Report

Design an app for a business during COVID-19 situation

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Preface

   This report is part of the System Analysis and Design ITS329. The purpose of this report is to provide readers a business case during the COVID-19 which before and after the pandemic and the user interface design. There is the topic that contain the business blueprint and the user interface with clear explanation and design.

<div align="right">Vasitpol Pueksakorn</div>

Table of Contents

Contents   **Pages**

Chapter 1: The COVID-19 affects Business

The COVID-19 affects Business

In mid-January, Thailand was the second country globally to be impacted by the COVID-19 virus outbreak. Initially, the number of infected individuals developed at a comparatively low rate. However, in recent weeks, this has accelerated, and the government has implemented a partial shutdown with some businesses ordered to close.

COVID-19 continues to spread rapidly around the world. Almost every country has reported cases, but the burden is asymmetrically distributed. In the past seven days (April 6–12), 46 percent of new confirmed cases have been reported in Europe and 39 percent in the United States. To an extent, that's because countries are at different stages of the pandemic. Some that were effective at initial containment, such as Singapore and Hong Kong, have seen resurgence and are implementing additional measures to address it. Others, such as many countries in Western Europe, have seen the number of new cases plateau or begin to decline and are debating the right approach to reopening their economies. Some countries appear to be at the peak of infection and are urgently building surge capacity in their health systems. In other parts of the world, the number of cases is rising rapidly. Countries such as Russia and Turkey are seeing a recent acceleration. India too has experienced a significant increase in the number of cases since the beginning of April and has evolved its response strategy, including extending the nationwide lockdown.

The public-health tools and approaches to be deployed vary considerably based on this status (Exhibit 1). Measures including physical distancing, travel restrictions, effective use of personal protective equipment (PPE), testing and tracing, and healthcare surge capacity require more or less emphasis, depending on epidemic phase and local context. Local use of these measures varies considerably—physical distancing may be near-impossible in crowded urban settings, for example, and the apps and digital tools for contact tracing like those used in China may not be acceptable in other parts of the world. Another challenge is the dependencies among these measures: to take one example, the timeliness and stringency of physical distancing measures substantially influences how other tools should be deployed.

Chapter 2: Business Requirement

Business Requirement

- **Business Target:**
  - o Alcohol Drink Company
- **Business Problem:**
  - o People must go to the store to buy the alcohol, so it is not saved for the customer. The government decide to stop selling the alcohol to reduce people in the store. The alcohol company lose their income in the situation. This application helps them sell the product within online and easy to access.
- **Business Model UI Project:**
  - o SINTHE DRINK
- **Business Solution:**
  - o The word "sinthe" means "can" in French so the meaning is you can drink any time you want. The application is to deliver alcohol to the customer, so the customer does not need to go out while quarantine. Also, the drinking business is benefit from the delivery because the application will reduce the infect people and increase income because of the accessible.
- **Business Goal:**
  - o Increase the income rate while decrease the customer in the store to buy an alcohol by 10%.
- **Business Scope:**
  - o Food delivery.
- **Customer Target:**
  - o People who can buy a drink legally.
- **Platform:**
  - o Mobile Application (iOS).

Figure 1: Customer buy alcohol drink at
the mall

Chapter 3: Business Blueprint

As-Is Business Blueprint
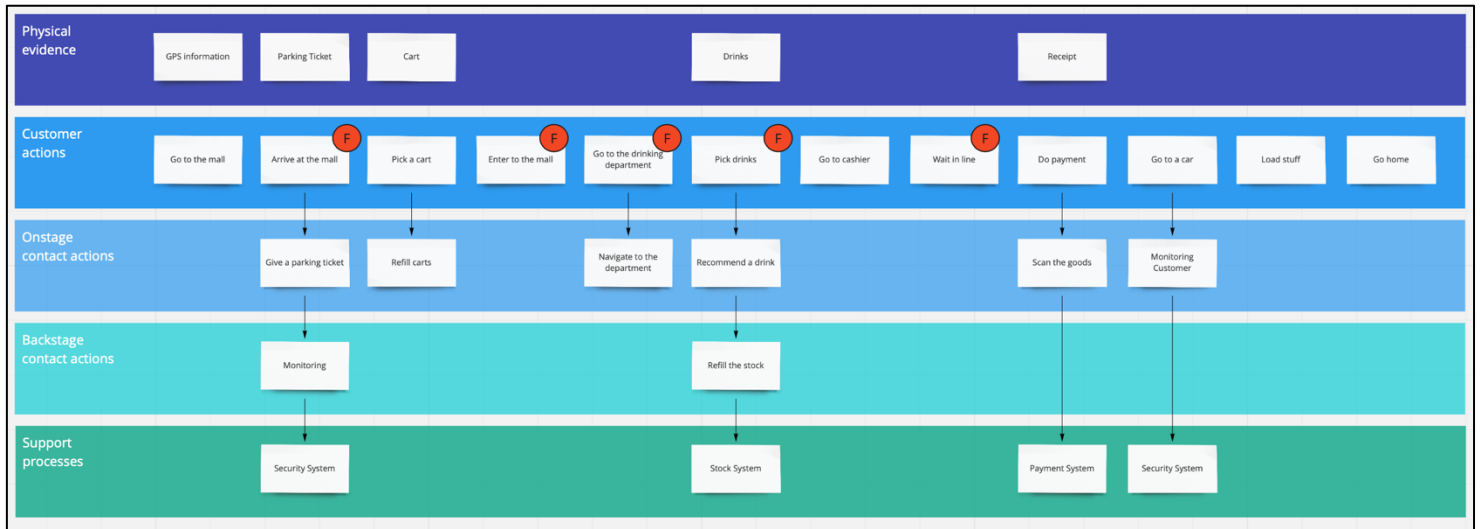
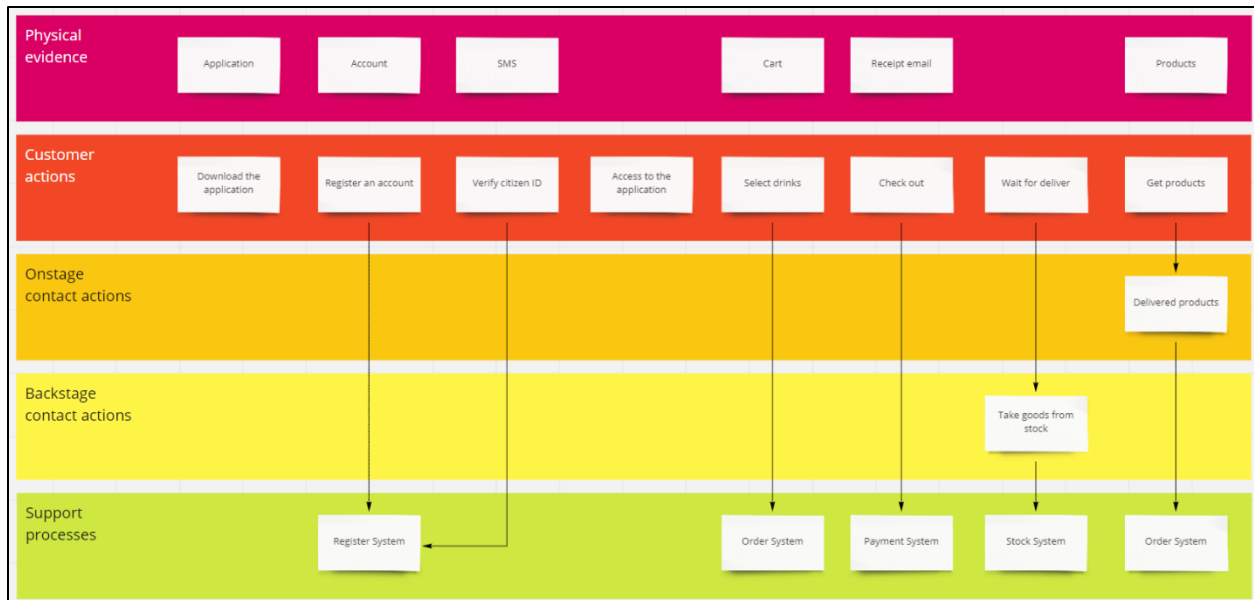Figure 2: As-Is Business Blueprint

To-be Business Blueprint

Figure 3: To-be Business Blueprint
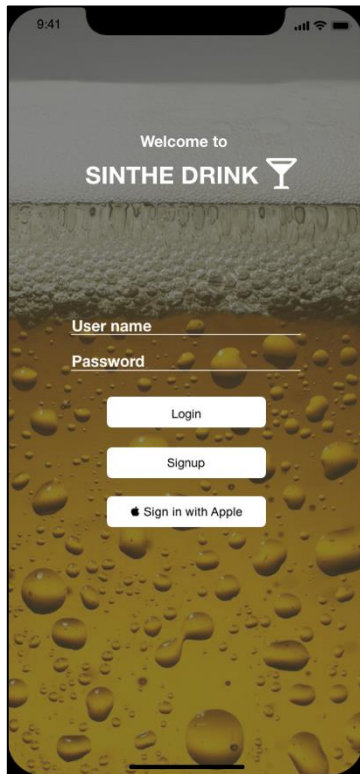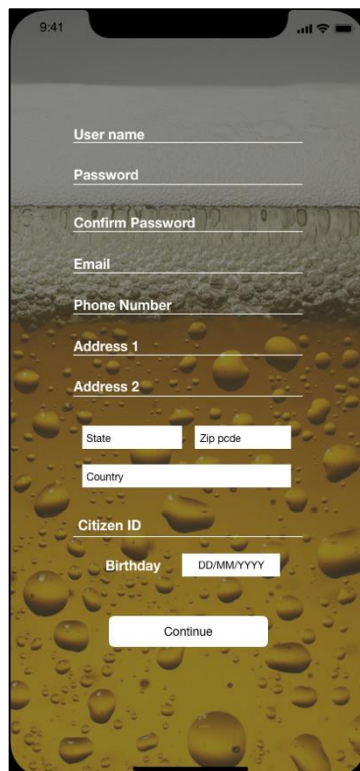
Chapter 4: UI Design Model

Figure 4: Login Screen

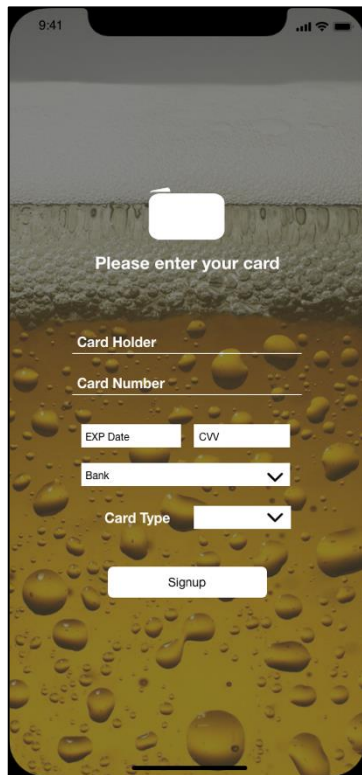

Figure 5: Register Screen

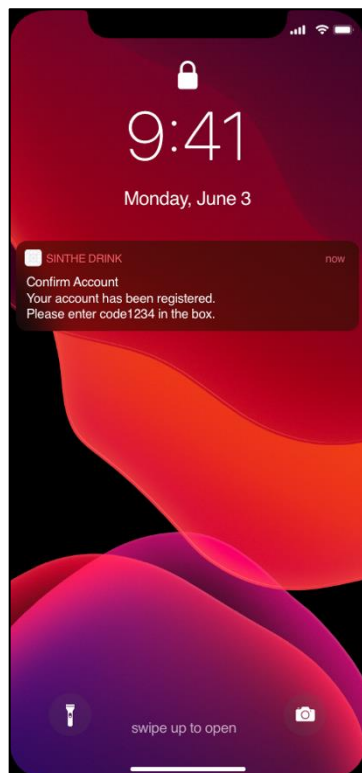Figure 6: Enter your card

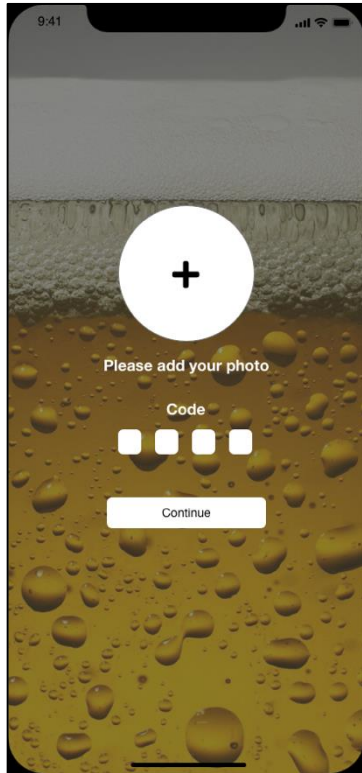Figure 7: Get notification

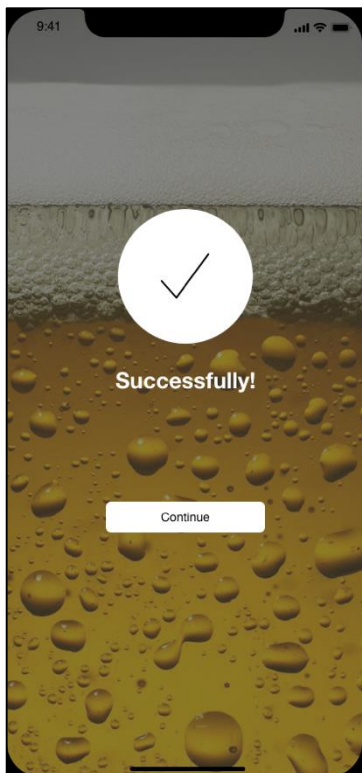Figure 8: Upload your picture and enter code from SMS
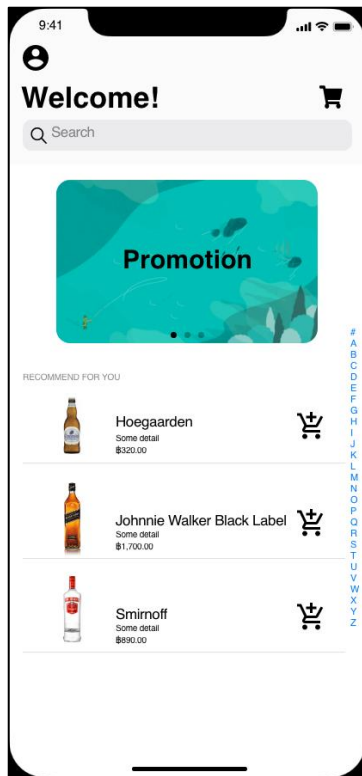

Figure 9: Register Successful

Figure 10: Home screen
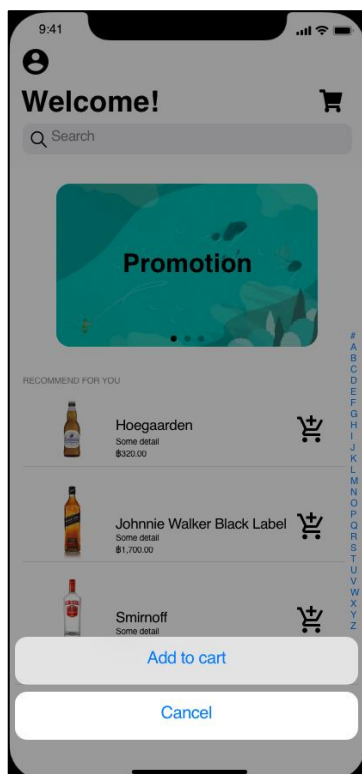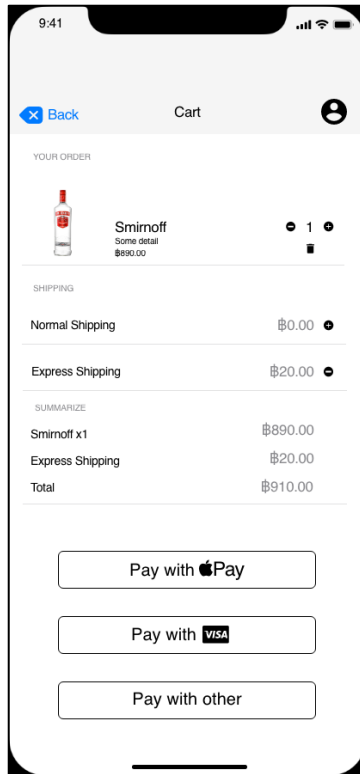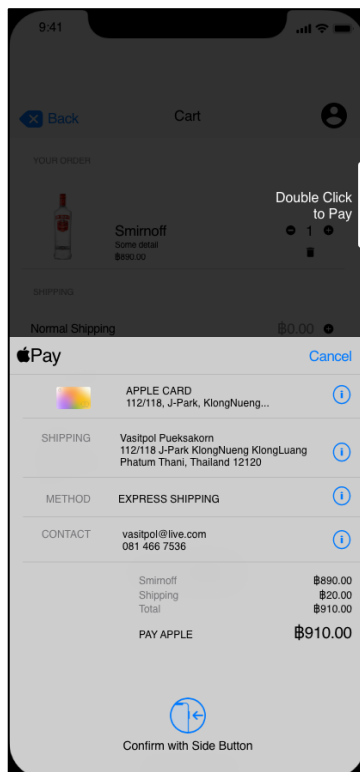

Figure 11: Add to cart
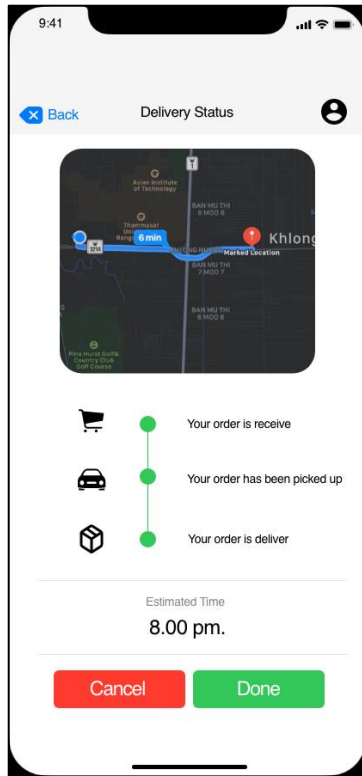
Figure 12: Cart Screen
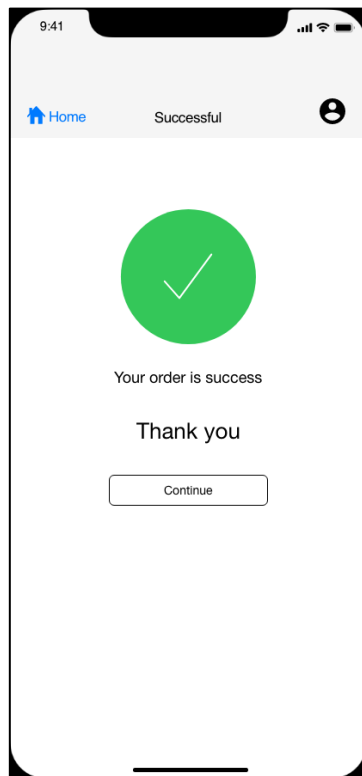

Figure 13: Payment

Figure 14: Order status

Figure 15: Order Success

Reference

Chapter 1: The COVID-19 affects Business

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  2. https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-implications-for-business

Chapter 2: Business Requirement

- Figure 1: Customer buy alcohol drink at the mall.
  1. https://themomentum.co/wp-content/uploads/2020/05/TheMo_%E0%B8%82%E0%B8%B2%E0%B8%A2%E0%B9%80%E0%B8%AB%E0%B8%A5%E0%B9%89%E0%B8%B2-05-edit.jpg

Chapter 3: Business Blueprint

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  1. https://miro.com/

Chapter 4: UI Design Model

- UI design Tools
  1. https://www.adobe.com/sea/products/xd.html