HBA

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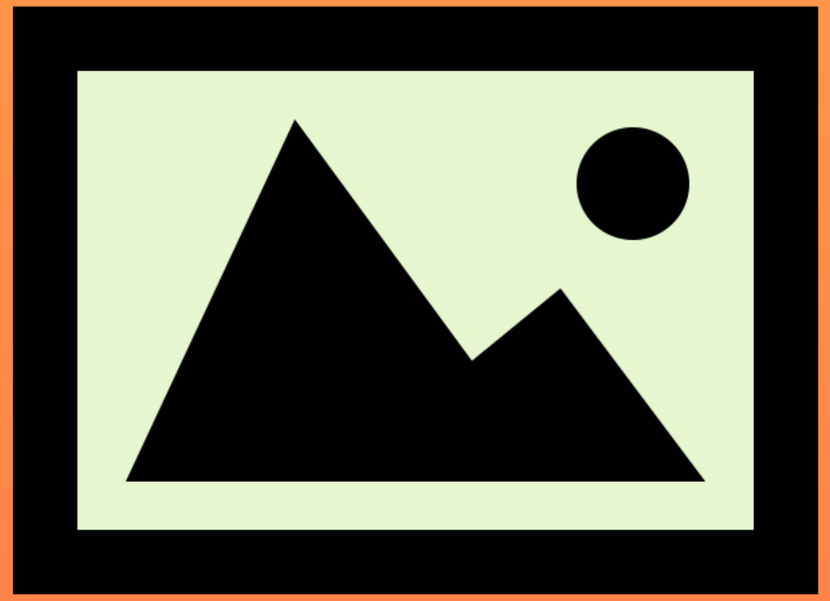
CONTENT

Problem Statement
Solution
User Scenarios
Study on Previous Ideas
Stakeholders
Plan for Implementation

PROBLEM STATEMENT



picture

PROBLEM STATEMENT

Let’s share this experience!

Daeseong Kim, 21

PROBLEM STATEMENT

[redacted] added 3 new photos — at [redacted]

맛있긴 하네

Like Comment Share

[redacted] and 35 others like this.

Looks like bragging...

[redacted] 뭐냐 너 어디냐

Like · Reply · 1 · [redacted]

[redacted] 샌프란시스코!

Like · Reply · [redacted]

View more replies

[redacted] 맛있냐

Like · Reply · [redacted]

[redacted] 육즙이 줄줄 흐른다

Like · Reply · [redacted]

[redacted] 좋은데 다니네

Like · Reply · [redacted]

PROBLEM STATEMENT

facebook I have done this,

PROBLEM STATEMENT

facebook I have done this,

HEBA Try it yourself!

너도 한번 해봐!

너도 한번 HBA!

PROBLEM STATEMENT

SOLUTION

True activity sharing SNS

I think I'd picked wrong example.
Never do things like this.
@ Lotte Tower
2015.10.13 11:23AM

SOLUTION

WHEN.

TIMESTAMP

WHERE.

GPS

WHAT.

PICTURE

SOLUTION

Engage with others

Give story to activity

STAMP

PLAYGROUND

WISHLIST

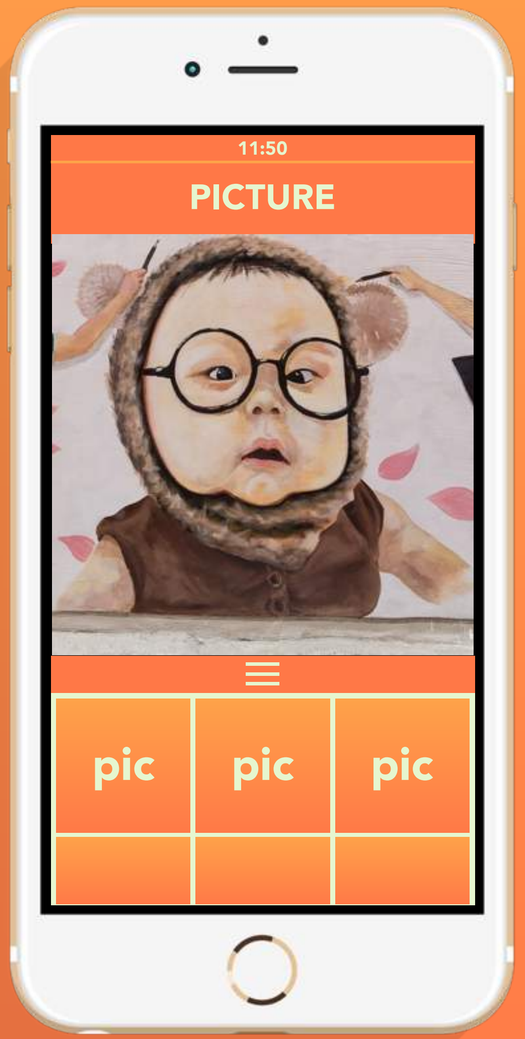
JOURNEY

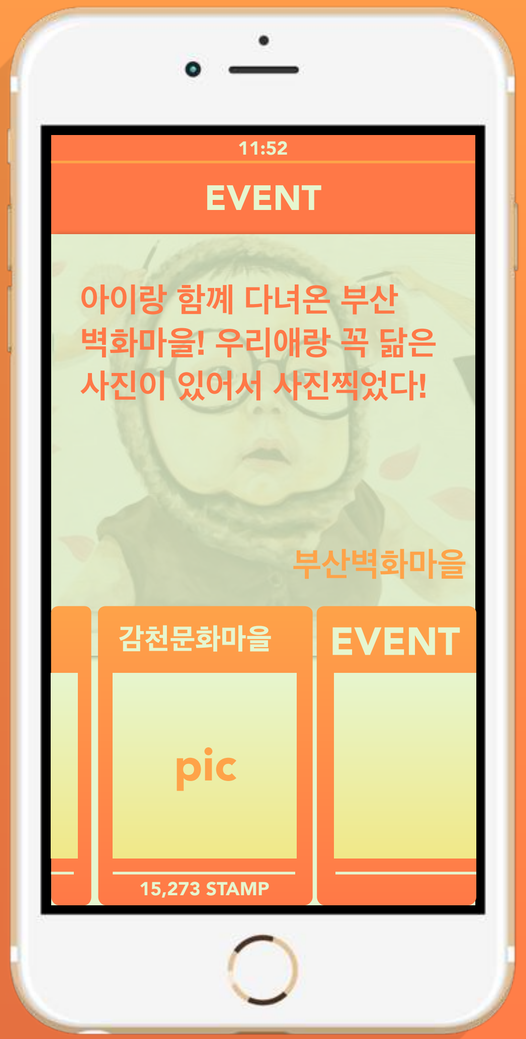
USER SCENARIO

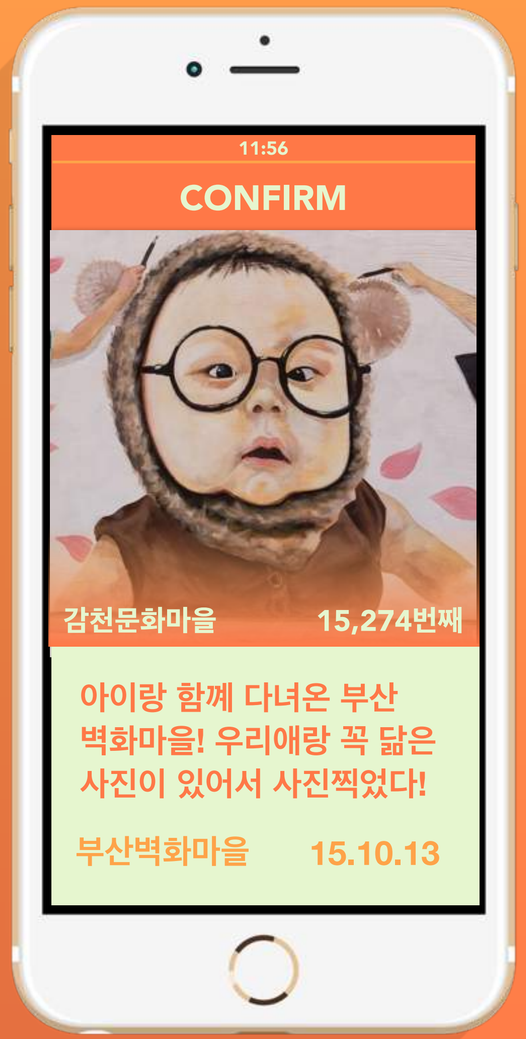
USER SCENARIO

Minyoung Kim, 35

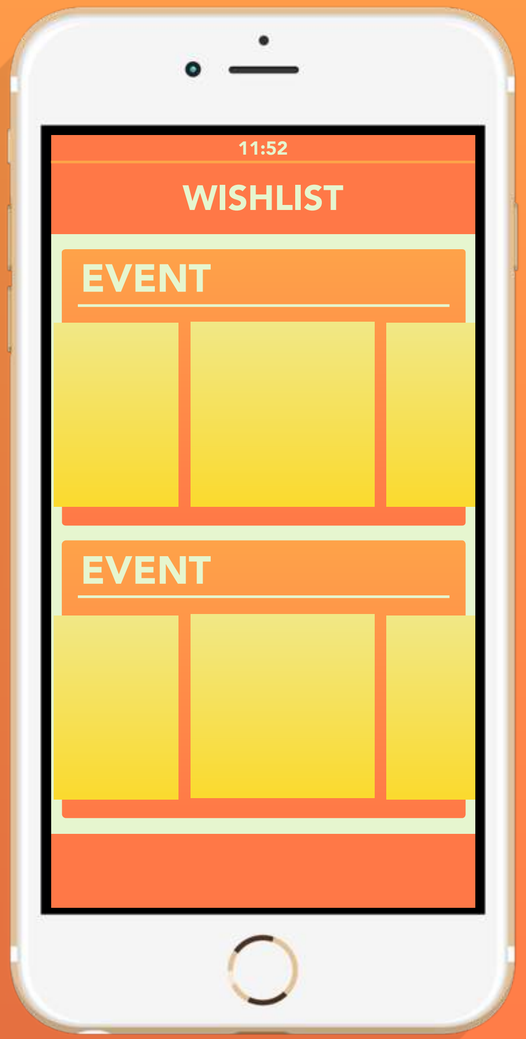
USER SCENARIO

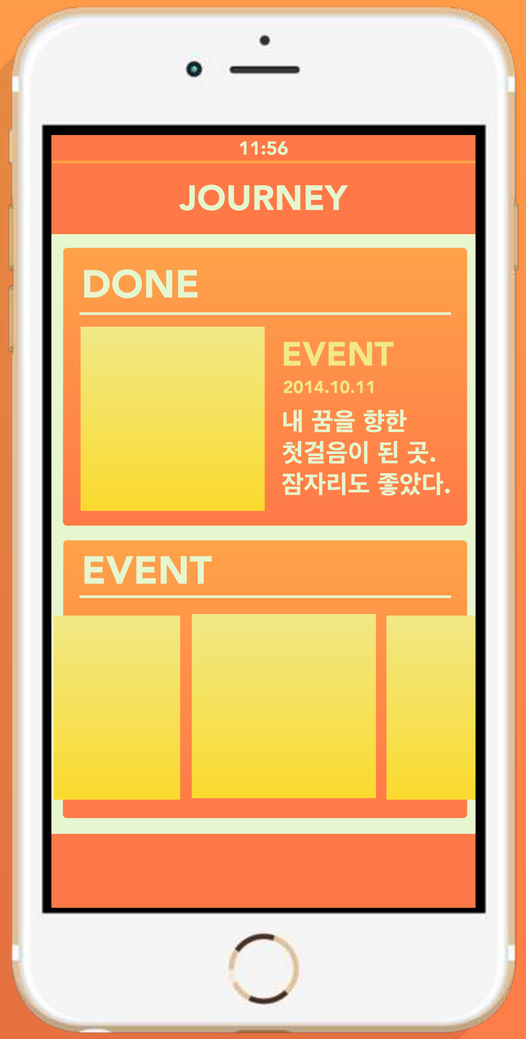




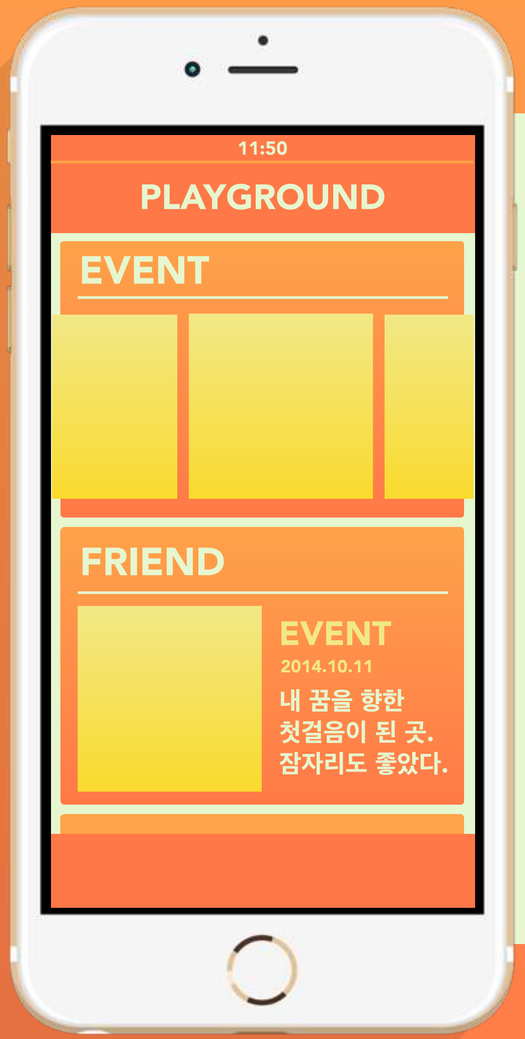


USER SCENARIO





USER SCENARIO

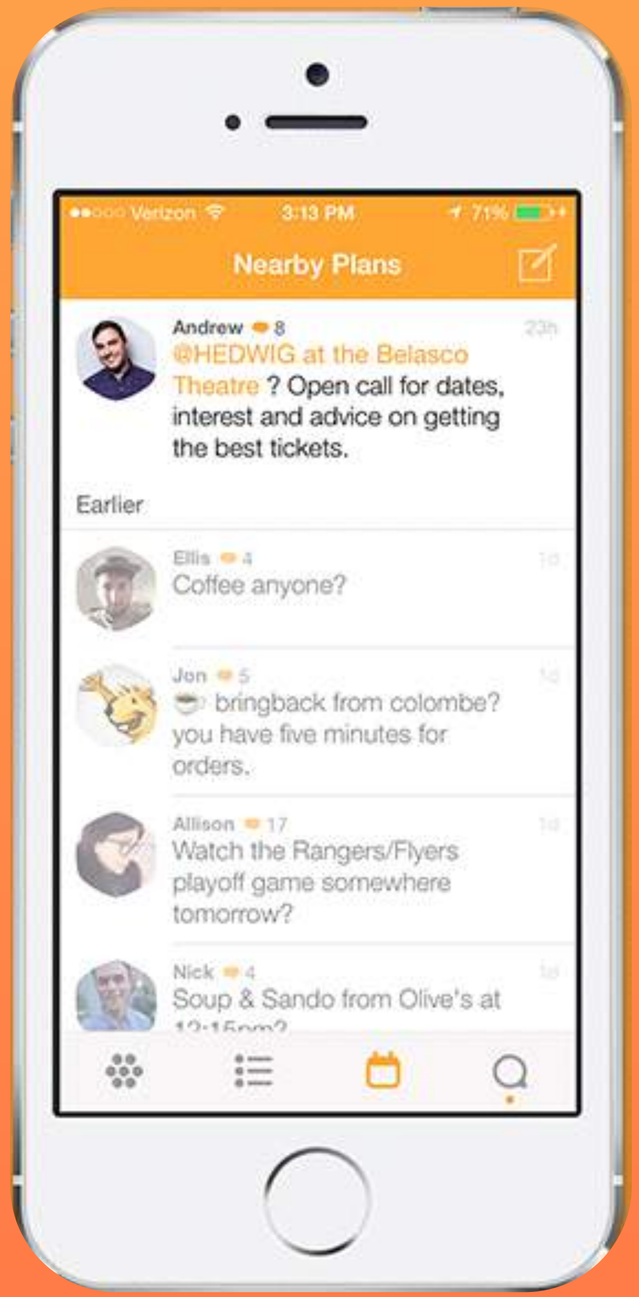


죠스찜닭

BUSINESS
PURPOSE!

STUDY ON PREVIOUS IDEAS

STUDY ON PREVIOUS IDEAS



SWARM

LOCATION based SNS

check in

who's around me

HEBA

EVENT based SNS

metadata of photo

gps and timestamp

STUDY ON PREVIOUS IDEAS

COUPLI

couple event sharing

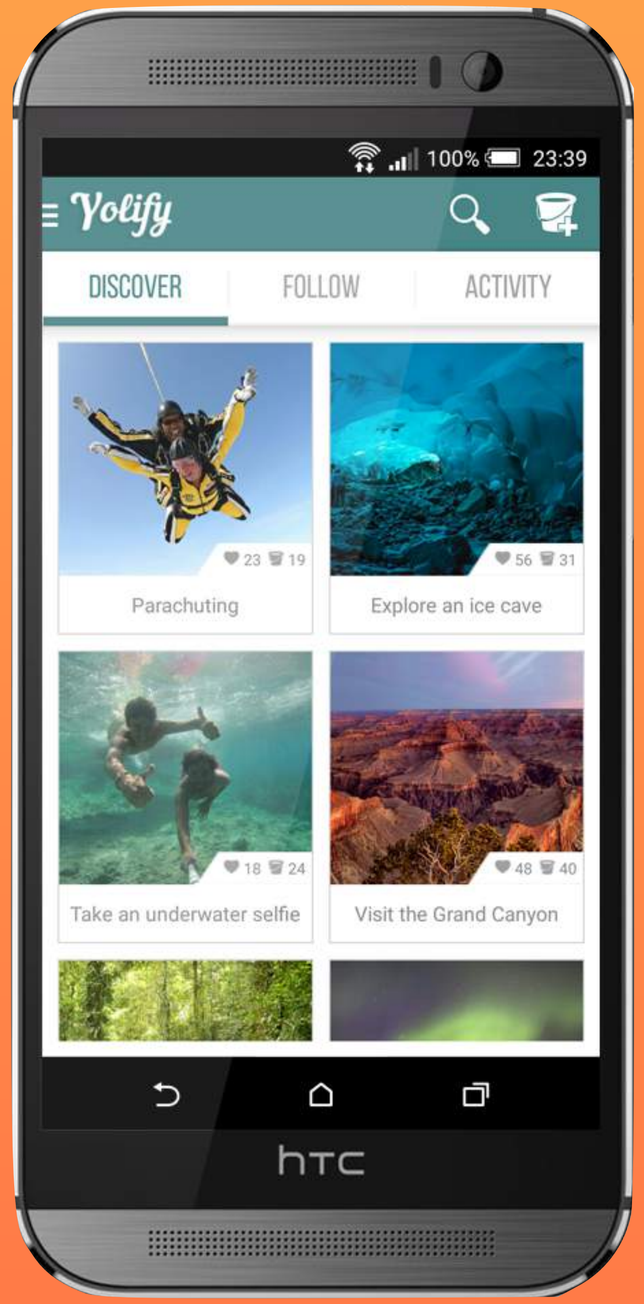
pre-register events
date planning purpose

HEBA

social activity sharing

solo can also use
sharing the activity

STUDY ON PREVIOUS IDEAS



YOLIFY

wishlist sharing app.

manual input

no verification method

HEBA

experience sharing

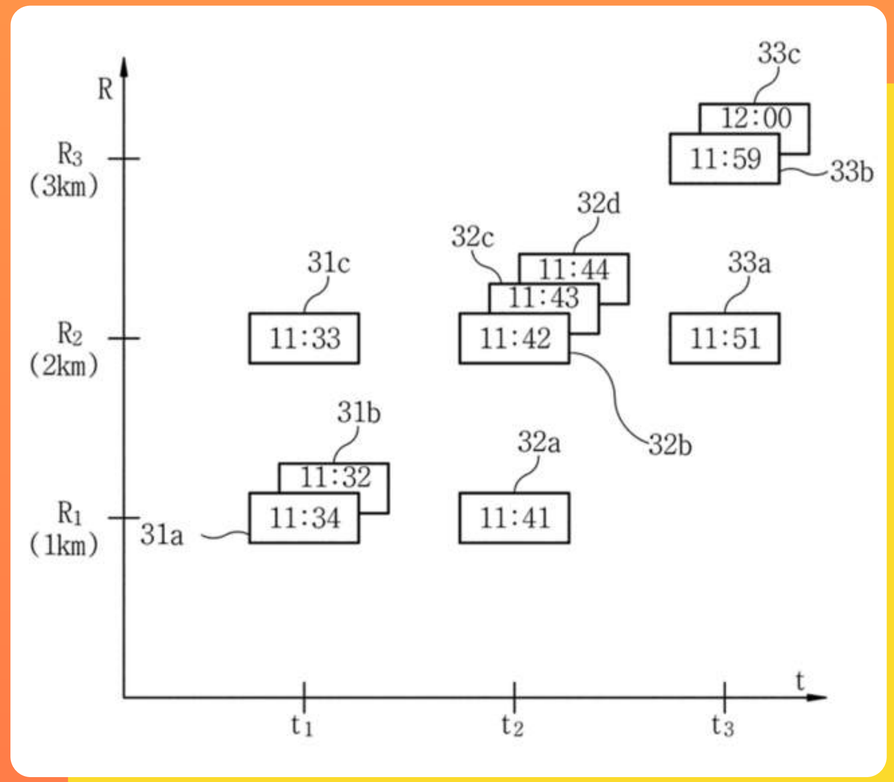
as simple as uploading a photo

only whom have joined activity is allowed to leave comment

Location based album generation

KR 2015-0111552 A // SK Planet

STUDY ON PREVIOUS IDEAS



PATENT | Based on the timestamp and GPS of picture, automatically generate albums

HEBA | Based on the timestamp and GPS of picture, recommend related event

Method of storing and sharing GPS picture

CN 101017485 A // 环达电脑(上海)有限公司

STUDY ON PREVIOUS IDEAS

Method and system of storing and sharing GPS picture

CN 101017485 A

ABSTRACT

This invention relates to one system and its method of position coordinate image index base, which comprises the following steps: when user sends up digital photo meta data with position coordinates; by analysis module catches digital photo name and its coordinate information into relative list; then storing digital photo into the image database and inputting one position coordinate when receiving the user and according to the position coordinate relative list digital photo file for user selection download.

Publication number	CN101017485 A
Publication type	Application
Application number	CN 200610023767
Publication date	15 Aug 2007
Filing date	7 Feb 2006
Priority date ⓘ	7 Feb 2006
Inventors	林辉全
Applicant	环达电脑(上海)有限公司
Export Citation	BiBTeX, EndNote, RefMan

Referenced by (5), Classifications (1), Legal Events (3)

External Links: SIPO, Espacenet

PATENT

Save picture to database using name and GPS coordinates as a key, and allow user to find it based on metadata

HEBA

We also manipulate photos based on their metadata.
But its for event-based classification.

Selecting representative picture of shared event from database

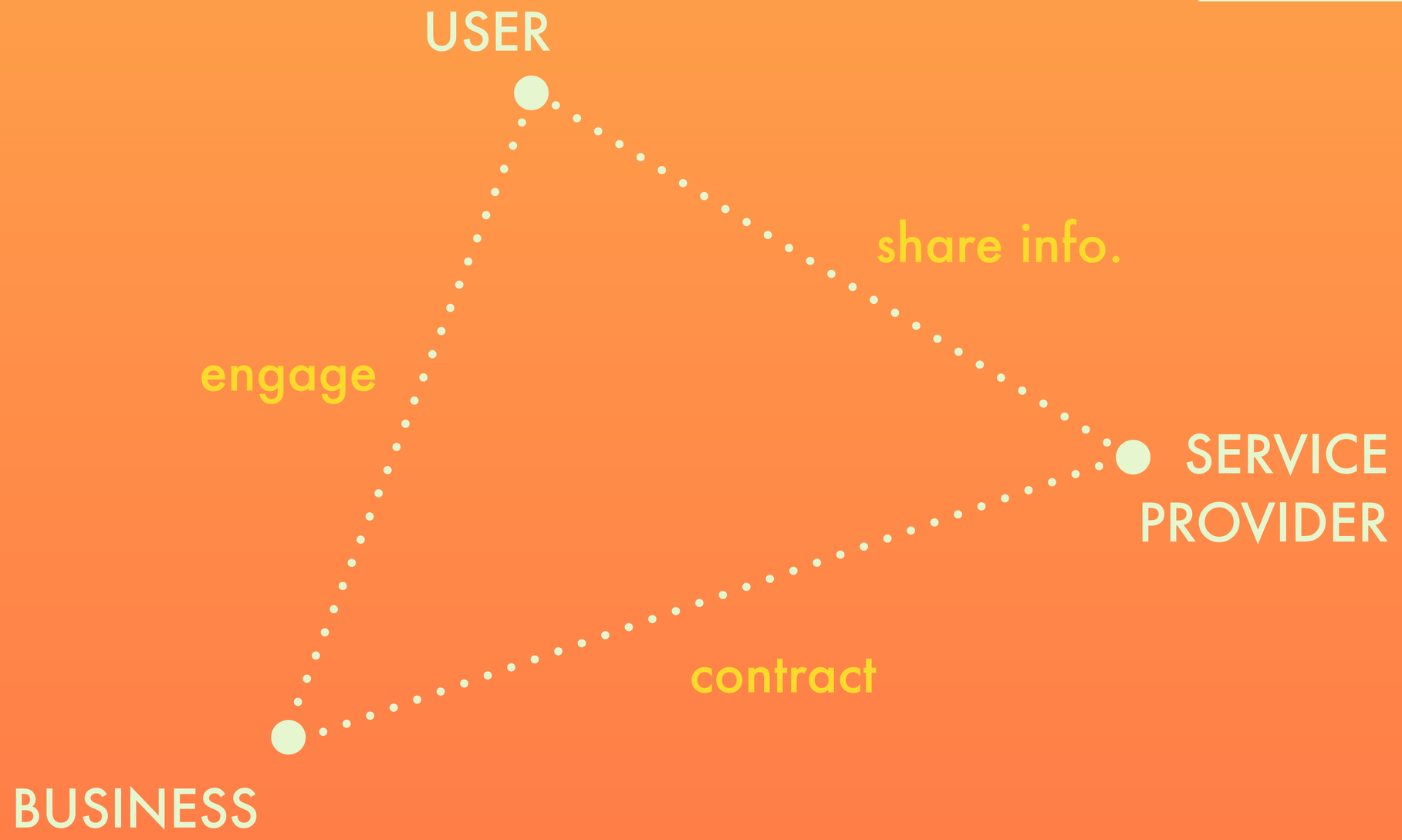
KR 2014-0072382 A // KAKAO

STUDY ON PREVIOUS IDEAS

PATENT | Based on the date and location of event, automatically select appropriate pictures from an album

HEBA | Based on the timestamp and GPS of picture, we infer the date and location of the event

STAKEHOLDERS



AGILE METHODOLOGY

IMPLEMENTATION PLAN

3 Sprint

1 Sprint = 2 weeks

AGILE METHODOLOGY

IMPLEMENTATION PLAN

Sprint #1 week 09-10	As a user, able to login and logout As a user, able to make an activity As a user, able to engage into activity
Sprint #2 week 11-12	As a user, newcomer can understand UI As a user, able to connect with friends
Sprint #3 week 13-14	As a provider, able to recommend to user As a user, able to search activities

AGILE METHODOLOGY

IMPLEMENTATION PLAN

Term	Brief Plan	User Stories
Week 9-10	계정관리	✓ 로그인/아웃 할 수 있다.
	서버-모바일 연동 서버: 사진저장, Metadata분석, 활동생성 모바일 어플: 사진 up/download	✓ 활동을 만들 수 있다. ✓ 활동 설명을 올릴 수 있다. ✓ 활동을 참여 할 수 있다.
Week 11	어플 디자인 (UI)	✓ 예쁘다
Week 12	SNS 기능(친구기능) 추가	✓ 친구를 맺을 수 있다.
Week 13	추천기능 (Metadata 활용)	✓ 비슷한 활동을 볼 수 있다. ✓ 친구의 활동을 보거나 다른 사람들의 활동을 추천 받을 수 있다. ✓ 활동을 공유할 수 있다.
	검색기능	✓ 활동을 검색할 수 있다.
Week 14	마무리, 데모 제작	
Week 15	Final 발표	

REFERENCES

[1] https://www.swarmapp.com
[2] https://www.facebook.com/coupleplaylist
[3] http://yolify.net
[*] 특허는 이름 밑에 번호가 기입되어 있습니다.

THANK YOU FOR LISTENING

HBA

김재영 이태경 유재명 장영재 하현호