Target Market:

Our app is aimed at people who are looking to find collaborators for funded research, tech startups, and engineering startups. These users will be recent STEM graduates, startup veterans, STEM industry workers looking to start smaller projects where they play a larger role, and grant-funded researchers in need of additional expertise from a partner.

STEM graduates will likely represent the largest share of our users given that the number of STEM grads is increasing, and they are the least likely to have the connections necessary to create a startup. The growth of software engineering as a major specifically will give us a large amount of users.

The other groups of potential customers will be interested in our app not only to meet peers and people with similar experience/interests, but also to meet eager graduates that are willing to put in hard work with low initial payoff.

Grant researchers is a group that is either stagnant or shrinking, but the importance of interdisciplinary studies is growing as the studies being done get more and more complex with the passing of time. This creates a need for ways to meet collaborators with similar interests and goals, but slightly different backgrounds. We are working on a function which can differentiate users who are looking for collaborators with the same expertise or a different expertise.

Profile of Competitors:

Craigslist

+Advantages: Very large amount of members; simple posting process; well known.

-Disadvantages: Results not personalized; the types of projects are very broad.

Collabfinder

+Advantages: Allows searching of members by skill, interest, or location; allows posting of projects; built in messenger system.

-Disadvantages: User has to find who they want to collaborate with; doesn't match by personality type.

Rockajoint

+Advantages: It is a global service; has parallel environments online and offline;

-Disadvantages: Centers mostly around projects, not people; doesn't match by personality type.

FounderDating

+Advantages: Connects like-minded entrepreneurs; has professional advisors, global member distribution.

-Disadvantages: Charges membership fees; only accessible by professional entrepreneurs (only 34% acceptance rate).

Competitive Advantage:

EqualsTo has a different set of advantages over each of these competitors, but the consistent advantage is our specially tailored questions and matching algorithm which removes a lot of the guesswork and decreases the amount of time spent finding collaborators compared

to our competition. The idea here is that more time can be spent actually creating and/or researching when compatible collaborators are matched up after a 10 question "which do you prefer?" quiz.

Another advantage over some services (namely Founderdating) is that our service is free and funded by ad revenue, which is hugely important for our entire target market because any money spent on meeting collaborators is money lost for the project.

FounderDating also screens it's applicants, only allowing about ⅓ of them to be members. This prevents a large amount of "underqualified" STEM grads from using the site regardless of the fact that they are likely capable in their fields and looking to work hard on a project they feel connected to.

Our entire target market has one thing in common: money, and thus time, being limited. By providing a free service which streamlines the best collaborators to your personalized profile, we have a competitive advantage in being the most efficient meeting service.
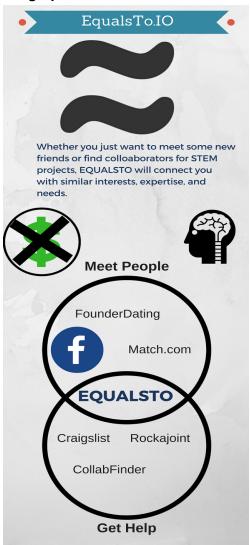

Retrospective:
-pair programming was very effective for figuring out django
-keeping everyone in the loop about what you're working on and when you're working was very effective, let's start doing that every time!
-some implementation goals were too lofty given our workloads (both front and back end). Now that we have a better idea of what we are making, we'll set more realistic goals.
-changes had to be made to our roles to more closely fit with the way the Django framework is used
　　　-Gong is no longer solely on Database given how closely linked backend and database
　　　are in Django.
-deciding on a framework midway through a sprint without having everyone meet together and re-prioritize, especially given the strict nature of django, made it difficult to accomplish our set tasks without confusion
-In general, it is best to not leave any big decisions to be made during a sprint, they should be made during the sprint meeting

Additional Requirements:
-change our algorithm to have more than one "path" by making later questions dependent on a user's answer to earlier questions
-much more information on our homepage about the service, how it works, etc
-restructure database to work with django because our SQL query scripts aren't compatible

Infographic:

Trello Screenshot (sprint 2):