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| Capstone Project Introduction |
| Place Sharing Network |
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| **By: PSN Team – Supervisor: Mr. Huỳnh Anh Dũng** |
| **Hanoi, 8th Jan, 2011** |

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**Record of Changes**

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# Introduction

## Project Information

* Project name: **Place Sharing Network**
* Project code: **PSN**
* Product type: **website and mobile application**
* Timeline: **from Jan 2011 to Apr 2011**

## Purposes

This project is registered and implemented as the capstone project for the team members. The first purpose is to fulfill the requirements from FPT University studying program. The second purpose is to create a complete product for going live.

## The People

Supervisors:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Full name** | **Phone** | **E-Mail** | **Title** |
| Supervisor 1 | Huỳnh Anh Dũng | 0944937974 | [dungha@fpt.edu.vn](mailto:dungha@fpt.edu.vn) | Lecturer |

Team members:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Full name** | **Student code** | **Phone** | **E-mail** | **Role in Group** |
| Student 1 | Võ Thanh Quảng | 00308 | 0972311833 | [quangvt00308@fpt.edu.vn](mailto:quangvt00308@fpt.edu.vn) | Leader |
| Student 2 | Lê Minh Quang | 00518 | 01658566851 | [quanglm00518@fpt.edu.vn](mailto:quanglm00518@fpt.edu.vn) | Member |
| Student 3 | Trương Quang Dũng | 00440 | 0983120089 | [dungtq00440@fpt.edu.vn](mailto:dungtq00440@fpt.edu.vn) | Member |
| Student 4 | Nguyễn Minh Quốc | 00319 | 0976612661 | [quocnm00319@fpt.edu.vn](mailto:quocnm00319@fpt.edu.vn) | Member |
| Student 5 | Nguyễn Minh Vượng | 00335 | 0906180081 | [vuongnm00335@fpt.edu.vn](mailto:vuongnm00335@fpt.edu.vn) | Member |

## Background

Statistics show that **one out of five** search queries on the Internet are for finding places.

People are often confused about where they should go for doing something. They often spend lots of time “googling”, or asking their friends just to know where is the best place for eating, buying, entertaining… For example, a boy was going to have his first date, and he wanted it to take place at a romantic coffee shop. He googled, and lots of confusing results were returned. He asked his best friend, but the advised place was 10km far away! Finally he decided to go to a coffee shop, where he hardly heard a word about what his girlfriend was saying because it was too noisy!

Another example, a woman was on her way to a shop. However she realized that there was little cash in her purse. She had an ATM card, but the place was unfamiliar to her so she did not know where to withdraw the money.

For the above examples, is it better if the boy can go to a site and search for coffee shops and view all the comments as well as rating from other people, and then easily decide what is the best place for such a romantic date? Is it better if the woman just asks her iPhone and has the address of the nearest ATM post answered immediately?

The answer is definitely yes. And we are going to implementing such services. **We will build a centralized place where people can go to and share their favorite places, and search for places in need. They can comment, rate, mark… a place to make the information about that place most valuable to others.** The places are of any kinds: from coffee shops to supermarkets, from ATM posts to 5-star hotels. We will change the going out habit of Vietnamese people, save their time, money, and youth.

## Literature Review of Existing Systems

Currently, there are some popular systems with quite similar services in comparison to our system. They are: Google Places, Facebook Places, Thodia.vn, Infomap.vn and Diadiem.com.

* **Google Places**: is a place sharing network focusing on business owners. It allows business owners to edit the content of their existing listing, or to add a brand new listing to Google's local database. By ensuring that basic information is up-to-date and providing additional details, like photos, hours, and coupons, business owners can stand out on the map to attract more customers (not fully support in Viet Nam).
* **Facebook Places**: is a Facebook mobile application that allows you to see where your friends are and share your physical location. You can check in to nearby Places to tell your friends where you are, tag your friends in the Places you visit, and view comments your friends have made about the Places you visit (beta in US only)
* **Thodia.vn**: is a place sharing network of Vietnam (mainly for Ho Chi Minh city). But the shared information is not much, and not detailed. It is only about names, addresses and phone numbers. And the places were sorted by view number only.
* **Infomap.vn**: is another place sharing network of Vietnam. Like Thodia.vn, this website does not provide much information about a place. The information is about names, addresses and images. That’s all. There is no sorting feature in order to help users find out the best choice. And the share is come from 1 side of the ones adding places. Other users cannot share their information about posted places by comment, rating, like... There are so many places in infomap.vn with very low quality that make the users hard to decide.
* **Diadiem.com**: this website mainly focuses on finding way from places to places. Sharing place is just an extension, not the core functionality. Like Thodia and Infomap, the shared information is useless to users who want to find a good place because the information is too short; lack of details, there is no description, review or introduction.

## Our Proposal

Google was not the first one to create a search engine. There were 13 existing search engines when Google introduced their product. And today, nearly all of us know nothing about them, but Google!

The idea to create a centralized database for places is not new. The products above do exist and go live at the moment (actually Google Places and Facebook Places have been come to the world for only some months). However, all of them do not have all the strengths that our product will possess. For example, Google Places and Facebook Places are good and support well for some foreign countries, not Vietnam. And the 3 Vietnamese products above do not really consider places as the main entities of the system, and there are too many things on the websites that distract the users from the main purpose.

**By implementing a place-based social network for Vietnamese users, our product will have the following advantages:**

* Specialized for Vietnamese users and Vietnamese addresses.
* With the contribution and opinion from all users, the places are correctly rated and will give the users the best information they need.
* Utilize social network model to make the process of contributing information more interesting and more spam-free.
* Utilized newest technologies to make the system user-friendly and have best performance.

## Products

The main product of this project is a website as mentioned above. The website is a place-based social network. Users will use the website to share, comment, rate, review, update places to make the “**value**” of the places. Users can search for places with particular criteria like type, area, popularity.... to find the place best fitting their need. The website will integrate with other social networks as well as web services, and expose its services to the web.

Other products may include mobile applications. The applications will run on popular mobile OS like iOS, Android, WP7, Blackberry… However they are not in the scope of this capstone project and are not described in this document.

# References

[1] Google Places:

<http://www.google.com/places/>

<http://places.google.com/business>

[2] Facebook Places:

<http://www.facebook.com/places/>

[3] Thodia.vn:

<http://thodia.vn/hcm>

[4] Infomap.vn

<http://infomap.vn/ha-noi/home.html>

[5] Diadiem.com

<http://www.diadiem.com/vn/>