web page shall be displayed responsively, independent of the size of the monitoring device. | High | 1 |
| User Experience shall guarantee fast onboarding of first time users. A new user should start to use basic features in defined time limits (TBA). | High | 1 |
| Social sign up integration shall be introduced to ensure sign up with one click. | Medium | 2 |
| Task automation shall respond in less than 3 seconds for each user. | Medium | 2 |
| Online user manual shall include Product Description, Explanation of Product Features, Use Case, Potential Product Risks, How to Articles, Frequently Asked Questions. | Medium | 2 |
| Mobile native frameworks shall be used to develop Android and IOS applications. | Low | 3 |
| Mobile applications shall meet the standards of Google Play Store and Apple App Store. | Low | 3 |