KICKSTARTER

Implementation Of The Back- End Of kickstarter.com

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Team name - RAISA

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Project URL - : https://bitbucket.org/cs476_raisa/group_project.git

Team Profile

1. Rounak Kulkarni
- Qualifications: Bachelor's degree in Computer Science and Engineering
- Strengths: Data Analytics, Database

2. Ajay Shenoy
- Qualifications: Bachelor's degree in Computer Science and Engineering
- Strengths: Mobile application development, Server-side scripting

3. Isha Chopde
- Qualifications: Bachelors in Computer Science
- Strengths: Spring MVC, Databases (Oracle)

4. Srushti Gangireddy
- Qualifications: Bachelors in Computer Science
- Strengths: Java Programming, Data Analytics

5. Ameya Desai
- Qualifications: Bachelor's degree in Computer Engineering
- Strengths: Web Application programming, Documentation

Problem Statement

The reason companies fail is because they develop a product that doesn't meet the market need.

According to the survey, 49% of startups fail because of the lack of a market need for their product. In the normal scenario, it will take a few revisions to make it suit the market needs. In the worst case scenario, a complete re-think is required. Second reason for startup failure is the lack of sufficient capital.

According to Investopedia The most common reasons why startups fail,

- No Understanding of the Business
- No Concept of Reality
- No Backup Plan
- No Exit Strategy

Crowdfunding provides another strategy for companies ready to take it to the next level both in term market needs and capital, where each individual gives small donations in terms of hundreds and if you get thousands of donors, you have some capital on hand which helps startups in rolling out a product or service.

Proposed Solution

We are designing the backend infrastructure of a fundraising website for startups. This website helps the start-up companies and the people with innovative ideas to get funds needed for their projects. Our design will allow the start-up companies as well as individuals to present their ideas or ongoing projects in front of investors. The proposed project and work ideas would be show-cased to all the people logging on into our website. An investor can log in and have a look at different projects hosted on our website and find all the information related to the startup/idea. We will have a fund raiser feature which will have a basic starting amount to invest in. People can donate their money for ideas they like. We are planning to add the support to diverse domain of projects. The future prospect is to add the advertisements related to the published project to attract fund donors. The website also produces real time statistics of the amount of fund raised already and the fund needed region wise, trending projects in each domain and recently added project list. We took kickstarter website as the base for our idea. We are also planning to create a space where in creative people can post their ideas and people with relevant skills are ready to spare their time to help the ideas come to reality. Customer support 24 * 7 is an added feature

Functional Features

1.   User authentication and login.

2.   Persisting user data during registration in the database.

3.   Differentiating users (Companies, Advertisers, fund donors)

4.   Page to start the project with all the relevant details.

5.   Collect real time statistics of the funds got for the project.

6.   Support for different domains of projects

7.   Each user irrespective of sign in, designation should be able to see all the projects.

8.   Wish list of projects.

9.   Trending projects.

10.   Future Plan (Customer support)

11.   Personalized recommendations

12.   Page to share the idea and form a group of people to work on the idea.

13.   Kanban kind of board to keep track of the work done on the project.

14.   Future Plan (Blogs, videos, news letters)

What is pledging?

The users on the kickstarter pledge / back a particular project of their liking. Users donate resources to the project in order to help the development team.

Plan of work and product ownership

The following plan of work list and describe the items that we are planning to accomplish in the short term (next few weeks).

I.   Functionality

- **User Login**

    In this module, the session management will be provided to the user.

- **User Registration**

    In this module, the registration information for a specific user will be accepted. This will include the first name, last name, email id and password information. This information will help to authenticate the user and maintain a session for the same user.

- **Explorer's Forum**

    In this module, we will be providing the list of projects that have been published on the website. Following are the features of this module:

    1. Category listing of projects

        This function will list the projects according to the project category. Categories can be any type. (For example: Art, Design, Technology, Games, etc.)

    2. Description of a particular project

        This function will describe the project, which is to be pledged, with details.

    3. Campaign, Updates and Blog for a project

        These functions will provide any user to see the campaign for a specific project. Campaign of a project helps the company to market their products or services. Updates related to the project will be displayed. Blog for a project will enable every user to leave a review.

    4. Wishlist / List of interested projects

        This function will provide every user to make a list of projects that he/she may be interested.

- **Start a new project / Project registration**

This module will enable a user to post a project onto the website. Following are some functions of this module:

1. Basic Info - This function will ask basic information related to the project such as the amount that is expected to be pledged towards the project. Basic info will provide tags for various categories.
2. Rewards - This function will ask whether the project owner is interested in providing any rewards or packages for the users who will pledged money for the project.
3. Story - This function will ask the background of the project. Project owner may write the efforts taken to complete the project or the summary of the project.
4. About you - User can define whether the project is independent / the project is listed under any private organization.
5. Bank account info - User will include the bank details where the financial transactions will be carried out.
6. Report for review - Here, the final summary of the project will be created and sent for review. Review of the summary will decide whether the project can be published on the website.

- **Stats for pledged projects**

This module will provide some basic statistical analysis for the pledged projects.

- **Newsletter**

This module will provide updates / news related to the projects. Below is a functionality which will be provided to the user:

1. Subscription - Any user can subscribe to the newsletter of any project.

- **Social Handles**

This module will help project owners and users to share any project on various social websites.

II. Qualitative property

- **Data Analysis**

This module is a qualitative property which will unable us to determine the functionality of the website.

1. Quiz to understand the usability of the website:

   This quiz will be a form containing various question related to the website.

III. Product Ownership

Scrum sprints used to be 30 days long, but we are using one-week sprint. As we have 4 weeks, we will be completing the project in 4 sprints.

PO - Product Owner

- User Login (PO - Ameya and Isha) (First Sprint)
- User Registration (PO - Ajay and Srushti) (First Sprint)
- Explorer's Forum (PO - Rounak and Srushti) (Second Sprint)
- Start a new project / Project registration (PO - Ajay and Isha) (Second Sprint)
- Stats for pledged projects (PO - Rounak and Ameya) (Third Sprint)
- Newsletter (PO - Ajay and Srushti) (Third Sprint)
- Social Handles (PO - Rounak and Ameya) (Fourth Sprint)
- Data Analysis (PO - Rounak and Isha) (Fourth Sprint)

Product ownership is accepted by the individuals according to their ability to get things done.

The scope of the project is meant to change according to the circumstances for a specific time frame.