The Main Events

Capstone Proposal 2013

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## Project Success

Are you sick of being late for meetings? Do you need an on-the-go application for creating meetings? Businesspeople need a way to arrange meetings between coworkers when they are not sitting in front of their computers. On the train or bus and realize you need to meet with a group? With my application on your Windows Phone, you can easily create a meeting that sends an RSVP to invitees. This app will allow the users to quickly and easily manage all his or her events and meetings from the palm of their hand. The ideal clients are business executives and managers. These clients understand the value of direct personal contact and need a way to effectively and quickly establish meetings with business clients and coworkers. The app allows for more than just business meetings. Users can create any type of event ranging from parties to concerts and they can advertise events through various social media sites.

## Target Users

One of the main target audiences for the Windows Phone is businesswomen. The Main Event will target businesswomen ages 24-30. A focus of the product is allowing users to quickly create meetings and send notifications to invitees. The application connects directly to the individuals invited with a personal message. The application targets executives and managers in small- to medium-sized businesses.

Another target audience is event organizers. This is a relatively new career field centered on arranging promotional and fundraising events for companies, charities, non-profit organizations, etc. The app allows users to create publicly available events and provides a means of payment for the attendees. Event organizers working for small organizations can use this application to easily create and promote events for their respective organizations.

## Project Backlog

1. As a businessman, I can easily organize events according to date.
   1. Make sure that a user can view his/her events chronologically
2. As a small business owner, I easily contact all of employees for a quick meeting.
   1. Make sure that users can access their contacts to invite to a meeting.
3. As a business owner, I can contact a client to setup a personal meeting.
   1. Make sure that users can make private meetings for a specific selection of people.
   2. Make sure that users can select any location for a personal meetings.
4. As a business owner, I can specify information about a meeting, including the topics of discussion, meetings start and end times, room or building that the meetings is held in, etc.
   1. Allow the user to add details to events such as the location, time, and topics.
   2. The user can be very specific in the detail of an event. The user can specify an exact building or room of building the event takes place.
5. As an event organizer looking to promote and fund events, I can easily setup methods to fund events.
   1. A user must have the ability to donate to an event or pay to attend an event.
   2. The users receives a receipt of payment after paying the cost of an event.
6. As an event organizer, I can edit any property of an event: location, time, date, etc.
   1. Make sure that events can be properly edited.
   2. Make sure users can be notified when an event changes.
7. As an event organizer, I can have information about the people who are attending.
   1. Hosts of events can see the people who are planning on attending an event.
   2. Hosts of events can see the people who have paid any cost the even requires.
8. As a user, I can share events on social networking sites.
   1. The user can share an event on Facebook or Twitter.
9. As a frequent user, I can quickly access all of my events. I do not need to go through numerous menus to see my events.
   1. The user can navigate from any page to their list of events.
   2. The user can view the events as soon as they are logged in

## 2-Week Plan

1. Week One
   1. As a user, I can see the location of events on a map and I can easily get directions to the location of the event.
      1. The user finds an event and can press a button to view a map with detailed directions to the location.

One of the main functions of the application is displaying the location of events on a map. This allows users to display the venue to attendees and allows users get directions to the venue. During the first week of the course I will need to create an interface using the Nokia Maps that allows the application to display locations of events and get directions to events. The interface will need to provide all the actions that the rest of the application will need for anything that will need to be displayed on the map.

1. Week Two
   1. As a user, I can see the events I plan to attend.
      1. User can navigate a list of events that he/she has been invited to and RSVP’d for.
   2. As a user, I can filter my all the events I plan to attend to see the ones that will happen soonest.
      1. The user can filter the events that he/she has been invited to and RSVP’d for based on criteria such as time, name, and location.

Users will have both a list of events that they have RSVP’d for and events that are near them. So the user will need to be able to search for and filter events. During the second week of the course I will need to develop a small search engine that can search for events based on many criteria that includes geographical location. Users should also have the ability to search for and filter events based on a time range, a type of event, category, recommendations from other users, etc.