|  |
| --- |
|  |
| **S1LGR0 SHARE** |
| **S1LGR0 TECHNOLOGY** |
| Grace, Sunny, Lucas, Issy, Owen, Royce |

|  |
| --- |
| **Word Count:** |

Table of Contents

[1.0 Iteration 2](#_Toc13223055)

[1.1 Iteration Goals 2](#_Toc13223056)

[1.3 Meeting Summaries 4](#_Toc13223057)

[1.4 Process Methods 9](#_Toc13223058)

[2.0 Team 9](#_Toc13223059)

[2.1 Team Members 9](#_Toc13223060)

[2.2 Team Roles 9](#_Toc13223061)

[2.3 Task Management 9](#_Toc13223062)

[2.4 Team Values and Communication 9](#_Toc13223063)

[3.0 Project Planning 10](#_Toc13223064)

[3.1 Industry Analysis 10](#_Toc13223065)

[3.1.1 Gumtree Industry Analysis 10](#_Toc13223066)

[3.1.2 OFO Industry Analysis 11](#_Toc13223067)

[3.1.3 Uber Industry Analysis 12](#_Toc13223068)

[3.1.4 Similarities 13](#_Toc13223069)

[3.1.5 Differences 13](#_Toc13223070)

[3.2 Competitive Analysis 13](#_Toc13223071)

[3.3 Client Analysis 14](#_Toc13223072)

[3.4 Company Analysis 14](#_Toc13223073)

[3.5 Marketing and promotional strategy 14](#_Toc13223074)

[3.6 Initial Features 14](#_Toc13223075)

[3.7 Initial Plan 14](#_Toc13223076)

[3.8 Risk Management 14](#_Toc13223077)

[3.9 Development 14](#_Toc13223078)

[4.0 Software 14](#_Toc13223079)

[5.0 Software 14](#_Toc13223080)

[6.0 Project Overview 14](#_Toc13223081)

# Iteration

## 1.1 Iteration Goals

WHAT: Design a shared economy platform, the supply side to transfer the right to use goods or provide services that they can obtain a certain amount of monetary return; the demand side does not directly own the ownership of the goods, through rental or borrowed sharing to use the goods, that they can reduce economic pressure or obtain convenience.

WHO: Every adult who desires to borrow or lend.  
For the lender:   
Valid contact information and a bank card needs to be bound to the online platform. This ensures the security and reliability of items listed on the website. It also ensures a contact measure for users to users.

For the borrower:   
Likewise, a bank card is bound to the online platform, and a phone number or email is reserved. This user selects the item they wish to borrow and returns the item within a specified time.

WHY: Effective sharing for convenience.  
First, the design of a website with shared economy can effectively reduce investment and save costs. Second, the rational allocation of products and services and the optimal allocation of resources will be realized. Then, in accordance with the consumption concept of green development, it is conducive to promoting sustainable development.

WHERE: Anywhere on the platform.  
This online based platform provides a location search where users can find items they desire to borrow in their closest proximity.

WHEN: Any time you need.  
The lender can list their items on the platform at any time at their convenience; the borrower can search for items and book a time frame for use wherever they need them.

HOW:   
For the lender:

Provide personal contact information and bind bank card   
Publish idle goods or provide services  
Set prices and rates  
Reach consensus with the borrower side  
Income through items lent.

For the borrower:

Provide personal contact information bind a bank card  
Search for items you need  
Select the desired items and the length of time  
Reach a consensus with the supplier  
Finally, the goods will be returned at a certain period of time.

1.2 Documentation：

Iteration Document  
Software Design Spec  
Software Requirements Spec  
Team Principles  
User Manual

## 1.3 Meeting Summaries

The team met for group activities on a daily basis. The meeting summaries are as below.

Table 1

|  |  |
| --- | --- |
| 2019/6/25  Team building  We finished building our team today, and  team members include Isabella, Royce, Sunny, Grace, Lucas, and Owen. | IMG_2021 |
| 2019/6/26  We got to know each other through MINDMAP, and we designed our team name and logo.  IMG_2037 | IMG_2035  IMG_2041 |
| 2019/6/27  We chose to focus on sharing economy, and companies in the same industry were analyzed by us, such as OFO, Gumtree, Uber. We studied the tea culture in the afternoon, and We tried the different kinds of tea, like West lake longjing tea/ dahongpao/ Green tea.  COVC5783 | IMG_2076  IMG_2078  IMG_2080 |
| 2019/6/28  Brainstormed for innovative ideas in the sharing economy. What can be innovation? How to innovation? And we analyzed it with six thinking hats.  IMG_2127 | IMG_2094  IMG_2097  IMG_2098 |
| 2019/7/1  For analysis results, we did customer demand analysis  IMG_2153  IMG_2154  IMG_2207 | IMG_2147  IMG_2161  IMG_2163  IMG_2189 |
| 2019/7/2  In order to ensure the smooth progress of the project, we planned the stages. And we did a simple user interface model on paper.  IMG_2243  IMG_2237 | IMG_2231  IMG_2234  IMG_2235 |
| 2019/7/4  Make sure our site is simple, clear and useful, we designed the various parts of the site.  IMG_2263  IMG_2262 | IMG_2261  IMG_2269 |

## 1.4 Process Methods

Process

Innovation Type  
Mind Mapping  
Six Thinking Hats  
Design Thinking

Overview of Team Facilitation

Project Overview  
Methods  
Brainstorming

Tools

Mind Mapping  
Six Thinking Hats

# Team

## 2.1 Team Members

## 2.2 Team Roles

## 2.3 Task Management

## 2.4 Team Values and Communication

# 3.0 Project Planning

## 3.1 Industry Analysis

A sharing economy is an economic system in which goods and services are shared between individuals for free or for a fee. Global trends driven by millennials have seen apps like Uber and Airbnb become popular. Growing customer demands are indicating customers desire cheaper yet more convenient options. It is expected that major industries will be impacted by the growing force and popularity of sharing economies since it lowers operating and production costs. Examples of such novel services that are entering this industry include applications like Boataffair and DesksNearMe which both offer unique rental services for customers.

Industry analysis on the three regularly used economies were completed and is as shown below.

### 3.1.1 Gumtree Industry Analysis

The Gumtree platform started as Australia’s local marketplace in 2000. It is now a worldwide company, acquired by Ebay.com this year. Through this platform, 85,000 new ads are being posted each day in Australia alone. The platform provides categories and subcategories for easy access of Products & Services offered for the community by the community.

**Profit Model**

Profits are made from selling online advertisements for third party companies. Gumtree also offers premium services for an additional fee.

**Newest Products/ Services**

Gumtree now offers automotive advertisements in partnership with Ebay. The categories have been broadened to include employment and property listings.

**Shortcomings**

* The inevitable scam – Gumtree overcomes this by implementing 24/7 customer support
* Limited liability for monitoring unauthorized or unlawful content on the service or use by users
* Gumtree excludes any liability to you for any loss or damage suffered by you as a result of Gumtree failing to comply with an applicable statutory guarantee under the Australian Consumer Law if you’re suffering such loss or damage was not reasonably foreseeable and was not directly caused by Gumtree
* Risk of personal loss

### 3.1.2 OFO Industry Analysis

OFO capitalises on Artificial Intelligence and Big Data technologies to provide China’s leading bicycle sharing platform   
Users can scan the QR code of their WeChat account to unlock and use the bicycles  
Processes are automated by the company  
Many people are able to use one bicycle

**Profit Model**

Main profit for OFO is the deposit which is paid upon signup.

Fee of 1RMB per hour is also charged for usage.

**Newest Products/ Services**

Improvements made by OFO is the reduction of rental costs and improving to have widespread of location all over china.

**Shortcomings**

* Rentals may not be refundable
* There is risk of bicycle accidents
* The company may make losses on damaged bicycles
* Social problems have also emerged with users not parking bicycles properly

**Improvements**

We suggest improvements to counteract the shortcomings. For example, the application can implement a verification system where the user can take responsibility for damage. A service team can be hired to ensure better management of the bikes. Cameras may also be installed to ensure security and safety, providing evidence for unfavourable situations.

### 3.1.3 Uber Industry Analysis

UBER is a peer-to-peer ridesharing, ride service hailing, food delivery and bicycle sharing system. This platform has two types of users, UBER riders and UBER drivers. Anyone with a car can drive with Uber and riders are able to book a ride within the application.

**Profit Model**

When riders book through UBER platform, a booking fee is profited by UBER. The UBER driver also profits a portion of the payment.

**Newest Products/ Services**

An innovative product by UBER, still in development, is AI controlled cars. UBER has also released a superior grading services such as UberXL, Uber Black, UberX.

Discount codes and promotions for new users are introduced to attract new riders.

**Shortcomings**

* Drunk and disorderly passengers causing damage to cars or intimidating drivers
* Application network failure/ server failure

**Improvements**

Some improvements to overcome the shortcomings can be introduced. For example, having mic or camera installed for all users to provide a safe journey. Offline access e.g. offline location sent or sent at most recent location can be implemented to prepare for network/server failure.

### 3.1.4 Similarities

* All some form of Sharing Economies
* Communication to and from users
* Lack of control of users
* Rely on mutual trust from all parties
* Partial revenue received from advertisement
* Requires internet and smartphone for use

### 3.1.5 Differences

* Gumtree and Uber are just platforms connecting people, whereas OFO utilises company property
* OFO and Uber offers one type of service/product (transportation) whereas Gumtree has many products and services

## 3.2 Competitive Analysis

This platform is an innovative new application based on a sharing economy.

## 3.3 Client Analysis

## 3.4 Company Analysis

## 3.5 Marketing and promotional strategy

## 3.6 Initial Features

## 3.7 Initial Plan

## 3.8 Risk Management

## 3.9 Development

# 4.0 Software Design Specifications

## 4.1 Front end (Issy, Owen)

Text here

## 4.2 Backend (Lucas, Royce)

Text here

# 5.0 Software Requirements

## 5.1 Front end (Issy, Owen)

Text here

## 5.2 Backend (Lucas, Royce)

Text here

# 6.0 Project Overview

6.1 Economic Benefit

The sharing economy uses already existing assets of users. This allows the platform to be used on a larger scale for more convenience and aims to meet the demand and supply ratio.

Another benefit of this platform is that it is self-regulated. Having an online platform to connect two users makes it easier to control

Quality control through the rating system and reviews allows more the

# 7.0 Technical Documentation

## 7.1 Languages

### 7.1.1 HTML

Text

Example implementation

### 7.1.2 Css

Text

Example implementation

### 7.1.3 Javascript

Text

Example implementation

### 7.1.4 Django

Text

Example implementation