Project : Quirkboard  CI 102-066 Group-2/6

**Business case**

Mobile social media applications currently have a huge market in the Apple and Android app stores. Facebook, Twitter, Snapchat, LinkedIn, Instagram, FourSquare, and YikYak have billions of combined downloads, and their numbers continue to grow. Quirkboard aims to enter into this market with location relative posts, and popularity relative content scaling. Among the challenges we face will be building a user base that prefers this platform to other similar forms of social media. The saturation of the market poses the upside of knowing there is a market for mobile social media, but it also forces us to create a unique, highly polished product that can stand out among other social media platforms.

**COSTS**

* Building a mobile application from the ground up presents the obvious need for many man~hours to create the base coding, every graphical and audio asset, and all network connectivity framework from scratch.
* In order to create a mobile application with inter-user connectivity, we will need to host a server that stores all individualized user data. This server will need to be extremely reliable to prevent as much downtime as possible, and extremely low latency to allow for real-time user interaction across devices.
* There may be licensing fees to allow the app to be publically available on the Apple and Android app stores

**BENEFITS**

* The obvious benefit of a social media app would be for user interaction across devices in real time, without the need to be close to each other. This app will provide the unique advantage that users can make the conscious decision to interact with other users close to them, far away from them, or make public posts for all to see.
* On a global scale, this app would help bring cultures together, as the coupling algorithm will automatically bridge all gaps between messages. This creates the effect of zero bordes and all countries and cultures being combined into one large melting pot.
* As a benefit to us, the developers, we have the opportunity to eventually introduce paid advertisements and/or sponsored content to counteract our costs, and potentially even turn a profit. Sponsored sticky notes with business slogans are one example, paid “enhanced stickiness” is another example.
* In professional world, even small corporation would have a good chance of getting good posts or popular posts and being more popular in the real world.

**ABSTRACT**

Users can post messages and see messages that are close to them. A user will see a cork board with other people’s posts in the form of sticky notes. As they drag around the cork board, they will see posts that were made relative to their location.

When a user opens the application, the screen will display the global QuirkBoard. The global QuirkBoard is populated by all posts made in that QuirkBoard. Posts are placed based on the location of the user at the time he/she placed it. If another post is already present in the location, the new post is pushed to the closest possible location. This results in a dynamic map with posts represent locations differently, based on how popular a geographic location is. All posts will be adjacent to each other, no matter how much actual space is between the location of the posts. Therefore, a user will always see a populated, seemingly endless QuirkBoard.

In order for a user to post, they will need to create an account. This account is anonymous, no one can view other accounts or interact with other accounts.

Users can rate other users’ posts and see which posts are most popular. When a post acquires praise or becomes more popular, the note will become more “sticky”. This is represented by the visual symbols of stickiness like thumbtacks, staples, tape, etc. Stickier posts will stay on the board longer. When a post is met with criticism, the note will become less “sticky”: the note will visually be less stuck to the wall, and will disappear sooner.

**PLAN**

* Prototypes
  + Post Object's (properties: user, text, location, stickiness)
* Basic Messaging
  + UI For Creating Post Object
  + Flatfile Database
* Style/2D Layout
  + LARGEST STEP
  + Cork Board UI
* Implement Database
  + Posts
  + Users
* Implement Online Capability
  + Connecting to Database ‘Safely’ From Anywhere
* Implement Location Services
  + Relative Locations
* Implement Graphics
  + Cork Board Background
  + Posts
* Quirks
  + Animations
  + Watermarks