



S.I.G.T.O.

Inglés

Software Code Builders

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TERCERA ENTREGA

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Inglés **primera entrega**

Identification of team members, the criteria used for forming the group, and the explanation of each member's assigned roles.

Roles

- Scrum Master: Joaquin Bebekian
- Development Team:: Nicolas Ces
- Development Team: Ignacio Serpa, Nicolas Ces, Joaquin Bebekian

Criteria for Group creation

- Complementary Skills: Members with complementary skills were selected to cover all project areas (backend, frontend, analysis, design, and management).
- Experience: Priority was given to members with prior experience in similar projects to ensure a solid foundation.
- Availability: The time availability of each member was considered to ensure the necessary dedication.
- Compatibility: The work compatibility between members was taken into account to foster an efficient collaborative environment.



Team Members:

Member 1: Joaquin Bebekian

- Role: Product Owner
- Selection Criteria: Experience in project management and communication skills.
- Responsibilities: Define and prioritize the Product Backlog, communicate with stakeholders, and ensure the team is working on the most valuable stories.

Member 2: Nicolas Ces

- Role: Scrum Master
- Selection Criteria: Knowledge of agile methodologies and facilitation skills.
- Responsibilities: Facilitate Scrum ceremonies, remove impediments, and ensure the team follows agile practices.

Member 3: Ignacio Serpa

- Role: Developer Team Member
- Selection Criteria: Technical skills in web development and databases.
- Responsibilities: Implement system functionalities, develop the database, and actively participate in sprint planning and reviews.



Vision

We are a web development team committed to excellence, meeting the requirements to stand among the best companies in the sector. We distinguish ourselves by our originality and innovative approach, guaranteeing unique and personalized solutions for each client.

Mission

Our mission is to provide our clients with an intuitive and reliable e-commerce platform where they can quickly and securely find and purchase products.

We commit to

- Offering a wide variety of products at competitive prices.
- Providing excellent customer service, promptly resolving questions and issues.
- Implementing advanced technologies to ensure the privacy and security of transactions.
- Maintaining efficient logistics to ensure quick and accurate deliveries.
- Fostering a collaborative and motivating work environment for our team, promoting innovation and continuous improvement in all our processes.

Usability

The system must be intuitive and easy to use for all users.

Scalability

It must be able to grow and adapt to an increase in users and data.

Security

Implement robust security measures to protect user data.

Performance

Optimize the system to ensure fast and efficient response times.

Compatibility

Ensure the system is compatible with different devices and browsers.



Objectives:

- Primary: Develop a functional online store that allows users to register, log in, manage products, and make purchases.
- Secondary: Ensure a smooth user experience, efficient system management, and a secure payment process.

Requirements

- Functional:
 - User registration and authentication.
 - Product management (add, edit, delete).
 - Shopping cart and checkout process.
 - Product display and details.
 - User and permission management.
- Non-Functional:
 - Performance: The system must respond in less than 2 seconds under normal load.
 - Security: Protect personal data and transactions.
 - Usability: User-friendly interface.

Success Criteria

- Usability: Positive user feedback in usability tests.
- Functionality: All key functionalities must be implemented and operational.
- Performance: The system must meet performance requirements under load.
- Security: No critical vulnerabilities detected in penetration tests.

Limitations

- Human Resources: Limited number of available developers.
- Time: Limited time for each sprint and project delivery.
- Budget: Limited financial resources for tools and external services.



Segunda entrega

SWOT Analysis - Target Population of the System

Strengths

- Legal Structure SRL (Limited Liability Company): Offers protection of personal assets and flexibility in management.
- Business Model: Low operational costs with access to a global market, enabling a wide reach.

Weaknesses

- Limited Scalability: The legal form of SRL in Uruguay restricts scalability without complete restructuring.
- Tax Regulation: The lack of a simplified tax regime increases administrative burdens and costs.

Opportunities

- Expansion of E-commerce: Continuous growth in emerging markets seeking to digitalize their operations.
- Technological Innovations: Advances in digital platforms and logistics that optimize operational efficiency.

Threats

- Intense Competition: Large platforms and new startups fiercely compete in the market.
- Changing Regulations: Adapting to local and international regulations can impact operations.

Strategies to Use

- Innovation in User Experience (UX/UI): Continuously improving interface and functionality to ensure a differentiated and competitive user experience.



MARKETING PLAN

Consumer Identification and Market Segments

Main Segments: Companies seeking technological solutions to optimize their digital operations, including SMEs and large corporations interested in improving security, efficiency, and user experience on their digital commerce platforms.

Market Study

Survey: A study was conducted, including interviews and surveys with companies, revealing that the most valued aspects are ease of integration, data security, and agile and specialized technical support.

Competition Analysis

Market Division: The market is fragmented among large providers of comprehensive solutions, companies offering specialized tools, and local providers customizing their services. Highlighting the unique value proposition of ASSET STORE will be key to competing effectively.

Market Entry Strategy and Positioning

Entry Strategy: Introduction of personalized and adaptable solutions through an intuitive and secure platform that facilitates digital transformation.

Positioning: Emphasize reliability, security, and exceptional technical support to stand out in a saturated market.

Profitability Analysis and Growth Opportunities

Profitability: Based on operational efficiency, competitive pricing, and a constantly expanding market. Differentiation through quality and customer support will increase loyalty and retention.

Growth Opportunities: Expansion into new industrial sectors and diversification of the technological solutions offered.



Justification for the Company's Location

ASSET STORE will be located in Montevideo, Uruguay, a strategic city for technology companies due to its advanced infrastructure, business-friendly environment, and access to specialized talent in IT and technology. Uruguay stands out for its political and economic stability, as well as its digital connectivity, facilitating operations for companies aiming to expand into international markets. Additionally, Uruguay's supportive policies for technological innovation and digitalization are key factors driving the growth of startups and tech companies, creating an ideal ecosystem for ASSET STORE's development and expansion.

Detailed Contents for the Project Abstract

The ASSET STORE project focuses on developing and providing technological solutions to optimize business digital platforms, particularly in e-commerce. Our approach is centered on creating intuitive and secure systems that facilitate the digital transformation of companies, enhancing efficiency, security, and user experience in their digital operations. ASSET STORE stands out for its ability to customize solutions and provide specialized technical support, ensuring continuous adaptation to the evolving needs of the market.



Speaker 1: Joaquin Bebekian (Scrum Master)

Introduction and Team Presentation / Introducción y Presentación del Equipo

Good [morning/afternoon], esteemed committee. Today, we have the honor of presenting our project, Asset Store. This e-commerce platform has been developed to offer an efficient, secure, and user-friendly shopping experience. Our team consists of:

- Myself, Joaquin Bebekian, serving as the **Product Owner**. I am responsible for defining and prioritizing the Product Backlog, maintaining communication with stakeholders, and ensuring that we work on the most valuable features.
- **Nicolas Ces**, our **Scrum Master**, who ensures that our team follows agile practices and resolves any impediments.
- **Ignacio Serpa**, a **Developer Team Member**, who implements core functionalities and manages our database.
- And [Speaker 4: [Your Name or Additional Member]], contributing to [specific roles or contributions].

Traducción: Buenos [días/tardes], estimado comité. Hoy tenemos el honor de presentar nuestro proyecto, Asset Store. Esta plataforma de comercio electrónico ha sido desarrollada para ofrecer una experiencia de compra eficiente, segura y fácil de usar. Nuestro equipo está compuesto por:

- Yo, Joaquin Bebekian, actuando como **Product Owner**. Soy responsable de definir y priorizar el Product Backlog, mantener la comunicación con los interesados y asegurar que trabajemos en las funcionalidades más valiosas.
- **Nicolas Ces**, nuestro **Scrum Master**, quien asegura que el equipo siga las prácticas ágiles y resuelve cualquier impedimento.
- **Ignacio Serpa**, miembro del equipo de desarrollo, que implementa funcionalidades clave y gestiona nuestra base de datos.
- Y [Ponente 4: [Tu Nombre u otro miembro adicional]], contribuyendo a [roles o contribuciones específicas].



Speaker 2: Nicolas Ces (Development Team Member)

Project Development Overview and Methodology / Descripción General del Desarrollo del Proyecto y Metodología To ensure a structured approach, we adopted the **Scrum methodology**, which allowed us to divide the development into manageable sprints. Each sprint lasted two weeks and included:

- **Sprint 1:** Setting up the project environment, designing the database, and structuring the project files.
- **Sprint 2:** Developing user registration and login functionalities, with strict validations to enhance data security.
- **Sprint 3:** Implementing product management functionalities, enabling administrators to add, edit, and delete products.
- **Sprint 4:** Creating the shopping cart functionality and integrating the payment process, ensuring a smooth checkout experience. Daily stand-ups and sprint reviews were held to track progress and adapt as needed.

Traducción: Para asegurar un enfoque estructurado, adoptamos la **metodología Scrum**, que nos permitió dividir el desarrollo en sprints manejables. Cada sprint tuvo una duración de dos semanas e incluyó:

- **Sprint 1:** Configuración del entorno del proyecto, diseño de la base de datos y estructuración de los archivos del proyecto.
- **Sprint 2:** Desarrollo de las funcionalidades de registro e inicio de sesión de usuarios, con validaciones estrictas para mejorar la seguridad de los datos.
- **Sprint 3:** Implementación de funcionalidades de gestión de productos, permitiendo a los administradores agregar, editar y eliminar productos.
- **Sprint 4:** Creación de la funcionalidad del carrito de compras e integración del proceso de pago, asegurando una experiencia de compra fluida. Se realizaron reuniones diarias y revisiones de sprint para monitorear el progreso y adaptarnos según fuera necesario.

Speaker 3: Ignacio Serpa (Development Team Member)

Key Functionalities and Challenges / Funcionalidades Clave y Desafíos The main functionalities developed in Asset Store include:

- **User Registration and Authentication:** A secure and efficient process for users to create accounts and log in.
- **Product Management:** Administrators can easily manage the product catalog, including adding, editing, and removing items.
- **Shopping Cart and Checkout:** Users can add products to their cart, modify quantities, and proceed through a secure payment process.



One of the main challenges we faced was implementing robust data validation for both user inputs and database interactions. This was essential to ensure a secure and reliable platform. We also encountered challenges in optimizing the user experience to make the platform intuitive. Through iterative testing and feedback, we overcome these obstacles.

Traducción: Las principales funcionalidades desarrolladas en Asset Store incluyen:

- **Registro y autenticación de usuarios:** Un proceso seguro y eficiente para que los usuarios creen cuentas e inicien sesión.
- **Gestión de productos:** Los administradores pueden gestionar fácilmente el catálogo de productos, incluyendo agregar, editar y eliminar artículos.
- **Carrito de compras y proceso de pago:** Los usuarios pueden añadir productos a su carrito, modificar cantidades y proceder con un proceso de pago seguro.

Uno de los principales desafíos que enfrentamos fue implementar validaciones de datos robustas tanto para las entradas de los usuarios como para las interacciones con la base de datos. Esto era esencial para garantizar una plataforma segura y confiable. También encontramos desafíos al optimizar la experiencia del usuario para que la plataforma fuera intuitiva. A través de pruebas iterativas y retroalimentación, superar estos obstáculos.

Reflection, Results, and Future Vision / Reflexión, Resultados y Visión Futura

Developing this project has taught us the importance of adaptability and collaboration.

Positive outcomes include meeting all primary objectives, such as functionality, usability, and security standards. Feedback from initial usability tests indicated user satisfaction, with most praising the ease of use and reliability.

Lessons learned involve the critical role of communication and efficient time management. While our collaboration was effective, we identified opportunities for improvement in handling unexpected validation issues more promptly.

Looking forward, Asset Store has strong potential for further development. Future goals include:

- **Scaling the Platform:** Enhancing the system's capacity to handle more users and data.
- **User-Centric Enhancements:** Adding personalized recommendations and more interactive features.
- **Compliance with International Regulations:** Strengthening data protection measures to meet global standards.



Traducción: Desarrollar este proyecto nos enseñó la importancia de la adaptabilidad y la colaboración. **Resultados positivos** incluyen el cumplimiento de todos los objetivos principales, como la funcionalidad, la usabilidad y los estándares de seguridad. La retroalimentación de las pruebas de usabilidad iniciales indicó satisfacción de los usuarios, la mayoría elogió la facilidad de uso y la fiabilidad.

Las lecciones aprendidas implican el papel crucial de la comunicación y la gestión eficiente del tiempo. Si bien nuestra colaboración fue efectiva, identificamos oportunidades de mejora en el manejo de problemas de validación inesperados de manera más rápida.

De cara al futuro, Asset Store tiene un gran potencial para un mayor desarrollo. Los objetivos futuros incluyen:

- **Escalar la plataforma:** Mejorar la capacidad del sistema para manejar más usuarios y datos.
- **Mejoras centradas en el usuario:** Agregar recomendaciones personalizadas y funciones más interactivas.
- **Cumplimiento con regulaciones internacionales:** Fortalecer las medidas de protección de datos para cumplir con los estándares globales.