**Idea, Features, and Architecture**

**What:** Vicci Mobile Merchandise Client Web-Portal

**Who will use this:** Clients ranging from One Direction to the Seattle Seahawks

**Background:** Vicci is a mobile based tech start-up founded by BYU students. We empower live events to sell merchandise through their fan’s phones. We are launching our iOS and Android apps this December with the Donny and Marie Osmond tour where our apps will be used by fans to purchase merchandise from their phones rather than dealing with the hassle of buying it from a physical merch booth.

**Project**: A web based Event and Merchandise management application. Currently, only someone with trained programming experience can input the Event and Merchandise data required for the apps to run. We want to create a web app in order to make it so simple that Taylor Swift herself can do it. This application will allow our clients to login and easily create and manage the merchandise they want Vicci to sell at their events.

**Tech frameworks and architecture:**

<http://prezi.com/fmcpz_xb-mhz/?utm_campaign=share&utm_medium=copy>

**Team**:

Master Mikey Murphy

Cool Joey Cozza

Lucky Jin Lee

Awesome Adam Christiansen

**Master Feature List:**

features we would implement had we all the time in the world...

* tiered admin login
* Event Management GUI
  + add/delete events
* Merch Management GUI
  + add/delete merchandise
* add/delete merchandise per event
* uploading the images to the DB
* event fulfillment
* push notification management
* data analytics
  + most popular item
    - item by demographic/age
    - item by geographic location
  + demographic/gender data points
  + travel distance to event
* predictive/projection analytics
  + help clients determine how many of which merchandise to produce for a tour/event
    - based on geographic location
    - based on similar artists

**Features that we will implement in the given timeframe (Dec.):**

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  + add/delete events
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* event fulfillment