Website Requirements Specification

Smarty Night

Created by Marcos Mena-Brena, Geek Bears LLC

Client: Miguel Campos

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1.0 Introduction

1.1 Purpose

This SRS captures the complete software requirements for the development of a venue listing website. It is intended for project managers and developers. This shall be a living document and may be revised during the project lifecycle.

1.2 Project Description

Smarty Night is a website and app that allows party goers to find ideal nightlife venues and events around their city. Party goers can easily find these places and events through result pages.

1.3 System Overview

This website is for **Client** who will act as admin of the website. Client has decided that in order for us to speed things up, the CMS (Client Management System) will be implemented at a later point. There will be two types of users on the website: a) Party Goers b) Venue Owners. Users will be able to sign up on the homepage and on the header section of the website. The website's main modules are venue (bars, nightclubs, lounges) listings, events, ratings, reward, social media integration, claiming process for venues, etc. All the functions are added into the website to make it very convenient to handle.

1.4 Scope

The website shall consist of a back-end database and any supporting libraries or files needed to run the application. The administration system shall be documented and the documentation shall be considered a part of the system. The admin will be able to access website through a web browser by typing the URL address. We integrate the Google Analytics and the site map code provided by the Client.

1.5 User Characteristics

We have two type of users:

- Venue Owners (VO)

The Client desires to develop a listing website for Bars, Nightclubs and Lounges. VO's can create profiles and events for their establishments and PG's can search for them. In addition, VO'S can claim venues that already exist in our database.

- Party Goers (PG)

PG'S will be able to search venues and events on the website. They will also be able to sign up via email or via Facebook. PG's will be able to rate Venues and create a profile, and have a favorite list.

1.6 Constraints

The website and app shall be designed in such a way that users will be able to run it directly on the web browser (responsive design) and on an iOS app. 1.7 Assumptions and Dependencies

It can be assumed that the website access to the network with a web browser available. The user can access the application by typing the URL on the web browser. It is not assumed that all users will have expertise in computer networking, web applications, or databases.

2.0 Functional Requirements

There will be two types of users on the website: a) Venue Owners (VO's) b) Party Goers (PG's). VO's can create venue profiles, claim existing profiles, and list events. PG's can search for venues and events, create their profiles, rate venues.

2.1 User Access and Security

Req	Description	Type of User	Comments
2.1.1	Sign Up / Registration	VO	VO will be able to sign up / register as a new member if no venue exists. The required fields are the following: i) Name of Venue* (text field, auto-suggest) ii) Type of Venue* (drop down: Bar, Club, Lounge) iii) Street Address* (text field) iv) Zip Code* (numbers only) v) City/ State* (auto-suggest of all cities in the US, excluding territories) vi) Phone number* (has to have 10 characters) vii) e-mail* (has to have @ symbol) viii) password* (min. 6 characters) They will need to verify their email address. Once they verify it they will get a welcome email. VO's are not able to sign up through the app.
2.1.2	Sign Up / Registration	PG	PG will be able to sign up as a new member by providing the following info:

				i) username* (min 5 characters, letters and numbers)
				ii) email * iii) password *(min. 6 characters) iv) gender (drop down: female, male, transexual) v) age group (drop down menu, with the following options: - 18-20 - 21-25 - 26-30 - 31-35 - 36-40 - 41-45 - 46-50 - 50+ They will need to verify their email address. Once they verify it they will get a welcome email. Another option is allowing them to sign up via Facebook API. We will extract the following fields: i) username ii) Gender iii) age iii) email iv) profile picture In case, PG had already sign up through email, then show a error notifying the PG to sign up with Facebook api. If PG had already signed up through his email account and tries to log in through Facebook then notify the user that he can only sign up with his email account. PG's are able to sign up through the app.

2.1.3	Claim Process	VO	VO's will be able to claim through 2 different ways:
			
			i) In the signup process, the name (and city name) will auto-suggest, if user clicks on a specific name it will auto-fill the info. The only info they need to enter is:
			   - Email
			   - Password
			
			They won't be able to edit this info at this stage.
			
			ii) The other way will be by accessing the Claim a Venue page which will ask for venue name. As they type an auto-suggest will appear that shows the venue name + city name. Once the user selects it, they need to hit enter or click search. They will be taken to another page which contains the following info:
			
			   - Venue Name
			   - Photo
			   - Type of Venue
			   - Rating
			   - Address
			   - Zip Code
			   - City/State
			   - Phone Number
			   - Claim Button.
			
			Once they click on the Claim Button, a dialogue box will appear with the following fields:
			   - Name (cannot edit)
			   - Type of Venue (cannot edit)
			   - Street Address (cannot edit)
			   - Zip Code (cannot edit)
			   - City and State (cannot edit)
			   - Phone Number (cannot edit)
			   - Email
			   - Password
			
			Once they enter their email and password they submit the form and they

			will get an email which needs to be verified. Once they have verified it, they will receive a welcoming email.
2.1.4	**Log In with email**	**BOTH**	Users will be able to log in into their account by providing their email id and password, given the account is registered and verified via email. Upon logging in, users will remain on that page. VO's cannot log in through the app nor with Facebook.
2.1.5	**Log in with Facebook**	**PG**	PG's will be able to log in using Facebook API. If they don't have an account, create a new one and extract the fields from the sign up process.
2.1.6	**Account Settings (Profile, Password Notification)**	**PG**	1. PROFILE: PG's will be able to view / manage their profile once successfully signed in into their account. PG will be able to edit their profile, including the following fields: i) gender (drop down: male, female, transexual) ii) age group (drop down: - 18-20 - 21-25 - 26-30 - 31-35 - 36-40 - 41-45 - 46-50 - 50+ iii) Profile picture (When user upload photo, he will be able to drag it vertically and horizontally) iv) username (cannot edit) v) email (cannot edit)

			2. PASSWORD: Change password, by entering current password and entering new password twice. Min 6 characters. 3. NOTIFICATIONS: PG's will be able to subscribe and unsubscribe from newsletters.

2.1.7	Account Settings (Basic Info, Photos, Details, Password, Notifications)	VO	VO's will be able to view / manage their profile once successfully signed in into their account. VO's will be able to edit their profile through different sections:
			
			   1. Basic Info:
			i) Name of Venue* (text field, no auto-suggest)
			ii) Type of Venue* (drop down: Bar, Club, Lounge)
			iii) Street Address* (text field)
			iv) Zip Code* (numbers only)
			iv) City/State* (auto-suggest)
			v) Phone number*
			vi) Email* (cannot change)
			vii) Logo
			(When user upload photo, he will be able to drag it vertically and horizontally)
			
			   2. Venue Photos:
			i) 5 photos
			(When user upload photo, he will be able to drag it vertically and horizontally)
			
			   3. Venue Details:
			i) Opening Hours From
			ii) Opening Hours To
			iii) Happy Hours From
			iv) Happy Hours To
			
			note: drop down menus with hours in AM/PM format
			
			v) Music Style (drop down menu):
			   - Blues
			   - Classical
			   - Country

				- Electronic - Hip Hop - Jazz - Latin - Metal - Pop - Punk - Rap - Reggae - R&B vi) We will ask if music is live or not. (boolean). Each type of genre can offer live music. vii) Cover Charge (only allow integers, by default only allow USD) Note: The way VO's will add this info is by selecting from the tabs which represent daily-specific information above. viii) Dress Code (drop down) - Casual - Smart Casual - Semi Formal - Formal xii) Most Popular Drink (text field) x) Best For (Drop Down): - Dancing - Dating - Drinking - Socializing xi) URL 4. Change of Password (have 6 characters min) 5. Notifications (have option to unsubscribe from email newsletter)

2.1.8	Forget Password	BOTH	Users will be able to request reset password by using the forgot password link. They will receive an email with a unique URL that will redirect to the page where they can establish their password.

2.2 Header Menu and Navigation

Req	Description	Type of User	Comments
2.2.1	Header Menu	BOTH	● Non- Logged in Users: Users will be able to view the header menu in all pages, as follows: - Home (by clicking logo) - Cities - Venues - Parties - Sign Up - Log In ● Logged in PG's: They will see the same items as non-logged in users, however, instead of seeing the Login and Log out buttons they will see their profile pic with a drop down menu, with the following options: - Profile - Account Settings - Log Out ● Logged in VO's: They will see the same items as non-logged in users, however, instead of seeing the Login and

			Log out buttons they will see their profile pic with a drop down menu, with the following options:
			- Profile - Party Zone - Account Settings - Log Out In addition, we will have a button beside this drop down named "Throw a party" which will redirect user to the Party Zone page.
2.2.2	Header Search box	BOTH	● Users will be able to search venues and events by using a search box on top of the header. By default "venues" will be selected. It will auto suggest only the cities that have venues. User will need to enter at least 2 characters. As soon as a item is selected user will be redirected to the result pages. Note: Do not display this on the following pages: i) Home Page ii) City pages iii) Mobile iv) Claim venue

2.2.3	Footer	BOTH	Footer will have 3 columns.
			1st column (company)
			  - Home
			  - Cities
			  - About
			  - Legal
			  - Help
			  - Contact
			
			2nd column (Party Goer)
			  - Sign Up (not visible to any user)
			  - Find Venues
			  - Find Parties
			
			3rd column (Venue Owner) (not visible to any user)
			  - Sign Up (not visible to any user)
			  - Claim Venue(not visible to any user)
			
			Social Media links (Facebook and Instagram)

2.3 Home Page

Req	Description	Type of User	Comments
2.3.1	Search section	BOTH	Users will be able to search venues and events by using a search box. By default "venues" will be selected. It will auto suggest only the cities that have venues. User will need to enter at least 2 characters. As soon as a item is selected user will be redirected to the result pages.
2.3.2	Photo Slider	BOTH	A photo slider will be shown with 3 photos. Each photo will be displayed 3 seconds.
2.3.3	Venue	BOTH	This section have links to they type of venues: - Bars - Clubs - Lounges
2.3.4	Parties	BOTH	This section have links to they type of parties according to the location the user is in: - special - theme - holiday

2.4 Party Zone

Req	Description	Type of User	Comments
2.4.1	Throw a Party	VO	VO's will be able to list multiple parties. They will have 3 sections to manage them: 1. Throw: Here user can list the party info. The field are: i) Photo *

(can adjust vertically and horizontally)
ii) Name of Party*
(text field)
iii) Type of Party *
(drop down: special, holiday, theme)
iv) Date *
(calendar)
v) Starting Time*
(drop down hours in am/pm format)
vi) Ending Time*
(drop down hours in am/pm format)
vii) Cover Charge*
(text field only numbers)
viii) Description*
(text field)
ix) 3 buttons:
Cancel -> will cancel the listing
Save -> will save the data under drafts
Throw -> publish party

2. Upcoming
List of parties that have been published.
In the list we will showing info:
i) Name
ii) Type of Party
iii) Date of Party
iv) Starting Time
v) Ending Time
vi) Cover
vii) 3 buttons:
View-> takes you to the event page which
will show exactly as PG's see it, but will
have the "Delete" and "Edit" buttons.

 Edit-> take you to the edit mode
Delete -> deletes permanently the event.

3. Draft
List of parties that have been previously
saved and the info/layout will be the same
as the Upcoming section above. We will
have 2 buttons:

Edit-> take you to the edit mode, which is
the same layout as the throw a party
page, but with the info already filled in.
Delete -> deletes permanently the event.

2.5 Venue Result Pages

Req	Description	Type of User	Comments
2.5.1	Result pages for Venues	BOTH	1.In this section we will show a list of venues according to the user's search criteria. The information that we will show for each venue will be: i) Photo ii) Name iii) Rating iv) Type of Venue v) Street Address vi) City/State vii) Zip Code viii) Telephone ix) Love button We will show up to 15 results per page. The pagination will show the first 3 pages then ellipsis and the last one. On the left hand side bottom we will display the state/city. 2. We will have the following filters: i) All ii) Bars iii) Clubs iv) Lounges

			3.
			The results will be presented by rating.
			We will have 3 views:
			
			   A. For Logged in PG's
			We will show all the info mentioned above and the following unique options:
			
			i) Love button
			   B. For logged in VO's
			i) Hide Love button
			   C. For not logged in users
			i) Love button will show, but once clicked will prompt user with the Sign Up pop up.
			
			4. We will have a search box which will auto-suggest the venue names, once selected it will take you to the venue profile page.
			
			5. On the top of the page we will display the city and the state.

2.6 Event Result Pages

Req	Description	Type of User	Comments
2.6.1	Result pages for Events	BOTH	1. In this section we will show a list of parties according to the user's search criteria. The information that we will show for each party will be: i) Photo ii) Name of Party iii) Type of Party iv) Date

			v) Starting Time vi) Ending Time vii) Cover Charge viii) Name of Venue ix) Type of Venue We will show up to 15 results per page. The pagination will show the first 3 pages then ellipsis and the last one. On the left hand side bottom we will display the state/city. 2. We will have the following filters: i) All ii) Bars iii) Clubs iv) Lounges v) All vi) Special vii) Theme viii) Holiday 3. The results will be presented by date of event (chronologically, sooner on top) 4. We will have a search box. Users will be able to type a keyword and will search for Venue Name and Event name. Once they hit enter the results will be updated. 5. On the top of the page we will display the city and the state.

2.7 Ratings

Req	Description	User Type	Comments
2.7.1	Rate	PG	PG's are able to rate a venue by selecting the star level (i.e. half moons). The options will be: - Dull - Okay - Fun - Terrific - Legendary As the PG selects a star level it will show the text that represents that star level (i.e. Dull, Okay, Fun, Terrific, Legendary). In case, a PG tries to rate a venue twice, they won't be able to submit it. They will be presented with an error message.
2.7.2	Rate	VO	We will hide section.

2.8 Favorite (Love)

Req	Description	User Type	Comments
2.8.1	Favorite Venues	PG	PG can favorite a venue from the result page and the profile itself. If user clicks again, it will unfavorite the venue.

2.9 City Pages

Req	Description	User Type	Comments
2.9.1	Find a City	BOTH	● We will have an auto-suggest displaying the city names (only show the ones that have venues). Once I select this it will take me to city page.
2.9.2	City Page	BOTH	● The city pages will be dynamically created as new cities are registered by new venues. ● We will show a map of the city (google map api). ● We will show the: i) City Name ii) Categories of Venues (Bars, Clubs, Lounges) we will show the number of venues according to each category. ● Top Rated section: We will show a list of the top rated venues in that city dynamically. One per category (Bars, Clubs, Lounges). The info will be: a. photo b. name c. rating d. venue category e. street address f. City/State g. Zip Code h. Phone number ● Dynamic Links We will show few dynamic links including: Venues result pages for that city, Parties for that city as well. ● Dynamic Text We will show a section that displays text and the city name.

2.10 PG's profiles

Req	Description	Type	Comments
2.10.1	Header section	PG	**Displays:** - username - Number of Lovers - Edit profile button (takes to account page)
2.10.2	Main info	PG	**Displays:** - photo - name - gender - age group
2.10.3	Recent Search	PG	**Shows:** Last 3 venues user has seen: - Photo - Name - Rating - Type of Venue - Street Address - City/State - Zip code - Phone number Once you click it will take you to the profile.
2.10.4	Loving Section	PG	List of venues user has loved. We will show the following info: - Photo - Name - Rating - Type of Venue - Street Address - City/State - Zip code - Phone number - Love button (user can click on the love button and will unfavorite section result)

Req	Description	User Type	Comments
2.10.5	View Mode	BOTH	In case, a user (non-logged in user) access a profile they will be prompted with the log into page.

2.11 VO's profiles

Req	Description	User Type	Comments
2.11.1	Header section	VO	Display: - Name of Venue - Type of Venue - Rating - Number of lovers - Edit Profile button (will take to account settings)
2.11.2	Main Info section	VO	Display: - Photo - Street Address - City/State - Zip Code - Phone Number - Website - Show open or close (according to the time zone and hour of that place)
2.11.3	Photo section	VO	Display: - 5 photos Once clicked it will zoom in and become a gallery.
2.11.4	Days of the week	VO	Display: - 7 tabs with the days of the week (Monday to Sunday) - Upon pressing any of the tabs you will be shown the following: Open Hours Closing hours

			Happy Hour Music Style Cover Charge Dress Code Popular Drink Best For Note: System will detect the day of the week and based on that will select the relevant tab (i.e. day)

2.11.5	Lovers Section	VO	Will display a list of lovers that venue has, including their following information:
			  - Username
			  - Gender
			  - Age Group
			  - Picture

2.11.6	My Upcoming Parties	VO	There will be a list of the parties being hosted by the venue. In that list we will show the following info:
			
			  - Name of Party
			  - Type of Party
			  - Date of Party
			  - Starting time of Party
			  - End Time of Party
			  - Cover Charge
			Once you click on the party link will take you to the event page.
			  - At the bottom of page show: City, Venue Name with respective URLS.

Req	Description	User Type	Comments
2.11.7	Favorite button (View Mode for PG)	PG	User will be able to add to their favorites by clicking button
2.11.8	Route (View mode for VO's and PG's)	BOTH	This feature will consist of mapping out the venue. We will show the google map.
2.11.9	Hide (View Mode for VO)	VO	We will hide the following section: 1. Love 2. Rating section 3. Number of Lovers Subsiste the map for the logo.

2.12 Mobile Site page

Req	Description	User Type	Comments
2.12.1	Photo Slider	BOTH	We will show a slider with 3 photos. Will change photos automatically every 3 seconds.
2.12.2	Lower section	BOTH	This section will consist of: - Photos - Text - URL to apple store (website)

2.13 Help Center

Req	Description	User Type	Comments
2.13.1	FAQ	Both	List of frequently asked questions with answers

Req	Description		Comments
2.13.2	Contact form	BOTH	We will ask for the following fields: 1. Email address* 2. Name* 3. Text* 4. Type of user*

2.14 Contact

Req	Description	Comments
2.14.1	Contact	We will ask for the following fields: 1. Name 2. Email 3. Select Topic: - General Inquiry - Website Related - Investor Relations - Employment Opportunities - Marketing/ Public Relations - Report Abuse - Other 4. Text

2.15 About

Req	Description	Comments
2.15.1	Image and text	Show 1 photo with text.

2.16 Legal

Req	Description	Comments
2.16.1	Text	2 tabs (Terms of Service and Privacy Policy) which will show text.

2.17 Party Pages

Req	Description	User Type	Comments
2.17.1	Information Section	BOTH	1. Route: This feature will consist of mapping out the venue. We will show the google map. 2. Venue street address 3. City, State 4. Phone number 5. link to site 6. Open or Close
2.17.2	Header Section	BOTH	We will display: - Name of Venue - Type of Venue - View Profile button that will redirect to the profile of the venue.
2.17.3	Party Info	BOTH	We will display: - Name of Party - Type of Party - Date of Party - Starting Time - Ending Time - Cover - Photo of party - Text of Party

2.17.4		BOTH	
2.17.5	Upcoming Partiers	BOTH	It is a list of the upcoming parties that the venue is hosting. That list will contain the following info: - Name of Party - Type of Party - Date - Starting Time - Ending Time - Price of Party Note: when clicking on any of the parties under the field of upcoming parties show relevant info on the party info section without going to any page. - At the bottom of page show: City, Venue Name with respective URLS.

2.18 Search Engine Optimisation (SEO)

Req	Description	Comments
2.18.1	Admin can add Meta Titles	Generate by default
2.18.2	Admin can add Meta Descriptions	Generate by default
2.18.3	Admin can add keywords	Generate by default
2.18.3	Add a sitemap	
2.18.4	Implement Google WebMaster Tools	

2.19 Hosting and Database

Req	Description	Comments
2.19.1	App and website server	Both the app and the website will be hosted in the same VPS
2.19.2	Relational Database	Both the app and the website will use MySQL OR SQLite

2.20 iOS APP

Req	Description	User Type	Comments
2.20.1	Nearby	PG	1. This feature will map out all the venues within 1 mile radius from user's GPS location. 2. The Nearby page will have: i) Map as defined in point 1 . ii) list of venues that are shown on map: - Logo - Name - Address - City/State - Telephone - Rating - Distance from user to venue Once I click on a result it takes me to profile.
2.20.2	Route	PG	PG's will be able to map out the route between their current location to the venue. This will be done through google map API.
2.20.3	Map	PG	PG's will be able to see map (google map API) which will show a GPS marker on top the venue and in addition the current location of the user within the app itself. We will show: Name, Address

2.20.4	Hide	BOTH	The iOS app will hide some sections that are displayed on the website.
2.20.5	Call	PG	When user clicks on the call button, it will start dialing.