Phoenix Flight

Outcomes Document

Student(s) Name:

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Project Name:

Pawncore: The Core of Your Pawn Business

Project Description:

Pawncore is an all-in-one pawn management and point of sales system. The management software is targeted to the small family-owned pawn shops who are struggling with inefficiency and outdated systems. Our goal as a company was to design and develop a complete pawn management system which would enable a small business owner to greatly increase profitability through an increase in efficiency.

Project Outcomes

Stage Achieved: [Highlight One]

- Prototype
- Website
- Minimal Viable Product
- Ad Test
- Multiple Ad Test

Description of What You Achieved:

Throughout this project, our biggest struggle as a team was time. During each sprint we tended to assign ourselves more than we could handle. Therefore, we only achieved up to the website creation. Due to the vast size of our software, most of our time was spent on panning and developing the product itself. In the beginning of the internship, we spent much of our time on the planning of the software in the forms of a Software Requirement Specification, Database ER Diagrams, User Flow Diagrams, and Wireframes. Following our planning, we were able to start the development which took way more time than we had predicted. Even for the MVP, the vast amount of functionality required, and the little time frame given, we were unable to get a working product. Since our product was not coming along as fast, for our last 2 sprints, more time was focused on the marketing and business development. Our MVP is still in development stage with only the base client UI developed. Our backend database was also created with 2 of the API routes completed. Unfortunately, we were unable to integrate between the backend and frontend, aside from the Customer view, which does pull the customers from the database.

Do you plan to continue this project after this semester?

After this semester, the project will be continued, but put more on the backburner. It would take a long time to develop a product that competes with its competitors just due to the shear number of features that the competitors already have. In addition, the competitors have a strong hold on the market and due to the type of system, its unlikely to pull customers away from it with our value propositions of being more efficient and easier to use.

Documentation of Minimal Viable Product: (logo, CAD models, UI interface, etc.)

The web application is in development, but accessible at https://pawncore.syzcosoftware.com/

The code can be viewed at https://github.com/Syzco/pawncore/

Our marketing website can be viewed at https://maverick33948.wixsite.com/pawncore/

Business Planning:

Business Model Canvas		Designed for: Pawncore	Designed by: Pawncore Developers	Date: 06/06/2021	Version: 1.0

Business Model Canvas

Designed for: Pawncore
Designed by: Pawncore Developers
Date: 06/06/2021
Version: 1.0

Key Partners
- Online Sales Platforms (eBay, Amazon, Etsy, Facebook, OfferUp)
- Printer/Paper Companies (HP, Dell, Zebra)
- Leads Online
- MailChimp
- Payment Processors (PayPal, Authorize.Net)
- Local Pawn Shops

Key Activities
- Setup of Systems
- Maintenance of Software / Website / Apps
- Marketing/Sales
- Customer/Technical Support

Key Resources
- Pawn Shops
- Colocation Center (Server Hosting)
- Developers
- Sales Team
- Brand

Value Propositions
- Increase efficiency through streamlining daily processes.
- Save labor costs through automatic listing.

Customer Relationships
- Social Media, Website, Email
- 3rd Party API
- Our Software

Channels
- PC Software
- Web Application
- Mobile App

Customer Segments
- Pawn Shops

Cost Structure
- Operating Costs to Host/Deliver the Software
- Salaries

Revenue Streams
- Licensing Fees or Transactional Fees

Sergio Hernandez

"I'm looking for a system that will help me organize my Pawn Shop business."
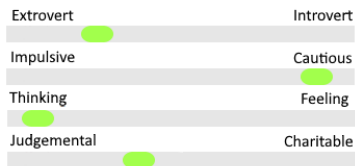
AGE 44
OCCUPATION Owner/Manager
LOCATION Lakeland, FL

Bio

Sergio is the manager at a local Pawn Shop. He enjoys guns, gold and making sales. He currently uses an outdated method of organizing his profit data. He wants a system that will help him manage and organise his business.

Personality

Extrovert	Introvert
Impulsive	Cautious
Thinking	Feeling
Judgemental	Charitable

Brands

AMAZON   GOLDPRICE EST. 2002
GUN BROKER.COM   ebay

Goals

- To spend less time organizing and more on sales
- To maximise profits
- To simplify the manging and organising of his business

Fustrations

- Outdated organization methods
- Not tech-saavy at all
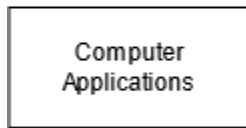- Managing the business isn't very efficent

Motivations

Profit
Covenience
Speed

Technological Skills

IT & Internet
Software
Mobile Apps
Social Networks
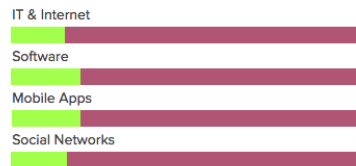
Software Planning:

Frontend

Web Application

Computer Applications

Mobile Applications

Backend

POS Application Server (API)

Database
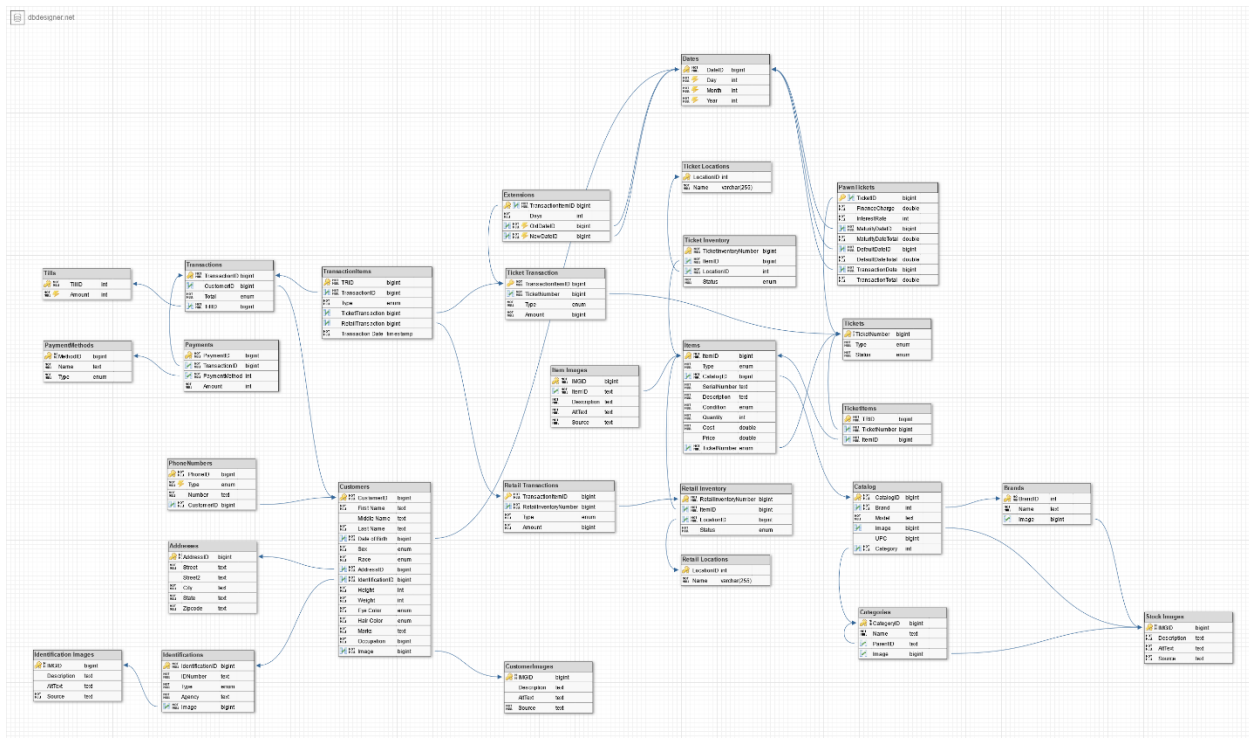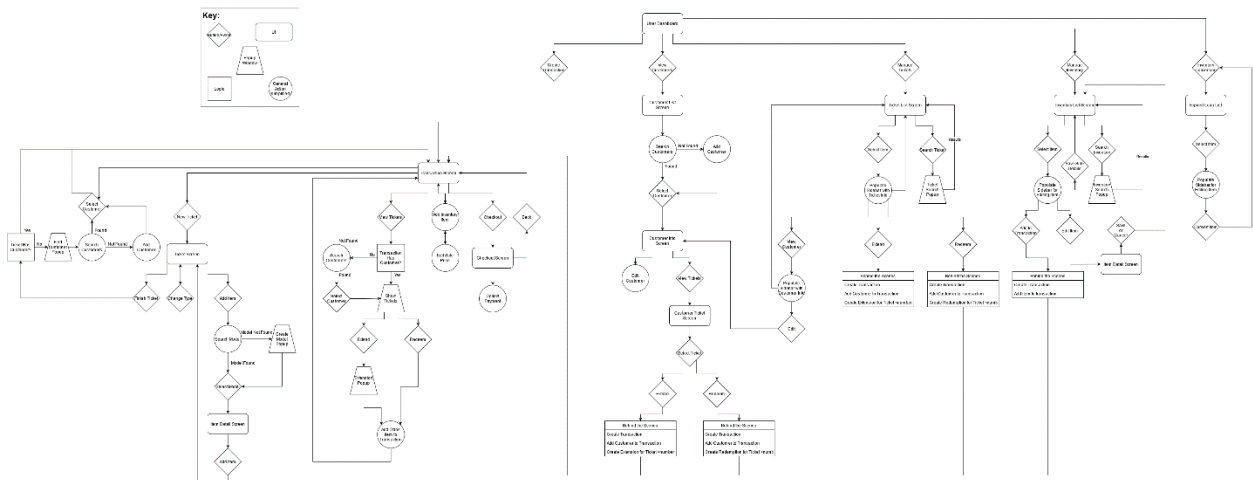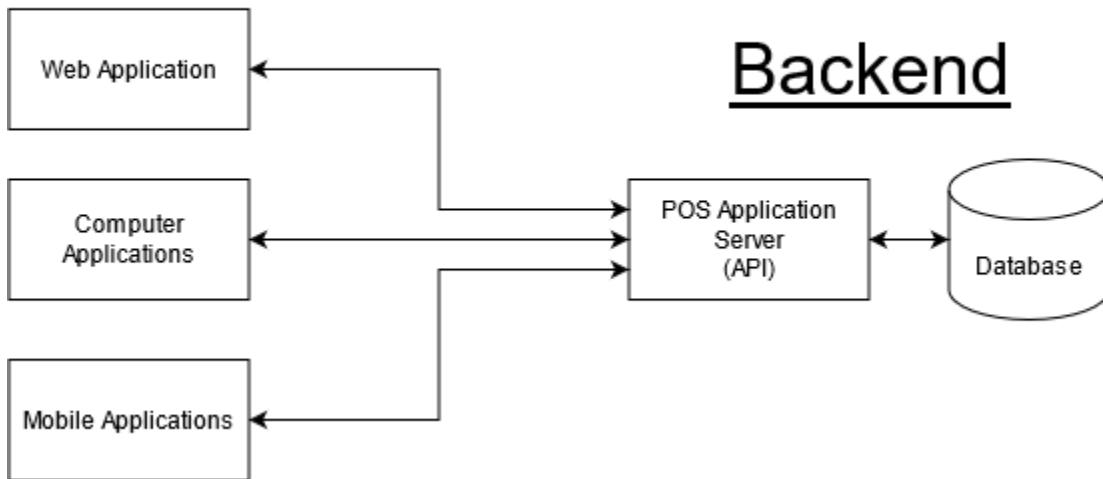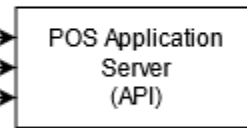
Wireframe Designs:

General UI Layout

TITLE IN THE MIDDLE UP HERE

Customer Card /
Customer Search

Navigation

Main Page Panel:

This will display lists, transaction info, ect.

Information Panel
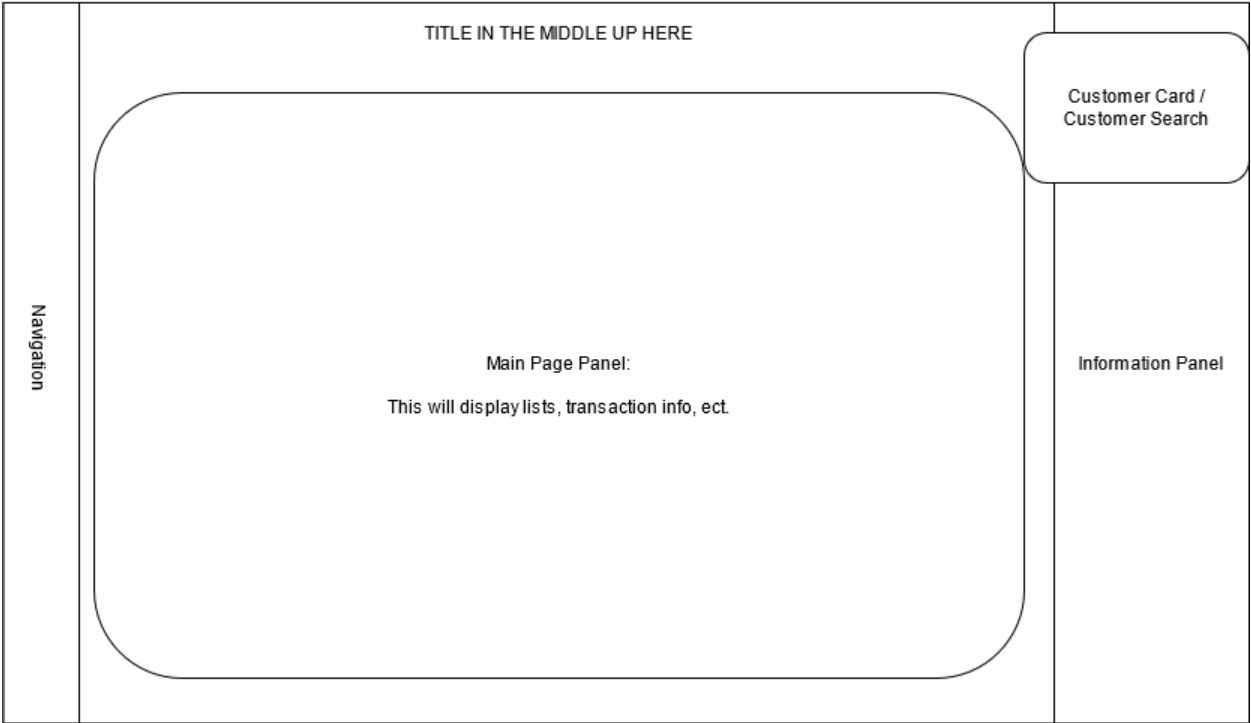
Kyle Anderson - Checkout

Type	Item	Quantity	Total	Payment Type
Buy	Whale Bone Walking Stick	1	$90	Card : Mastercard
Buy	Viagra	3 pills	$14.23	Card : Mastercard
Pawn	Gold Bar	2 kilos	+$116,332	Cash

Steve Anderson
(000) 598-1874
6636 Main St.
Lakeland, Fl 33805

x

Item Count: 4

Subtotal: + $116,227.77

Confirm Payment   Cancel

Add Item - Milwaukee MN-1039

← ■◄ ■◄ + →

Serial Number 000000000000000   Quantity 0   Condition Very Good ▼

Item Description

Write some item details here...

Add Item   Discard

First Name   Last Name

Email Address

Phone Number

Search Customer

Something to go here

Create a New Ticket - Add Item

Search an Item Here

Brand: Milwaukee
Model: MN-1039
UPC: 10000000010101
Category: Tools > Hand Tools > Wrench

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Can't find what you are looking for? Click here to add a new model.

First Name | Last Name
Email Address
Phone Number

Search Customer

Something to go here

Create a New Ticket

Ticket Items   Add Item

Inventory Number	Product		Quantity	Price	Cost	Default Date	
356121		Bathing Shampoo	1	$654	822	6/20/2021	View
356122		Bathing Shampoo	2	$654	812	6/18/2021	View
356632		Running Shoes	100	$654	700	6/18/2021	View
356782		Toilet papers	320	$654	500	6/17/2021	View

The list is not complete. This is using placeholder information.

Thomas Mitchel
(000) 000-0000
1234 Sesame St.
Lakeland, Fl 33805

Make this fancier...

Item Count: 4
Subtotal: $150.00

Checkout   Cancel

Customer Lists

CustomerId	Name	Age	Sex	Phone
000001	Kyle Anderson	28	Male	(000) 000-0000
000483	Nikki Anderson	32	Female	(000) 324-3223
033552	Steve Anderson	51	Male	(000) 598-1874

X

Kyle Anderson
(000) 000-0000
1234 Sesame St.
Lakeland, Fl 33805

Name: Kyle John Anderson

Date of Birth: 04/21/1993
Sex: Male
Race: Hispanic

Height: 5' 10'
Weight: 174lb

Eye Color: Brown
Hair Color: Black
Marks: None
Occupation: Janitor

Edit Customer   View Tickets

To Do List

- ☑ Lorem ipsum is some dummy text generator
- ☑ Lorem ipsum is some dummy text generator
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Total Inventory	Items Ready to be Forfeited	Items to be Priced	Completed Tasks
123,456 ▼ 25%	14 ▲ 10%	5 ▼ 10%	7 ▲ 20%

Today's Pawn Balance	Today's Sales	Sales (YTD)	Total Customers
($525) ▼ 25%	$1,534 ▲ 7%	$155K ▲ 25%	4234 ▲ 19%

Products Needing Pricing

Inventory Number	Product	Quantity	Price	Cost	Default Date	
356121	Bathing Shampoo	1	$654	822	6/20/2021	View
356122	Bathing Shampoo	2	$654	812	6/18/2021	View
356632	Running Shoes	100	$654	700	6/18/2021	View
356782	Toilet papers	320	$654	500	6/17/2021	View

Not sure what to put here, some other useful stuff, though.

The list is not complete. This is using placeholder information.

Editing Customer #033552

Steve Anderson

6636 Main St.

Lakeland, Fl 33805

Date of Birth: 01/03/1970
Sex: Male
Race: White
Height: 6' 2''
Weight: 201 lb

Customer Id: 033552
Eye Color: Blue
Hair Color: Dirty Blonde

Occupation: IT Specialist
Marks: Leg Dragon Tattoo

Additional Customer Information goes here that doesn't fit the other criteria

Is Married, Wife named Joanne etc

Save Changes   Discard

First Name   Last Name
Email Address
Phone Number

Search Customer

Able to search for another customer

Something to go here

Inventory List

Bathing   ⊕

Products Needing Pricing

Inventory Number	Product		Quantity	Price	Cost	ItemId	
358121		Bathing Shampoo	1	$654	822	593823	Edit
358122		Bathing Shampoo	2	$654	812	593824	Edit

Bathing Shampoo

Item Id: 593823
Inventory Number: 356121

Type: Cleaning Supplies
Catalog: 4922031

Quantity: 1
Price: $654
Cost: $822

Condition: New
Description: A bottle of Shampoo

Serial Number: xxx-xxxx-xxx

Ticket Number: 4023

Save

Showing Tickets - 356121

356121 →

Ticket Id	Owner	Items Count	Total	
356121	Kyle Anderson	24	$654	↓

X

Kyle Anderson
(000) 000-0000
1234 Sesame St.
Lakeland, Fl 33805

Ticket ID: 356121

Type: Buy
Status: Active

Owner: Kyle Anderson
Item Count: 24

Total $654

Redeem   Extend

Transactions

356121 →

Inventory Number	Product		Quantity	Price	Cost	Default Date
356121		Bathing Shampoo	1	$654	822	6/20/2021
356122		Bathing Shampoo	2	$654	812	6/18/2021
356632		Running Shoes	100	$654	700	6/18/2021
356782		Toilet papers	320	$654	500	6/17/2021

Edit Ticket

X

Nikki Anderson
(000) 324-3223
4432 Sesame St.
Lakeland, Fl 33805

Item Count: 4
Subtotal: $150.00

Confirm   Cancel

Marketing:

PAWN CORE

Pawn management software

FFFFFF	D1F1F4	75E6DA	4169E1	36454F	2A363E

Pawncore - ColorPallete

coolors

Bring your business to the modern day

More info

The list is not complete. This is using placeholder information.