

Market Analysis:

Target Market:

Our service targets any company that wishes to monitor their presence and reception on the social media platform Twitter, with a more specific focus on smaller, up and coming companies who may be more concerned with their public perception as they attempt to grow their brands in a positive light. This gives us a rather large market to target. Furthermore, concentrating the majority of our efforts into servicing fledgling companies, as opposed to well known brands, means that our target market is constantly growing with more and more startups and entrepreneurial efforts taking wing every day. These smaller businesses have an incredibly daunting task, to establish themselves amongst the few who have achieved success, as opposed to the many who have failed. This means that they are likely to have a strong focus on social media presence and public opinion of their product. In addition to these broad focuses, they may also find use for a product that allows them to perform actions such as view trends in the frequency their product is mentioned over a time frame, reception of new aspects of their products they are rolling out, or general opinion of their product overtime. They are also likely to want the ability to compare these (and more) aspects of their own brand against their competitors to judge how well they are doing, or determine what they may do differently to increase their own success.

Profile of Competitors:

There are a variety of similar Twitter analytics tools in the market currently. Hootsuite, for instance, is a company aimed at easing marketing campaign launches with a variety of available services, the most similar to ours being the ability to track aspects of a business' accounts such as hashtags and mentions. Tweekup is a company that shows users how many times they have been mentioned and by whom, generates retweet counts, and provides metrics for Twitter handles entered by the user to help companies their competition. The people at TweetStats have created yet another Twitter analytics tool that provides information to help businesses optimize the time of day they are generating tweets in order to reach the widest audience. There are various advantages to these products against our own. Hootsuite has the ability to actually control aspects of your account (such as scheduling posts in advance), Tweekup reveals an account's most followed followers enabling influencer research, and TweetStats has a more comprehensive timeframe system than we are currently able to accomplish. We stand above, however, in the respect that we aim to provide a variety of these services into one single,

simple, easy to use product that a business may use to hone their marketing techniques to best strengthen their brand and achieve success.

Competitive Advantage:

Many of our competitors offer social media analytical services that track the businesses' personal social media accounts, and offer rather convoluted ways to display this data. If a business wants to know the social media impact that a certain keyword has, our product offers up a simple display that clearly shows the social media impact of that specific keyword with an easy to use user interface. Since our product has less features than our competitors' services, we would offer our services at a much lower price. Furthermore, our product is something that is actually unique in that rather than gauging the popularity of companies' social media accounts, companies or individuals can gauge the popularity of any product, idea, or person that they wish to know about. They could also find the rising or decreasing popularity of their competitors' products and possibly compare it with their own.

Retrospective:

Positive:

- Team communication was regular and effective
- Keeping meetings to the majority of the team allowed us to more effectively accomplish tasks and keep everyone on the same page
- Team inclusion was strong
- Milestones have all been finished well in advance of due date

Negative:

- Improve Trello usage
- We should have analyzed how our application would develop before delegating tasks for the first sprint cycle
- People integrating similar aspects of the project needed to meet up more often to keep up to date with development
- Improve GitHub usage, more frequent usage

Additional Requirements:

User:

- As a user I would like the ability to see if my product is regarded positively or negatively.

Functional:

- The system should include login and registration validation.

Non-Functional:

- Project design (branding of the product) should be consistent across entire system

Sprint Plan:

The screenshot shows a Trello board for a sprint plan. The board is titled "Sprint 2 - 11/7/2016 to 11/18/2016" and is managed by "Team Voolle". The board is organized into seven columns representing different stages of the sprint process:

- User Requirements:** Contains four cards describing user needs, such as "As a User I want to be able to see how popular a keyword is to track social media exposure." and "As a user I would like the ability to see if my product is regarded positively or negatively."
- Functional Requirements:** Contains three cards describing system capabilities, such as "The system must be able to allow a user to log in and manage a profile" and "The system must be able to connect to the twitter API and parse information."
- Non-functional Requirements:** Contains three cards describing system attributes, such as "The system must be written in a scalable manner," "The system must be secure," and "The system must have an intuitive and easy-to-use interface."
- Product Backlog:** Contains four cards listing tasks, such as "Dashboard Back End," "Unify front-end design," "Positive/Negative UI," and "Login Validation."
- In Progress:** Currently empty, with a placeholder "Add a card..."
- Testing:** Currently empty, with a placeholder "Add a card..."
- Completed:** Contains five cards listing completed tasks, such as "Login Front End," "Login Backend," "Decide on database design; Populate database," "Twitter API parser to database," and "Interface with twitter API."

The board also features a "Show Menu" button in the top right corner and a "Team Voolle" label in the top left corner.