

Technopole-2000

Presents JACKELO

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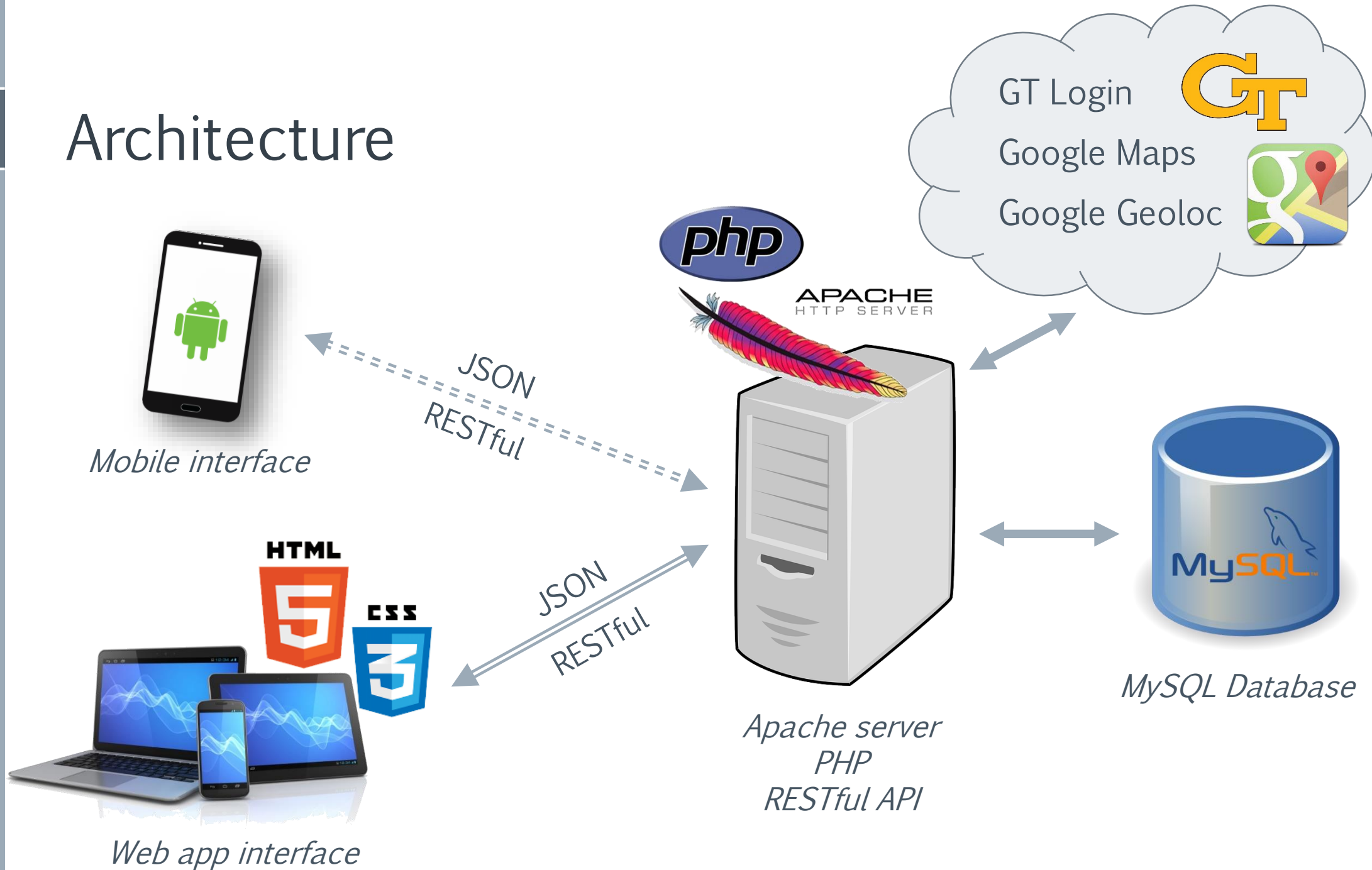
Benjamin Joffe
Charles Munson
David Gaspard
Ernesto Mogena

Overview

- › Problem being solved / description
 - GTL-specific event sharing application
 - GTL Informational Wiki
 - Requires student authentication via GT Login
- › Use Cases
 - Organizing trips around Europe
 - Planning local gatherings (or during trips)
 - Study groups
 - Sporting events (e.g., ultimate Frisbee)
 - Travel/Dinning tips

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Architecture



Implementation Status

- › Server, database and API fully set up and finished (HTTPS-only)
 - Maintenance: auto-prune old sessions and events
 - Enhanced security to prevent Cross-Site Scripting and Session Hijacking
- › Web app interface completed:
 - Temporary “demo” login – allows full access for 24 hours (everything purged afterwards)
 - Users broken out into Networks: GT, Demo, Business (future)
 - › Prepared for expansion to more schools/organizations
 - Premium events and accounts to allow future monetization
- › Android app interface (WIP):
 - Home/list view implemented with dynamic loading of events
 - Event view implemented

	GET (retrieve)	PUT (replace/edit)	POST (new)	DELETE (remove)
/api/event	Get all events with default sorting (date)		Create new event	
/api/event/{category:id}	Get all events for given category ID			
/api/event/{country:id}	Get all events for given country ID			
/api/event/{type:id}	Get all (info) events, defaults to all non-info events			
/api/event/{start:#}	Specify offset for results			
/api/event/{limit:#}	Specify number of results to get			
/api/event/group	Get all events grouped by country (for map view)			
/api/event/count	Get the number of info and non-info events (total)			
/api/event/eventID	Get event data with given ID	Update event data with given ID		Delete event with given ID
/api/event/eventID/simple	Get event data with given ID (simple info)			
/api/event/eventID/attendants	Get list of all attendants to event		Join event for current user	Unjoin from event (current user)
/api/event/eventID/comments	Get all comments for event		Create new comment	
/api/event/eventID/comments/commentID	Get comment data for given comment ID			Delete comment with given ID
/api/country	Get list all countries			
/api/country/countryID	Get info for country ID			
/api/country/countryID/city	Get list of cities for country ID		Create new city in country ID	
/api/country/countryID/city/filter/string	Get cities matching string supplied (for given country ID)			
/api/country/countryID/city/cityID	Get info for city ID			
/api/user	Get all info for current user			
/api/user/userID	Get public info for user ID			
/api/category	Get all categories		Create new category	
/api/category/filter/string	Get categories matching string supplied			
/api/category/categoryID	Get category with category ID			
/api/type/	Get all event types			
/api/type/eventTypeID	Get event type for this eventTypeID			

ex.) /api/event/category/3/country/82/type/3/start/10/limit/5/

Business Model : Target Customers

- › GTL Students (niche)
 - Expand out to all GT students in future
 - Possibility for expansion to all schools and organizations
 - Find members via Facebook, school emails, staff presentations, or recommendations / word of mouth
 - Free access to view and create events
 - Privacy and security: GT-only access to events, all events purged after they expire
- › Businesses (diverse)
 - Businesses can gain access to add their events
 - Find businesses via Facebook, recommendations or advertising
 - Low cost access to add business events to service
 - Security: latest technology used to secure information and access

Business Model : Partners and Resources

› Partners

- Service relies on school / organization login system
 - › e.g., GT Login
- Google APIs (Geolocation and Maps)
- Local businesses (for adding events or advertisements)
- General members (for adding events and trips to service)

› Resources

- Must gain access to events or trips happening
- Must attract members and businesses

Business Model : Costs and Revenue

› Costs

- Fixed: hosting fees and developer salaries
- Variable: advertising fees to attract members and businesses

› Revenue

- Subscription for businesses to access service
- Usage fees for premium services for members
 - › Priority events, searching, attaching documents/images to events and comments
- Advertisement fees for businesses (non-event ads)
- Possibility to sell service to GT / GTL for official usage

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Live Demo

› Product showcase