**ARBITRAGE WEBSITE**

##### A PROJECT REPORT

**for**

**design thinking**

###### ***Submitted by***

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***in***

# COMPUTER SCIENCE ENGINEERING



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**

RAMAPURAM

##### NOVEMBER 2023

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**

RAMAPURAM

**BONAFIDE CERTIFICATE**

Certified that this project report **“ARBITRAGE”** is the bonafide work of “**GOKULPRIYAN.K (RA2211003020327)**, **ABISHEK.U (RA2211003020334),VIDHYA.V (RA2211003020335), DHARANI P(RA2211003020340),EVANKA\_VINOLIYA E(RA2211003020342),KISHORE.P(RA2211003020344)”** of III sem B.Tech CSE during this academic year 2023-2024,Odd Sem in subject Code : 21DCS201P , Design Thinking , who carried out the project work under my supervision.

| SIGNATURE  **Dr. S. VIGNESHWARAN, Ph.D.**  **Assistant Professor,**  **Department of Mechanical Engineering,**  **SRM IST Ramapuram** | SIGNATURE  **Dr. Write Name of CSE HoD**  PROFESSOR & HEAD |
| --- | --- |

**INTERNAL EXAMINER- I INTERNAL EXAMINER-II**

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**ABSTRACT**

Empowering innovation: a synopsis of Arbitrage website

Arbitrage website is a gateway to the dynamic world of venture capital and entrepreneurship. The website is a one-stop destination for entrepreneurs seeking funding, investors looking for promising opportunities, and anyone interested in the innovation-driven landscape of startups. Arbitrage serves as a curated platform for entrepreneurs to showcase their groundbreaking business ideas and startups to access vital funding. Investors can explore a diverse range of investment opportunities across industries and stages of growth.We facilitate connections between visionary entrepreneurs and venture capitalists. Entrepreneurs can present their business ideas, and investors can find startups aligned with their investment goals.Explore various investment models, from seed funding to late-stage investments, and gain insights into different approaches to venture capital.

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EXPLORE PHASE

#### SOCIAL & DEMOGRAPHICS TECHNOLOGY ECONOMY

**ENVIRONMENT & NATURE POLITICS & LEGAL**

**High Impact**

**Uncertain to Occur Likely to Occur**

**Low Impact**



##### Discuss 2 key trends from the High Impact – Likely to occur quadrant:

##### Venture Capitalists bid for the same ideas, so someone with rare ideas may not profit from this website. For instance, if more than 10 VC’s bid on agriculture ideas the other set of ideas may not be acknowledged.

1. Similarly, if conceptualist have similar ideas some may be addressed leaving

Other ideas. Even though each conceptualist is given a patent for the posted ideas, some

Ideas may overlap leading to confusion.

##### Discuss 2 trends from the High Impact – Uncertain to occur quadrant

##### 1.Venture Capitalists should be given some sort of policy so that they can avoid the risk of losing their investments. Venture Capitalists can insure their investments from various insurance providers during the process of traction.

2.Conceptualists may hesitate to post their ideas in the public feed. So the concepts are made only

Visible to venture capitalists and a separate patent is given for each idea.

|  | **URGENT** | **LESS URGENT** |
| --- | --- | --- |
| IMPORTANT | * Venture Capitalists should be provided with insurance. * Conceptualist ideas should be protected and similar projects should be addressed. | * Make sure to connect VC’s and Conceptualists based on their expectations. * Startups’ economic status is displayed to the respective VC’s for verification. |
| LESS IMPORTANT | * Startups should be notified to register on the online MSME government websites to get some concessions. | * Startups can use the e-commerce website for the development. They must be given some offers for using this e-com website rather than using amazon and other online web applications. |

| **Assessment Questions** | **Synthesis: Sense Making** |
| --- | --- |
| What relationships among the trends do you perceive? How are they related? Why are these relationships important | VCs are expected to invest in ideas they prefer similarly the conceptualists only  Prefer VCs who expect the same kind of idea. |
| What opportunities and/or challenges need immediate attention going forward for your design challenge? And why? | We need to make this website more trustworthy for both conceptualists and VCs. |
| What would it take to create positive change on this issue relating to your design challenge? | The user interface of the website can be made such a way that the conceptualist and VC can filter the required ideas and investors based on the expenses, type of project, etc…. |
| Who else would be interested in this issue? Why should they care? What conversations would you have with them? | Users expect a proper searching mechanism for requesting and bidding.  Registration of Startups would be appreciated by the government, so from our side we suggest the startups to register. |







| HTML CSS |  |  |  |
| --- | --- | --- | --- |

#### 

#### Strategic Hubs





(Identify your relevant key stakeholders)

#### High Interest

**High Interest/Low Influence High Interest/High Influence**









(Define the links and relationships between stakeholders)



**Equipment**

**STAKEHOLDER PRIORITY MAPPING MATRIX**

(Develop engagement Strategies)

**High Interest**

**High Interest/Low Influence High Interest/High Influence**



## KEEP SATISFIED ENGAGECLOSELY

**Low Interest/Low Influence Low Interest/High Influence**

## MONITOR

(MINIMUM EFFORT)

## KEEP SATISFIED

**Low Interest**

| **Key Stakeholders** | **Relationships** | **Stakeholders Interest(s)in the Design Challenge** | **Impact Assessment** | **Strategies to Gain Support or Reduce Obstacles** |
| --- | --- | --- | --- | --- |
| venture capitalist | A venture capitalist provides financial capital to early-stage, high-potential startups and companies | good user interface to understand the conceptualists ideas better | evaluating the social, environmental, and economical consequences | venture capitalist look for promising opportunities with potential for high returns |
| conceptualist | A conceptualist is someone with a new business idea waiting for a investor | creative thinking, abstract problem solving, exploring innovative ideas to ideas | artistic, creative, cultural, philosophical contributions | Gaining support from conceptualists, whether for artistic or intellectual endeavors, can be a rewarding process. Conceptualists often value innovative and thought-provoking ideas |
| small scale business | an ongoing new project or business who are in need of investments | enhancing aspects of the business, improving customer experience, addressing specific business challenges | crucial for understanding and communicating soa=cial economical and environmental effects of operation | Gaining support for a small-scale business is essential for its growth and success. Whether you need financial backing, partnerships, or customer support, here are some strategies to help you secure support for your small business |
| insurance provider | provides insurance to the conceptualists ideas so their ideas are safe and cannot be stolen | protects the ideas of conceptualists from fraudsters | consider how their operations and policies affect various stakeholders, including customers, employees, the community, and the environment | Gaining support from insurance providers involves developing strategic relationships and partnerships that can be mutually beneficial |
|  |  |  |  |  |
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|  |  |  |  |  |

| **A. CHALLENGE OR PROBLEM DEFINITION** | | |
| --- | --- | --- |
| Project Sponsor | Organization Name | TEAM 5 ARBITRAGE |
| Address and Contact |  |
| Contact Person(s) |  |
| Project Title | ARBITRAGE | |
| Design Challenge | To create a User friendly website with advanced interface and strong protected database which basically connect the conceptualist with the person who invests in their idea. | |
| Design Challenge Context and Background Info | What are the issues and opportunities that inspired this Design Challenge    We have a lot of students and graduates who have a lot of project ideas but they don’t find anyone to trust them and invest in their projects. | |
| Why does this Design Challenge matter to the organization  There are a lot of people whose business ideas are unrecognized as they do not have an idea about where to search for desired investors required for their project. so our organizations aim is to bring all these ideas together and help them find an investor for their ideas | |

| **A. CHALLENGE OR PROBLEM DEFINITION (contd...)** | |
| --- | --- |
| Goals and objectives of the Design Challenge | The main goal of this project is to help people with good ideas so that a lot of problems can be sorted out in our day-to-day life. |
| Target users of this Design Challenge | People who have the idea of starting a business on their own. |
| Other key stakeholders | Venture Capitalists who invest in basic ideas that would help them gain a lot from their development. |
| Previous efforts to solve this Design Challenge | The government took the initiative of collecting information on startups and helping them to grow but the website did not support the Startups financially. |
| Current activity system and process | For now, the conceptualists do not have any support for their ideas but startups can use government schemes for applying loans at low interest rates. |

| **B. OPPORTUNITY FRAMING** | |
| --- | --- |
| Real issues behind this Design Challenge | Lack of connectivity between people. |
| Inspirations from others in solving this Design Challenge | Online job searching platforms which connect the jobless people to recruiters. |
| Teams’ contributions | Splitting the work(front-end and back-end) between the team members. |
| Success criteria | Budget,client goals. Quality, Team goals, Deliverable, Resource capacity, Risk management, Documentation. |
| “HOW MIGHT WE “Opportunity/ possibility statement | Attract Conceptualist and Venture Capitalist. |

## Reframe your opportunities and filter one

How might we make the investment process more transparent for entrepreneurs seeking funding?

1. “How might we enhance the user experience for potential investors, making it easier for them to explore investment opportunities?”

1. “How might we provide more personalized content and recommendations for potential investors based on their interests and preferences ?”
2. “How might we make it simpler for startups to submit their pitches and business plans for consideration?”

Startup Companies

## H M W

**Systems &**

## Processes’ Perspectives

**User’s Perspectives**



# EMPATHISE

PHASE

### POEMS FRAMEWORK TEMPLATE

| **Location:** | **Date/Time/Period:** | |
| --- | --- | --- |
| **Report By:** | | |
|  | | |
| **POEMS Framework** | **Field Visit and Onsite Observation** | **Insights** |
| **People:** Who are involved? (E.g., commuters, street vendors, office workers, children, motorists, delivery men, etc.) What roles do they play? How are the people engaging with each other? How are they related? What are the relationships? What is the social context? | People who have good ideas but lack money. | These people can use our websites to post ideas and get paid for it. |
| **Objects:** What artifacts are important? (E.g., bus stops signage, traffic lights, benches, etc.) What roles do they play? How are people engaging with the objects, and with their surroundings? What is interaction? How does the object influence people’s behavior? | People use online portals to access websites. | We need to deploy the made server on a public host. |
| **Environment:** Where is the action taking place? (e.g., public bus, road side, government office, garden, etc.) What is happening? What are the people doing? How do the people behave in this environment? How does the environment influence people’s behavior? What is the mood? Ambience? | This website can be accessed from home or anywhere. | It is user friendly and time saving. |
| **Messages & Media**: What are the messages and communication media used? (e.g., signage, online materials, posters, apps, etc.) What roles do they play? | People using this software are the ones who forward and share the website name. | There are no artifacts for this project but online friends are more than enough!! |
| **Services:** What are the services and support systems provided? (e.g., registration, library services, hands- on guide, online booking, etc.) | We use government websites to approve the startups. | They provide additional security for our project. |



| * What does the user think & feel? * What is really important to the user? * What drives the user? * What worries the user? * What are user’s aspirations   + What does the user see? * What does the user hear from others? • What does it look like? * What do friends and family say? • Who surrounds the user? * Who influences the user and how? • Who are the user/s friends? * What communication channels are • What makes the user happy? Sad? influential> Proud?   + What problem does the user encounter? * What does the user say? Do you think so? * What is the user attitude? * What could the user be telling others? * Are there conflicts between what the User says/ does and truly thinks & feels? | | | |
| --- | --- | --- | --- |
| **PAIN?** | * What barriers and challenges does the user face? * What are the user’s frustrations? * What obstacles are there? * What makes users feel indifferent? | **GAIN?** | * What makes users happy or satisfied? * What does the user truly want? * How does the user measure value? * What gives users passion/motivation? |

| **DOING** | **SEEING** | **HEARING/SAYING** | **FEELING/THINKING** | **FRUSTRATION** | **NEEDS/WANTS** |
| --- | --- | --- | --- | --- | --- |
| When does the target User go there?  How does the target User go there?  What barriers and challenges does the user face?  Who informs the user and how? | What does the user see?  What does it look like?  What catches their attention?  What does it look like when the user interacts with the app? | Are there conflicts between what the User says/ does and truly thinks & feels?  What does the user hear from others?   * Are there conflicts between what the User says/ does and truly thinks & feels? * Are there conflicts between what the User says/ does and truly thinks & feels? | what does the user think and feel about using this app?  What makes the user happy? | What makes users happy or satisfied?    What worries will the organizers have while organizing an event?  What are the user’s frustrations? | What are the security and privacy provided from the stakeholders to the participants?  What does the user truly want? |

| **Interviewer Name** | kishore |
| --- | --- |
| **Note Taker & Observer** | dharani |
| **Interviewee Name** | gokul |
| **Interviewee contact details** | 9858943688 |
| **Date/Time of Interview** | 25-10-2023 |
| **Interview Location** | chennai |
| **Interview’s background information** | |
| **Gender** | male |
| **Age Range** | 18-25 |
| **Profession** | student |
| **Education Background** | btech |
| **Family** | joint family |
| **Hobbies** | watching movies |
| **Likes/Dislikes** | video games |
| **Interview Notes (Verbatim)** | **Observations/Quotes** |
|  |  |

| **Interviewee’s Goals & /or Motivation** | **Interviewee’s Aspirations:** |
| --- | --- |
| gym,  coding,  cooperation  teamwork  effectiveness | good feedback  proper execution  upskillment |
| **Interviewee’s Current Experience** | **Interviewee’s Challenges &/or Pain Points** |
| no experience currently |  |
| **3 most memorable things about the interviewee:** | **User Insights &/or needs** |
|  |  |

**POST INTERVIEW DISCUSSIONS: ABOUT THE PROCESS**

| **What went well with the Interview?** |
| --- |
| Follow-up questions, cultural awareness |
| **What did not go well with the Interview?** |
| interviewee preparation for interview |
| **How can we do better for the next Interview?**  better preparation |

#### END OF INTERVIEW NOTES

##### Summary profile of interviewee

|  |  |  | **Overview of interviewee**  (Brief demographic profile, likes /dislikes, lifestyle etc..,): |
| --- | --- | --- | --- |
| Insert Photo Here |
|  |

Summary profile of interviewee

| **Goals/Motivation:**  Financial Returns  Mentorship and Guidance  Building Relationships  Learning and Adaptation | **Aspiration:**  Influence and Impact  Building Strong Portfolios  Mentorship and Guidance  Network Building |
| --- | --- |
| **Current Experience:** | **Challenges and Pain Points:** |
| **3 most memorable things about the interviewee:**   1. **short problem solving skills** 2. **Impressive communication abilities** 3. **Extensive knowledge about startups** | **User Insight & Deep Needs:**  **venture capital and entrepreneurship are user insights.** |

**DOCUMENTING INSIGHTS & NEEDS:EXAMPLE**









# EXPERIMENT

PHASE

| **S** | **Substitute** | (*What can you substitute? What or who could you use instead?*)  Instead of using highly developed companies for ideas we use conceptualists. |
| --- | --- | --- |
| **C** | **Combine** | (*What can you combine or bring together?*)  We can combine startups to combine with high scale business people. |
| **A** | **Adapt** | (*What can you adapt for use as a solution?*)  Adopt the habit of |
| **M** | **Modify** | (*Can you modify or change the item in some ways?*)  We can change the filter and search engine in future . |
| **P** | **Put to other uses** | (*What other or new ways could this be used?)* |
| **E** | **Eliminate** | (*What can you get rid of?*)  We should get rid of unknown or suspectful users from getting inside the website. |
| **R** | **Reverse** | (*What could you rearrange or change around?*)  If the number of VC’s or conceptualists is higher we need to change the classifications accordingly. |

### SCAMPER WORKSHEET

**RECONNECTING WITH OUR PERSONAS**

| **Behaviors** | **Aspirations** | **Motivations** | **Challenges** | **Pain Points** |
| --- | --- | --- | --- | --- |

| It involves combination of user actions,  system responses. | Manual entry in libraries by library staff, and min and faculty. | The main motivation is to allow easy user interface. | Limited numbers of database available lack of variety. | Accuracy  Speed  Cost  Availability  Acceptance |
| --- | --- | --- | --- | --- |



# ENGAGE PHASE



##### Directions:

* Review your persona, the ideal user experience journey and the prototype you have created.

##### Brainstorm how you intend to illustrate your persona’s story in a coherent manner including the narratives.

* Use the storyboard template / canvas provided and start drawing.





| **BEGINNING MIDDLE END** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | **The Persona** | **The setting** | **The Problems** | **The Solutions** | **The Resolutions** |  |
|  | venture capitalist  conceptualist  small scale business  insurance provider | arbitrage serves as a curated platform for entrepreneurs to showcase their business ideas and startup to access vital funding. |  |  | It facilitate connection between visionary entrepreneurs and venture capitalists. |  |
|  |  |  |  |  |  |  |

# EVOLVE PHASE

### STRATEGIC REQUIREMENT TEMPLATE

| Strategic Requirements | The Big Idea or the Idea Concept (Main Solution to be delivered) | | |
| --- | --- | --- | --- |
| Key Solution Components of the Big Idea | Market Data  Aggregator | Arbitrage opportunity  detection | Trade Execution  Integration |
| Capabilities Required to Deliver this Solution Component | Data Aggregation and  integration | Alerts and Notification | Customization  options |
| Current Organizational Assets & capabilities to be Leveraged | Technical Expertise | Development  Resources | Customer  Support and  Education |
| Development Strategy to develop this capability (if needed) | Define your vision  and goals | Technology Stack  Selection | Prototype and  MVP development |
| Requirements and cost to develop (high / med / low) | High:Real-time data  feeds multiple exchanges. | Med:Real-time data feeds from a limited number of exchanges. | Low:Support for a Single market or asset class. |
| External Sources of Expertise (potential partnership) | Data Providers | Regulatory Consultants | Compliance services |

**EVOLVING THE PROCESS FOR DELIVERY**

| Key Solution Component | Workflow / Process Needed to Implement the Solution | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| (Input Your Solution Component 1) | Process1 (Header) | Process2 (Header) | Process3 (Header) | Process4 (Header) | Process5 (Header) | Process6 (Header) |
| Process1(De- scription) | Process 2 (Description) | Process 3 (Description) | Process 4 (Description) | Process 5 (Description) | Process 6 (Description) |
| (Input Your Solution Component 2) |  |  |  |  |  |  |
|  |  |  |  |  |  |
| (Input Your Solution Component 3) |  |  |  |  |  |  |
|  |  |  |  |  |  |
| (Input Your Solution Component 4) |  |  |  |  |  |  |
|  |  |  |  |  |  |

### IMPACT EVALUATION INDICATORS

| **Criteria** | **Indicators & Measurement** | **Stakeholders** |
| --- | --- | --- |
| Social Value Creation | 1. Financial literacy and Education. 2. Risk Management and Responsible Trading. | 1.Venture Capitalist  2.Conceptualist  3.Small scale Business |
| Stakeholder Satisfaction | 1. User testimonials. 2. Investor Feedback. 3. Professional development . 4. Communication. | 1.Venture Capitalist  2.Conceptualist  3.Small scale Business |
| Solution Sustainability | 1. Continuous Development and Innovation. 2. Risk Management and Security. 3. Data Reliability. | 1.Venture Capitalist  2.Conceptualist  3.Small scale Business |
| Solution Scalability | 1. Modular Architecture. 2. Cloud based Infrastructure. 3. Scalable Algorithms. | 1.Venture Capitalist  2.Conceptualist  3.Small scale Business |

**ACTION PLANNING TO ADVANCE THE DESIGN CHALLENGE PROJECT**

| **Idea** | **Objectives** | **Responsibility** | **Implementation** | **Resources** | **Completion** |
| --- | --- | --- | --- | --- | --- |
| What idea for | Why is this idea | Who will lead | How will this be | What capability and | When will this be |
| implementation | important? Values and | this? | Implemented? | resources are needed? | completed? |
|  | benefits |  |  |  |  |
| Feedback loops for the betterment of the app | Cultivates a culture of innovation | Team leaders of the app | Selecting the participants and explaining them about this app | Workspace | 9-10 weeks |
| New insights in the design of the app | Enhances collaboration between the sponsors and participants | Design thinking expertise like the team leaders and members of this app | Documents and sharing details | Essentials softwares and hardwares |  |
| Conduct design thinking workshop to make everyone aware of this | Promotes creative problem solving | Who has the knowledge about the working of the app | Action planning will implement this | Laptops and devices where this app will run |  |

### IDENTIFYING QUICK WIN

| What is this Quick Win (1) about? | A "quick win" refers to a relatively small, easily achievable, and tangible accomplishment or success that can be attained in a short period of time. Quick wins are often used in various contexts, including business, project management, and change management, to generate early positive results, build momentum, and boost morale. |
| --- | --- |
| What are the success indicator(s)? How would it (these) be measured? | Success indicators for quick wins are specific metrics or criteria that help you assess whether a quick win has been achieved. These indicators should be clear, measurable, and tied to the objectives of the quick win.The measurement of success indicators for quick wins depends on the specific success indicator and the nature of the quick win |
| What are the resources / staff training needed? | Time, Budget, Technology and Tools, Training and Development, Support and Mentoring, Recognition and Rewards, Facilities and Infrastructure, Employee Engagement, Monitoring and Evaluation Tools |
| Who will lead this Quick Win implementation? | The leadership of a quick win implementation can vary based on the nature of the change, the organizational structure, and the objectives of the quick win. In general, the leadership of quick win implementation can be undertaken by Website Manager, Digital Marketing Manager, Executive Sponsor |
| What are the key steps needed to implement this Quick Win? What is the timeline till completion? | Identify Success Indicators, Develop a Plan, Set a Timeline, Execution, Monitor Progress, Celebrate Success, Continuous Improvement |
| When will be the status or progress update? | Status or progress updates in a quick win should be communicated regularly to keep venture capitalists informed and engaged throughout the implementation process. The timing of updates can vary depending on the nature and timeline of the quick win, but here are some key moments when status or progress updates are typically provided |
| When will this be completed? | Depends on the scope, objective and complexity of the project. often falls between weeks and months, conceptualists should communicate clear;y about the timeline with venture capitalist |
| How would the Success be communicated? | Communicating the success of a quick win is crucial to ensure that stakeholders are informed, engaged, and motivated. |

| Design Challenge | How Might We… strategic thinking, user centered design and iterative improvement | |  | Solution Concept | identify the specific challenge,  define clear objectives, | |
| --- | --- | --- | --- | --- | --- | --- |
| Persona:  venture capitalist  conceptualist  small scale business | |  | | | | Value Propositions to Organizations/Agency: |
| Deep Needs: | | Value Propositions to Target Users: | | | |
| Gains: | | User Need(Problem) Solvers: | | | |
| Pains: | | Gain Creators: |  | Pain Relievers: | |

| **Use the MARS framework to understand the people’s behavior in the face of the change and innovation**  **Motivation**  It is about the **Why** / the **Will** to change | |  | | | |
| --- | --- | --- | --- | --- | --- |
| **Ability** | **Role** | **Systems** |  |
| It is about the **Tools**  and **Skills** | It is about defining  **Roles/To Rs** | It is about the **Support** system **(Resources)** |  |
| **Engage team in conversation to connect and to empathize. Listen to welcome the truth and to gain trust** | **Think** | software AI, machine learning, deep learning | speed and efficiency,  asset coverage  user friendly interface  historical data analysis | venture capitalist login  conceptualist loh=gin  small scale business login,  customer support team |  |
| **Feel** | empathize | empathize | emphasize |  |
| **Do** | website implementation | website implementation | website implementation |  |

| Vision (Reasons)for change | Staff Engagement | Communicate vision for change | Implementation Plan | Empower people for change | Create Quick Wins |
| --- | --- | --- | --- | --- | --- |
| A change management plan for an arbitrage website is crucial for maintaining the website's functionality, security, and user satisfaction while aligning changes with business goals and regulatory requirements. It helps manage risks, allocate resources effectively, and ensure that changes are executed systematically and with minimal disruption. | Creating a change management plan for staff engagement in an arbitrage website involves strategies and steps aimed at improving employee involvement, motivation, and overall satisfaction.  Staff engagement is an ongoing process, and a change management plan should be flexible to adapt to evolving needs and challenges within the organization. Regularly assess the impact of the plan and adjust strategies as necessary to enhance staff engagement. | Communicating a vision for change effectively is crucial to inspire and align your team or organization toward a common goal.  The more you engage with your team and maintain transparency throughout the change process, the more likely they are to embrace and actively work towards the vision. | Implementing a change management plan for an arbitrage website involves a structured process to ensure that the planned changes are successfully adopted by the organization and its stakeholders.  Successful implementation requires strong leadership, open communication, and a commitment to addressing challenges and making necessary adjustments as you move through the change process. | Empowering people through a change management plan involves giving them the knowledge, skills, and confidence to take ownership of their work and make meaningful contributions to the organization.  Empowering people requires a cultural shift, ongoing commitment, and the creation of an environment that supports autonomy and accountability. Regularly engage with employees to understand their needs and concerns, and adapt your empowerment strategies accordingly. | Create quick wins by engaging the shareholders  Create a task forces , simplify the change monitor progress and maintain momentum  Quick wins not only demonstrate the effectiveness of your change management plan but also create a sense of achievement and enthusiasm that can drive further progress and support for the overall change effort. |

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6. Create quick wins by engaging the shareholders. Create a task force , simplify the change, monitor progress and maintain momentum Quick wins not only demonstrate the effectiveness of your change management plan but also create a sense of achievement and enthusiasm that can drive further progress and support for the overall change effort.