Target Market - Our target market are college students who need a central location for all their assignments, events, and general notes. This year there is a total of 20 million college students enrolled in American private and public universities. This number is expected to grow to 23 million by 2025 (1). The key characteristic of this market segment is that college students are inherently busy and are always juggling a large number of commitments: from sports, to assignment due dates, to study groups, to social events, to general things they need to remember. Our application provides an easy and quick way for students to keep track of these things without a complicated, cluttered, typical calendar system by using an innovative stream.

1) https://www.statista.com/statistics/183995/us-college-enrollment-and-projections-in-public-and-private-institutions/

333

Profile of Competitors - From our research, we have gotten a sense of the competitive market around our product. Most of the to-do lists out there today focus around a specific market. E.g. In the workplace, for shopping, simple task managers. A lot of which cost anywhere from $3.99 a month, to a one time, $10 charge. We determined, being college students, we are the most unorganized people ever. By tailoring to college students, and providing an efficient and FREE service, we can effectively stand out from the crowd with our product. Some types of companies in the market right now are: Microsoft, Evernote, and Google. The competitors cost for download/ monthly usage is a major benefit for our product, in terms of marketability. And the fact that none of them are tailoring towards helping college kids out and backing them up, means our product will have the advantage over the competitor not tailored to them. However, being a new app that's still in the process of being made, our competitors have the advantage in terms of usability and their products are more concrete than ours.. So far.

Competitive Advantage - Based on research we did, most to-do list are based on app form, our product is a website which allow our users to log into the stream. In this way, our to-do list doesn't occupy cell phone or desktop storage. Expanding on this, many to do list apps are not tailored for student needs. This is why we are creating a system with an innovative stream. You can of course store general notes, but what makes us special is that the user can store their upcoming events, assignment due dates, and general time sensitive items in a stream interface which foregoes the old, clunky, unintuitive calendar. This gives a central location for all things the student needs to keep track of in the simplest, most uncluttered way possible.

Results of the Retrospective on First Iteration -

After the completion of our first sprint, we have met our requirements and have kept on track. By working effectively and together, our first sprint was a smooth process. At the end of our first iteration, we have successfully setup the database and login system.Things we noticed that went well, was our efficiency at meeting our requirements. By using slack and talking within our assigned teams, we were able to efficiently complete the tasks that needed to be fulfilled. Although communication within our assigned groups went well, we did experience trouble with communicating with our whole group as we found some people weren't at the computer or signed off when others were on. We have exchanged phone numbers to correct this problem so we can move on efficiently. For the next iteration, we have found a small one hour gap that we all have in common. We plan to meet up during that gap, outside of our designated hours, to brainstorm and creatively come up with different layout designs.

Additional Requirements - We are going to have a third pivot of what our app is for and the characteristics of it. We started with having a general to do list app, then we moved to adding events so the user can keep track of more in their life, and now we are pivoting again to focus on

the needs of college students. This means along with notes, and events, we are also going to allow users to add upcoming assignments, exams, etc. We have also went from using a static webpage with a post system to make changes to our database and update the page, to implementing a RESTful API. This will allow us to have more flexibility overall as well as giving our front end team more freedom to make the UI as beautiful and simple as possible.

Our Next 2 Week Cycle -

Requirements:
- Ability to add and delete multiple notes
- Ability to add categories for each note
- Front end for note system

Goal:
- Create and delete multiple notes and assign categories to the note, all being local to the user who is logged in

Project Milestone2 ☆   🔒 Team Visible

Cycle 2 ⋯	Cycle 1 (Complete) ⋯
As a user I want to make new notes so I can keep track of things	As a user I want to login so I can have personalized data
As a user I want to be able to delete and update notes so I can fix my mistakes	Users should have a name, email, password
Ability to create, update, and delete notes	❤️
Ability to add notes/events to a category	Three tables: Users, Notes, Events
Ability to create, update, delete categories	User Table: Name, email, password, userid
Notes should have content and a time created 💬 1	Note Table: noteid, userid, content, category, time created
Friendly interface design ☑ 0/9	Event Table: eventid, userid, event name, event time
Categories should include common activities such as: homework, housework, general activity, etc.	Add a card…
Add a card…	