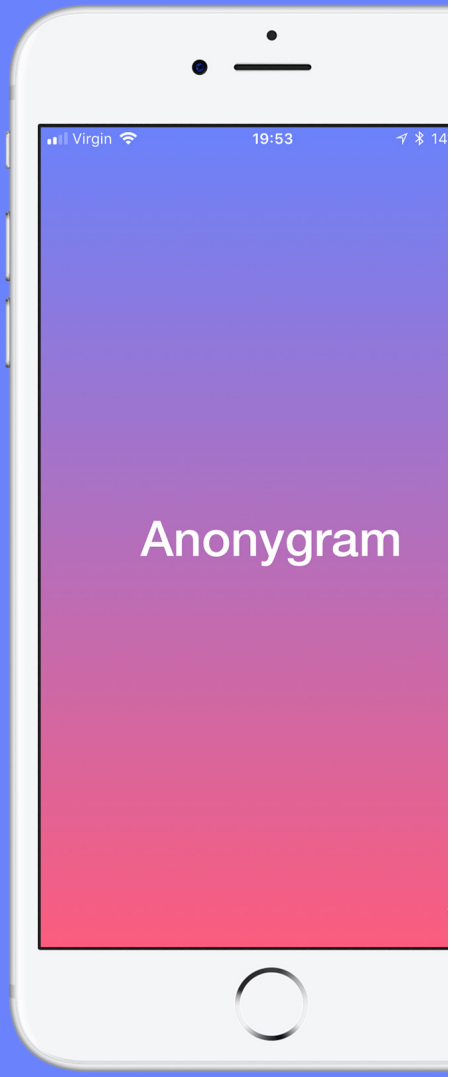
Anonygram.

By Daniel Jones.



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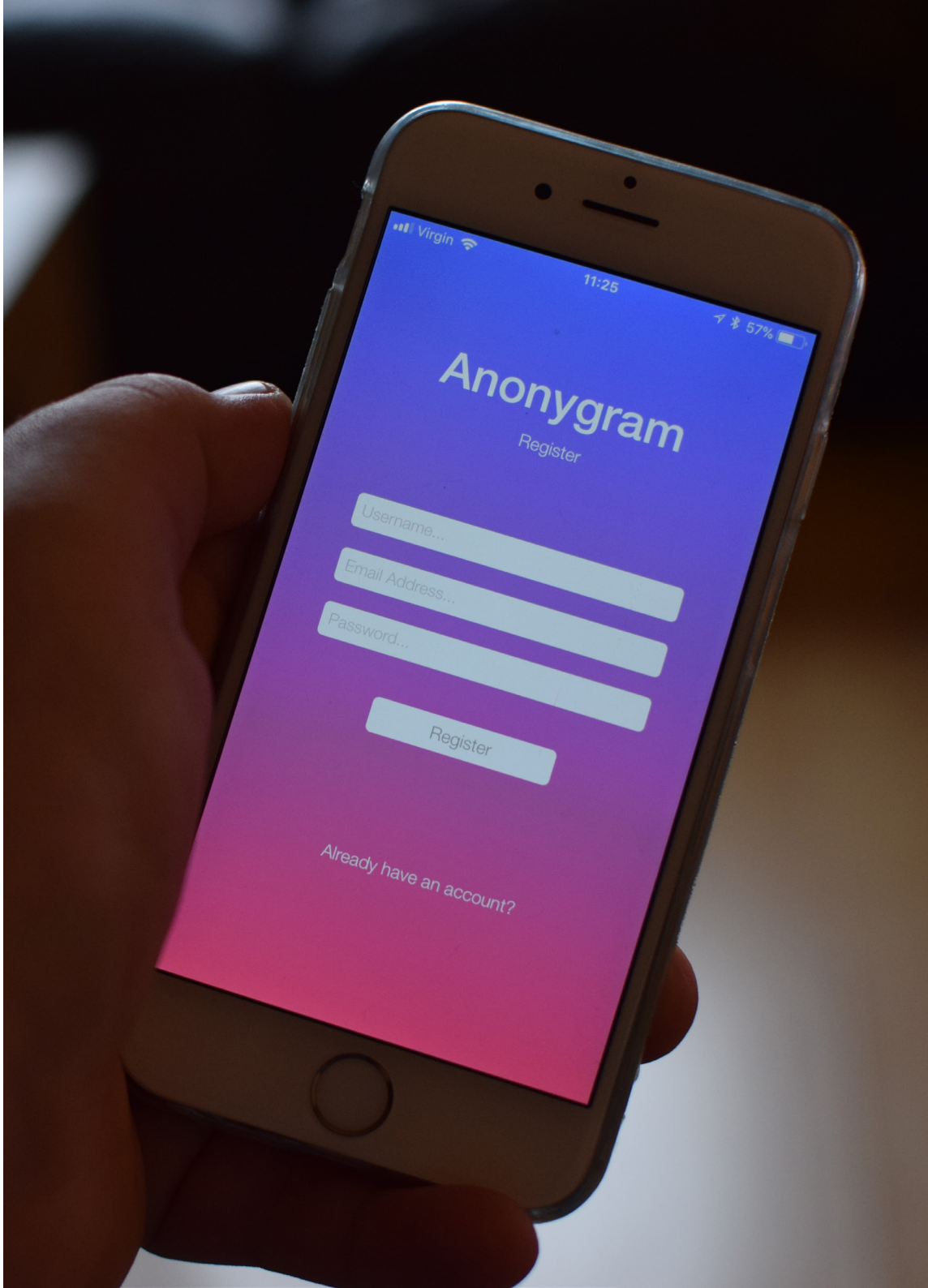
The aim.

Anonygram will allow users from across the globe the chance to post images anonymously. Images can be regularly posted of areas and locations around the world, with the option to either show their usernames or simply remain ‘Anonymous’. As the posts will be anonymous, even with a username, it is important to factor in a flagging system for innapropriate and irrelevant content within Anonygram. The app can be used anywhere with an internet conntection, allowing users to share photos whenever are wherever they want to. With other image sharing platforms such as Instagram, users are rated by ‘followers’ and who they are as people. Celebraties and other users alike gain much more attention than regular users which creates an unfair platform for amateur photographers. The ultimate aim for this application is to make everyone equal, nobody knows who posted the image, meaning that nobody can be biased giving you a chance to prove your raw talent in photography.



Objectives.

‘Like’ system

Share photos around the world

Set posts to remove automatically

Post anonymously with / without username

Show off users talent equally amongst everyone else

Competitor analysis 1: Whisper

About Whisper

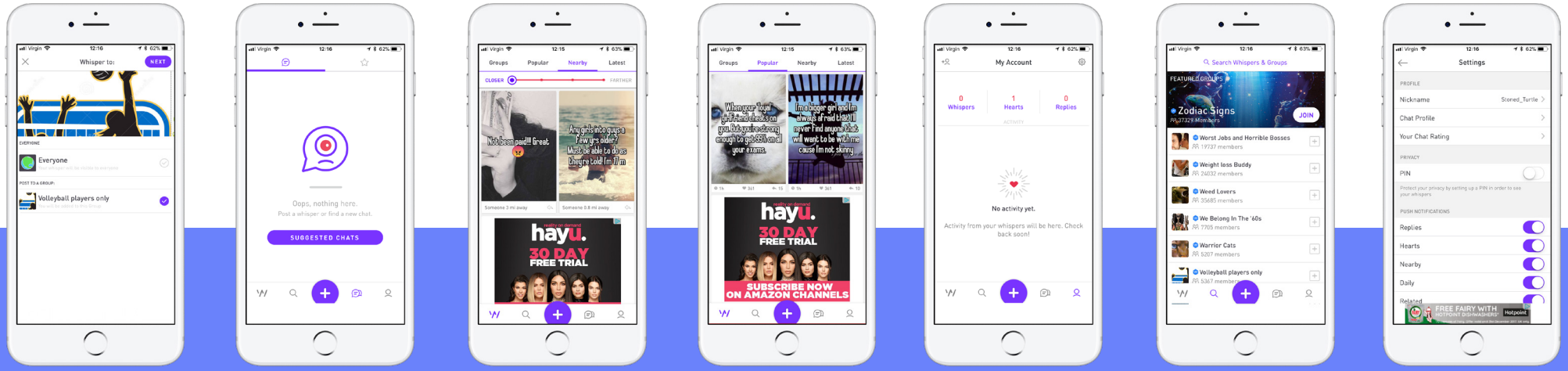
Whisper is an application available on both iOS and android, where users are able to share their thoughts and feelings anonymously using pre-set images within their database. Whisper is leading a movement that believes that happiness starts with being your real self. Whisper is a competitor due to it's anonymity, although it doesn't allow the creative freedom of uploading your own photos.

Advantages

- Users can choose to post to everyone or their own 'groups' which determines who see's their content.
- Users can chat between one another using the built in chat function.
- Posting is easy and images are provided as part of the service.
- Users can search for 'whispers' or groups.

Disadvantages

- Because of groups and chats, I don't feel like it's completely anonymous due it being more personal.
- Due to anonymity people say things they usually wouldn't in real life (false confidence).
- Ads make the app look tacky and disrupt engagement
- Used for inappropriate content



Competitor analysis 2: Shush

About Shush

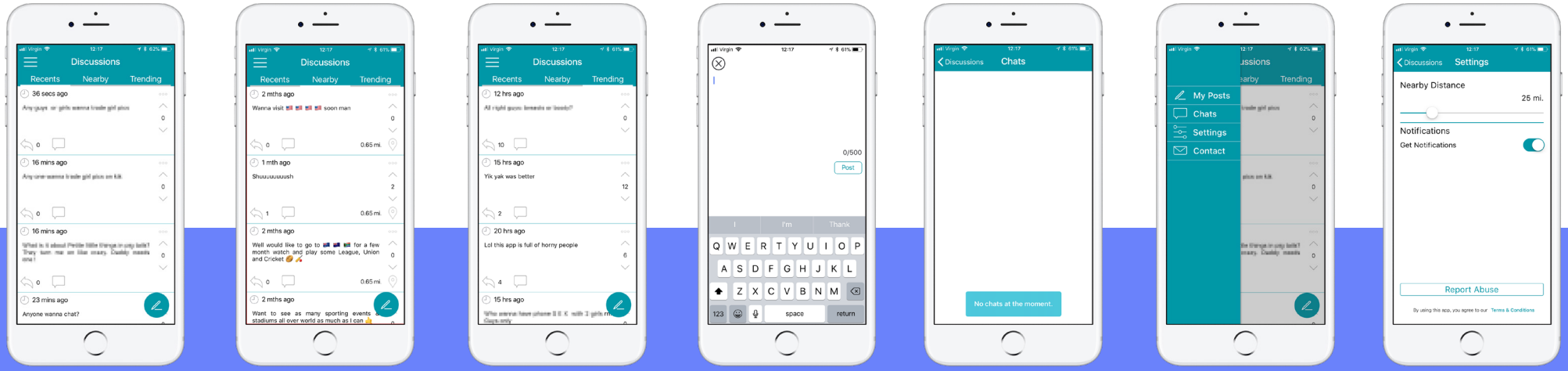
Marketed as an open and safe space or community where user's can share their ideaologies, opinions, thoughts, beleifs or trade advice without revealing their identities. Their primary goal is to create a social experience where users can freely express themselves and speak about anything and not be judged for it.

Advantages

- Allows user's to express their feelings, thoughts and other topics without being judged.
- Allows users to upvote and downvote content.
- Allows users to respond and comment to each post
- Does't require login to use the app

Disadvantages

- Because of it's anonymity, people are using this application in means that they shouldn't be.
- The applications design is quite basic and doesn't really look appealing.
- The overall idea of the application is formed from previous successful applications meaning it has been replicated many times and is similar to many other available apps.



Competitor analysis 3: Haip

About Haip

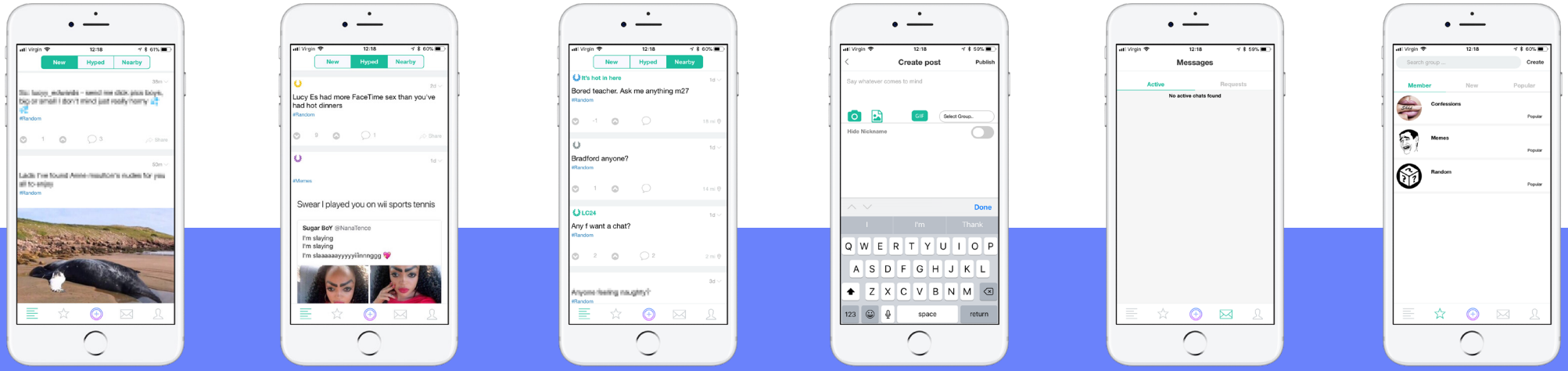
You are able to become part of a community. With the possibility to use the application without creating an account at all, you are fully able to have an anonymous experience as you would expect. You are able to share whatever is on your mind without being judged by friends or family with the people around you.

Advantages

- No account needed to use the app, completely anonymous.
- Confess anonymously.
- Managed by it's users using the voting system, similar to the successful anonymous app Yik-Yak.
- Users can post images or text.
- Can show or hide username easily on each post.

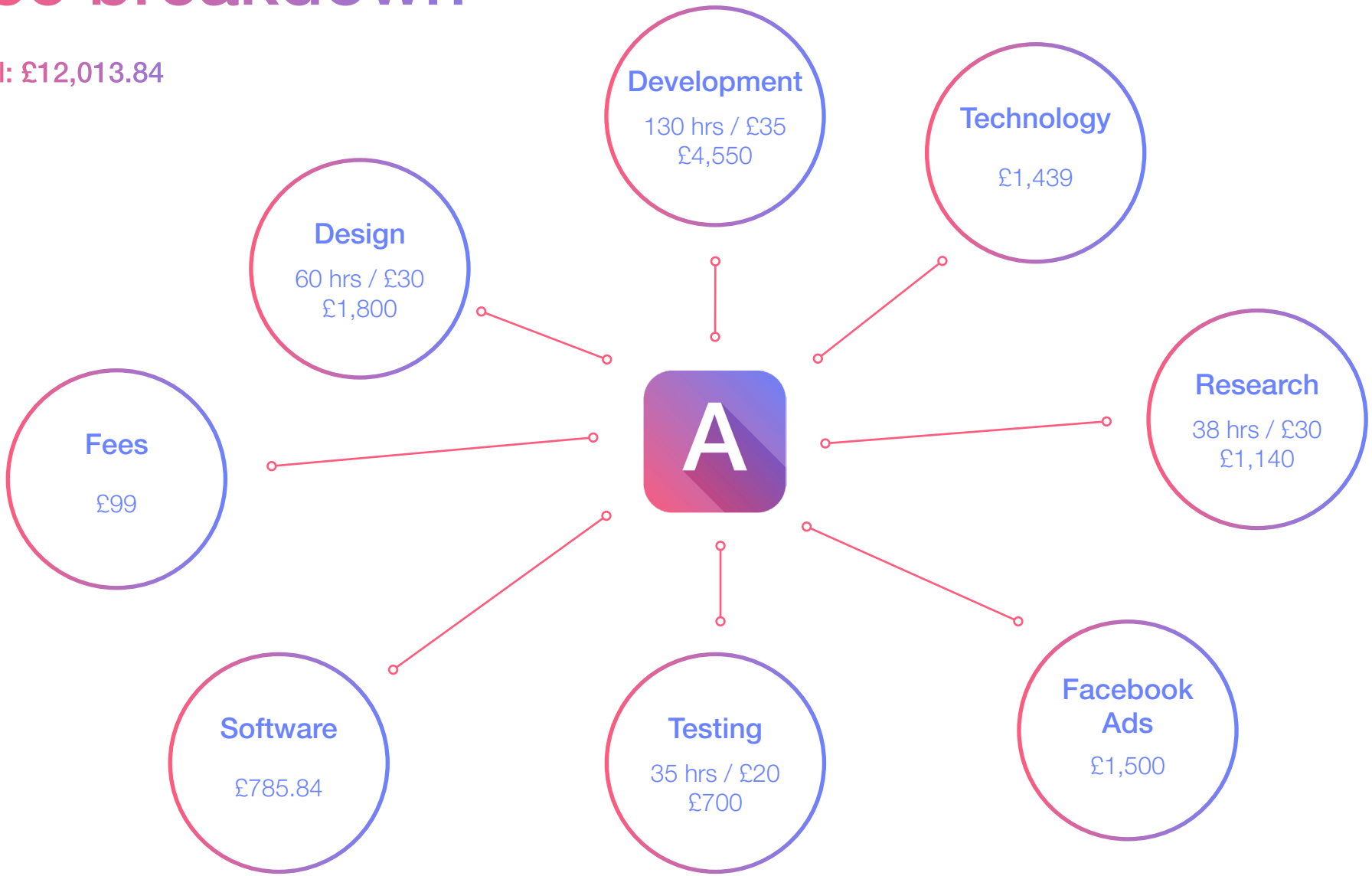
Disadvantages

- User's can post anonymously.
- Users can chat between one another using the built in chat function.
- Again, the app is vulnerable to irrelevant content which can be innapropriate and hard to regulate due to users being anonymous.
- People can be publicly bullied using applications such as this one without the offender being identified.



Fee breakdown

Total: £12,013.84



Design: General

Colour:

Hex: #FC5C7D
RGB: (252, 92, 125)

Hex: #6A82FB
RGB: (106, 130, 251)

Font:

Helvetica Neue Medium: **Lorem ipsum dolor sit amet, consectetur adipiscing elit.**
Helvetica Neue Light: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Icons:

iTunes Artwork

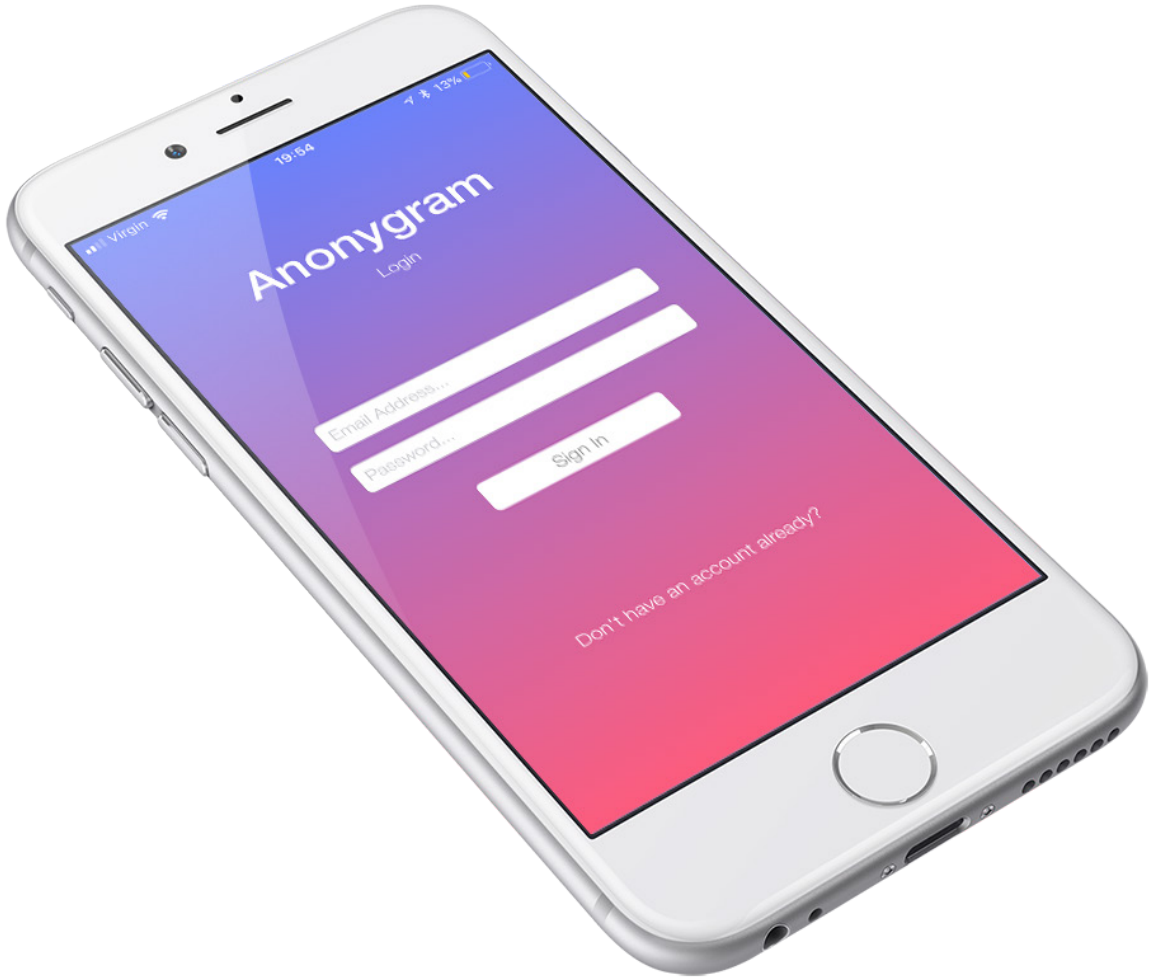
iPhone icon

Logo:

Anonygram
Anonygram
Anonygram

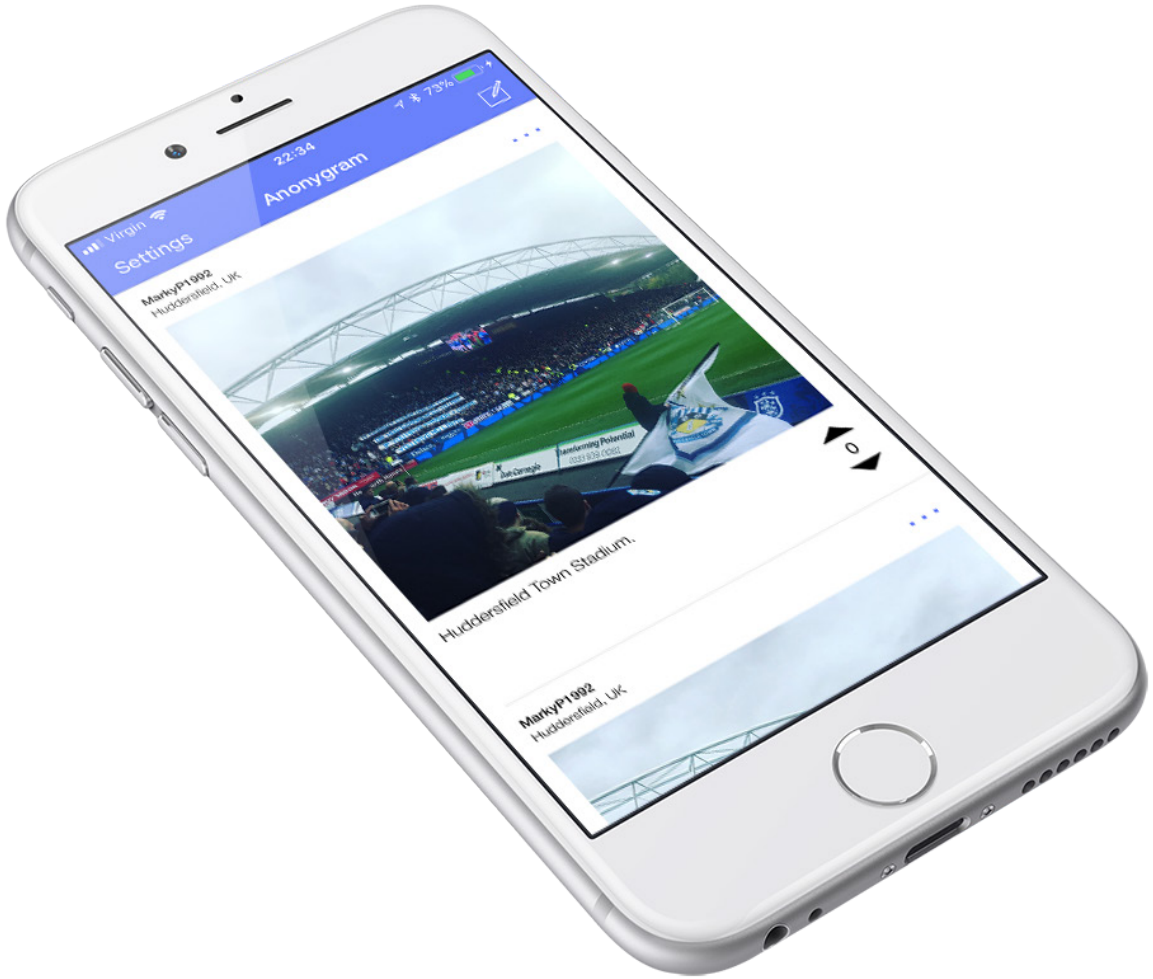
Anonygram

Design: Login

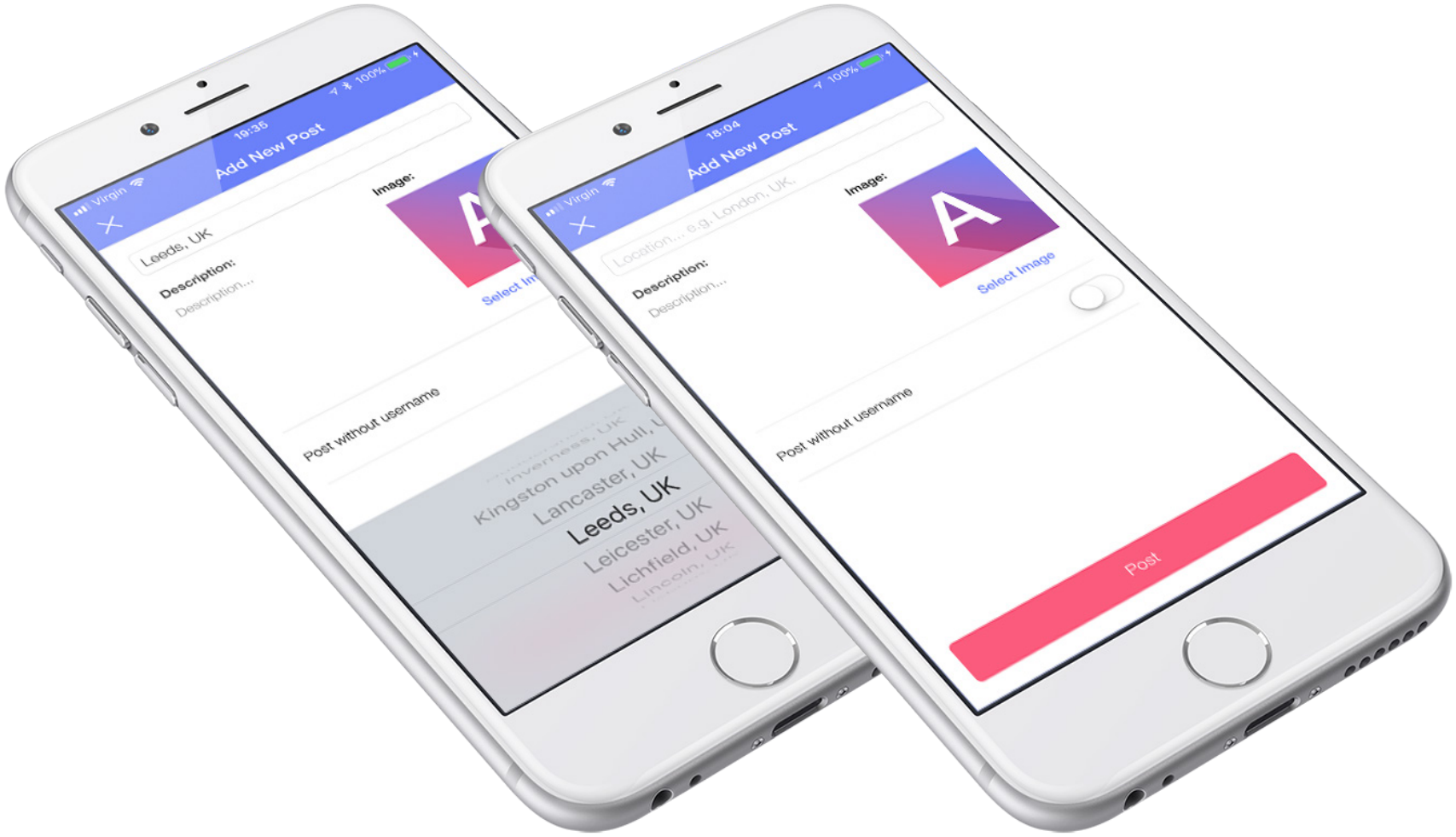


Design: Register

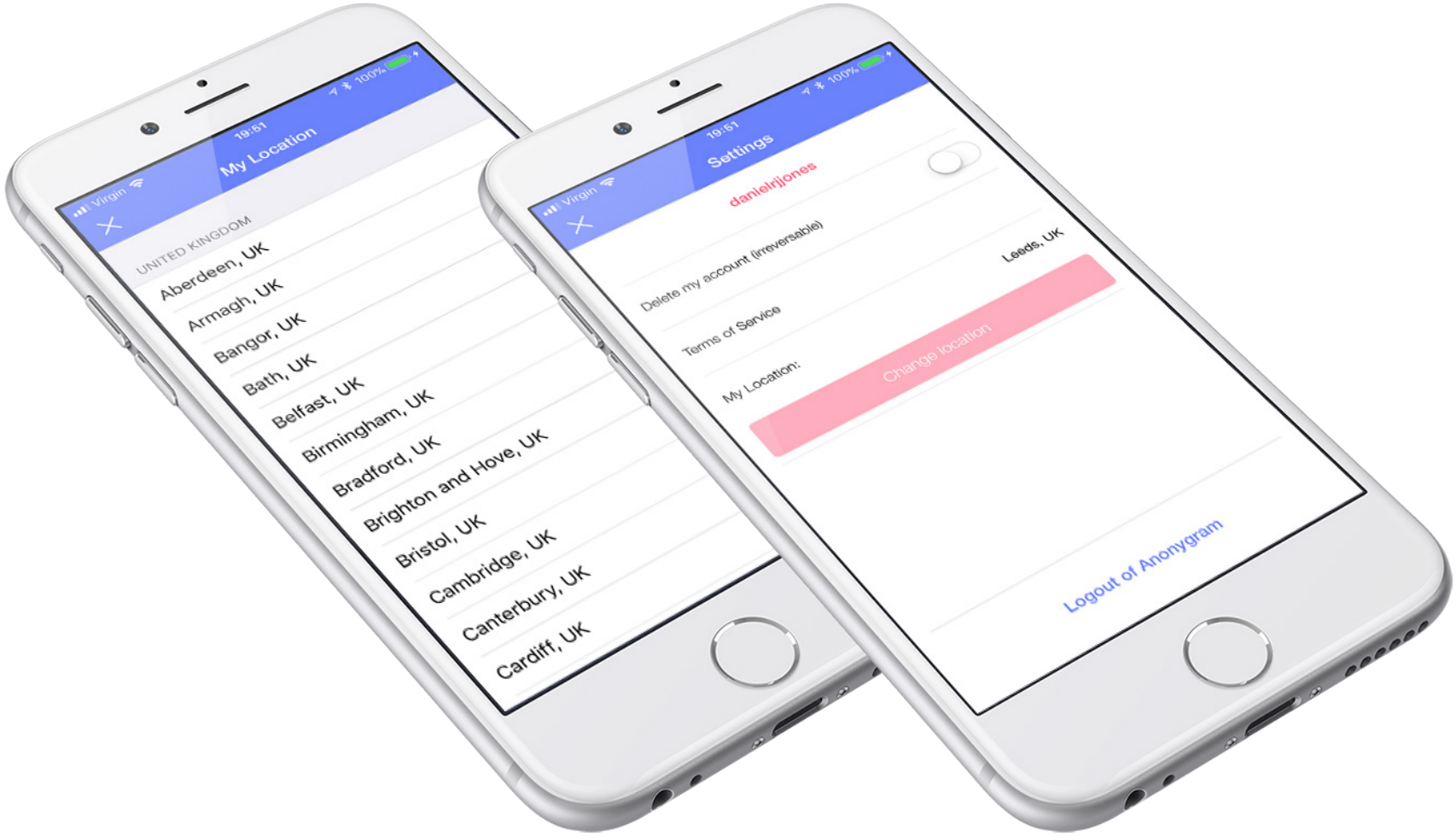
Design: Dashboard



Design: Add post



Design: Settings



Design: Terms of Service

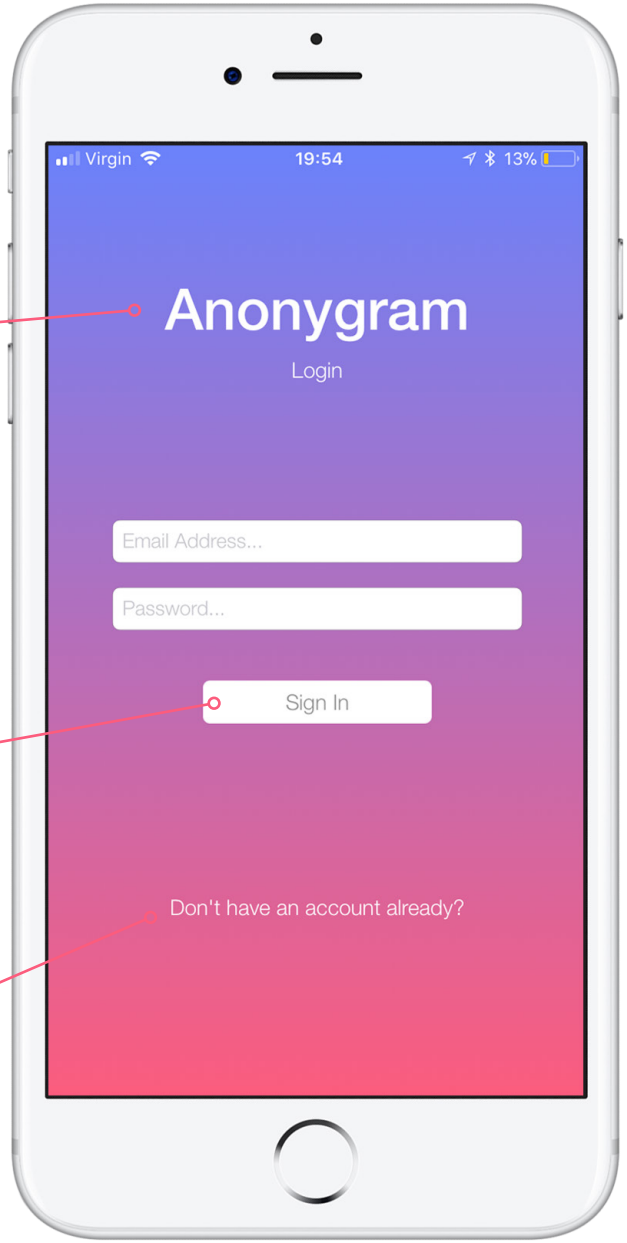
Functionality: Login

Anonygram logo clearly displayed on login page

Colour gradient used as background for application

Form logs users into the application

Performs navigation that takes users to the register page



Functionality: Register

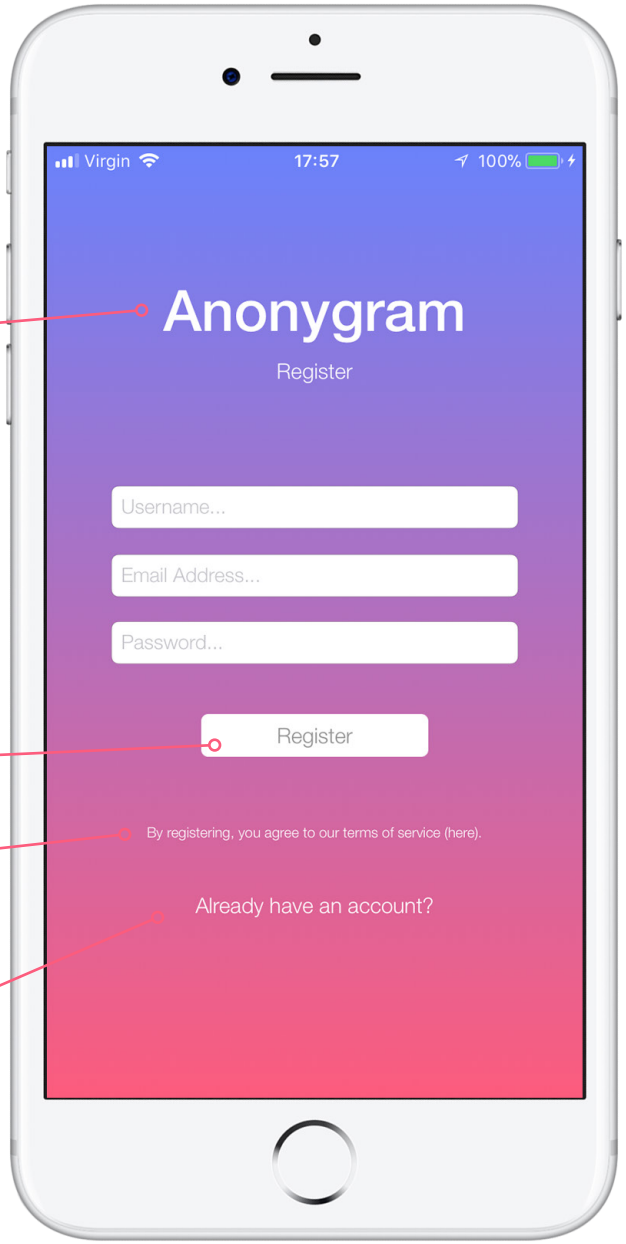
Anonygram logo clearly displayed on register page

Colour gradient used as background for application

Form registers users account

Opens ‘Terms of Service’

Performs navigation that takes users to the login



Functionality: Dashboard

Settings button navigates users to the settings page where you can see your username and change the settings provided

Add new post button navigates users to the page where new posts can be created and added to the dashboard

Content text

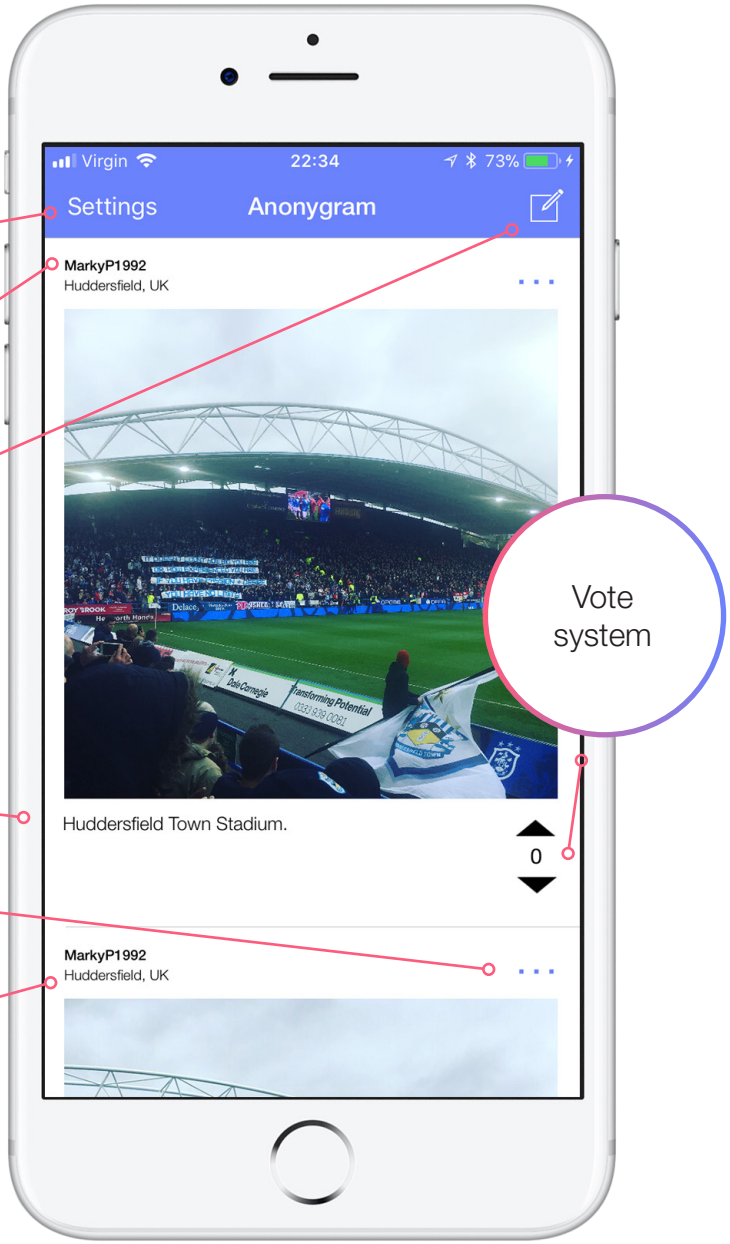
Username of the post creator

Cache's images to device

Location typed in by the user when creating post

... indicates a 'more' button.

Vote system



Functionality: Add post

‘X’ indicates a back button / exit / close page

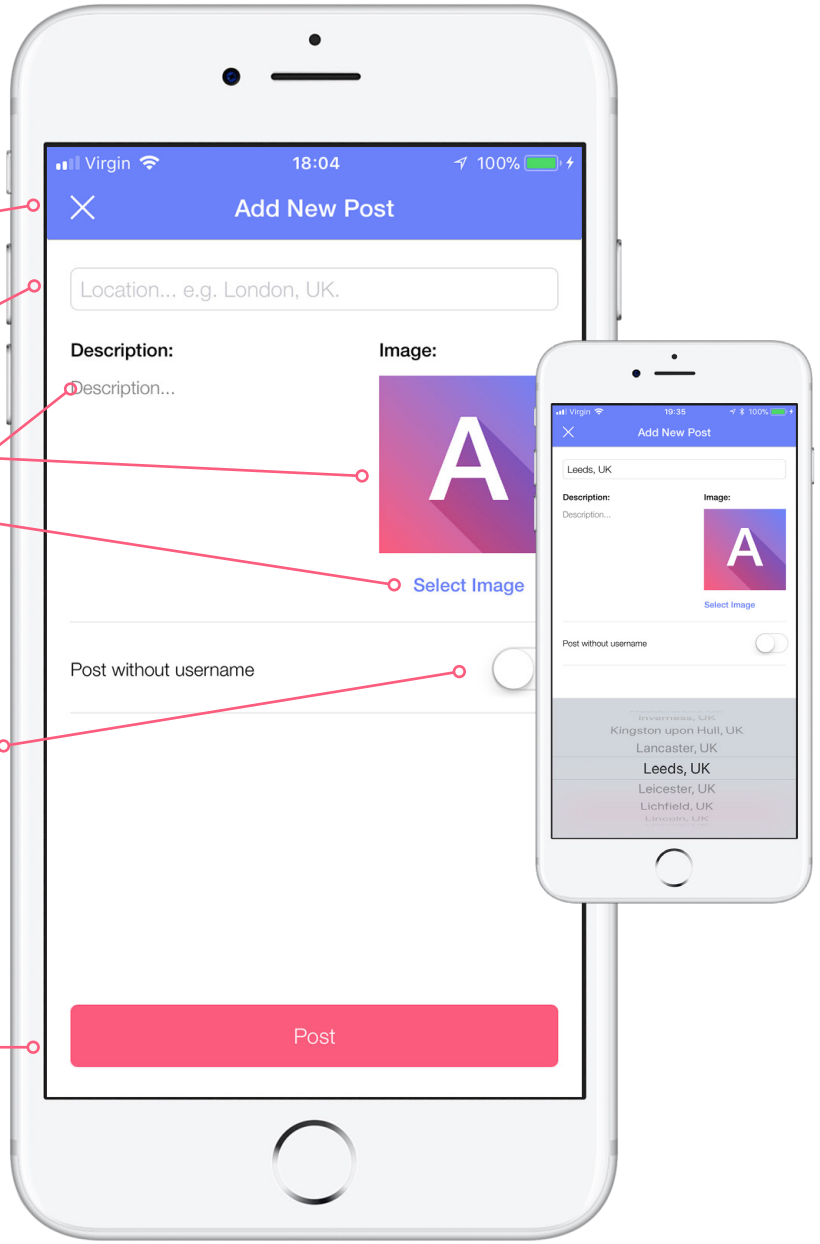
Placeholder image to direct users to the section where you choose your own image

Location text box enables users to choose the location where the image was taken

Anonymise post

Description of the image that users are posting to give it context

Bold button clearly shows what the function is for



Functionality: Settings

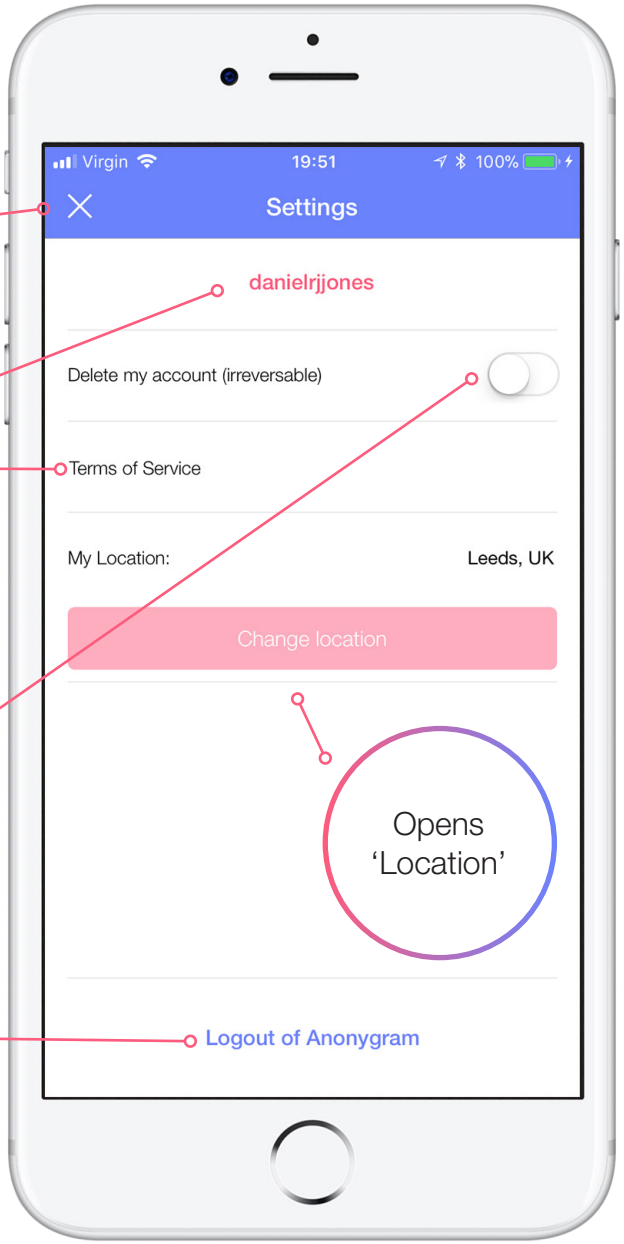
Closes the page and takes users to the dashboard

Shows the users username, ensuring the user of which account they are using

Opens 'TOS'

Allows the user to delete their account by toggling the switch shown

Logs the user out of Anonygram and directs them to the login page

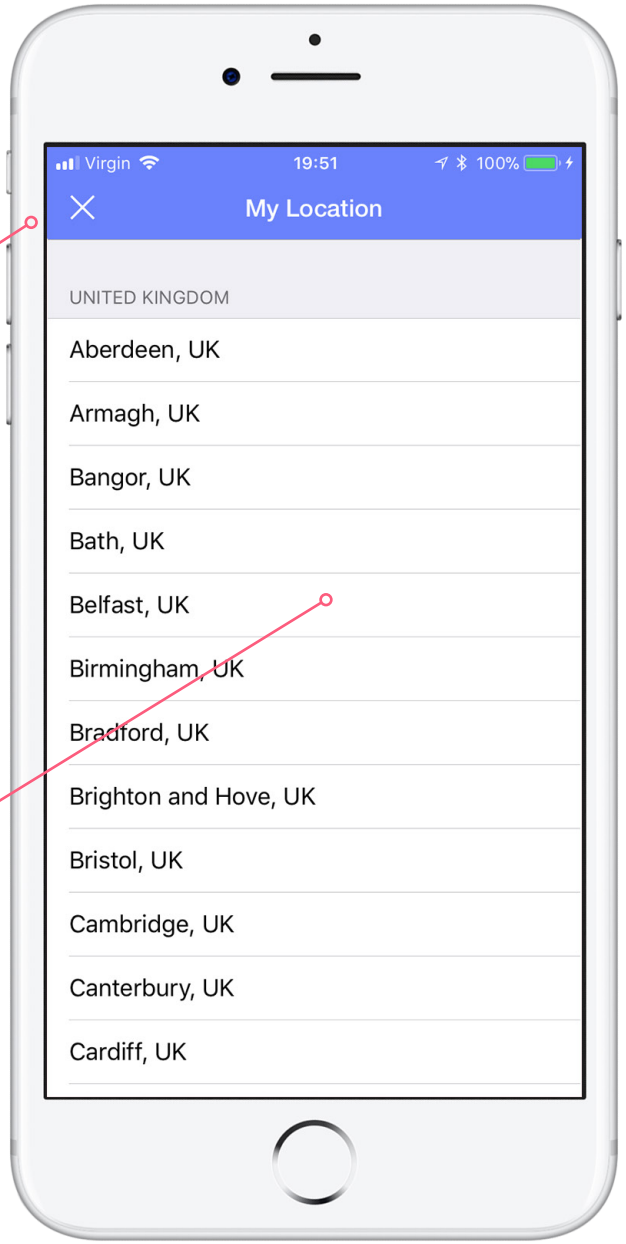


Opens 'Location'

Functionality: Settings (Location)

Closes page and redirects users to the settings page.

List of every city within the UK for users to choose from. This filters the dashboard so users can see posts in their location.



Risks pt.1

Category	Risk	Severity	Problem	Solution
Design Risks	Design of the application may not appeal to all audiences.	**Moderate**	Because the target audience is everyone above the age of 13, it is important to make the app appealing to a wide range of audiences.	Have users test the product and ask for thorough feedback throughout the design process from all age ranges.
Design Risks	The application may not be suitable for all generations of iPhone.	**High**	Not all users are using the same device, some may have older versions and different sized screens and this could cause issues for each user differently.	Use constraints in XCode in order to make the designs work on all screen sizes. The app will also be deployed to iOS 9.0+ users to ensure it will be usable for newer devices .

Risks pt.2

Category	Risk	Severity	Problem	Solution
Design Risks	The application may not be usable in landscape mode on the device.	**High**	Anonygram will only be designed for portrait use, meaning that it won't have a landscape view unlike some applications on the market.	Conduct research in order to see why the most popular social apps use only portrait modes and conduct testing from my audience to find out their opinion.
Technical Risks	Bugs within the code could cause issues for users.	**High**	Bugs can cause the app to crash for certain users (or all) and fail to load.	The application will be tested thoroughly on multiple devices. Firebase will also be used to track when the application has crashed and for which users.
Technical Risks	Mac could crash when developing the application.	**High**	If the computer crashes during development all work could possibly be lost.	Regularly take backups and use Github to store code used as an extra backup.

Risks pt.3

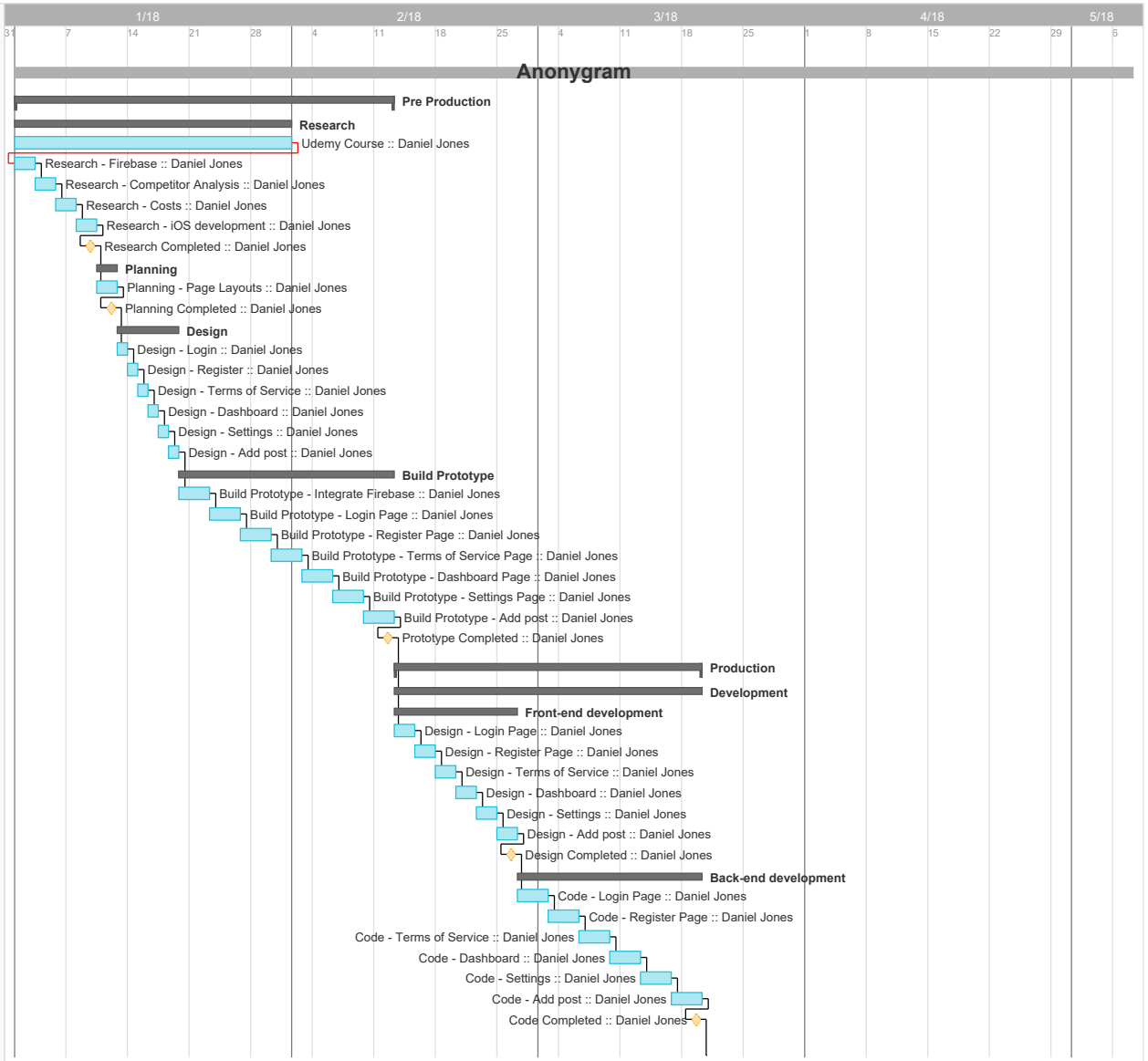
Category	Risk	Severity	Problem	Solution
Technical Risks	Coding could break.	**High**	If the code breaks it will prevent the app from being built, causing problems for the developer.	Use Github for source control, see where the code was changed and when in order to find and fix the code quickly.
Project Management	Tasks could take longer than anticipated.	**High**	The app could take longer to develop than expected, causing delays in publishing.	Plan for extra time within the development period in case it is needed.
User Risks	Users may not have an email address.	**Low**	Users need an email address in order to sign up for the service.	Encourage users to create an email address using popular services.

Risks pt.4

Category	Risk	Severity	Problem	Solution
User Risks	Users may not trust the application with access to their camera and photo library.	**Low**	Anonygram uses the photo library in order to allow you to select images to upload.	Prompt the user with an alert that explains why the access is needed and give them the option to allow access or not.
User Risks	Users may use the platform in ways it wasn't intended for.	**High**	Users could use the platform to anonymously bully others or post images against the rules.	A voting system will be put in place in order to allow users to vote bad content out of the dashboard.
Research Risks	Research may show issues with any techniques or software that I have used.	**Low**	When creating the application, certain programs that I have used such as Firebase may not be capable of what it needs to be.	Research into other scalable database systems in case they are needed.

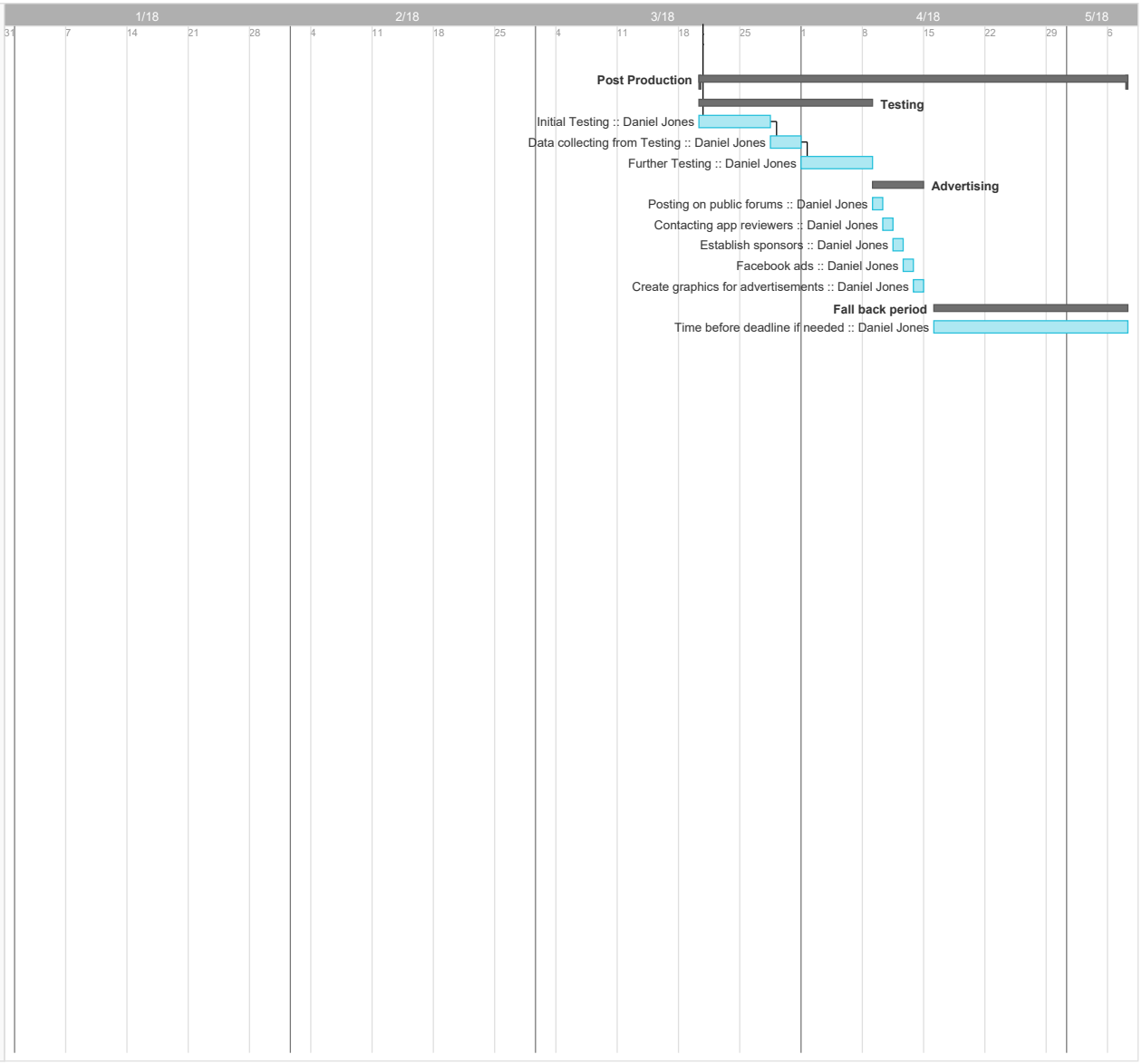
Gantt chart p.1

Anonygram	start	end
Pre Production	**01/01/18**	**12/02/18**
Research	**01/01/18**	**31/01/18**
Udemy Course	01/01	31/01
Research - Firebase	01/01	02/01
Research - Competitor Analysis	03/01	04/01
Research - Costs	05/01	07/01
Research - iOS development	08/01	09/01
Research Completed	09/01	09/01
Planning	**10/01/18**	**11/01/18**
Planning - Page Layouts	10/01	11/01
Planning Completed	11/01	11/01
Design	**12/01/18**	**18/01/18**
Design - Login	12/01	12/01
Design - Register	14/01	14/01
Design - Terms of Service	15/01	15/01
Design - Dashboard	16/01	16/01
Design - Settings	17/01	17/01
Design - Add post	18/01	18/01
Build Prototype	**19/01/18**	**12/02/18**
Build Prototype - Integrate Firebase	19/01	22/01
Build Prototype - Login Page	23/01	25/01
Build Prototype - Register Page	26/01	29/01
Build Prototype - Terms of Service Page	30/01	01/02
Build Prototype - Dashboard Page	02/02	05/02
Build Prototype - Settings Page	06/02	08/02
Build Prototype - Add post	09/02	12/02
Prototype Completed	12/02	12/02
Production	**13/02/18**	**19/03/18**
Development	**13/02/18**	**19/03/18**
Front-end development	**13/02/18**	**26/02/18**
Design - Login Page	13/02	14/02
Design - Register Page	15/02	16/02
Design - Terms of Service	18/02	19/02
Design - Dashboard	20/02	21/02
Design - Settings	22/02	23/02
Design - Add post	25/02	26/02
Design Completed	26/02	26/02
Back-end development	**27/02/18**	**19/03/18**
Code - Login Page	27/02	01/03
Code - Register Page	02/03	05/03
Code - Terms of Service	06/03	08/03
Code - Dashboard	09/03	12/03
Code - Settings	13/03	15/03
Code - Add post	16/03	19/03
Code Completed	19/03	19/03



Gantt chart p.2

Post Production	**20/03/18**	**07/05/18**
Testing	**20/03/18**	**08/04/18**
Initial Testing	20/03	27/03
Data collecting from Testing	28/03	30/03
Further Testing	01/04	08/04
Advertising	**09/04/18**	**13/04/18**
Posting on public forums	09/04	09/04
Contacting app reviewers	10/04	10/04
Establish sponsors	11/04	11/04
Facebook ads	12/04	12/04
Create graphics for advertisements	13/04	13/04
Fall back period	**16/04/18**	**07/05/18**
Time before deadline if needed	16/04	07/05



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