THE PROBLEM
What's going on…*there?*

- You're looking for people in the basketball playground?

- You want to find a nice spot to hang out with your friends?

That's easy if you have some friends "there", but how can you
message a place?

(Boring)
TECHNICAL STUFF!

- Google Authentication
- Geocoding and Reverse Geocoding
- Fully working RESTful APIs that have been widely implemented, tested and used: they allow for the whole framework to work independently of external resources! (Open Source technologies used such as NodeJS, ExpressJS, MongoDB, SocketIO and more..!)
- Google Maps integration now fully working
- We have a fully working Android Beta on the Play Store
- We have a fully working iOS Beta on TestFlight (almost on App Store…waiting for Apple!)
- Improvements of the overall UI/UX with first user pilot
- User Feedback In Android App
- Market research and Competitors Analysis
- MongoDB is now fully synchronized with ElasticSearch and the implementation of the Shield Plugin allows for a safe backend
- Using OpenShift (sorry Parse..!) made it possible to set up an ElasticSearch cluster with 3 nodes in order to provide high availability
- Google Analytics is implemented into the mobile apps so that we can track the users' behavior
- We tried using Fabric.IO to test, distribute and debug the app, but eventually went for Play/App Stores
- We've used Factual APIs to download the most relevant places in the area in order to give our beta testers and idea of what the platform would look like once it had been fully populated
- Agile methodology to manage the work
- Adjusted our objectives based on user feedback and on mentor's suggestions
- Some Stats:
  - People that have used the app: 50+
  - Visualized screens: 1633
  - Messages senti: 200+
  - Squares in DB: 100+
  - Feedback: 15

PROGRESS
We Listened

- We focused on technical problems — not trivial, essential

- User Testing started on Feb 7th: we created a **Minimum Viable Product** (and went beyond that)

- We listened to our *mentors'* feedback

- We listened to *your* feedback

- We listened to our *users'* feedback

PROGRESS
Feedback From Our Users

- **Bug Fixing** — what users can find in a robust platform is simply mind-boggling

- **UI/UX adjustments**

  - More streamlined interaction with the UI

  - Implementation of search (Geocoding & Reverse G.) into the app

  - Creation of an iOS app

  - Better UI in chats

  - Faster loading times for server requests

  - Faster interactions with the UI by addressing single complaints

  - Improved colors and button placement

  - Shall I go on…?

- **Fundamental Problem**: Why should I use the app?

PROGRESS
Feedback From Our Mentors

- Guidance on **managing tasks**: Agile Methodology with Epics and User Stories

- Guidance on possible **business strategies** (B2B, tourism, local businesses, etc.)

- Redefined our **priorities** and **objectives** for this Milestone

- They are testing the apps too!

THIRD MILESTONE

What we'll do

- List of *Recent* and *Favorite* Squares

- **Push Notifications** for new interactions and interesting messages

- Improve mobile platforms with fully built UIs on Android and iOS

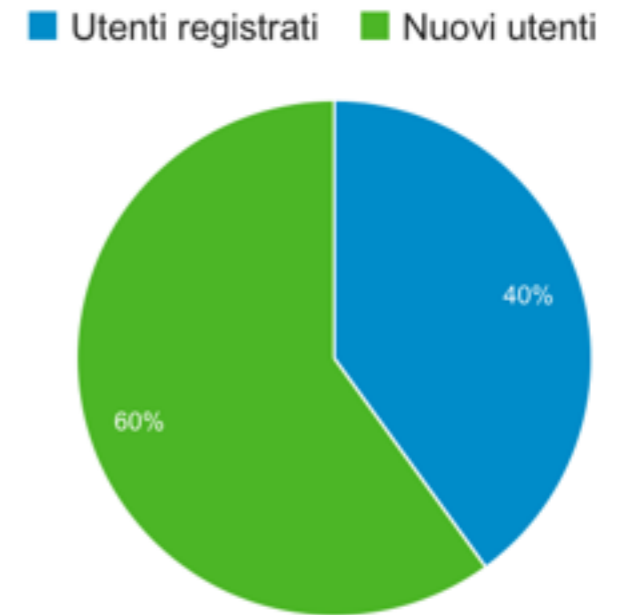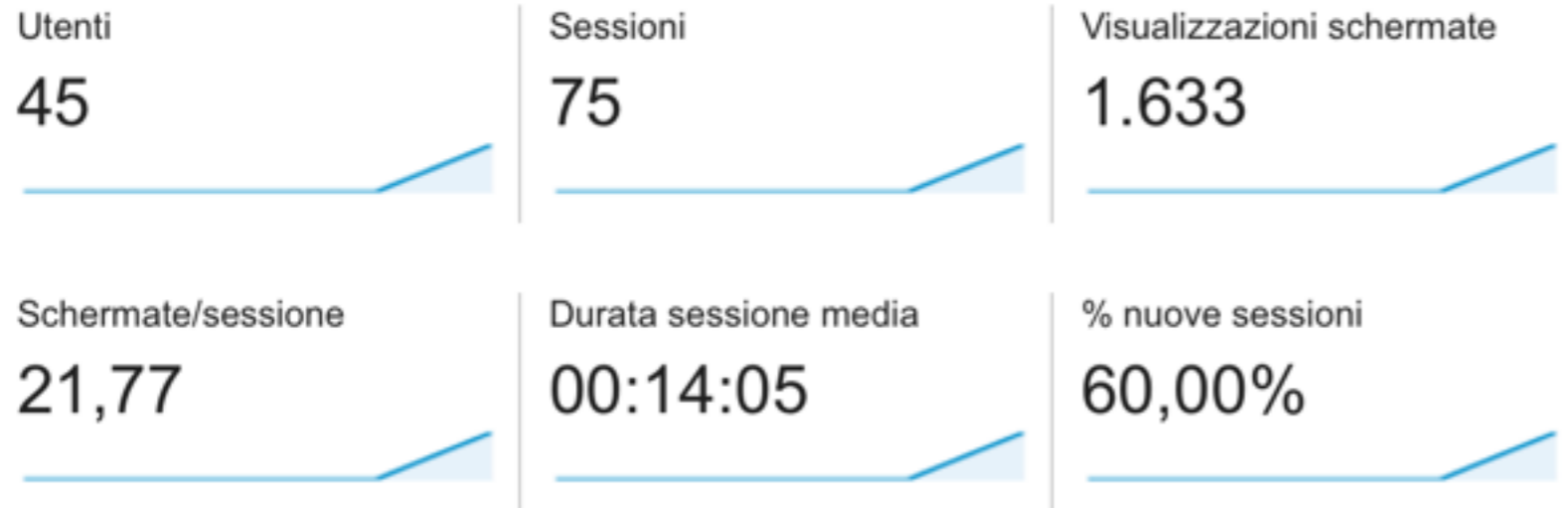- Collect more feedback: we'll adapt **dynamically**

WHAT'S NEXT
New *Distinguishing* Features!

- Squares are going to be **owned** by users. Users can create a *limited* number of Squares

- **Gamification**: users will have a *score* based on their activity

- Delete Squares based on the (in)activity

- Mobile UI for User Profiles

STATISTICS

INSQUARE IN NUMBERS

Utenti	Sessioni	Visualizzazioni schermate
45	75	1.633

Schermate/sessione	Durata sessione media	% nuove sessioni
21,77	00:14:05	60,00%

■ Utenti registrati ■ Nuovi utenti

40%

60%

DAILY ACTIVE USERS ?	DAILY NEW USERS ?	MONTHLY ACTIVE USERS ?	CRASH-FREE USERS ?	SESSIONS ?
26	13	127	84.6%	113
▲ 1000+%		▲ 225.6%		▲ 1000+%

CODE

◷ **160** commits   ⑂ **4** branches   ◌ **0** releases   **4** contributors

● **Swift** 48.0%   ● **Objective-C** 37.8%   ● **Java** 7.5%   ● **JavaScript** 3.0%   ● **HTML** 2.8%   ● **Shell** 0.7%   ● **Other** 0.2%