

IT Business Plan: Design Thinking Learning System

MEMBERS:

UYGUANGCO, FRANCIS BARON

TAN, RJ LOUISE

TAMAYO, JHON LOWEN SON

ENG, MARIAN NOVE

LABITAD, LOUSEL

GILDO, KENT WILSON

DECENA, JESSA

GALARPE, QUENNIELYN

MANGONDATO, ZHEDRICK

1. Executive Summary

Business Concept

The Design Thinking Learning System is a web-based information system that allows first-year students to quickly search, explore, and learn specific topics. The system is designed to provide guided explanations, practical examples, and interactive tools to help students apply design thinking concepts in academic projects.

Mission Statement

To make design thinking concepts easily accessible, understandable, and applicable for first-year students through an intuitive and interactive learning platform.

Vision Statement

To become the leading academic resource platform for design thinking education in universities, promoting creativity, innovation, and problem-solving skills worldwide.

Products/Services

- Topic Search Engine
- Interactive Guides & Step-by-Step Learning Paths
- Concept Summaries with Real-Life Examples
- Downloadable Resources & Practice Worksheets
- Quiz & Self-Assessment Modules

Target Market & Competitive Advantage

Targeting first-year IT and design-related course students, the system stands out with:

- Direct mapping of search results
- User-friendly interface with visual learning aids
- Context-based suggestions to guide learning paths

Financial Highlights & Funding Needs

- Estimated development cost: PHP 10,000
- Funding request: PHP 15,000 for platform development and hosting.

2. Company Description

Legal Structure & Ownership

Privately owned startup registered as a single proprietorship

Company Background

Founded in 2025 by a team of IT students passionate about making complex academic concepts easy to learn.

Location & Facilities

Operates as a remote-first company, with cloud-based infrastructure and partnerships with universities for beta testing.

Core Values & Strategic Objectives

- Accessibility
- Innovation in learning
- Student empowerment
- Continuous improvement

3. Products and Services

Main Features

- **Smart Topic Search** – Finds exact Bootleg Deck references for keywords
- **Learning Modules** – Interactive explanations and exercises
- **Resource Library** – PDF summaries, diagrams, and video tutorials
- **Practice Zone** – Quizzes, flashcards, and case studies

Unique Selling Propositions (USPs)

Department-Specific Focus – Tailored exclusively for 1st year CITE students, ensuring relevant content and services.

Development Roadmap

- 1 month: Requirements and Design

- 2-3 months: App Development
- 4th month: Testing

Intellectual Property

Ownership is credited to the student developers, with the College of Information Technology as the beneficiary of the concept.

4. Market Analysis

Industry Overview

E-learning and academic support platforms are in high demand due to the blended and online learning trends in higher education.

Target Market Segmentation

- **Primary:** First-year IT and design students
- **Secondary:** Educators and training facilitators

Customer Needs

- Easy access to reliable academic resources
- Context-based learning support
- Searchable, organized, and interactive learning materials

Competitive Landscape & SWOT Analysis

- Strengths: Focused features for CITE use only, Simple and user-friendly interface
- Weaknesses: Limited to one department and use-case
- Opportunities: Potential to expand to other departments
- Threats: Low adoption if users prefer existing platforms

5. Marketing and Sales Strategy

Branding and Positioning

Marketed as the go-to learning tool for mastering design thinking concepts in the first year of study.

Marketing Channels

- Partnerships with professors and student organizations

- Demonstrations in academic sessions

Sales Process

The System will be offered for free. Adoption will be encouraged through collaboration with faculty members who can introduce and promote during class sessions, helping students understand its purpose and benefits within the department.

Pricing Model

This system will be free to use. Promotion will rely on digital posters, faculty endorsement, and in-class announcements to encourage adoption.

6. Technology and Operations Plan

Technical Architecture

- Web-based application with mobile responsiveness
- PHP backend, MySQL database, and JavaScript-based frontend
- Cloud hosting with AWS or Google Cloud

Development Methodology

- Agile methodology
- User feedback incorporated through iterative testing

Tools and Platforms Used

- Laravel PHP Framework
- React.js frontend (future upgrade)
- Secure cloud database

Data Security & Scalability

- SSL encryption
- Role-based access control
- Scalable hosting to accommodate growing users

Operational Workflow

- Content indexing → User search → Guided learning → Assessment

7. Management and Organization

Organizational Structure

- Project Manager
- Lead Developer
- UI/UX Designer
- Content Manager

Key Team Members

All members are IT and design-thinking-trained individuals with academic project experience.

Advisory Board

Faculty members from partner universities specializing in design thinking and IT education.

Talent Development

Ongoing training in UX, backend optimization, and educational content creation.

8. Financial Plan

Revenue Projections

This system will initially be offered for free with no revenue generation. If adopted institutionally in the future, possible revenue may come from school funding, grants, or small-scale sponsorships, but no projections are made at this stage.

Cost Structure

Costs are minimal as development uses personal laptops and free tools. The primary expenses may include domain/ hosting. Break-even is not applicable since there is no monetization model yet.

Funding Requirements

The project does not currently require external funding.

Exit Strategy

As an academic project, this system has no formal exit strategy.

9. Appendices

- Sample system UI wireframes
- Bootleg Deck topic mapping diagram
- Market research survey results from first-year students
- Team member resumes