

### *Product Description*

**You can think of this as an enhanced and refined version of your product proposal.**

**What is your product? Who is the target audience you expect to use the product? What problem does it solve?**

*WeShould*, on the basic level, is a tool in which users can create personal, categorizable to-do lists integrated with google maps. An advanced version includes integration with Yelp, as well as social media features so that users can share or make suggestions to their friends.

The product is designed to answer the question “What was that restaurant/movie/store I wanted to go to? I can’t remember the name/where it is/what I wanted to do there.” The target audience is android users.

**What alternatives exist, and what are their strengths and weaknesses? How will your system be different, from the user's point of view? Be specific**

The two biggest alternatives we have found are yelp’s favorites list, and jybe. Yelp has strengths in that it is already essentially “integrated with itself”-- that is, you can access the yelp entries for each thing in your favorites list. However, the list isn’t personalizable or categorizable, or color-codable and there are no associated social media features other than generalized sharing-- e.g. friends cannot accept recommendations.

Jybe’s main feature is computer generated recommendation based on user ratings. The recommendations have not received many positive reviews. Users will disregard this feature unless improvements are made. Jybe also allows for more than just restaurants, but the categories cannot be modified by users.

Our app is, in general, different from many others in that it is user driven (meaning the the list will only contain items that the user chooses to place in it) and fully customizable (users can choose the categories and labels). Furthermore, users will be able to place any item imaginable in their list (e.g. not restricted to restaurants or stores).

**What are its major features? Include at least four major features you will provide, along with at least two “stretch” features you hope to implement but that could slip to version 2.0 if necessary.**

Major features include:

- The user chooses how to categorize the items
- Items can have more than one tag (sub category)  
Ex. Cafe Bengodi - Restaurant(main), Go with Sam(tag), High Priority(tag)
- User can view lists by category, name, or tag
- Items with addresses can be mapped by category or tag with color coded pins
- User can make personal notes on list items (e.g. “order the chicken next time!”)

Stretch Features include:

- Item information page can hold links to contact information to connect directly from phone  
\*\*email, phone, website\*\*

- Integration with Yelp (i.e. connecting to a Yelp page, adding from Yelp, possibly?)
- Integration with social media (e.g. sharing on Facebook/Twitter, connecting with friends, etc)

### **What are its non-functional requirements?**

One of our biggest non-functional requirements is usability-- the app is useless if users cannot figure out how to navigate it. We also need to provide security for our users so that their lists are viewable only by them, or whoever they choose to share with, since we are choosing to save their information on our database instead of on their device.

Internally, we also need the product to be easily maintainable and scalable. We will not have much time to devote to maintenance, so the product will ideally need as little as possible. The product certainly needs to be scalable in that if our user base increases substantially, users should not see a significant drop in performance.

**What external documentation will you provide that will enable users to understand and use your product? This could take the form of help files, a written manual, integrated help text throughout the UI, etc. (You will separately produce other documentation such as: administrator documents about how to install/customize your system, developer documents such as design rationale and alternatives, and code comments about both your interfaces and implementations. We are not asking about those here.)**

We will provide both help files and integrated help text. We will have a “help” option in the main menu that users can select for a list of FAQs and instructions, and help will also be available throughout the app. We are not sure how the integrated help will be provided -- it may be in the form of popups for first time users, or question marks that can be clicked on for more information.