

khouab.student.ust.hk

Open on your laptop using Chrome!!

Account 1

Username & Password: developer

Account 2

Username & Password: ideaer



We Cooperate: WECÖÖP

Your Dream Comes True

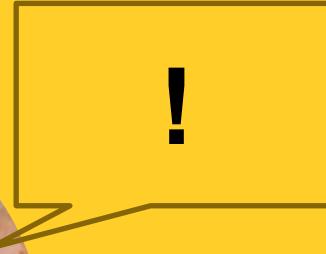
Presented by Group E
Claudia, Grace, Jeff, King, Scarlett, Sunny

What's the Problem?



HI

<Idea Provider / Ideaer, 17>



<Idea Provider / Ideaer, 17>



<Idea Provider / Ideaer, 17>



<Idea Provider / Ideaer, 17>



→ WECÖÖP

<Idea Provider / Ideaer, 17>



→ WECOOÖP



<Designer, 22>



<Designer, 17>



<Programmer, 25>



<Programmer, 20>

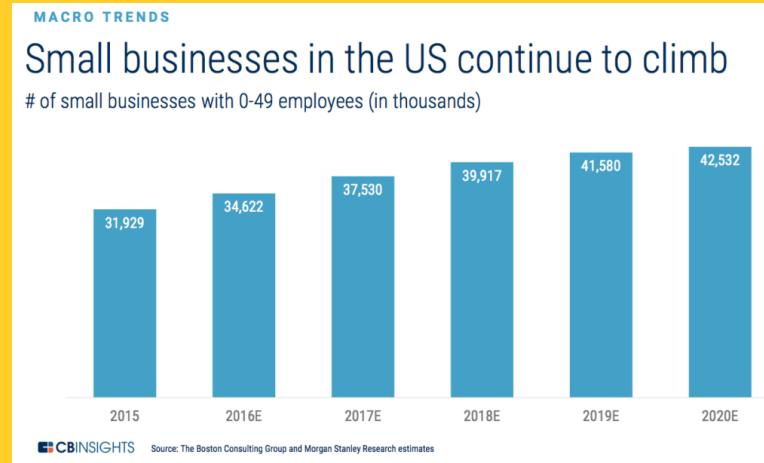
<Idea Provider / Ideaer, 17>



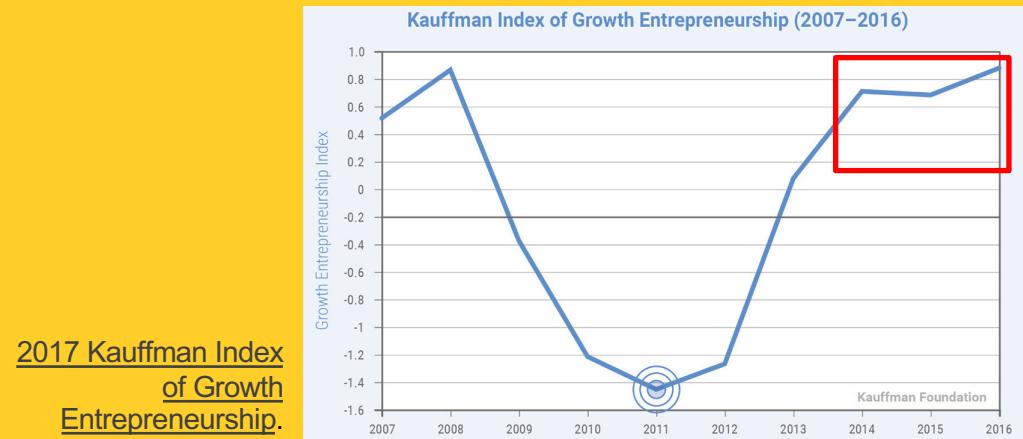
**Needs in the Market can
be demonstrated...**

1. Growth of small
businesses in US

**2. Despite the slump of Great
Recession, entrepreneurial
growth** continue to rebound



Boston Consulting
Group and Morgan
Stanley Research



Needs in the Market can
be demonstrated...

1. Growth of small
businesses in US

2. Despite the slump of Great
Recession, entrepreneurial
growth continues to rebound

YOU CAN MAKE YOUR IDEA COMES TRUE



Boston Consulting
Group and Morgan
Stanley Research



How does the platform work?

Join this URL: <http://khouab.student.ust.hk>

Application of IS Concepts

- SDLC Stages
- Information Overload
- Big Data
- Pricing
- Marketing/ Promotion

Application of IS Concepts

- **SDLC Stages**
- Information Overload
- Big Data
- Pricing
- Marketing/ Promotion

SDLC Stages: Main Users



-Who should follow SDLC stages?

Main Users of Our platform:



Idea Provider



Programmer



Designer

SDLC Stages: 1&2



1

Requirements and Design



Idea Provider

users' requirements
end users
functions and features

Upload an article on the platform

<Requirement Page of SDLC >

The screenshot shows a web application interface for managing software development lifecycle requirements. At the top, there's a navigation bar with links for Home, Features, Pricing, Contact Us, Project, Repository, and Log Out. Below the navigation is a sub-navigation bar with tabs for Requirement, Design, Development, Verification, Document, Maintenance, Get Insight, and Get Toolkit. The main content area displays a project titled "COMP3111: Software Engineering Project - Course Scraper". A section titled "Project Problem Statement and Activities" contains two items: "Activity 1 Due (6%): 18-3-2019 (Wk 7 Mon) 20:00 Submission details will be provided on Canvas" and "Activity 2 Due (24%): 29-4-2019 (Wk 12 Mon) 20:00 Submission details will be provided at Canvas". At the bottom of the page, there are buttons for "Are you satisfied with the requirement?", "Yes, go to the next step", and "No, contact the ideaer".

SDLC Stages



2

Art Design (Not one of the stages of SDLC)



Art Designer

Upload the sketch of his design

<Design Page>

The screenshot shows a web application titled "<Design Page>". At the top, there is a navigation bar with tabs: Requirement (blue), Design (red, selected), Development, Verification, Document, Maintenance, Get Insight, and Get Toolkit. Below the tabs, the page displays a team profile:

Team Name:

Project Github: <https://github.com/Jeff-HOU/COMP3111>

COMP3111 Activity 1
Leader: HOU, Kaijun
Member1: ZHANG, xxx
Member2: XIA, xxx

Model:

```
classDiagram
    student "*" *-- "1" instructor
    student "teaches" --> "1" instructor
```

You have submitted your design! Waiting for ideaer's approval...

SDLC Stages: 3



3

Development



Programmer

Upload the code he writes

<Development Page of SDLC>

The screenshot shows a GitHub repository page for 'webdev-jeff / WECOOP'. The page includes navigation tabs for Requirement, Design, Development, Verification, Document, and Maintenance. The Development tab is active. The repository summary shows 18 commits, 3 branches, 0 releases, 2 environments, and 1 contributor. The commit history lists several updates by 'Jeff-HOU' from 5 days ago, including changes to assets, static files, and manifest.json. A message at the bottom encourages adding a README.

Requirement Design **Development** Verification Document Maintenance Get Insight Get Toolkit

webdev-jeff / WECOOP

No description, website, or topics provided.

Manage topics

18 commits 3 branches 0 releases 2 environments 1 contributor

Branch: master New pull request Create new file Upload files Find File Clone or download

Jeff-HOU Updates

File	Action	Time
assets	Updates	5 days ago
static	Updates	5 days ago
asset-manifest.json	Updates	5 days ago
favicon.ico	Updates	8 days ago
index.html	Updates	5 days ago
manifest.json	Updates	8 days ago
precache-manifest.29a33c423502f234f72ab02bd9c93cc6.js	Updates	5 days ago
repo.js	Updates	7 days ago
service-worker.js	Updates	5 days ago

Add a README

You have finished with your code! Waiting for ideea's approval...

SDLC Stages: 4



4

Verification



Testing

Check for bugs

Test whether the platform can work as intended

Test the program by themselves
or by using our integrated tools

<Verification Page of SDLC >

Test Result	Status
Build passed!	Green Checkmark
Pressure test passed!	Green Checkmark
Multi-platform test passed!	Green Checkmark
ABC test failed!	Red X
DEF test passed!	Green Checkmark

SDLC Stages: 5



5

Documentation



Documentation for users

Documentation for programmers

Everyone

Upload the documentation

<Documentation Page of SDLC >

A computer monitor displaying a dark-themed web page titled '<Documentation Page of SDLC >'. The page has a navigation bar at the top with tabs: Requirement, Design, Development, Verification, Document (which is highlighted in red), Maintenance, Get Insight, and Get Toolkit. Below the navigation bar, there is a message: 'Please [Submit](#) your documentation and wait for ideaer's approval.' The monitor sits on a silver stand.

SDLC Stages: 6



6

Maintenance



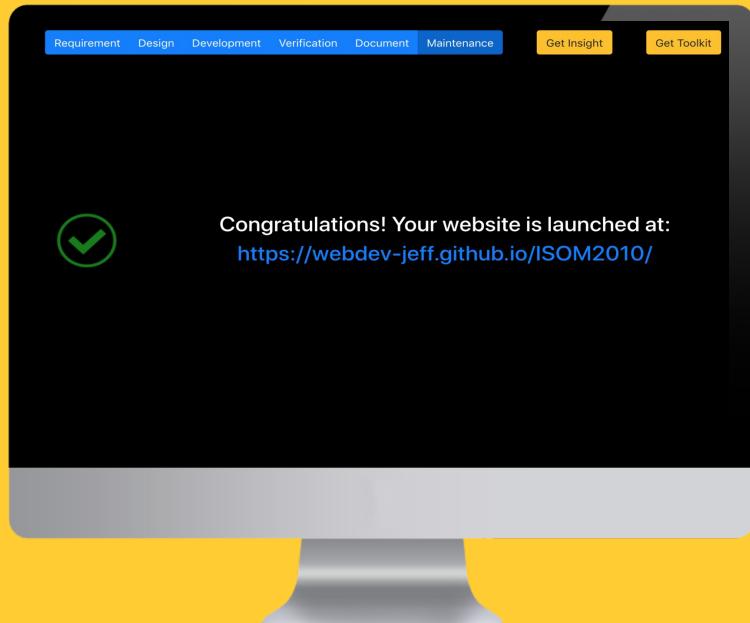
AB Test

Multivariate Test

Testing tools

Launch and Maintain the website

<Launch Page >



SDLC Stages



Why SDLC?

Existing
Platforms

Only have matching
Don't care about later stages

Competitive advantage!

WECOOP

Help people complete a project together.
Focus on the **efficiency** and **quality** of their work
still work for them **after their launch**

Application of IS Concepts

- SDLC Stages
- **Information Overload**
- Big Data
- Pricing
- Marketing/ Promotion

Recommendation System



When platform becomes mature, there will be many users and projects existed, causing scarce attention.

Recommend workers (programmers and designers) to the idea provider.

According to users' preferences and history

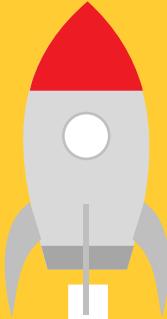


Choose identity when registering his/her account: idea provider/ programmer/ designer

Push right projects to right development team.



Search and Filter



01

Enhance **matching efficiency**. All three parties can get along with each other with **similar interest, style, objection** by this function.

02

Search and filter option can be separate into many types:

1

I. Whom are you searching for

2

II. Divide the form of project

3

III. Specialize in which aspect

4

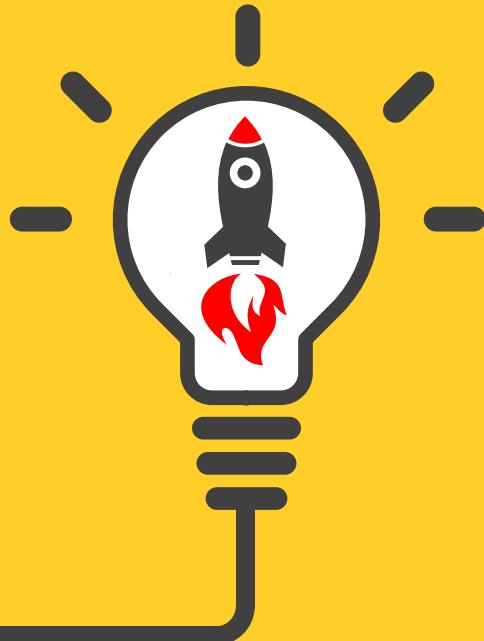
IV. Focus on purpose

Search bar here!

The screenshot shows a dark-themed web application interface. At the top, there is a navigation bar with links for Home, Features, Pricing, Contact Us, Project, Repository, and Log out. A red arrow points to a search bar labeled "Search here". Below the navigation, there are two main sections: "Banana" and "Dr.Giffer". Each section contains a form with fields for "Number of people needed", "Application due date", "Requirement", and "Contact". The "Banana" section has a "Description" field containing text about the app's purpose. The "Dr.Giffer" section also has a "Description" field with its own text. Both sections have a "Get more information" button at the bottom right.

Application of IS Concepts

- SDLC Stages
- Information Overload
- **Big Data**
- Pricing
- Marketing/ Promotion



1. Help users improve their products

We help our **users** to **improve** their service after they launched their own service by providing the analysis report utilizing Big Data

→ **Premium Feature** of WECOOP

2. Improve WECOOP

By utilizing Big Data, we will endlessly strive to **improve our platform** for **higher satisfaction** of users

Big Data: Types of Data



Internal Data



External Data

- **Other user's comments** on other service
- **User's information** and the **information related to the product**
e.g. User's activity, user's age, user's location, work history, popularity of project

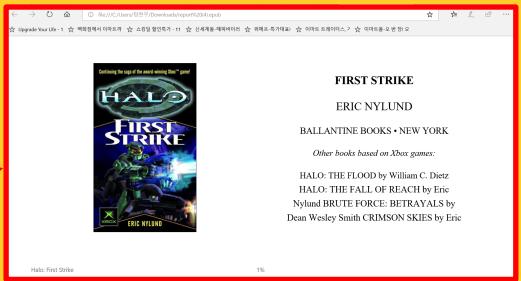


- **People's responses** found on **social media websites**, **launched platform/sites**.
- **Social Network Services**
- **Governmental report**
- **National statistics**

Big Data Report: Premium Feature



- 1) Download the report via “Get Insights”



2) Example Report

Include such Trend Analysis;
1. Trend of Service's Users
2. Trend of Industry

- Negative comments
- Positive comments
- What are users looking for

“Descriptive Analytics”

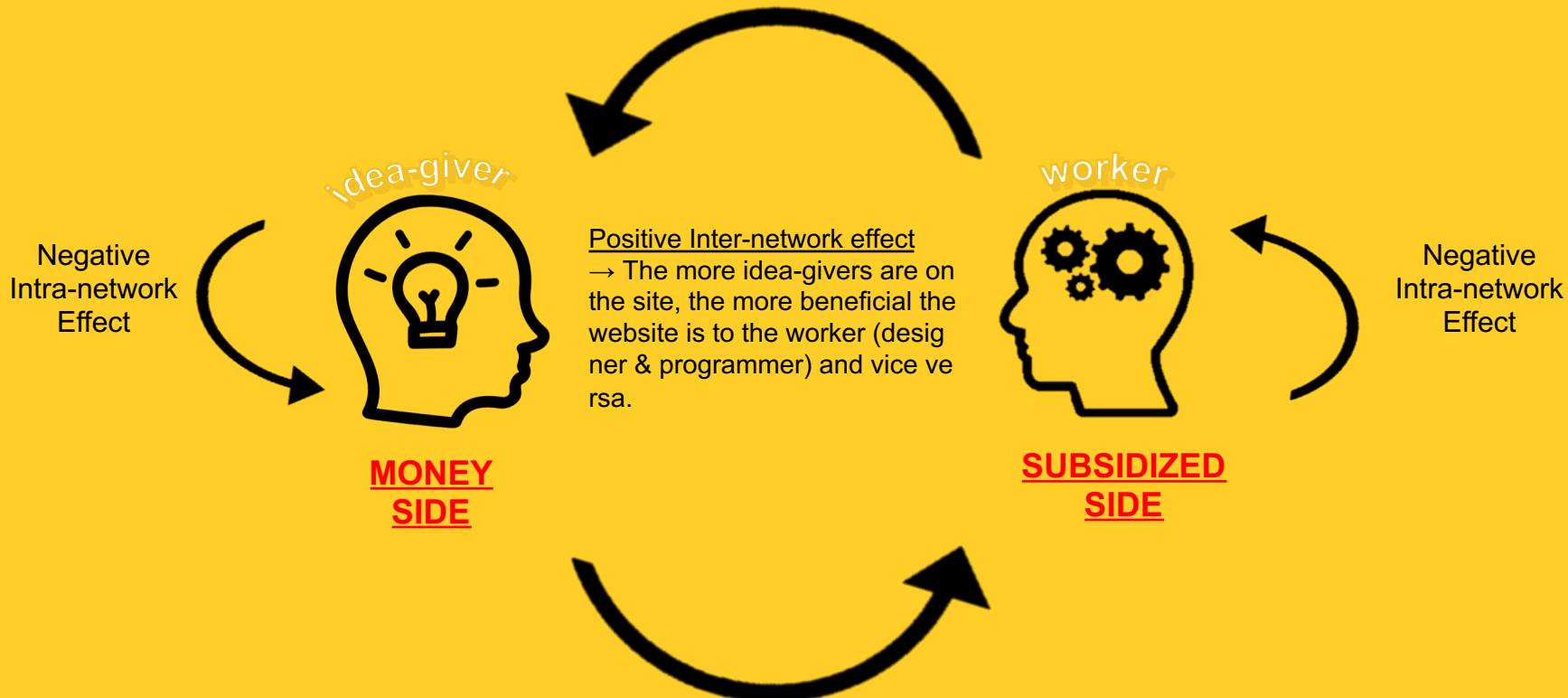
- Points of Improvement
- Find out Potential Market
- Better way of Promotion
- Place for investment

“Prescriptive & Predictive”

Application of IS Concepts

- SDLC Stages
- Information Overload
- Big Data
- **Pricing**
- Marketing/ Promotion

Pricing





Pricing

The screenshot shows a pricing page for 'WECOOP'. It is divided into two main sections: 'Ideaer's plan' and 'Developer's plan'. Each section contains two plans: 'Standard' and 'Professional'. The 'Ideaer's plan' section has a background image of a landscape with mountains. The 'Developer's plan' section has a background image of a city skyline at night.

Plan Type	Plan Name	Description	Features	Price
Ideaer's plan	Standard	Idear can find its partners and team members to make its plan come true. With WECOOP, it's possible to connect the partner to partner from all over the world.	Limited projects publish	\$ 9.99 / month
	Professional	Idear can earn insights to further improve their service with the professional analysis of Big Data. Such analysis will lead to not only complement the service but also to produce the critical advantage.	Unlimited projects publish Big data insight Friendly 24/7 email support Real-time monitoring after launch	\$ 19.99 / month
Developer's plan	Standard	Please find your interest in development and well-matched idea! Contribute your skill and knowledge to make your dream service come true and receive rewards after all.	Limited repositories work on Development toolkit Local test environment	Free
	Professional	Developer can earn insights to further improve their service with the professional analysis of Big Data. Such analysis will lead to not only complement the service but also to produce the critical advantage.	Development toolkit Local test environment Big data insight Friendly 24/7 email support	\$ 6.66 / month

<Pricing Page of WECOOP>



Usage Fee
Dynamic pricing
→ versioning
(standard, professional)

E-contract
→ commitment of
both sides

Application of IS Concepts

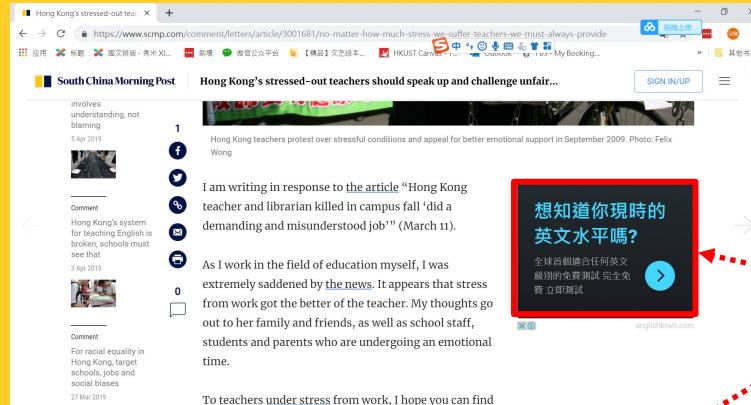
- SDLC Stages
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- **Marketing/ Promotion**

Marketing/Promotion



Online Advertising

- 1. CPM**—News Websites, such as South China Morning Post
- 2. CPC**—Websites related to startups, designing and app making.



<South China Morning Post>



<Startup Website>

Can put banner
advertisements
here

WECÖÖP

Q&A