# Operational Concept Description (OCD)

**Pic Share App (RA)**

**Team 1**

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| **Assumptions**   * 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** |
| * Developers * Client * Maintainers * Users | * Design and develop system * Marketing * Maintenance * Documentation, training and knowledge transfer * Using the app to share photos | * 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 | * Users (Tech-savvy people aged 18-45) |
| **Cost** | | **Benefits** | |
| * Development costs * Maintenance costs * Server costs * COTS costs | | * Revenue * Increase number of users | |

# Program Model