

The Vision Statement
Initial Product Definition and Marketing Plan
Shumoku 種目

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Goal

Our goal is to promote strong communities by providing information for local events. We will develop a web application called **Shumoku** which facilitates ways for people to come together by finding events in their area.

Marketing

Our target customer demographic is any person with access to the Internet and may have a cell phone or PDA. Initially, we plan to market Shumoku to school clubs, community organizations and professors for events they are holding.

Compared to Existing Products

Some products exist that provide information about events. These products include organization websites, Facebook Event application, eVite and Craigslist Event listing. The Shumoku team wants to include the best features of existing products and facilitate bringing people in the community together for these events. Most of the above websites do not provide maps for event locations and nearby events. Also, these websites only provide information for a single event, rather than listing all the events in the local community on the same map. We want to make Shumoku simple and fast but with advance features for tech-savvy users. With social networks like Facebook, events are only accessible to their own users; public events are only viewable when a friend or group you belong to invites you. Shumoku will be completely open to the public and does not force the user to become a member.

Why The World Needs Shumoku

Each of us has had experience looking for local events on the web. This is especially a need for those who are new to an area. Today, people would have to use a search engine and browse multiple websites to find local events. This is unbearably inefficient. Even after they find which events they wish to attend, users would need to open a separate browser to view a map and get directions to their events. Shumoku will be the only site you need to find local events and plan your trip using feature-rich Google Maps.

A large niche we fill is for college students. Schools like UCSD do not provide a complete listing of all events from all campus organizations. Instead, they rely on each organization to provide information for these events through websites, posters and other means. Shumoku will a one-stop-shop for browsing school events.

Basic Functionality

We plan to design Shumoku as a web application which lists all local events and utilizes the Google Maps API. There are basic features that are integral to our application and will be available to the general public (no user accounts required):

- Add an event
- Lookup an event
- Display a listing of events and map each location for a given city or zipcode
- Filtering
- General event attributes
 - Name of Event
 - Date
 - Location
 - Category
- Recurring events
- Rating (parental)

Additional Functionality

These are features that are desirable, but not required for our implementation.

- Email/text message for selected events
 - Limitation on number of emails/text messages (prevent spam)
- Mobile interface
- Pictures and video
- Users/groups
 - group invites
 - friend invites
 - degree of friends
 - locating possible event participants
 - ride share/carpool
- Private/public events
- Make available on Facebook, MySpace, Friendster, and other social websites
- Wall
- Feedback about Events
- RSS feeds, podcasts, webfeeds
- Guest/VIP list for our users
- Outlook event generation
- UI Optimizations
 - Zooming and panning in map
 - Map boundings
- Trip Planning
- Event Recommendation

Risks

- Finishing on time is a large risk. We have many features and extensions that we hope to implement for this project. Due to time constraints (end of the quarter) and the size of the team, we have listed non-essential features as "Additional Functionality".
- If site is closed to our users, Google Maps API Enterprise license is needed. For initial release, viewing and adding events will be accessible to the public.
- As stated above, there are many alternatives to Shumoku like organization websites, Craigslist and Facebook Events. These are our competitors. However, none of these products are focused of building stronger communities through public events.

Shumoku will appeal to people that wish to find local events the overhead of joining an exclusive social network. Since we are providing both a listing and map interface, we hope to encourage users to attend many event in the same neighborhood.

- Security
 - Users may be at risk to seeing fake postings. We will provide a feedback system to combat this risk. In the future, we will also provide Captcha to prevent automated fake posting.
 - Users may be at risk of being spammed by other delinquent users through our email/SMS service. We will limit the number of these messages to 5 per day for a given message destination (email or number).
- Hostile takeover by Facebook/Google? Other social websites may utilize our concepts into their products. Due to our large list of additional functionalities, we should be able to keep up with our competition.

Generating Revenue

- Advertising
- Featured event status - different colored gMarkers, special listing format and list priority
- Make additional features available for a fee (basic functionality is free)

Shumoku is **NOT**

- A social network like MySpace or Facebook.
- A dating web site(although people can find dates at events).
- A ticket sales website like TicketMaster.
- A event reservation or room reservation service.