

- **Who:** Sarah Niemeyer, Jacob Park, Lucas Tilak, Zack Allen
- **Title:** HappyApp
- **Description:** HappyApp is a web application which displays the happy hours currently occurring in Boulder
- **Vision statement:** To build an application that allows quick and easy access to current local happy hour discounts
- **Motivation:** Current resources on Boulder happy hours are outdated and difficult to navigate. Our goal is to allow people to discover instantly the best place to get a discounted bite to eat or drink with the push of a button.
- **Risks:**
 - Lack of experience with JavaScript
 - Time constraints- getting carried away with un-essential features before a product is built
 - Team organization- no roles have been specified among group members, so management can become tricky
 - **Mitigation Strategy:**
 - Luckily, JavaScript is generally easy to learn and there are many great resources online to help us learn
 - Sticking to the management on the Trello board and assigning specific people to various tasks will help us stay on top of things
- **VCS:**
 - Github
 - <https://github.com/sniemeyer13/HappyApp.git>
- **List of Requirements:**

User Requirements

ID	Description	Sizing	Priority
UR-01	As a customer I want to be able to click a button to display the happy hours in Boulder so that I can decide which happy hour I would like to go to	5 hours	Critical
UR-02	As a customer, I want to filter happy hours based off of location so that I can know which happy hours are closest to me	2 hours	Nice-to-have
UR-03	As a customer I want to view happy hours which are starting in the near future so that I can decide where to go just before a happy hour starts	2 hours	Nice-to-have

Functional Requirements

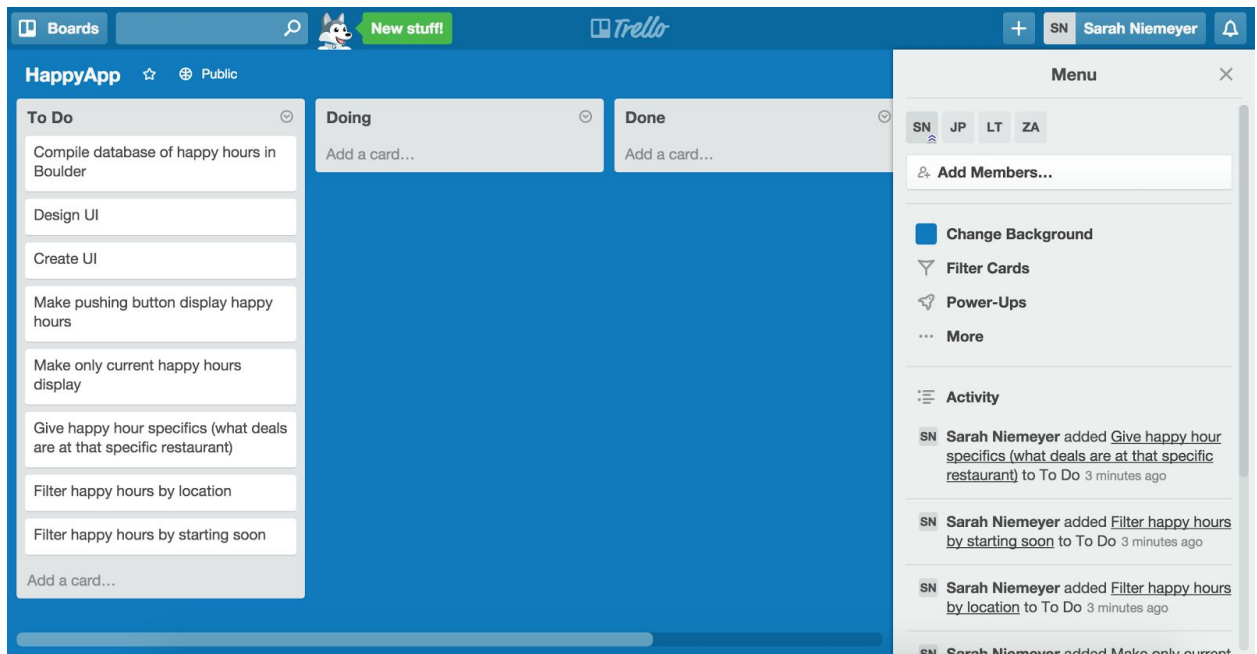
ID	Description	Sizing	Priority
FR-01	As a developer I want happy hours displayed to be the current happy hours so that the information is relevant to the customer	2 hours	High
FR-02	As a developer I want the details of the happy hour to be displayed so that the customer can choose happy hours based off of offers they are seeking	2 hours	Low

Non-Functional Requirements

ID	Description	Sizing	Priority
NR-01	As a developer I want to be able to use the application on both Android and IOS so that we do not limit our customer base	1 hour	Medium
NR-02	As a developer, I want that application to load quickly so that the customer does not get frustrated and use another application	1 hour	Medium

- **Methodology:** We will be utilizing the Agile methodology. This will be the best option for dealing with the small of engineers in our group and will keep everyone on track but ensure any changes can be implemented quickly.
- **Project Tracking Software:**
 - We will be making use of the project tracking software Trello
 - <https://trello.com/b/WjQpXGXj>

- **Project plan:**

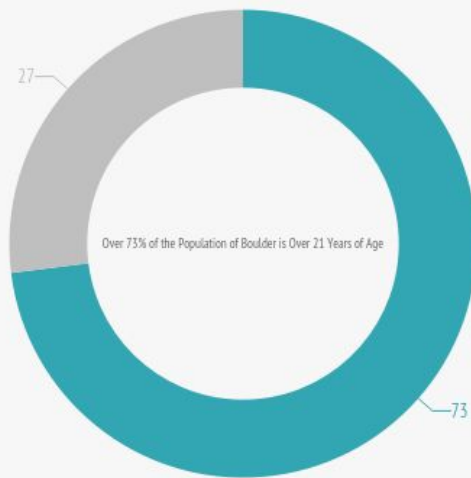


- **Extra Credit:**

- **Target Market:** The main market segment is those in the Boulder area that are of legal drinking age and frequent such establishments often enough to need guidance in choosing a place to go at any given time. This encompasses mostly college students, working professionals, and the adventurer/outdoors type. The college student segment would be in the hundreds because of the size of the local university. Working professionals could number in the thousands because of not only the residents within Boulder, but those who commute from outside the city and would be going to the Boulder bars as well. Lucky for us, our customer base will also be on the rise with the population of Boulder steadily increasing, and as more eating establishments incorporate happy hour menus into their services.
- **Profile of Competitors:** Our main competitors will be the existing global establishment apps like Yelp, Foursquare, Google Maps, etc. These players will be tough to compete with because of their size and their brand recognition, but they will not be able to offer relevant information as accurately as our local based app. In addition to the global players, Boulder has community services publications like *The Rooster* and its new happy hour finder search engine. This service will be a strong competitor to our product, but does not offer real time, location based information and ours will have a more user-friendly, mobile interface.
- **Competitive Advantage:** The idea of our program is to create a simple to use product that will make our customers trust the name while being effective enough to have them recommend our service to others. By using any number of reliable

frameworks for building our app, we can ensure the user interface to be pleasing and compliant. There should be no reason why a customer couldn't intuitively know how to use our app. The ease of integration from other location services coupled with connecting directly with the local bars to offer the best information will give our customers a service that has not or cannot be matched by other services.

See next page for infographic



The 21+ population of Boulder is saturated with people seeking a happy hour deal

beer-lovers
athletes
foodies
students
adventurers
professionals
on-a-budget

the current applications to find these deals are complicated and tedious

?



HappyApp

can connect these hungry people with a great happy hour deal simply and reliably