

# **T-76.4115 Software Development Project I / Topic Proposal**

## **Dreamator by Memory Trails Ltd.**

### **1. Introduction**

Memory Trails is a startup company founded in January 2013 spearheading totally new service called Dreamator. Dreamator is a web based (html5) tablet (iPad) service that allows the discovery and creation of dreams (“unelma”) and digital dream maps effortlessly. Dreamator provides a visually attractive and minimalistic way of organizing dreams. Dream map related physical products can be purchased through Dreamator webstore.

Our target audience is primarily women, 25-50 years, motivated by self-actualization and fulfillment of goals. They have a need to share the positive, and teaming up with like-minded individuals, creating collective actions and having collaboration. Dreamator service helps her to plan/create tangible path for personal future life, how to know what is possible, what’s next for her to target on, how to keep book of dreams and how to have dreams always with her.

### **2. Project Goals**

**The primary goal** is to design and build the first public version (minimum viable product) of a web based tablet service

- a) that allows the discovery, creation and organizing dreams and dream maps effortlessly
- b) using web (html5) based tablet (iPad) and desktop
- c) with in-app purchasing capability

To support, the goal is also to

- d) build the underlying customer profiling, discovery and recommendation logic.

The engine combines behavioral heuristics and game mechanics (core competences of the company) to create a model:

- 1) that allows categorization of customers to user profiles with unique set of expected behaviour, needs and motivation. Profiles such as “Aspirational” and “Goal Seeker”
- 2) that allows predictive discovery and recommendations, both known and surprising
- 3) that allows connections between dreams and people, both known and surprising

### 3. Tools and technology

The customer company will provide views and ultimately requirements for the tools and technology needed. We feel that the student team can and should proactively suggest technologies considering the goals and roadmap of the solution. Ideally the team should have some existing knowledge of the fundamental technologies relevant for any similar solution.

Technologies such as

- HTML5
- JavaScript
- Ruby on Rails
- Cocoa
- Apple iOS SDK
- Heroku hosting, GitHub, Amazon S3 storage

The created user interface needs to be compatible with relevant browsers e.g. Safari or Google Chrome. Collection, storage and analytics of user behaviour data for service management purposes should be considered from early stages of service development.

## 4. Requirements for group

We are looking for a diverse, inspired team

The focus of the student team is in technology

Solid software and architecture design and development has top priority

In addition to technical know-how, the team has good sense on design and user experience

In practice the student team will

- Design and develop the user interfaces excluding graphic design
- Design and develop the core functionality of the service as described in 2. Project Goals
- Assume scrum master's role and will rotate that evenly

How we work

- We appreciate rapid iterations and combining our trait of service design to agile software development and through co-design sessions building collectively the idea into concept, prototype and ultimately to a solution.
- We expect the team participating into co-creation sessions where we apply service design methods and involve the target audience to iterations and paper prototyping.
- We appreciate openness, discussions, debate and collaborative learning experiences
- We expect the highest appreciation towards quality
- We appreciate sense of urgency

Extensive documentation nor understanding Finnish is required.

Documentation will be in English.

## 5. Legal Issues

The customer gets all rights to the results.

Signing an NDA is required.

## 6. Customer

**Memory Trails Ltd.** is a startup based in Helsinki, Finland. It has gone through initial financing round with investors and is moving from service concept phase into development.

Customer will be available for the student team with substantial hours weekly participating and guiding during the scheduled scrum meetings and in addition to co-creation sessions and email/ phone/ skype collaboration.

### **Co-location**

The founders have an opportunity to work with the team both in Otaniemi and in downtown Helsinki. We are flexible to arrange a co-location space for intensive project work and workshops from sites like Urban Mill, Startup Sauna, NewCo Factory, Hub Helsinki, Aalto Protomo or any similar coworking site in Otaniemi/downtown Helsinki.

### **Customer's project responsibilities (to be collectively agreed with student team)**

The company is responsible for overall service concept, brand and graphic design, key messages and content, user experience logic and requirements, customer journeys and similar user-centric and user-facing concept and definition work.

The company will provide descriptions of the business model, customer journeys, flow charts and visualizations of the key user interfaces that will help the design and development of the solution.

The company is responsible for defining the core profiling, discovery and recommendation logic.

The company is responsible for arranging co-location and facilitating co-design sessions.

Customer will purchase required software licenses. Customer will not purchase any hardware except for tablets when needed.

### **Customer representatives**

Sami Oinonen is a mobile industry veteran, with 15+ years experience in product and service development. He has coached hundreds of Finnish companies in service design and co-creation. Sami will be the customer for the project.

Risto Koski has 15+ years experience on developing global consumer offering and digital services and working in ICT projects as product owner/ business manager.

Taina Tukiainen, 15+ years experience both in business and in research in consumer insights, segmentation and digital services.

**Customer representatives**

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