Team1

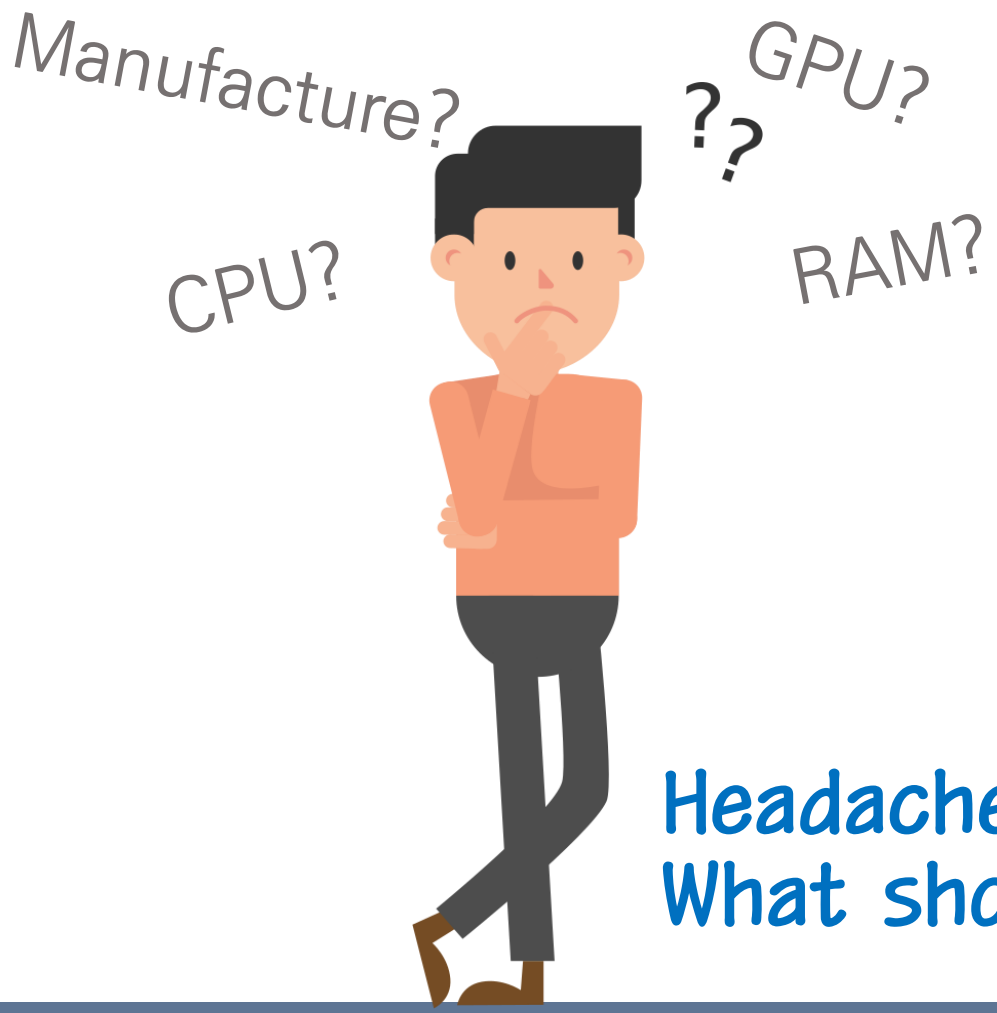
iDecide

Recommend Laptop for Tech Newbies

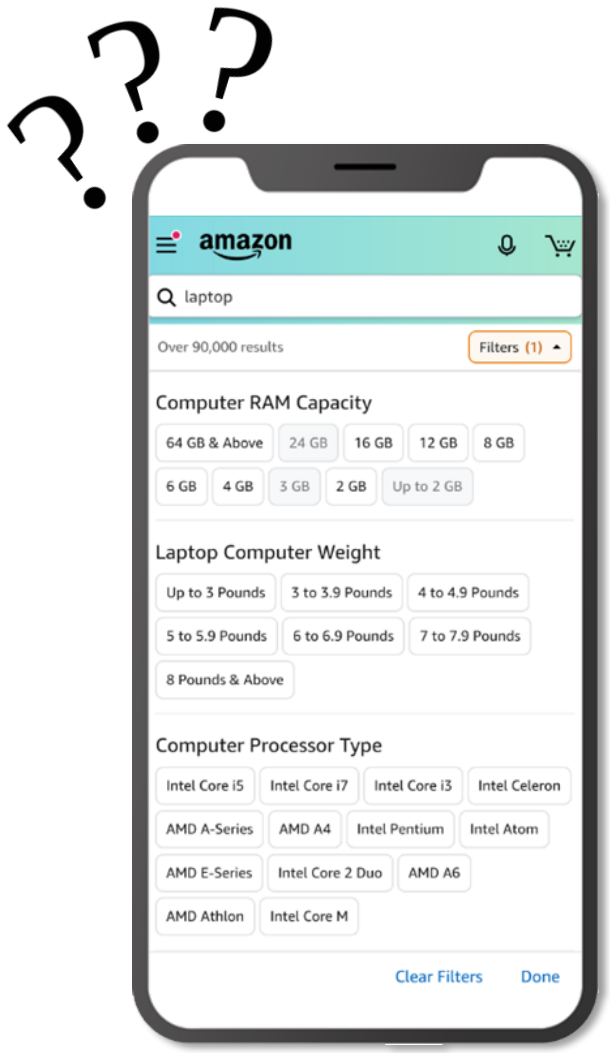
CONTENTS

PART 1

Overview



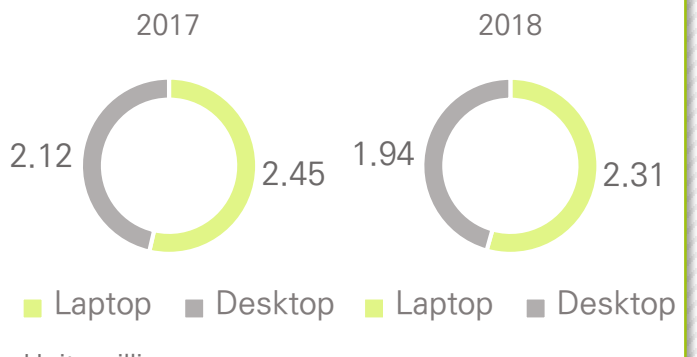
Headache...!
What should I buy?



People who don't know about the **spec** want **guide** to **select laptop**

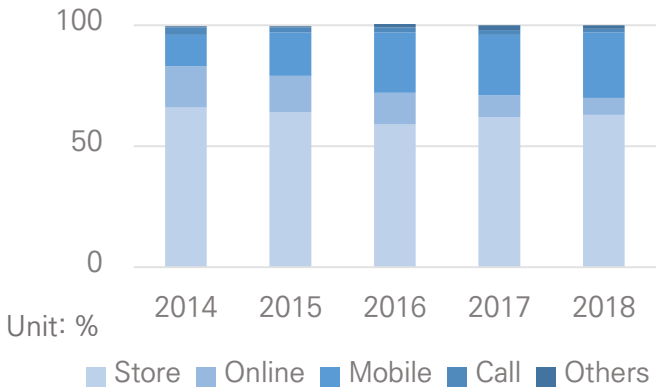
Background – Market

Data by 2018 domestic PC market sector



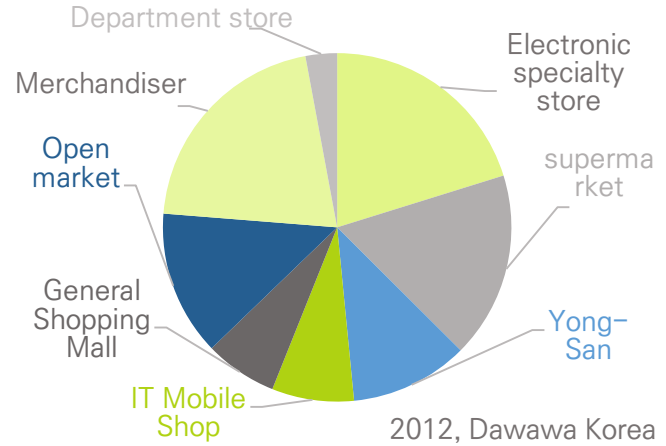
2018, IDC Korea

Changes in purchase type by year



2019, Shopper Diary Korea

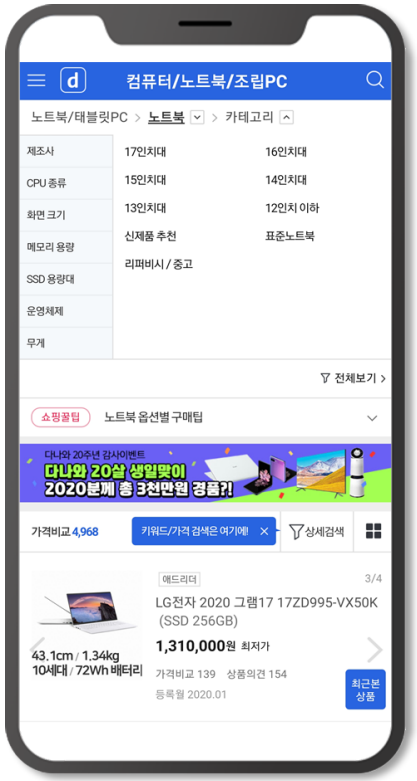
University Student's PC Purchase Location

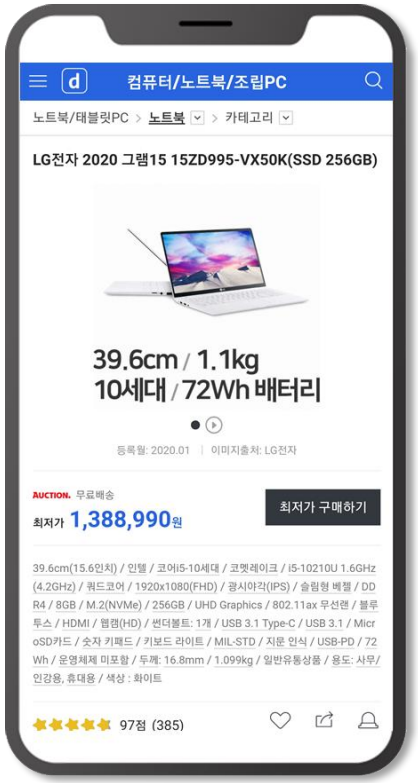


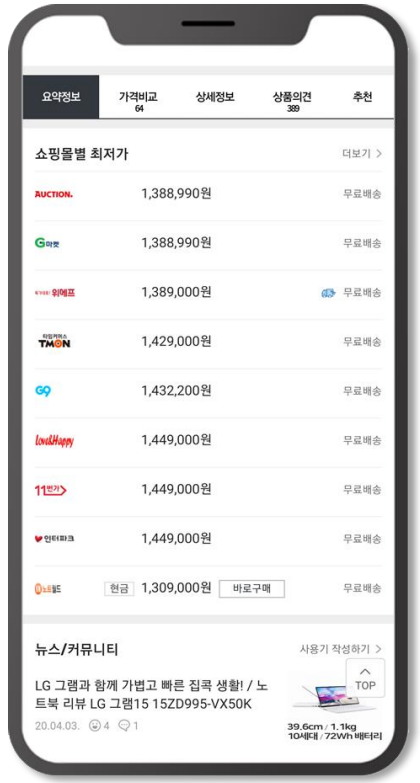
2012, Dawawa Korea

- More people are buying things on mobile than offline
- The proportion of notebooks in the PC market is increasing more than the desktop
- When choosing a laptop, too much terminology comes out
- There are many people who don't want to know computer terminology but want to buy a laptop with high price/satisfaction.
- As the number of laptop types increases and the new product launches faster, many consumers lack the capacity to carefully evaluate performance, quality, and AS.

Case1. danawa



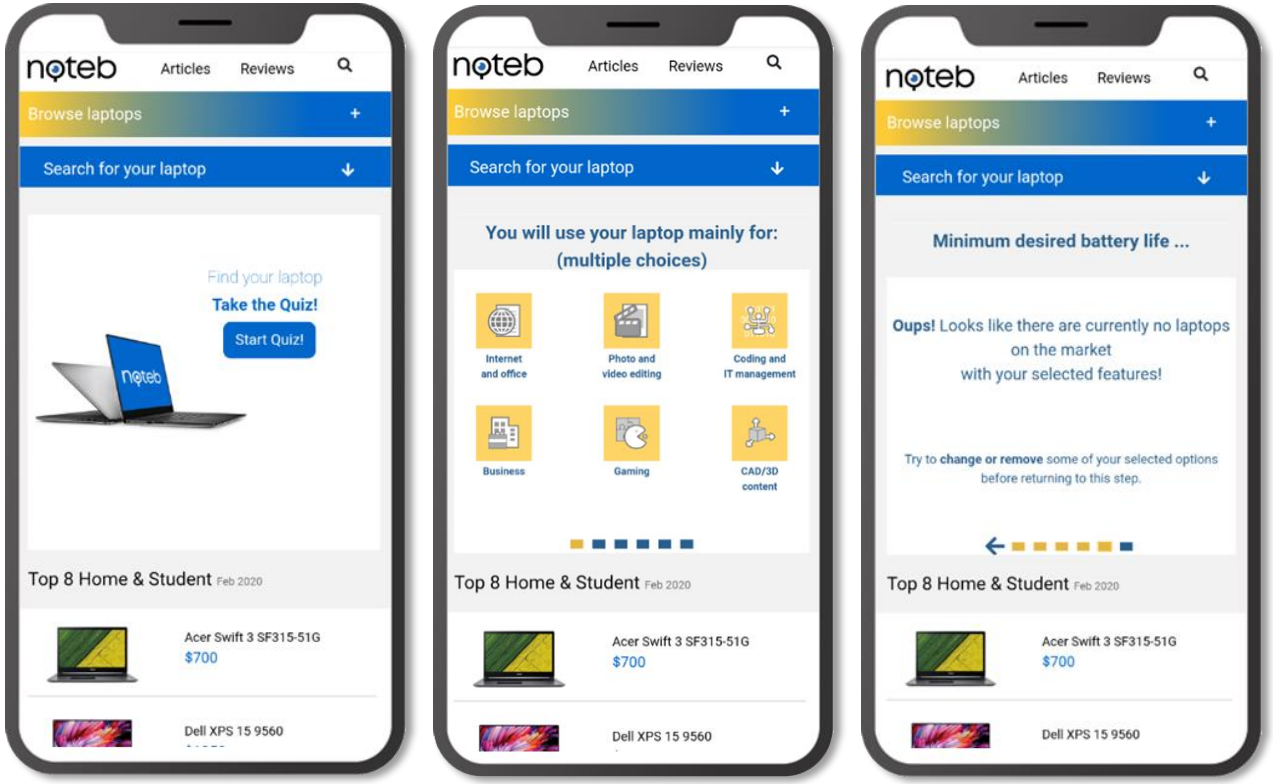




Lots of technology terms. Good for experts, but not for newbies

Market status – Overseas

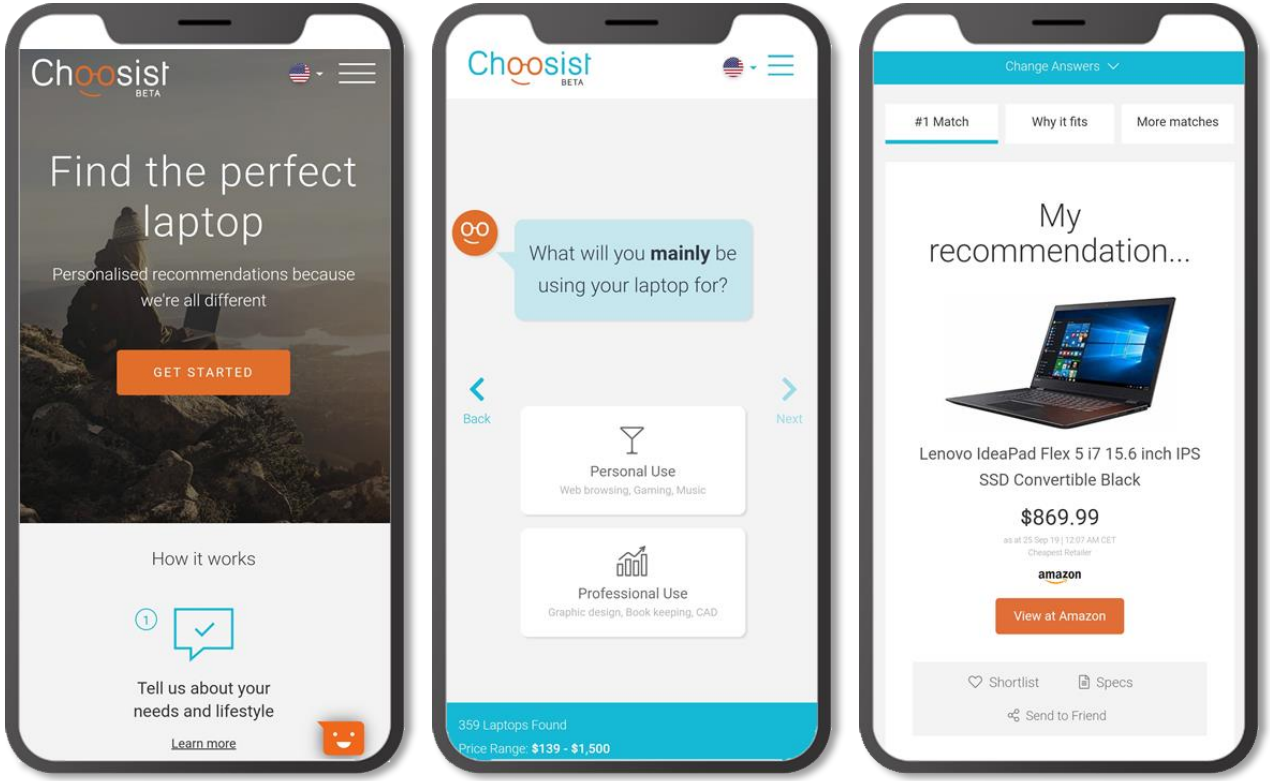
Case2. noteb



Have to answer lots of questions and got no result

Market status – Overseas

Case3. choosist



Good, but it does not support the Korean market

Development Status						
#	Name	Easy UI	Least of technological term	Good recommendation	Sort by lowest price	Direct purchase
1	noteb	O	X	△ List of recommendation. Sometimes no answer.	O	X
2	danawa	X Too many subjects. Lots of advertising.	X	O Several filters.	O	X
3	choosist	O	O	O	X	X Direct delivery to Korea is not allowed.
4	Our system	O	O	O	O	O

PART 2

Goals & Methods

“Get the Best Laptop with the Least Clicks!”

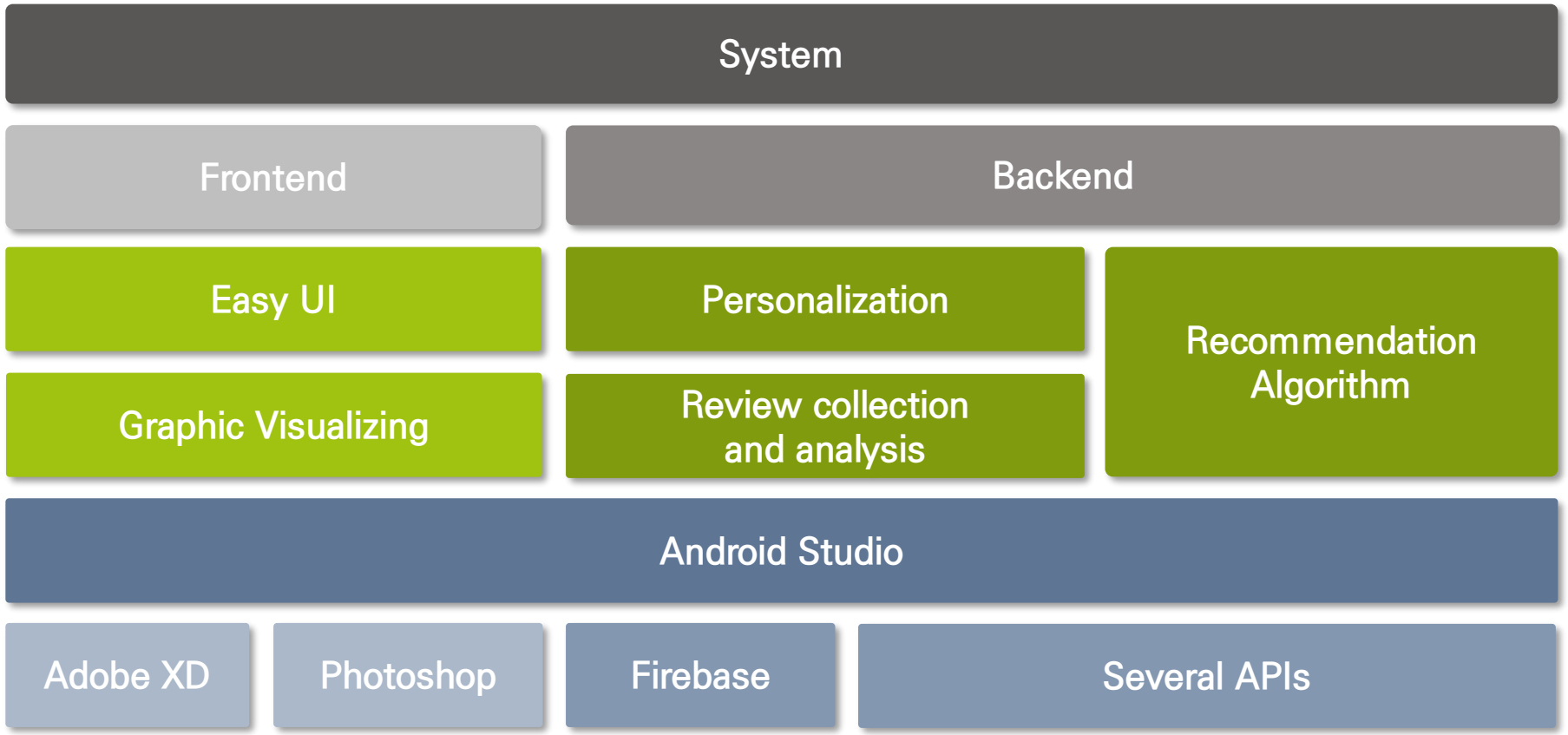
Helps those who are not familiar with computer terminology find the best suitable notebook with little effort

Goals – Detailed goals

"Get the **Best Laptop** with the **Least Clicks!**"

- Building an algorithm that filter devices according to prioritized that customers consider as important
- Comparing multiple devices added in the bucket
- Enabling users to easily see other people's review
- Providing a graph visualizing the distribution of practical usage of a device
- Collecting various practical usage and providing it to customers for their further consideration
- Informing users the estimated price of recommended options in lowest
- Explaining difficult technological terms easily

Methods – System



Methods – System

Service

- Recommend device
- Intuitive review analysis
- Estimate price
- Sort by lowest, connect to the vendor

System

Recommendation Algorithm	Define Algorithm	Performance comparison by lifestyle	Verification
Review analysis	Collect people's reviews	Find important keyword	Visualize
Estimate price	Estimating the cost till consumers' current choices		Notify user
Connect to the vendor	Sort by lowest	Go directly to the purchase page of the Korean seller	

Server

Tools

Frontend tools for our App

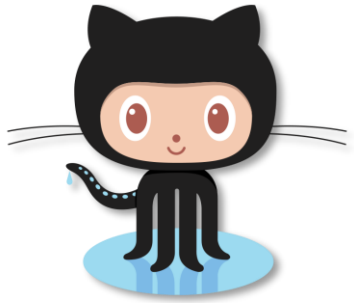
Adobe Photoshop
For designing icon

Adobe Xd
For designing UI/UX & structure

Android Studio
For importing UI/UX in application

Methods – Backend Tools

Backend tools for our App



Github

For opensource

Firebase

For server

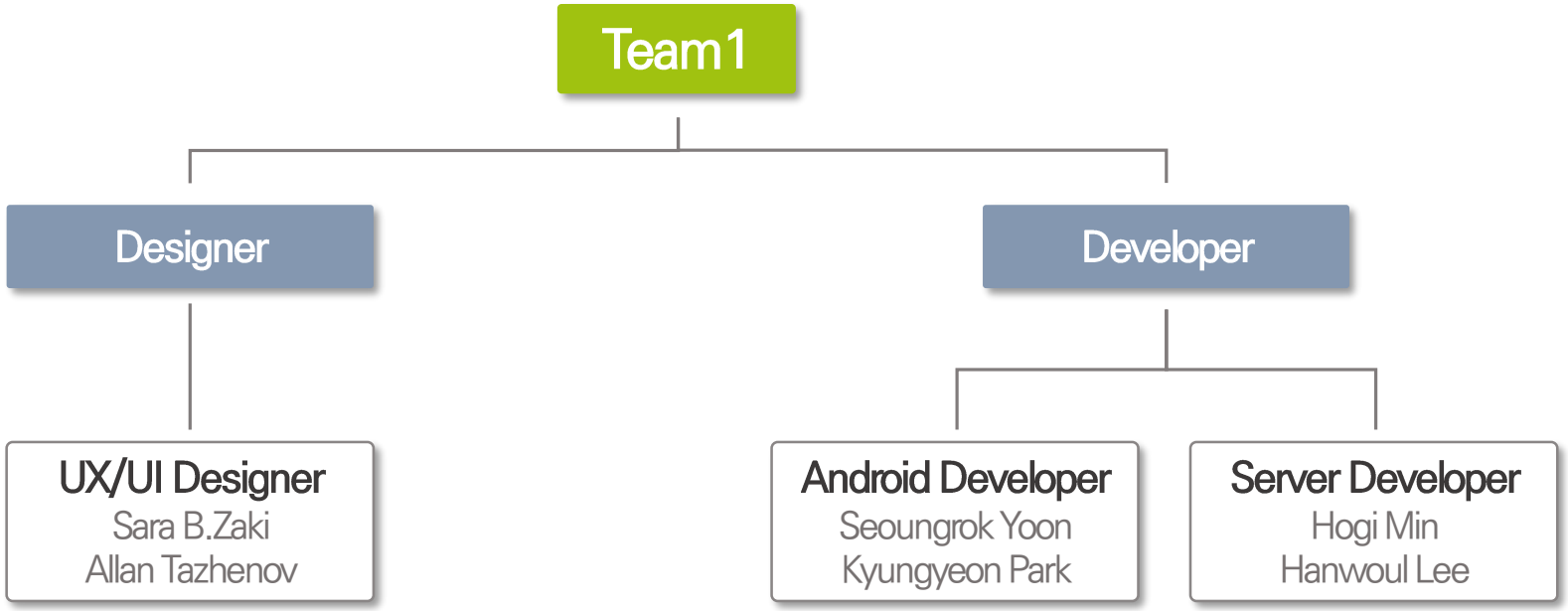
Android Studio

For developing application

PART3

Team & Strategy

Team formation



03 Team & Strategy
Team formation

Design

Sara B.Zaki
- UX/UI designer
- Design our application

Allan Tazhenov
- UX/UI designer
- Import design to android studio

Server

Hogi Min
- Control our server
- Connect our application and the server

Hanwoul Lee
- Control our server
- Develop recommendation algorithrm

App develop

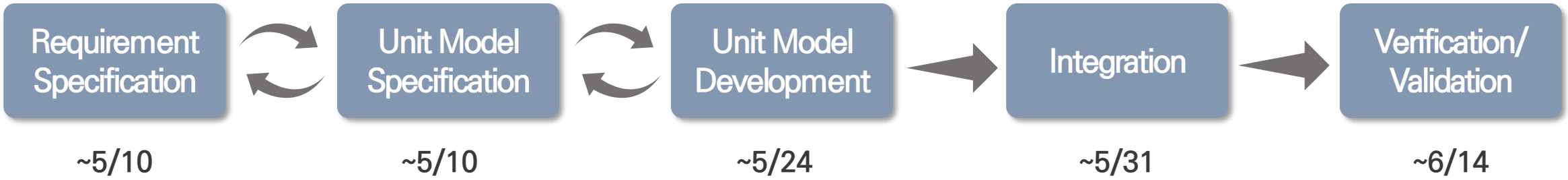
Seoungrok Yoon
- Develop android application
- Helping other parts

Kyungyeon Park
- Develop android application
- Helping other parts
- Team leader

Planning strategy – Schedule

Schedule for Team 1									
#	Contents		Timeline						
			4/20~ 4/26	4/27~ 5/3	5/4~ 5/10	5/11~ 5/17	5/18~ 5/24	5/25~ 5/31	6/1~ 6/7	6/8~ 6/14
1	Requirement Specification									
2	Design	Architecture								
3		Define Class								
4	Implement	Component								
5		Integration								
6	Code Review									
7	Testing									
8	Prepare Final Presentation									

Planning strategy – Schedule

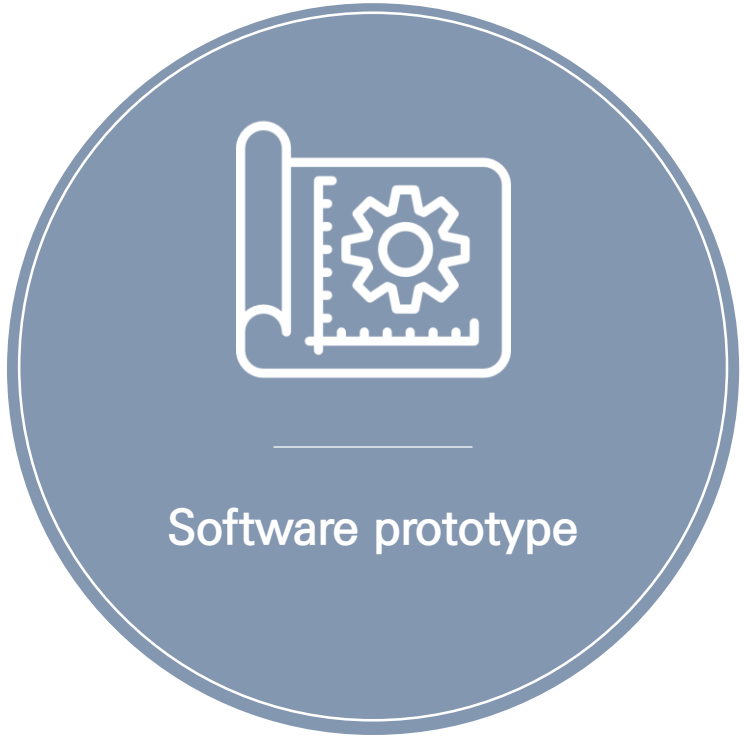


Planning strategy – Demonstration process

Planning strategy – Quantitative evaluation of goals

Quantitative evaluation of goals			
#	Evaluation indicator	Quantative	Importance
1	Accuracy testing to make sure it really recommend the right input	95% ↑	15%
2	UI / UX user evaluation	80% ↑	25%
3	Search speed	4 sec ↓	10%
4	Can people understand easily	90% ↑	25%
5	Expert verification	90% ↑	25%

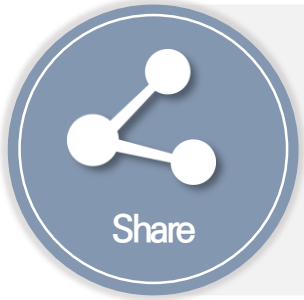
Planning strategy – Achievements



PART 4

Plan & Effect

Application plan



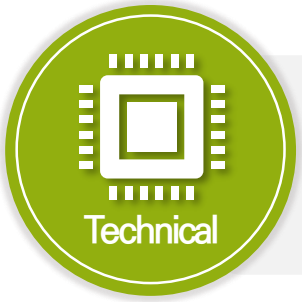
- Extensible to a platform that matches other people with things share the item
- For example, someone with a 3D printer can print a model instead and get money

- Expandable to a platform that not only laptops but also recommends cars and matches the lowest seller

- It can be extended not only to things, but also to a platform that finds people
- For example, can be used to find someone to teach programming

- It can be extended to a platform that recommends not only laptops, but also other electronic devices such as tablets, keyboards, and mouse

- Even those who have no knowledge of computer components can choose a laptop with low cost and high efficiency
- Satisfaction rise through purchasing and using a laptop that meets the purpose



- Retain recommended algorithm technology
- Suggestion of algorithms that can be used in recommending devices other than laptops

- Can buy a laptop for the purpose one’s want at the lowest price
- Can be purchased through a mobile phone without going away
- Don't have to waste time looking for a laptop.

Thank You