



SRM

INSTITUTE OF SCIENCE & TECHNOLOGY
Deemed to be University u/s 3 of UGC Act, 1956

18DCO301J - DATA X – APPLIED DATA SCIENCE WITH VENTURE
APPLICATION

Sturents

Submitted by Aditya Balaji Yalavarthy - RA2011031010120

Team Members

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1. Introduction

1.1 Need of the Project

- The need of this project is very valuable to students present at university.
- We as students know how difficult it is to find things at the last minute, and especially during exams when we require calculators and other stationary items.
- There's only so much that shops can provide to students, as entire university depends on those shops, there won't be enough stock to fulfill everyone's needs
- Even though students order it online, it would take forever for the product to reach them.
- Students have suffered a lot during exams and this was an incident that I have personally seen happening to my fellow classmate.
-

1.2 Approach

- We as students have come up with a simple solution, as we created a website/application in which all the students can enrol into and create their profiles so as to continue to follow the process.
- Our approach is very simple, as we only thought of students' needs and that is enough for our product to run successful.

1.3 Benefit

- This will benefit the students a lot in many ways and also us. This will also benefit us in many ways as this will bring up a lot of exposure to us and also universities will start funding the idea if they like it and help us prosper.

1.4 Competition

Our product will not have a competition from some period of time,because our product will collaborate with the college and will be one of its products from renting apps as for now.

We may have some competitions after a period of time because , some other students may show a product similar or better than us

Persona

Team students



Aditya Blaji Yalavarthy

Team member

1 Pains

Fears, frustration and anxieties

Our only pain is when there are no customers to check out our product.
If the organization does not approve our idea of collecting sensitive information of many students.

2 Gains

Wants, needs, hopes and dreams

Our only hope is to have customers using our product and help us improve if any issues are raised. Our dream is to run our product smoothly without any interrupts.

3 Jobs to be done

What are they trying to do and why is it important for them?

Our jobs to be done are:

First, collecting some capital in order to build the product, second, we need to gain the trust of the organization to collect sensitive info. Then we need to find good full-stack developers.

4 Reality

How do they achieve those goals today? Any barriers in their way?

We need to publicize our product to gain more popularity and more customers to come and start using it.

5 Stories and observations

Write down quotes or observations that best describe their experience

Using our product, students will start realizing that they should have used it earlier as it is helpful. They can find any item at any point of time of the day.

We are expecting positive feedback from students when they start using our product.

6 Context

Are there other factors that we should take in consideration?

The main factors that we should take into consideration are,

- 1) Gain trust from the university as this will not affect their daily routine in any way.
- 2) We should be able to take the loss if any damage is induced by us and we should be ready to take the blame if a student faces a major problem.

Problem Validation: example questions

1 Main goal: understand the context of a user & look for 'pains'

- » problem statement :
 - » -->The client has given the product damaged
 - » -->request is taking a long amount of time
 - » --> The seller gave some damaged product
- » *Have you ever tried to improve [X]?*
 - » *the client personal data will be with us. so,we will send a mail and deactivate his account until the seller has got verified.*
 - » *we will try to broadcast different departments*
 - » *we will try to find near client where u are and decrease ur amount of rent*
- » Can you describe your solution?
 - » we will keep the rating system so that the highest rates will be shown to the client
- » the less rating product we will show , the problem with product
- » we will improve the amount of members by more advertisements
- » we will give chat option between the client and seller,
- » so they can talk each other
- » Would you change anything today?
 - » *All student of university can interact with eachother with this product*
 - » *juniors can a communication group with seniors*
 - » *the most demanded items issue can be solved*
- » *the students can do other way making money*
- » *our project will make other students to think different or may be other good project*

2 General tips

- » Don't interrupt people too soon. If you are silent, people might feel uncomfortable so they will tell you more to avoid silence.
- » Don't ask them to invent the future (solution).
- » Ask why, why, why,... to have a very detailed view on what actually happens.
- » A question that can be answered with just yes/no is not enough. Ask for more info.
- » Ask for references or specific numbers where possible. "It's easy to do." is not enough. "It takes 10 min & 6 steps to complete X." is already better.
- » Look for evidence/proof of existing behaviour!

Problem sizing

Team Sturents

1 Problem
Which problem or pain did you discover?

Customer Data leak



2 User segment (# users)

The problem arises when the user's data is leaked. So if one user's data is leaked, the other users will start panicking. So, the entire group will get affected.



3 Frequency (# times/user)

This happens very rarely when the maintenance is not done regularly, and also if any person tries to hack into our website and makes changes. The frequency will be low.



4 Severity (\$/time)

This will cost a lot of money and also bring a bad name to our product. The severity will be too much to handle as it will take time to recover and come up with a solution.

5 Evolution: Boosters

Having a less secure firewall and having a weak encryption algorithm will lead to more and more of these problems, that is increase in data leaks.

6 Evolution: Setbacks

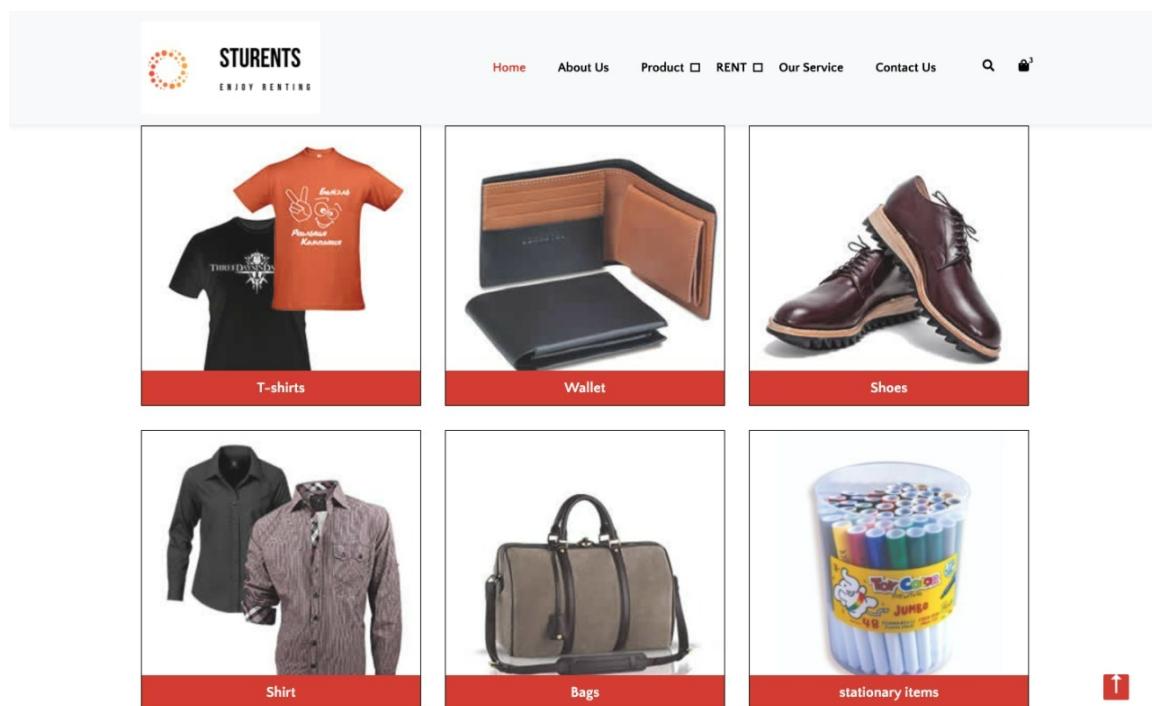
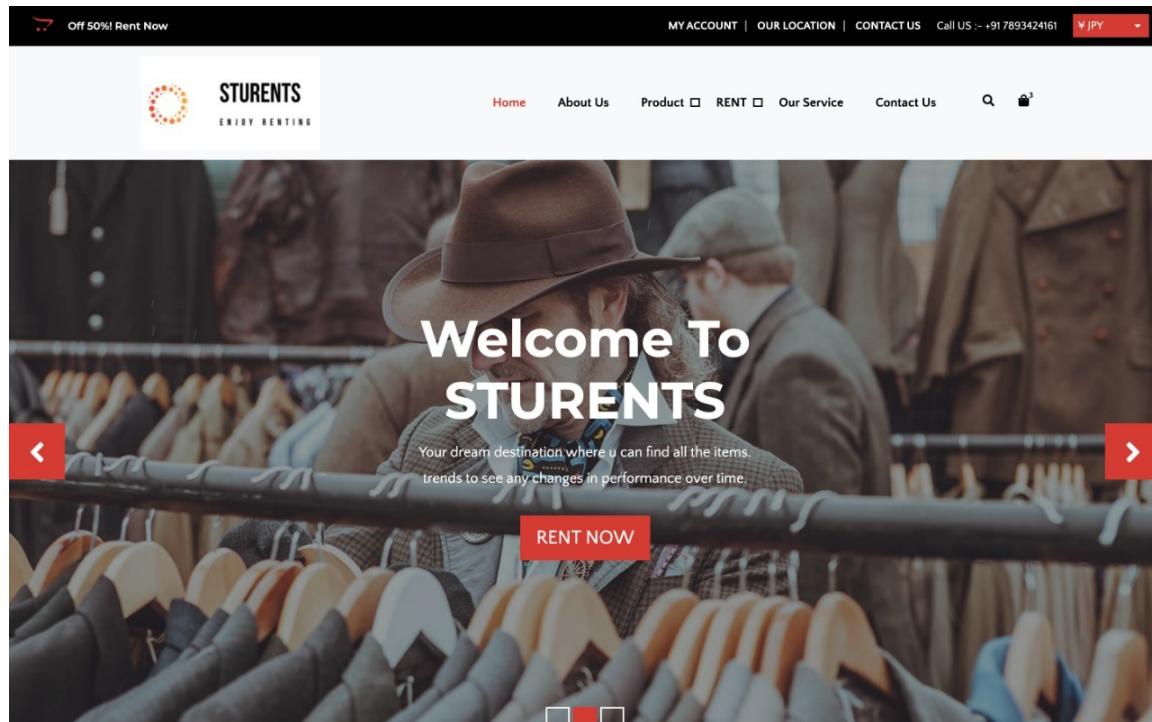
We should be using a high-security data encryption algorithm to encrypt data so that no hacker can hack into our site.

= Annual problem size

3. Project Description

- Our project is called "Sturents".
- We as students know how difficult it is to find things at the last minute, and especially during exams when we require calculators and other stationary items.
- There's only so much that shops can provide to students, as entire university depends on those shops, there won't be enough stock to fulfill everyone's needs
- Even though students order it online, it would take forever for the product to reach them.
- Students have suffered a lot during exams and this was an incident that I have personally seen happening to my fellow classmate.
- So we have come up with the product idea where students can rent/buy products from other students present in the university.
- How cool is that???
- A set of policies and guidelines will be imposed by us on how the renting/selling process is to be done.
- All the students present in the university will be enrolled to this and start renting their products when not in use.
- By doing so, every student gets an opportunity to get any item on time at the very last minute and can also have an advantage in meeting new people at the same time.
- Any problem arises, our helpdesk will be 24/7 online to help you with any query.

3.1 Illustrate the UI/ Input, output





STURENTS
ENJOY RENTING

[Home](#)
[About Us](#)
[Product □](#)
[RENT □](#)
[Our Service](#)
[Contact Us](#)

SEARCH
LOCK

Featured Products

The customer is very important, the customer will be followed by the customer. But it's a lot of fun.

All Top featured Best seller



Denim jacket and Sunglasses
₹500 for sale and ₹50 per hour

CASIO RENT



calculator
₹20 per hour



Travelling Bag
₹30 per hour



watches
₹50-₹100 (based on brand) per hour



↑



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SEARCH
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latest blog

The customer is very important, the customer will be followed by the customer. But it's a lot of fun.



It's not just a marketing campaign

There is no such thing as an urn of need, carry it freely, and take care of it. Everyone in the bed should be a great urn dignissim feugiat. Mauris molestie needs a quiver. As the ends of the course now but soft. It's the laoreet laoreet lacinia elit that policy.



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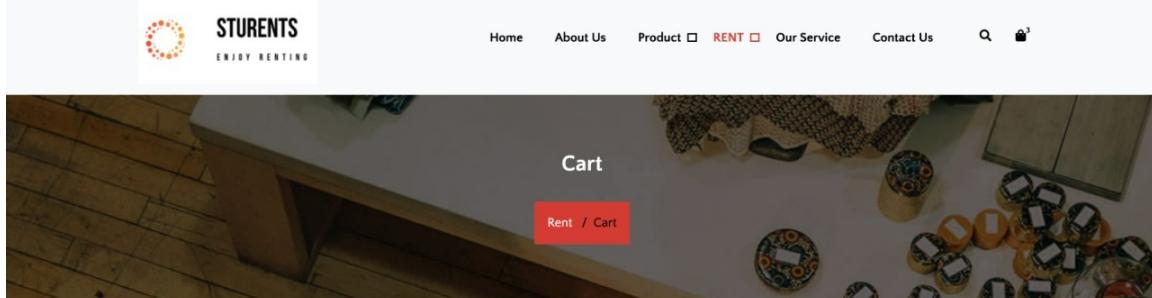


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↑



Images	Product Name	Price	Quantity	Total	Remove
	Denim jacket and sunglasses	₹ 50 per hour	<input type="text" value="1"/>	₹ 50	
	calculator	₹20 per hour	<input type="text" value="1"/>	₹20	

127.0.0.1:5500/cart.html#

STURENTS
ENJOY RENTING

[Home](#)
[About Us](#)
[Product](#)
[RENT](#)
[Our Service](#)
[Contact Us](#)

Address *

Address 2 *

Country * **State *** **Zip ***

Shipping address is the same as my billing address
 Save this information for next time

Payment

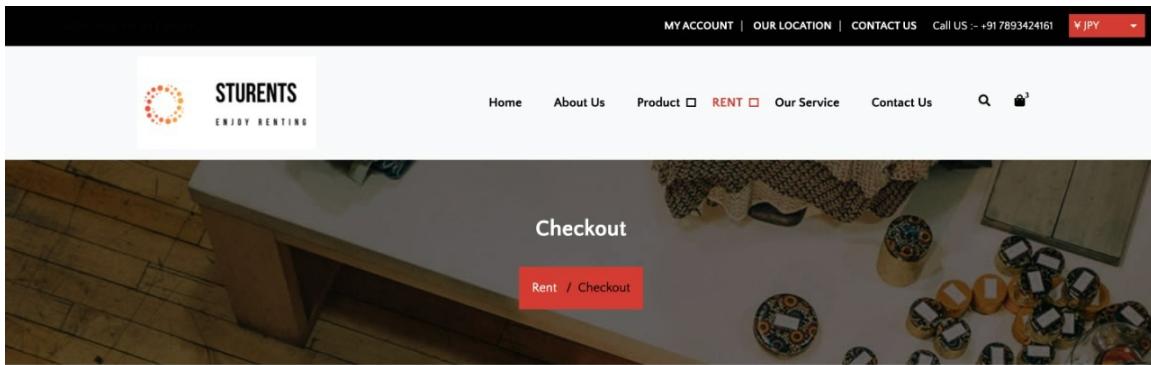
Credit card
 Debit card
 Paypal

Name on card Credit card number

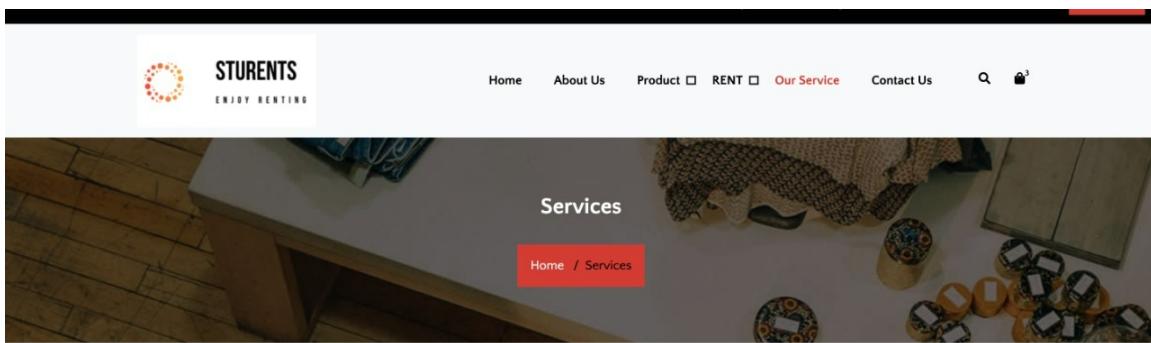
Full name as displayed on card

Expiration CVV

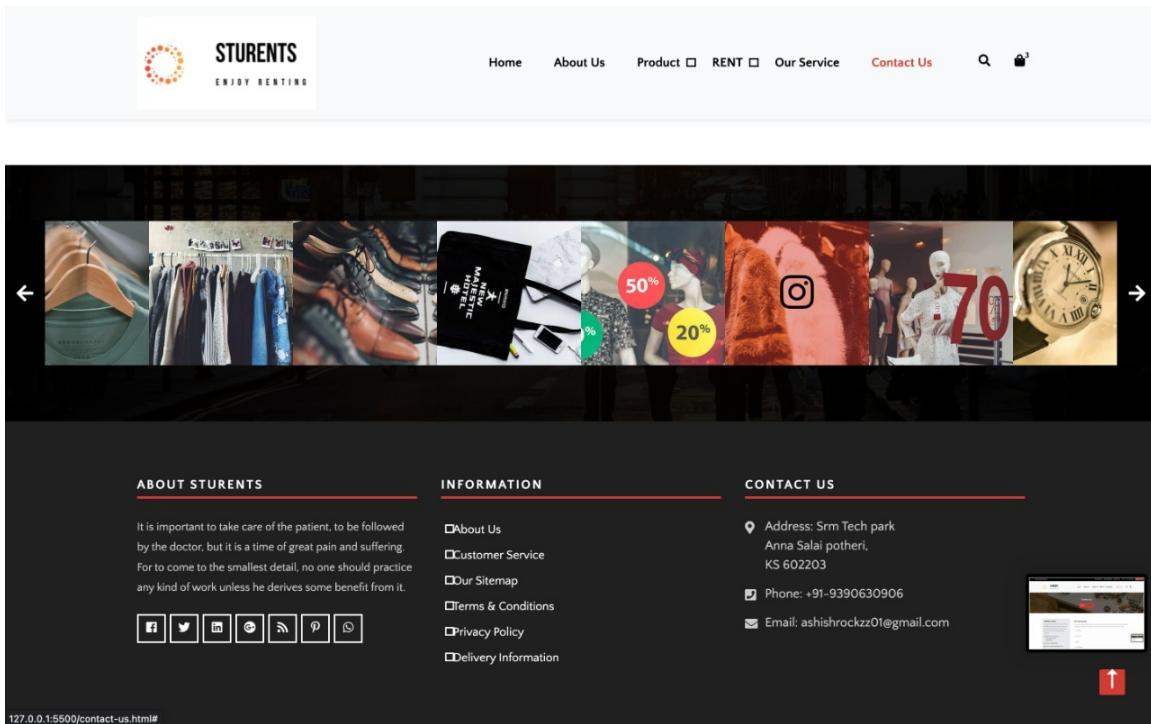
Product	Total
Sub Total	\$ 440
Discount	\$ 40
Coupon Discount	\$ 10
Tax	\$ 2
Shipping Cost	Free
Grand Total	\$ 388



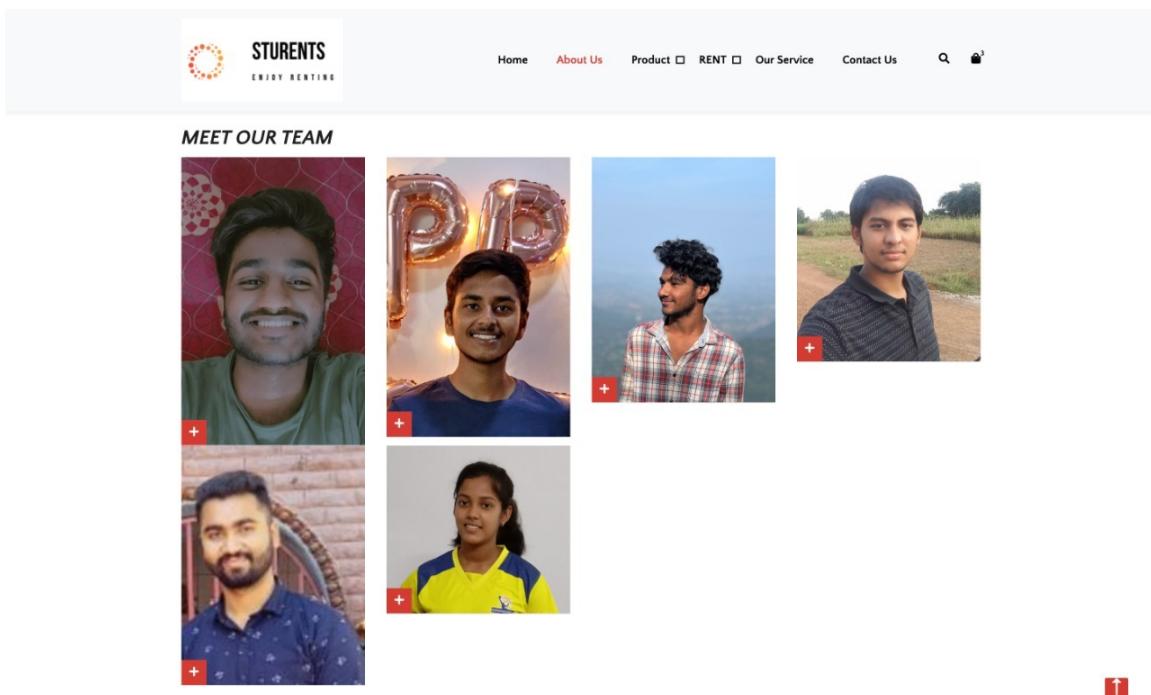
Account Login Click here to Login	Create New Account Click here to Register						
Billing address							
First name *	Last name *						
<input type="text"/>	<input type="text"/>						
Username *							
<input type="text"/>							
Email Address *							
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Shipping Method <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td><input checked="" type="radio"/> Standard Delivery (3-7 business days)</td> <td>FREE</td> </tr> <tr> <td><input type="radio"/> Express Delivery (2-4 business days)</td> <td>\$10.00</td> </tr> <tr> <td><input type="radio"/> Next Business day</td> <td>\$20.00</td> </tr> </table>		<input checked="" type="radio"/> Standard Delivery (3-7 business days)	FREE	<input type="radio"/> Express Delivery (2-4 business days)	\$10.00	<input type="radio"/> Next Business day	\$20.00
<input checked="" type="radio"/> Standard Delivery (3-7 business days)	FREE						
<input type="radio"/> Express Delivery (2-4 business days)	\$10.00						
<input type="radio"/> Next Business day	\$20.00						
Shopping cart <hr/> <div style="border: 1px solid black; padding: 5px; height: 40px;"></div>							



OUR MISSION OUR MISSION IS TO FIRST PRIORITIZE STUDENTS FIRST SO AS TO SATISFY THEIR NEEDS AND CONTINUE TO DO THE SAME THROUGHOUT	OUR VISION OUR VISSION IS THAT IN NEXT 2 YEARS WE SEE OURSELVES AS THE BEST START-UP THE UNIVERSITY AS EVER SEEN	OUR PHILOSOPHY OUR PHILOSOPHY IS THE ONE THAT DETERMINES THE GOALS AND OUTCOMES OF THE PROJECT AND SHOWS THE PURPOSE OF OUR PROJECT
WE ARE TRUSTED WE HAVE SET OF POLICIES AND RULES THAT ARE TO BE FOLLOWED BY US AND ALSO THE CUSTOMERS WHICH MAKES IT	WE ARE PROFESSIONAL WE ARE PROFFESIONAL AS WE KNOW WHAT ARE THE NEEDS OF PEOPLE AND USING THIS WOULD MAKE US	OUR STORIES WE'RE JUST A MERE START-UP, AND WE HOPE TO STAY IN THE MARKET AS LONG AS POSSIBLE AND HELP CUSTOMERS IN NEED



The screenshot shows the homepage of the 'STURENTS' website. At the top, there is a navigation bar with links for Home, About Us, Product (with sub-links RENT and Our Service), Contact Us, a search icon, and a lock icon. Below the navigation is a large banner featuring a collage of images related to clothing and accessories, such as shirts, shoes, a laptop, and a watch, with promotional discounts of 50% and 20% visible. The main content area is divided into three sections: 'ABOUT STURENTS' (with a paragraph of text and social media icons), 'INFORMATION' (with links to About Us, Customer Service, Sitemap, Terms & Conditions, Privacy Policy, and Delivery Information), and 'CONTACT US' (with address, phone number, email, and a contact form). A footer at the bottom shows the URL 127.0.0.1:5500/contact-us.html#.



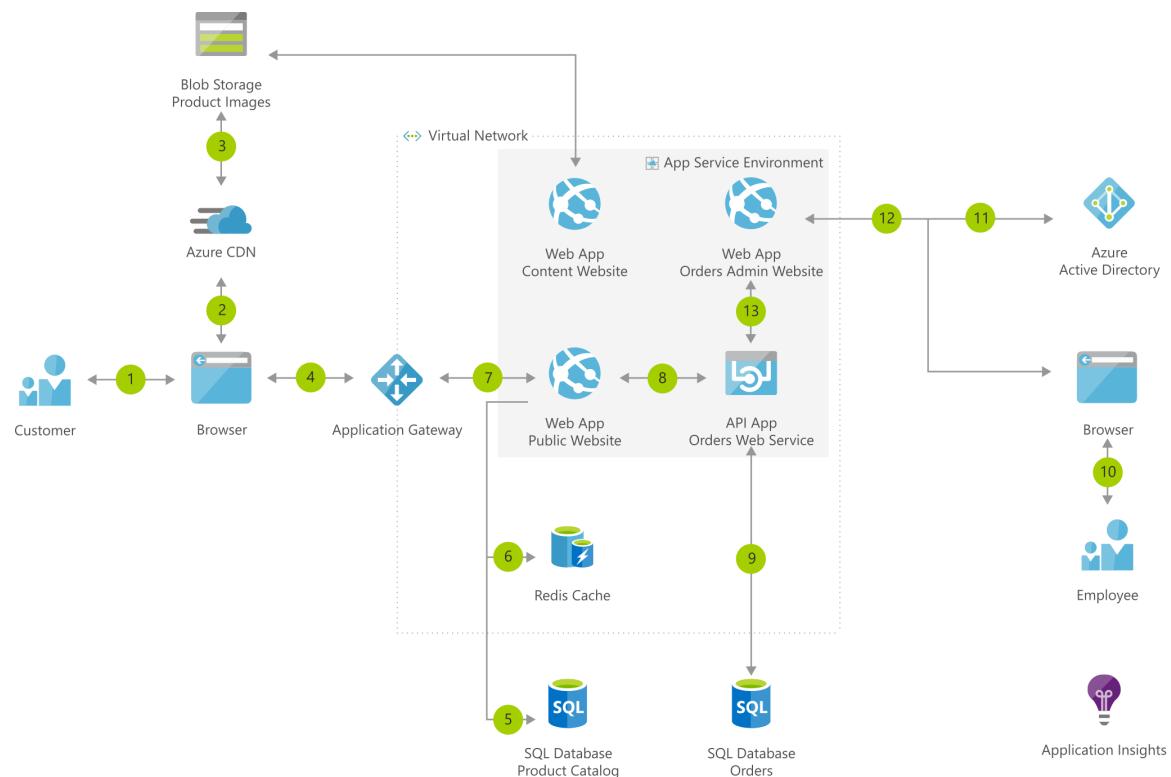
The screenshot shows the 'MEET OUR TEAM' page of the 'STURENTS' website. It features a grid of six photographs of team members, each with a red '+' button in the bottom-left corner. The team members include men and women of various ages, dressed in casual attire. The top navigation bar is identical to the homepage, and the footer includes a small logo and a red upward-pointing arrow icon.

3.2 Technical Components of the project

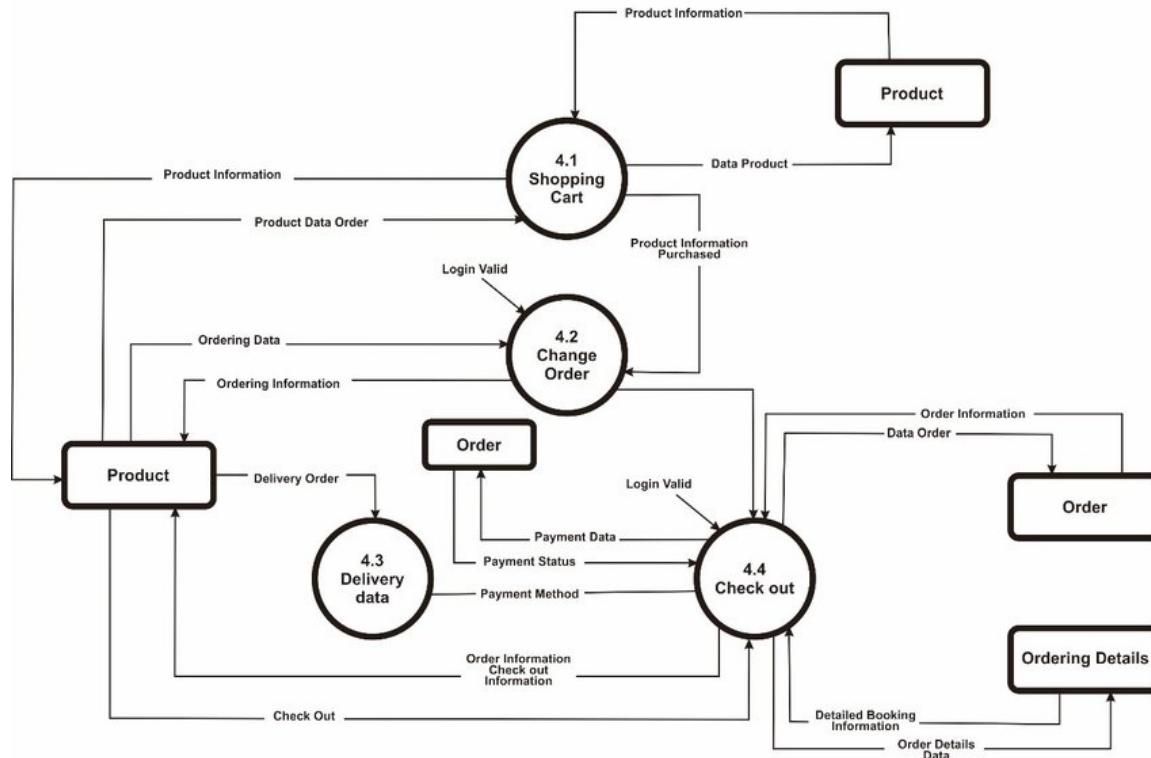
The programming languages used is:

- HTML
- CSS
- Javascript
- Python

3.3 System Architecture



3.4 Data Flow in the system



4. Business Plan

Business plan plays a vital role as it shows how our product is being implemented. The potential growth of your business reflects the extent to which you believe your business can grow in the future by selling more products and services to your existing customers or by acquiring new customers quickly. Growth potential is an organization's future ability to generate larger profits, expand its workforce and increase production.

Business components are:

- Executive summary
- Product service plan
- Management team plan
- Industry market analysis
- Operational plan and Organizational plan
- Marketing plan, growth and financial plan.

4.1 Key activities

- Initially we will only take a small percent cut from the transactions and later we might implement ads into the website to gain more revenue.

4.2 Key Resources

- Since our business idea is online, it doesn't need a high number of employees or money to run the start-up. For customer care they can directly approach via emails and social media.

4.3 Key Partners

- The key partners to our "Sturents" are from the customers where they are the ones who keep the business alive. The more page footfall the more active and revenue it generates. The feedback from customers gives us the motivation to improve the site even more.

4.4 Value Propositions

- Our main motto is to solve the issues within the college from those who need something urgently but it might not be bought but instead rented from another student who is willing to get some value out of their products. No such website is currently there for the students and since it's online so it doesn't need high investment and good returns later on.

4.5 Cost Structure

- As we are students, cost optimization is very crucial for us. As our idea is a website, major costs are fixed like, URL purchase servers, legal documentation, etc. Devices needed for coding the site and implantation are done on our own devices which have no cost.

4.6 Revenue Streams

- The initial method of revenue is a small percent cut from each transaction occurring on the website. Later, we will implement an ad based system generating revenue for us. These are the methods of generating revenue.

4.7 Customer Segment

- The most important customers for us are all the students of SRM who have a valid ID can access this and rent or buy out their willing products. All the customers are equal for us as everyone who uses it gives us revenue.

4.8 Customer Relationship

- Our relation with customers will be simple and friendly when they are in need but strict and quick on customers who try to do frauds or scams. Anyone can reach us via email or social media.

4.9 Channels

- Word by mouth
- Faculties
- Academia
- Advertisement
- Social media

5. Financial Plan

5.1 Growth Strategy

Start up - Our product at the starting phase mainly advertised about the famous product and mainly focus on product availability and integrity rather than security

After getting collaboration with university : our product will collaborate with the university and use the data base of the university and can expand to a very broad range of students

After Financial supporters : our product will ensure the security of personal information of the students and will ensure the product quality and will deal with the large amount of products

5.2 Traction:

1. Since any idea or innovation is uncertain whether it will fully be successful or not. An innovation will turn into a

venture when the idea become successfully. After full completion of the project and proper implementation of it,

there will be a phase for surveying and observing the users and review of the students who use it.(November to

February 2023)

2. There are mainly 3 ways to make this project profitable and into a startup:

Advertisements

Percentage cut from each transaction

Premium subscription

3. Based on this we can implement into our website.

4. We can use Google Adsense to implement ads. This will need some UI and backend redevelopment. (March 2023 -

April 2023)

5. Also all the legal works required to make into a company will take time and this will start from January 2023.

Conclusion:

We are Sturents who are willing to work hard for this product to launch and also want to gain exposure of the current market environment present outside on the world.

We are sure to bring happiness and prosperity to all the customers who use our application, and will not let them have a bad experience by using our product.

To conclude with, we all wish you a happy user experience of our product and satisfaction use of our product.