With the development of internet, human life changed a lot. Information technology permeates in the basic necessities of life while patterns of human consumptions also becoming multifarious. From the perspective of consumer, they discouraged from the subjects exceed their economic capabilities, as well as the increasing personal information leakage stop people from enjoying the life. On the other hand, for merchants, they can't reward from the publicity and promotion which consumed a large amount of capital. With the appearance of Crowdfunding, the problem has become very important that how to use the crowdfunding well in internet to resolve the imbalances between consuming desires and economic capacities of consumers, and figure out the puzzle about merchants fans drainage.

Our research contents as follows.

1. Directed at the imbalances between consuming desires and economic capacities of consumers, we use Java and MySQL5.5 Database to design and realize a system “yiyuanduobao” based on the Wechat Official Account, Android system framework and SSSH framework. We are mainly in charge of designing and realizing the system serve that including system management, customer management, commodity management, snatch treasure management and information encryption.

2. Based on the waterfall model of software engineering, this paper introduces the business requirements, functional requirements, non-functional requirements, as well as system frame design, network topology design, functional design, database design and safety design. Also, we provide the interface implementation effect of system, core code and the results of function testing and performance testing.