Workshop-1

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Abstract

Your abstract.

1 Business Model Canvas

This Business Model Canvas outlines the strategic logic of "SportGear Online," a digital marketplace specializing in sports equipment and apparel.

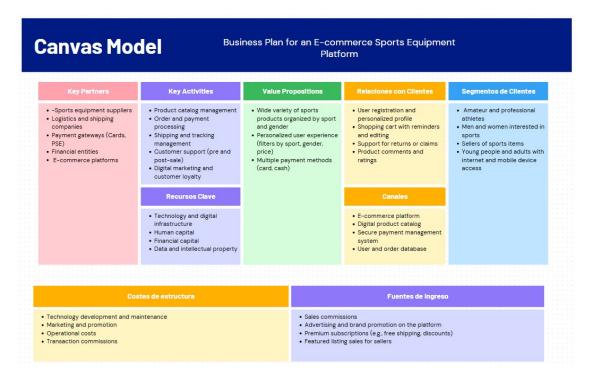


Figure 1: Business Model Canvas image.

2 User Stories

User stories are a fundamental tool in agile development that translate high-level business model components into specific, actionable software features. For an e-commerce platform, they ensure that every developed functionality directly contributes to strategic goals.

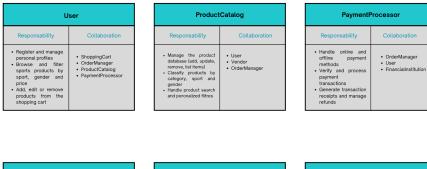
Each user story follows a simple template: "As a [type of user], I want to [perform an action], so that I can [achieve a business/value goal]." This format creates a direct line from the customer's need (from the Customer Segments and Value Propositions blocks of the Business Model Canvas) to a technical task.

3 User Story Mapping

While user stories define individual features, a User Story Map organizes them into a coherent narrative that visualizes the entire customer journey. It connects tactical development tasks to the strategic overview of the business model, ensuring that the team builds a holistic and valuable product, not just a collection of features.

4 CRC Cards

CRC Cards (Class, Responsibilities, Collaborators) are a lightweight, object-oriented design tool used to model the system's architecture. They shift the focus from user-facing functionality to the internal "machinery" that makes the business model operate. For an e-commerce platform, they define how the key software components—the Key Resources—work together to execute Key Activities.



OrderManager	Vendor		CustomerSupport	
Responsability Collaboration	Responsability	Collaboration	Responsability	Collaboration
Process purchase orders and manage order status Manage returus, claims and order history Coordinate with logistics partners	Register and manage product listings Monitor sales and transaction history Update product availability and prices	ProductCatalog OrderManager User	Manage complaints and return requests Provide technical assistance on the plataform Handle pre- and post-sale inquiries	User OrderManager Vendor

Figure 2: CRC Cards image.

References

- [1] W. C. Cunningham and K. Beck, "Using CRC Cards," in OOPSLA '89 Conference Proceedings, New Orleans, LA, USA: ACM, 1989, pp. 27–29.
- [2] C. Larman, Applying UML and Patterns: An Introduction to Object-Oriented Analysis and Design and Iterative Development, 3rd ed. Upper Saddle River, NJ, USA: Prentice Hall, 2004.