

Project Description

Course: CSSE-400 Software Projects Management

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Kickstarter is an American public-benefit corporation based in Brooklyn, New York which has built a global crowd funding platform focused on creativity. The company's stated mission is to help bring creative projects to life. Kickstarter has reportedly received more than \$1.9 billion in pledges from 9.4 million backers to fund 257,000 creative projects, such as films, music, stage shows, comics, journalism, video games, technology and food-related projects. People who back Kickstarter projects are offered tangible rewards and one of a kind experiences in exchange for their pledges. This model traces its roots to subscription model of arts patronage, where artists would go directly to their audiences to fund their work.

Recently the growth of this market has collapsed and a new idea should help to increase sales. From the product development department, **Vivien Miller** has an idea of a modern security system, which he bills as a "cute surveillance camera" and "pet owl" named as "**Ulo**" and that should communicate through eye expressions. It will look like a little owl and it can sit on a flat surface like a shelf in your baby's room or be hung outside your front

door. It should be waterproof so that it can be hung on a wall outside your front door.

Most importantly it should be a Wi-Fi-enabled spy cam so that it will deliver live video and email photo snapshots on demand to a secure Web page to let you see what's going on while you're away. They'll be using LCD screens that were originally manufactured for next-generation smart watches, Ulo blinks when you take a snapshot, follows your movements with its googly eyes, and squints when someone is watching live video. It half-closes its eyes like it's about to doze off when the battery is low. **Miller** has thrown in "random animations" that "add that extra spark of life which makes Ulo unique."

As **Kickstarter** cannot develop all the components for "**Ulo**" by itself, **Vivien Miller** has already identified potential suppliers for the development of the mobile application (TechMaster and HiTech) that connects to "**Ulo**" and offers the user the possibility to control the functionality(Capturing snapshots, recording videos, change LCD colors) remotely.

Vivien Miller prepares the concept of her idea and presents it to the relevant stakeholders in the next executive meeting.

- Julia Andersen, Business Manager (CEO)
- Peter Scofield, Executive Marketing
- Tom Wards, Finance and Controlling Director
- Jim Becker, Executive IT
- John Burton, Sales Manager
- Jane Wilson, Product line manager

After the meeting every participant gives a short statement about the idea:

Julia Andersen, Business Manager (CEO): I like the idea. We have to show our competitors, that we are the best. We have the ability to bring new products in the market that nobody else can develop.

Peter Scofield, Executive Marketing: It would be easy to develop a good campaign for such a product. It is easy to show the benefits of such a product. The one and only problem I see is the price. How many people can afford such a product?

Tom Wards, Finance and Controlling Director: I have serious concerns. How much does the development of such a system cost? How big would be the profit on each unit?

Jim Becker, Executive IT: I think, such a system would be quite interesting, but right now everybody is talking about security and privacy concerns. If this system is not secure, we would get trouble in the media. Furthermore, we are working now on a different project and we do not have the capacity for doing this.

John Burton, Sales Manager: I must have a good strategic sales planning. Who are our target customers and regions?

Jane Wilson, Product Line Manager: I like the idea. This supports our business strategy of applying new technologies. I second it.

The production of the **Kickstarter** is accepted. The project will start on 28th October 2016 and have to be completed in one year. The implementation cost of this product must not exceed 10 Million Rupees.

Ulo Characteristics:

1. Ulo must be a user-friendly application.
2. Ulo system LCD display must respond within 100ms.
3. Modularity, loose coupling, high cohesion and information hiding are among the design principle criteria for the development of the Ulo system.
4. Ulo is a flexible system with easy setup and platform migration.
5. Ulo should be based on Java Platform Micro Edition (J2ME) built on top of Linux. Whereas, the mobile application will be developed on Android OS, iOS, Blackberry OS and Windows Phone.

Ulo Software Development Team Structure and Strategy:

1. Organized within different units including UI unit, sensor unit, communication and service unit, application unit, quality and testing unit located in Lahore. Every unit can have 3 developers and not more than 20 persons.
2. All units have freedom to select their own development approach and culture.
3. Every unit has a leader who is responsible to achieve yearly release.