

Platform

Web server

Thomas

Hurdle

Getting people to use our service

Thomas

Cost

Costs money to run a server

Thomas

Basic features

Database with information about water bottles

Thomas

User feedback

Users could comment and rate on our input

Thomas

Target audience

Hikers/survivalists

Thomas

Leadership structure

Ethan and Thomas are the only official ratings, but users can rate as well

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Hurdle

Immense backlog of water bottles that have already been made

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Cost

No paid ads from water bottle companies; conflict of interest

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Basic features

Web backend/backend

Thomas

User feedback

Form for users to request a specific bottle

Thomas

Target audience

We could go into subreddits/forums and share our database

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Hurdle

Any access to licensed software

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Cost

We could have basic banner ads for income

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Basic features

We rate the water bottles based on weight and usability

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Target audience

Generic social media marketing

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Hurdle

We are going to have to obtain the bottle somehow

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Basic features

Different parameters, name, weight, cost, producer, etc

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Hurdle

We will have to determine layout of the website

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Basic features

Search, sort by different parameters (name, weight, cost)

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Hurdle

We need ethos, people have no reason to really trust us

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Basic features

Highlight good or notable water botto

Thomas