

Product Design

Shumoku 種目

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CSE 210

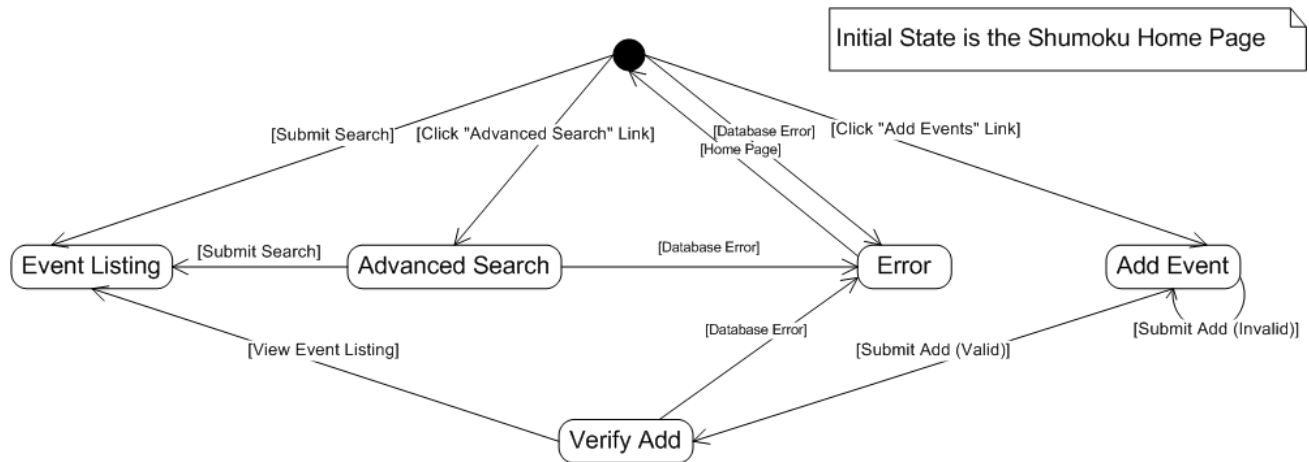
Introduction

Since Shumoku relies heavily on the user-interface, we will be able to better assess risk by doing initial prototype development and getting feedback from customers. For this stage, we have written an initial prototype. We plan to present this prototype to test users accompanied by a survey to get more feedback on our product. In addition to our prototype, we have also written a basic finite-state machine that will help us verify our design.

Specification

Finite-State Machine

Our finite state machine shows the states a user can be in. Each state is a different page the user views. The transitions are the user actions that cause the user to go from one page to another. These pages are based on the Initial Prototype and Basic Requirements written in our Customer Requirements document. By creating this diagram, we were able to look at possible user actions and what the responses should be.



Prototype

We have written a simple prototype to show to users for survey feedback. For this prototype, the user is able to do a simple search and add events to the database. However, she will always get the UCSD area event listing and map upon submit. Also, the address translation functionality has not been implemented yet. All events added using the form will show up on the map, but they will all be mapped to the same default location, regardless of the address given by the user.

URL: <http://www.kirinroad.com/shumoku/>

Risk Analysis:

Our initial prototype is very basic and simple; however it puts us on right path of development. Hopefully, once users are able to see part of our product, we will get more detailed feedback. After receiving feedback, we will add more features to the 1st release.

Usability Risks

We anticipate many usability risks for this phase:

- Users may find search page is too simple: User may anticipate having more functionality such as advanced filters to search based on all fields (longitude latitude, event name, time, category). We addressed this by putting instructions that it is just a prototype in the survey prompt. These functionalities will be implemented in the next iteration.
- Add Event Page may have too many fields: This may be confusing to the user. I plan to make the Add Event page simple with only few required fields (Event name, location, category, date and time). Also, add an additional information button for users who want to add more details about the new event.
- Listing Page may be too simple: User may want to having more functionality such as getting directions, carpooling, etc. We have many of these as additional requirements, but hope to learn more from our new survey.
- Users may want features that we cannot deliver with our current quarter ending deadline. From the last survey, there is a strong desire to have functions like seeing who's going, uploading media, calendar syncing, personalize themes and colors, reservations/RSVP and social network applications/plugins. Many of these do not fit into the scope of our project or feasible to implement before the quarter ends.

To resolve these issues, we will re-prioritize requirements after receiving survey results.

Design Risks

While developing the prototype, we found that the way we wrote our prototype was not very modular and hard to maintain. For example, we saw that database schema will probably change in the future. We hope to apply Parnas' *"On the Criteria To Be Used in Decomposing Systems into Modules"* and other papers from this course.

Project Risks

- Time constraints -- We have a limited amount of time left in the quarter to finish our implementation, verify and debug the application, and gather user feedback. We must constantly re-evaluate our risks during the development process.
- Schedule conflicts -- work, deadlines for other classes, sickness, etc.
- CSE account setup delays -- this has delayed setup of an SVN repository.
- Surveys may not accurately capture user experience. None of us have been trained in usability testing so we may not ask the right questions.
- Advertising our product -- Letting the world know about Shumoku and why they should use it instead of our competitors' products

- Establishing user base -- Getting users to keep coming back.

Technology Risks

From survey, many users said following are nice to have functionality for Shumoku, however the Shumoku team has no prior experience in developing these features and it will be a challenge to finish implementation before the quarter ends.

- Add buttons to email and text event details to friends: From survey, many users said this is nice to have functionality for an event website
- Add add a button to sync event details with user's calender (outlook, PDA, etc.)
- Add functionality to get directions to an event
- Creating Shumoku plugin for social networks like Face book and MySpace.

Use Case Scenarios:

1. Finding an Event

A UCSD student wants to find an event around the UCSD campus area. She decides to use Shumoku to find out what events are in her area. She goes to Shumoku's home page and types in here zip code (as shown in Figure 1). She clicks the "Find Events" button. Shumoku processes her request and displays a map and listing of all events at UCSD (as shown in Figure 2). She is able to zoom and pan the map to find street names and intersections near events she'll be going to.

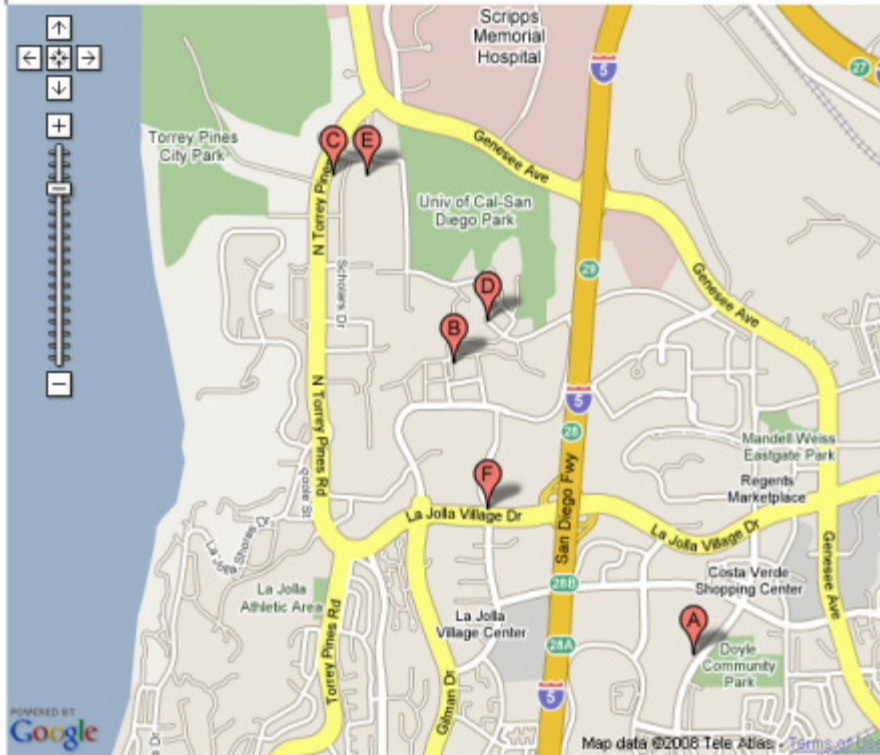


The image shows the Shumoku logo with the Japanese characters '種目' (Shumoku) in green and 'Shumoku' in blue. Below the logo is the tagline 'Building a stronger community through local events.' Below the tagline is a search interface with a text input field containing '92122', a 'Find Events' button, and an 'Add Event' button. The text 'Type in your city or zip code.' is positioned above the input field.

Figure 1: Shumoku Home Page. Users begin their search here.

種目 Shumoku

Building a stronger community through local events.



of Events Found: 6

ID	Event Name	Time	Category	Location
A	HOWL-ween 07 at the Dog Park	2008-10-31 17:00:00	Family	8175 Regents Rd (Doyle Park), San Diego, CA 92122
B	DECAF - Career Fair	2008-02-22 09:30:00	Career	9500 Gilman Drive, San Diego, CA, 92122
C	US Open	2008-06-09 07:00:00	Sports	11480 North Torrey Pines Road, La Jolla, CA 92037
D	Ingolf Krueger Lecture	2008-04-09 11:00:00	Academic	9500 Gilman Drive EBU3 1202, San Diego, CA 92122
E	Sun God Festival	2008-05-16 12:00:00	Music	9500 Gilman Drive RIMAC, San Diego, CA 92122
F	Shane Gamble Band @ Rock Bottom	2008-04-25 19:00:00	Music	8980 Villa La Jolla Drive, La Jolla, CA 92037

Figure 2: Results Page for the UCSD Area

2. Add a new event

A user wants to add a new event to the Shumoku database. She clicks the "Add Event" button on the Shumoku Home Page which transfers her to the form in Figure 3. She fills out the required fields and click on the Submit button. The message in Figure 4 is returned.

This simple prototype has basic functionality that allows the user to add new information to the database. Obviously, more functionality should be implemented such as error checking, form completeness (required fields), previewing the event page, more location fields, etc. The layout of the form will also be optimized for user interaction by hiding optional fields (using an accordion or "advanced" button) unless the user chooses to fill in that information.

Form Prototype

prototype for the event creation form.

Enter the name of the event in the space provided below.

Enter the location of the event.

Enter the date of event:

 --yy/mm/dd

Is it recurring?

Yes No

Enter the start time of the event:

 -- hh:mm:ss am/pm

Enter the end time of the event:

 -- hh:mm:ss am/pm

Description:

Category:

 -- ex. music, sports, political

Enter the cost of the event:

Doorprize:

Yes No

Raffle:

Yes No

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Figure 3: Shumoku Event Creation Form.

Success! Your event was added to the database.
Click [here](#) to see the updated table OR [here](#) to view the map.

Figure 4: Shumoku Event Creation Success Message.