# MukGo

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## **Motivation**

1. Weak rewarding system.



2. Hard to screen out advertising reviews and malicious reviews.



3. Hard for users to get a grasp of the information they are interested in.

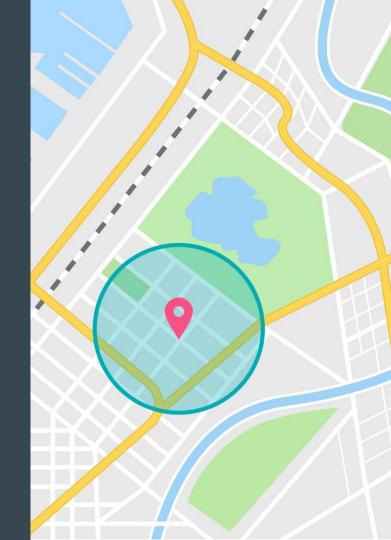


# **Proposed Idea**

- Gamification & Level based Service
  - o different sight range
  - o different avatar
  - o Badge
  - o Ranking

#### Review

- o ordering & filtering
- o menu
- o number of people, waiting



# Novelty







	FourSquare (+ Swarm)	Google Maps	Mango Plate/ Dining Code	MukGo
Concept of level	0	X	0	0
Different services according to level	O	x	x	O
Is the review written right after the user ate?	x	x	x	O
Focused on Restaurant reviews?	x	x	O	O
Ranking service (among users)	O	x	x	O

# Changes in our project scope



#### Like

- o motivate users to write informative reviews
- indicate the review's quality



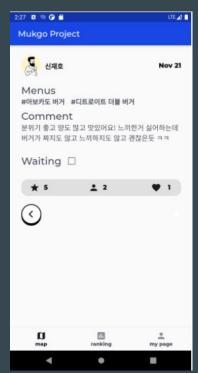
#### Badge

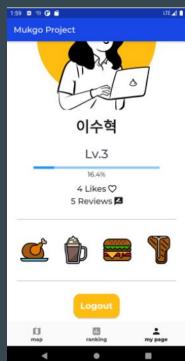
- o add more game characteristic & reward for users
- o indicate the user's preference

#### Performance

- o power optimization:
  - Can we turn on the GPS only on certain situations?
- o network latency optimization:

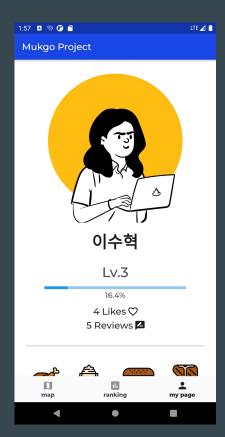
Do we have to send all of these data?

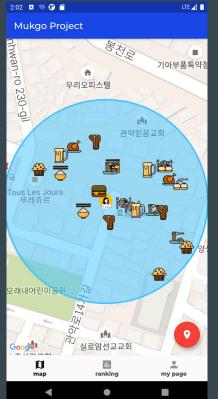




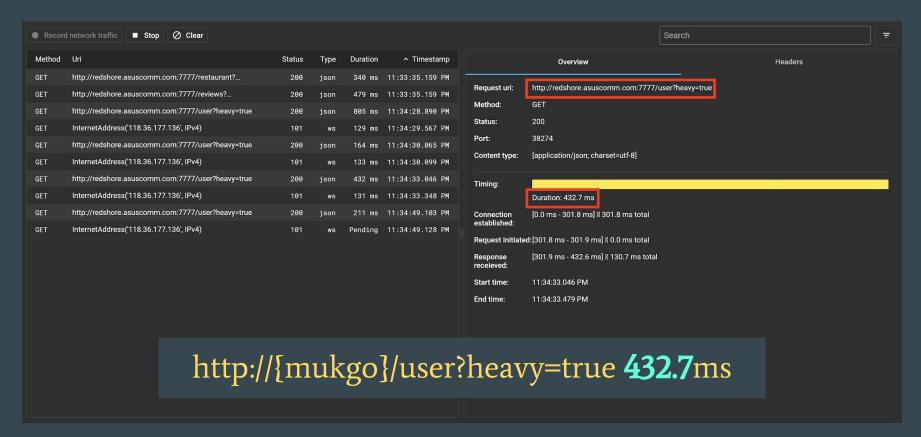
# **Query Optimization**

- User page
  - Detail information about the mukgoer
  - Level, Exp points, Likes, Reviews, ...
  - Need 3 table joins on database
- Map page
  - Avatar and sight changes by level
  - Level, Sight range
  - Need no join on database

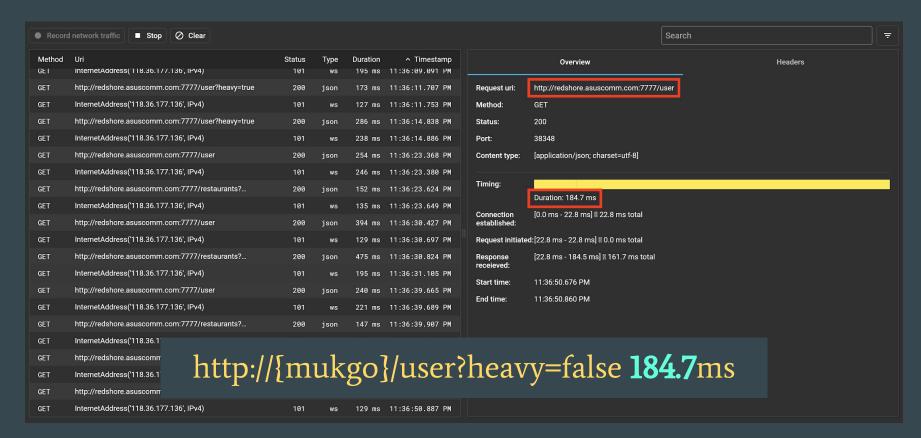




# **Query Optimization**



# **Query Optimization**



## **GPS Distance Filter**

#### • Problem

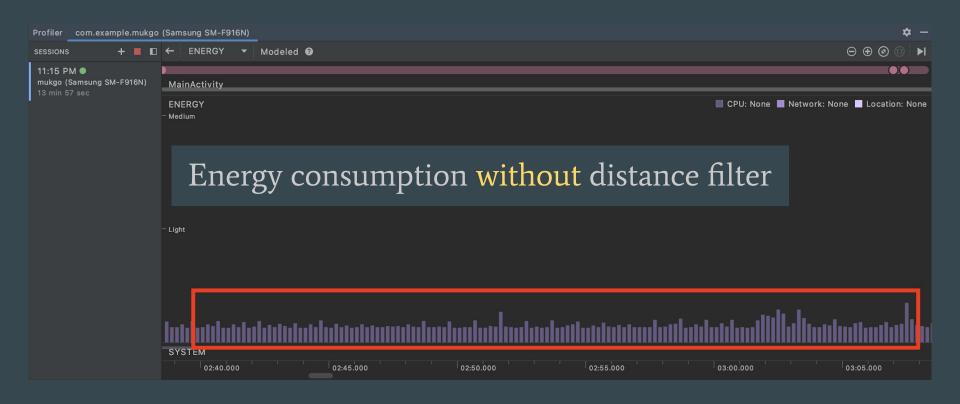
- Fetch restaurants, user data on every position change
- GPS request, Rest API are power consuming operations

#### Solution

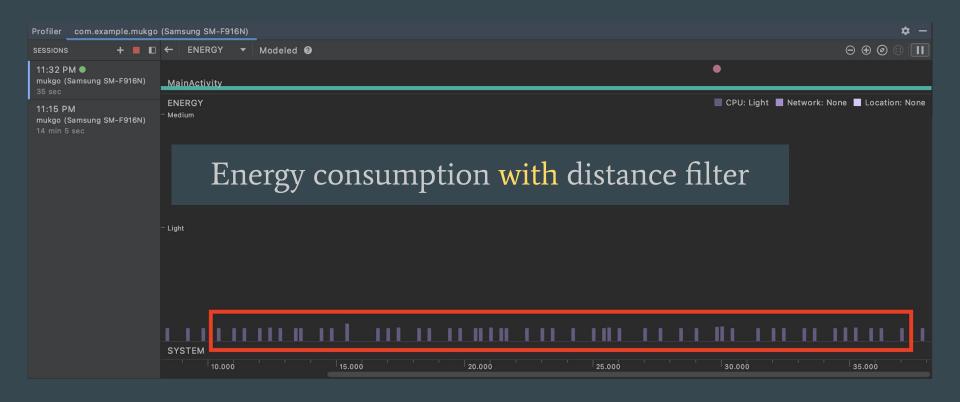
- Filter GPS request by distance
- GPS request is triggered only if the position is changed at least a meter.



## **GPS Distance Filter**

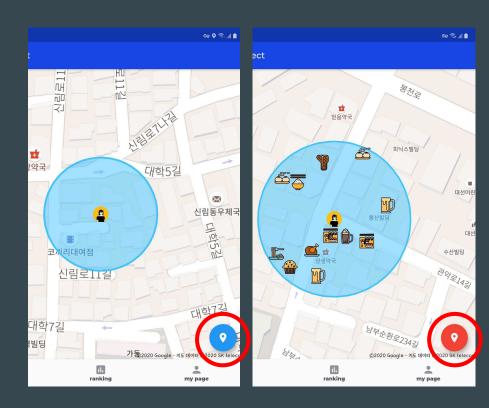


## **GPS Distance Filter**



# TECHNICAL CHALLENGES (Location)

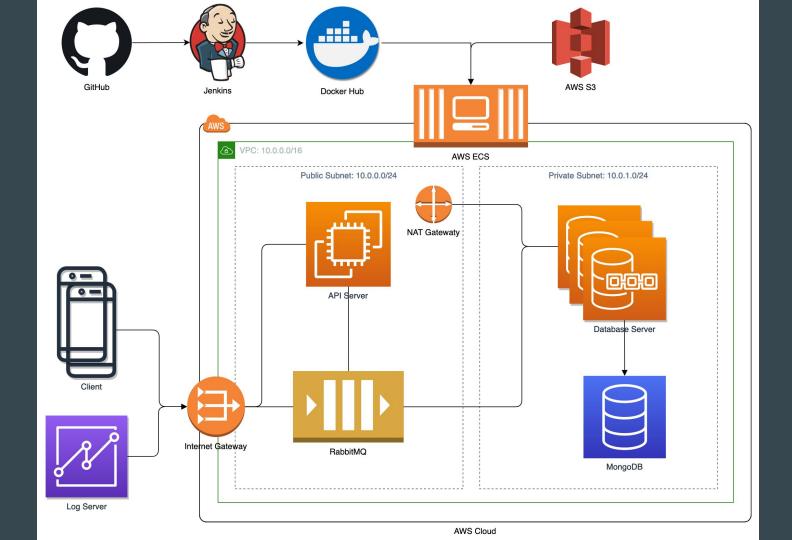
- Because it is a game service, you can't move or expand the map with touch gestures.
- In "Test Mode", you can move or expand the map. You can drag your position on the map.
- You can toggle the mode by pressing the button.
- You can test this app even if you are not in service area(Sharosu-gil).



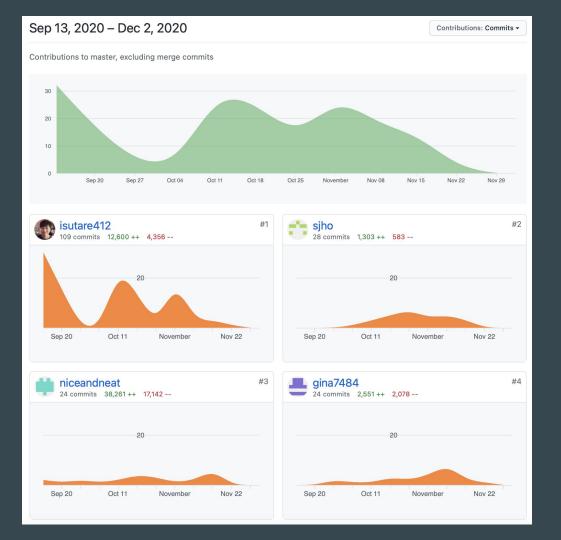
# TECHNICAL CHALLENGES (Collecting Data)

- Use Naver local search open API
- Write simple script to search and save the result restaurants
- Focus on specific area (샤로수길)

```
<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0">
    <channel>
       <title>Naver Open API - local ::'갈비집'</title>
       <link>http://search.naver.com</link>
       <description>Naver Search Result</description>
       <lastBuildDate>Tue, 04 Oct 2016 13:10:58 +0900</lastBuildDate>
       <total>407</total>
       <start>1</start>
       <display>10</display>
       (item>
           <title>조선옥</title>
           k />
           <category>한식&gt;육류,고기요리</category>
           <description>연탄불 한우갈비 전문점.</description>
           <telephone></telephone>
           <address>서울특별시 중구 을지로3가 229-1 </address>
           <roadAddress>서울특별시 중구 을지로15길 6-5 </roadAddress>
           <mapx>311277</mapx>
           <mapy>552097</mapy>
       </item>
   </channel>
</rss>
```



Leader	Timeline	Septe	mber	October				November				
		3	4	1	2	3	4	5	1	2	3	4
권택민	OAuth 2.0	<b>✓</b>	1									
권택민	User Information			1	1	1	1	1				
권택민	Filtering & Ordering								1	1		
권택민	Ranking										1	1
손진아	Restaurant Detail							1	1	1	1	
손진아	Send Review				1	1	<b>✓</b>	1				
손진아	Display Review		1	1	1	1						
신재호	Test Mode										1	1
신재호	Map API		✓	✓	<b>✓</b>	✓	✓	1	<b>✓</b>	1	1	1
이수혁	Database			1	1	1	1	1	1	1		
이수혁	Server	1	<b>✓</b>	1	✓	1	<b>✓</b>	1	<b>✓</b>	1	1	1



## FINAL DELIVERABLE

- MukGo android application.
- Provide and store a restaurant and game database with stable service.
- Location-based service operation.



## **SUCCESS CRITERIA**

- Game Characteristics : level, ranking, badges
- Location Service: tracking current position, data based on location
- User Friendly UI/UX: easy forms, filtering, ordering
- Optimizing Resource Consumption : power, network

## LESSONS AND REFLECTIONS

- Using frameworks like Flutter makes developing easier
- Saving and using location-based data
- Coordinating opinions is more time consuming than expectation
- Current rewards like level and badges has limitation, need physical rewards like coupons