# Project Selection Synopsis

Each team will select from one of the starter ideas below or select one of their own and check with the instructor for approval. After selection, the team will capture several high-level characteristics and then “pitch” the application to the instructor. As we move through the course, this application will form the foundation for numerous class activities (e.g. creating requirements, modeling system designs, etc.).

Once the project work begins, each team will design and “build” the actual application. The purpose of this course is to learn and practice project management as well as software design so actual programming towards the application is optional. A series of deliverables will be assigned and the teams may fulfill those deliverables in several different ways, as will be discussed when we start the projects.

# Optional Project Starter Ideas

## Home Cooking

People who want to run a business serving sit-down meals within their home can use the service to find customers and schedule reservations, among other services.

## Pet Lifestyles

This is an e-commerce service that provides clothing, home décor and other items to create an entire “lifestyle” for people’s pets (recommendation: think broadly about possible pets).

## Just Like Being There

Create a mobile experience where people can virtually take friends and family on vacation with them when the other person can’t be there physically.

## Real Time Law

A wide range of law services is made available remotely by providing real-time access to attorneys and related services (think tele-medicine for law).

# Application Pitch

Each team may select one of these ideas or come up with one of their own. Each idea listed likely has some corollary in the real world today but the goal is to make the application each team’s own by coming up with a unique marketing or technical angle for their version of the product.

Use the template below to come up with a “pitch paragraph” and several related attributes which will guide development of your application. This description of the application will guide initial exercises which involve the project and also serve as starting requirements for the full project.

## **Application Pitch Form**

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| --- | --- |
| **Application Name:**  **(Must be unique among teams)** | Yiptinni Co. |
| **Team Members:** | Richard Elbel, Brooklyn Getzel, Farshad Rozati, Matthew Woodward |
| **Pitch Paragraph:** | This application has come to fruition because of the growing need for online luxury pet goods. The aim of our company is for users around North America to be able to enjoy shopping for luxury pet products from the leisure of their own homes. We have started development of proprietary camera technology that will be able to recognize the pet’s characteristics to recommend the best products for them; doing this will not only make the user experience enjoyable but could increase revenue.  Some other features of our application will include 24/7 customer service, a personal stylist service, and a time sensitive return policy to ensure customer satisfaction. |
| **Target Market:** | The target audience for Yiptinni Co. will be geared towards all pet owners who want to enhance their pets' life experience. |
| **Unique Proposition:** | You will find your pet’s needs through them. |
| **5 Most Important Attributes:** | 1. Inclusive to all pets (regardless of shape or size)  2. Readily available customer service team 24/7  3. Camera recognition for recommended wardrobe, accessories, and toys.  4. Customized preferences that help our stylist pick out the best products for your animal companion  5. Time sensitive return policy to ensure customer satisfaction if they are not pleased with our product. |