

## NSBaE Networking App

Disclaimer: In order to separate the dates that we update the sheet, we should put in a note or highlight things as a different text to stay organized. This will let us see updates to notes or thoughts we continued at a later time. Original text from first day of inception of this document will be 11/09/2019; and the text will remain as black. Updated color coordination are as follows, and you will need to document which color is used when editing a new day:

- Black: 11/09/2019
- Navy: 11/10/2019
- Green: 11/13/2019
- Purple: 11/14/2019

### **Usability:**

The primary party of users would be iOS based. The application will be able to support various apple mobile device holders. We will make the application as user friendly as possible, by providing the most content

### **Classification:**

When creating a preferred suggestion list of NSBEians, we have several potential opportunities to separate students based on various non-biased factors. Potential opportunities may follow as:

- Classification: Freshman, Sophomore, Junior, Senior, Super Senior, Grad Student, Professional (Not being excluded - Different Functionality)
- Age: How wide of a range of students would you like to meet
- Gender: Do you want to select from the pool of males, females, or both
- Major: What major would you like to see preference in, and would you like to see other majors; or would you like to see all students fitting in other categories
- Industries: Aerospace, Government, Tech, Aerospace, Consulting, Construction, Medical, Medical Technology, Software and Programming, Environmental,
- Interest: Are you interested in going to graduate school, or are you going straight to work?
- Region: Do you want to primarily see people from your region, or are you open to everyone in attendance
- Home Institution: Do you want to be matched or viewed by people from your current university?

### **Verification**

We have to keep in mind transparency, so the app would not be affiliated with NSBE and the national conference. With that, potential opportunities such as using students conference confirmation numbers would not be applicable to verify users are properly registered. Coming up with different strategies to safely verify without requesting in depth personal information would include:

- Using location services to ensure user is in close proximity (Account won't work without range)
- Requesting user fill in starting bio and information to provide credibility to account
  - Suspend accounts with little information or potentially falsified information
- Potentially submit current semester photo at NSBE event
  - NSBE national confirmation number (temporary)

- ~~Create premature account with viewing feature; but won't actually become active until specified time before conference.~~
  - ~~Will be able to pilot app by using shadow features or letting users see what will be available, without actually utilizing applications feature?~~
  - ~~Can we pilot the app at individual schools, and use this as a verification that students are in NSBE? If within range of the convention, would it be safe to assume student is registered with their respective university; and traveled some distance to attend the national conference?~~
- Do we want non NSBE students on the application? If the students go home to their respective institutions with NSBaE, and work within range of their university will we restrict nonengineers (NSBE students)?
  - Will this pose a different name for the application, or will our target be considered mostly engineers and NSBE students.
- Slideshow for setting up account with checkboxes
- Guest account to verify users interest and longevity (rephrase later)
- Limited like feature
  - Think of unique way of describe feature other than like
- Feature for recruiters (saturated version)
- Checkin/Checkout Process (QR Code)
  - Methods to change QR Codes
  - Tokens

### **Reverification**

Various methods of reverification(s) will be used throughout all features of the application. This will ensure that all users are actively using the application, as well as encouraging them to participate in the convention

- Various Random QR Codes placed in events at certain times to ensure user does not leave early and is present for a certain amount of time
- QR Codes will be different for various events in order to mitigate falsifying representation of attendance.
- If user is represented outside of jurisdiction, application privileges will be disabled until going into range.
- If user is removed from National convention, they are ineligible. All rights to account will be forfeited and disabled.

### **General Information**

What are some things you should expect to see and input when initially downloading tinder:

- Disclaimer that the app is not affiliated or ran by the National Society of Black Engineers
- Disclaimer indicating failure to fill out enough information will result with account becoming suspended
- Indicator exclaiming app will not function until range of location from designated dates
- Identity Verification:
  - Username
  - Password

- Age
- Gender
- University
- Upload Photo
- Subject Preference:
  - Gender Preference
  - Chapter Name
  - Major
    - Not important option
  - Classification
  - Region
  - Industry
    - Not important
    - Can be everyone

### **General Chat:**

Potential anonymous chat

### **Marketing:**

- Twitter/Social Media
- HBCUnfessions
- Word of mouth
  - Groupme
  - #NSBaE
- Logo

### **Whats happening now:**

Shows restaurants, events, and other attractions/activities happening around conference area

Shows vendors currently at NSBE National Conference

### **Advertisement:**

How will we get the information out? What are anonymous ways to get the information out without representing creator.

- Region and National Groupme's
- Regional and National Board Members
- Black Twitter and Instagram
- #NSBaE (other variations)

### **Revenue Streams:**

The idea is to limit the amount of times that a user changes his/her preferences

The catch to this is...we know that users will always want to change their preferences

### **User will only be allowed to change their preferences TWICE a day**

If a user wants the ability to change their preferences unlimited, they must pay a one time fee of \$5  
To implement in app payments, we must use Apple's Storekit API

Tutorial: <https://www.youtube.com/watch?v=5uoAON-uBks>

### **One thing we need to be attentive to users creating accounts with different email addressed to circumvent having to pay a fee**

@Dawane how can we get around this?

### **Privacy:**

Due to privacy concerns, users will have a plethora of ways to privately engage with others without having to feel spied on.

- Incognito: Only view and be viewed by people with specific information provided.
  - Ie. Student who attend ABC can set preference to not be seen by users of ABC, but will also not be allowed to view students from ABC.
  - Ie. Student can set profile to private, and not be viewed at any given time
- \*\*\*Allow students to link social media with app for more personalization of profile

Programming Information/Technology Information: We do not have to build everything; but we can utilize third party applications, and tailor to our needs

Note (11/14/2019): The complexity of our algorithm doesn't seem like it would require the use of any extravagant libraries. For now, we will be using swift (Esther python doesn't think python would apply in terms of the project).

- Backend:
  - Swift
- Swift
  - Front End
  - Design and Aesthetics
  - Backend (Basic) Logic
- Firebase:
  - User login/sign up
  - Database & Information handling
- Google
  - Analytics
  - Docs - Creating Technical Documents
  - Slides - Presenting important information

### **Ideas and features:**

- No "revert" feature currently
- Like/Dislike (Name TBD)
- Superlike (Name TBD)
- General Chat

- Groupme like
- Tutorials to make twitter like application (updates)
  - <https://www.youtube.com/watch?v=53EFuMPX-44> (Link for making twitter applications)
- Giveaway
- Checkin/Checkout Process (QR Code)
  - Methods to change and add flyers
- Push Notifications

### **Hot Spots:**

Hot spots are common areas of events which shows where students will be (Common location of seminar or event).

- Allow Users to only be viewed when in session and in range of hot spot.
- Have checkin for users to currently see who currently is at event.
- \$\$\$ Potential Money Opportunity: Get verified parties or “outside convention events and time” ahead of time, and have them sponsored on app for students to see.
  - To prevent students going everywhere, we have the venues verified and advertised on the app as “hotspots”. With this we keep students in certain areas, and have a good time based on plenty of students in one area.

### **Status:**

Despite us having fun, we need to think of more appropriate terminology for these terms. We can be politically correct, but have the meaning up to interpretation.

In a relationship

Its complicated - But anything can happen

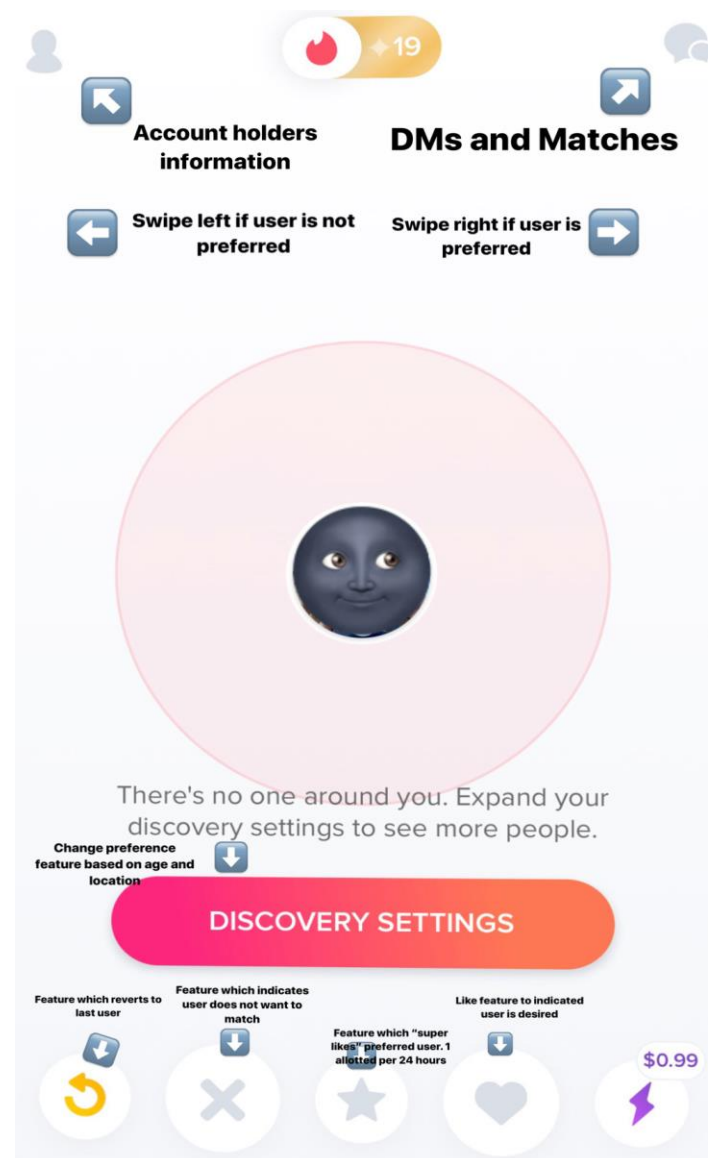
- ☐ ☐ - Looking for fun
- ☐ - Looking for friends
- ☐ - Looking for love

## UX/UI

### User Interface and Setup Aesthetics

Tinder:

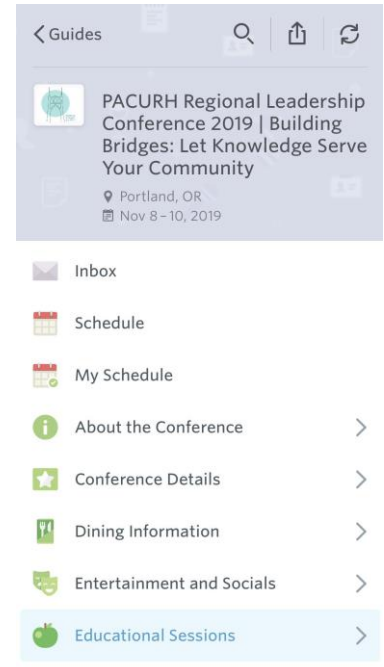
- Swipe Feature - Swipe right and left to indicate preference to match
- Super Like Feature - Swipe up to indicate user is above average preference; and shows on swiped users dashboard without having to match
- \*Rewind (Premium Feature) - Allows user to revisit last person, if swiped over by mistake
- Messaging Feature - Allows user to interact if match
  - Does not allow user to send pictures, but does have preuploaded giphy images
  - Small icebreaker messages when matching
- Likes distributed with time - To encourage traffic, tinder alots so many likes you may use within a 12 hour window; and 1 superlike per 24 hour period. To encourage traffic to the meetings, students may scan a QR code in the beginning and end of each session to indicate check in/check out process (verification/reverification). Based on population of students at conference, students will be aloted x amount of likes per 12 hour window; but will have the opportunity to earn more by attending more events (Scanning QR code - To prevent students from scanning and leaving, you will have to have a window to scan in, and location must remain on to verify student does not leave certain radius. The exit process is to have to stay for a minimum 75% of the meeting, and scan QR code within a certain time frame (can plan to be adjusted if time runs over).



Guidebook:

Guidebook is a conference planning app. You can download it and just download a random conference's guide that is public to see some of the features, but some are as follows:

- Schedule - Guidebook offers a schedule of events for the whole conference. For outside events away from original location, you may also incorporate google maps; and it will give you directions for either walking, or making arrangements to drive.
- Checkin Process - Guidebook allows you to check in on the app; but does not take location into consideration. You can change it based on the gps signal; but the concern would be students housed in the same hotel would be able to check in without actually attending event. (QR Code for reverification).
- Conference Details - Tells you conference headquarters with information such as: lost and found, contact phone number, hours, and location. For the guest they provide information such as check in time, before arriving and upon arrival tips, etc.



App Colors

Reference Here:

<https://www.lockedownseo.com/social-media-colors/>

### **Questions to be answered:**

Can we produce a working application by the time of the conference?

Yes, we can produce a version that has the bare bones that will be defined in Wednesday's meeting (Convention Day).

If so, how early can we create it?

ASAP. I have started the authentication code already

A screenshot of a document titled 'Cuffing Season Schedule'. It lists various events with corresponding colored circles: yellow for Scouting, Drafting, and Tryouts; and white for PreSeason, Cuffing Season, Playoffs, and Championship Game. Each event is followed by its dates. A disclaimer at the bottom states: '\*This schedule is subject to change based upon feelings\*'.

Cuffing Season Schedule	
Scouting::	August 1-31
Drafting ::	September 1-30
Tryouts ::	October 1-31
PreSeason ::	November 1-30
Cuffing Season ::	December 1- January 1
Playoffs ::	January 16- February 13
Championship Game ::	February 14

How will we pilot it?

- Testing? We will demo it to a few trusted users (at most 5) just to make sure everything is working
- Social Media: I am hoping we can get HBCUfessions to talk about our app weeks leading up- to the convention
- Word of Mouth: Group me's for our schools NSBE chapters, word will spread from there on out
- How will we get test run and gather feedback from general population (amongst 5 beta testers)
  - Have a feedback option which automatically emails user to send feedback
  - Have users provide feedback of the app during conference to see improvements
  - Encourage people to tweet
  - Give incentive to complete feedback survey
    - More likes
    - Small Prize?

- Will we have designated “down times” for app during seminars
  - No - Not getting paid
- Can utilize it to network with NSBE members at their own chapter
  - Yes
  - Create verification or acknowledge that we do not have control over users who interact with application
    - What Chapters will we pilot in addition to testers
      - See above information
- Should we up specific hubs to interact by region?
  - Yes
  - Yes - Database (Better monitor analytics and filter functions)
- Can application create own entity
  - Construct of social media
- Will we be utilizing notifications?
  - App to send notifications (external - ease of use)
  - Ways to promote traffic/Stay updated on app features

Can we incorporate a calendar system? ie. see image to the right.

- To gauge the interest in the national and regional chats, you can pilot it by dropping a prototype in the groupme's.
- If we can produce a working application ahead of time, the calendar can have options proportional based on release date and conference time. We can change the parameters of what is listed above, but we can have a master countdown timer on everyone's app which shows the dates in which each period closes.

Can we get a prototype up by FRC? Use this to test run and get feedback. Have a feedback option which automatically emails user to send feedback; or have them provide feedback of the app during conference to see improvement and give incentive to complete feedback survey (giving more likes).

Will we disable or have designated “down times” for the app during seminars. Have times open to use during breaks, and in between events; but limit usage during seminars and activities.

Can utilize it to network with NSBE members at their own chapter, and set up specific hub to interact by region; and eventually nationals if time permits.

Can we expand app to other conventions? Using generic script, and making minor alterations.

#### Deliverables (11.13.2019):

- ~~Sign in/Authentication - Esther (Next Meeting 11.20.2019 @ 9:00pm)~~
- Technical Design Document
  - Check Presentation(s) sent in email
- Content - Dawayne (Rolling)
  - Completed:
    -



- Logo - Dawayne
  - Logo Characteristics
    - Vector Logo
      - Scalable
      - Size Requirement
  - Potential People
    - Kaiden Hope (FAMU School of Business and Industry - MBA Candidate)
    - Ania Wilson (FAMU FSU College of Engineering - Industrial Engineer/NSBE VP)
- Potential Beta Testers:
  - Dawayne King (FAMU-FSU College of Engineering - Mechanical Engineering)
  - Esther Onema (UCF College of Engineering and Computer Science - Computer Wizard)
  - Dejai Hardin (USF School of Biological Sciences - Biology)
  - Quay Thomas (USF Computer Science - Alpha)
  - Patrick (USF Computer Science - Iota)
  - Trevor Jackson (USF Computer Engineering - Kappa)
  - Steven (UK Computer Science - Que)
  - Kennedy Griffin (University Georgia - AKA)
  - Rollin ( FAMU - AKA)
  - Potential Initial Members
    - Christopher Ferguson (UF Rinker School of Construction Management - Construction Management)
    - Beбето Amazan (FAU Honors College - Biology and Neuroscience)
    - Michael Johnson (FAMU-FSU College of Engineering - Mechanical Engineer)
    - Earl Perry (FAMU School of Business and Industry - Economics)
    - Ivana Onema (UCF - School of Comp SCi)
- Check turnaround time

### **Analytics:**

Will we be tracking certain information for improved features?

Will be be utilizing machine learning to better improve applications features?

- Will the be preset suggestions which assigns specific task when initially seeing opportunity to change?

### **Notifications:**

Will we be providing push notifications, email notifications, or both?

- If users download app ahead of time, how will we keep them engage?
- How would we encourage users to actively open the app before to interact with features; and potentially after national convention.