



The Chair for Strategy and Organization (Prof. Dr. Isabell M. Welpé) offers the following project study

## **Build an efficient web-based tool for operations management at early-stage startup Useley**

### **Background**

Useley ([www.useley.com](http://www.useley.com)) is "the AirBnB for Things" – a sharing platform that brings together owners and renters of expensive or infrequently used products. We offer cheap access to products such as cameras, game consoles, grills, etc. as well as hassle-free renting and lending thanks to full-insurance and comfortable pick-up and drop-off points around the city. That enables our users to enjoy great products that they would otherwise be unable to afford. At the same time, lenders earn money with their underutilized products. Currently, internal staff members handle the logistics of all orders at useley and they are digitally supported through our own backoffice IT-solution. Recent developments have allowed us to quadruple the number of orders. Thus, the current backoffice solution has reached its limits and improving operations has become one of the most pressing bottlenecks for the startup to keep growing. Useley is therefore looking for motivated students to design and build a more powerful and efficient tool for operations management.

### **Goal**

Throughout this IDP an efficient, web-based backoffice solution will be conceptualized as well as implemented. As in proper agile software development, conceptualization and implementation are both done iteratively and based on the real, hands-on needs of our ops team, not on fictional requirements. This means that your new backoffice solution will be deployed to production as early as possible and our ops team will start using it right away. Based on the feedback, the solution will be improved and extended.

From a business perspective, the IDP should entail a critical analysis of the existing business processes regarding order handling and accounting. It should further consider industry best practices, classic business process optimization frameworks and techniques and build upon gathered interdisciplinary knowledge about internal ops, business intelligence and investor reporting requirements (e.g. what operative and financial KPIs need to be tracked). Last but not least, the project should conclude with strategic recommendations for next development steps and a rollout plan as well as potential analytics on different operations efficiency aspects.

The project is hence structured as follows:

- 1) Get an introduction to the tech stack at useley, analyze existing processes and define initial requirements with IT and operations team members, based on business process optimization frameworks, industry best practices and gathered knowledge about business intelligence and investor reporting needs
- 2) Create UX/UI concept and mock-ups for the new backoffice solution, gather and incorporate feedback from the operations team
- 3) Implement a first version of the backoffice solution and go live (appr. one month after IDP start)
- 4) Gather feedback from ops team based on their day-to-day usage, iteratively improve and extend the solution
- 5) Sketch a strategic rollout plan for future tool extensions, incl. business criteria for future feature rollout-decisions and potential analytics solutions to measure the efficiency of the operations management process

### **Motivation**

You will gain insights into how software is developed in startups and how concepts such as agile software development can be applied in non-enterprise companies with limited time and limited resources. Furthermore, you will learn the importance of feature prioritization. As your work will be used by our operations team throughout your IDP, you will get real user feedback right away. You will assume a lot of responsibility in a young IT-driven startup and will work closely together with Pascal,

our technical co-founder, who will always provide you with support regarding any questions or issues that might arise.

As the useley platform is based on Django, you will have a broad experience in Django, Python, HTML and UX/UI once you have finished the IDP. Additionally, you will gain insights into the accounting, resp. financial and operative KPI reporting needs of companies as well as the typical business challenges of two-sided marketplaces. You will also get acquainted with business process analysis and optimization frameworks.

### Requirements

- Good coding skills in Python & HTML
- Prior experience in Django is a big plus
- Familiar with agile software development (we work with SCRUM)
- Responsible and self-driven mentality, open for feedback
- Language: German and English are both fine

### Start date

As soon as possible; most of the workload will be within the first month; the project has to be finished latest by the end of August 2016

### Background information

<https://www.djangoproject.com> (Our web-platform is based on Django. If you don't know it yet, have a look.)

Our team :



### Contact

If you are interested please contact Pascal Fritzen ([pascal@useley.com](mailto:pascal@useley.com)) or Kilian Moser ([kilian.moser@tum.de](mailto:kilian.moser@tum.de)) who is the university project supervisor. Please include a pdf file ideally with your CV, a recent transcript of grades, a list of portfolio projects or your Github profile.