

STRATEGIC DOING PROPOSAL

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Overview

Our team will create a digital repository that educates users with the concept of 'strategic doing' and provides information on building entrepreneurial ecosystems. This platform will allow users to upload content themselves while simultaneously showcasing particular individuals' ecosystems. These ecosystems will be based on the users' liking along with their academic and research interest.

Approach

Our team will approach this project using an iterative approach. We will work closely with the client representative for Kauffman, Professor Dempwolf, to ensure that the project meets the requirements. We will work to create a digital repository and website to achieve the end goal of collaboration through strategic doing.

The platform will be accessible to all, including users who have little technical knowledge and people with disabilities. Since the users include focused and general practitioners as well as researchers and administrators, we will conduct user testing and research to ensure that the end product fulfills their requirements.

Our team will collect data on the platform, assess the connections and collaboration with minimum intrusion. We will provide that analysis to the client about how to enhance further collaboration.

The goal is that by the end of this project, users from rural and urban America will develop greater connections, build a sense of community, and in turn collaborate on business ideas. Users will also be able to collect and submit data using the platform to enhance their experience.

Main Features

User side:

- I. An online digital database with upload and download features
- II. Open source data and documentary
- III. A website where users can collaborate

Administrator side:

- I. Security in terms of adding/editing and removing content
- II. Logs maintained on data usage and downloads
- III. A simple registration process to assign permissions
- IV. Authorization to provide access to platform
- V. Frequent data backup

Responsibilities

Client responsibilities: Provide the information on ecosystem and strategic doing, along with the resources needed to build the platform. Meet with our team on a weekly basis to get status updates.

Team responsibilities: To provide substantial and weekly updates about the project and by the end offer the two deliverables (1) open source database and (2) a website that encourages entrepreneurial ecosystems.

Milestones

Alpha: At this stage, we will meet with the client and determine the requirements for the project and determine how we will carry out the project. Additionally, we will build a wireframe of the end product and meet with the client to ensure that the project meets the requirements.

Beta: At this stage we will create the database and website. We will also conduct user testing and research to ensure that we are fulfilling the user requirements.

Final: Using the findings from the usability tests, we will proceed to implement the changes to our design accordingly. At this final stage, we are focused on user experience, accessibility and stylistic improvements.

Tools/ Technologies/ Languages/ Protocols

Tool	Feature	Description
Figma	Backend	We will be using this tool to build wireframes to test usability of the application.
Illustrator	Backend	We will be using this tool to improve stylistic appeal for the user and make sure that the aesthetics for the tool are functional and well designed.
SQL	Backend	To process all database operations performed through the application.
HTML	Frontend	To structure a web page and its content to be displayed on browser.
CSS	Frontend	To style the web pages.
JavaScript	Backend	We will be using this tool to access API's to interact with the database.
PHP	Backend	To design database for the application platform.
FTP	Backend	For file transfers related to the platform.
HTTP	Backend	For connections across web pages on the platform.