# Argumentation Patterns

General

* argument – logical reasoning (what, why, describe how)
* reference – background sources
* experiment – using results you found

Evaluation

* define a problem/ hypothesis
* define general question
* specific question
* narrow a problem to implementable
* implement it
* evidence of experiment

Literature Review

* understand what other people have done
* limitation and how viewpoint differ
* tie to your project

# Abstract

Motivate

Set Aims

Describe

Explain results

# Introduction

## Brief Project Outline & Significance

// why should you invest? IPO statement

Laser Mate! is a multi-billion-profit software empire with the two distinct primary goals. First, it is a platform that enables restaurant customers to order and pay for food and drinks using a mobile phone. Secondly, it is a high user traffic platform that records transaction details and allows businesses to transfer payment at a lower rate.

Each restaurant owner will save around 50% waitering cost - £15,000 per staff – each year. The prospect of the mobile web comes from not only the fact that online payment (0.39%+2p per transaction) is more cost-effective than card machine payment (1.75% per transaction), but this single software can also cater for unlimited number of restaurant businesses. Upon taking 1% service charge per customer transaction, we will obtain £3,000 for each £300,000 restaurant sit-in revenue. Accounting this 1% service charge with the difference in transaction cost (1%), we will theoretically have 2% revenue for each restaurant (£6,000). This business can be run with minimal staff, around 2 software developers and a few salespersons, meaning that the cost is almost negligible compared to the revenue. Assuming that we will earn £5,000 for each restaurant, given that there are around 1.5 million restaurants in the EU and U.S, it is estimated that given 50% market penetration, we will have an annual revenue of £3.75 billion.

Furthermore, our login system will enable mass transaction details recording. Using our platform, business owners will no longer need to be taken 1.75% per transaction (at a minimum), but a 1.25% transaction using mobile web. Given 50% market penetration in the EU and the U.S., meaning that if we control 0.5% of 50% of all the business transactions (fashion, supermarket, consumer electronics), we will have an annual revenue of £7 billion.

// why would Restaurant Owners use the app

We anticipate high volume of user signups from restaurant owners, as this app that costs £3,000 (excluding transaction cost – which they have to pay anyway regardless of the use of the app) will save restaurant owners tremendous physical efforts and a cost of around £12,000. Using this app, restaurant waiters save around 50% physical effort as they will no longer need to take, record, and deliver orders, and also give and take payment. Restaurant owners will also save time and effort on dealing with staff rota, training and supervision and salary payment.

Subsequently, with the immense user signup volume (400 million estimated users) from the restaurant business, we should be able to deploy this transaction app.

// Literature review – similar software

Similar software is sought online, however, their customer order interface is discouraging for use due to the frustration felt by the users to navigate through enormous data through a list. Figure. This is a relatively new idea, therefore, there is limited existing designs for evaluation.

# Software Design

## Value Proposition Canvas

* goals for different stakeholders
* frustration

## MOSCOW

## User Stories

## Test Driven Development & Acceptance Criteria

## Paper Prototypes

## Digital Wireframe

# Evaluation

## Semi-Structured Interview with Survey

## Heuristic Evaluation

## Cognitive Walkthrough

# Design Principles

CSCW

Ethical Design

* privacy
* anonymity
* ethical form

Colour Psychology

Multimodal Interaction

Design for Infinity

Disability Friendly

* colour blind

# Future Work

## Software Legal & Accounting responsibility

## Product Pricing

## Personnel Organisation

## Mail Marketing

## YouTube Helpline & Tutorials

## Product Revenue Projection

## Source of Funding

* Venture Capitalist Share Buy-Out
* IPO – Initial Public Offering
* Self-Fund Entrepreneurship

# Software Implementation

## Coding Platform & Links

* version control (GitLab)
* web front-end (bootstrap, Django)
* database (PostgreSQL – scalability)
* test suites
* Security
* software deployment

# Conclusion

# Bibliography

# Appendix