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