

VENTURE



THE TEAM





System Request

Feasibility Analysis

Features

Effort Estimation

SYSTEM REQUEST

PROJECT SPONSOR

Hawaii Exemplary Foundation

BUSINESS NEED

Provide archeology, invasive species, & camping services.

BUSINESS REQUIREMENTS

Geo mapping, set up and break down, safety.

BUSINESS VALUE

Cost and time efficient for HEF and users

SPECIAL ISSUES

Incentives and expansion



SYSTEM REQUEST

FEASIBILITY ANALYSIS

FEATURES

EFFORT ESTIMATION



FEASIBILITY ANALYSIS

System Request

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Effort Estimation

INTERVIEW FEEDBACK

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Hawaii Exemplary State Foundation

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Angel Investor

TIMOTHY ROY

COO of TurnoverBnB

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Owner of M2 Consulting

LISA MILLER

Senior Consultant at BCR Business Consulting





REQUIREMENT ANALYSIS



FUNCTIONAL

- Package Ordering
- Invasive Species Detection
- Location Tracking
- Community Leaderboard
- Scan and Find Friends
- User and Employee Chat



NON- FUNCTIONAL

- Store and Process Big Data
- Plant Species Identification Speed
- Automatic Data Updates
- Security for GPS and Payment Info
- Static Feature Bar





FEATURES

- | System Request
- | Feasibility Analysis
- | **Features**
- | Effort Estimation

GEOMAPPING

SNAP A PICTURE

Take a picture of what may be an invasive plant, a dangerous hazard, animal sighting location, trash and pollution, cultural site or environmental resource. Once validated your picture will become a *value ping* on the map.

ACCESS VALUE PINGS

Use the interactive map to locate and learn about what the park has to offer. When you've found something you like you can set the ping as a destination.



SYSTEM REQUEST

FEASIBILITY ANALYSIS

FEATURES

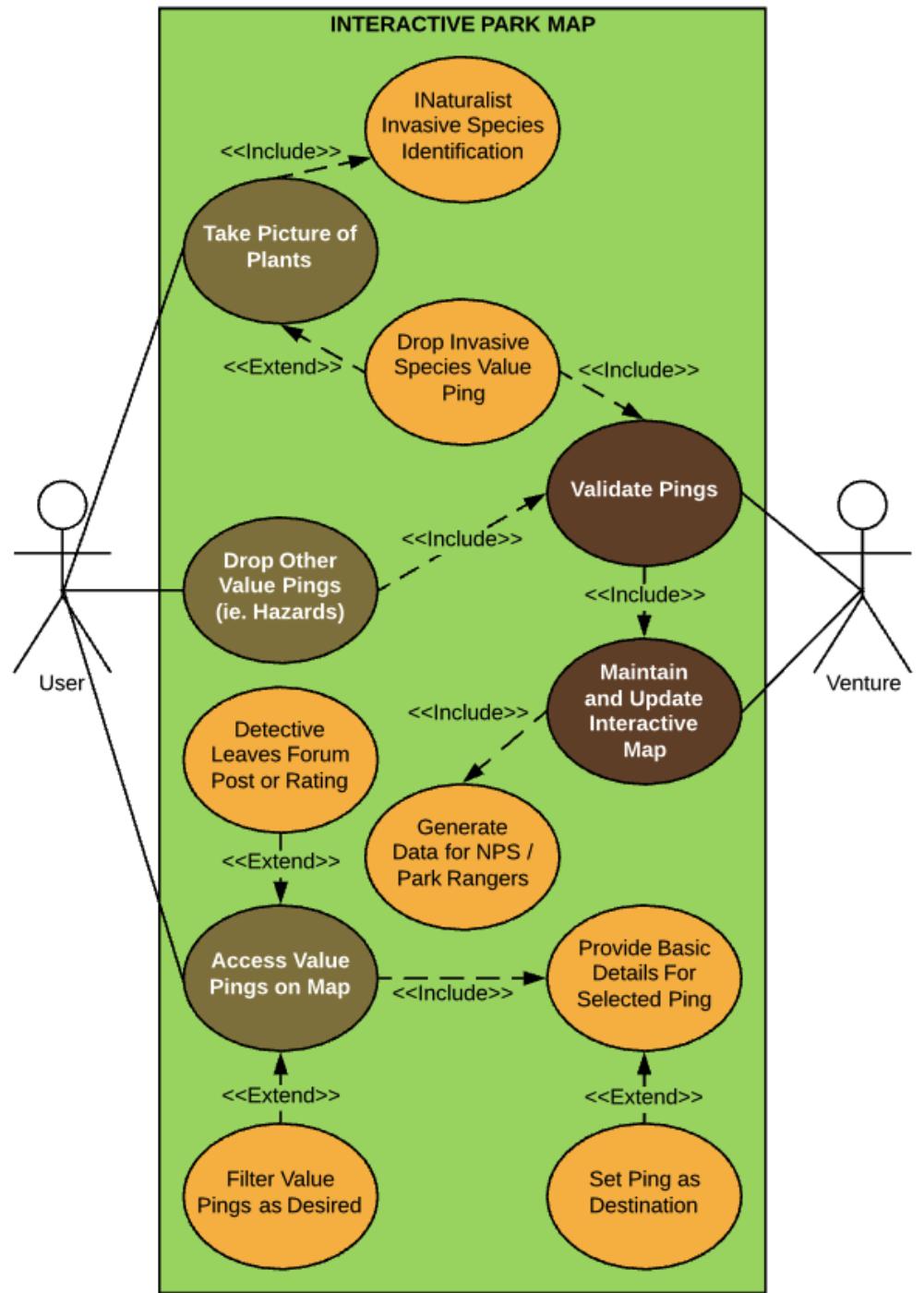
VALUE PING VALIDATION

Picture this software will validate the invasive designation of plants. Pings then need to be validated through the other users. When 3 different people ping the same thing it is validated.

BECOME A VENTURE DETECTIVE

Get 100 pings validated. From that point forward your pings no longer need validation from other users.

EFFORT ESTIMATION

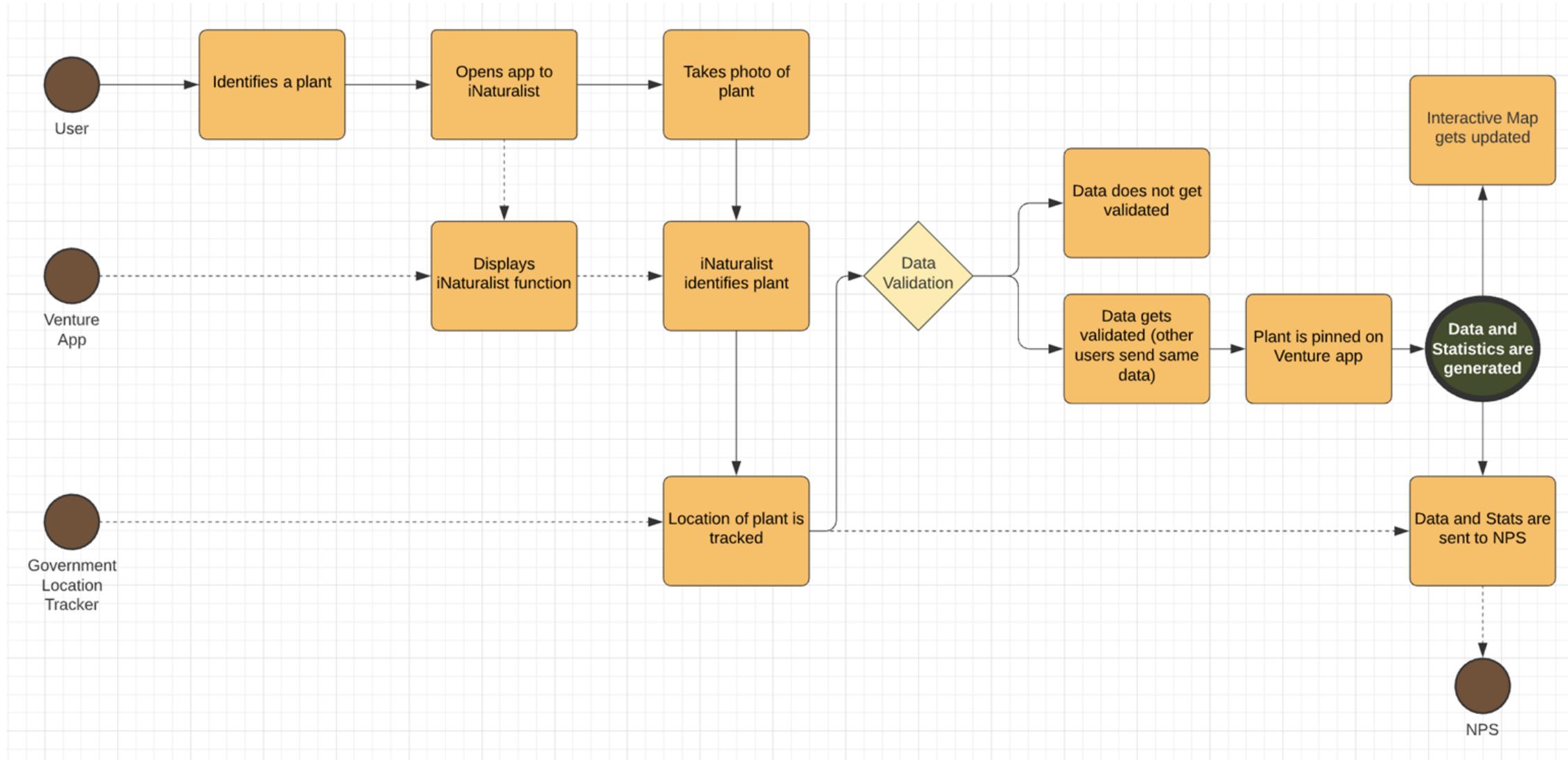


GEOMAPPING

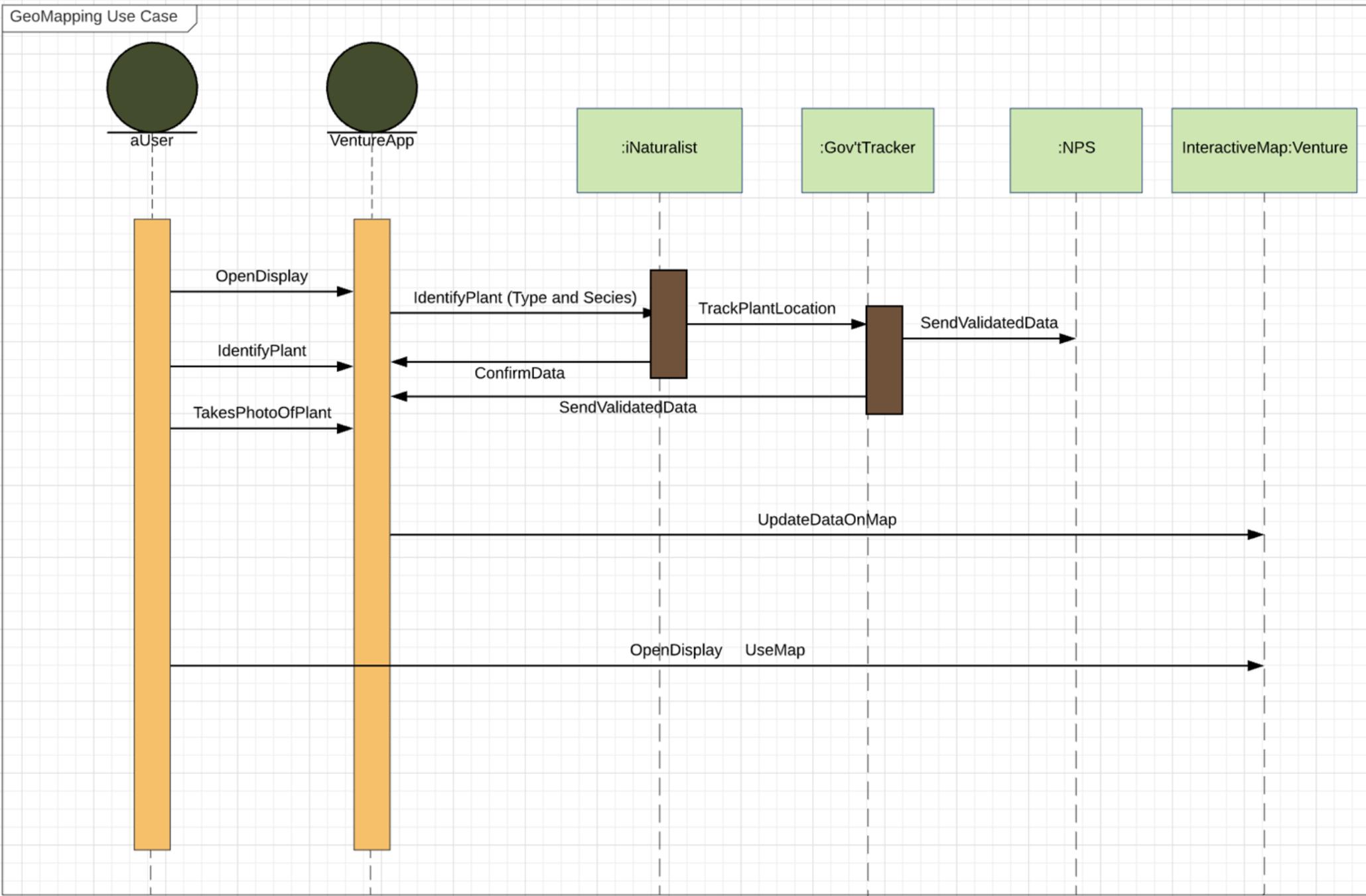


INTERACTIVE MAP USE CASE DIAGRAM

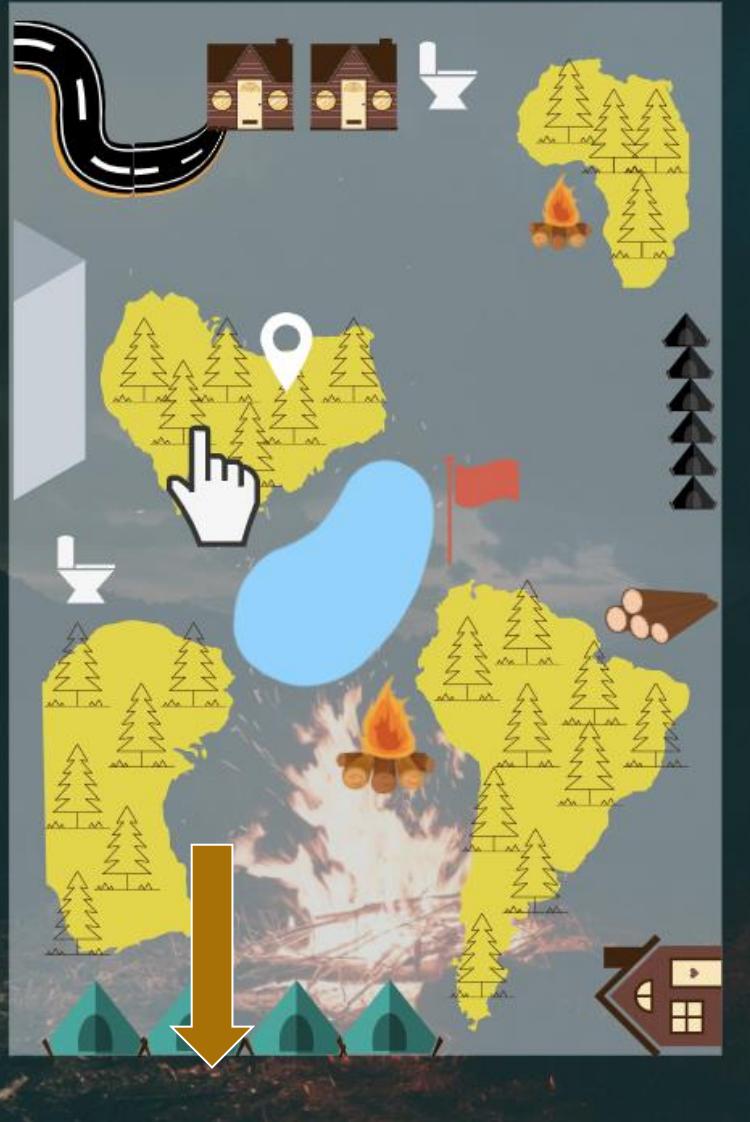
GEOMAPPING



GEOGRAPHIC MAPPING

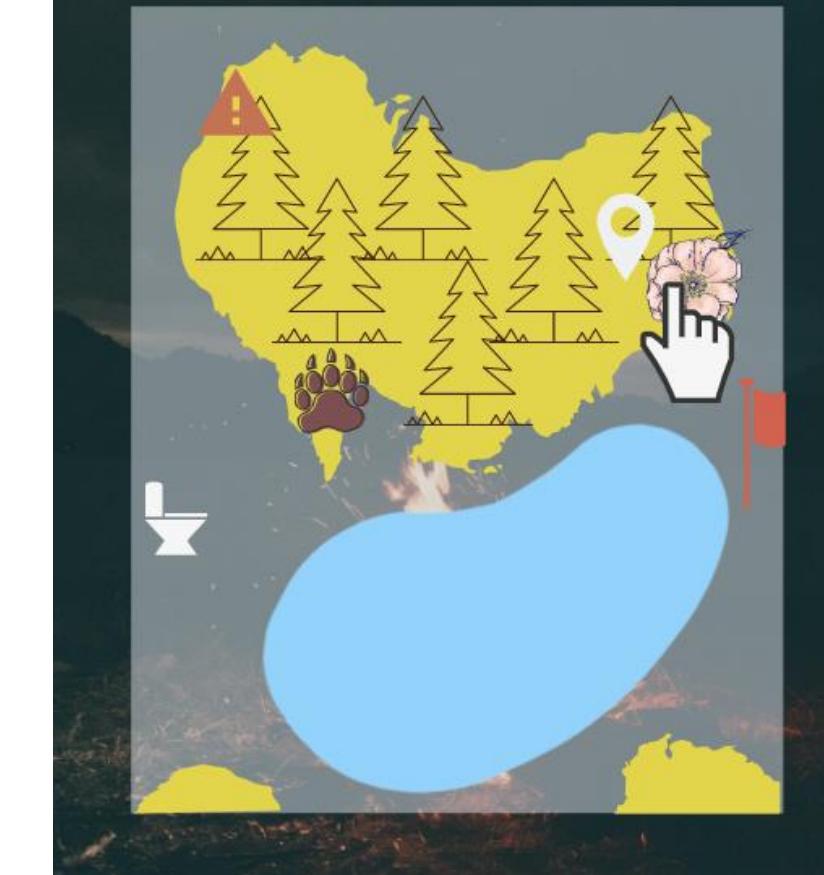


PARK MAP



PARK MAP

(List of recent
alerts/notifications)



PARK MAP

Broadleaf filaree
Erodium botrys



Ping type: Invasive species
Pinged by: Pinger Magee

Native to much of Eurasia, the Mediterranean region, and North Africa, it is considered invasive in California and parts of Australia. It is thought to present a significant threat to one or more native plant communities in Victoria, Australia. It starts from a flat rosette of highly lobed green leaves on red petioles. It grows to heights of anywhere from 10 to 90 centimeters with somewhat hairy stems and foliage. It bears small flowers with hairy, pointed sepals surrounding five purple-streaked lavender petals. The filaree fruit is quite long, its style reaching up to 12 centimeters in length.

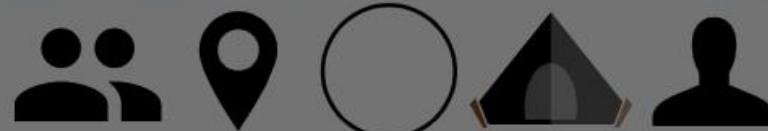
Confirm Ping Sighting



INATURALIST

Ping type:

Location:



INATURALIST

Species Identified

Lily

Lilium

Lilies are tall perennials ranging in height from 2–6 ft. They form naked or tunicless scaly underground bulbs which are their organs of perennation. The flowers are large, often fragrant, and come in a wide range of colors including whites, yellows, oranges, pinks, reds and purples. Flowers are borne in racemes or umbels at the tip of the stem, with six tepals spreading or reflexed. The tepals are free from each other, and bear a nectary at the base of each flower. The ovary is 'superior', borne above the point of attachment of the anthers.



PACKAGE STOREFRONT



Browse, Select, Purchase

Interested in camping but don't have the equipment on hand or the time to quickly set up a campsite? Looking for a smoother experience? We offer rented equipment packages and set up/breakdown services for campers.



SYSTEM REQUEST

FEASIBILITY ANALYSIS

FEATURES

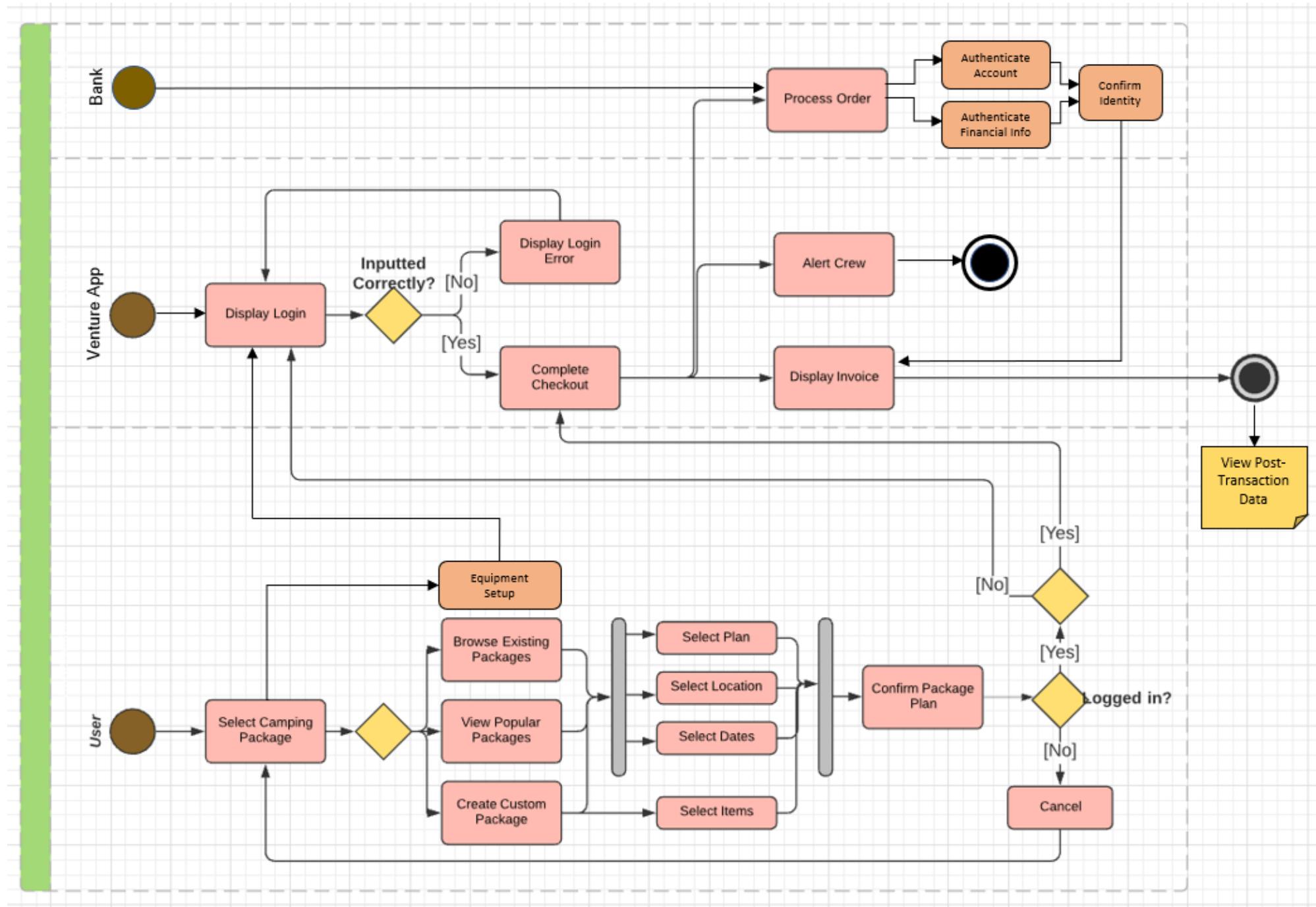
EFFORT ESTIMATION

Funding for the Future

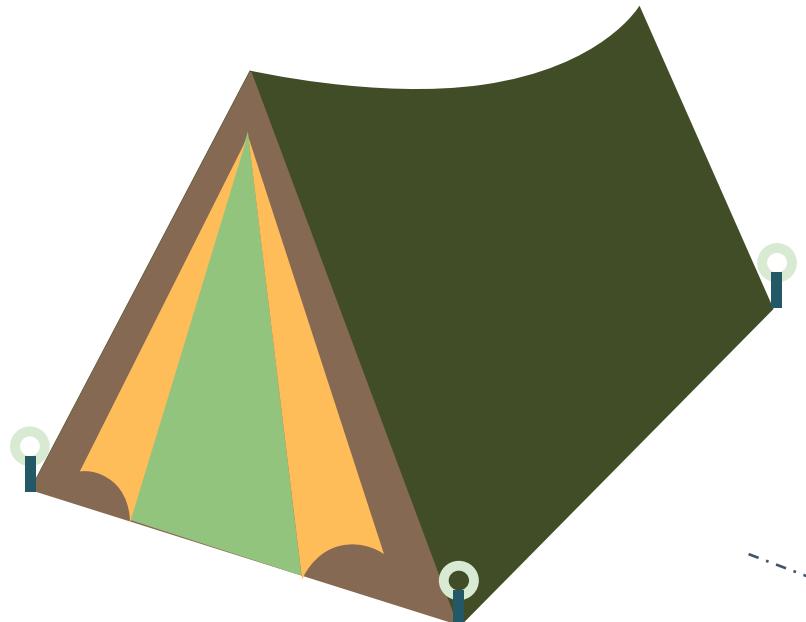
Our camping package storefront will provide a means of stable funding in our initial endeavors and provide a jumping-off point for future expansion and support our app's desired functionality.



STOREFRONT



SET-UP AND BREAKDOWN



SYSTEM REQUEST

FEASIBILITY ANALYSIS



FEATURES

EFFORT ESTIMATION



SET-UP & BREAKDOWN SERVICE

Done by certified contractors.
Enjoy the ease of our app.



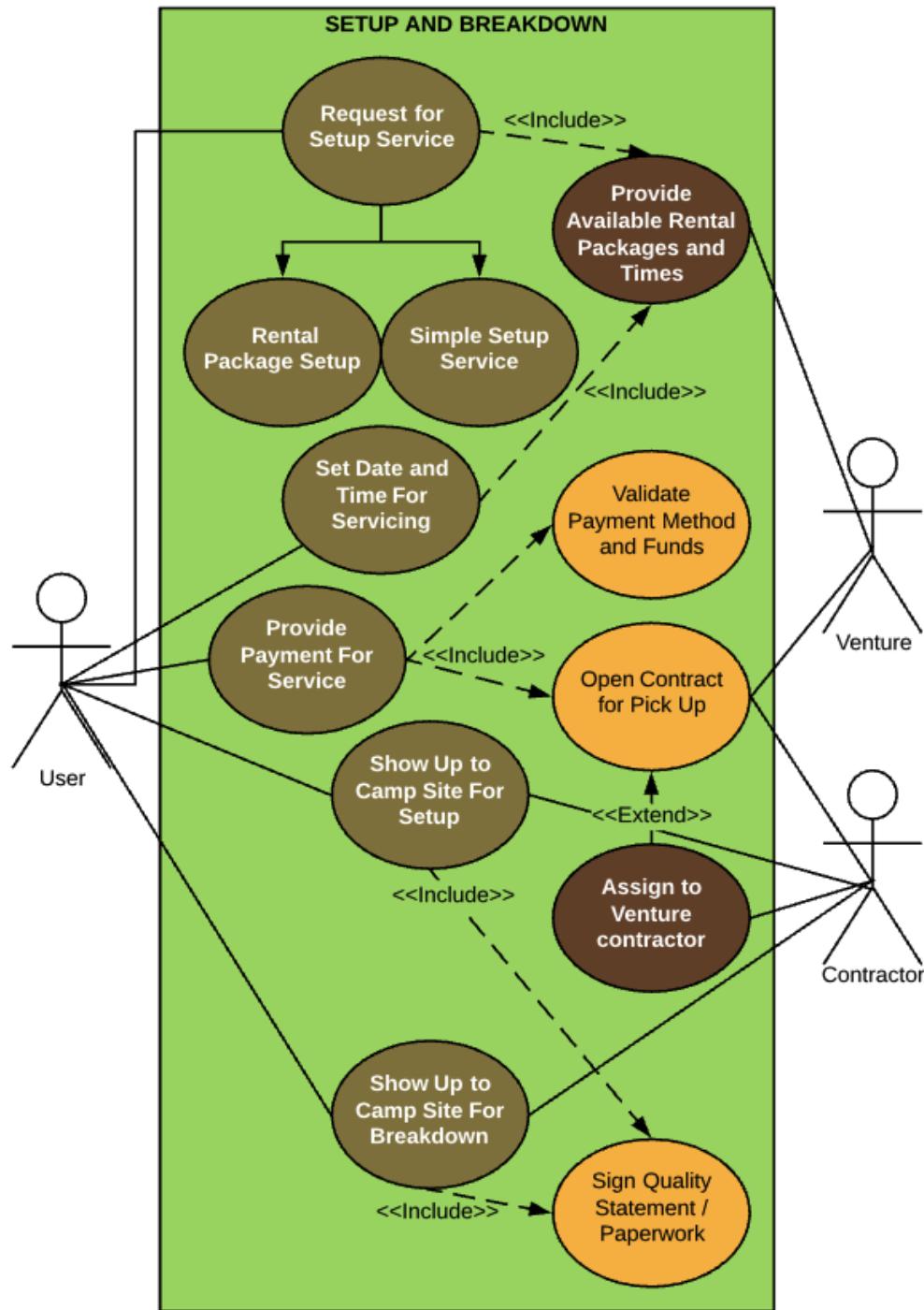
PACKAGES

- Rental Package Setup
 - Renting equipment from Venture
- Simple Equipment Setup
 - Bring personal equipment

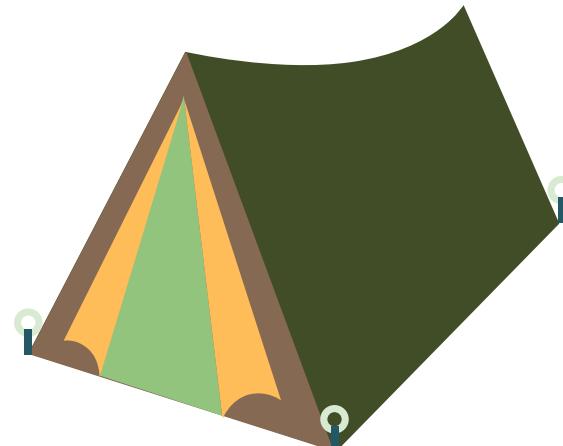


PAPER WORK

Damage insurance and liability forms

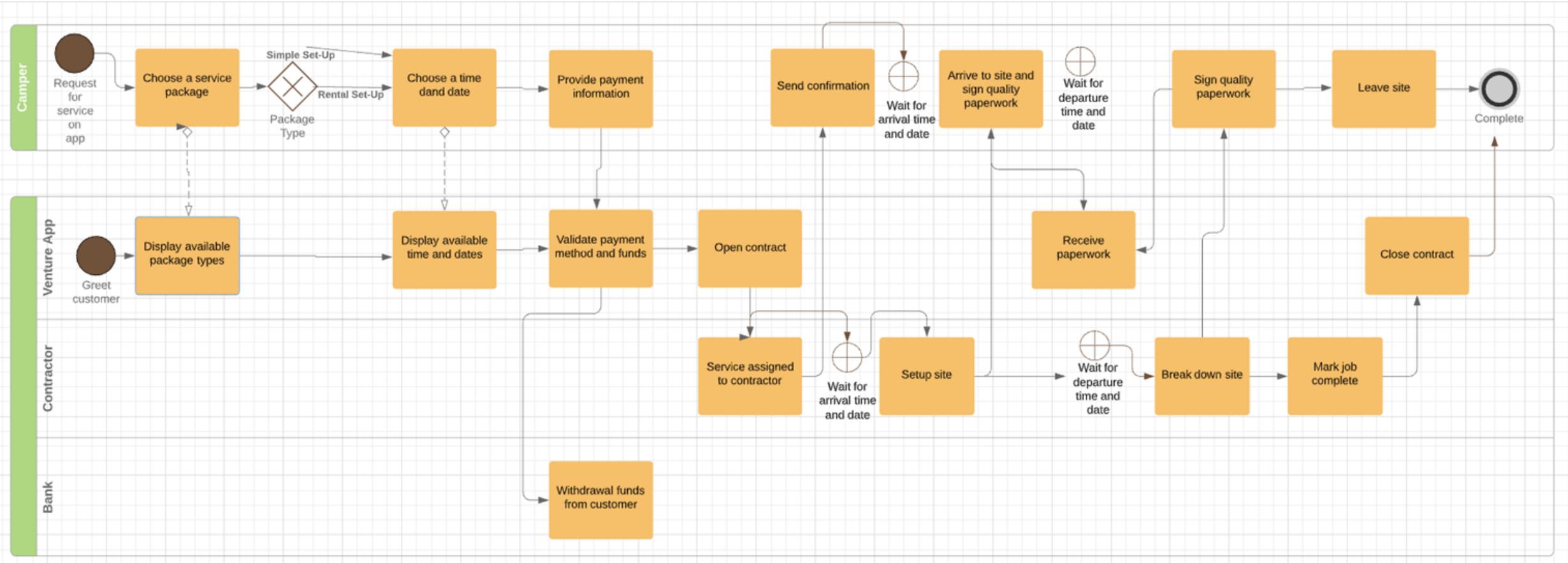


SET-UP AND BREAKDOWN

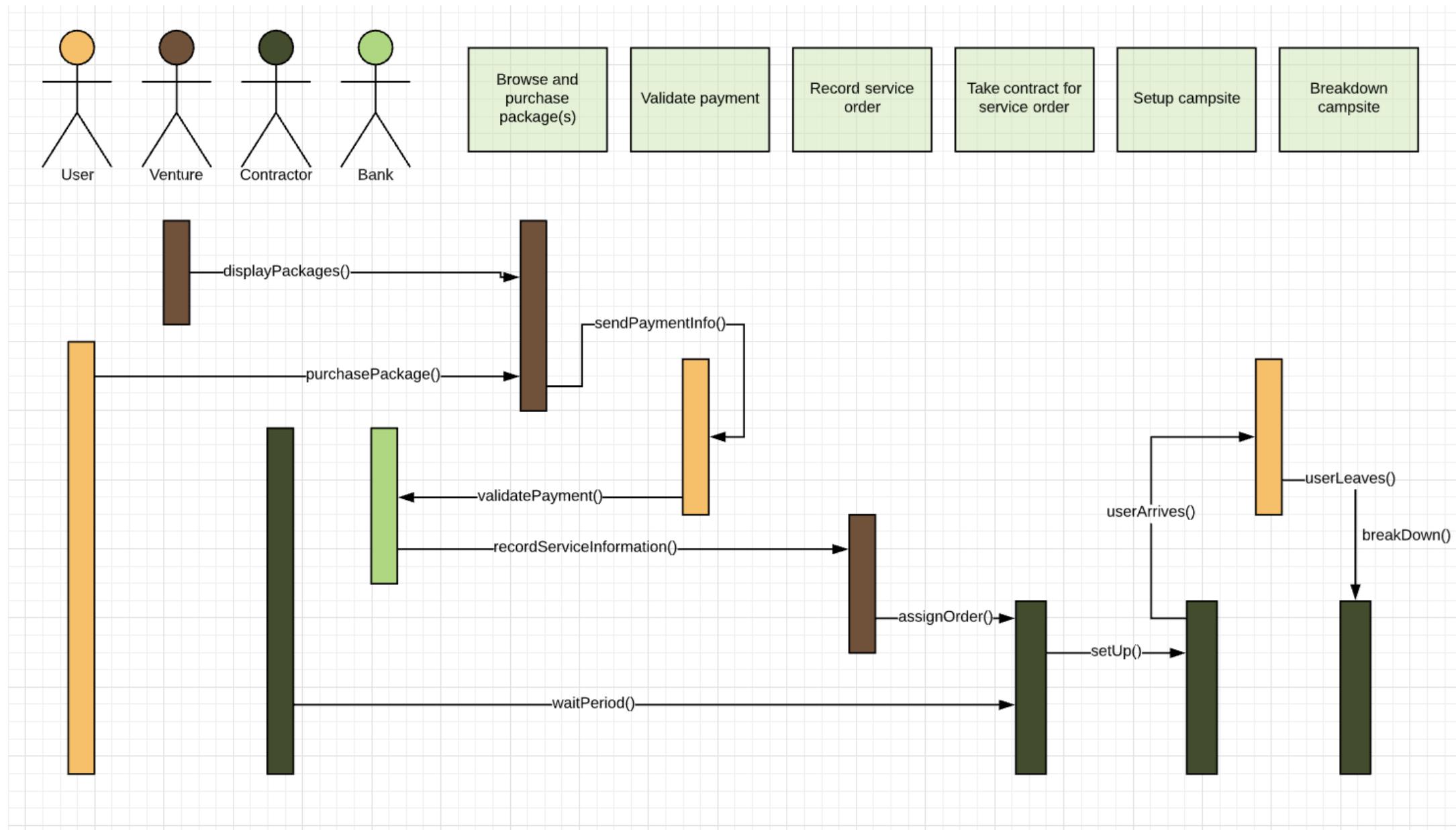


USE CASE DIAGRAM

SET-UP AND BREAKDOWN



SET-UP AND BREAKDOWN



SETUP AND BREAKDOWNS

Simple Equipment
Setup

Browse Rental Package
Setup



RENTAL PACKAGE SETUP



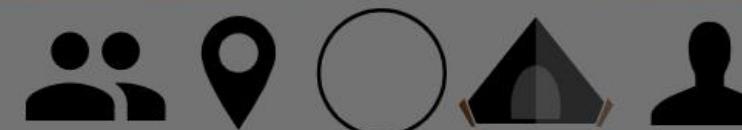
Package 1



Package 2



Package 3



RENTAL PACKAGE SETUP



Package 1 Price

Description

Add to Cart



SETUP AND BREAKDOWNS

CHECKOUT



Package 1

Price

Choose time and date



First Name

Last Name

email

Phone #

Credit Card #

CVC

Confirm Order



SETUP AND BREAKDOWNS

CHECKOUT

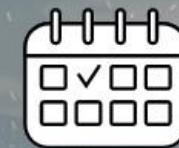


Thank you for your order:



Package 1

Price



You will receive a
confirmation email when a
contractor is assigned to your
order.



SAFETY

NOTIFICATIONS

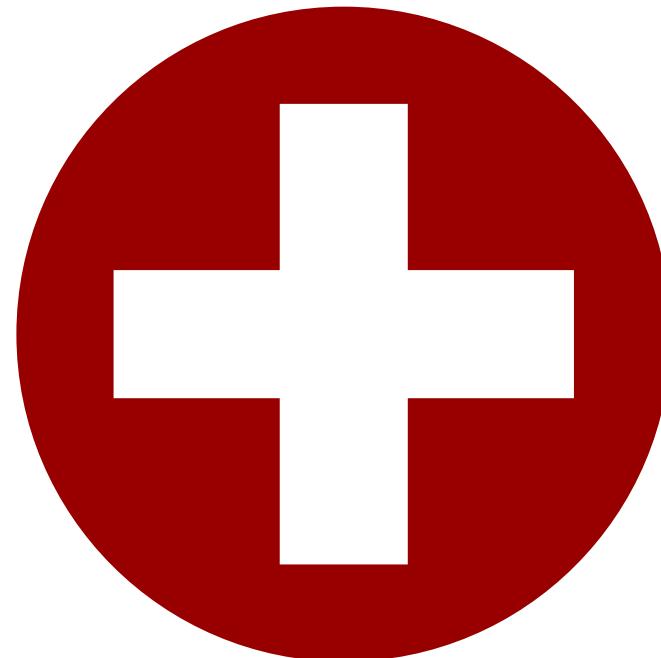
Users will know when there are hazards, weather changes, campgrounds etc, near by. Users will be able to toggle notifications.

IMPORTANCE

Letting users feel like they are able to help the national parks and others using the app

WEATHER, HAZARDS, AND ANIMALS

The system will use GPS to track where they are, and notify them if they are by any hazards or anything else of importance.



TRACKING

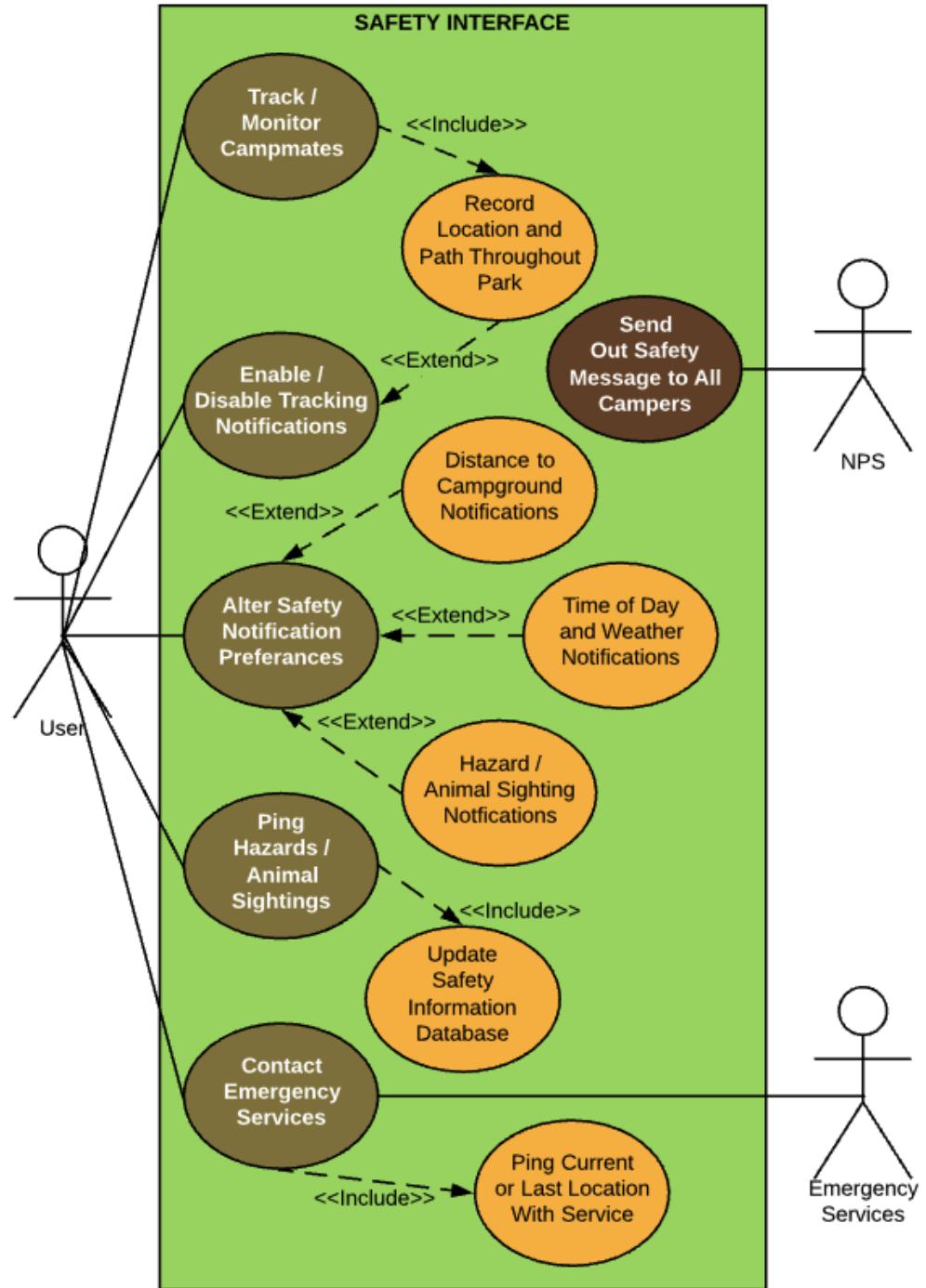
Picture this software will validate the invasive designation of plants. Pings then need to be validated through the other users. When 3 different people ping the same thing it is validated.

FEATURES

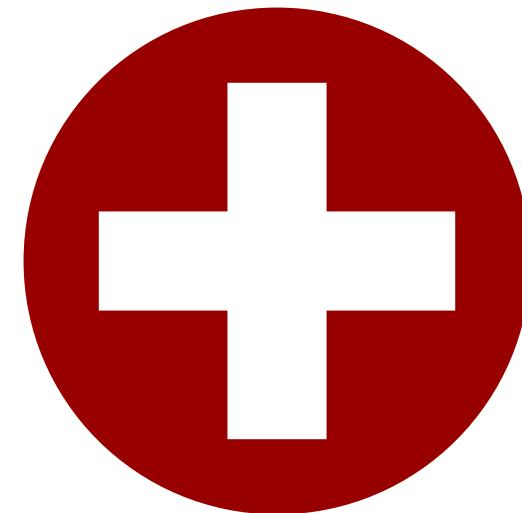
The system will use GPS to track where they are, and notify them if they are by any hazards or anything else of importance

EMERGENCY SERVICES

Emergency Services will be ready to ensure safety to the campers by checking on hazards.

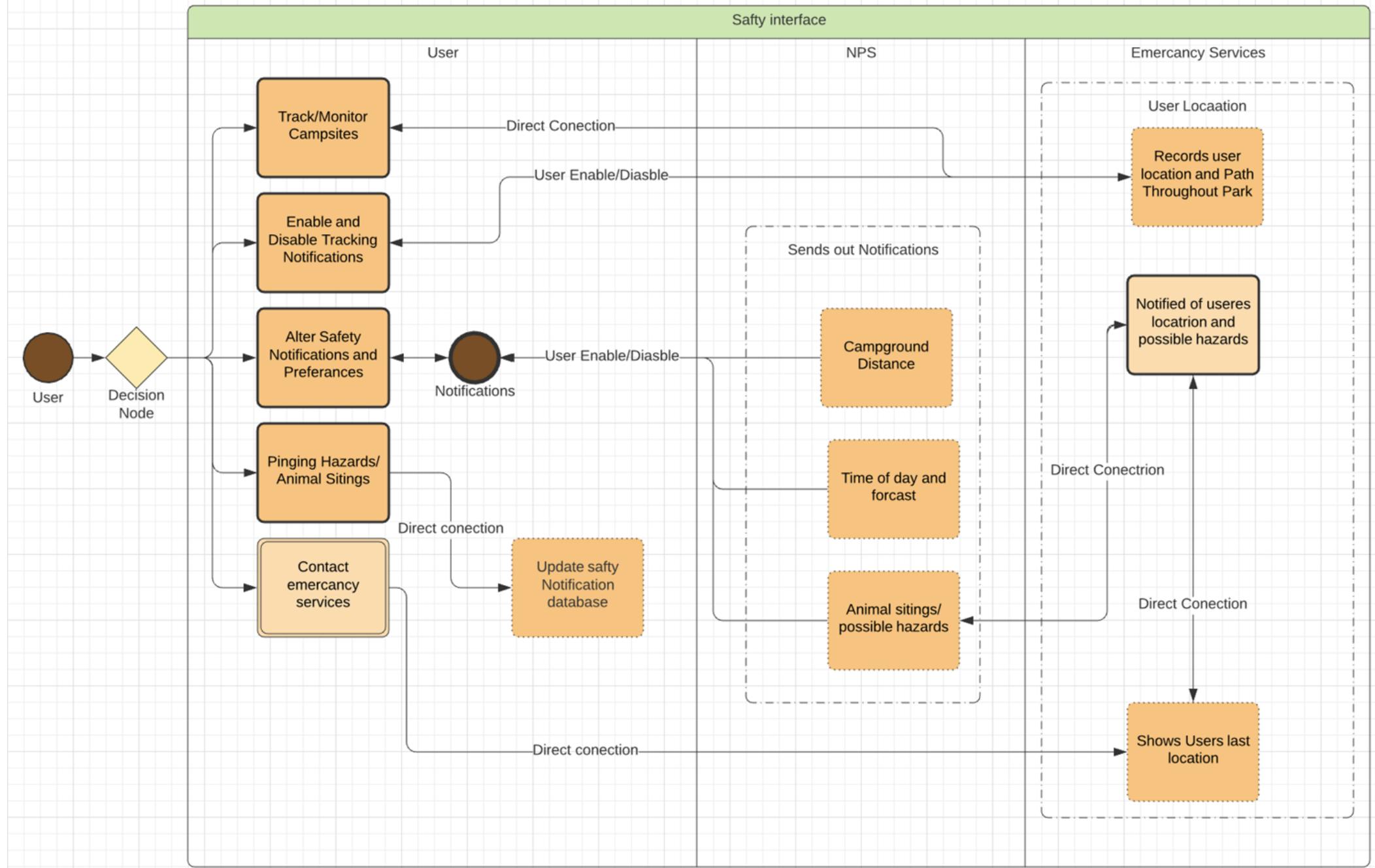


SAFETY

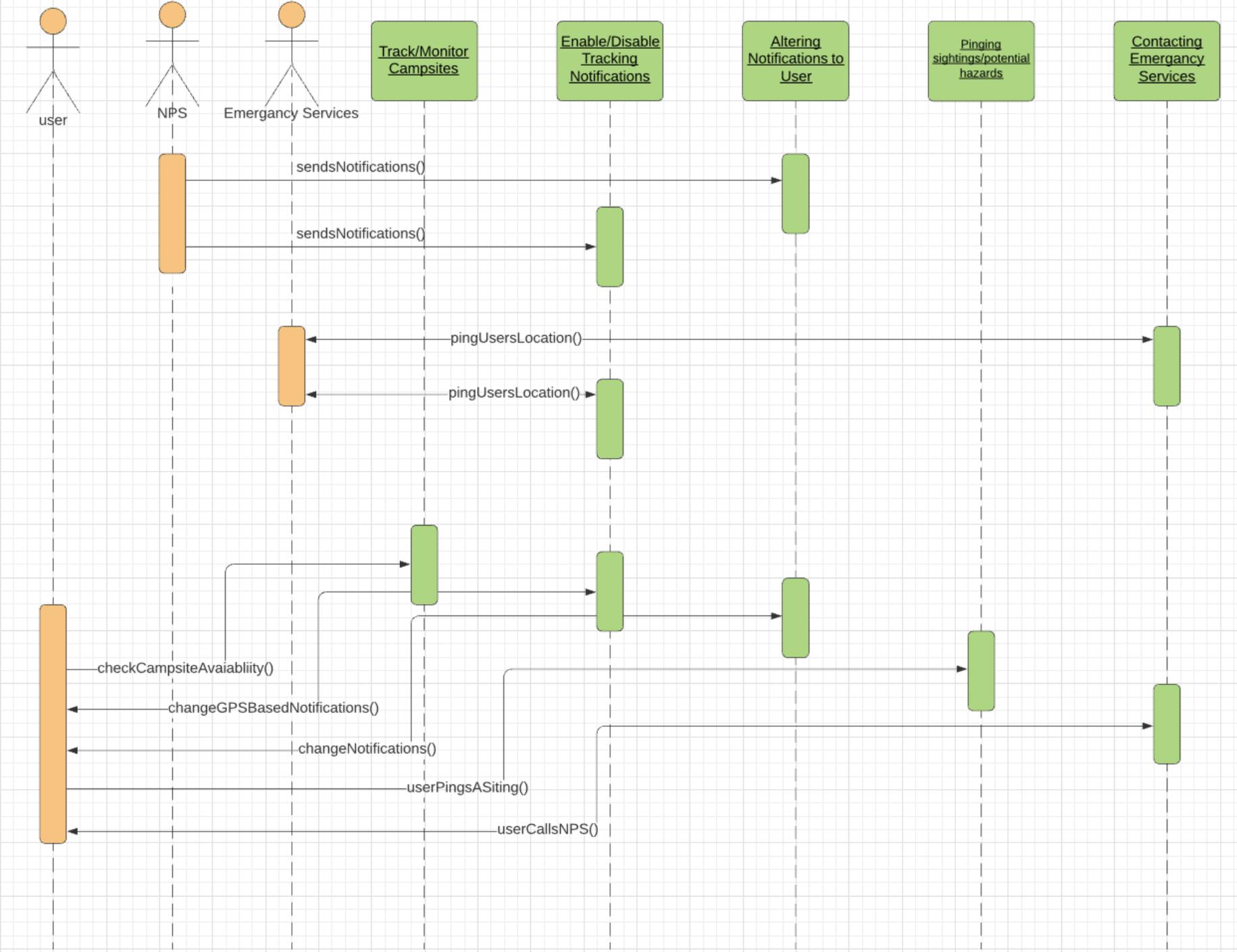


USE CASE DIAGRAM

SAFETY INTERFACE



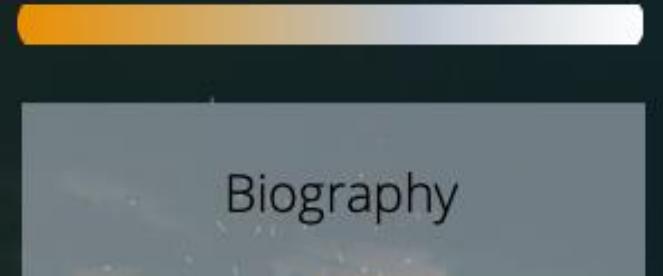
SAFETY INTERFACE





USER NAME

Picture



Biography



Activity
History

Friends
List



SAFETY

Public Tracking



Distance From Camp



Hazards



Animal Sightings



Dangerous Weather



Poisonous Plants



Daylight Left



EMERGENCY SERVICES



COMMUNITY

FIND FRIENDS

Scan a friends Venture code or search by username to find and communicate with people.



NEWS AFFECTING THE PARK

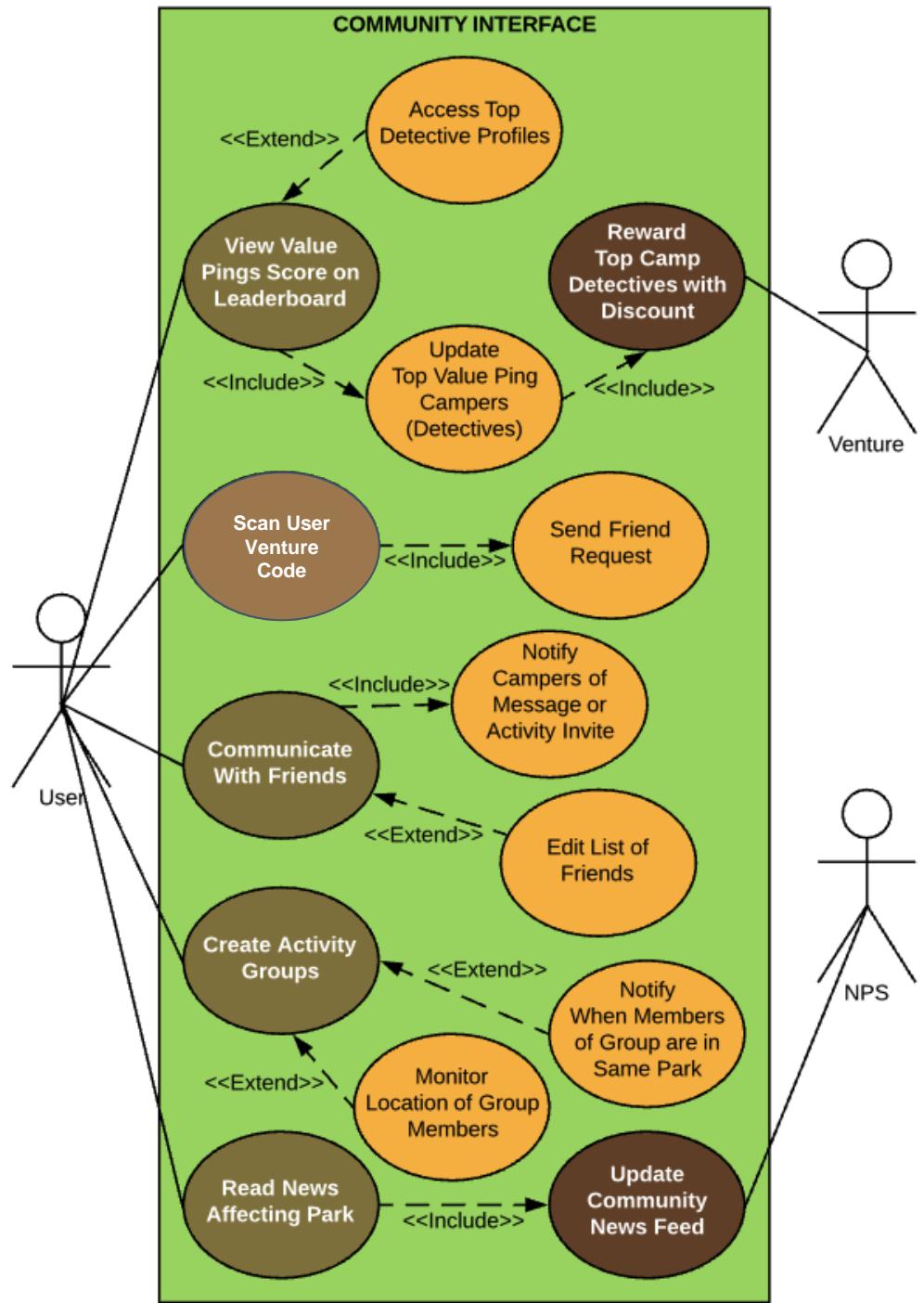
Read the latest updates on all things revolving around the park and adventure related insights.

ACTIVITY GROUPS

Set up groups with friends for activities such as hiking to improve safety, communication and peace of mind.

VALUE PING BOARD

Check in on your competition to earn discounts for camping services from Venture. The top five detectives per park get rewarded each month.

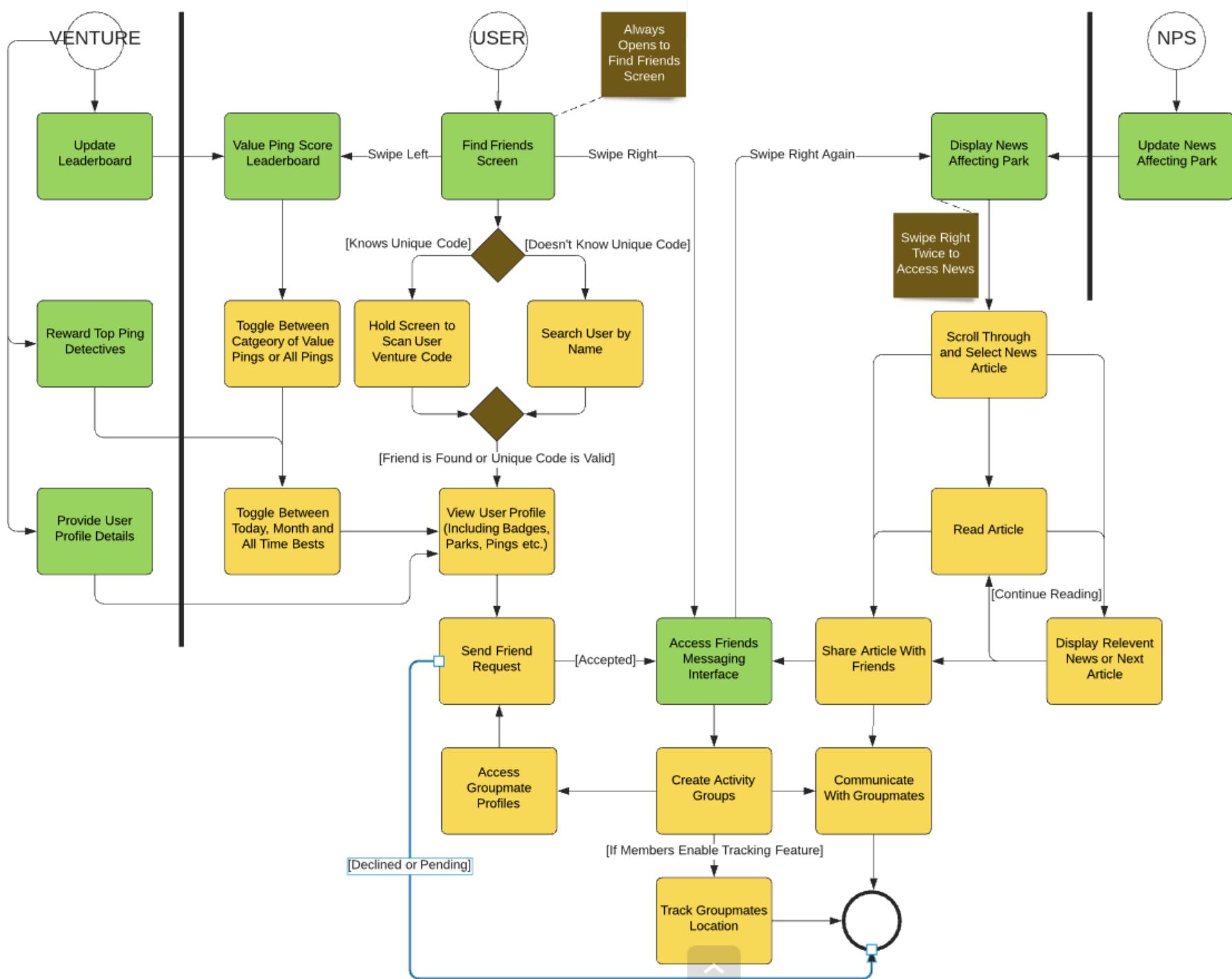


COMMUNITY

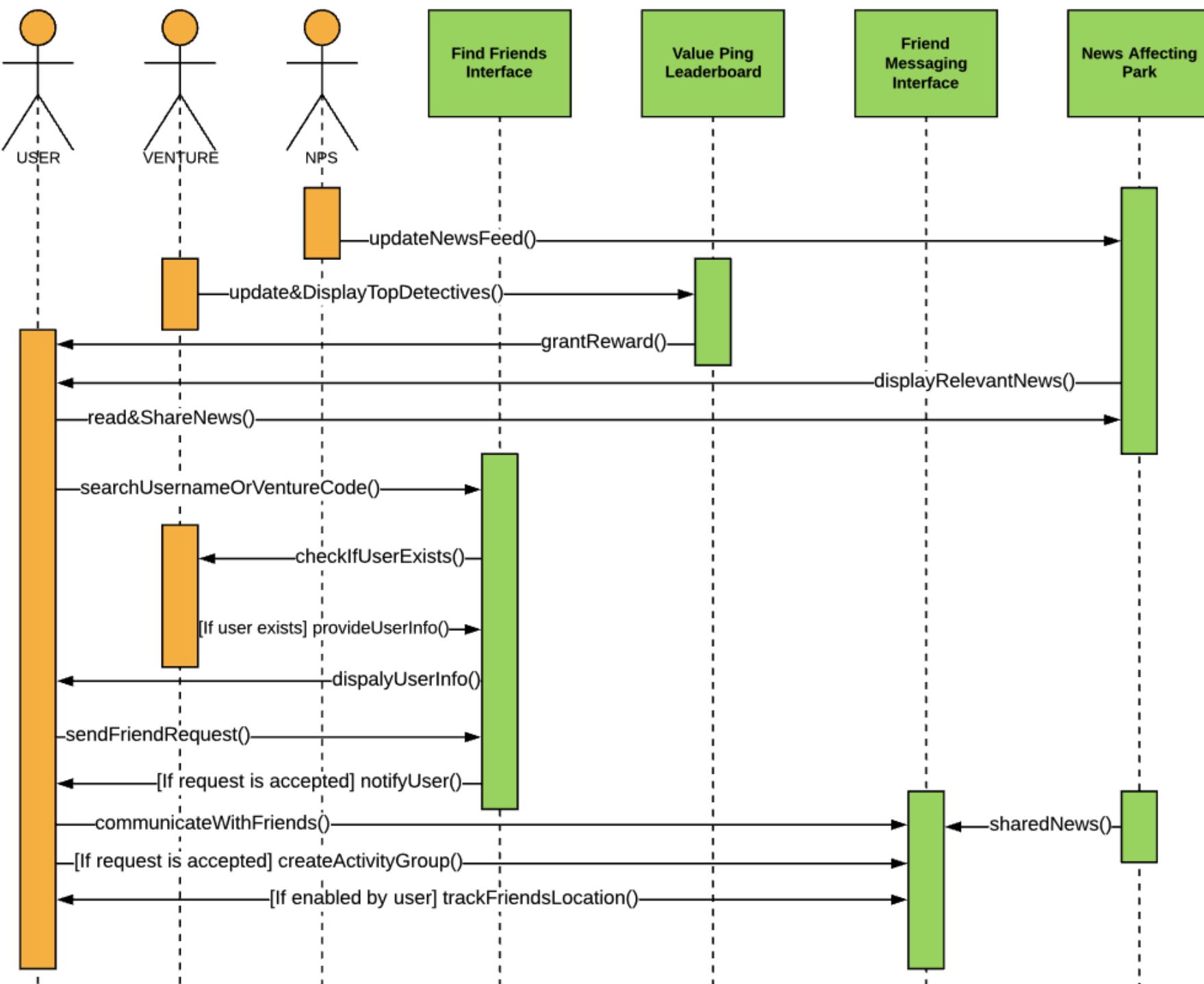


USE CASE DIAGRAM

COMMUNITY



Community



COMMUNITY



Yosemite Park
- News -



Bank robber
hidden in
forest...



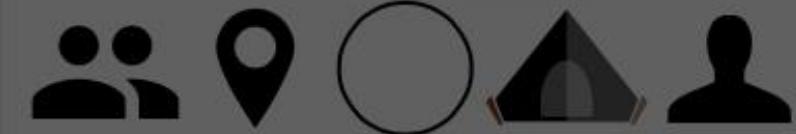
Bear eats over
thirty two
campers...



Fear strikes as
flying shark
terrorizes park...



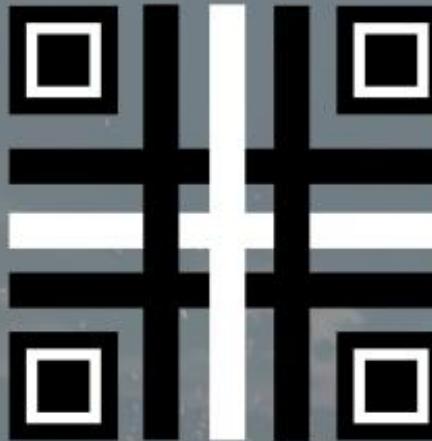
Wild goose and
hedgehog get it
on...



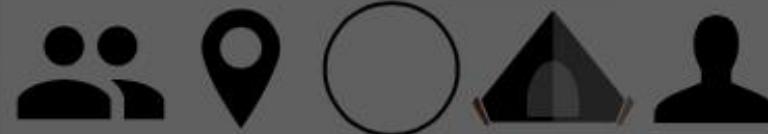
COMMUNITY



Scan Friend Code



Display Venture Code



COMMUNITY



Ping Leaderboard

1

Cruso Mcfinder

2

Pinger Magee

3

Jack Pingsalot

4

Caveman Chuck

5

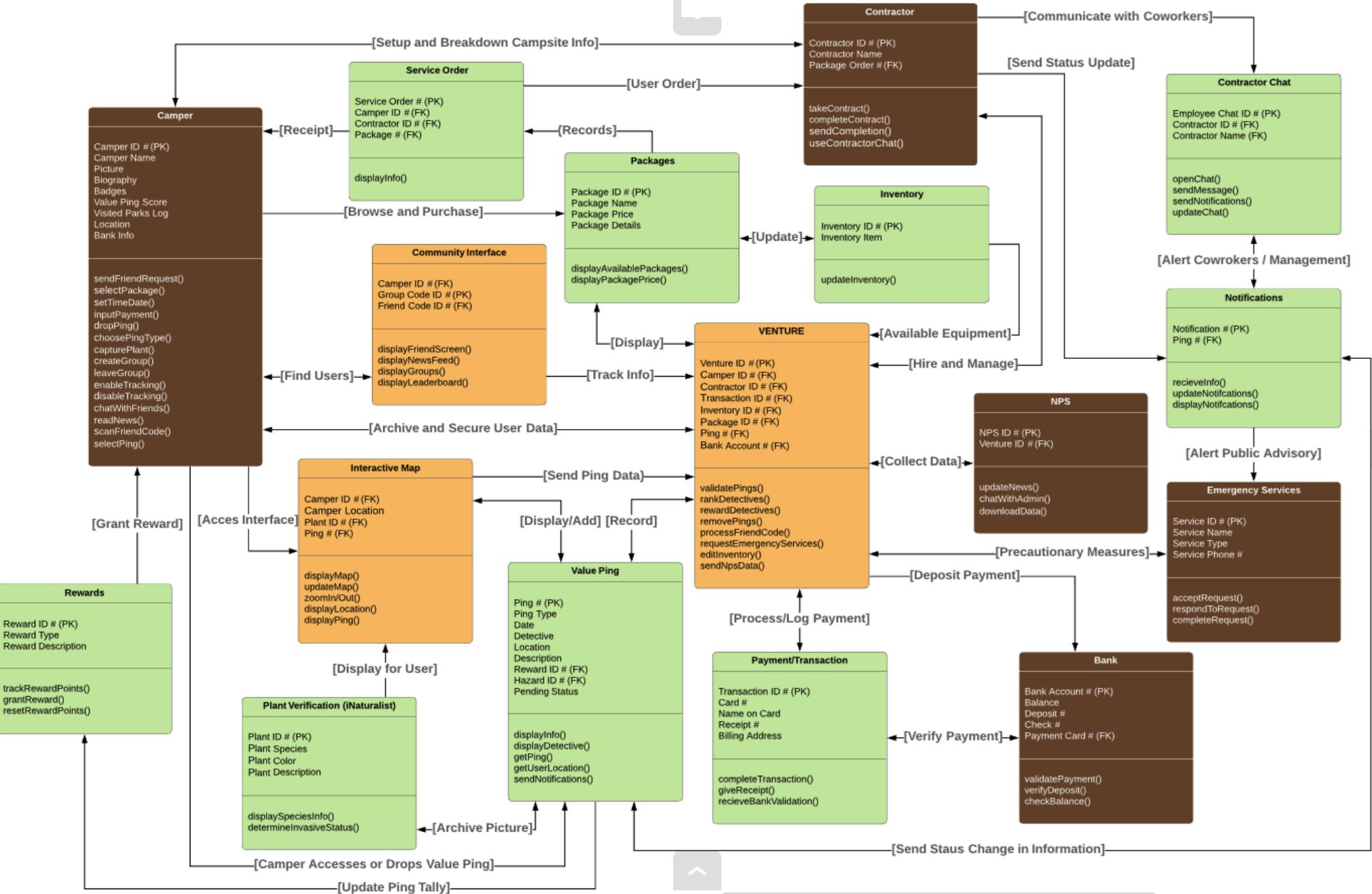
Goose Lover

Ping Type

Time Frame



STRUCTURAL MODELING





EFFORT ESTIMATION

- | System Request
- | Feasibility Analysis
- | Features
- | **Effort Estimation**

EFFORT ESTIMATION

1
General Status

2
Service Development

3
Geomapping, Alerts, and Data



THANK YOU



Competitors



Class Name: Camper	ID: 1	Type: User
Description: User uses app and pushes different functions	Associated Use Cases:	
<p>Responsibilities:</p> <ul style="list-style-type: none"> • Choose which package user wants • Select a time for when and where they want their package • Input payment type • Abide by the term and services agreement • Choose if they would like to have GPS tracking on their application • Input user information to profile 	<p>Collaborators:</p> <ul style="list-style-type: none"> • Venture • Contractor • Payment/Transaction • Package 	

Attributes:
<ul style="list-style-type: none"> • Camper ID # (PK) • Camper Name • Picture • Biography • Badges • Value Ping Score • Visited Parks Log • Location • Bank info
Relationships:
<ul style="list-style-type: none"> • Venture • Contractor • Payment/Transaction • Package

Class Name: Payment/Transaction	ID: 7	Type:
Description: A payment of money or its equivalent by customers in exchange for services.	Associated Use Cases: 1 Set-Up & Breakdown	
<u>Responsibilities:</u> Complete payment transaction Receive bank validation Give receipt	<u>Collaborators:</u> Camper Bank Camper	

Attributes:
<ul style="list-style-type: none"> • Transaction ID # (PK) • Card # • Name on Card • Receipt # • Billing Address
Relationships:
<ul style="list-style-type: none"> • Camper • Venture • Bank

Class Name: Bank	ID: 8	Type:
Description: A financial institution used by the company to accept deposits from customers.	Associated Use Cases: 1 Set-Up & Breakdown	
<u>Responsibilities:</u> Validate customer payment Verify deposit Check balance	<u>Collaborators:</u> Camper	

Attributes:
<ul style="list-style-type: none"> • Bank Account # (PK) • Balance • Deposit # • Check # • Payment Card # (FK)
Relationships:
<ul style="list-style-type: none"> • Payment/Transaction • Venture • Camper

Class Name: Inventory	ID: 9	Type:
Description: A complete list of equipment owned by the company used by contractors to setup and breakdown.	Associated Use Cases: 1 Set-Up & Breakdown	
<u>Responsibilities:</u> Update inventory	<u>Collaborators:</u> Package	

Attributes:

- Inventory ID # (PK)
- Inventory Item
- Wholesale_Price
- Brand

Class Name: Interactive Map	ID: 11	Type:
Description: An interactive map where users can see the different parts of the park like plants, hazards, friends, hikes, lakes, etc.	Associated Use Cases:	
<p>Responsibilities:</p> <ul style="list-style-type: none"> ● Receive data from different sources (Camper, Venture, Plant, etc.) ● Display objects in the park ● Update data on the map ● Sends notification to users about map 		<p>Collaborators:</p> <ul style="list-style-type: none"> ● Camper ● Venture ● Plant ● Ping
<p>Attributes:</p> <ul style="list-style-type: none"> ● Camper ID # (FK) ● Camper Location ● Plant ID # (FK) ● Ping # (FK) 		
<p>Relationships:</p> <ul style="list-style-type: none"> ● Camper ● Venture ● Plant ● Ping 		

Class Name: Community Interface	ID: 12	Type: System/User
Description: User will use the system to find friends and track points based off pings		Associated Use Cases:
<p>Responsibilities:</p> <ul style="list-style-type: none"> • Display Friend code of any user scan/inputted • Display live news feed • Display any groups saved by the user • Display amount of points for user in app and for friends of user 		<p>Collaborators:</p> <ul style="list-style-type: none"> • Venture • Camper

Attributes:
<ul style="list-style-type: none"> • Camper ID # (FK) • Group Code ID # (PK) • Friend Code ID # (FK)
<p>Relationships:</p> <ul style="list-style-type: none"> • Camper • Venture

Class Name: Value Ping	ID: 13	Type: System
Description: System will display any notifications to user based off of updates to the system		Associated Use Cases:
<p>Responsibilities:</p> <ul style="list-style-type: none"> ● Display any notifications <ul style="list-style-type: none"> ○ Make notifications with live updates ● Get pings (or notifications) from other parts of the system ● Knows user locations <ul style="list-style-type: none"> ○ In case of hazards in the area ● Push notifications' to users phone 		<p>Collaborators:</p> <ul style="list-style-type: none"> ● Venture ● Camper ● Interactive Map ● Plant ● Hazards ● Notifications

Attributes:
<ul style="list-style-type: none"> ● Ping # (PK) ● Ping Type ● Date ● Detective ● Location ● Description ● Reward ID # (FK) ● Hazard ID # (FK) ● Pending Status
<p>Relationships:</p> <ul style="list-style-type: none"> ● Interactive Map ● Camper ● Venture ● Plant ● Rewards ● Notifications

Class Name: Plant	ID: 14	Type:
Description: User will take pictures of plants and the system will be able to identify the species, type, location, and more	Associated Use Cases: 1	
<p>Responsibilities:</p> <ul style="list-style-type: none"> • Display plant species, type, location • Have descriptions of plants • Have descriptions for endangered plants • Send pings and data to interactive map 	<p>Collaborators:</p> <ul style="list-style-type: none"> • Ping • Interactive Map 	

Attributes:
<ul style="list-style-type: none"> • Plant ID # (PK) • Plant Species • Plant Color • Plant Description
<p>Relationships:</p> <ul style="list-style-type: none"> • Ping • Interactive Map

Class Name: Emergency Services	ID: 15	Type:
Description: Users will be able to view hazards, contact emergency services, know their location and have more information that will benefit their safety	Associated Use Cases: 1	
<p>Responsibilities:</p> <ul style="list-style-type: none"> • Track location of users • Display hazards • Sends notifications to users • Contacts emergency services when requested 	<p>Collaborators:</p> <ul style="list-style-type: none"> • Venture 	

Attributes:
<ul style="list-style-type: none"> • Service ID # (PK) • Service Name • Service Type • Service Phone #
<p>Relationships:</p> <ul style="list-style-type: none"> • Venture

Class Name: Notifications	ID: 1	Type: Abstract
Description: Container and redistributor of relevant information to the user, venture or NPS		Associated Use Cases: 4
<p>Responsibility:</p> <ul style="list-style-type: none"> - Receive data sent from other classes - Send out information status update to users phone - Allow enabling/disabling of certain notifications - Provide details of notification 		<p>Collaborators:</p> <ul style="list-style-type: none"> - Value Ping - Emergency Services - Contractor - Service Order - NPS - Venture

Attributes:
<ul style="list-style-type: none"> - Date Type - Data Source (Subject) - Message - Date - Generation Location (Device Screen or In App)
Relationships:
<ul style="list-style-type: none"> - Generalization: Database information distributor - Aggregation: Data source, type and message from outgoing information classes

Class Name: National Park Service	ID: 2	Type: Concrete, Domain
Description: The agency of the United States federal government that manages all national parks		Associated Use Cases: 4
Responsibility: <ul style="list-style-type: none">- Update Relevant News Feed- Send Out Safety Notifications- Communicate with Venture	Collaborators: <ul style="list-style-type: none">- Venture	

Attributes: <ul style="list-style-type: none">- Park Name- Account Administrator Name- Current Total Park Pings Collected- Last Period of Data Extraction- Log of Data Extractions
Relationships: <ul style="list-style-type: none">- Generalization: Organization- Aggregation: Park Rangers and Employees

Class Name: Venture	ID: 2	Type:
Description: Application users engage with; manages various services and functions of the Venture service such as the storefront, pings, and community information.	Associated Use Cases: All	
<p>Responsibilities:</p> <ul style="list-style-type: none"> ▪ Manage app functions and services ▪ Validate Detective 'Pings' from Interactive Map & Identified Species ▪ Provide rewards to Detectives from received ping information ▪ Remove outdated, invalid, or unnecessary pings ▪ Contact Emergency Services upon request ▪ Manage and edit company inventory list ▪ Release collected data to National Park Service 	<p>Collaborators:</p> <ul style="list-style-type: none"> ▪ Camper ▪ Contractor ▪ Payment/Transaction ▪ Inventory ▪ Package ▪ Ping ▪ National Park Service ▪ Emergency Services ▪ Bank 	

Attributes:	
<ul style="list-style-type: none"> ▪ Venture ID # (PK) ▪ Camper ID # (FK) ▪ Contractor ID # (FK) ▪ Transaction ID # (FK) 	<ul style="list-style-type: none"> ▪ Inventory ID # (FK) ▪ Package ID # (FK) ▪ Ping # (FK) ▪ Bank Account # (FK)
Relationships:	
<ul style="list-style-type: none"> ▪ Camper ▪ Contractor ▪ Payment/Transaction ▪ Inventory ▪ Package 	<ul style="list-style-type: none"> ▪ Ping ▪ National Park Service ▪ Emergency Services ▪ Bank

Class Name: Contractor	ID: 4	Type:
Description: Employees and crew members providing set-up and breakdown services.		Associated Use Cases: 2
Responsibilities: <ul style="list-style-type: none"> ▪ Receive contracts and orders from campers ▪ Complete contracts through set-up and breakdown of campsites. ▪ Communicate with campers and contractors using Contractor Chat ▪ Send job completion notification 	Collaborators: <ul style="list-style-type: none"> ▪ Camper ▪ Venture ▪ Notifications 	

Attributes: <ul style="list-style-type: none"> ▪ Contractor ID # (PK) ▪ Contractor Name ▪ Package Order # (FK)
Relationships: <ul style="list-style-type: none"> ▪ Camper ▪ Venture ▪ Notifications

Class Name: Package	ID: 10	Type:
Description: Options purchasable by campers using Venture storefront and fulfilled through set-up and breakdown services.		Associated Use Cases: 1, 2
Responsibilities: <ul style="list-style-type: none"> ▪ Display packages available to camper ▪ Display contents of chosen package plan, such as included equipment ▪ Display price of chosen package plan 	Collaborators: <ul style="list-style-type: none"> ▪ Inventory ▪ Venture 	

Attributes: <ul style="list-style-type: none"> ▪ Package ID # (PK) ▪ Package Name ▪ Package Price ▪ Package Details 	<ul style="list-style-type: none"> ▪ Camper ID # (FK) ▪ Camper Location ▪ Plant ID # (FK) ▪ Ping # (FK)
Relationships: <ul style="list-style-type: none"> ▪ Inventory ▪ Venture 	

Tent Using Camper Per Month by National Park

Tent Using Camper Per Month by National Park						
	Death Valley:	Joshua Tree:	Yosemite:	King's Canyon:	Sequoia:	TOTAL
Nov 2018	11,661	25,564	16,369	1,329	1,736	56,659
Dec 2018	5,581	10,056	4,369	70	347	20,423
Jan 2019	1,600	21,540	2,946	83	267	26,436
Feb 2019	9,334	20,520	488	0	321	30,663
Mar 2019	14,403	35,852	1,043	1,043	1,545	53,886
Apr 2019	9,786	33,988	20,367	19	3,883	68,043
May 2019	3,472	20,252	31,507	3,679	13,165	72,075
Jun 2019	1,398	9,032	36,110	14,081	16,860	77,481
Jul 2019	788	3,856	93,530	35,263	35,339	168,776
Aug 2019	899	5,452	92,658	33,094	33,495	165,598
Sep 2019	2,181	11,588	105,165	10,399	20,708	150,041
Oct 2019	6,334	22,324	16,256	5,161	5,222	55,297
Nov 2019	14,223	25,176	30,978	1,390	1,698	73,465
TOTAL	81,660	245,200	451,786	105,611	134,586	1,018,843