COSC345 ASSIGNMENT 1

GROUP MEMBERS

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REASONING FOR GROUP MEMBER CHOICE

Our group was formed to maximise diversity as our group is gender, culturally, and skill set diverse. We believed this would mean we can optimise our app to relate to a broad audience. We thought our different skills sets (i.e. coding, designing, creativity) would mean tasks could be easily spread according to each member's strengths. Jada and Levi are going to be our lead programmers because of their math and technical ability. Mohammed has experience with game design and using photoshop so his role will be graphic and design. Jakub is in charge of the user interface because of his communication skills and has a good intuition of what is appealing to people.

WHAT WE'RE GOING TO BUILD

Drinking game app to waste time at pre drinks consisting of three primary features; cards with drinking related tasks, Never Have I Ever questions, random order card generator of a standard pack of cards. For each of these games a new card is generated on each player's turn until the deck runs out. Additionally we plan to have a mini game upon completion of a game's deck. The minigame will pose questions to a randomly selected player, which they answer based on their preferences. The other users then have to guess that player's answer. Those who answer incorrectly face a generated task.

HOW WE'RE GOING TO BUILD THE APP

Our group is going to use Swift to code our iOS app. For the design we will use a photoshop tool to make the UI look appealing. We also decided to use firebase to allow users to create saved accounts (i.e. usernames, passwords, bios).

HOW LONG IT WILL TAKE TO BUILD THE APP

A general consensus between professional app programmers is that from the inception to the completion of a project it could take between 3-9 months, however this is dependent on many factors such as the complexity and size of the project. We believe that our app will be a lot simpler in regards to functionality and design which is part of our model. Due to factors such as the group lacking previous experience in using Swift, we will have to transfer our previous coding skills to the new language. So far this has not been a challenge, but nonetheless a small setback. Therefore it wouldn't be an unreasonable estimate to expect the development to take somewhere between 5-6 months for the finished and polished product to be delivered to our target audience.

WHAT ALREADY EXISTS THAT IS SIMILAR TO THE APP

Existing apps that are similar include Picolo, Kahoot, Never Have I Ever apps, Card apps. We took our main inspiration from the online app Picolo. In Picolo users go through a set of cards with each card having predetermined rules. The user then drinks based on the card's rule. Picolo is similar because it also is about drawing cards and drinking which have predetermined rules. Our app is also similar to Kahoot, particularly the mini game. Kahoot is a learning based game platform used in schools and universities to make learning fun and engaging for students. The user can browse the website for already made quizzes and even generate their own custom questions.

HOW OURS WILL DIFFER

Although there are a lot of commonalities between our app and Kahoot and Picolo, they are also very different in ways. Kahoot is an educational platform that boosts student's productivity while still engaging them in fun ways, while our app ironically does the opposite. Our goal is to make the users waste time rather than make them productive. Also, Kahoot is for answering quizzes that are educational while our app doesn't have quizzes or any educational element to it. Picolo has only one type of game and there are no users, instead you can just add the name of your friends before each game. Our app, however, has different games and there are multiple users that can play simultaneously from their own devices instead of relying on a single person's phone.

WHY OUR TARGET MARKET WILL BE INTERESTED

With the idea for the software in place it is important to understand our target market and specifically how we can use the target market to design a successful and popular app. We believe that the app target market would be young adults between the ages of 18-24. Due to the nature of the app, the consumption of alcohol is something that would complement the card games available. However, drinking is not a requirement of the app as it is designed for use on its own or with non-alcoholic drinks. By researching the target market we found that 85% of our chosen demographic has consumed alcohol in the past year and 18% drink more than 6 drinks on one occasion weekly. Therefore by creating a niche app we can appeal to a wide target audience that we believe would have uses for the app and will maintain using it, ensuring a good attempt in breaking into the already dominated app market.