Workshop-1

Juan Esteban Carrillo Garcia - 20212020147
Alejandro Sebastián González Torres - 20191020143
Miguel Angel Babativa Niño - 20191020069

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.
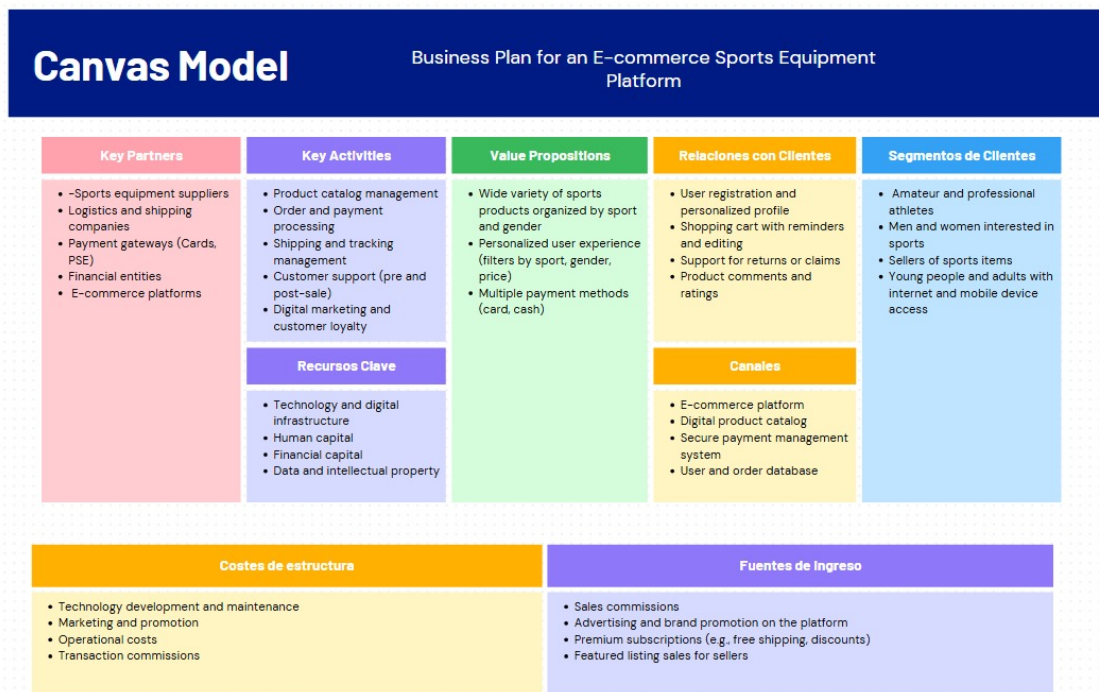

Figure 1: Business Model Canvas image.

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.

References