UOL – CM2020 Agile Software Projects
Team 44 – Tutor Group 5

Week 6 – Workshop Summary   May 25ᵗʰ 2023

Clarifications

Florian asks clarification to Anh from a point he didn't understand on the last meeting about the use of public space. Anh highlights the problem of competitors possibly providing a similar app using the same public places. Both agree to consider it as a threat.

Barry raises some concerns about how the map will be designed (streets details). The use of Google Maps API could be a solution for a detailed map, Florian asks if accessing the API is free ? Anh and Yağmur confirmed it is free.

Maxime asks if users could design their own routes. Florian clarified that the routes will be designed by us and don't let users manage this. He also asks to test various applications, take screenshots, and report any useful or non-working features.

Potential strategies are discussed to monetize the app. Maxime considers generating revenue through ads. Florian suggests starting with a free version of the app and then introducing premium features. Anh expresses concerns about users disengaging from the app if they are asked to pay after being able to use it for free and suggests to consider offering rewards or partnering with companies for advertisements. Yağmur suggests additional features for premium users. She proposes to get sports brands partners for rewards or providing early access to events or new features. QR codes is also mentioned for meeting checkpoints or rewards + GPS data for location.

Maxime raises a concern about users potentially exploiting the system for rewards and suggested the need for a more reliable way. Anh and Yağmur proposed the use of physical checkpoints with QR codes to validate user rewards. Florian suggests to use QR codes in restaurants or businesses to generate traffic to those locations as a possible monetization strategy. Anh suggests considering the integration of cryptocurrency.

Barry brings some interesting statistics about Strava. Since 2021, its revenue highly increased and they reached 95 million users by 2022. Strava capabilities are discussed noting that the platform's social features aren't heavily used, with the focus being more on performances. Further discussions about possible features.

Market research

Each team member participates to the SWOT analysis.

Maxime asks about how group members, potentially with differing strengths and speeds, could navigate a running route together. Barry suggests that a group leader, like an event organizer, might lead the group, ensuring that everyone follows the same route. Yağmur argues against making the running sessions too strict.

The team addresses the issue of potential stalking and misuse of the app, discussing measures to protect user data and privacy. Yağmur suggests to hide genders on user profiles and the ability to hide users' locations until they reach the running meetup. She suggests that groups could be categorized based on gender, age, and pace preference, but only the group creator would see this data. She also suggests the ability to report users within the app, providing users with the ability to flag any problematic behavior.

Barry identifies the opportunity to expand the app's user base following the urbanization growth. Florian asks about wearable devices like smartwatches. Yağmur shows how her

smartwatch works and how it can be used to display pages. The growing number of runners since the pandemic as an opportunity is also mentioned.
After various discussions, we end up with a full SWOT analysis.

Research questions
Maxime asks about understanding the motivations behind people using mobile application.
Florian asks if we fully recovered from the lack of social interactions since the pandemic.
Yağmur proposes to prepare 15 research questions, with each team member contributing three questions. The team agrees on a reduced amount of questions.

How gamification can retain users on an application is discussed.
Barry points this would be qualitative research.

The meaning of methodology and modalities is discussed. Barry brings an answer and conclude that methodology refers to how collect and analyze date, while modality refers to the mode or way it is done. He talks about the importance of ensuring the credibility of their research sources and mentions the possibility of using blogs if the author's credibility can be confirmed.
Barry proposes dissecting resources and sharing useful information with the group on Monday, the team agrees. Florian suggests waiting before discussing week 7 because there is a lot of content.
The outline of midterm report is discussed, especially the length and time required to work on it.
Finally, team members select research questions they are going to work on for the next week.