S.I.G.T.

Inglés

Imagine All Tech

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TERCERA ENTREGA

I.S.B.O. **3BG**

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Imagine All Tech is a software company made by five UTU students: 3

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2. Franco Behn: Sub-coordinator of the team, oversees the document and works on the subject "Sociology". 3
3. Lucas Baz: Works on the subject "Business Training", responsible for creating documents. 3
4. Nicolás Nuñez: Responsible for the database design and management, also the writer of the document. 3
5. Matías Moreria: Designs the main page and interface of the software. 3

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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.

Predefense English presentation script

Script

(Lucas:) Hello! We are Imagine All Tech, a software development company.

(Lucas:) The team consists in us, five guys with the same goal: making a great project.

(Lucas:) We're here to show you our latest creation, a software made to help in the kata tournaments!

(Nico:) First of all: We have been working in this software since May of this year, and we made quite a lot of progress!

(Nico:) So, what is the purpose of our software?

(Nico:) Well... it helps the tournament hosters to manage the competition in a simpler and easier way.

(Nico:) How so?

(Nico:) Well, registering a competitor is now super simple.

(Nico:) Our software has the option to send the competitor's data so the hoster can validate it in real time.

(Mati:) The data is saved in the database, and it is really easy to access.

(Mati:) It can be modified, updated, or deleted easily too.

(Mati:) Now, you may be thinking: Is that all?

(Franco:) Certainly, it is not!

(Franco:) Our software also helps the judges, making their job easier!

(Franco:) With a simple interface, judges can now input the score and send it, just like that!

(Franco:) And the calculation is made automatically, too.

(Franco:) It is so simple, that even someone who is not familiar with technology can use it!

Script

(Mati:) And we have more interesting features...

(Fabri:) Like a panel where you can see stuff of the current tournament.

(Fabri:) Now, you are wondering what things you can see...

(Fabri:) Stuff like the number of judges, the latest competitor, the kata they used, the current phase, the latest scores and more!

(Fabri:) It also has a screen made for the public to see, showing some of the information mentioned before, with a few extras like the belt's color.

(Nico:) Yes, this sounds nice and all, but where does it work?

(Nico:) Well, it runs in computers, phones, and tablets.

(Franco:) The User Interface adapts depending on the device, too.

(Lucas:) In summary, this software will be helpful for anyone who wants to upgrade their Kata tournament organization to the next level!

(Lucas:) Thank you for listening to us, we hope you liked it!

Production of a spot to present the company and the product

TV Spot

(Someone frustrated using a computer)

+ Aww man, this is terrible...

(Narrator-like random voice)

-Are you having trouble hosting your Kata Tournament???

+ Uhm... no? ... that's oddly specific...

-Well, don't you worry, fella, I'm here to bring you, my help!!

+But-

(Commercial music starts)

-With this wonderful software, you can host kata tournaments in a really, REALLY easy way!

(Software running footage)

-Register competitors, view the current ones, see the scores and many other features!

-With just a few clicks, you have access to all the information you need from all the tournaments you hosted.

-The judges will do their job better and faster, thanks to the intuitive and friendly user interface

-Almost every piece of data is stored and sorted automatically, so you don't have to do it yourself!

-The best part?? This software only costs 19.99$USD and it's a single purchase!

(Footage stops)

+ This is too good to be true... so where's the catch?

-There's not! Buy IAT's Kata Organizator now and get the full product!

TV Spot

("Call now!" screen)

-Call now to 0000-0000-0001 or enter to ImagineAllTech.com/IATsOrg to get your product key

(After a few seconds)

+Well, that was pretty good, but it wasn't what I was searching for...

-But you'll still buying it, right?

+...

(END)