CSCI 3308 - Boese - Methods + Tools - Part 2

- **Title:**
  - "GoThatWay"

- **Vision statement:**
  - "To get people wherever they want to go as simply as possible."

- **Who:**
  - Henrik Larsen, Andrew Linenfelser, Jesse Wisniewski, Nathan Welch, Stephen Rowell

- **List of Requirements:**
  - 4 separate tables for the requirements
    - Business (Specific rules based on business needs and procedures)

ID	Requirements	Priority	Size (Agile)
BUS-001	As the customer, I want my users to be able to access and download 'GoThatWay' from the IOS app store, so that they can easily install the app.	Critical	3
BUS-002	As the customer, I want non-intrusive advertisements within the app so that my users are not unhappy and that I can generate revenue from the use of the app.	High	3
BUS-003	As the customer, I want the app to be user-friendly so that the users want to continue to use the app.	High	2

- **User** (Processes a user will do. (use-cases))

ID	Requirements	Priority	Size (Agile)
USER-001	As a user I want the app to present me with a direction and distance so that I know which way and how far I need to go.	High	4
USER-002	As a user I want to be able to press a button in the app to bring up a map so that I can tell the app where I want to get to.	Med	5
USER-003	As a user I want to be able to press a button that marks my current location so that I can easily get directions back here.	Med	3
USER-004	As a user I want to be able to bring up a list of saved locations so that I can easily get directions to my favorite locations.	Med	2
USER-005	As a user I want the directions that the app gives me to be accurate and reliable so that I am not wasting time while trying to find my way.	High	4

- **Functional** (Specific system behaviors (usage scenarios))

| ID	Requirements	Priority	Size (Agile)
FUNC-001	As the developer I want the app to be able to constantly recalculate the direction and distance between two locations so that they can be used as the output.	High	3
FUNC-002	As the developer I want the app to always have a location for the current device so that it can use it as the start location.	High	1
FUNC-003	As the developer I want the app to maintain a database of stored locations so that they can be used again to generate new directions.	Med	2
FUNC-004	As the developer I want the app to be able to set the current device location as the destination location for another	Med	5

	device.		
FUNC-005	As the developer I want the user to be able to login with a google or facebook account, so that a login system doesn't need to be developed and the user finds it easy to join and quickly interact with the app.	High	3

■ Non-functional (features such as Reliability, Performance, Security, Maintainability, Usability)

ID	Requirements	Priority	Size (Agile)
NFNC-001	As the developer I want the app to be run predictably, so that the app does the same thing with repeatability and without bugs.	High	5
NFNC-002	As the developer I want the app to run without significant lag time when a user is interacting with the app, so that our app is "reliable"	High	5
NFNC-003	As the developer I want the app to run without frequently crashing, so that our users do not become frustrated with the app.	High	5
NFNC-004	As the developer, I want the app to be secure, so that user information is protected when using and interacting with the app.	High	5
NFNC-005	As the developer, I want the app to be able to pull directions from Google maps, so that the app does not have to generate its own directions to follow.	High	5

- **Methodology:**
  - Agile
- **VCS Link:**
  - *https://github.com/nawe6601/GoThatWay*
- **Project Tracking Software:**
  - Trello

- **Link to Project Tracking Software:** Make sure instructors and TA have access
    - https://trello.com/b/99XCuf5B/gothatway
- **Project Plan:** Created from your project tracking software. Copy-paste the plan (or screenshot of) into the .pdf document.
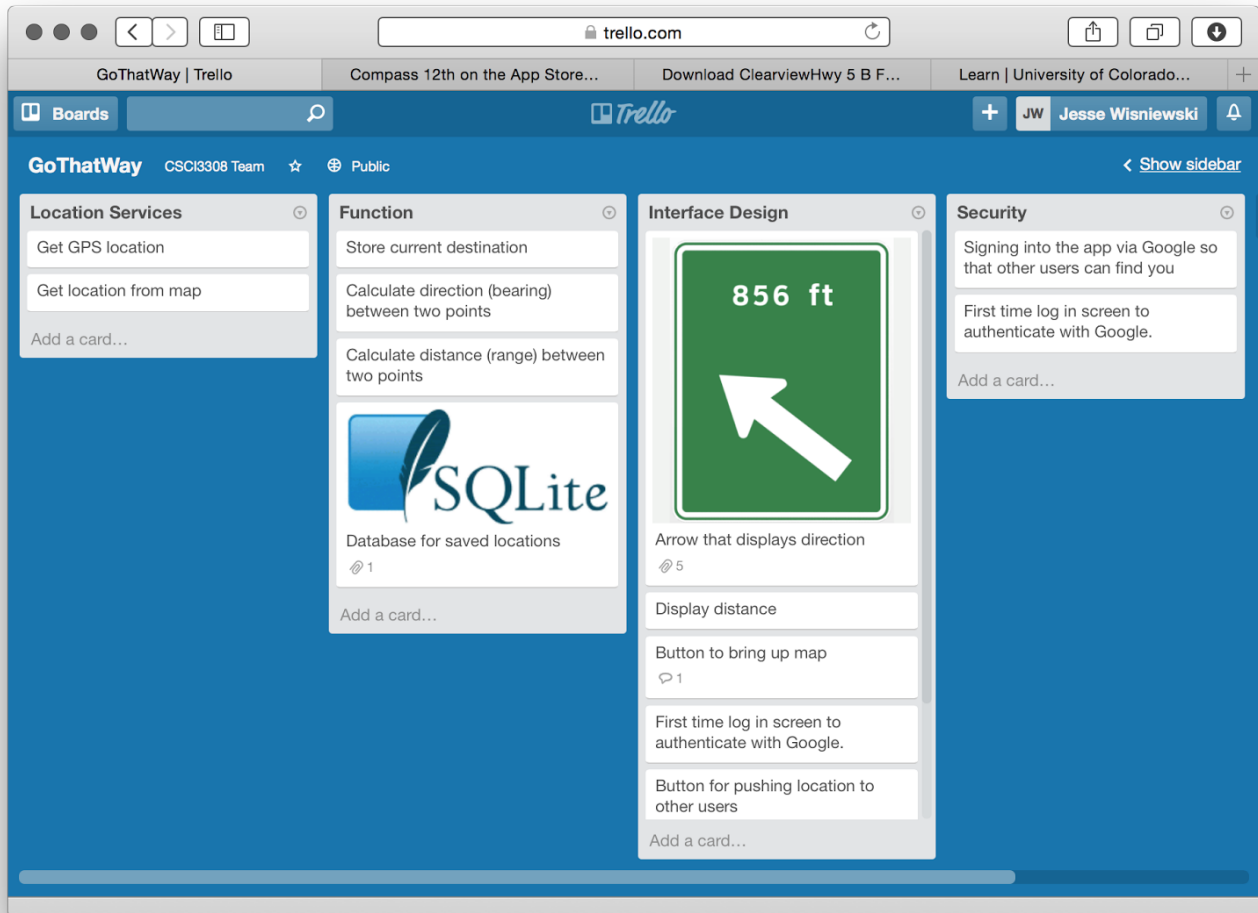
Extra Credit:
- **Target Market:**
    - **Size of each market segment:**
        - **Age:**
            - < 14 years old: Non-existent
            - 14-18 years old: Small
            - 18-25 years old: Large
            - 25-30 years old: Large

- - - 30+ years old: Medium
    - **Income Level**
      - < $40,000: Non-existent
      - $40,000 - $50,000: Small
      - $50,000 - $100,000: Large
      - $100,000 + : Large
  - **Is the segment growing or declining?**
    - **Age:** Staying level
    - **Income Level:** Increasing
  - **Characteristics of potential customers in each segment**
    - The main market share that the app targets, people between the ages of 18 and 30, is a market that constantly are looking for new "trendy" apps to use with their smartphones. With two out of three Americans now owning smartphones according to Engadget, this segment of the population with an increasing discretionary income is a prime target for the sort of app that fits with the out and about lifestyle of a 20-something.
- **Profile of competitors :**
  - **What are the competing products and services?**
    - There are many navigation apps on the App store, some more popular than other.
  - **Profile of key players and their market share**
    - The iPhone already comes with a built-in navigation app, which automatically gives Apple a huge market share. Many users also download Google Maps. Apple and Google owns the majority of the navigation-app market.
  - **Advantages and disadvantages of the competitors' offerings**
    - Apple has the advantage that their app is actually installed on the iPhone when you buy it. Also their app is developed by skilled programmer from Apple. Google is a major known company with a good reputation, and their app is developed by programmers at Google. TomTom's main product is GPS systems, and their app is similar to their other navigation systems. TomTom is also widely known to have good products, which increases their app's reputation.
- **Competitive advantage:**
  - **Unique features:**
    - Our app is one of few apps that will include an arrow to guide you to your goal.

- **Price:**
    - Free with advertisements
    - $0.99 without advertisements
- **New technologies or systems**
    - New versions of IOS have been released since any similar apps were published, with more options for sharing and convenience (Facebook, widgets, etc.)
- **Better value to customers in terms of efficiency or ROI or cost/benefit ratio**
    - This app will make customers more efficient when trying to get to a desired location for a low cost.
- **Greater compatibility with existing systems**
    - Our app will be compatible with all IOS devices
- **Include any independent validation or case studies**
    - http://www.engadget.com/2014/02/11/two-thirds-of-americans-now-have-smartphones/
    - http://istrategyconference.com/blog/the-importance-of-simplicity-in-app-development