



# Application Definition Statement

## **Purpose or Main Intent**

*A web and mobile app that enables surfers to design their own surfboard*

## **Description of Intended Audience**

- *Surfers of all ages that want to design their own surfboard*
- *Designers that want to submit surfboard and sticker designs for sale*
- *General public to choose designs to have put on board for gifts*

## **Core Functionality**

*Allow users to access a listing of surfboards, designs, stickers and accessories for sale*

## **Feature Set**

- *Search for surfboard designs*
- *Search filters:*
  - *Board size/shape/manufacturer*
  - *Stickers-front/back*
  - *Designs-front/back*
  - *Price*
- *View designs/images*
- *Saved items-MySurfRack*
- *Login/Forgot password/sign up*

## **Nice to Have**

- *Helpful videos submitted by designers*
- *How-to videos by company owners*
- *Show off page-Barney for users to upload photos of their final products*

## Primary Persona

### Lucas Rodenberg



“An app that allows me to upload my own design for my surfboard or pick and choose one that someone else has for sale. I want a board that’s different than everyone else’s.”

Lucas is a surfer and an artist. He works at a beach resort where he surfs everyday before or after work. He owns several surfboards that he takes care of and repairs on his own when necessary. Lucas is an entrepreneur at heart and has always wanted his own design business. Lucas has searched for designs on the internet but has not found anything that he really liked. He even thought of buying board drawing pens and drawing on his own boards.

#### Characteristics

**Age:** 17  
**Education:** Senior in high school  
**Job Title:** towel boy  
**Tech Familiarity:** medium  
**Tech Usage:** Daily  
**Platform:** iphone, iMac, ipad

#### Influencers

- A surfboard designing website
- Allows to upload designs
- Pick other designs for free or for sale
- Has videos to watch or upload
- Can buy from many different manufacturers
- Can save designs in a library

#### Pain Points

- Lack of app for designing surfboards
- Lack of way for designers to share artwork for boards

#### Scenarios

**Goal:**  
 Designs for a surfboard

##### Method:

Lucas opens the app on his iMac or iphone and logs in. He searches for new designs that people have posted on the sight.

**Goal:**  
 Designing a surfboard and/or saving designs he likes for later

##### Method:

Lucas finds new designs that he likes and saves them into his own library. He then begins the process to design his own by selecting the criteria for his board (manufacturer, size, shape, price). He selects the designs he wants to use and positions them on the board where he wants them. He adds the stickers to the board on the back of the board then saves his work. He shares his design on Facebook to see what his friends think. Lucas later goes back and purchases the board through PayPal.



## Secondary Persona

### StuArt Bailey



“I want to be able to sell my surfboard designs directly to surfers easily.”

Stu is a professional surfer and artist. He has been designing surfboards for many years but only locally. Having an app where he could upload his art on his computer and then check for buyers on his mobile phone would be ideal. He search on the site and see others designs.

#### Characteristics

Age: 48  
Education: College  
Job Title: Illustrator  
Tech Familiarity: High  
Tech Usage: Daily  
Platform: iMac, iPhone

#### Influencers

- A way to sell his art to surfers directly worldwide not just locally
- To be able to check sales on the go
- Can see other designs

#### Pain Points

- Not having an app to sell art to surfers specifically
- Having to only sell art locally to surf shops
- Not being able to see what other designers are putting out there

#### Scenarios

##### Goal:

Uploading designs/searching for designs

##### Method:

Stu logs in on the app and goes to the upload page. He uploads a few designs he has on his computer to sell. He makes sure they are saved on the “Pick your design” page. He searches to see other designs and make sure nothing out there looks like his. He then logs out and waits to see if someone will want to purchase his designs.

##### Goal:

Checking for sales

##### Method:

Stu checks his designs on his app. He clicks the app icon and quickly logs into his account. He has new mail that says 2 people have his artwork in their cart and may want to purchase. He logs out and checks again later to see if they purchased. He also checks to see what other designs are selling.

# Use Case Diagram

