

Háskóli Íslands

Hugbúnaðarverkefni 2 – HBV601

Instructor: Arnar Þór Sigurðsson

Assignment 1

Project Plan and Requirements

Team 13 – Adventurer's Guidebook

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Adventurer's Guidebook

Social Media mobile app where people can create and share travel guides.

Vision and Scope Document

1.1 Background ("What triggered this?")

With huge waves of tourists flooding popular attractions, more and more people want to explore and go off the beaten path. However, unless you magically stumble upon your local soulmate, who knows all the answers and is willing to lay out all the details, you have a difficult task to figure out what to do and where to go.

1.2 Business opportunity ("Why does it look like we can be successful?")

Some mobile apps exist where people can get ideas for things to do, but these ideas are often expensive organized trips and tours to touristic areas. There is a gap in the market for an app where tourists and locals can share experiences and create unique travel guides for other tourists.

1.3 Business objectives ("Which benefits do we expect out of this?")

A high-traffic mobile app with user-created content. The app users would have a platform to socialize, share ideas and discuss adventures; they would have the benefit of learning from other people, getting the sense of belonging to a community, and feeling that they contribute/help society. This app will contain advertisements with the potential to produce substantial revenue, which is the primary benefit for investors, as well as the reputation gain from being a part of the emergence of a popular mobile app. Companies that organize tours, transport people, offer lodgings or offers services in places that increase in popularity due to guides on the app, can also benefit from the extra traffic. Manufacturers and vendors of equipment related to travelling, hiking, mountaineering or other activities can also benefit from the popularity of the app and the adventures that are promoted there.

1.4 Success metrics (“How can we tell whether we are successful?”)

- The app has a large number of users, so that many people can be exposed to advertisement, and so that the app keeps growing, because popularity breeds popularity and improved search engine optimization.
- The goal is 5000 app users per day (staying for more than 2 minutes on the app), 5000 guides read per day and 10000 registered accounts within 6 months of the initial release.
The revenue from advertisement exposure will depend on how much is charged for advertisements, starting at \$2-5 per 1000 app users depending on the banner, but the price can be raised depending on demand.
- Many app users choose to be redirected from the platform to the link of an advertisement. This results in a higher amount of ad revenue for the app sponsors.
The initial goal is 100 advertisement redirections / day within 6 months of the initial release. The initial price per 10 redirections will be \$2.
- Surveys directed at app users show that over 80% of them rate the app as user-friendly, engaging, exciting and useful.
- App users give high ratings to guides (guides have a rating of over 3.5/5 on average), implying that the content created by the users is of sufficient to high quality.

1.5 Vision Statement

- **For** adventurers (tourists, as well as locals)
- **who** like to go off the beaten path,
- **the** Adventurer’s Guidebook
- **is** a social media mobile app
- **that** will provide a community for people to create and share unique travel guides.
 - The system will provide a template for users to easily create travel guides.
 - Adventurers can create travel guides using the provided template. Other users can rate and review these guides, and the system will keep track of this information.
 - Adventurers can search for guides, filter by categories such as location, difficulty, child-friendliness etc.
 - Adventurers can gain privileges and community recognition by creating good quality guides.
 - Investors can gain substantial revenue from advertisements, as well as from cookies and other information that the system can collect from its users.
- **Unlike** existing sources of travel guides and trip suggestions,
- **our product** will engage its users by having them create all its content.

2.2 Scope of initial release (“What should be rolled out first?”)

The initial release should have the following features:

- Registered app users should be able to create travel guides and share their experiences with other users using a template that the system provides. The system should store these guides and make them available to other users.
- App users should be able to register and create a profile in the system.
- Registered app users should be able to log in to the system.
- App users should be able to browse and view the travel guides that are in the system.
- App users should also be able to search for specific travel guides based on keywords in their name or based on their location.
- Registered app users should be able to upload a profile picture to their profile on the platform.
- App users should be able to upload a photo related to guides they create a new guide.
- App users should be able to get mobile notification when another user rates or reviews a guide they created.
- App users should be able to respond to a review written on a guide.
- App users should be able to follow other adventurers that they find interesting, and unfollow if they like too.
- App users should be able to see a list of adventurers who they are following, as well as a list of adventurers who are following them.
- App users should be able to get a mobile notification when a user that they are following posts a new guide.
- App users should be able to see how many people have viewed a guide.

2.3 Scope of subsequent releases (“What can be rolled out later?”)

Subsequent releases should have the following features:

- The system should be able to display advertisements, and track redirections to each ad link.
- The system should collect user data in order to customize displayed content to each user.
- The app should have an appealing design, be fast and simple to use.
- Registered app users should be able to edit their profile. The system can then use profile information of users to customize the content displayed to them.
- App users should be able to search for travel guides available near them using their mobile phone GPS.
- Users who write highly rated travel guides should get some benefits or rewards, for example a symbol next to their profile name, have their guides featured on the front page or at the top of search results.
- Registered app users should be able to delete their accounts.

Project Schedule

School Week	Start Date	End Date	Project (our)	Code Rev	Return assignment	Presentation	Sprint	Milestone
1	6.1.2020	10.1.2020	Inception					
2	13.1.2020	17.1.2020	Inception					
3	20.1.2020	24.1.2020	Inception					
4	27.1.2020	31.1.2020	Inception		Ret. #1 (2.2)			Project Vision, Product Backlog, Project Schedule.
5	3.2.2020	7.2.2020	Elaboration			Pres #1 (6.2) Bjartur	1	
6	10.2.2020	14.2.2020	Elaboration				1	
7	17.2.2020	21.2.2020	Elaboration		Ret. #2 (23.2)		1	Design model for system, android core architecture. Registration and login available on mobile.
8	24.2.2020	28.2.2020	Construction 1			Pres #2 (27.2) Þórarinn	2	
9	2.3.2020	6.3.2020	Construction 1				2	Core features from web-based platform available on Mobile: Manage profile, create guides, search for and view guides, rate and review guides.
10	9.3.2020	13.3.2020	Construction 2	Yes			3	
11	16.3.2020	20.3.2020		Yes	Ret. #3 (22.3)		3	Photo upload available on Mobile: profile picture and photo associated with guides.
12	23.3.2020	27.3.2020	Construction 3			Pres #3 (26.3) Andrea	4	
13	30.3.2020	3.4.2020	Construction 3				4	Followers and notifications on Mobile.
14	6.4.2020	10.4.2020	EASTER		EASTER	EASTER	5	
15	13.4.2020	17.4.2020	Final Touches		Ret. #4 (19.4)	Pres #4 (16.4) Erling	5	Final mobile product ready. Presentation.

Product Backlog

Actors / benefactors	Description
Content Consumer	A platform user who is consuming content created by others.
Content Creator	A platform user who is creating content for others' consumption.
Platform User	Content Consumer and/or Content Creator.
Product Owner	The owner of the Adventurer's Guidebook platform & mobile app.
Advertising Agency	A third party, who might want to advertise on the platform.

The unit for Best (BC), Worst (WC), Most likely case (MLC) and PERT estimates is person-days.

Sprint duration is 2 weeks, except for the first sprint which is 3 weeks, most of which goes into elaboration, and the last sprint which lasts for just 1 week.

Sprint Id	US Id	User Story (US)	Priority (10, 20, ..., 50)	BC	WC	MLC	PERT
1	1	As a Platform User, I want to be able to create an account, so that I can have a personalized experience.	10	0,5	1,3	1,0	1,0
1	2	As a Platform User, I want to be able to log into my account, so that I can have access to features for registered users.	10	0,5	1,3	0,8	0,9
2	3	As a Content Consumer, I want to be able to browse existing adventure guides, so that I can get fun ideas for adventures to embark on.	20	0,5	1,3	0,8	0,9
2	4	As a Content Consumer, I want to be able to view all available details of an existing adventure guide, so that it's easier to decide if this is an adventure for me.	20	0,5	1,5	1,0	1,0
2	5	As a Content Consumer, I want to be able to search for guides by their name, so that I can find specific guides that might suit my interests.	20	0,5	1,5	1,0	1,0
2	6	As a Content Consumer, I want to be able to search for guides by location, so that I can find guides in a specific area.	20	0,5	1,5	1,0	1,0
2	7	As a Content Consumer, I want to be able to rate guides, so that other Consumers can know if the guide is good or not.	20	0,5	1,5	1,0	1,0
2	8	As a Content Consumer, I want to be able to review guides, so that I can share my opinions and give additional tips about the guide.	20	0,5	1,5	1,0	1,0
2	9	As a Platform User, I want to be able to edit my user profile, so that I can keep my information up to date.	20	0,5	1,3	1,0	1,0

2	10	As a Content Creator, I want to be able to create an adventure guide, so that I can share my adventure experience with other people.	20	0,5	1,5	1,0	1,0
3	11	As a Content Creator, I want to be able to post a photo when I create a guide, to make it look more appealing to consumers.	30	1,0	3,0	2,0	2,0
3	12	As a Platform User, I want to be able to view other Users' profiles, so that I can find out more about them.	30	0,7	1,7	1,2	1,2
3	13	As a Platform User, I want to be able to upload a profile picture to be associated with my account, so that my followers can see what I look like.	30	1,7	3,7	2,5	2,6
3	14	As a Content Creator, I want to be able to respond to a review of my guide, so that I may clarify any misunderstanding expressed by the content consumer.	30	0,8	2,0	1,3	1,4
4	15	As a Content Creator, I want to be notified when my Guide gets rated or reviewed, so that I can quickly respond to the review.	40	1,5	3,3	2,5	2,5
4	16	As a Platform User, I want to be able to follow other Platform Users, so that I can express my admiration for their work.	40	0,8	2,0	1,3	1,4
4	17	As a Platform User, I want to be able to see a list of Users that I am following (followees), so that I can quickly find them again.	40	0,7	1,7	1,2	1,2
4	18	As a Platform User, I want to be able to see who is following me, so that I can consider following them back.	40	0,7	1,7	1,2	1,2
4	19	As a Platform User, I want to be able to stop following another Platform User, in case I am not interested in their content (anymore).	40	0,5	1,3	1,0	1,0
4	20	As a Platform User, I want to be notified when someone that I'm following (a followee) creates a new guide.	40	1,3	3,0	2,3	2,3
5	21	As a Content Creator, I want to be able to see how many people have rated/reviewed my guide, so that I know if my guides are popular.	50	0,5	1,5	1,0	1,0
5	22	As a Content Creator, I want to be able to see how many people have viewed my guide, so that I know if people are interested in the guides I write.	50	0,7	2,0	1,3	1,3
Total:				15.8	41.2	28.5	28.5
90% probability estimate: 33.9							