

# **Operational Concept Description (OCD)**

## **Pic Share App (RA)**

### **Team 1**

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# Program Model

<b>Assumptions</b> <ul style="list-style-type: none"> <li>• People desire to share photos</li> <li>• People are interested in what is happening around them</li> <li>• People are dissatisfied with existing means of sharing photos</li> </ul>			
Stakeholders	Initiatives	Value Propositions	Beneficiaries
<ul style="list-style-type: none"> <li>• Developers</li> <li>• Client</li> <li>• Maintainers</li> <li>• Users</li> </ul>	<ul style="list-style-type: none"> <li>• Design and develop system</li> <li>• Marketing</li> <li>• Maintenance</li> <li>• Documentation, training and knowledge transfer</li> <li>• Using the app to share photos</li> </ul>	<ul style="list-style-type: none"> <li>• To increase efficiency of photo sharing</li> <li>• To allow users to share photos through private and public events as well as their current location</li> <li>• To improve user experience in photo sharing</li> <li>• To promote sharing of photos</li> </ul>	<ul style="list-style-type: none"> <li>• Users (Tech-savvy people aged 18-45)</li> </ul>
<b>Cost</b>		<b>Benefits</b>	
<ul style="list-style-type: none"> <li>• Development costs</li> <li>• Maintenance costs</li> <li>• Server costs</li> <li>• COTS costs</li> </ul>		<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Increase number of users</li> </ul>	