

Vision and Scope document

1.1 Our idea came from wanting to have a proper website where all of Reykjavík's events are listed. The idea is that those responsible for events can post them themselves and then all users of the site can view them by date, type of event, etc. In addition to general event info, we wanted to collect access info on each location to make the site especially useful for people with handicaps.

1.2 There are many events in Reykjavík each day but it can be tricky to find out about them. The information is scattered so you have to look at more than one source to really know what's going on in the city. Our goal is to gather all event information in one place, our site. As Reykjavík's event life is blooming we think this is a site that everyone would love to use. Over the last few years smartphones have become the most common way to use the internet. Our website will have a responsive user interface to accommodate this trend and to allow people to find events on the go. We want our site to be in both English and Icelandic so the number of tourists that are visiting Iceland these days can use it as well. This would be a much better solution than the current trend, which is Facebook events mostly, as here you would have a proper overview of all upcoming events in one place.

1.3 The website can really benefit people that are hosting events as well as people responsible for the events, e.g. the artists and people working for them. This would also be a great place for new bands and performers to get their shows noticed. Last but not least, we hope the site can be a great help for people with handicaps to be able to know in advance if a place has f.ex. wheelchair access and such, as info on that is not so easily accessible otherwise.

We have a few ideas on how to monetize the website. It's possible to sell advertisements on the website. Offer sponsored events, where people would pay to become more visible on the site. Lastly collaboration with ticket vendors, we could include links to their site for a fee.

1.4 Our best measurement of success would of course be how many people will end up using our site. We hope to replace public Facebook as the most popular way to look for and advertise events.

1.5

Our vision statement: For all people who want to find upcoming events, the TakeMeOut site is a webpage that provides an easy way to find out what's going on in Reykjavík. The site will have user accounts for those hosting or managing the events so event registration will be in the hands of the user. Unlike Facebook events and apps like WhatsApp, our product will give you a good overview of events in the city, not just today but for the coming weeks. It also provides an easy approach to event management and has information on the accessibility of venues for people with impairments.

1.6 One of our main business risks is that people are too used to using Facebook for events and won't start using the site. We could also be facing competitors that have gotten a similar idea and will be releasing a site or app with the same function as ours around the same time.

1.7 Our plans are based on the assumption that people will see the benefit in using our site over other established places to register events. Initially we can register events ourselves to get the ball rolling but in the end this is crucial for the site to work long term.

2.1

1. A user visits the site and searches for all events. The system provides a list of all upcoming events that have been registered. The user only wants to see events that are going on over a particular weekend. The system updates the list of events being displayed. The user can now see the events he is interested in and plan his weekend.
2. A bar manager wants to advertise an upcoming event at his bar. He registers as a user on the website and logs in. The system presents him with the event management part of the website. There he fills out an information form for the upcoming event and location in both English and Icelandic. The system adds the new event to the list of events being displayed when users search for events.

3. A user visits the site and searches for events. The system provides an overview of upcoming events. The user scrolls through the overview and see all the events that have been registered in the system. He makes a note of everything he is interested in over the next few weeks.
4. A user visits the site and searches for events. The system provides an overview of upcoming events. The user filters the events by genre and venue so he now only sees hip hop events that are going on in prikið. He sees the events that he is interested in and can plan his time accordingly.
5. A band manager logs in to the website. He is presented with the management part of the website. He opens an overview of all the events he has registered for the band and can start preparing for the events.

2.2

Our initial release will have user registration for event management, event registration and an event overview. The event overview should have date search filters, access info and should be in both english and icelandic.

2.3

Subsequent releases will involve more detailed search filters, localization in more languages and design refinements. Additionally we will add user registration for the search side of the website so users can favorite events and receive recommendations.

2.4

The website will not have the capability to sell or reserve tickets to events. The reason is that selling tickets requires a lot of security and thus complicates the project a lot. Also both selling and reserving tickets requires a lot of collaboration with venues and performers and will thus make the management of the site more complex and expensive.

3.1

Those that will be most actively involved in the project are we the programmers and our collaborators which are two students in the Art academy. The art academy students will be responsible for the UI design and initial content gathering. We are also working with a more experienced programmer that will act as an advisor. People affected by its outcome

will be performers responsible for the events on the site, the managers hosting the events and people interested in attending the events. The performers and managers will benefit a lot if the site becomes a hit and will be involved in keeping the site updated. This will be a platform for this group to present their shows and venues in an easy-to-use way. This would save hours of tracking down and inviting people via Facebook and provide a very simple way to announce your events for all to see. We therefore believe that this group's attitude towards the project will be a positive one.

The willingness of the performers and managers to use the website is the biggest factor for the long term success of the project so these groups will have a huge influence on the project even though they are not directly involved.

3.2

In case of unexpected events, such as the release needing to be a month ahead of schedule, there are several things that could be pushed for later releases. Our main goal will be to have a running site with event info sorted by date. Localization, detailed search filtering, and the user authentication are factors that can wait, although not for long. We would resort to overtime from staff instead of hiring additional contractors as we all know that according to Brooks' law „adding manpower to a late software project makes it later”¹.

3.3 The project is a web application and it will be accessible for free online. It will be organized in a manner that is simple, accessible and understandable for every age group and technical background. Our main goal will be a proper promotion of the site and getting people to use it as their main event registration and overview platform. User authentication will only be required of those that are registering and managing events.

¹https://en.wikipedia.org/wiki/Brooks'_law

Use Case document

Name: UC1: Registering event

Scope: Event registration system

Level: User's goal

Primary actor: Manager of a bar

Stakeholders and interest:

- **Bar manager:** Wants a fast, simple and easy way of creating an event and getting it out to people through the site.
- **Performer:** Wants their event to be displayed with the correct information and reach people.
- **User:** Wants to be able to open the site and see the registered event listed; their time, date and general info.
- **Website owners:** Want the managers to have a good experience using the site. E.g. no errors, easy to use.

Precondition: Bar manager is identified and authenticated.

Success guarantee:

- Event is saved in the database.
- All info is filled out correctly.
- Picture for event is delivered in correct format.
- Event is displayed under correct signatures on event overview page.

Main success scenario:

1. Manager visits the event registration part of the website.
2. Manager logs in.
3. Manager fills out the information for the event and submits.
4. System validates the input.
5. System records the event and sends it to the event registration service.
6. System refreshes data and redirects the manager to a new page that shows him an overview of all the events the bar has registered. The overview contains the new event.
7. The bar manager can see his newly registered event and leave the website confident that it was registered.

Name: UC2: Find an event through date filtering

Scope: Event overview

Level: User's goal

Primary actor: User looking for event

Stakeholders and interest:

- **Bar/Band manager:** Wants their registered events to be easily accessible to the user.
- **Performer:** Wants their event to be visible so people will show up.
- **User:** Wants a good easy to use overview of all the events that are going on in the selected time period.
- **Website owners:** Want the users to have a positive experience when using the site. E.g. want the users to like the site design, get no errors and be able to easily navigate through the site.

Precondition: None, everyone is free to access the site and search events.

Success guarantee:

- Events that happen today or later and are registered in the database appear correctly in the overview.
- Date filtering displays only events that will take place in the given time period.
- Date filtering will display all events in that period.

Main success scenario:

1. User enters the website.
2. User navigates to the event overview.
3. System opens the overview and calls the event service.
4. Event service returns all events that happen today or later.
5. System populates the event overview with the data from the event service.
6. User clicks the date filter, enters the desired dates and submits.
7. System filters the data and re-populates the event overview with the filtered results.
8. User can see the events for the given time period, picks an event and leaves the site.