



S.I.G.T.O

English

Shovelware

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What we follow for the group conformation:

These are the things who we take in consideration at the time of doing the group.

- Knowledge of the assignments.
- Being friendly
- Have experience with group tasks
- Capable of being trusted.
- Have responsibility with the tasks

Explanation of roles:

Coordinator:

The coordinator is the one who says what task a person/member of the team needs to do for the completion of the project, at the same time the coordinator also has the task of auto-coordinate himself (what this means is, he also does the tasks of the project too).

Sub-Coordinator:

Is the substitute of the coordinator, or the helper if the coordinator is present.

Members:

The only thing the members do is the tasks that the coordinator assigns (the sub-coordinator if the coordinator isn't present).



Reels:

Reels Script:

- **Ian Villero:**

youtube link: https://youtube.com/shorts/4n4J_s6srsM?si=j7H3xOHDtdBgmgcy

- **Mathias Rodriguez:**

youtube link: <https://youtube.com/shorts/fzJ-LYAFHVo?feature=share>

transcription

- Hello! My name is Mathias Rodríguez, I am the shovelware sub-coordinator, my main task is to ensure that everyone does their part and improve or edit it if necessary. I am also in charge of carrying out and distributing the objectives to be met among the members of the group, and finally, I will replace the coordinator in case he is not available to attend the meetings Or can't sign something, Nice to meet You!

- **Santiago Abrines:**

youtube link: <https://youtube.com/shorts/qYmqu-a1epE>

transcription

- “Hello, my name is Santiago Abrines, I belong to the Shovelware company and my role is being a member of the project. As one, I need to carry on the tasks who is being assigned to me by the coordinator and the sub-coordinator.

like per example, doing some things for our database, maybe others for the formation of the company or helping my workmates with their tasks.”

- **Franco García:**

youtube link: <https://youtube.com/shorts/ggWzc30Dk8k?feature=share>

transcription

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- “Hello everyone, my name is Franco García and I am a member of ShovelWare, basically my activities consist on helping the other members of the team with various tasks and while I work on them I report my advance to the rest of the team, beside this I can just ask for help to other members of the team if I see it necessary. Because after all, we are a team.”

Company’s mission and vision:

Vision:

The company’s vision is to be recognized in the online market area, climb between other companies and prosper like a good company, even if that is being small and constant.

Mission:

The company’s mission is to create excellent quality software, capable of solving the client’s issues, and making the best work possible on that time, evolving in every possible aspect.

Objectives, requirements, success criteria and limitations:

Functional requirements:

- “An online store for seller companies and buying clients”.
- Capable of bringing a good UI (User Interface) being simple and complete.
- Being able to store the important user and company data (requirements for login, Product information, etc).

Non functional requirements:

- A good performance.
- A trusted system, being able to protect the companies and user’s data from external threats.

objectives:

develop a shop capable of gestion products, users capable of buying those products and other companies/fisical stores capable of selling their products.

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**success criteria:**

The only success criteria we have is our client's happiness.

limitations:

- Development time.
- Systems complexity.
- Lack of workers' experience and knowledge.

System's design considerations:

at the moment of elaborating the system:

- it must have a friendly UI (buttons on hot spots and well seen)..
- not an "epileptic" color pallet.
- not too confusing (clear web site and well classified with everything having their site).



SWOT ANALYSIS:

Company:

Strengths	Opportunities	Weaknesses	Threats
Technical knowledge in specific technologies:	Demand for web solutions	Lack of work experience	Competence
Experienced mentors	Support and networking	Limited resources	Financial risks
Responsibility and commitment	Personal and professional growth	Time Balance	Rapid technological advancement
Technology Resources	Adaptation to customer needs	Management capacity	High demand for quality

Ian Villero:

Strengths	Opportunities	Weaknesses	Threats
Responsibility	Extensive available Studies	Lack of knowledge of certain areas	
Computer Understanding and Knowledge	Ease of Work Abroad	Lack of management	
Availability	Support and networking	Lack of work experience	

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Franco Garcia:

Strengths	Opportunities	Weaknesses	Threats
Work Experience	Contacts in the field	procrastination	Internet access for the WiFi company
availability	Easy access to outside help	Lack of memory	Access to constant electric light for the neighborhood
Computer skills	telecommuting capability	Attention Difficulty	

Mathias Rodriguez:

Strengths	Opportunities	Weaknesses	Threats
Work Experience	Job Availability	Lack of management	
Technical and Labor Knowledge	Networking	Forgetful	
Responsible	Capacity for personal growth	Limited access to advanced resources	

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Santiago Abrines:

Strengths	Opportunities	Weaknesses	Threats
Responsibility for things of interest	networking	Procrastination	Limited access to technology resources
Access to educational resources	Online courses	Lack of management	insufficient preparation of soft skills
Solid academic background	Demand for digital skills	Lack of knowledge in several areas	

Advertising:

The advertising that will be carried out for the company to have recognition would be having an Instagram account, with ads both on Youtube, on Instagram itself, and with news via Google.

The type of advertising would be saying all the favorable points and showing with short (but effective) examples so that it is seen that a good expectation is met in favor of the user (customer).

The location of the company will be made in Uruguay due to the little "competitiveness" that exists within the country, since there are not some renowned companies in it, the most recognized that are not in the country is Amazon.

This localization can lead to several benefits in the medium term due to being a local company and with many novelties.

Summary

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The problems that we could have as a company would be excessive expenses, bad coexistence, etc.

The purpose would be to progress as a group (company), to be able to expand worldwide and to be able to be recognized worldwide.

The methodology of this project is based on its planning and organization, the organization that exists is based on seeing us to look at what each one of us did and what we need to do.

The result of the company is to be able to provide users (customers) with a good service so that they can trust us.

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The final conclusion of the project is that it was possible to elaborate and propose the proposed objective of the creation of the same project, in which the main aspects such as the operational, marketing and financial area were addressed.

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