

KEGGERS

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Phase 2

Project Specifications



Goals

- “Keggers strives to enable an efficient and reliable service between consumers and local liquor storeowners.”
- “Keggers will follow a lean startup methodology...Genchi Genbetsu – Toyota Principle”
- “To achieve efficiency, the Keggers Development team will have to follow a strict guideline....This phase will require an iterative programming methodology”



Customer User Interface

- Log-in Page: “Click Here!”
- Home page - location, size, vendor brew, and search buttons
- 08901 → 1/4 Keg → Blue Moon → Search Button



Looking to reserve a keg?
Click Here!

[About Keggers](#)

Store Owners Portal

User name:

Password:

Log in

[Forgot password?](#)

New Store Owner Account

Store Owner User Interface

- New Account: Basic Personal Information → Subscription Plan → Payment Method
- Requires Log-In Authentication
- Store Owner Menu: My Account → Change Subscription, Update Info/Inventory, Log Out



New Store Owner

Annual Subscription

\$4000/yr

Payment Method:

☐ Credit/Debit

☐ PayPal



<User's Name>
My Account
Change Subscription
Update My Info

Welcome, <storename>

Change Subscription

Monthly Subscription
\$350/mo

Card Information

Card Number:
Card Type:
Expiration Date: mm / yr
CVV:

Cardholder Name:

Billing Information:

Address 1:
Address 2:
City:
State/Province:
Zip/Postal code:
Country:
Phone:

Receive reservation notifications:

☒ Via the Keggers app
☒ Via provided e-mail
☐ Via SMS to provided cell #

Save changes

Web App. Software Specs

- Browser Type: All Modern Browsers (Chrome, Firefox, Safari, Edge)
- Framework: Bootstrap
- Input Field Validation: JQuery/Javascript
- Back-end: PHP
- Data Storage: MySQL

Database Information

- Tables: customers, stores, kegs, store_keg, and reservations
- Customers: id, first name, last name, telephone and email
- Stores: id, name, telephone number, and email
- Kegs: id, vendor, brew, and size
- Store_keg: id, two foreign keys, boolean (availability)
- Reservations: id, and two foreign keys

Hosting/Transactions

- Google's App Engine: Database hosting/security, and Pay-for-use service (~ \$400.56 monthly)
- Based off Oracle's Capacity Planning Guide
 - Worst Case Scenario: Required TPS is ~40,000 (reflect Rutgers' student population)
 - Complexity Factor =1
 - Traffic Handling: More than sufficient

$$\text{Number of Boxes} = \frac{\text{Required TPS}}{\left(\frac{\text{Reference TPS}}{\text{Complexity Factor}} \right)}$$

Interactive Mockup

Link:

googledrive.com/host/oB-
CNTkqYFAwMTXhSOWZEUHU2WDQ/index.
html

Release Timeline

Testing Plan

- 1. Functionality Testing
 - Check for Broken Links
 - Sample Liquor Store Location Data
 - Cross Reference Keggers Zip Code Search with Google Search
- 2. Browser Compatibility
 - - Chrome - Firefox - Internet Explorer 7, 8, 9
 - - Safari - Microsoft Edge - Opera (Gaming Consoles)
- 3. Mobile Compatibility
 - - IOS - Android - Windows

Keggers Phases

- 1. Build-Measure-Learn Loop – Assessing the problem, and developing an MVP – 1 year prior to product release
- 2. Customer Development – Establishing customers in niche market, college demographic – 6 months
- 3. Final Development – Collection of data (such as certain spikes in transactions in certain months) – 6 months

