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Project Specification

Project Description:

We have designed a mobile application for finding, saving, and sharing specific noteworthy locations. A map of your immediate area is displayed, and from there you can place a point, or an "X," upon a spot you need to remember, be it where you parked your car, the best diner for breakfast you’ve ever been to, or a quirky gas station in the shape of a cowboy hat. If you consider the location interesting and think others would as well, this is the app for you.

It will be composed of three categories: Personal, Shared With Me, and Community. Personal will be used for locations only relevant to you, may this be where your car is parked, where your hotel is in a foreign land, or that shawarma restaurant you saw on 5th Avenue you aren’t craving now but want to try later. Shared With Me will be specifically for recommendations from friends that you have added on the app. Perhaps your friends found a café with the best hazelnut latte they’ve ever had, or are trying to point you to exactly where your rendezvous point is when you have plans to meet up. The large, overarching category is the Community map where anybody can place a pin and recommend it to the general population. The versatility of the three tabs allows the app to be useful for anybody, whether they are prone to lose things or get lost and would need the Personal tab or are simply interested in making an obscure but worthwhile venue more popular via the Community tab.

This app will run on a smart phone, Windows Phone initially but hopefully will expand to Android later. Some system requirements would include GPS software, compass software, a server to hold data from marked locations, phone to phone messaging capabilities, and maybe a photo uploading service.

Website: <http://cs1.whitworth.edu/istenerson17/Mark%20X.html>

Pitch Input:

We had a different concept for what our application was going to be like before we pitched our idea to other people. We have integrated some of the ideas presented into our new product design.

User 1: Would use application, mainly for large areas or places where one might get lost easily. Offered suggestion of parking in downtown Seattle, marking a pin, and then being directed back to the car location. Would be “hella useful” so the interested party said. One suggestion was to add markings for interesting locations (this is where the app is moving towards) in various categories so that one could find quality, but not well known, attractions near them.

User 2: Would not use because the user does not use many apps already. User also thinks that it isn’t that hard to keep track of where your car is. Would be a good idea for a smart watch application but isn’t convinced if effort is worth it for a phone. Maybe utilize vocal aid or colors to differentiate categories of pins?

User 3: Would use! Loses things a lot, would use for Walmart and Costco parking lots. Also user was interested in a yelp style of commenting on locations, but the team is trying to avoid that as to not make the app cluttered and opinionated. Possible comments on locations with mutual friends.

User 4: Would use if it was free and would have to hear good things about the app from other people. Probably would use it for large parking lots but would not use it for locations. Did not give much in way of suggestions or criticism.

User 5: Would use if made for Android. Sees potential to be great in downtown areas for restaurants and interesting locations but also sees potential for abuse and self-promotion. Suggested adding a layer of security and editing by the writers of the app to remove obnoxious or irrelavant pins