Project Proposal
StackFrame

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Team number : 10

Introduction

We want to both disrupt and innovate the social media world with our new product that we believe will capture new desires of the consumer. Our product will be the first "Live" social media application that captures events as they occur in real time by allowing our users to promote pictures, comments, videos in a given area around them to create a unique online culture. We will have two main facets to the application, one will focus on the public side of the community while another will focus on the more personal group side of the community. Our application will have chat rooms known as "frames" in which users can comment freely and upvote or downvote other's comments whilst the comments are only shown for a given amount of time before either being removed or promoted to the top 10 posts of the day. We will also have a personal side which will be essentially the same thing except that the "frames" will be private.

Team Background & Motivation

Motivation

We are a group of motivated individuals that realize there is a strong need in social media that is currently not being met. With our sets of skills we will create a product that satisfies these needs by creating a new kind of online community.

Bryce - Experience in c, java, obj-c, php, ruby on rails, and iOS development

Desone - Experience in c, java, html & css, android programing, and application design

Steve - Experience in c, java, android , web apps, databases, and application design

Joshua - Experience in c, c++, java, objective c, and iOS development.

Customers

Age: 16-30

We are targeting Socially active members of the community. Our content relies on the willingness of users to contribute. This is why it is of absolute necessity of our users/customers to be socially active members of their surrounding community.

Unlike other social media applications ours is reliant on location. So rather than targeting all social media users we are primarily targeting social media users that are also active in their community.

This customer group should match very closely to the users that currently use Yik-Yak.

Customer Value

Our primary customers will be people from 16-30 years of age as well as others with smart phone devices. The customers want a new live social media application that will connect not only friends and family but the community as a whole in a better way than what is currently being offered. Their is no current application that has the virtual community that we wish to create in which all social events can be on one platform.

Proposed Solution

Content - a piece of content is either a post, picture, video, or sound clip.

Frame - a frame is a collection of content. You can create various combinations of content and put it onto a frame to eventually be pushed on to a stack for others to see.

Stack - a stack is a collection of frames where people can either vote frames up to have a higher status in the stack or can be voted down and eventually be popped of the stack.

Our solution will branch into two important aspects, one will focus on the public virtual community(Communal Stack) while the other will focus on the private side of friends and friend groups(MyStack).

Communal Stack - The communal stack will essentially be a large room of content that will allow users within a certain radius of a specific location to post content on it. For example, our first communal stack will be that of the University of Arizona in which we will place a specific location at the center of campus and allow users within roughly a 5 mile radius(will change according to specific needs) to post on the Communal Stack. All content will only last a specific amount of time before automatically being deleted due to the live nature of the stack. Upon creation and pushing of content onto the stack, other users can either upvote content and potentially have it make it onto the "Top Frames of the Day" so that the creation of great content is rewarded. The top frames of the day will consist of the top 10 frames with the most comments in which users can readily see by switching from the Communal Stack to the "Top Frames of the Day" stack. By creating the "Top Frames of the Day" we are creating a sense of urgency in which users will want to post entertaining content in order to be rewarded by having their content be kept on the "TFOTD". We are also considering having a "Top Frames of the Week" stack which would work in a very similar fashion.

MyStack - Mystack will work very similarly to the public stack except only the friends of the user can see the content that people post. MyStack will essentially be the personal profile in which you can create stacks in order to share content. The user will generally

post a frame to his main stack which will likely last for a given amount of time and other users can again upvote it, downvote it, or comment their own content on the stack. You can also freeze your stack so that if you created content you realy enjoyed and do not want it to disappear you can keep it for others who view your profile to see. We are also considering making group stacks between two or more users in which the creators of the group can decide how the stack works. The stack can either clear itself every 6,12, 24 hours or stay persistent, allowing users to keep content forever within a group stack.
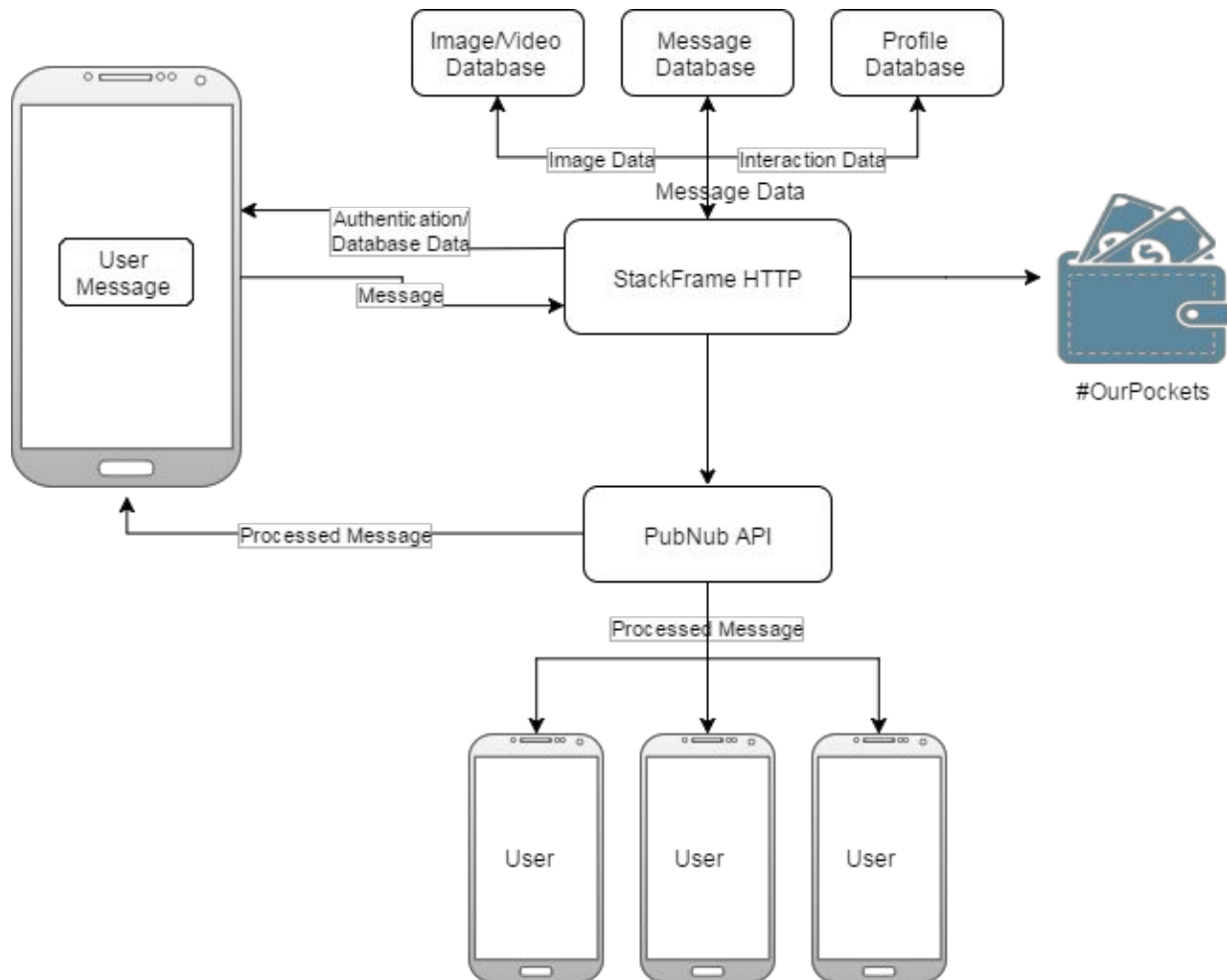
Measures of Success

Application Measures -

- Number of users
- Average time spent per customer
- Number of videos, pictures, posts a day
- Percent growth between months
- Number of recommendations
- Number of cities, campuses represented

Customer Satisfaction Measures -

- Number of recommendations
- Positive feedback through app ratings
- Percent growth through personal friends

Project Proposal

Our application will be launching on iOS and android platforms and will have one relational database in which we will store all of our data. We will be hosting an Apache web server, which will utilize the cakePHP framework, to serve data from our mySQL database. We will also utilize Pubnub, a social data streaming API, to send the messages to users. We have an apple developer's license to allow us to test our products physically on our iOS device. We also have a private GitHub account which we will use for things like source control and proposal storage. Our minimal system is the "Communal Frame" which we intend to have running by iteration 1 if possible. Although we want the app to run on android we are largely focusing on iOS.

Roles

Our group has decided that we want to understand all aspects of our applications which will lead us to be familiar with our iOS and Android applications as well as our database design. So we will all write code for each platform in order to have a solid understanding of how our product works but we do have main roles in addition to our "Jack of all Trades" position.

Josh - iOS developer

Stephen - Database developer

Bryce - iOS developer

Desone - Android developer

Is the Project Feasible?

While our project is a very large undertaking we are extremely confident in one another's abilities but are most confident in our drive to create this application. We plan to meet as a group at least twice a week whilst having smaller meetings on the side whether that be after class or via a google chatroom.