



# Project Shumoku: Demo and Postmortem

Hitarth Patel, Richard Lee, Kristen Kho

June 9, 2008  
CSE210

# What is Shumoku?

- Event finding website.
- Promote strong communities through local events.
- Facilitates ways for people to come together by finding events in their area.
- "*Shumoku*" is the Japanese word for *event* .

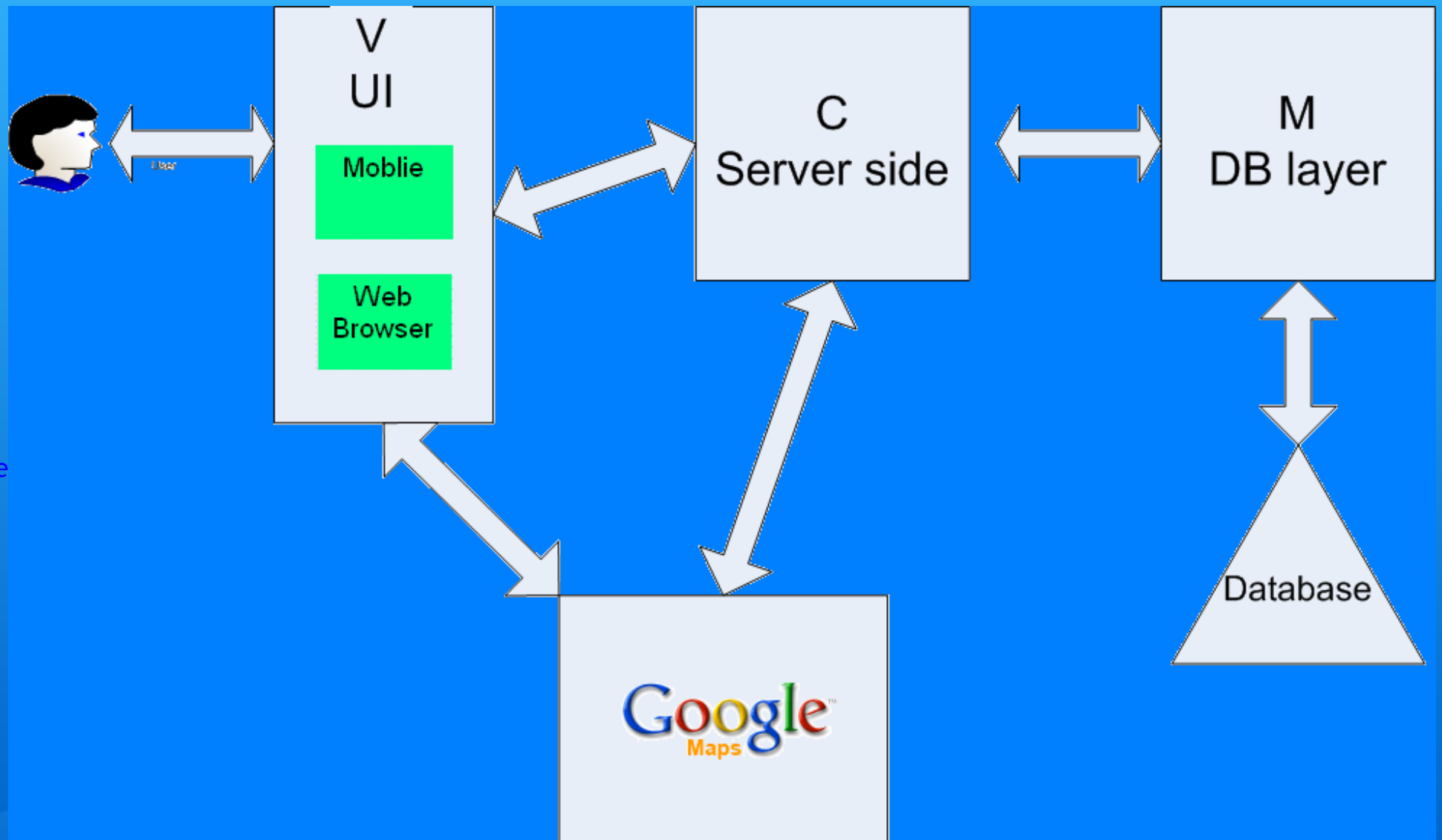
Shumoku is NOT:

- A dating website (like eHarmony)
- A social network (like Facebook)

# Why Shumoku?

- Finding events now
  1. Fliers/Bulletin board
  2. Word of mouth/class room announcements
  3. Multiple website visits and extensive search
  4. Organizational/Student club websites
- Using Shumoku
  1. One place to add events
  2. Search for events
  3. Email events to friends
  4. Mobile UI

# Design



He

# Software Development Process

- Primarily based on Boehm's spiral model
  - Risk-driven
  - Iterative
    - Iteration 1: Prototype/Throwaway
    - Iteration 2: MVC Architecture
- Agile
  - Test-driven development
  - Group ownership (similar to XP)
  - Use of pair-programming (similar to XP)

# Demonstration

Please visit the Shumoku Homepage:

<http://www.shumoku.net>

<http://www.shumoku.net> (mobile)

# Demonstration 1

- Pete, a fresh man at UCSD.
  - Things to Tuesday night
- Bill, professor at UCSD
  - Promote his lecture/seminar
  - Pete is also student of Bill
- Erica, Microsoft Campus Ambassador
  - Add/search/email.

# Evaluation: Technology

- Technologies used
  1. PHP, JavaScript, and CSS
  2. PDT IDE for PHP
  3. SVN
  4. Google Groups/Documents/Mail were very helpful.
  5. GoogleMaps
  6. Email/Text messaging
  7. SurveyMonkey
  8. Database/server (MySQL, godaddy.com)
  9. PBWiki

# Evaluation: Scheduling

- Scheduling
  1. Weekly Meetings
  2. Product Documentation
  3. Component Integration
- Actual vs. Planned
  - We accomplished all our basic functionality
  - With experience from this product, future milestones should have stricter deadlines

# Evaluation: Development Process

- Development process (Spiral + Agile)
  1. Iterative process
    - Iteration 1: Prototype/Throwaway
    - Iteration 2: MVC Architecture
  2. Constantly evaluating risks in each stage/document
  3. More test-driven development

# Risk Analysis 1

- Adding New Team Members/Attrition
- Resolution:
  - Pair programming
  - Documentation and code comments
- Result:
  - Mentor/protégé pair programming
  - Commenting code and writing design documents standards
  - Short learning curve for new members

# Risk Analysis 2

- Adding New Features/continue development
- Resolution:
  - Refine and prioritize customer requirements
  - Plan future releases with new features
- Result:
  - Stricter deadlines and standards for proof-of-concept on new features.
  - Continue Test-driven approach

# Risk Analysis 3

- Technology Burdens
- Resolution:
  - Research into alternative technologies
  - Funding for commercial software tools
- Result:
  - Schedule meeting to assess current technology
  - Request funds from SWVC

# Risk Analysis 4

- Getting User Feedback
- Resolution:
  - Regular surveys to prioritize additional features
  - Prioritize user demands/complaints (adding media)
- Result:
  - User feedback agent.
  - More marketability surveys
  - Add specialized teams.

# Risk Analysis 5

- Establishing User Base
- Resolution:
  - Speaking with student organizational leaders
  - flyering and chalking
  - Marketing opportunities (e.g. T-shirts,caps..)
- Result:
  - Develop a marketing plan
  - Funds dedicated to marketing analysts and publicity.

# Risk Analysis 6

- Future Funding
- Resolution:
  - Look for venture capital funding
  - Revenue streams
- Result:
  - SWVC
  - Advertising
  - Corporate fees for pop-out effects

# Commitments

- Detailed requisition reports to SWVC for future funds dedicated to full-time hires, commercial tools and marketing.
  - Demonstration to SWVC on June 9th, 2008.
- Plan schedule for new release scheduled for September 2008.
- Possible features add(Multi Media, User Accouts, Rideshare, and social website plug ins)

# Links

Again, the Shumoku Homepage:  
<http://www.shumoku.net>

Our Wiki:  
<http://shumoku.pbwiki.com>

# Q & A

- Questions?
- Comments?

Thank you.

有り難うございます