



Name: Imagine All Tech

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## Identification of the members of each work team, the criteria used to form the group, and an explanation of the roles assigned to each team

Imagine All Tech is a software company made by five UTU students:

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The criterion for forming the group is that all employees must be dedicated at work, treat their co-workers well, and be efficient.

## Mission and vision of the company

The mission of the company is to provide a professional image and maximum satisfaction for their clients. The vision is to become a big company soon, thanks to their creativity and the effort put into all projects.

## Considerations regarding the design of the system at the time of developing the system

The system is designed to be user-friendly for judges, so they can do their job without complex software knowledge in general. It must be responsive to cell phones and tablets because the software will be used on those devices most of the time.

## Objectives, requirements, success criteria, and limitations

### Objectives:

- Develop software for the CUK to help in the Kata competition.
- Redesign the CUK web page.

### Requirements:

- Solid program, hard to break, and with the smallest number of bugs possible.
- Easy to use.
- Effective.
- Responsive to cell phones and tablets.

### Success criteria:

- Achieve something better than the client expects and better than the competition's product.
- Good marketing.

### Limitations:

- Limited time to finish the product.
- Cannot exceed the deadline.

## SWOT analysis, target population of the system

### Strengths:

- Experience in graphic design
- Talented and creative developers
- Great reputation in the market
- Many habitual clients

### Weaknesses:

- Dependency on important clients
- Not enough diversity in the products
- Technological and monetary limitations
- Stronger competitors in the market

### Opportunities:

- Increase in demand for the graphic design market.
- Possibility of expanding services in web design and digital marketing.
- Access to recent technologies.
- Possibility of making strategic partnerships with other companies.

### Threats:

- Economic crisis reducing investment in advertising and marketing.
- Creation of new companies in the market.
- Clients learning about graphic design and not hiring the company.
- Changes in trends in the area of graphic design.

Target population: older people who are not familiar with modern technologies.

Marketing, promotion strategies (product sales channels),  
rationale for the location of the company

### Marketing:

- Study the Uruguayan graphic design market.
- Identify target population.
- Analyze competitors.
- Develop a clear and different proposal from other web design developers.
- Select the perfect position for the company.
- Implement a mix of effective marketing techniques, including set prices, promotions, and distribution.

Rationale for the location of the company: The current location was chosen because there are not any competitors close by, making the company the favorite choice of local clients.