

Blind Bet



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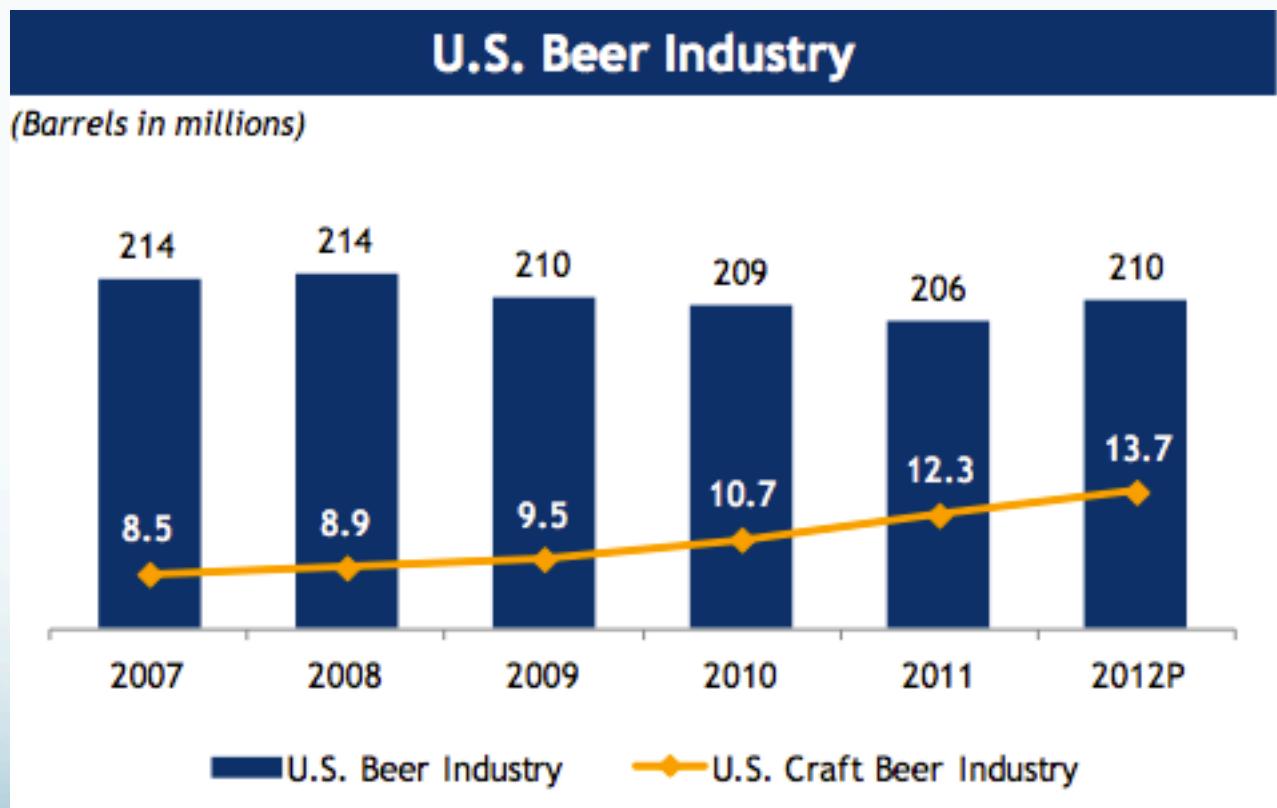
- App Background
- Market Research
- Forecast
- Feasibility
- Demo
- UI Mockup
- Timeline/Velocity

App Background



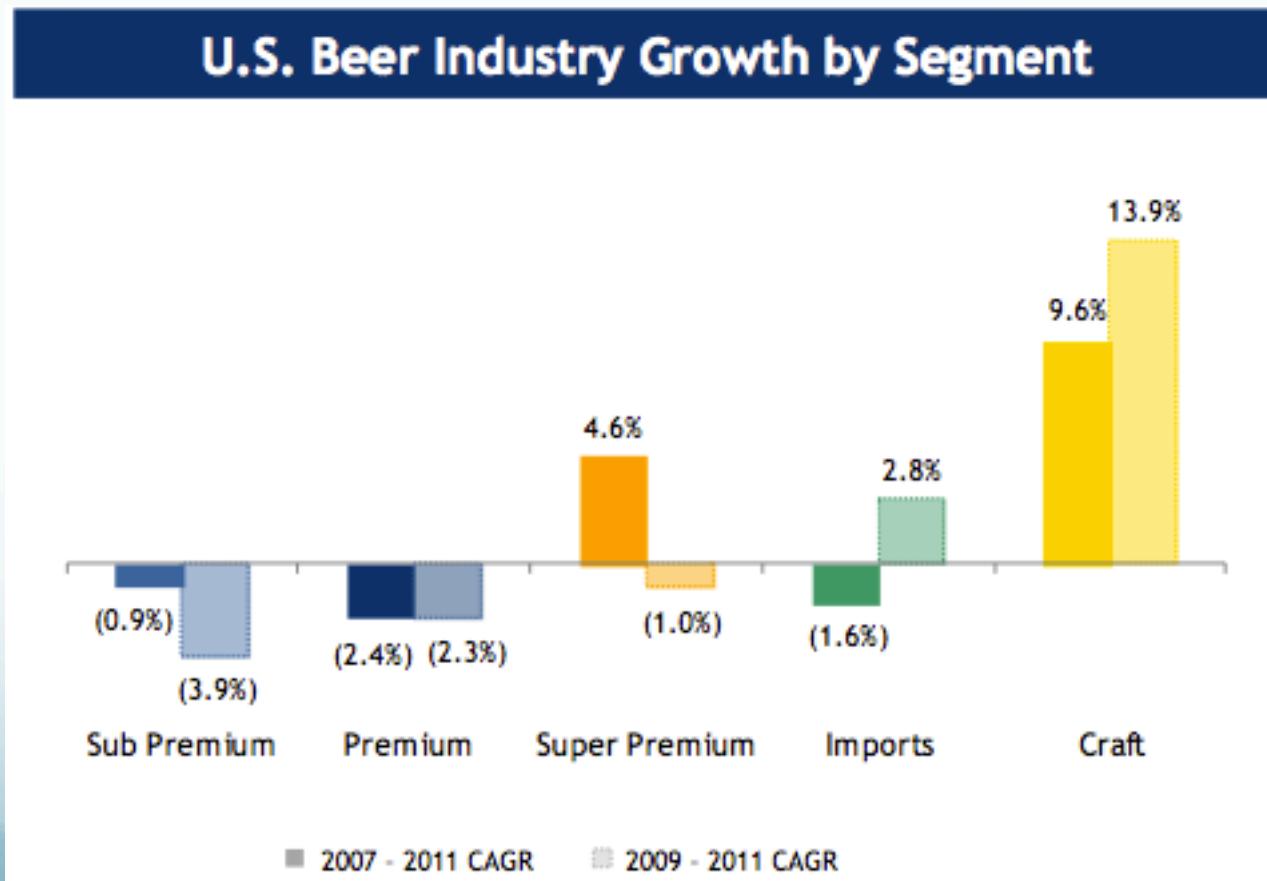
Market Research

- US Beer Industry



Market Research

- US Beer Industry



Market Research

- Target Customer
 - Adventurous Beer Lovers
- 45% of craft beer drinkers indicate that they would try more craft beers if they knew more about them.
- Potential Competitions
 - Untapped

Feasibility

- Tech Stack
 - Html, CSS, Bootstrap, Javascript, MongoDB, PhoneGap, BreweyDB API
- Team Skills
 - Fei : Middleware/API
 - Akshay: Front End
 - Tony: Backend
- Team Responsibilities
 - Fei: API Connection, Data Management
 - Akshay: UI/UX design
 - Tony: Hosting, Algorithm



Demo



UI Mockup

- Swimlane Diagram
- Interface & Interactions



Timeline/Velocity

Overall Tasks Blind Bet Org Visible Show Menu

1st Pitch

- Background: Brief description of project
1 comment, 2 likes
- Feasibility: tech stack, team skills and responsibilities
1 comment, 1 like
- Market Need: target demographics, statistics, numbers, competitors
2 comments
- UI mockup
2 comments, Feb 26, 1 like
- Proof-of-concept code and demonstration
2 comments
- User stories: Timeline & velocity so far
1 comment
- Submit PDF of presentation on Piazza before class
2 comments, Feb 26, 2 likes

Add a card...

3/5: Starting Up

- Set up AWS server
1 comment, Mar 5, 1 like
- Make front page template
1 comment, Mar 5, 1 like
- Pull Data from BreweryDB API
1 comment, Mar 5, 1 like

Add a card...

3/12: Slot Machine

- Slot machine generating beers
1 comment, Mar 12, 1 like
- Connect API data (ingredient) into slot machine
2 comments, Mar 9, 1 like
- Match randomly generated attributes with beer
1 comment, Mar 12, 2 likes

Add a card...

3/19: Beer Recommendations

- Match beers based on user input
1 comment, Mar 19, 1 like
- Make attribute selection beautiful
1 comment, Mar 19, 1 like
- Add Login Functionality
1 comment, Mar 19, 1 like

Add a card...

3/26: Finishing Touches

- Let users check off beers that they drank
1 comment, Mar 26, 2 likes
- Page for every single beer in the app
1 comment, Mar 26, 1 like

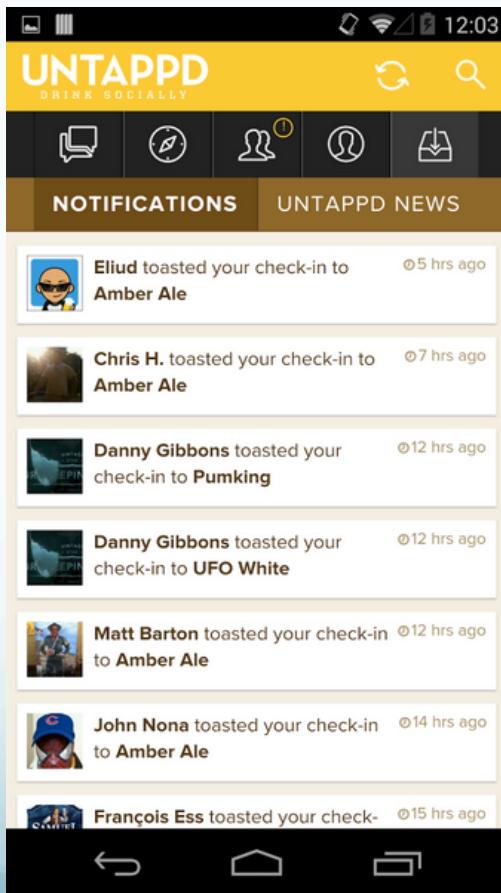
Add a card...

Q&A



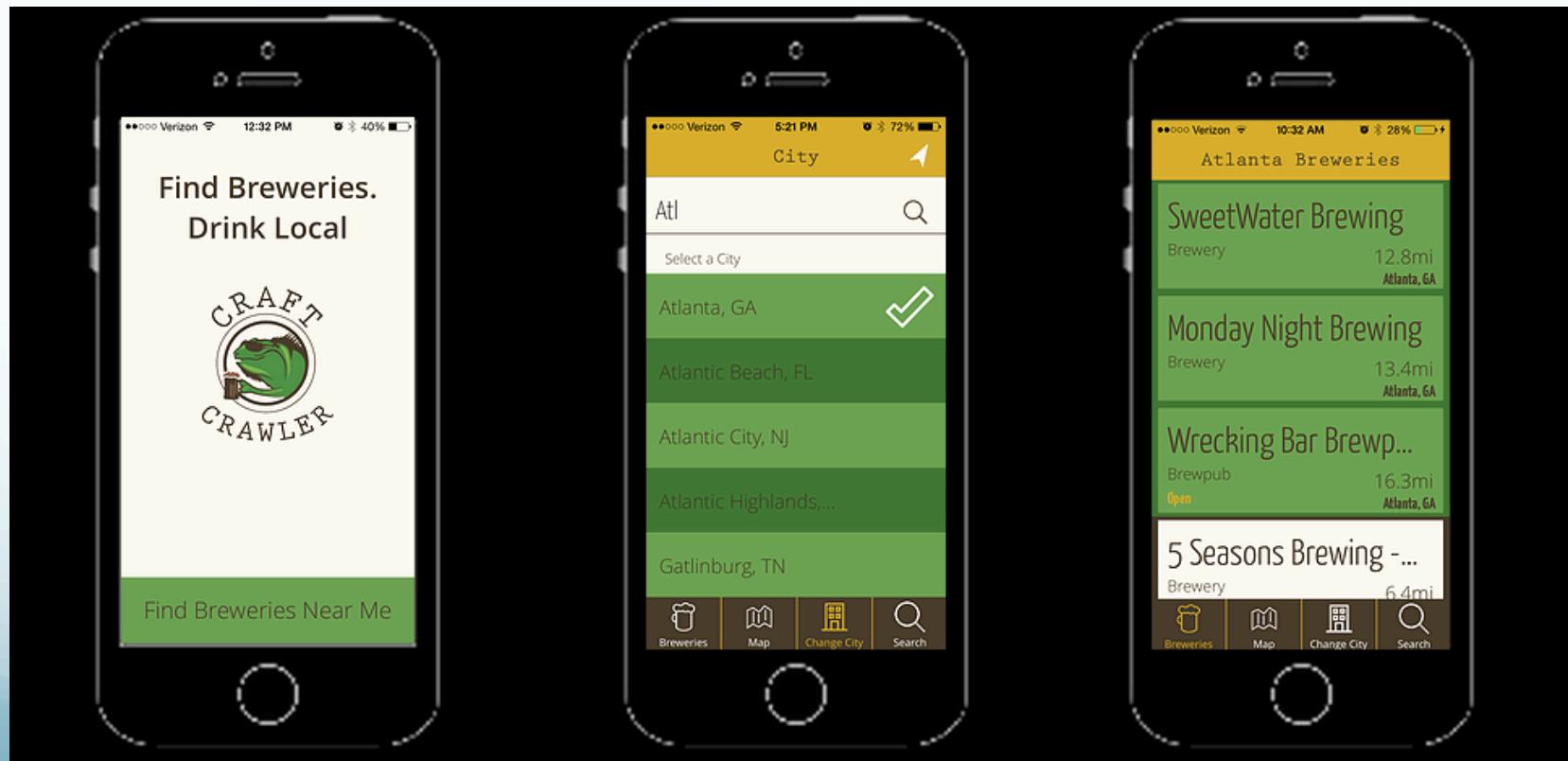
Appendix: Competitors

- Untapped



Appendix: Competitor

- Craft Crawler



- **Background: Brief description of project**
 - Don't know what beer to get? Place your bet with us!

- **Feasibility: technology stack, team skills and responsibilities**
 - Tech Stack:
 - MongoDB
 - JavaScript
 - Bootstrap
 - HTML/CSS
 - PhoneGap
 - BreweryDB API
 - Team Skills:
 - Fei: Middleware/API
 - Akshay: Front End
 - Tony: Back end
 - Responsibilities:
 - Fei: BreweryDB API connection and pull data from them
 - Akshay: Make everything look beautiful
 - Tony: Store data

- **Market need: target demographics, statistics, numbers, competitors**

The target customers of our app are beer lovers and people who are willing to explore new kinds of beer. According to the graphs, craft beer segment is still growing fast even though the beer industry has been underperforming. There are to be more craft beer drinkers in the future.

45% of craft beer drinkers indicate that they would try more craft beers if they knew more about them. That is where our app comes in: We will recommend beers for people who need more knowledge of different beers and also let them know where to find those beers we recommend. The potential competition is an app called Untapped, where users can look up information of beers and find out which restaurants nearby provide the beer. While there exists an overlap of functionalities between the apps, we are more focused on recommending beers for users. The competition will be rather mild.

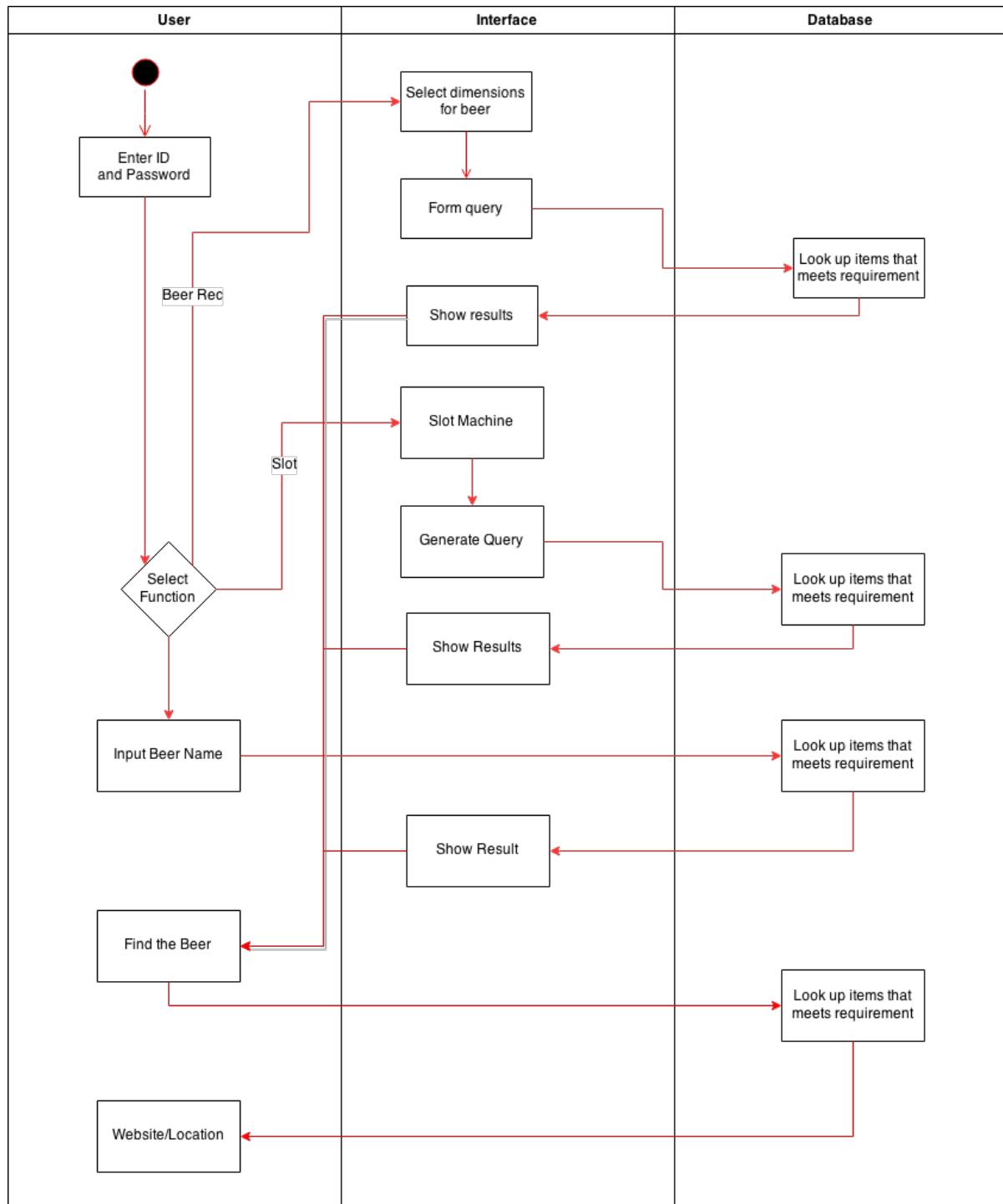
Sources:

<http://www.craftbrewingbusiness.com/business-marketing/craft-beer-consumer-stats-how-will-affect-your-business-plan/>

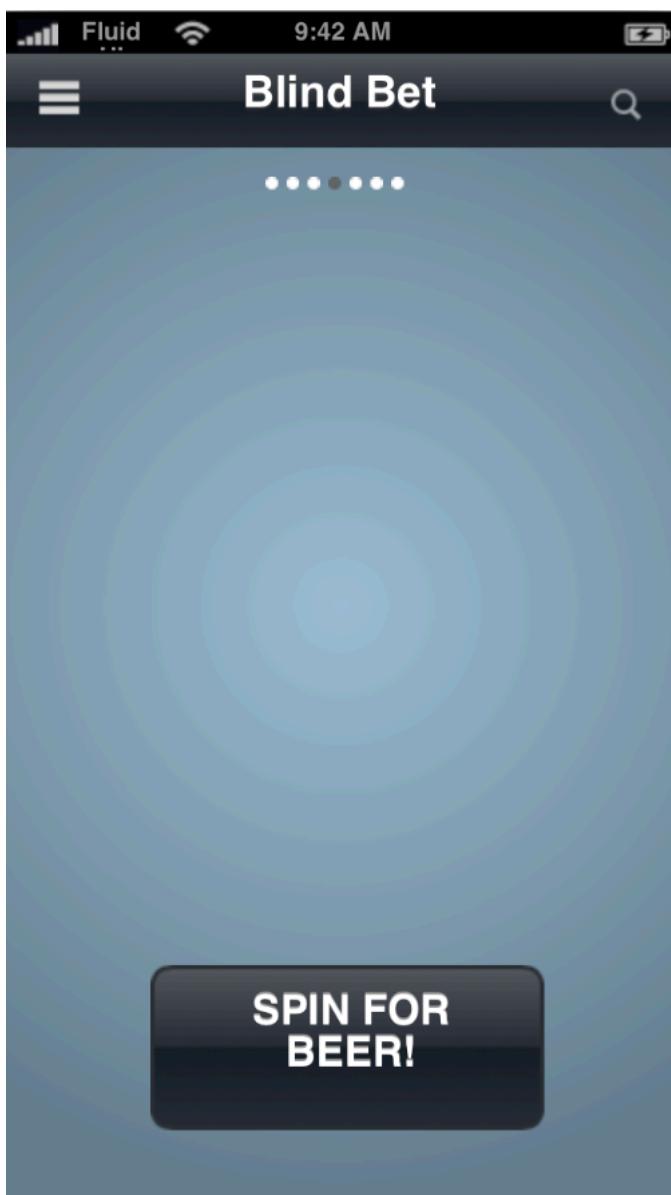
<http://demetergroup.net/sites/default/files/news/attachment/State-of-the-Craft-Beer-Industry-2013.pdf>

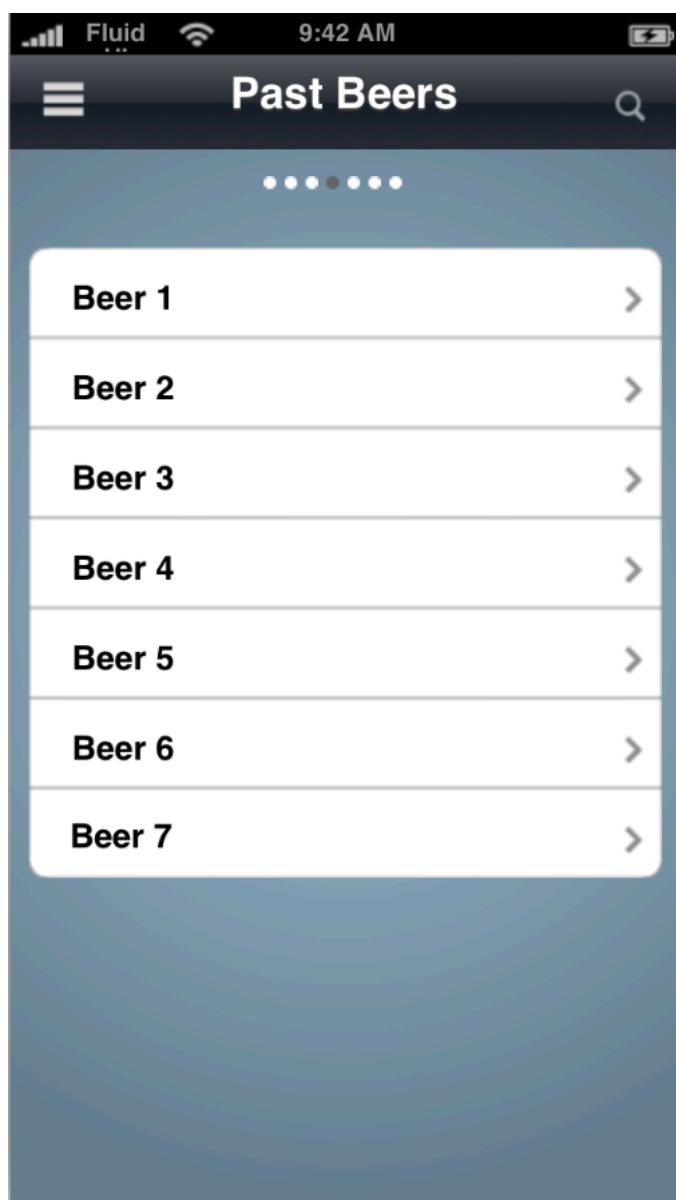
- UI mockup

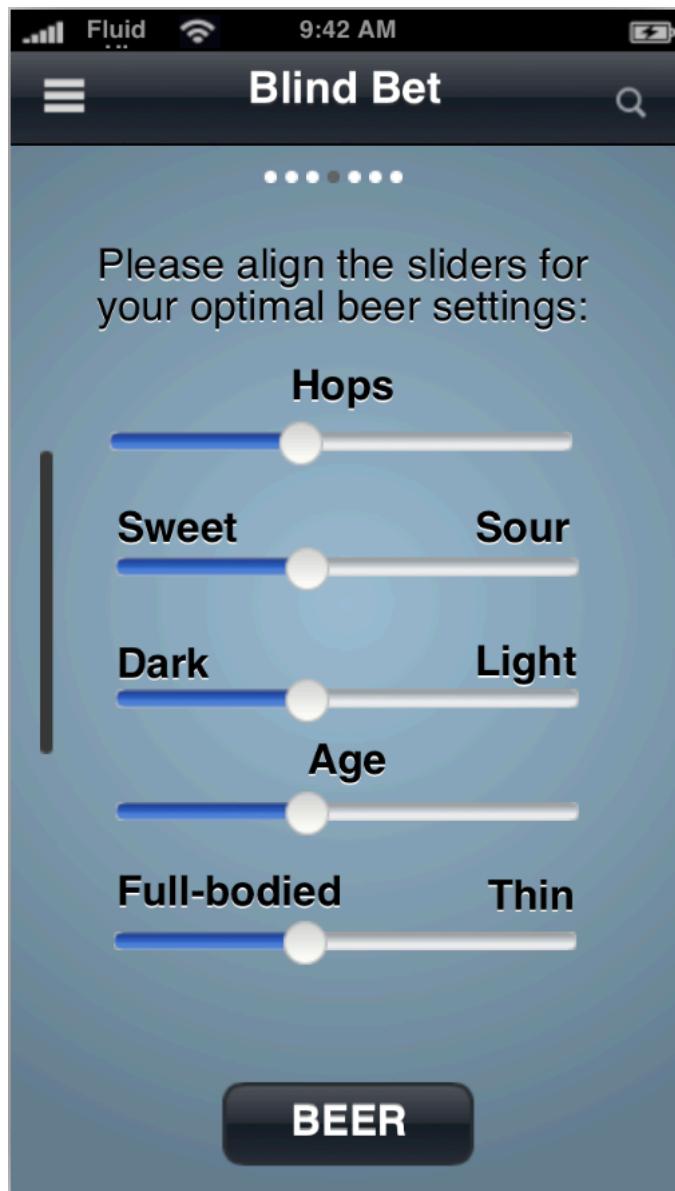
- Schematic representation (Swimlane)



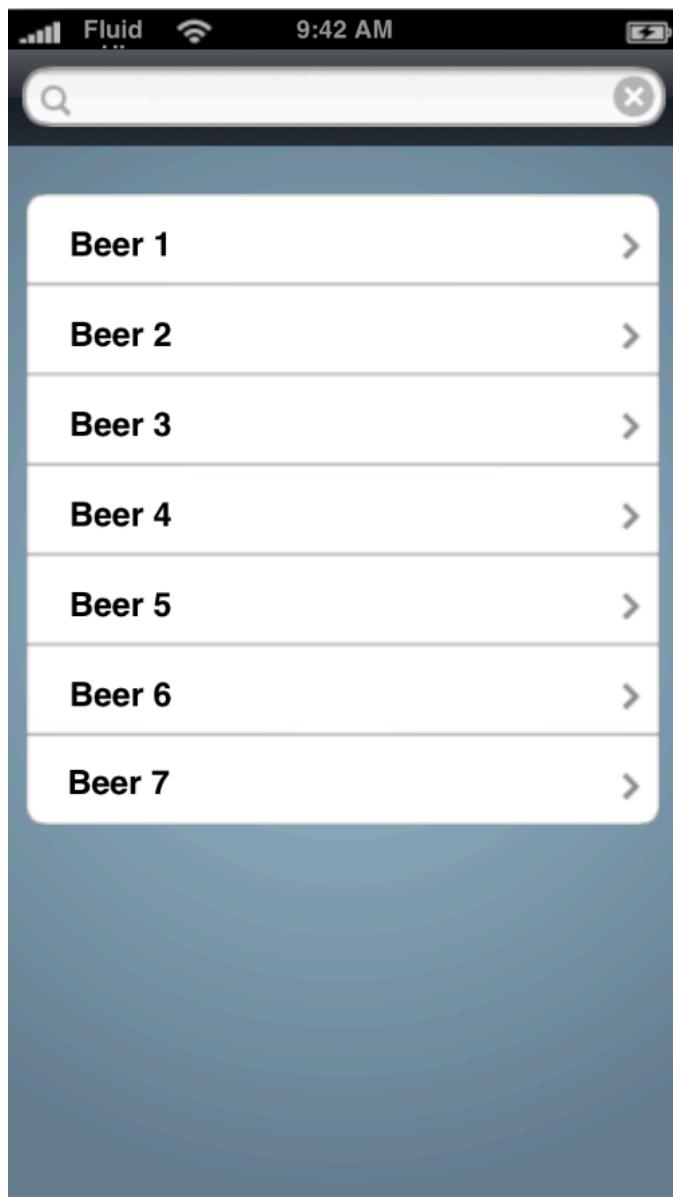
- Draft list of interface screens, their purposes, and interactions











- Proof of concept code and demonstration
<http://blindbet.tony-wang.com>
- User stories: Timeline & velocity so far
- Submit PDF of presentation on Piazza before class

UI Mockup Link:

<http://invis.io/FG2BI0ZDK>