

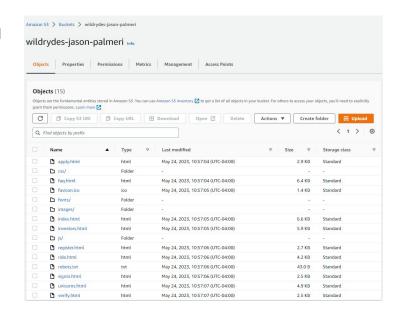
#### Building the Platform - AWS S3

Amazon Simple Storage Service (S3) is a scalable, durable, and highly available storage service that allows us to store files on the cloud, and enable static website hosting.

S3 provides us with all the tools we need to upload, download and configure our web hosting to get WildRydes up and running within minutes.

With S3's scalability and durability we should expect smooth transitions to larger data sets and more users, while keeping costs low on a pay-as-you-go model

http://wildrydes-jason-palmeri.s3-website-us-east-1.amazon aws.com/



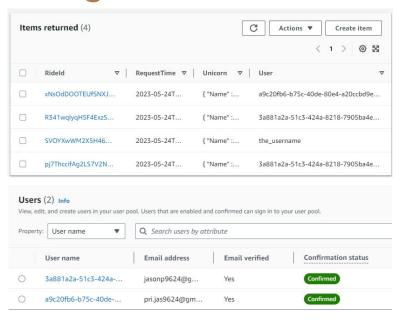
#### AWS S3 - In-Depth

AWS S3 is one of many ways to host and deploy a website or web application. For WildRydes we use S3 as our core website is a static website, meaning there isn't a whole lot of change going on in the website regularly.

AWS S3 hosts our web applications file on the cloud, this includes all images, fonts, layout styles, and web pages. Having our files hosted on the cloud allows our developers to easily access code from all around the world.

Name	▲ Type ▽
apply.html	html
CSS/	Folder
faq.html	html
favicon.ico	ico
☐ fonts/	Folder
images/	Folder
index.html	html
investors.html	html
□ js/	Folder
register.html	html
ride.html	html
robots.txt	txt
signin.html	html
unicorns.html	html
rerify.html	html

# Building the Platform - DynamoDB and Cognito Users



DynamoDB is one of AWS's database services that allows us to store Ride data for future analysis and support for users. Within our Rides database we store all user transactions, detailing the request time, unicorn information and the user that requested the ride.

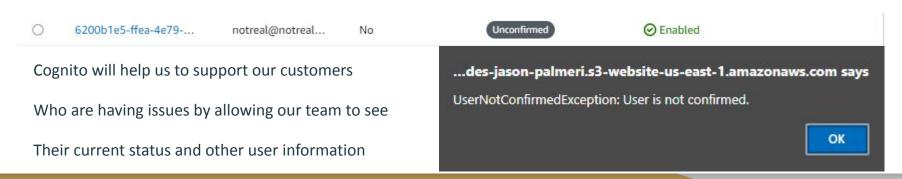
User data stored in the Ride database comes from AWS's Cognito User Pool, which allows us to setup user registration and sign-in seamlessly into the WildRydes application, with built in confirmation and email services.

Together these services allow us to track users who request rides, as well as allow new users to register.

### AWS Cognito In-Depth

AWS Cognito is our all in one user management system, and handles all of our needs for the time being. Cognito is built into our application using their JavaScript libraries to provide user registration, user logins, and user authentication.

With AWS Cognito we can see a list of our users, and their statuses, only allowing logged in, and confirmed users access the application.

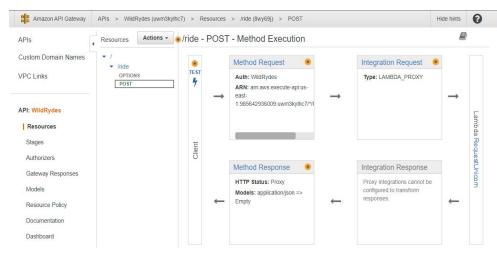


# Building the Platform - Lambda and the API Gateway

AWS Lambda is a service that allows us to run code

based on certain actions, or triggers that occur. With the AWS API Gateway we can send ride requests from the app to the Lambda functions, which will generate ride data for our users.





### AWS Lambda - In-Depth

AWS Lambda is an important platform for WildRydes as it handles our database writing, and also sends data to our web application based on API triggers.

Currently our Lambda platform holds the RequestUnicorn function, which when requested by our API, writes data to our database, and sends the user information on their requested ride.

```
function recordRide(rideId, username, unicorn) {
    return ddb.put({
        TableName: 'Rides',
        Item: {
            RideId: rideId,
            User: username,
            Unicorn: unicorn,
            RequestTime: new Date().toISOString(),
        },
    }).promise();
}
```

Within AWS Lambda we use a custom IAM role for our Lambda: WildRydesLambda. This role allows us to access other AWS services such as DynamoDB giving us full access to create, read, update, and delete entries as needed.

Policy name 7

AmazonDynamoDBFullAccess

DynamoDBWriteAccess

AWSLambdaBasicExecutionRole

#### AWS API Gateway - In-Depth

- 1. Make a POST request to /ride with PickupLocation
- 2. The POST request then sends this data to our findUnicorn function within our Lambda to find a

```
unicorn
function findUnicorn(pickupLocation) {
    console.log('Finding unicorn for ', pickupLocation.Latitude, ', ', pickupLocation.Longitude);
    return fleet[Math.floor(Math.random() * fleet.length)];
}
```

3. Finally we record the data to our DynamoDB, and send data back to the client

```
X Headers Payload Preview Response Initiator Timing

▼ {RideId: "MwASj6ohEp1sUFXjpNeWCg", Unicorn: {Name: "Bucephalus", Color: "Golden", Gender: "Male"},...}
Eta: "30 seconds"
RideId: "MwASj6ohEp1sUFXjpNeWCg"
Rider: "a9c20fb6-b75c-40de-80e4-a20ccbd9efe9"

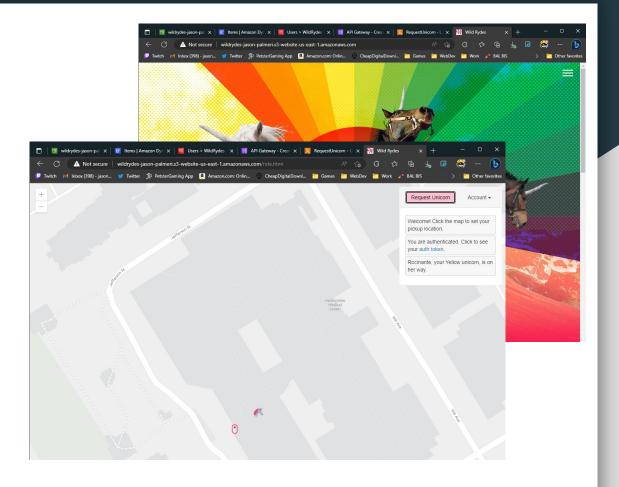
▶ Unicorn: {Name: "Bucephalus", Color: "Golden", Gender: "Male"}
```

{Latitude: 47.625334664669666, Longitude: -122.27245729891209}}

▶ PickupLocation: {Latitude: 47.625334664669666, Longitude: -122.27245729891209}

#### The Result

With these AWS services working together we can deliver a polished web application with user authentication, API gateways and database storage, all with pay-as-you-go pricing that will allow us to expand as needed without extra hassle on the development team.



### Architecture Design Choices

Most of the choices made for WildRydes is based around the reliability and scalability of the platform. We chose AWS S3 to host our website and it's files because it is easily accessible using the cloud, and can also be scaled up or down based on the needs WildRydes has and will have.

We made the choice to use the combination of DynamoDB and Cognito because of it's easy setup, and scalability. Cognito made it simple to setup a user management system. Similarly DynamoDB allowed us to create database tables easily to view our ride information.

Finally we used Lambda and the API Gateway to create functions and routes to these functions. The API Gateway makes it easy to create, secure, and monitor API Gateways, as having these gateways unsecure could be troublesome.

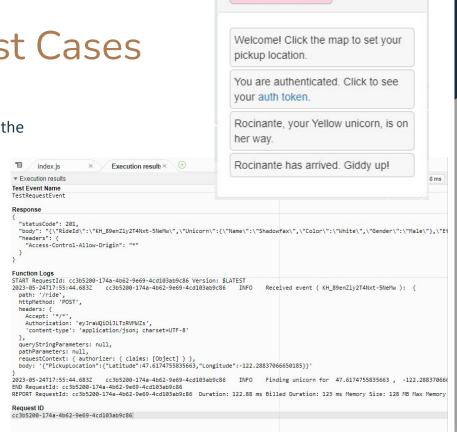
All choices were made with the scale of the current company, and the future company in mind, as well a pay-as-you-go mindset to help get the startup going.

# Quality Assurance Test Cases

The team ran through several Test Cases to ensure that the product functions properly on all ends.

A few tests that were ran:

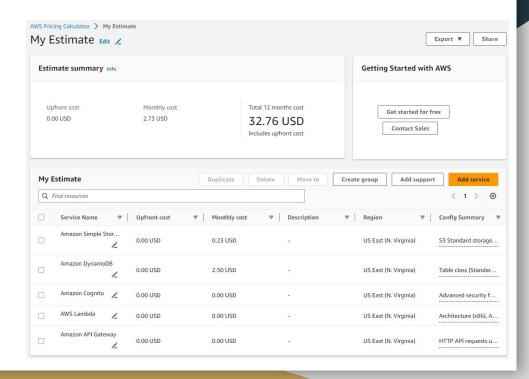
- 1. Validated/Unvalidated user access
- 2. RequestUnicorn functionality test
- 3. Registration, Login, Logout functionality test
- 4. Web app access tests, page loading tests



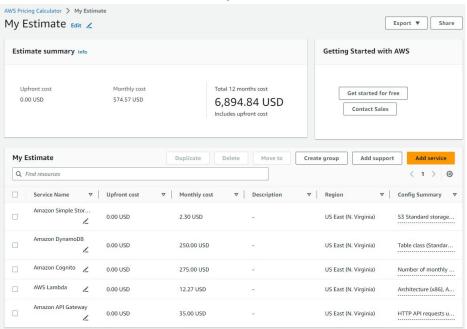
Account -

## Cost Analysis and Breakdown - Startup

For WildRydes startup costs we are looking at around \$2.73 per month, with 100 monthly users requesting 10 rides each. As you can see the cost is minimal for the year at \$32.76. The biggest cost is in the DynamoDB where we are storing our customer transaction data. The next biggest cost is the S3 service, hosting our web application and it's files.



### Cost Analysis and Breakdown - Success



As WildRydes expands and sees over 1 million monthly active users, requesting at least 10 rides per month we can see over a 20000% increase in yearly costs, at \$6894.84. With a larger user set and more rides being requested we have to increase the size of both our DynamoDB and Cognito systems, which both consume around \$250 per month. Some services stay at a lower price such as the S3, which doesn't need to be expanded as much as the other services, and the Lambda service, which is only handling a small function.