

TEAM ASUMA PROJECT PITCH

By:

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PROBLEM

- Want to organize times to post on multiple social media platforms
- Decentralized
- Constraints depend on platform

Persona 3:

YouTuber Yousef, 22

Content King

He's always on the grind.

Makes Call of Duty commentaries like it's 2014, and wants to make sure everyone is seeing it.

Wants a place to organize accompanying tweets and Instagram posts about his content.

Needs:

- Organize posts for each video he makes
- Note the tweets and Instagram post captions advertising it
- Remember what times he will post things at
- Clear past entries

Tech ability: 9/10

"I need to remember what I'm saying so my SEO doesn't drop, but don't want to have to check all three platforms to remember it"



Persona 1:

Tammy Tweeter, 22

Thinks she's really funny often gets a lot of funny thoughts that she wants to tweet, but not all at once.

So, she wants a place to organize and plan all of their tweets. However, she also wants to use them as Instagram captions.

Needs:

- · create multiple entries
- May not necessarily want to plan them for a day right away
- · Make sure her tweets can fit within a character limit

Tech ability: 8/10 (1 is least, 10 is most)

"Sometimes I just need to write down my ideas, but don't want my drafts stolen if Twitter gets hacked. Storing all my great ideas on my own device would be a great peace of mind"



Persona 2: Ailed Alexis, 27

Clerk at Jordans Implement, Imperial CA.

Father of two, always busy running warranty claims for his company.

Gets stuck with certain marketing duties, doesn't get paid extra.

Since he got sick with cancer, he wants a place to keep track of pending warranties and deadlines to maximize his companies earnings and decrease company debt to make his life easier during his current fight.

Needs:

- · Quick way of documenting plans for the week
- · Delete older plans

Tech ability: 5/10 (1 is least tech-savvy, 10 is most)

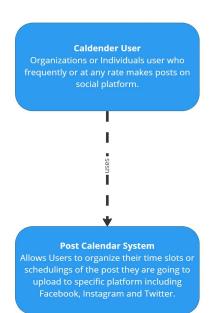
"Chemotherapies have sure been taking a tole on me! I need a CRUD to help me on my cancer journey and take some of the weight off my shoulders"



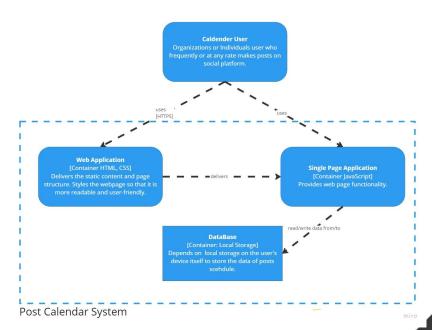


— — > Connects a container to another container

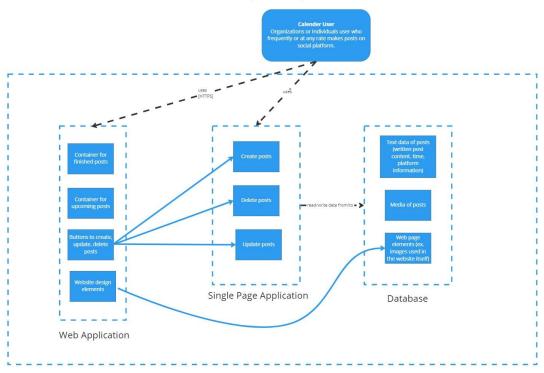
Level 2: Container diagram



Level 1: System context

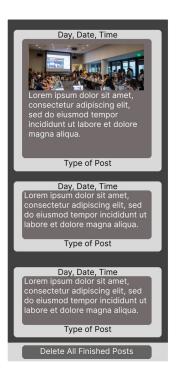




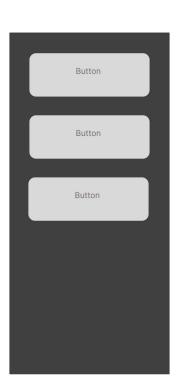


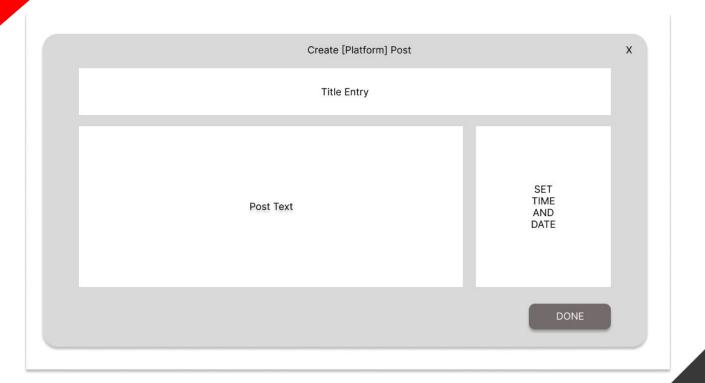
Post Calendar System min

WIREFRAMES









LIMITATIONS (APPETITE)

- 5 Weeks to finish
- Frontend only
- Must be a CRUD app
- No cloud hosting/computing
- No external APIs

SOLUTION: MULTI-PLATFORM PLANNER

App that allows user to schedule posts from different platforms

- Facebook
- Twitter
- Instagram

Users are able to:

- 1. Create posts
- 2. Read upcoming and completed posts
- 3. Update existing posts
- 4. Delete posts

RABBIT HOLES

Details

- No notifications (for now)
- One platform per post entry
- Pictures are able to be included in posts
- Posts are permanently deleted

- Class-based post system
 - Post
 - FacebookPost
 - TwitterPost
 - InstaPost

No-Gos

- App does not post for the user; only used as a planner
- Posts viewed in list form, not as a calendar
- Only platforms are the three provided
- No multi-platforming for a single entry
- No sign-ins or multiple-user functionality