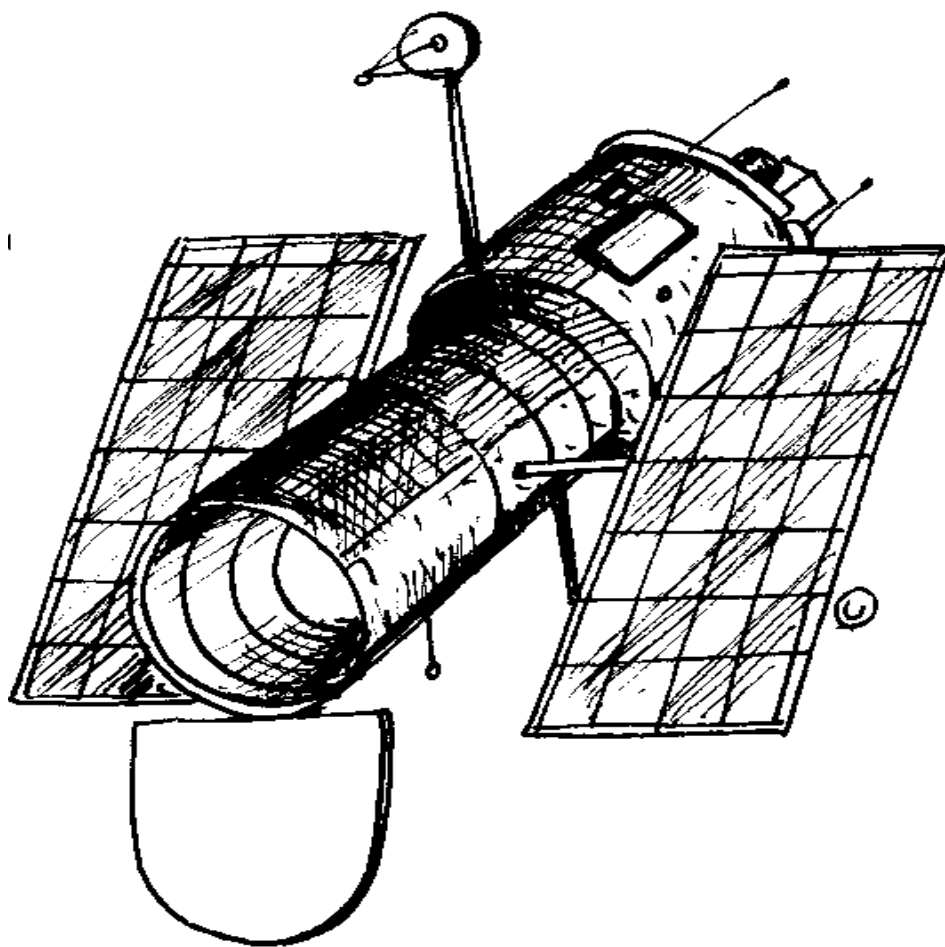


GPS Calendar

CPE322 HW#2



Source: <http://school.discoveryeducation.com/clipart/images/satlite1.gif>

I pledge my honor that I have abided by the Stevens Honor Code Ncelik

The 3 Stakeholders

1. Smartphone Users

- a) How much will the app cost to purchase?
- b) Will it be a monthly subscription service ?
 - i. How much will the subscription service be?
 - ii. Are there service fees associated with the subscription?
 - iii. Does it require a contract for a specific period/ amount of time?
 - iv. Is there a cancellation fee?
 - v. Is there a trial period?
 - vi. Are there other payment options?
- c) Is the app safe for use?
 - i. Will my private information be visible easily to hackers?
 - ii. Will my events be visible to others?
 - iii. Will my events and tagged locations be stored by your app?
 - iv. Will my events and tagged locations be tracked and sold to consumer research companies?
- d) How much battery is the app going to consume?
- e) How fast will it achieve an adequate GPS signal?
- f) Will it work on any smartphone?
- g) Will it work anywhere? Any country?
- h) Is GPS required to be on whenever you use it?
- i) How much space will it take on the smartphone?
- j) How long will it be supported?
- k) How will it remind me of the event I created?
- l) How close do I need to be to the tagged location to trigger an event?
- m) Do I have to dismiss and recreate an event if I go past a tagged location but dont stop?
- n) Can I customize how close I need to be to trigger an event?
- o) Can I view all my events online?
- p) Can I sync my events with google calendars?
- q) Can I create the event from google calendars?
- r) Can I share my events with others?

2. The Development Team (Designers, Programmers)

- a) Who will use this app?
- b) What platforms will this app be for? Will it later on be ported to other platforms?
- c) Will we be maintaining the app?
- d) How long will we maintain the app?
- e) Will there be international support?
- f) Will we need to implement a subscription service?
- g) Do we need GPS satellite access for best performance?
- h) How many users will it need to support?
- i) Should it be designed with a simple interface with only vital features?
- j) Should it be designed with a complex interface with lots of features?
- k) What features are most important to the users?
- l) What features are least important to the users?
- m) Is there a previous app with this concept available on the market?
- n) How much time will we be given?
- o) How much will our budget be?
- p) What happens if we go over budget?
- q) What happens if we incur delays on production time?

3. The Client

- a) How long will it take to develop the app?
- b) How much will development cost?
- c) How much of the smartphone audience will be able to properly use it?
- d) How easy would it be to port it over to other platforms?
- e) How much would it cost to port to other platforms?
- f) How much time would it take to port to other platforms?
- g) What is the probability of possible bugs?
- h) How much would it cost to fix possible bugs?
- i) How much time would it take to fix those bugs?
- j) Will user info be safe?
- k) Will going with a cheaper development sacrifice too much features?
- l) Will going with a shorter development cost exponentially more?

SWOT

Category	Analysis
Strengths	<ul style="list-style-type: none">→ If threats prove surmountable then this could be a very popular new method for users to manage their life and make it more efficient.→ This app would overcome the deficiency of standard calendar apps where a user can only record what they want to do at a specific time.→ It would make a users life more efficient by reminding of doing something right when they are actually going by the place. The user will not doubt find this extremely helpful.→ Alot of people lead very busy lives nowadays, so there would be a lot of people interested in this to possible make their lives less stressful.→ Developing an app for a smartphone would be nowhere near as time-consuming as developing an piece of software for regular computers.
Weaknesses	<ul style="list-style-type: none">→ Users might be hesitant to have a constant GPS signal open on their smartphones.→ Users might be vary of such a service , as they might be worried their events and tagged locations are being tracked and stored and even possibly sold to consumer research companies.→ The app might need to be subscription based if we are using a satellite which we need to pay for its capabilities.
Opportunities	<ul style="list-style-type: none">→ The great oppportunity in developing for smartphones is that if the product sells well, we can always port it over to other smartphone platforms.→ There are just 3 main markets for smartphones (Android, iOS, and blackberry).
Threats	<ul style="list-style-type: none">→ There are a lot of variations in the smartphones being used by consumers...especially in the android market. There will be a lot of bugs to solve and many users might experience issues.→ The idea of always having a GPS seems like it would drastically increase battery consumption. Smartphones today rarely give users a full days worth of light to moderate usage anyways. Just how bad will having GPS always be on make that situation worse.