SocialEyes

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Product Vision Card

FOR hobby enthusiasts and event organizers

WHO seeks a seamless way to connect, explore, and engage with other hobbies and other people who share their passions and interests

SocialEyes is a location-based hobby/event discovery and social networking platform

THAT simplifies the process of finding, joining, and organizing hobby-related meetups and events

UNLIKE Facebook Groups or Reddit

OUR PRODUCT offers a unified, user-centric experience that prioritizes privacy and personalization, making hobby connections more accessible, enjoyable, and enriching for all users.

Market Analysis

Target Audience

<u>Hobby Enthusiasts</u>: Passionate about specific hobbies.
<u>Travelers</u>: Tourists seeking activities in a foreign city.
<u>Business Owners</u>: Entrepreneurs promoting products or services.
<u>Young Adults</u>: Tech-savvy, seeking social experiences.

Existing Apps

Facebook Groups (group features)
Apple Maps (GUI layout & search mechanism)
Discord (chat features)
Reddit (subreddits of hobbies/interests)

Commercialization

<u>Data Insights</u>:
Aggregate and anonymize user data to provide valuable insights to businesses about user preferences and behavior for a price

<u>Business Partnerships</u>:
Forge partnerships with local businesses to offer exclusive discounts, promotions, or sponsored events for the users of the app

<u>Premium Features</u>:
Offer premium subscriptions with enhanced features such as ad-free browsing, advanced matching algorithms, or priority event notifications.

User Stories

Scrum

1) As a user, I want to be able to search for places that correspond to my hobbies/interests, so that I can find things to do.

2) As a verified user, I want to be able to post meetup locations, so that I can find people who have the same hobby as me.

3) As a user, I want to join chatrooms based on a hobby, so that I can communicate with people who have similar interests as me.

4) As an admin user, I want to have the ability to create and manage the predetermined hobby-related locations and hobbies within the app, so that I can provide more content for users to explore and discover.

5) As a user, I want to be able to confine my location services and privacy to only privileged users, so that I can protect my sensitive data from malicious individuals.

6) As a user, I want to save my favorite places/hobbies, so that I can easily access them for future use.

7) As a user, I want to be able to create a profile and list my hobbies and interests, so that I can connect with others who have similar hobbies.

8) As a business-owner user, I want to be able to advertise my company events based on a set of hobbies, so that I can grow my audience and create a community of customers.

9) As a user, I want to leave feedback or reviews of certain events/locations, so that I can express my opinion on the safety or quality of the hobby-related location.

10) As a user, I want to be able to filter and search for other users, so that I can connect with them.

11) As a user, I want to be able to organize my own events or meetups, so that I can easily manage and invite other people.

12) As a user, I want to search for a hobby and be shown results on a map, so that I can easily and visually navigate to the different locations.

13) As a user, I want to be able to see who created a meetup location and see their public information, so that I can understand the genuinity of the meetup.

14) As a user, I want to be able to report inappropriate or harmful content or behavior on the platform, so that I can ensure the safety of the platform.

15) As a user, I want the ability to make my meetups private and invite-only, so that I can organize and manage events that are exclusively accessible to users I personally invite.

Non-functional Requirements

Inclusivity

This NFR can involve ensuring that our software and application are designed and developed in a way that considers the needs, hobbies, and perspectives of minority groups or underrepresented communities.

So, instead of focusing on mainstream hobbies that are a part of pop culture, we would need to provide hobbies that are a part of minority groups and their cultures. This requirement is necessary so that our app is inclusive to all people.

Scalability

For a real-world project, if our app gains popularity and more users sign up or visit to explore hobbies/meetups in different cities, the demand for our application's infrastructure would need to increase.

If our app expands to cover additional cities or locations, even remote locations, then scalability becomes even more crucial. Our application will need additional content and new data for these locations, and the performance of the app will need to continue to perform well as it covers a wider geographic region or area of the world.

Security

The core security objective of this application is to manage the content posted by us and by users. User-sensitive data and the application data based on predetermined hobbies will need to be ensured.

   User locations are treated with utmost security. Only authorized, privileged users have access to view this information, ensuring that sensitive location data remains protected and private.

   Unauthorized users will not be able to make changes to predetermined hobby locations. This strict control ensures the integrity of our location data. Only verified users will have the privilege to create meetup locations related to a hobby, and each hobby-related location will be clearly marked with its creator's public information.