
Universidad Peruana de Ciencias Aplicadas - Informe de Trabajo Final

Desarrollo de Aplicaciones Open Source - SW57

Startup: DeltaTech

Producto: DiligenceTech

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Índice

1 Capítulo I: Introducción	2
1.1 <i>Startup Profile</i>	2
1.1.1 Descripción de la Startup	3
1.1.2 Perfiles de integrantes del equipo	4
1.2 <i>Solution Profile</i>	6
1.2.1 Antecedentes y problemática	6
1.2.2 <i>Lean UX Process</i>	7
1.2.2.1 <i>Lean UX Problem Statements</i>	7
1.2.2.2 <i>Lean UX Assumptions</i>	7
1.2.2.3 <i>Lean UX Hypothesis Statements</i>	9
1.2.2.4 <i>Lean UX Canvas</i>	10
1.3 Segmentos objetivo	10
2 Capítulo II: Requirements Elicitation & Analysis	11
2.1 Competidores	11
2.1.1 Análisis competitivo	11
2.2 Estrategias y tácticas frente a competidores	11
2.3 Entrevistas	12
2.3.1 Diseño de entrevistas	12
2.3.2 Registro de entrevistas	12
2.3.3 Análisis de entrevistas	12
2.4 <i>Needfinding</i>	13
2.4.1 <i>User Personas</i>	13
2.4.2 <i>User Task Matrix</i>	13
2.4.3 <i>User Journey Mapping</i>	13
2.4.4 <i>Empathy Mapping</i>	14
2.4.5 <i>As-is Scenario Mapping</i>	14
2.5 <i>Ubiquitous Language</i>	14
3 Capítulo III: Requirements Specification	15
3.1 <i>To-Be Scenario Mapping</i>	15

3.2	<i>User Stories</i>	15
3.3	<i>Impact Mapping</i>	16
3.4	<i>Product Backlog</i>	16
4	Capítulo IV: Product Design	17
4.1	<i>Style Guidelines</i>	17
4.1.1	<i>General Style Guidelines</i>	17
4.1.2	<i>Web Style Guidelines</i>	17
4.2	<i>Information Architecture</i>	18
4.2.1	<i>Organization Systems</i>	18
4.2.2	<i>Labeling Systems</i>	18
4.2.3	<i>SEO Tags and Meta Tags</i>	18
4.2.4	<i>Searching Systems</i>	19
4.2.5	<i>Navigation Systems</i>	19
4.3	<i>Landing Page UI Design</i>	19
4.3.1	<i>Landing Page Wireframe</i>	19
4.3.2	<i>Landing Page Mock-up</i>	20
4.4	<i>Web Applications UX/UI Design</i>	20
4.4.1	<i>Web Applications Wireframes</i>	20
4.4.2	<i>Web Applications Wireflow Diagrams</i>	20
4.4.3	<i>Web Applications Mock-ups</i>	21
4.4.4	<i>Web Applications User Flow Diagrams</i>	21
4.5	<i>Web Applications Prototyping</i>	21
4.6	<i>Domain-Driven Software Architecture</i>	21
4.6.1	<i>Software Architecture Context Diagram</i>	22
4.6.2	<i>Software Architecture Container Diagrams</i>	22
4.6.3	<i>Software Architecture Components Diagrams</i>	22
4.7	<i>Software Object-Oriented Design</i>	22
4.7.1	<i>Class Diagrams</i>	23
4.7.2	<i>Class Dictionary</i>	23
4.8	<i>Database Design</i>	23
4.8.1	<i>Database Diagram</i>	23
5	Capítulo V: Product Implementation, Validation & Deployment	25
5.1	<i>Software Configuration Management</i>	25
5.1.1	<i>Software Development Environment Configuration</i>	25
5.1.2	<i>Source Code Management</i>	26
5.1.3	<i>Source Code Style Guide & Conventions</i>	26

5.1.4	<i>Software Deployment Configuration</i>	26
5.2	<i>Landing Page, Services & Applications Implementation</i>	26
5.2.1	<i>Sprint n</i>	27
5.2.1.1	<i>Sprint Planning n</i>	27
5.2.1.2	<i>Sprint Backlog n</i>	27
5.2.1.3	<i>Development Evidence for Sprint Review</i>	27
5.2.1.4	<i>Testing Suite Evidence for Sprint Review</i>	28
5.2.1.5	<i>Execution Evidence for Sprint Review</i>	28
5.2.1.6	<i>Services Documentation Evidence for Sprint Review</i>	28
5.2.1.7	<i>Software Deployment Evidence for Sprint Review</i>	28
5.2.1.8	<i>Team Collaboration Insights during Sprint</i>	29
6	Conclusiones	30
6.1	Conclusiones y recomendaciones	30
6.2	Video <i>About-the-Team</i>	30
7	Bibliografía	31

Registro de Versiones del Informe

Versión	Fecha	Autor	Descripción
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Project Report Collaboration Insights

Para acceder al Github de la organización, haga click a la [URL](#).

Student Outcome

El curso contribuye al cumplimiento del Student Outcome ABET: *ABET-EAC - Student Outcome 3*

- **Criterio:** *Capacidad de comunicarse efectivamente con un rango de audiencias.*

En el siguiente cuadro se describe las acciones realizadas y enunciados de conclusiones por parte del grupo, que permiten sustentar el haber alcanzado el logro del *ABET-EAC - Student Outcome 3*.

1 Capítulo I: Introducción

1.1 Startup Profile

Nuestra startup, denominada “DeltaTech”, se centra en proporcionar soluciones innovadoras para el proceso de due diligence en línea. Nos especializamos en la automatización de diversos procesos, incluido el análisis de datos financieros de empresas, como sus estados de cuenta, entre otras funciones clave. Nuestras plataformas tecnológicas buscan ofrecer una manera eficiente y precisa de realizar una debida diligencia exhaustiva durante transacciones comerciales, como la venta de empresas.



Figura 1.1: “DeltaTech Logo”

1.1.1 Descripción de la Startup

Nuestro producto “Diligence Tech” utiliza algoritmos avanzados para agilizar el análisis de información financiera de la empresa a potencialmente adquirir. Nuestra plataforma ofrece una interfaz intuitiva que permite a los inversores acceder y revisar datos financieros de empresas registradas de manera rápida y segura (cifrado de datos de extremo a extremo), lo que mejora significativamente la eficiencia del proceso de debida diligencia. Nuestro objetivo es revolucionar la forma en que se lleva a cabo la debida diligencia, ofreciendo una solución integral y fácil de usar que permita a los clientes tomar decisiones informadas y estratégicas durante sus transacciones comerciales.



Figura 1.2: “DiligenceTech Logo”

Misión



Nuestra misión en DeltaTech es proporcionar soluciones innovadoras y eficientes para el proceso de due diligence en línea, permitiendo a nuestros clientes realizar evaluaciones exhaustivas de manera rápida y precisa durante transacciones comerciales críticas, como la venta de empresas. Nos esforzamos por automatizar y simplificar el análisis de datos financieros, brindando a los inversores las herramientas necesarias para tomar decisiones informadas y estratégicas que impulsen el éxito en sus operaciones.

Visión



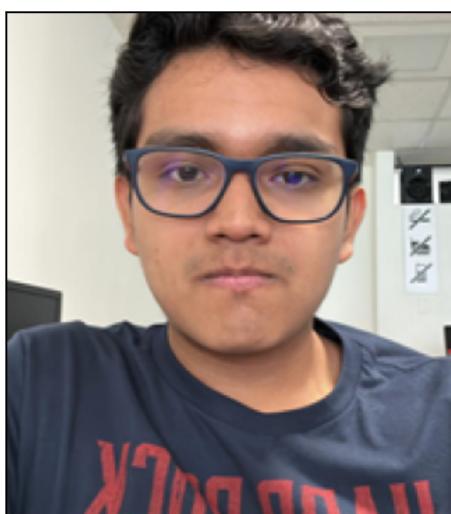
Nuestra visión en DeltaTech es transformar la forma en que se realiza la debida diligencia, siendo líderes en el desarrollo de plataformas tecnológicas avanzadas que agilizan el análisis de información financiera. Nos comprometemos a ofrecer una experiencia de usuario excepcional a través de interfaces intuitivas y seguras, respaldadas por algoritmos avanzados y cifrado de datos de extremo a extremo. Buscamos ser reconocidos como socios confiables y fundamentales en el éxito de las transacciones comerciales, facilitando la toma de decisiones estratégicas para nuestros clientes en todo momento.

1.1.2 Perfiles de integrantes del equipo

	Alumno	Ortega Huaraca, Abel Angel
	Código	U20201B380
	Perfil	Mi nombre es Abel Ortega y estoy cursando el quinto ciclo de mi carrera. Me considero una persona responsable y comprometida en las funciones que se me designe. Conforme a mis habilidades, puedo adaptarme rápidamente al equipo y al ritmo de trabajo. Asimismo, puedo contribuir con información y soluciones a través de una exhaustiva investigación para los problemas que el proyecto presente.

	Alumno	Adrianzén Flores, Carlos Arturo	
	Código	U202215705	
	Perfil	<p>Mi nombre es Arturo Adrianzén y soy un estudiante universitario de la carrera de Ingeniería de Software en la UPC. Me considero una persona dedicada y alegre. Poseo conocimientos en el lenguaje de programación C++ y de desarrollo web. Como parte del equipo, busco prestar mis habilidades para alcanzar el logro del trabajo.</p>	

	Alumno	Elsner De La Torre Ugarte, Julio	
	Código	U202111654	
	Perfil	<p>Mi nombre es Julio Elsner, tengo 19 años y soy estudiante de la carrera de Ingeniería de Software. Anteriormente, he tenido experiencia en la búsqueda de soluciones a problemáticas para mis trabajos grupales. En mi opinión, me considero bastante hábil en la extracción de información de algún problema en específico. Lo cual, mejora el trabajo conjunto en grupo y la organización en general.</p>	

	Alumno	Herrera Gonzalez, Luis Eduardo	
	Código	U202218227	
	Perfil	<p>Mi nombre es Luis Herrera y estoy en el cuarto ciclo de mi carrera. Me considero una persona apasionada por la tecnología y la innovación. Asimismo, mi entusiasmo por aprender me permite aportar soluciones creativas al equipo. Estoy comprometido en lograr la excelencia en el objetivo de nuestro proyecto.</p>	

	Alumno	Garayar Mori, Oscar Nathaniel	
	Código	U202014115	
	Perfil	Mi nombre es Oscar Garayar y estoy cursando el 6to ciclo en la carrera de Ingeniería de Software. Me considero una persona responsable, que, a pesar de las complicaciones, encontrará una forma de seguir adelante. Tengo experiencia con los lenguajes C++, Python y Java.	

1.2 Solution Profile

1.2.1 Antecedentes y problemática

El proceso tradicional de due diligence se caracteriza por ser laborioso, costoso y propenso a errores. Los inversores y profesionales financieros se ven obligados a revisar una gran cantidad de documentos financieros, legales y operativos en un tiempo limitado, lo que puede resultar en la contratación de servicios adicionales y gastos innecesarios. Además, la falta de acceso rápido y la preocupación por mantener la información sensible de la empresa segura pueden dificultar aún más la toma de decisiones. En este contexto, los propietarios de empresas se enfrentan al desafío de compartir información confidencial con los inversores potenciales sin garantía de que la transacción se lleve a cabo. Existe el riesgo de que los inversores utilicen los datos sensibles con otros fines, lo que puede generar incertidumbre y desconfianza en el proceso de negociación. La necesidad de una solución eficiente y segura para realizar una debida diligencia exhaustiva es evidente. Es crucial contar con herramientas tecnológicas avanzadas que permitan a los usuarios acceder de manera rápida y segura a la información clave, minimizando los riesgos y maximizando las oportunidades de inversión. Nuestra solución surge para abordar estos desafíos, ofreciendo una plataforma integral que automatiza y simplifica el proceso de análisis de datos financieros, proporcionando acceso seguro y eficiente a la información sensible de la empresa durante todo el proceso de Due Diligence.

1.2.2 Lean UX Process

1.2.2.1 Lean UX Problem Statements

Nuestro contexto demanda una forma efectiva en la que:

- Los contadores obtengan eficiencia al momento de realizar sus operaciones comerciales.
- Los contadores e inversionistas pueden acceder a información financiera relevante de empresas objetivo.
- Los contadores puedan obtener seguridad de sus datos al momento de realizar el proceso de due diligence.

1.2.2.2 Lean UX Assumptions

Business Assumptions:

1. Creo que mis clientes necesitan una herramienta eficiente y confiable para realizar sus análisis financieros exhaustivos durante el proceso de due diligence.
2. Estas necesidades se pueden resolver con nuestra plataforma inteligente que automatice el análisis financiero y que ofrezca acceso rápido y seguro a información relevante de las empresas objetivo.
3. Mis clientes iniciales son inversores y contadores financieros que trabajan en sell-side.
4. El valor #1 que un cliente quiere de mi servicio es una manera eficiente y precisa de realizar sus transacciones durante el proceso de due diligence.
5. El cliente también puede obtener estos beneficios adicionales como una mayor confianza en el proceso de due diligence, una mayor seguridad de los datos financieros y una experiencia de usuario mejorada.
6. Voy a adquirir la mayoría de mis clientes a través de campañas de marketing dirigidas a empresas de capital privado, fondos de inversión y otros actores clave en el mercado de transacciones.
7. Haré dinero a través de la venta de suscripciones a nuestra plataforma “Diligence Tech”, ofreciendo diferentes niveles de acceso según las necesidades del cliente.
8. Mi competencia principal en el mercado serán otras plataformas de due diligence en línea, así como servicios tradicionales de consultoría que ofrecen análisis de datos financieros.
9. Los venceremos debido a nuestra capacidad para ofrecer una solución tecnológica más rápida, precisa y fácil de usar que nuestras competidoras, así como nuestro enfoque en la seguridad de los datos y la experiencia del usuario..

10. El mayor riesgo del producto es que la tecnología pueda no funcionar como se espera, lo que podría resultar en errores en los datos o brechas de seguridad.
11. Resolveremos esto a través de la implementación de rigurosas pruebas de calidad y seguridad, así como la rápida corrección de errores a medida que surjan.
12. ¿Qué otras suposiciones tenemos? ¿Eso, si se prueba que es falso, causará que nuestro negocio/proyecto no funcione? Otras suposiciones que tenemos son si:
 - Existe una demanda significativa.
 - La automatización de datos financieros mejorará el proceso de due diligence.
 - Garantizar la seguridad y privacidad de los datos financieros de las empresas objetivo a través de cifrado de extremo a extremo generará confianza entre los usuarios

Si estas suposiciones resultan ser falsas, nuestro producto no funcionará, pero podrá ser rediseñado.

Business Outcomes:

- Aumentar la eficiencia operativa de las empresas al reducir el tiempo y los recursos necesarios para completar el proceso de due diligence.
- Proporcionar una plataforma segura, intuitiva y efectiva que aumente la satisfacción del cliente y promueva la retención a largo plazo.
- Ganar una ventaja competitiva al ofrecer características avanzadas, seguridad de datos y facilidad de uso que superan a los competidores.

Users Assumptions:

¿Quién es el usuario?

Los usuarios son los contadores financieros que buscan agilizar su proceso de due diligence e inversores que contratan empresas financieras que buscan una visualización más accesible de los resultados.

¿Qué problemas tiene nuestro producto? ¿Resolver?

Dificultad para acceder y analizar rápidamente datos financieros de empresas objetivo durante el proceso de debida diligencia. Riesgos asociados con la falta de seguridad y privacidad de los datos financieros sensibles. Falta de eficiencia en el proceso de debida diligencia debido a la dependencia de métodos manuales y lentos.

¿Qué características son importantes?

Automatización del análisis de datos financieros. Seguridad de datos con cifrado de extremo a extremo. Interfaz de usuario intuitiva y fácil de usar. Acceso rápido y seguro a información financiera relevante. Funcionalidades avanzadas de visualización y generación de informes.

¿Dónde encaja nuestro producto en su trabajo o vida?

Encaja en el proceso de trabajo de los usuarios al proporcionar una plataforma centralizada y eficiente para realizar análisis exhaustivos de datos financieros de empresas

¿Cuándo y cómo es usado nuestro producto?

Es utilizado por los usuarios durante todo el proceso de debida diligencia, desde la evaluación inicial de una empresa objetivo hasta la finalización de la transacción comercial.

¿Cómo debe verse nuestro producto y cómo comportarse?

Debe tener una apariencia profesional y moderna, con una interfaz de usuario limpia y organizada que facilite la navegación y el acceso a las herramientas y funciones clave. El producto debe comportarse de manera fluida y rápida, brindando respuestas instantáneas a las consultas de los usuarios y garantizando la seguridad y confiabilidad de los datos financieros manipulados.

User outcomes:

- Acceso de manera rápida y eficiente a la información financiera relevante de las empresas objetivo.
- Confianza en la seguridad y privacidad de los datos financieros sensibles
- Experiencia de usuario mejorada gracias a la interfaz intuitiva y fácil de usar

1.2.2.3 *Lean UX Hypothesis Statements*

- Creemos que los profesionales involucrados en el proceso de due diligence valoran la eficiencia y la precisión en el análisis de datos financieros de empresas objetivo, por lo que adoptarán “Diligence Tech”.
- Creemos que la seguridad y privacidad de los datos financieros sensibles es una preocupación clave para los usuarios durante el proceso de due diligence, por lo que la implementación de cifrado de extremo a extremo y otras medidas de seguridad en “Diligence Tech” aumentará la confianza y la adopción de la plataforma.
- Creemos que la interfaz de usuario intuitiva y fácil de usar es fundamental para la satisfacción del usuario y la adopción de la plataforma, por lo que la mejora continua de la usabilidad de “Diligence Tech” conducirá a una mayor retención de clientes.
- Creemos que la automatización del análisis de datos financieros a través de algoritmos avanzados mejorará la eficiencia del proceso de due diligence, por lo que los usuarios adoptarán “Diligence Tech” el cual brinda una solución tecnológica que automatice tareas manuales y reduzca el tiempo necesario para completar estas.

1.2.2.4 *Lean UX Canvas*

1.3 Segmentos objetivo

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2 Capítulo II: Requirements Elicitation & Analysis

2.1 Competidores

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2.1.1 Análisis competitivo

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2.2 Estrategias y tácticas frente a competidores

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2.3 Entrevistas

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2.3.1 Diseño de entrevistas

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2.3.2 Registro de entrevistas

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2.3.3 Análisis de entrevistas

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2.4 Needfinding

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2.4.1 User Personas

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2.4.2 User Task Matrix

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2.4.3 User Journey Mapping

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2.4.4 *Empathy Mapping*

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2.4.5 *As-is Scenario Mapping*

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

2.5 *Ubiquitous Language*

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

3 Capítulo III: Requirements Specification

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

3.1 To-Be Scenario Mapping

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3.2 User Stories

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3.3 *Impact Mapping*

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3.4 *Product Backlog*

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4 Capítulo IV: Product Design

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4.1 Style Guidelines

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4.1.1 General Style Guidelines

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4.1.2 Web Style Guidelines

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type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

4.2 *Information Architecture*

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4.2.1 *Organization Systems*

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4.2.2 *Labeling Systems*

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4.2.3 *SEO Tags and Meta Tags*

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4.2.4 *Searching Systems*

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4.2.5 *Navigation Systems*

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4.3 *Landing Page UI Design*

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4.3.1 *Landing Page Wireframe*

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4.3.2 Landing Page Mock-up

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4.4 Web Applications UX/UI Design

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4.4.1 Web Applications Wireframes

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4.4.2 Web Applications Wireflow Diagrams

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4.4.4 Web Applications User Flow Diagrams

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4.5 Web Applications Prototyping

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4.6 Domain-Driven Software Architecture

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4.6.1 Software Architecture Context Diagram

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

4.6.2 Software Architecture Container Diagrams

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4.6.3 Software Architecture Components Diagrams

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4.7 Software Object-Oriented Design

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4.7.1 *Class Diagrams*

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

4.7.2 *Class Dictionary*

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4.8 *Database Design*

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4.8.1 *Database Diagram*

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5 Capítulo V: Product Implementation, Validation & Deployment

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5.1 Software Configuration Management

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5.1.1 Software Development Environment Configuration

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5.1.2 Source Code Management

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5.1.3 Source Code Style Guide & Conventions

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5.1.4 Software Deployment Configuration

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5.2 Landing Page, Services & Applications Implementation

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5.2.1 *Sprint n*

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5.2.1.1 *Sprint Planning n*

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5.2.1.2 *Sprint Backlog n*

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5.2.1.3 *Development Evidence for Sprint Review*

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

5.2.1.4 Testing Suite Evidence for Sprint Review

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5.2.1.5 Execution Evidence for Sprint Review

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5.2.1.6 Services Documentation Evidence for Sprint Review

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5.2.1.7 Software Deployment Evidence for Sprint Review

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5.2.1.8 Team Collaboration Insights during Sprint

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6 Conclusiones

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6.1 Conclusiones y recomendaciones

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6.2 Video About-the-Team

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Este video es una presentación de los miembros del equipo. Muestra imágenes y descripciones breves de cada miembro, así como un breve discurso de bienvenida.

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7 Bibliografía

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