

Project Synopsis/Project Concept Document

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Project Title	Micro-Content Powered Transit M-Commerce
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Created By	Paridhi Jain Navdha Bansal Keshava Kishore Nanda Veerapuneni Naga Sai Ritvik Modumudi Venishetty Hari Chandana
Client	Organization name-Digital Augumentum Mr. Ram (plays the role of end customer) Mr. Raj- Technology Mentor and our POC Mr. Jagdish- Program Manager of the company- Ensures the delivery of our DASS project

Description

The core challenge at the conceptual level is establishing a cohesive and reliable micro-transaction system that seamlessly integrates across diverse mobile applications. This involves creating a unified accounting framework capable of precisely monitoring user incentives, balances, and discounts within distinct contexts like video watching and e-commerce interactions. The ultimate aim is to deliver a user-friendly and transparent experience while effectively overseeing micro-money transactions across a range of services within the broader app ecosystem.

Profile of Users

1. INTEGRATED APP USER-

- Primarily uses the transit app for commuting.
- Engages in video-watching during transit, earning micro-money.
- Utilizes earned micro-money to make discounted purchases from the integrated e-commerce app.

Characteristics of interface design for these users are as follows:

- Clear Navigation: The navigation is clear, allowing the user to easily switch between commuting, video-watching, and e-commerce sections.
- Video-Watching Experience: The interface is user-friendly, providing a comfortable and enjoyable experience during transit.

- Discount Application: Clear indications of discounts are provided when the user selects products, leveraging their micro-money incentives.
- E-commerce Integration: The e-commerce section is seamlessly integrated into the transit app, allowing users to browse and purchase products effortlessly.
- Transaction Feedback: Users receive feedback on transactions, including the successful use of micro-money incentives and applied discounts.
- Incentive Visibility: Micro-money incentives earned during video-watching are prominently displayed, providing the user's balance transparency.

2. E-COMMERCE VENDORS-

- Businesses or individuals offering products and services through the e-commerce app.
- They interact with users making purchases and may provide discounts based on the user's micro-money incentives.
- A pseudo-eCommerce app is being developed as a proof of concept in this project.

Characteristics of interface design for these users are as follows:

- Discount Configuration and Micro-Money Integration: Create a straightforward interface for vendors to configure discounts, including the ability to tie discounts to user micro-money incentives.
- Reports: Provide vendors with reports that provide insights into past orders etc.
- Easily replaceable: The pseudo-eCommerce App must be easily interchangeable with a real eCommerce app.

3. ADMINISTRATORS/DEVELOPERS

- Individuals responsible for maintaining, updating, and overseeing the entire app ecosystem.
- They ensure the consistency of transactional accounting and summary bookkeeping across the system.

Characteristics of the interface for these users:

- Bookkeeping: Implement a robust bookkeeping system for monitoring and transactions across various services. This system tracks user incentives, balances, and discounts, ensuring consistency in transactional accounting.

Usage Model and Diagrams (if any)

Through a transit provider's app, users can seamlessly watch YouTube videos and earn micro-money incentives. The system tracks credits, allowing users to later utilize these incentives for discounted purchases on an integrated e-commerce app without leaving the current environment. The purchase completes a transaction, deducting the discount from the user's micro-money balance. The system ensures consistency in transactional accounting and summary bookkeeping while serving numerous users and transactions.

System Diagram - States + Compor

