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Utility application for hand Kinetotherapy

Proiect de licență

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Abstract

Thesis **Utility application for hand Kinetotherapy** presented by Barbaroș Nicolae was written in English. It has 25 figures, 11 listings, 8 tables, and 15 references. The report consists of introduction, 4 chapters, and conclusions.

The thesis aims to research the potential of data journalism in Republic of Moldova. For that purpose, OpenMedia project was developed. It is a platform that aggregates online media channels for offering means of visualization of word frequency requested by a user.

The application was build using C-Sharp programming language. The platform consists from two components. The first one is the data gathering and preprocessing. It can be divided in four smaller parts. Crawling the media channels an fetching the article pages, parsing the articles and storing to database, executing natural language processing operations over articles and preparing data for client side visualization. The second part of the platform is the client side application. It aims to provide an interactive way for querying words and visualizing the data. The data representation is done using enhanced line plots that denote the word frequency for different media sources.

The technologies used are Sinatra framework for building the web interface, MongoDB for storing the data and running native mapreduce tasks, Sidekiq for launching asynchronous jobs and Racai SOAP service for NLP operations.

OpenMedia represents an attempt to offer a tool for data journalism targeted for Republic of Moldova. It does not have many features but it has the right infrastructure for future development. It also proved that a data journalism software has a lot of potential on inexistent local market.

Rezumat

Teza **Modele matematice şi metode de eficientizare a conversiei energiilor regenerabile în baza efectelor aero-hidrodinamice**, prezentată de către Viorel Bostan pentru conferirea gradului ştiinţific de doctor habilitat în tehnică, a fost elaborată la Universitatea Tehnică a Moldovei, Chişinău, este scrisă în limba română şi conţine 342 pagini, 90 de figuri, 38 tabele, şi 250 de titluri bibliografice. Structura tezei include: introducerea, 6 capitole, concluzii şi anexe. Anexele conţin 145 de pagini cu 52 de figuri şi 48 tabele.

Teza este consacrată studiului fenomenelor aero-hidrodinamice în rotoarele turbinelor eoliene (TE) şi microhidrocentralelor de flux (MCHF) de mică putere ($P < 20$ kW), cu aplicarea modelelor matematice de descriere a fizicii curgerii fluidelor şi a metodelor moderne de simulare numerică a turbulenţei din cadrul dinamicii fluidelor CFD.

Scopul lucrării constă în sporirea eficienţei conversiei şi a capacităţilor funcţionale ale turbinelor eoliene şi microhidrocentralelor de flux de mică putere.

Au fost identificate modelele şi metodele matematice moderne de descriere a curgerii turbulente a fluidului, specifică rotoarelor de mică putere, cu evidenţierea efectelor aero-hidrodinamice tranzitorii şi în vecinătatea palelor. A fost argumentate profilurile aero-hidrodinamice ale palelor eficiente din punct de vedere al randamentului conversiei energiei şi în baza lor au fost elaborate concepte originale de rotoare aero-hidrodinamice.

În baza modelelor CAD ale rotoarelor propuse: au fost efectuate simulări CFD complexe ale curgerii tranzitorii a fluidului prin rotoare şi în vecinătatea palelor, cu determinarea gradului de influenţă a parametrilor constructiv-cinematici asupra caracteristicilor de putere şi factorilor de performanţă aero-hidrodinamică a rotoarelor TE şi MHCF; a fost efectuată analiza fenomenului de curgere a fluidului în stratul limită şi identificate soluţii tehnice de control şi minimizare a impactului negativ al acestuia asupra eficienţei conversiei energiei.

În baza rezultatelor cercetărilor, au fost elaborate şi fabricate modele noi de TE şi MHCF pentru diverse aplicaţii, inclusiv conceptul TE cu rotor basculant şi orientare la direcţia curenţilor de aer cu windrose cu profil aerodinamic al palelor. Soluţiile tehnice elaborate au fost protejate cu 17 brevete de invenţie şi apreciate la saloanele internaţionale de inovaţii, cercetare şi transfer tehnologic cu 43 medalii de aur, 13 de argint şi 2 de bronz.

Cuvinte-cheie: modele matematice; simulare numerică CFD; strat limită; curgere turbulentă, rotor aero-hidrodinamic, turbină eoliană; microhidrocentrală.

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Abbreviations

VR Realitatea Virtuala
UX Experienta Utilizatorului

Introduction

Most programming languages, on first glance, "look like Greek" to the untrained eye, an amalgam of English and unusual syntax. Consider, for instance, the program below, written in a language called Java, see listing 1

```
class Hello
{
    public static void main(String [] args)
    {
        System.out.println("hello, world!");
    }
}
```

Listing 1– Java example, code is listed

0.1 What problem is being solved

All the program above does, when executed, is display "hello, world!" on the user's screen. You might have guessed as much just by looking over the code—and ignoring anything that didn't make sense! But what's with all the curly braces (and)? What's System.out? What does class Hello mean? And public static void main(String [] args)? Let's not even go there.

Suffice it to say that, when it comes to learning to program, there's quite a learning curve with languages like Java. Before you can begin to solve problems, you must first learn to read and write a new language, even if the task at hand is relatively simple (e.g., "hello, world!"). And whereas you might still understand a foreigner who mispronounces some English word, computers aren't so forgiving when it comes to mistakes. Leave out a semicolon, and the program above won't even work!

Learning to program is ultimately about learning to think logically and to approach problems methodically. The building blocks out of which a programmer constructs solutions, meanwhile, are relatively simple. Common in programming, for instance, are "loops" (whereby a program does something multiple times) and "conditions" (whereby a program only does something under certain circumstances. Also common are "variables" (so that a program, like a mathematician, can remember certain values).

For many students, the seemingly cryptic syntax of languages like Java tends to get in the way of mastery of such relatively simple constructs as these. There we turn our attention to the application I developed before we tackle a language like Java, a "new programming language" that lets you create your own animations and interactive art. This desktop application is just as useful (and fun) for budding computer scientists. By representing programs' building blocks with color-coded blocks (cubes and other 3d polygons), this desktop application "lowers the bar" to programming, allowing budding computer scientists to focus on problems rather than syntax, to master programmatic constructs rather than syntax. But, for now, we focus on programming itself. It just so happens that programming, for now, will be more like putting together a 3d puzzle construction in VR than writing Greek.

0.2 Why this problem is important

The term 'UX ' is used to refer to the approaches and methods employed to make sure that an application is entirely tailored and customized for its target market. If a platform does not appeal to a certain type of audience, it is likely to be quickly forgotten. That's why there should be a change in the way we are programming. The UX of my application will bring to the user changes in understanding the concept of programming and the world we live in by encouraging him to develope the following skills.

- Information Skill

  "By programming in this desktop application, users learn to select, create and manage different forms of media, animation and arts. This way they become more critical into analyzing the world they created around them."
- Communication Skills

  "Nowdays it's not all about just the ability to read and write text (code). This VR enages users in choosing, interacting with a large variety of media to express their creativity.
- Critical and System Thinking

  "As they learn and interact with the programmable blocks, user become commited in critical and system thinking. During process of creation, users need to coordinate the timing and interaction between the programmable moving objects and themselves."
- Creativity Curiosity

  "It encourages amazing creative thinking, an increasing skill in today's exponantially chaning world, in seeking different solutions to unexpected problems, not just learning how to solve a well given problem, but being always prepared to come up with new ideas, new solutions as new challengies occur."
- Interpersonal Skills

  "Because of the ability to program and literally interact through VR hands with programmable blocks, the "programming code" is more readable then other programming languages."

0.3 Other products on the market

Scratch [1] is an online program that kids as young as 5 years can use to express their online creations artistically while collaborating and sharing with other online users. Scratch has an intuitive drag-and-drop interface as shown in figure I.1 where the users will choose blocks of instructions to perform tasks.

Scratch is the work of MIT media lab and has a large number of Users creating and sharing their Projects online. Scratch is highly touted as the next generation tool to help kids prepare for the 21st century.

Various types of Projects can be created using Scratch like Stories, Animations, Games and even interaction with the Physical World

By creating projects in Scratch, kids will learn to think about designing stuff before building, will learn to solve problems creatively, express the ideas that are close to them and work collaboratively with others. Kids will also learn to share their work, present their work to others and get

feedback and also comment on others projects. These are some of the most important skill sets needed for the 21st Century. We turn our attention first to statements.

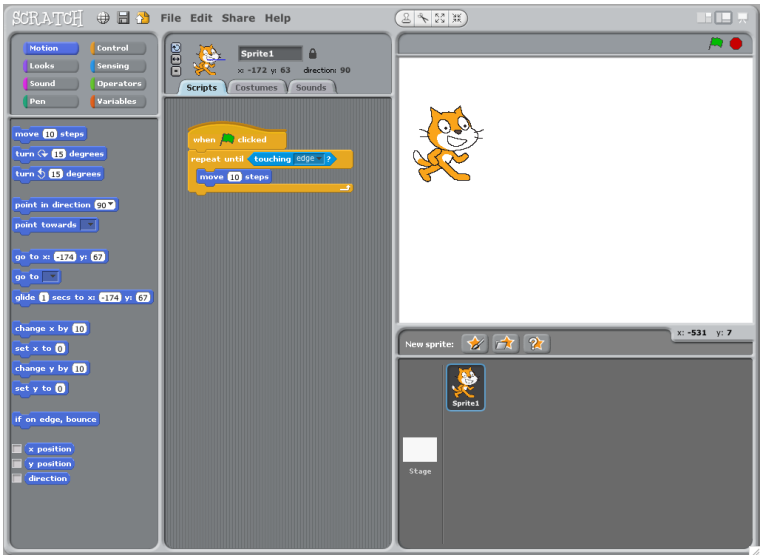

Figure I.1– The Scratch user interface

0.3.1 Advantages

This are some of the advatages of Scratch while a explored it.

– Simple to use.
– Suitable for children of all ages.
– Most if not all of the coding is done for you, so all you have to worry about is how to put blocks
– together.
– Cros-Curricular.
– Friendly user interface.

0.3.2 Disadvantages

This are some of the disadvantages of Scratch while a explored it.

– Hard to use at first.
– Simple sprites and graphics (you cannot use your own graphics).
– If there is a bug in the engine, unless it is open source you can't fix it.
– It's sprite based (only 2D)
– Not suitable experienced programmers

0.4 Short thesis description

Entering the application, the user will be in a wide room where he will be provided with a menu of programmable 3d objects such as cubes and other 3d primitives. With the help of Leap Motion he will be able to take those objects and to create blocks where after a push of a button the object that was programmed will behave accordingly to the block definition that user created

previously. The programmable objects will have functionalities such as variables, methods, loops, structures. The user will enhance his VR experience even more by wearing Oculus Rift. It is going to be written in C-sharp programming language using Unity Game Engine. Also for this I will need Oculus Rift SDK for VR and Leap Motion SDK for virtual hands. The first prototype should be able to do handle minimal functionality from the system like rotating an object, moving it.

How will this blocks be created? Through sticking different 3d objects together (like tetris game).

0.5 Chapters description

- System Analysis
  This approach breaks systems analysis into 5 [2] phases:
  Scope Definition: denoting an instrument for observing, viewing, or examining
  Problem analysis: analyzing the problem that arises
  Requirements analysis: determining the conditions that need to be met
  Logical design: looking at the logical relationship among the objects
  Decision analysis: making a final decision
- Implementation and Used Technologies
- Architecture of the System
- Economic Analysis

1 System analysis

1.1 Short thesis description

Entering the application, the user will be in a wide room where he will be provided with a menu of programmable 3d objects such as cubes and other 3d primitives. With the help of Leap Motion he will be able to take those objects and to create blocks where after a push of a button the object that was programmed will behave accordingly to the block that user created previously. The user will enhance his VR experience even more by wearing Oculus Rift. It is going to be written in C-sharp programming language using Unity Game Engine. Also for this I will need Oculus Rift SDK for VR and Leap Motion SDK for virtual hands.

2 Implementation and Used Technologies

3 Architecture of the System

4 Economic Analysis

4.1 Project description

For the last decades the amount of generated data is raising exponentially. This phenomena is caused by the increased number of data sources provided by devices, sensors, log files etc. As a result there are tremendous amounts of data which can be explored and used for deducting useful information. There are various fields which profit from Big Data analysis, such as marketing, business, pharmaceutical, social science, fraud detection. Another interesting application of Data Mining is journalism. The combination of theses two caused the emergence of Data Journalism concept.

OpenMedia project is a platform for data journalism which is based on a wide range of available articles published using online sources. Data Journalism is widely used by the top newspapers reporters for deducing and writing a good article. Unfortunately data journalism is not practice in Republic of Moldova, thus it gives the project OpenMedia an upper hand by being first in this market. Also because the field is well explored by well developed countries, it provides a good source of examples. If a such a platform will exist on the local market, journalists would be able to write well documented articles on interesting and spicy topics. Hence offering a richer source of good articles to read. More than that OpenMedia provides a set of well defined visualization tools which can be used by business analysts, for better targeting the market and improving the CRM. From this perspective is it clear why a visualization tool is needed. It can be used by a wide range of people, but mostly targeting the journalist and business analysts.

Being a web application it will offer the flexibility of cross-platform advantages. Users from different fields would be able to construct their own statistical results for helping doing their job.

4.2 Project time schedule

For the accomplishment of a project it is necessary to establish a schedule. For the development of the Kyno application, agile project management is applied to offer flexible and iterative method of designing the application. It goes in 5 stages: planning, research, development, testing and deployment. The process flows in repetitive and incremental way.

4.2.1 Objective determination

The main objective of the following project is to provide a complete and functioning application for it's users. Otherwise without a finished product there is no profit. More to that, it is important to market the application and get exposed to a large audience in need. This can be done by targeting first private hospitals. Another way is to market oneself on platform-specific stores. Since it is not a common piece of software, it creates a very specific audience of users.

To keep up with the latest trends and researches, it is also an essential objective to keep updated and provide enhancements to the software. The lifecycle of the application will require bugfixes, interface changes, feature implementations. All of that will help the system still be trendy and up-to-date on the market.

4.2.2 Time schedule establishment

As it was said above the project will iterate over 5 steps: planning, research, development, testing and deployment. Naturally as most of the IT projects, it is subdivided into smaller parts. Planning step isn't supposed take up a lot of time, since the requirements are flexible. Moreover due to the research part the design solutions can change over time and open up new perspectives. The process of development is being split up in smaller tasks that can be accomplished within a 2-5 day period. Total duration of the project is computed using (4.1).

$$D_T = D_F - D_S + T_R, \tag{4.1}$$

where D_T is the duration, D_F – the finish date, D_S – the start date and T_R – reserve time. In table 4.1 is presented the first iteration of the project schedule. It uses the following notations: PM – project manager, SA – system architect, SM – sales manager, D – developer.

Table 4.1 describes the activities that will occur during project development, who is involved into each process and how much time does it take to accomplish a task. Total amount of time spent on the following project is 135 days.

4.3 Economic motivation

The following section describes the evaluation of the project from the economic point of view. That includes the total profit, number of potential clients, salaries that have to be paid to employees, revenues that the company gets by commercializing the product. All the costs and prices are given in MDL (Moldavian lei) currency. Tangible and intangible assets, indirect expenses will also be taken into account. Wear and depression in regard to final product will also be computed. It should be mentioned that OpenMedia is an open source project posted publicly on Github. In production and development, open source as a development model promotes a universal access via a free license to a product's design or blueprint, and universal redistribution of that design or blueprint, including subsequent improvements to it by anyone. Before the phrase open source became widely adopted, developers and producers used a variety of other terms. Open source gained hold with the rise of the Internet, and the attendant need for massive retooling of the computing source code. Opening the source code enabled a self-enhancing diversity of production models, communication paths, and interactive communities. The open-source software movement arose to clarify the environment that the new copyright, licensing, domain, and consumer issues created. The entire economical part is done on the presumption that the software will have payed licenses. Either way it is a curios approach to compute all the necessary resources and indexes for developing a project. It opens managerial insights over entrepreneurial ideas.

4.3.1 Tangible and intangible asset expenses

The budget for the required tangible and intangible assets is shown in Table 4.2, Table 4.3. Direct expenses are presented in Table 4.4.

Table 4.1– Time schedule

Nr	Activity Name	Duration (days)	People involved	Comments
1	Define the project concept and objectives	5	PM, SA, SM, D	It is a common task
2	Perform market analysis	10	PM, SA	Will results into a document describing market analysis
3	Analysis of the domain	15	SA, D	Research of the recognition algorithms
4	Write down requirements and specifications	5	PM, SA, D	
5	System design (UML)	10	PM, SA, D	
6	Database design	5	PM, SA, D	Development database and end-user database schemes
7	Preprocessing and learning part of the implementation	30	PM, SA, D	
8	End-user application development	20	PM, SA, D, SM	
9	Validation of results	10	PM, SA, D, SM	
10	Documentation	5	D	
11	Deployment and testing	10	PM, SA, D	
12	Active marketing	10	SM	
13	Total time to finish the system	135		

So the total amount of direct expenses in MDL is

$$T_e = 31000 + 14100 + 870 = 45970 \tag{4.2}$$

4.3.2 Salary expenses

This section is concerned about the salaries to employees and various funds that should be paid. The distribution of salaries is the following: project manager - 400MDL, system architect - 450 MDL, sales manager - 300 MDL, developer - 380 MDL.

Now by having computed all the salaries for the employees, it is time to compute how much to be paid to social services fund, medical insurance fund and the total work expenses by summing up all previous expenses.

Table 4.2– Tangible asset expenses

Material	**Specification**	**Measurement unit**	**Price per unit (MDL)**	**Quantity**	**Sum (MDL)**
Mac Book pro	retina display i5	Unit	23000	1	23000
Smartphone	Nexus 5	Unit	8000	1	8000
				Total	31000

Table 4.3– Intangible asset expenses

Material	**Specification**	**Measurement unit**	**Price per unit (MDL)**	**Quantity**	**Sum (MDL)**
License	Enterprise Architect Desktop Edition License	Unit	1900	3	5700
License	RubyMine Commercial License	Unit	2800	3	8400
				Total	14100

Table 4.4– Direct expenses

Material	**Specification**	**Measurement unit**	**Price per unit (MDL)**	**Quantity**	**Sum (MDL)**
Whiteboard	Universal Dry Erase Board	Unit	500	1	500
Paper	A4	500 sheets	60	2	120
Marker	Whiteboard marker	Unit	15	10	150
Pen	Blue pen	Unit	5	20	100
				Total	870

Table 4.5– Salary expenses

Employee	**Work fund (days)**	**Salary per day (MDL)**	**Salary fund (MDL)**
Project Manager	105	400	42000
System Architect	110	450	49500
Sales Manager	45	300	13500
Developer	115	380	43700
		Total	148700

Salary expenses are introduces in Table 4.5.

This year the social service fund is approved to be 23%, therefore the salary expenses are computed according to the relation (4.3).

$$\begin{aligned} FS &= F_{re} \cdot T_{fs} \\ &= 148700 \cdot 23\% \\ &= 34201, \end{aligned} \tag{4.3}$$

where FS is the salary expense, F_{re} is the salary expense fund and T_{fs} is the social service tax approved each year. The medical insurance fund is computed as

$$\begin{aligned} MI &= F_{re} \cdot T_{mi} \\ &= 148700 \cdot 4.5\% \\ &= 5948, \end{aligned} \tag{4.4}$$

where T_{mi} is the mandatory medical insurance tax approved each year by law of medical insurance and this year it is 3.5%.

So now having computed social service tax and medical insurance tax, it is possible to compute total work expense fund as follows

$$\begin{aligned} WEF &= F_{re} + FS + MI \\ &= 148700 + 34201 + 5948 \\ &= 188849, \end{aligned} \tag{4.5}$$

where WEF is the work expense fund, FS is the social fund and MI is the medical insurance fund. In that way the total work expense fund was computed.

4.4 Individual person salary

Along with total work expense fund, it is necessary to compute the annual salary for the developer. Considering that the developer has a salary of 380 MDL per day and there are totally 250 working days in the year, so the gross salary that the developer get is

$$GS = 380 \cdot 250 = 95000, \tag{4.6}$$

where GS is the gross salary computed in MDL.

Social fund tax this year represents 6%, so the amount that should be tax paid in MDL represents

$$SF = 95000 \cdot 6\% = 5700. \tag{4.7}$$

Medical insurance tax represents 4.5% and gives the following result

$$MIF = 95000 \cdot 4.5\% = 4725. \tag{4.8}$$

In order to proceed with income tax computations, it is necessary to calculate the amount of taxed salary.

$$\begin{aligned} TS &= GS - SF - MIF - PE \\ &= 95000 - 5700 - 4725 - 10128 \\ &= 74447, \end{aligned} \tag{4.9}$$

where TS is the taxed salary, GS – gross salary, SF – social fund, PE – personal exemption, which this year is approved to be 10128.

The last but not the least thing to be computed is the total income tax, which is 7% for income under 29640 MDL and 18% for income over 29640 MDL.

$$\begin{aligned} IT &= TS - ST \\ &= 29640 \cdot 7\% + (74447 - 29640) \cdot 18\% \\ &= 2074.8 + 8065.3 = 10140.1, \end{aligned} \tag{4.10}$$

where IT is the income tax, TS – the taxed salary and ST – the salary tax. With all this now it is possible to find out what's going to be the net income.

$$\begin{aligned} NS &= GS - IT - SF - MIF \\ &= 95000 - 10140.1 - 5700 - 4725 \\ &= 74434.9, \end{aligned} \tag{4.11}$$

where NS is the net salary, GS – gross salary, IT – income tax, SF – social fund, MIF – medical insurance fund.

4.4.1 Indirect expenses

The indirect expenses are things like electricity, Internet traffic, water, etc. Those will be presented in Table 4.6.

Table 4.6 – Indirect expenses

Material	**Specification**	**Measurement unit**	**Price per unit (MDL)**	**Quantity**	**Sum (MDL)**
Internet	Moldtelecom	Pack	200.00	3	600
Transport	Public bus	Trip	3.00	132	396
Phone	Moldtelecom	Pack	30.00	3	90
Electricity	Union Fenosa	KWh	1.58	250	395
				Total	1481

4.4.2 Wear and depreciation

Another important part of economic analysis is the computation of wear and depreciation. It is a well known fact that any product decreases its value with time. Depression will be computed uniformly for the whole project duration, so that there are no accountancy issues. In other words, if a product is planned for 3 years, it should be divided into 3 uniform parts according to each year.

Straight line depreciation will be applied. Normally wear is computed regarding to the type of asset. The notebook and single-board computer are usable for a period of 3 years. Licenses will last for a single year. At first tangible and intangible assets are summed up and then the salvage costs of each of the items at the end of their period of use has to be subtracted:

$$\begin{aligned} TAV &= \sum (AC - SV) \\ &= (23000 - 1000) + (8000 - 1000) + (5700 - 1000) + (8400 - 1000) \\ &= 41100, \end{aligned} \tag{4.12}$$

where TAV is the total assets value, AC – assets cost, SV – salvage value. In order to get the yearly wear, divide total asset value by the period of use of assets, being 3 years.

$$\begin{aligned} W_y &= TAV/T_{use} \\ &= 41100/3 \\ &= 13700, \end{aligned} \tag{4.13}$$

where W_y is the wear per year, TAV – total assets value, T_{use} – period of use. Relation (4.13)

included tangible assets which will last for 3 years and intangible assets which last only one year. The initial value of assets in MDL was

$$\begin{aligned} W &= W_y/D_y \cdot T_p \\ &= 13700/365 \cdot 135 \\ &= 5067, \end{aligned} \tag{4.14}$$

4.4.3 Product cost

With all the project expenses computed, it is easy to compute the product cost which includes direct and indirect expenses, salary expenses and wear expenses as shown in Table 4.7.

Table 4.7– Total Product Cost

Expense type	**Sum (MDL)**	**Percentage (%)**
Direct expenses	14100	7
Indirect expenses	870	0.44
Tangible asset expenses	31000	15.52
Salary expenses	148700	74.45
Asset wear expenses	5067	2.53
Total product cost	**199737**	**100**

4.4.4 Economic indicators and results

At this point it is crucial to sell the product to clients from from media or business sphere. The total product cost is very high, consequently there are 2 strategies that can be applied – whether sell less with a high price or sell more with a lower price. It is not possible to add a percentage to the product cost that will represent the profit. It is assumed that the expected profit represents 20% of the total product cost and the expected number of sold copies to be 500.

$$\begin{aligned} GP &= C_{total}/N_{cs} + P_p \\ &= 199737/500 + 20\% \\ &= 480, \end{aligned} \tag{4.15}$$

where GP is the gross price, C_{total} – total product cost, N_{cs} – number of copies sold, P_p – chosen profit percentage. This is not the price of the end product, since it is necessary to add sales tax

(VAT), which represents 20% and is added to the gross price.

$$\begin{aligned} P_{sale} &= GP + TX_{sales} \\ &= 480 + 20\% \\ &= 576, \end{aligned} \tag{4.16}$$

where P_{sale} is the sale prices including VAT, GP – gross price, TX_{sales} – sales tax. The net income is computed by multiplying gross price and the number of expected copies to be sold, which will be

$$\begin{aligned} I_{net} &= GP \cdot N_{cs} \\ &= 480 \cdot 500 \\ &= 240000, \end{aligned} \tag{4.17}$$

where I_{net} is the net income, GP – gross price, N_{cs} – number of copies sold. Moreover it is necessary to compute the gross and net profit. The indicators are GPr – gross profit and NPr – net profit.

$$\begin{aligned} GPr &= I_{net} - C_{production} \\ &= 240000 - 199737 \\ &= 40263 \\ NPr &= GPr - 12\% \\ &= 40263 - 12\% \\ &= 35431.44, \end{aligned} \tag{4.18}$$

where I_{net} is the net income, $C_{production}$ – cost of production. The profitability indicators are C_{profit} – cost profitability, S_{profit} – sales profitability computed in MDL.

$$\begin{aligned} C_{profit} &= GPr/C_{production} \cdot 100\% \\ &= 40263/199737 \cdot 100\% \\ &= 20.15\% \\ S_{profit} &= GPr/I_{net} \cdot 100\% \\ &= 40263/240000 \cdot 100\% \\ &= 16.77\%. \end{aligned} \tag{4.19}$$

4.5 Marketing Plan

Concept of Marketing derived from the word market. Marketing - economical activities that guide flow of goods and services from producer to consumer. Marketing is a system of economical activities about price setting, promotion and distribution of products and services to satisfy current and potential consumers requests. Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.

Functions of Marketing:

- Analyzing of external environment;
- Analyzing consumers behavior;
- Development of product;
- Development of distribution;
- Development of promotion;
- Price setting;
- Social responsibility;
- Management marketing.

This application will be widely spread between journalists and business analysts. To make people use a new application is not so easy because it needs time and investment to make it popular and well known. First of all the application will be easy to use so that an ordinary browser user will be able to intuitively use the application.

Market research stages:

- Identifying the problem;
- Developing program of research and gathering; information
- Establishing specific information (internal, external);
- Establishing methods for collecting data;
- Performance of research;
- Information analysis, drawing conclusions.

Introduction stage This stage of the cycle could be the most expensive for a company launching a new product. The size of the market for the product is small, although they will be increasing. On the other hand, the cost of things like research and development, consumer testing, and the marketing needed to launch the product can be very high, especially if it's a competitive sector.

Strategy - Screaming, massive penetration The growth stage is typically characterized by a strong growth in sales and profits, and because the company can start to benefit from economies of scale in production, the profit margins, as well as the overall amount of profit, will increase. This makes it possible for businesses to invest more money in the promotional activity to maximize the potential of this growth stage.

Maturity Stage - During the maturity stage, the product is established and the aim for the manufacturer is now to maintain the market share they have built up. This is probably the most competitive time for most products and businesses need to invest wisely in any marketing they undertake. They also need to consider any product modifications or improvements to the production process which might give them a competitive advantage.

Declining stage - the market for a product will start to shrink, and this is what's known as the decline stage. This shrinkage could be due to the market becoming saturated (i.e. all the customers who will buy the product have already purchased it), or because the consumers are switching to a different type of product.

4.6 Economic conclusions

OpenMedia project was analyzed from the economic point of view. It was computed the production cost, different profit and profitability indicators, various types of expenses involved, including direct, indirect, salary and taxes. The whole analysis is worth to understand if the product will be successful and if it's worth investing money in it. The biggest expense represents the intellectual equity, since it is critical to have a reliable product, which is based on extensive research and professional development techniques. The price of the application can become a blocker, therefore it's price might be dropped. In such scenario other means of profit can exist.

The commercialization of the product is not an easy task. Especially when the product is open sourced. Nevertheless high-quality service and customer support can be provided only to institutions and users that bought the product. The success of the product highly depends on financial strategy and solid economic analysis, which was presented in this chapter.

Conclusions

This is the conclusions section to the thesis. It should contain at least 2-3 pages. You can end conclusions using a description of the future development of your product/work.

References

1 MIT https://scratch.mit.edu

2 Wikipedia http://en.wikipedia.org/wiki/Systems_analysis