
SC - Demoday App Brief

23rd November 2015

OVERVIEW

Startups club is a community of entrepreneurs with over 7000 members spread across 11 cities. More information at - startupclub.org .

With the annual event demoday going to be held in 10 different cities with the finale in chennai , the idea is to build an app that helps allow dissemination of information to all our members.

There will be two variants of the app , teams will be attempting to build only either one of them

Static App - All the information will be hardcoded into the app.

Dynamic App - The information in the app will come through their respective API calls , the app will also support login / registration , etc. More details below.

GOALS

1. Simple user friendly, no frills and fancy app that simply allows information consumption.
2. Propagation of information of demoday its sponsors, associates, panel, etc.
3. Build a **native** app (Android and iOS) which is functional across all modern mobile systems.
4. The app will follow exact design specifications as given by the mockups.

STAKEHOLDERS

1. Panche studios - They will be working on the UI and providing mockups.
2. Salma / Faraz / Vivek - They will be providing all the information regarding the content of the cities
3. Khuze - Incharge of overall management of the project and the technical lead.

SPECIFICATIONS

-
- Splash Screen
 - Login Screen *
 - User Registration / Creation *
 - Home Screen - Tiles of all the cities
 - Individual City Page
 - It should show the opening / featured image of the city
 - Schedule and time has to be displayed
 - Venue details - Google Map Integration ?
 - Speakers / Panel Members - Picture based or simple details about the speaker
 - Sponsors
 - Contact / Feedback -
 - Display basic contact information
 - Form to send a quick inquiry *

* These will be the dynamic features of the app and will be independent of

MILESTONES

Dec 1

- Submission of full and final mockups of all the screens.
- Collect all the static information and have it up on the website, ready for consumption by respective API calls
- Submission of the API document and overview meeting on how the API calls will work.

Dec 14 - Progress Review

First review meeting, based on this review meeting, we will decide the teams that are going to be moving forward on the project and we will be specifically working with only the chosen team.

Teams will have to submit whatever progress they have made and send the beta app / testflight app.

Dec 21 - App store submission

Based on the comments given on the previous meeting, consolidation of the app , features and submission to app stores.

Dec 28 - V2 Review Meeting

While the app is under review, we will be working on the V2 that we want to follow the app release with. We will be reviewing the V2 during this meeting.

Jan 4 - App Store Review & Launch

We expect to have the app in the app store by this date and announce the app to the world.

RESOURCES

- Static information - Salma will give an excel sheet about all the cities , a write up and corresponding event based information like - Sponsors, Panel Members, etc
- Dynamic App - API for the following will be given by Khuze -
 - Login / Create User
 - Event Details - By passing the city code as request paramter, we will send the details of the event, ie sponsors, panel members, schedule and venue.