

School of Computing

Year 4 Project Proposal Form

SECTION A

Project Title : Republic Entertainment

Student Name : Christopher Dunne

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Stream : CASE

Project Supervisor Name : Markus Helfert

[Note: It is the student's responsibility to ensure that the Supervisor accepts your project and this is only recognised once the Supervisor assigns herself/himself via the project dashboard. Project proposals without an assigned Supervisor will not be accepted for presentation to the Approval Panel.]

SECTION B

Proposal Description – using the following headings:

General area covered by the project

Outline of the proposed project

Background - where the ideas came from

Achievements - what functions it provides, who the users will be

Justification - why/when/where/how it will be useful

Programming language(s) - List the proposed language(s) to be used

Programming tools / Tech stack – e.g. compiler, database, web server, etc.

Learning Challenges - List the main new things (technologies, languages, tools, etc) that you will have to learn

Hardware / software platform - State the hardware and software platform for development

Special hardware / software requirements - Describe any special requirements.

Make use of figures / diagrams where appropriate.

Note: The final revision of your proposal form should be converted to a **PDF** in your GitLab repo from where it will be automatically collected.

IDEA

Working part time with an entertainment company, I see the efforts and costs that go in to marketing. My app idea is something which I feel can cut cost and definitely effort. I want the App to help entertainment companies audiences to grow. What i hope the app will do is create task for the user. These task will be things such as like or share event that the company is having, or follow them on instagram. I hope to connect to facebook, instagram and Snapchat. When the user carries out each task, they will be given a qr code. This qr code will entitle them to something free/discounted on the night of the event. Things like free cloak-room or 2 for 1 on cocktails. The app will be broken up into different sections such as Upcoming events, prizes, wallet and community/reviews . The App will be available on both ios and android. I will also make a seperate app which will allow for staff to verify Qr codes. I have already organised with an events company for a prototype of my app be used at there events. This will be very interesting , as I will be able to see the positive effect which the app will have.

Upcoming events is a section where you will see the different events , where they will be able to buy/tickets and add them to their calendar.

Prizes - this is where customers will carry out tasks to claim there barcodes, they will then have an option to add it to the wallet section of the app.

community/reviews- An area where people who have went to events can leave reviews. There also will be news of the latest events announced.

Background

The idea came from talking with my boss. He was trying to figure out how he could get more people on social media viewing the content he was releasing. Which made me think of the idea .Its a smart approach to marketing as the user is benefitting, while the entertainment company is growing a bigger following on social media accounts. Which in turn will boost ticket sales and event attendance. I will also be able to release a prototype of my app and get some analysis of the difference it is making.

Achievements:

The target users for this project are between the ages of predominantly 17 - 35 age gap that are going to nightlife events. This Application will provide users with information on upcoming events where they can get tickets and claim free prizes. Increase social media following for company and in turn increase ticket sales.

Justification

The app will be extremely useful and easy to use. It aims to be a smarter approach to marketing. The app will be of benefit to both the user and the entertainment company. It's a win for both parties.

Programming Languages

I will be using react native to design my app. So i will be using react for the back end while using javascript for the front end. My reason for choosing React Native is because i want the app to be readily available to all users, both android and ios . I have never used react so that will be a challenge in itself, although i have done a bit with javascript while on my internship, its is too fairly new to me.

Programming Tools

React Native will be my main tool for the App. I will also be using gitlab to keep my work safe and updated. I will also be using Sublime Text as text editor.

Learning Challenges

In this project there will be a number of challenges.

1. Interacting with social media accounts. It is something which i have never done before, so it is something that will be very interesting. I hope to connect up to Facebook, Instagram and Snapchat Api's . It will be challenging to see if i can prove that every user carries out each task on the various social media platforms.
2. Creating unique barcodes. This will be quite tricky as there is going to be such a large quantity of barcodes produced i want to make sure that everyone is unique and can only be used once. I will have to encrypt this data otherwise,users will screenshot qr codes and send to others or use again then the app will not be used to its full potential.
3. Creating a second app will also be quite challenging as it will add to workload, but it will only be for staff so they can verify qr codes easily.

4. Learning React native is also something which is very important to me. As its becoming ever so more popular especially among the top tech companies in Dublin at the minute. It will come in very handy when looking for a job next year.
5. Also making sure that every user carries out each task properly will also be another challenging aspect, when creating my app.
6. Optimisation - Issues we ran into for our application last year was how poorly optimised it was for different devices. It didn't scale correctly and was designed with my phone in mind. When used on smaller devices text would go off the screen and images would be skewed to one side. I would like to focus a lot this year on optimisation.
7. Releasing a prototype of my app in an actual events will be quite difficult, as there will be quite a number of users, which may show some flaws that will need to be corrected.

Hardware/ Software Platform

The application will be developed for both Android and ios operating system. I will be using a iphone 7 and Samsung Galaxy J7 for testing the application.