



# OutGoWhere

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## Motivation

With a very high stress level country, Singapore has seen a growing concern over its national health awareness. A higher level of sports participation could contribute to the promotion of the national health awareness.

Among **3.5 million** Singapore residents over 13 years old. **54%** of the population exercise regularly (once a week or more). Top sports exercised are outdoors, i.e. jogging, running, football, swimming etc. This translates to **320 million times** of exercise per annum in Singapore. We aim to provide real time weather condition for everyone to plan outdoor activities, and foster health awareness in the community to engage more residents in outdoor activities.

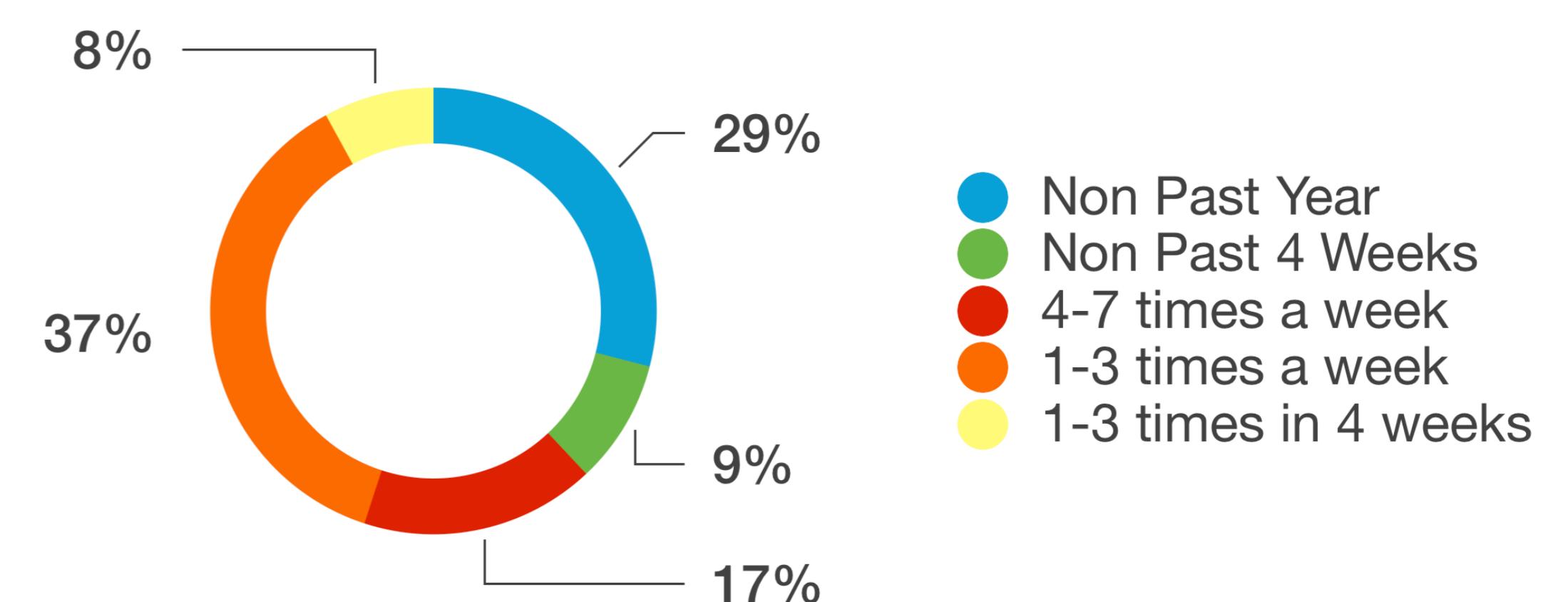


Figure 1. Percentage of active exercisers, from Sports Singapore

## Business Model

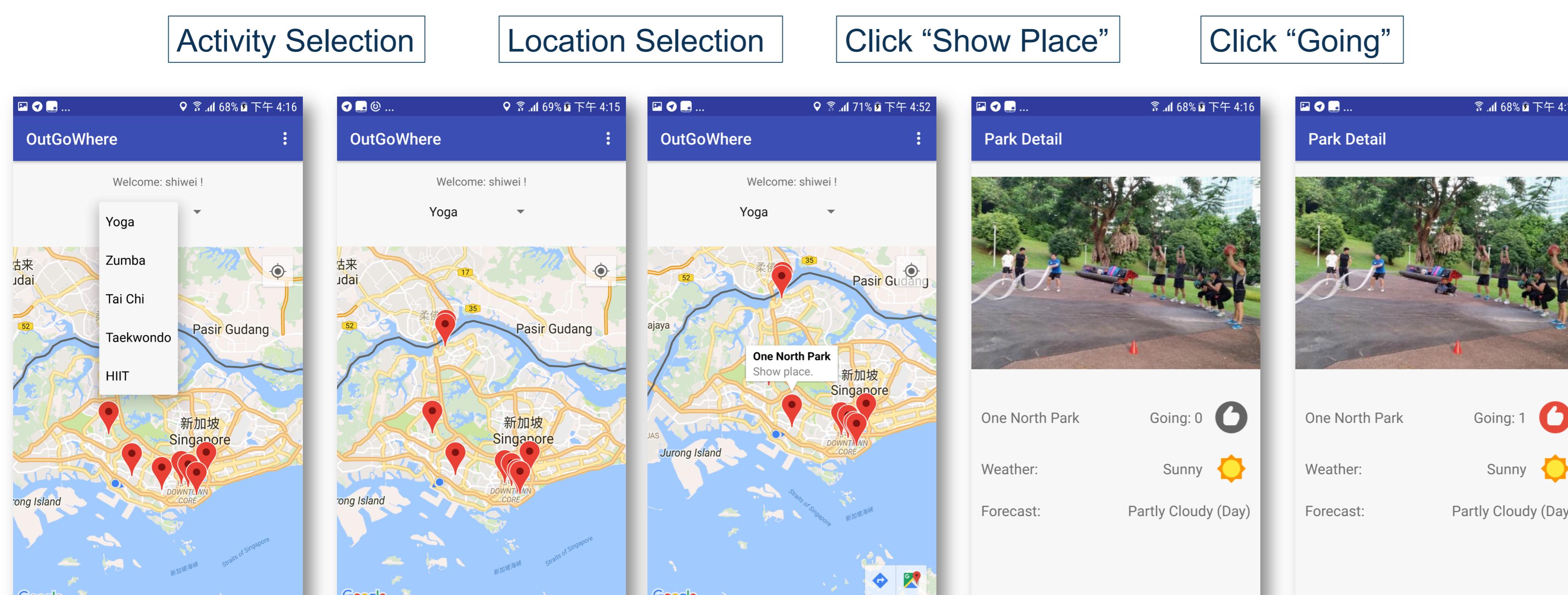


Figure 2. Application user interface 1 to 5

## Competitive Advantage

- ✓ We focus on mild activities instead of the ones that require more rigorous training;
- ✓ We focus on Singapore and provide real-time weather data that updates the availability of the venues constantly, which is specifically designed for a place with whimsical weather such as Singapore;
- ✓ OutGoWhere is a free to download product from the Google Play Store;
- ✓ OutGoWhere also provides an interaction interface where each individual can indicate whether he or she is going to a particular place; this feature makes use of the herding effects and will increase stickiness of users if they can make friends through the app.

## Implementation

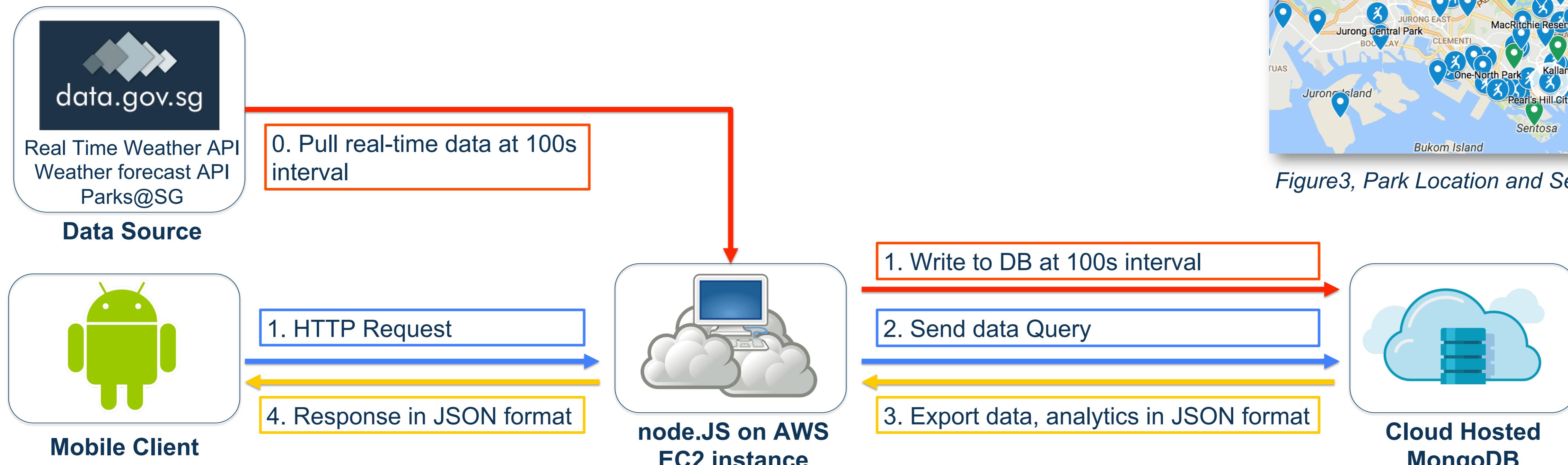
### Why Cloud?

With 320 million potential access queries per annum, the average usage could be up to **nearly 1 million per day**, considering demand spikes, the actual traffic could be even higher.

1. High upfront capital cost of on-premise solution
2. Elasticity: Seasonal Demand; Daily demand pattern; Demand Spike due to business growth
3. Time to market: Cloud solution eliminates procurement, hardware setup etc.

Table 1. On-premise vs Cloud cost comparison over 5 years cycle

On Premise	Cost/\$	Cloud	Cost/\$
Hardware (PowerEdge T110 II)	4000	Amazon EC2 t2.2xlarge	441.67/mth
Network	35/mth	Amazon CloudWatch	6.65/mth
Utility	70/mth	Database Server	180/mth
Software License	1000	—	—
Staffing/Consulting	1000/mth	—	—
Monthly Cost Over 5 years	1188.33	Monthly Cost Over 5 years	628.32



### Input data + Pre-processing

- ✓ Park filtering
- ✓ weatherAPI
- ✓ Sensor Selection Algorithm

### Architecture

- ✓ From input data to mobile client, Refer to Scheme 1

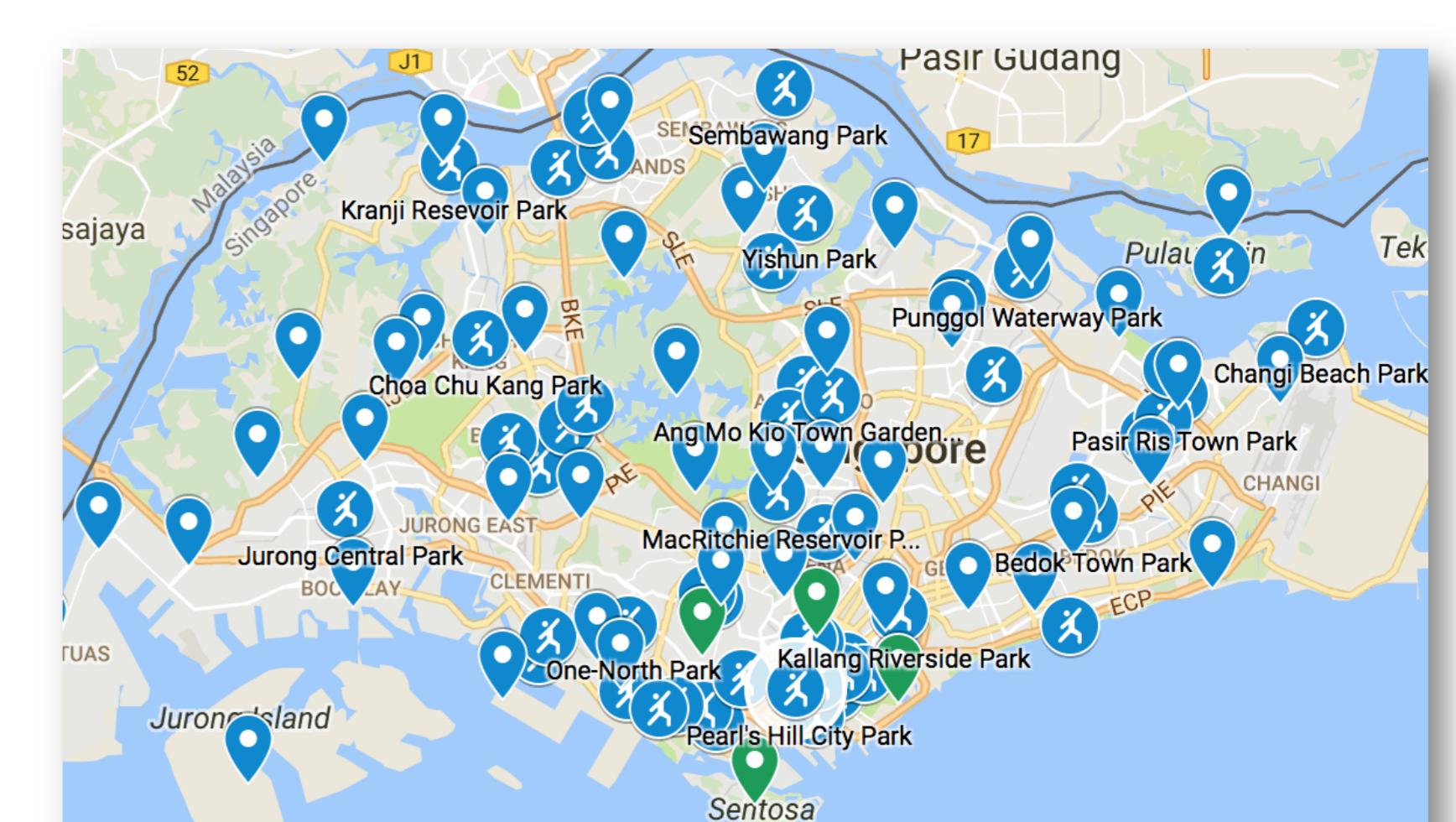


Figure 3. Park Location and Sensor Mapping

## Revenue Model

With 320 million potential visits per year, we propose 4 revenue channels:

- ✓ Collaboration with government campaign
- ✓ Brand loyalty programs, according to user activity preference
- ✓ Shopping mall vouchers according to user frequent visited locations
- ✓ Data analytics report to Government agencies, Sports event organizers



Government Campaign Collaboration



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