Leafbank

Dabin, Omar, Ore, Pat and Steve

TOC

Initial Client Interactions

- **Software projects begin with scoping interviews**
  - Describe the current and desired states of project

- **Elicit requirements**
  - In other words, valued features they are seeking to implement
  - Document, document, document!

- **Echo and confirm**
  - Ask for additional comments, make corrections as needed
  - Get contact details for continued communication

Interviewing: An example

- **Why do you want to build this? Is there really a need?**
  - Are there potential competitors addressing that same need?

- **Who is your target audience? Details on the domain?**
  - A wristwatch is a wristwatch, but one designed for kids vs adults is very different

- **When is the ideal time to launch the product?**
  - Following a schedule helps set pace and milestones help with feedback

- **What features do you want to see in the product?**
  - Can you prioritize them based on value?

Overview: Problem

- **No reliable data on medical marijuana**
  - Effectiveness of different strains, intake methods, and dosage
  - Side effects
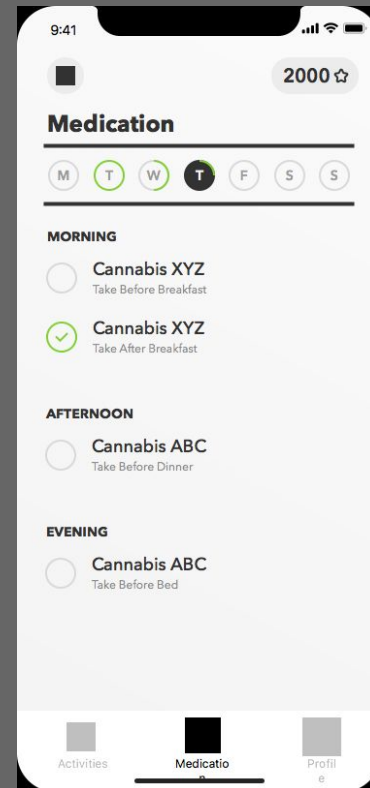 - Interactions with other drugs
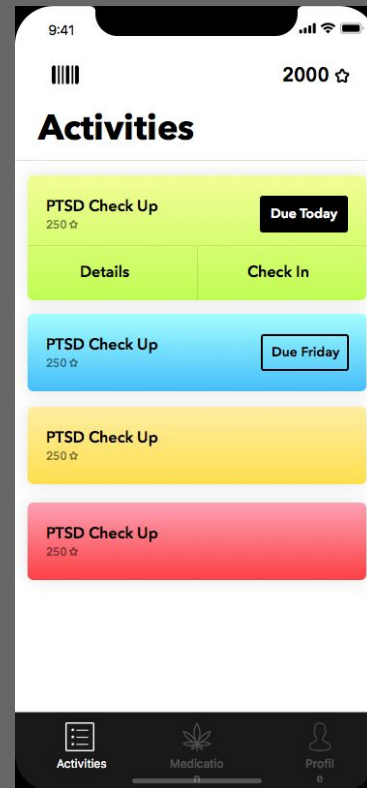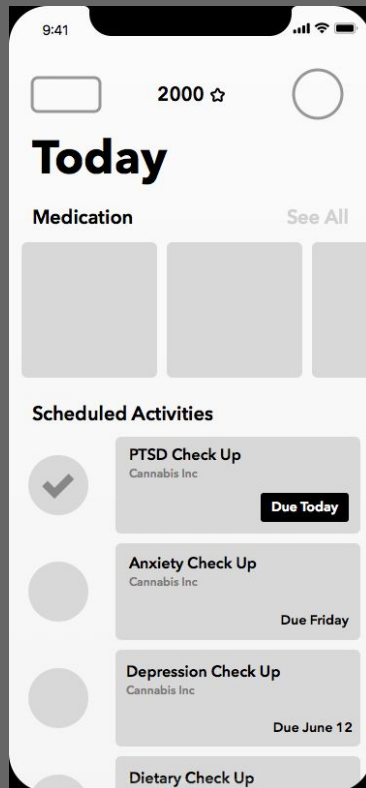
Overview: Solution

- **Obtain data from users**
  - Active soldiers in the American military
  - Medication usage (skip…take extra)
  - Surveys
- **User Motivation**
  - Free marijuana!
  - Users will receive points in exchange for data
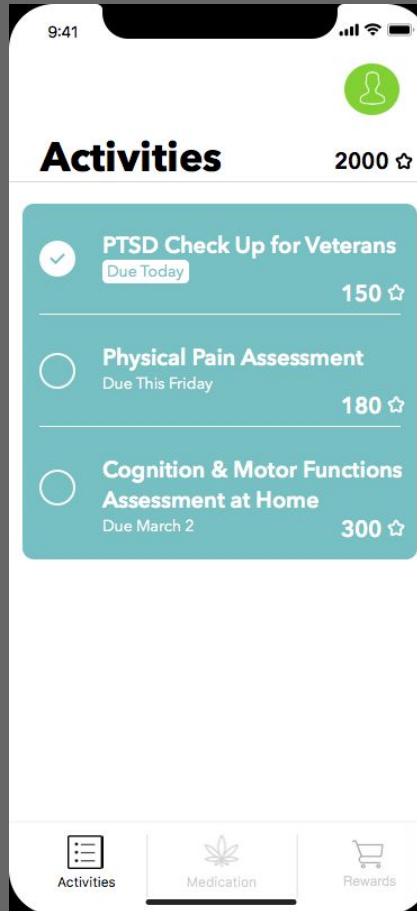 - Points can be exchanged for marijuana products

Technical Details

- **It'll be...an iOS app**
  - Plus that's where the money is at!

- **Building it with development tools like:**
  - Xcode IDE, Swift language, Sketch for mockups
  - HealthKit, ResearchKit, CareKit frameworks have capabilities app needs

- **Firebase for backend purposes**
  - Usage analytics, crash info, database

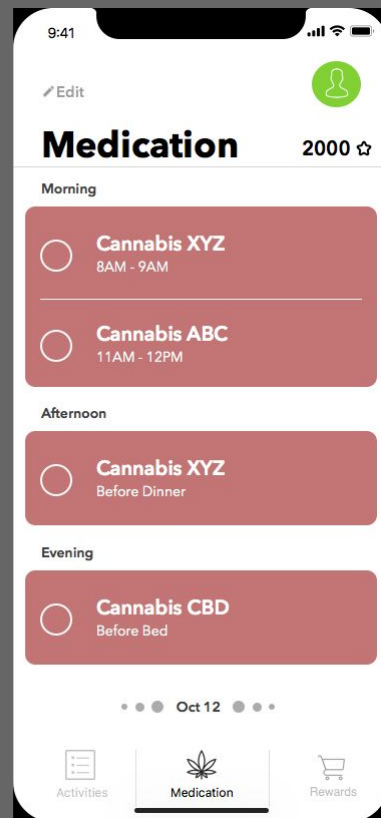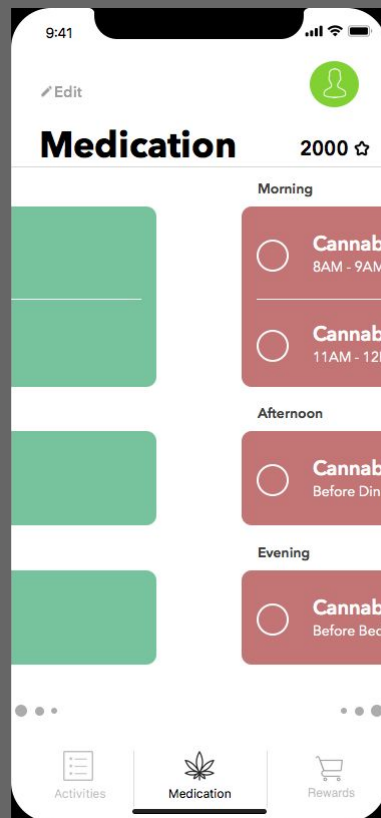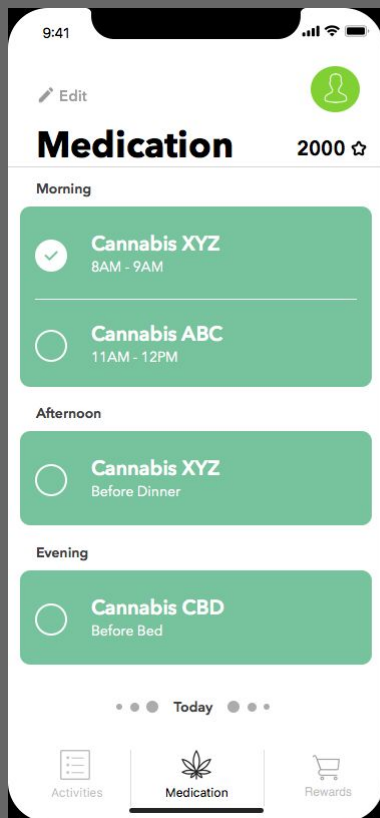- **App Store for distribution**

Prototypes

Activities

Profile

Medication

Check off

Edit

Rewards

Timeline

NOW — Start
Work on design

OCT 17 — App Feedback Session 1
Finalize design

Distribute tasks among group

Basic working app with placeholder view controllers

NOV 7 — App Midterm Presentation
User login/registration

Basic functional profile view

Basic functional schedule view

NOV 21 — App Feedback Session 2
Functional medication schedule

Notifications

Surveys

DEC 5 — App Finale Presentation
Bug fixes

Stretch goals
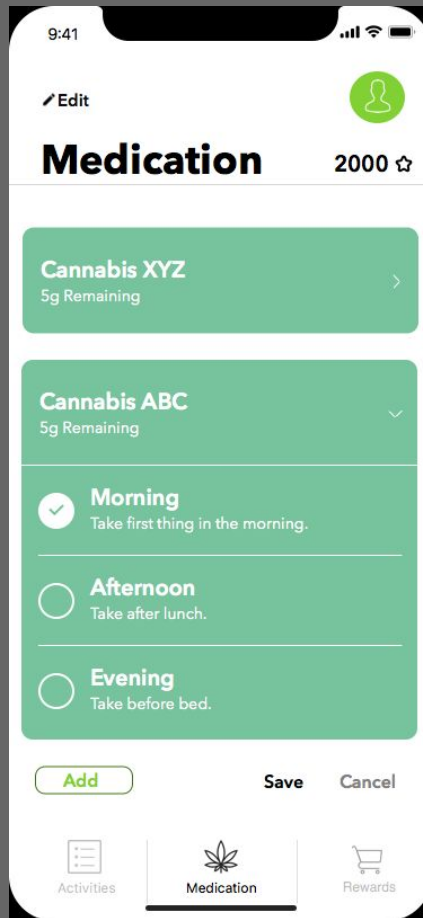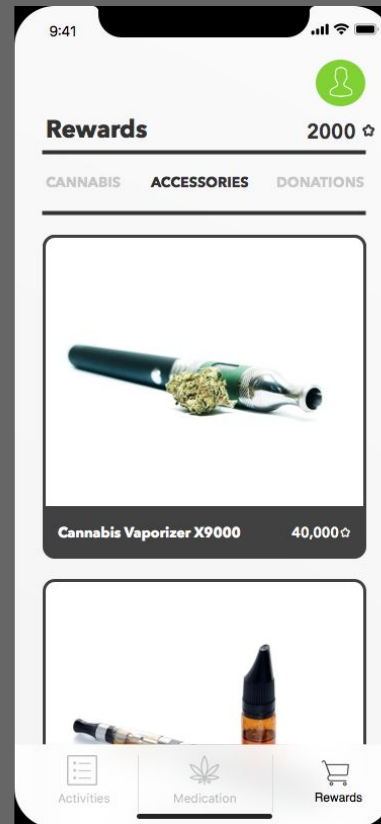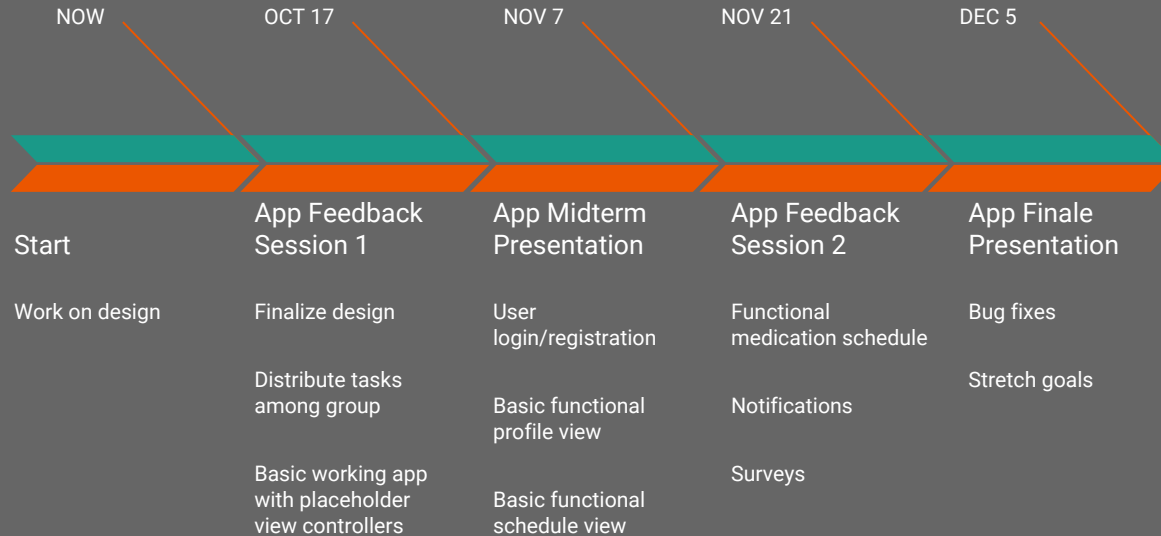
Challenges

- **Privacy of data**
  - In our app we are collecting our users personal data. This gives us the challenge of properly anonymizing the data and ensuring user privacy.
  - In our app patients have the option to enter prescriptions which may contain sensitive information

- **Sticking to/changing prototypes**
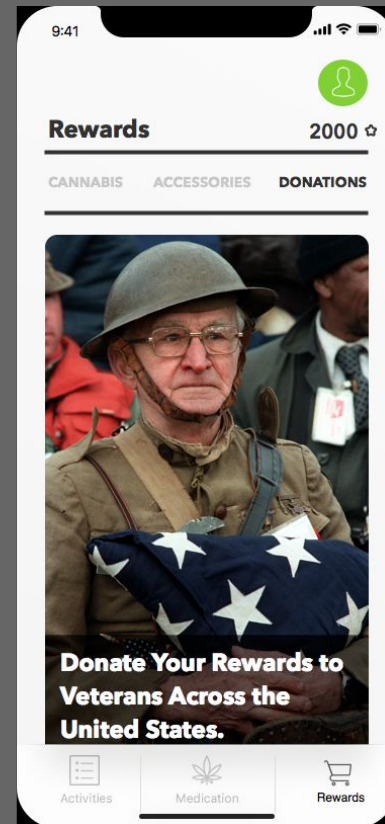 - Our app has a lot of prototypes from previous iterations, so we need to balance the resources given to us as well as the new ideas that we are bringing to the table

- **Facilitating trust with our users**
  - Our users need to know that we are a reliable source

Competition
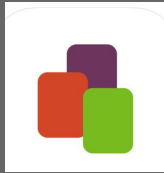
Leafly is the world's cannabis information resource. Millions of people use Leafly's to explore thousands of marijuana strains and access the map to find a dispensary nearby (6k downloads on app store)

Namaste MD

A convenient way for canadians to see health care practitioners for Their medical marijuana prescription

A cannabis discovery and dispensary resource. It helps users locate doctors and cannabis retailers near them

How we Are different

1   None of these apps have a target audience of veterans specifically, so we are in an open market in terms of audience

2   None of these apps have a survey/reward system with cannabis related incentives

3   All of these apps are built for "single-type" interactions. Our app lets the user interact with it in different ways. From checking off activities, to completing surveys, to collecting rewards. It is not all about where and who to get cannabis from.

Business Strategies

- **Free product for our users**
  - Completion of 20 surveys grants access to redeemable product token

- **Develop partnerships with product distributors**
  - Provide users with discounts among our partners in return for completing surveys
  - Distributors gain access to user base as a market, incentivize data throughput

- **A Store**
  - Acting as a middleman for users and distributors, monetization through referrals
  - Not in development plan for this semester, one of our stretch goals

Stretch Goals

- **Built in store allowing users to browse marijuana products within app**
    - Essentially, we become a distributor ourselves
    - Synergizes well with the concept of rewarding for the completion of surveys

- **Integrate DrugBankAPI**
    - Allows access to enormous database of drug related information
    - Can be used to look up drug interactions, adverse effects, ingredient strengths, etc

- **Scanning DIN# capabilities**
    - Users can scan prescriptions directly into our app for convenient entry
    - Consult with DrugBank to provide them with extensive information on the product

Questions?