**Team Assignment 1**

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**1. Business requirements**

1. Background

The idea for this project came up when we were arguing if different bars/clubs have different atmospheres and if a club attracted people in a certain mood.

We realized that it would take us a long time to be able to create the statistics ourselfs, but if it could be done through automation and facial recognition APIS we would all certainly use it. Therefor an idea for a new product was born.

2. Business opportunity

When choosing what new bar to go to, you can't often trust the reviews for what the atmosphere really is like. If you want to go to the happiest bar in town, you can now see the statistics and choose a place accordingly. It can also be fun just to compare places and proof or argue with your friends what is the angriest, happiest or most serious place in town.

There are currently no products that we could find that offer statistics for facial expressions gathered from image sources. There certainly are stand-alone programs that determine facial expressions from images, and others that show pictures from certain places. But not one that combines the both even without the added statistical part.

Social media is still growing and people want to be able to get easy access to information about certain things, put forth in a interactive and fun manner. Most people have a smartphone and in most arguments people end up checking the facts online and winning the argument.

The typical user will want to be able to compare two bars, see fun statistics about the emotion at a certain bar, and maybe even rate they're facebook or instagram picture emotion status. Therefor our target markets will be young people who have an active outgoing life, and or have a social online presence and want to be able to determine they're emotion status.

**3. Business objectives**

Our product will be able to users emotion statistics about places, that will help them to decide where to go, and either buy the product at a really low price or scroll through an advertisement a few times.

It could also provide bar managers a powerfull tool to analyze they're crowd and how a special event was going. And determine they're marketing strategies.

Ad revenue should be able to support all future development.

**4. Success metrics**

If we will gather an active user group of over 1.000 users we will consider the product viable for bigger markets out of Iceland and have our proof of concept and market.

**5. Vision statement**

For social people

who want to determine the emotion statistics of a place

the stamotion

is an interactive statistical emotion app

that will give users the ability to compare and browse emotion statistics for bars and clubs  
The app will offer a selection of popular places in reykjavík that you can access emotional statistics from that are presented interactivly

the app will give people the power to skip wrong reviews and compare the athmosphere of bars in Reykjavík by a scientific method on data that is unbiased

unlike the review apps that often have payed, wrong and biased reviews,

our product will give the users a unbiased method for they're decision making

**6. Business risks**

The managers of the account can affect the statistics if they take down or dont submit pictures online that they think don't conform to they're image.

Rather unlikely since most places don't go such lenghts for they're image.

Can be avoided if user submitted contents will be scraped.

**7. Business assumptions and dependencies**

We made an assumption about the demand for emotion statistics for bars to visit.

If the is no demand then ofcourse there is no ground for this project

We assume that third party api providers will keep giving free access to they're picture databases.

If they change that model the project will not be able to succeed in current form.

**2. Scope and limitations**

1. Major features

Users are able to select bars and clubs, and get emotional statistics about the place.

Realworld data is the best review base and users want to be able to read unbiased reviews when choosing a place.

Users are able to compare two or more places and see how they differ, in a graph or other statistical comparison

Users want to be able to compare places to win arguments of which place to pick.

Users are able to see the top places for each emotion.

Users want to be able to see what the stop scoring place is for a specific emotion so they can decide where to go.

**2. Scope of initial release**

Fixed selection of places which the user can see emotional statistics about in an interactive graph

All statistical data will be cached on server and updated weekly to offer fast performance

The ability to request places to be added into the fixed selection

**3. Scope of subsequent releases**

Ability to type in names for places and the app will search if it can gather data for that specific place.

6 months goal

Ability to compare two places

3 months goal

Ability to search for persons and recieve the emotional statistics of they're online social profiles.

12 months goal

Premium feature that offers deep statistical analyzes for certain events or dates for places.

18 months goal

**4. Limitations and exclusions**

Users will not be able to enter online web addresses for scraping and emotional statistics.

The technical aspect of this feature is to hard to implement for it's benefit.

The database scrape backengine will only scrape common big social sites.

Endless smaller sites could be added, but deciding only to support the biggest is the most cost efficient.

**3. Business context**

1. Stakeholder profiles

School project so it does not apply.

2. Project priorities

Making a working prototype for demonstration.

3. Deployment considerations

Not worked out yet.

Fully dressed use case formats:

Name: UC1 - Look up emotional statistic for a bar

Scope: Stamotion

Level: User goal

Primary actor: Person going out(PGO)

Stakeholders and interests:

Person going out: Wants to be able to pick places with specific vibes, with fresh information.

Traveler: Wants to be able to find places that fit his personality, has no knowledge of the surroundings.

Manager (of a bar): Wants to be able to see how his place is scoring, so he can adjust his management practices if needed.

Preconditions

The person going out is on the main screen of the app, connected to the internet, and is in downtown Reykjavík

Success guarantee

Graph or plot is shown.

It shows in an interactive manner.

The statistic is from recent or new data.

Main success scenario

1. PGO wants to find a place

2. PGO opens the app and selects browse

3. PGO scrolls through a list of bars that he knows are close

4. PGO selects a place from the list

5. The app shows the statistics about the selected place

PGO repeats steps 3-5 until he finds a place with statistics to his liking

6. PGO turns off the app and heads out to the place

Extensions / alternate scenarios

1. Manager wants to find information about his place

2. Manager opens the app and selects browse

3. Manager scrolls through a list of bars unti he finds his place

4. The app generates the statistics

5. Manager writes down the data for later reference

6. Manager closes the app

Special requirements

Smartphone that has at least 4" touchscreen

Internet connection

Technology and data variations list

There are currently no data or technology variations options in the vision scope.

Frequency of occurrence

Every time that the PGO want's to go out

Miscellaneous / open issues

How many different kinds of emotions the PGO would want to be shown. Is less more, or is less to stricting?

Name: UC2 - Comparing emotional statistic for two bars

Scope: Stamotion

Level: User goal

Primary actor: Person arguing differences of places(PADOP)

Stakeholders and interests

PADOP: Wants to be able to show that a specific place has more of a specific emotion that another place.

Manager (of a bar): Wants to be able to compare the bar he is managing to others.

Traveler: Wants to be able to make a decision by comparing two places.

Preconditions

The PADOP has the app and is connected to the internet.

Success guarantee

Graph or plot comparison is shown.

It shows in an interactive manner.

The statistic is from recent or new data.

Main success scenario

1. PADOP wants to show how one place compares to another

2. PADOP opens the app and selects compare

3. PADOP scrolls through a list of bars that are available

4. PADOP selects two places from the list

5. The app shows the statistics about the selected places

PADOP repeats step 3-5 as often as he likes

6. PADOP turns off the app after proofing his point

Extensions / alternate scenarios

1. Traveler wanst to compare places for selection

2. Traveler opens the app and selects compare

3. Traveler scrolls through a list of bars that are availabe and close by

4. Traveler selects two places from the list

5. The app shows the statistics about the selected places

6. Traveler turns off the app and heads out to the prefered place

Special requirements

Smartphone that has at least 4" touchscreen

Internet connection

Technology and data variations list

There are currently no data or technology variations options in the vision scope.

Frequency of occurrence

For every argument he has or for fun.

Miscellaneous / open issues

Would he be able to compare specific moods or see the whole list?

**Further use cases:**

Statistical information screen

A user wants to show from how much data the statistics were generated. He pushes the info button and a list is shown that contains number of sources.

The program is in fact very simple in structure so all use cases are in fact very similar.