

Operational Concept Description (OCD)

Pic Share App (RA)

Team 1

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Table of Contents

Operational Concept Description (OCD).....	i
Table of Contents.....	ii
Program Model	3

Program Model

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