

IS480 Project Proposal Sqkii

Dr. Jean Labs

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Team Members:

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Faculty Supervisor:

Benjamin Gan, Associate Professor of Information Systems (Education)

Sponsor and/or Clients (if any):

Sqkii General Partnership (contact.skii@gmail.com)

- Eleazar Lim (eleazar.lim.2011@sis.smu.edu.sg) - Co-Founder, Lead Developer
- Kenny Choy (choyhlk@gmail.com) - Co-Founder, Business
- Marcus Ng (chris_boser@hotmail.com) – Co-Founder, Business

Project Overview

1.1 Project Description:

Sqkii is a mobile web application that uses the partnership’s patent pending concept of Advertising as the Content (AATC) that entices users to take a genuine look at advertisements by offering cash incentive (to users for viewing ads for at least 10 secs) and relevant content (using a de-prioritisation algorithm that queues the more relevant ads in front).

X-Factor:

- We “ *dare to be differen’* “ by creating a revolutionary advertising platform.
- We have proved ourselves different, by successfully achieving a patent-pending for AATC.
- Content & Location-based filtered squibs (advertisements in Sqkii) that value add to user experience.
- Revelation of Lucky Box (Monetary rewards) for users who use our application.
- Achieve to have 2000 users with 100 advertisers by the end of 26 April 14.

We aim to implement this idea and deliver the 3 required platforms – User, Advertiser, and Administrator.

1.2 Motivation:

With Sqkii, we offer a cost flexible solution for SMEs to help level the advertising playing field. Our app ensures that their ad has a bigger impact on viewers by making it the main attraction of a page rather than current sidebar or banner ads. We have 3 selling points:

Useful Content	Sqkii is one of the few applications that offer users a consolidation of promotional advertisements. Price-savvy users can discover the latest deals in town via the app.
Revenue Sharing	Sqkii retains users’ loyalty with its revenue sharing concept, where 50% of each impression paid by advertisers is turned into credits for users.
Cost Flexibility	Sqkii adopts a variable cost structure that provides cost flexibility that allows small businesses to balance between their operating and advertising.

1.3 Stakeholders:

Co-Founders of Sqkii	Co-Founder Kenny Choy (Business Unit) Co-Founder Marcus (Business Unit) Lead Developer Eleazar (Tech Unit)
Clients	Our clients are the trio from the Sqkii General Partnership, Eleazar and his two business partners Marcus and Kenny from Nanyang Business School.
Advisors/ Practitioners	Mr George Han from IIE has kindly agreed to be our mentor for this project.

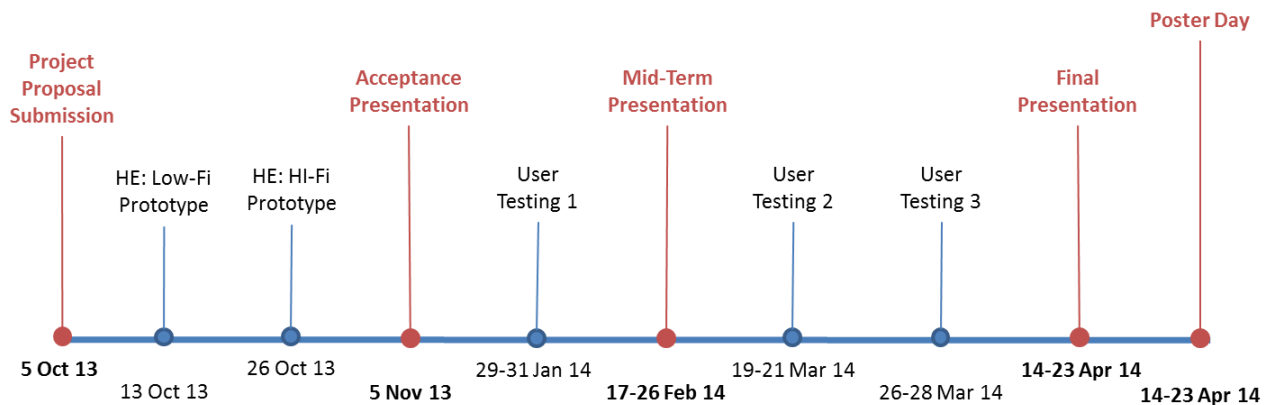
1.4 Scope:

- CRUD for squibs, users, advertisers
- Interactive first-usage tours for users
- User referral system, lucky box, badges system for users to gain more points
- Content-filtering based on user profile/location filtering of squibs (advertisements)
- Social integration, dashboard of popular/most shared squibs
- Real-time line graph of exchange rates between credits & SGD
- Computer algorithm that computes exchange rates (generally inverse to amount of credits being cashed out with a upper bound)
- e-Payment gateway, likely PayPal
- Impression charging system – CPC/Cost per 1000 impression

- Real-time statistics and graphs for impression analysis
- Administrative functions to manually adjust exchange rates if necessary, manage squibs/announcements
- Categorization/filtering of squibs
- Philanthropic aspect to allow users to donate credits to beneficiaries

Project Plan

○ Project milestone:



○ Risks:

Type	Risk	Mitigation
Technical	Unable to deploy using Stripes	Revert to using servlets/MVC
Technical	Members have difficulty picking up Stripes	Ask for crash courses from seniors who have utilized it before
Technical	Servers – client not providing hardware	Look for sponsors/alternatives/use equity from Sqkii to pay first
Technical	Servers – might run into deployment issue where we overrun bandwidth	Use equity from Sqkii to pay first
Technical	Server down	Implement database backups
Technical	Unable to implement payment gateway	Mail/courier hard cash to users; collect cheques from advertisers
Business	Not enough money to pay the users	Use equity from Sqkii to pay users first
Team	Members falling sick	Always have a 2nd person in charge to take over his/her responsibility when needed.

○ Resource and reference:

Type	Needs
Technical	Servers – buy/loan
Technical	Training on using Stripes
Technical	Knowledge on implementing a responsive web template – to fit all device sizes
Technical	Beta testers (targeting SMU and NTU students)
Business	Focus groups to do more research on users preferences and
Business	Time to pitch and get more advertisers on board
Management	Time to meet up with supervisor and mentor
Management	Time to meet up with NBS co-founders

Technology:

- Java and Stripes Framework implemented on Eclipse IDE with TomCat for local testing
- Hosted on Github and deployed on OpenShift
- Database implemented using MySQL
- Other technologies to be considered include NFC, QR Codes, Lucene search technology, NodeJS
- References include RedHats