

## **CMSC436 Team 39: “Who Built That?” Project Description**

*Mohammed Billah, Raymond Chan, and Phillip Sabatino*

The basis of our application is pretty easy to comprehend. The application will focus on using a given dataset to allow the user to figure out exactly which brands are subsidiaries/affiliates of other brands. The basic idea of the application is that when a user enters a brand’s name, the application will be able to display the parent companies (and/or children companies) of the brand, in addition to any possible affiliate brands. An example of this could be the user entering “Nike” and companies such as “Converse” appearing as a child/affiliate brand. We also aim to be able to provide the user with the opportunity to search for brands and their connected brands not only with their name, but also via their brand logo. The user should be able to take and upload a picture of the brand name/logo, and the application will be able to treat it just as if the user typed in the brand name, and once again provide the user with a list of affiliated brands and parent brand(s).

The architecture of our anticipated application is pretty simple. Of course, the main application page we need in our design is the actual search page. This will be exactly where the user can find the search bar that allows for him/her to find “who built” the brand that they enter into the search field. We could perhaps even decide to include the option for the user to set up an account for the app, which would use login information to save the user’s searches and keep track of their history within the app. After the user uses the search feature, they will come across the page of actual results. Similar to how google lists webpage links when searches occur, our application will simply spit back out a list of the parent companies and affiliated companies (if any) We could then allow the user the option to either head back to the search page, to search using one of the parent/affiliate brands, or to save the brand/company (only if they are logged into an account).

The main android features we will need to implement are text fields and text views, in addition to of course a layout manager to ensure our application looks presentable and neat. We also need to implement camera permissions for the application, since the user is given the option to use a photo instead of text in order to search for a brand. We should also utilize a networked server and database in order to ensure we are able to save our user profiles (i.e. login information and favorites) somewhere other than the device itself.

As a group, at the moment we plan on working together on each aspect of the project. This ensures that we do not fall behind in any certain part of the project, and with three heads attacking one common goal, we should be able to ensure success in our final application design. We plan to make sure that each of us are provided ample and equal time and opportunity to work on this project, with none of us dominating our decision making process or designing of the application.

## Rough Storyboard of App UI

