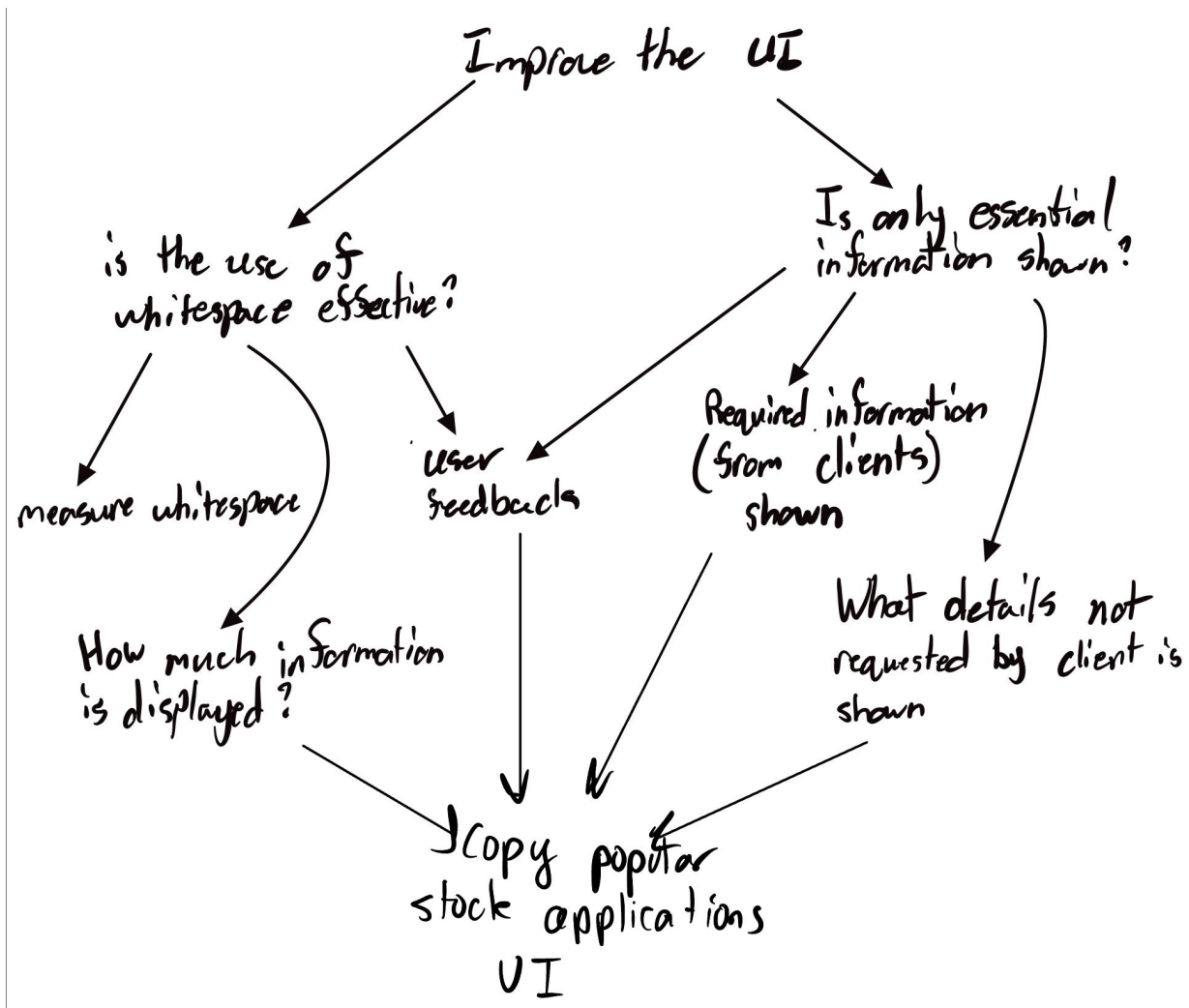


Pelican Innovations Goal Quality Metrics

The following Goal Quality Metrics were constructed based on the Root Cause Analysis and feedback received from the client and during team discussions internally.

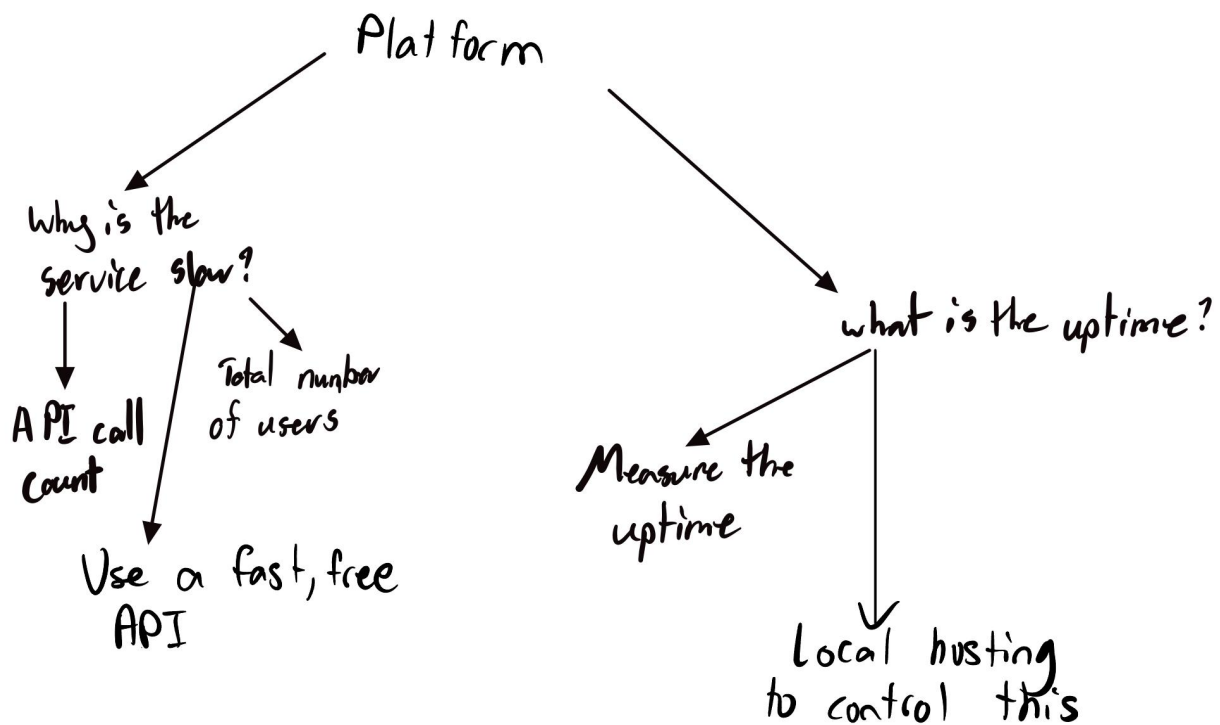
UI

Goal: If there are any UI discrepancies, we decided to refer to popular stock applications' UI as they set the example in this field, and users will be satisfied with that style.



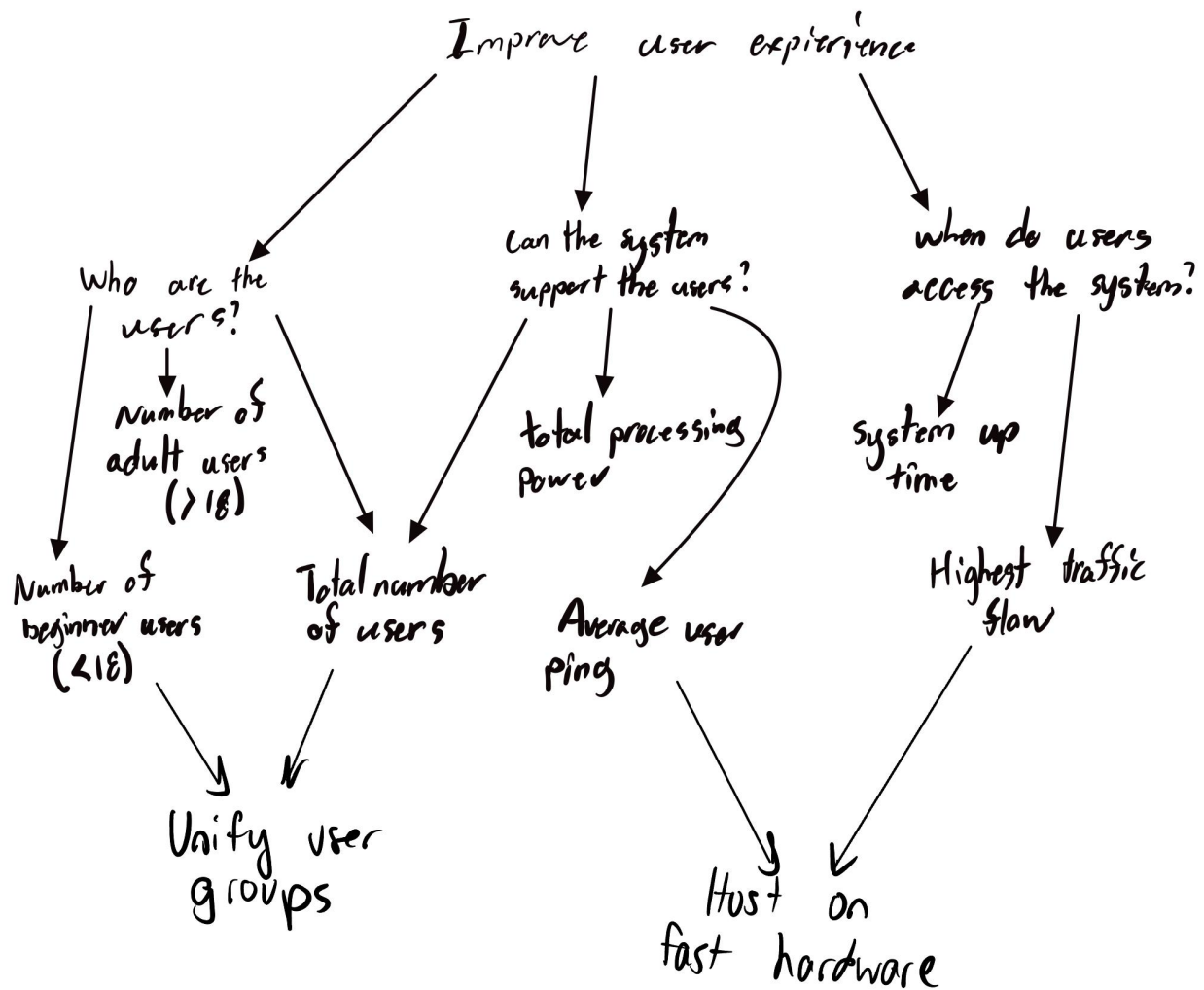
Platform

Goals: To ensure the speed of our application is fast for our users, we host the application from a group member's computer that is dedicated to only hosting the website and SQL server, and we are using a fast, free API for stock data.



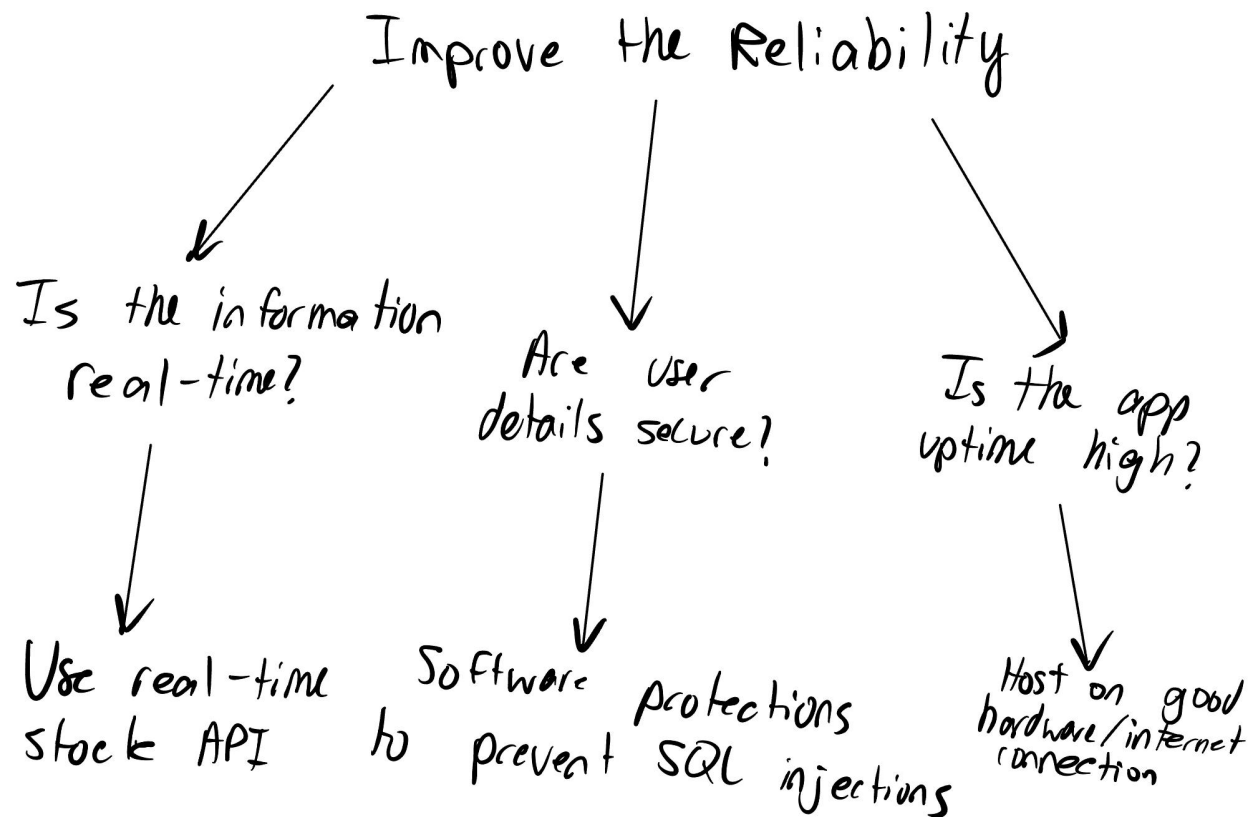
User Experience

Goals: In order to not separate our user base into many, we decided to unify the user groups into one, and host the application on fast computer hardware that we can control ourselves.



Reliability

Goals: In order to improve the reliability of our web application, both in speed, accuracy, and protection, we decided to use a real-time stock API, have inbuilt protection against SQL injections, and to host on a fast computer with good internet connection to maximize uptime.



Dependencies

Goals: To make our application handle the cases where our dependency APIs are offline, we decided to locally store news data in a large database of news articles instead of calling the news API live. We also ensured that if the SQL server goes down, all of the user data will be safe, and that if the stock API goes down, users will still be able to see their own stocks and look up the value of them on the internet.

