

A SYSTEMS ANALYSIS AND DESIGN READER

BY:
Wyger Go



This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 Philippines License .

TABLE OF CONTENTS:

Introduction.....	1
Preface.....	2
Case Study:	3
Case Study#1-Max Levchin.....	4
Case Study#2-Sabeer Bhatia.....	5
Case Study#3-Steve Wozniak.....	6
Case Study#4-Joe Kraus.....	7
Case Study#5-Dan Bricklin.....	8
Case Study#6-Mitchell Kapor.....	9
Case Study#7-Ray Ozzie.....	11
Case Study#8-Evan Williams.....	13
Case Study#9-Tim Brady.....	15
Case Study#10-Mike Lizardis.....	17
Case Study#11-Arthur Van Hoff.....	19
Case Study#12-Paul Bucheit.....	21
Case Study#13-Steve Perlman.....	23
Case Study#14-Mike Ramsay.....	25
Case Study#15-Paul Graham.....	27
Case Study#16-Joshua Schachter.....	29
Case Study#17-Mark Fletcher.....	31
Case Study#18-Craig Newmark.....	33
Case Study#19-Caterina Fake.....	35
Case Study#20-Brewster Kahle.....	37
Case Study#21-Charles Geschke.....	39
Case Study#22-Ann Winblad.....	41
Case Study#23-David Heinemeier Hansson.....	43
Case Study#24-Philip Greenspun.....	45
Case Study#25-Joel Spolsky.....	47
Case Study#26-Stephen Kaufer.....	49
Case Study#27-James Hong	51
Case Study#28-James Currier.....	53
Case Study#29-Blake Ross.....	55
Case Study#30-Mena Trott.....	57
Case Study#31-Bob Davis.....	59
Case Study#32-Ron Gruner.....	61
Use Case:	62

Use case- CSB enrollment.....	63
Use case- Barangay Clearance.....	66
Use case- E-purse.....	68
Use case- Civil Service Eligibility.....	70
Use case- Student Permit.....	72
Use case- Tin number.....	75
Use case- Smart Card.....	78
Use case-Multiplay.com.....	81
Use case-linkedin.com.....	84
Use case-Thwitter.com.....	88
Use case-Friendfeed.com.....	91
Use case-Slideshare.net.....	94

BOOK REVIEW: 95

Book Review #1.....	96
Book Review #2.....	97
Book Review #3.....	98
Book Review #4.....	100
Book Review #5.....	102
Book Review #6.....	104
Book Review #7.....	106
Book Review #8.....	108
Book Review #9.....	110
Book Review #10.....	112
Book Review #11.....	114
Book Review #12.....	115
Book Review #13.....	116
Book Review #14.....	117

THIS BOOK IS DEDICATED TO:

**“My family and to
any student who will take up
systems analysis and design ”**

REFERENCES:

*Case Studies in Object Oriented Analysis and Design by Edward Yourdon, Carl Argila

*Founders at Work by Jessica Levingston

Preface:

In the past 4 months, I have taken up systems analysis and design and from the activities I have accomplished, I have learned to work more harder on my work and learn how to appreciate it.

In doing this activities, I have learned a lot on what is going to come to me in the near future. Like when we are making use cases which will affect most of my upcoming subjects because use cases are one of the main objectives that we are going to use and systems analysis and design is training us in making use cases in order to master us when we are already going to much more bigger and challenging subjects.

Also, I have learned a lot doing our defense because this has thought me so much go to a place that we need to be always prepared and the most important thing that I learned is being cooperative with your teammates because a defense cannot work properly and balanced if all of you cannot work together properly.

I have also learned the most basic thing in start-ups,that is to work harder than before and to believe in ourselves because not all start-ups have taken the aid of others, most start-ups started at nothing and they only believed on what they can do.

CASE STUDY

Max Levchin
Co-Founder, PayPal

These are the 3 things I was interested from Max Levchin's story. First, was about Levchin's idea of having a proper /good start when he had a different idea before ,he is only into developing software and handheld devices. Then he and Peter Thiel started working with good and fair partnership which they started small and as time comes by ,their customers like Max's classmates and friends added to hundreds ,then thousands until it grew further.

Second was from whom did he learn the things from because He acquired not only from his knowledge but from many people he knew which Makes it very interesting because max has a strategy of combining and acquiring knowledge from himself and others as well to improve their new found business.

Third is his determination that after all that they have work for nothing have gone wrong. And he were right because they did not started big he stated first by gathering more information before they became more and more successful. Today, Paypal has become more triumphant because of their great business that continuous top grow

Sabeer Bhatia
Co-Founder, Hotmail

These are the 3 things I was interested from Max Levchin's story. First, is he develop his partnership with Jack smith when he joined Apple Computer . That's when they want to make their own start-up but when Apple gave them a stable employment, they could not do it, so they decided to create their own start-up by leaving Apple computers.

Second is when they had evolved hotmail because it is just a killer idea that pop-out when they are trying to solve e-mail exchange problems which make more attentive on what is going on so this e-mail problem is the one which made them give birth to the idea of hotmail because they thought it would be easier to have the email on web browsers.

Third is besides their start-up they did not quit on their jobs. This will serve as their new outcome for the product and this can support their family with them working together he told jack that they need more support if they are to build this and maintain their family in place.

Steve Wozniak
Co-Founder, Apple Computer

These are the 3 things I would find interesting with Steve Wozniak first is his determination, he and Steve Jobs met, he told himself that he have never done something like this before but that did not stop him were he used his skills which he succeeded on having a start-up with apple computer where he also stated that their friend who designed the Macintosh did not go to college but has studied circuits of computer and became good on his own which makes it true that it does not matter if you have the education or not, you can build or start something useful and interesting just with skills.

Second was Steve's resourcefulness which he use when he wants to have a start-up with Steve Jobs ,he did not just used his regular skills, even though he did not have a course he still used education he learned from friends or other people he knew to increase his knowledge in computer which he can apply on Apple to increase it's potential on giving a better outcome to the people.

Third is how did they name their company. Actually, he and Steve Jobs name it because for me, they come out of a unique company name by just looking from what is around them. This name was stated by both of them like an idea popping out from them.

Joe Kraus
Co-Founder, Excite

These are the 3 things I would find interesting with Joe Kraus first is how get started with excite because he has a positive outcome for himself that he and Graham Spencer, his partner can start something great together. Even though he is a freshman at that time, He knew that with skills and past experiences he can make happen and he is going to figure out what it was.

Second is his vision, he stated that he did not know they can start on something huge because none knew that they can create something huge he said that a start-up's hardest part is when you think your are going to win and the next day is when you think your dead, we sometimes have a different outcome on everything we do, so he and Graham just go with the flow and soon, what they created which started small eventually became bigger on what they expect

Third is the lessons they apply in excite .theses are hiring slowly and carefully, be cheap and last, get the legs of a business underneath it before you can run very fast. He stated that catching-up with excite is like catching up with traffic so they thought that the best way to solidify or maintain their business is to making it slowly and carefully.

Dan Bricklin
Co-Founder, Software Arts

These are the 3 things I would find interesting with Dan Bricklin first
Is his positive thinking on letting others know about his idea because he knew
That he can trust the people around them they did not mind what people think
of their ideas outcome, will it be big or remain the same they just know that they
can help many by maintaining their ideas, and soon , it grew bigger and bigger
until it became famous to everyone with their capability on giving the people
support on making spreadsheets, instead of paper why not on a computer instead
to make it easier.

Second is starting on something new, these is a big challenge to them
But like Dan said, “everything has a start-up” so they did not worry about what is
going to happen but they are willing to create it because like the others that came
before them, they to will succeed on what they are going to do.

Third is even though they have panic moment like in October 20, he a
and Bob Frankston think that they can still fix anything that will come to them
because they think that anything can be fix with proper experience and positive
thinking. For me, Their determination to help people rather than thinking on making
their company huge is what’s maintaining their company they think that by helping
people with their idea, people will also help them, that the reason why it has
software arts has gotten bigger than before.

Mitchell Kapor **Co-Founder, Lotus Development**

These are the 3 things I would find interesting with Mitchell Kapor

First is how he started Lotus Development, being obsessed with a personal computer. Is the start of his experiment, it was back on 1978, summer so he started generating a consulting income by writing programs to individuals he then met many people who have Apple II, so he and several of the people he met develop an idea of having an Apple II user group called "New England Apple Tree". Eric Rosenfeld, one of the people he met and started their user group was also his partner on developing an idea of building a statistics and graphics on Apple II, they called it Tiny Troll or TROLL which became a time sharing at MIT. And at the same time, Dan Bricklin and Bob Frankston were developing VisiCalc which became the most useful piece of software ever done in a personal computer. It wasn't long until Dan Frystra and Peter Jennings, the publisher of VisiCalc wants him to rewrite and clean TROLL and became a companion product to VisiCalc, this became a new success to Kapor's determination and hard work. TROLL and VisiCalc start working together in November, 1979. at first he thought just going to clean a very little product during his Christmas break and continue his studies after, but it was harder on what he expected. He is still doing the basics, he has no management experience, and he has no background in computer science. But he thinks management as a hobby. Having job at VisiCalc he thought of trying something on standing up well. Because of this, he took a leave of absence from his school to finish his product. He said to himself that he needs to rewrite TROLL much better and give it a new interface. When he was renewing TROLL, it was given a new name called VisiPlot. And as time goes by, he met and work with Jonathan Sachs which develop the idea on creating an integrated spreadsheet and graphing program with other stuff. he thought this is impossible but if Jonathan pulled it off, this will give them what they need and for the sake of getting the deal done and Jonathan did become successful of his project this just goes to Kapor that we shouldn't judge people because of appearances.

Second was his creativeness, one of those is the creation of doing a search on Lotus Development. First, he had an unconventional background. He had no interest in building a button-down business culture. He also stated that he is not an engineering geek, because he thinks that this kind of companies are imitating or reflecting the interest of their founders so he tended to have more creativity and innovation, he wants his company to act or regulate in many ways. Also, he wanted to create a work place that will treat people well. He got this idea because at software arts, they told him he has attitude problems like he does not respect authority, this really made him uncomfortable working at software arts. That's why he makes a place that can be comfortable to any personality of a worker. He said he was able to meet some key people with the same kind of situation he experienced. So he probably hired them and with their help, they were able to create progressive things with the corporate culture, invested in the human resources extensively. These things they have done together became a great help on Lotus Company.

Third and lastly is his advice to anyone who is going to have a start-up he does not have only 1 advice to the people but he said that it depends on what start-up we are going to have. He thinks that we might not listen because all start-ups do not come-out in the same situation so it will be just a waste of breath. And then everyone come in with some kind of agenda. One of his advice to many is about not working to a company that will tell you "Just help me make my business more successful" he said he like to work with people who are passionate, committed, and believed on what they are doing he said not all entrepreneurs are like that, mostly ha said that entrepreneurs only care about earning more money like when he exampled Mark Cuban, which he said that does not care about Broadcast.com at all. Once Cuban built something, he cashed out the right time. He stated that he wasn't bluffing on everything that he said. He said that creating and only caring for more money is the wrong pattern of a business. So his advice to anyone who will make a start-up is don't just work on something thinking only the amount of money you're going to get, think of the possibilities that will come out of all your hard-work.

Ray Ozzie
Founder, Iris Associates,
Groove Networks

These are the 3 things I would find interesting with Ray Ozzie

First, is how he started Groove, which started in the fall in 1997. He and his companions Start everything on his house. His companions are his brothers Jack, Eric, Patey and his friend Brian Lambert. The Ken Moore, an Iris Engineer also joined their team. He remembers that the first thing they have coded is a primitive version of our synchronization algorithm. Originally, Iris and Groove are not based on technology. Ozzie never really build any cool piece of technology and see where it goes. It is more about a hole in a market or a future hole in a market; he thought to himself that at any given time we can have a technology roadmap that will give us the step-by-step guidelines on your start-up technology. This is interesting because Ozzie did many things that can be serve as an experience to him when he is having his start-up. Ozzie never really build any cool piece of technology and see where it goes. It is more about He really wanted to work on a highly mobile fashion, behind and outside of the firewall so they decided to work on desktop architecture.

Second is how did he deal with His problem on their start-up.

Before he even started the company, he have written documents, and one of them is outside in its scenario based document that he is trying to address and they are trying to solve. This attempts to explain what they are trying to accomplish to anyone who joins their company. After that event, Ozzie created the second button document describing the different technologies that will have to be assembled their vision. The first they did in both iris and groove was get a big open office a core team of people, and the people who came to them were the people who work with Ozzie with other companies before, so he did not bother the trust issue on them. And together, they try to solve many difficult algorithms make key tooling decisions by using C+ + or Java. He stated that this is important because you cannot go back once you have started down the path especially in the Groove case which was a risky piece of technology, an algorithm for synchronization that they don't even knew what to do. It took them almost 3-4 months just to build it properly. In their case of synchronization Ozzie said that it took them many years just to adjust everything so that it will function without errors or it will function with a proper start. After they have finished Groove, it became a real Contrarian at a time, this happened in the era were people say "things will move from other architectures to the web." and they were basically saying that "The web will hit its limits at some point and we want to go peer-by-peer architecture that will compliment the web, not replaced it" this era began in 1997. For a certain class of applications, it would be very effective. It's a master less synchronization where people could do things like work independently on all these different peer nodes and the algorithms would get everyone in sync at first, he said that it was very complex especially when you already have a dozen people with different subnets so to make things easier, they hired 15-20 more people and embarked on the project.

Third is his determination not only by fixing hardships on start-ups, but also other problems in their 3 “stealth” years. Like in Notes, the data base and replication environment and the aspects, this situation comes around in the security of Groove with the peer-by-peer XML-based connections. There is also technological and market uncertainty in both Notes and Groove. They knew they are going to embark on something that is technologically very difficult and would take several years. But the market is also going to change in those years, so they have to late-bind all of their decisions. Some developers will divide their problem and divide the problem so each of them will work on the little piece of database and little piece of the communications with this technique. They do not have to worry stuffs that is above that. But in Ozzie’s situation, were he deal with, in terms of risk and continuing to be on the right path. To be on the long time frame, we must be able to change as the market changes. Ozzie does not always take the easy way in, he always doo something that will give him more experience and will give him the step-by-step guidelines that he can use on his company on the present or even in the near future.

Evan Williams
Co-Founder, Pyra labs (Blogger.com)

These are the 3 things I would find interesting with Evan Williams. First is how he started Pyra Labs. Pyra labs started in 1998. They have been internet stuff for almost 5 years so and his companions decided to start Pyra labs. But he already started a company in Nebraska. The truth is, he never worked anywhere except to his company which technically ran to the ground over 3 years. This event became an educational but a very painful experience to him. But that downfall did not tear him down. Because he said that one day, he is going to start his own thing by starting a new company. He went to college but he drop out because he do not have a degree. He moved out of Nebraska because Nebraska was not the place to be for him, so he moved to California and take a job with O'Reilly, which will end up very fortunate, he have worked for O'Reilly for a few months, though it was self funded, he was only doing for HP. It was then that HP basically funded Pyra for the first year, but they do not know that Pyra was already making descent cash for just doing a pretty simple web-application development. Then in November 1998, he is already starting things and on January, he already started a new company. So because of Evan's determination and willingness to keep on going, he was able to rebuild a new company by having a start-up.

Second was when he started creating Blogger.com, he said that he did not have any personal websites of himself. At that time blogs or web blogs were the beginning to be talked about as a distinct thing. Some people argue that the first website is a weblog, so weblog is used more than website. Evan and co-founder Paul Bausch have websites for a few years. " They are not blogs. " he said, they are just typical homepages- experiments with web technologies. Then, Evan's partner, Paul Bausch turned his site, onfocus.com, into a blog before Evan did. Then, Evan followed this function which gives him the idea of Creating Blogger.com Evan said that creating become easy for him because he was not lacking on knowledge how to publish the web. Also, he had gained more experience from the jobs he acquired before. For so many years, people before fully understood blogger for a long time, so it is already easy to have a website themselves. But a lot of things before were made easy when having a website like geocities which made a lot of things easy on a website, but the problem with geocities to publish anything on an ongoing basis. So he thought of an idea that he could type in a form and the form would be on his website in seconds and completely transformed the experienced. It was one of these things, by automating the process that made Evan morphed what he was doing. He then applied this technique into his website. So with the help of teamwork and experience, Evan Williams was able to create Blogger.com .

Third is his patience on the beginning of his website. Like when he did not Make money yet, but they did get wired in. Because of blogger, people were able to find them. They were at San Francisco at that time and many of them were web-designed geeks but bled into many communities also there are a lot of internet thinkers as well which were attracted to publishing blogs. This got them known a little but which was very helpful for them. It was not long that blogger became trivial. It was not base on any new technology but this made a lot of senses in Evan Williams because it was not the technology that was new but it was because they have figure out the medium which became very helpful to them by letting more people know about their blogger and Pyra but it already let them make money for themselves. With Evan's patience and a right time to act and proper leadership with his workers he made his company known. Which made Pyra and Blogger.com known until today.

Tim Brandy
First Non-founding Employee
Yahoo

These are the 3 things I found interesting in Tim Brandy, first is how he got himself involve with yahoo. It first started when he met Jerry Yang, they were both undergraduates At Stanford which they studied electrical engineering together. They became good friends over the year. Also Tim does not want completion with others to be great like the time when he admit that Jerry is better in EE than him. After that, Tim went to Japan to work on Motorola in marketing and engineering. Then he went back to business school to finish his PHD, but he and his partner and friend Jerry still keep in touch with each other. They just rejoined together for a while in the Stanford Program in Kyoto. They still do not forget their dreams and want it to become a reality. It was sometime when jerry gives him a call asking him to take a look on the start-up he and his partner created because it is starting to ramp-up. Tim was only 2nd year at that time. Jerry was not looking for advice; he just wants to know what Tim thinks of he and his partner's model. This gives Tim the idea to work with jerry which happened in the end of 1994. For me, because of proper education and experience on business and a great partner and a good friend. Tim had gotten a job that might help him in the near future and it might support him in the present challenges to come.

Second was his ambitious thinking on having a goal when he started, he knew he knew he can make things happen if he just work harder and don't lose hope on what he is doing. While working with Jerry, he knew that if they sold ads on all of their pages, 20 dollars CPM would cover all their cost. Both Tim and Jerry had their determination to not let the company and keep it from going, so they thought getting everyone in the net. They even did crazy things to earn money. It was not long until they got a turnover on everything they did like when the Netscape give a directory button to them for free .this is helpful to them because anything with a purpose of getting people on would help or support them. Also Netscape's primary motive is to grow the internet which is a great opportunity for Tim and Jerry because their motive is to get everyone on using the net. So Netscape could be a help or support to them in the near future to come. For me, his ambitions to help people and make life more convenient make him a great business man. He does not care about making more money he the time he started earning because giving a more convenient life is not about thinking only of ourselves.

And third is his courage on taking more challenges. He is already working with Jerry but he also works in other companies like Google. In Google, he thought it would be just a game. He thought no one will be able to get so far that they ever be in their strategic risk of a full text search engine. But they are wrong, Google did everything perfectly. In 200/2001, he and Jerry had open Text first, next is Alpha Vista then it became Inktomi. So they just switched their old partners and with the new ones so they became one of the new partners of Google. For me, with great partnership and proper teamwork, Tim had made a great business with Google allowing him to acquire more knowledge that he can use in the near future.

Mike Lizaridis
Co-Founder, Research in Motion

These are the 3 things I found interesting in Mike Lizaridis, first is how He started Research in Motion. He started this with his partner Doug Fregin, who he knew since his days in grade school, but they started working together when they started high school. Their high school campus has a state-of –the-art electronics and shop program that was the result of a donation from a local industrialist. Their electronics teacher allowed them to open this when it arrived in their school but they still need to understand in the manual first, his electronics teacher was also the president of the local amateur television and HAM radio club. Back then, his teacher would take televisions apart and converting their tuners for the amateur band. Mike and Doug know how to tune but they do not understand anything they had been doing, until they went to their university they have seen how the stuff worked and what is its potential. After this, Mike and Doug became very seduced with computers and what they could do there. Doug told Mike that don't get too caught up with computer because It is still the person who will combine wireless technology and computer together. Mike thought Doug is not seeing what they are really doing, but Doug understand the 2 fundamental things a computer can give them, the ability to send information unambiguously and second is it allows us to control the RF process and make it more efficient. After that, they both went in to university of waterloo which has a massive control system where it became the center piece of the vision of the founders. It was also in that time where students like Mike and Doug use Email for submitting their assignments. They are also working on the internet back then which was called ARPANET at that to time. In the later years, Mike was helping some of the faculty projects. When the last year come, he had been doing some computer programming contact work. Then in 1984 recession, it impacted the high tech industry. Which result to a lot of engineers not getting any jobs. It became one of the worse years he had. It was that time when Mike got the idea of starting a company, but because of this, he has to take a leave of absence, even though he is just a month away from graduating. But this challenge did not stop him because he knew he is going to face more challenges in the future so he needs to be more prepared.

Second was his courage on facing the turning points that happen in RIM, like The time when he and Doug's wrote the most of the very first wireless protocol. He consider this to be one of the greatest turning point that happened in BIM, no one knew what wireless data was. We cannot go in and apply for loans to do wireless data. No one knew what theyare talking about. But people like lawyers and even real estate agents cell phones, but cell phones were just starting to happen at that time. He stated that he barely see a computer in people's home. So he considered those events to be very different today. But this did not put him down, this give him the idea of getting people in the net and sharing his knowledge that people can apply in the future to come.

Third is his patience on making his company larger, he did not did thing ahead of time, but still he became successful. He stated that the tricky part is how to intercept a market trend? How do you intercept an industrial trend? How do you package what you have learned and what is happening in the technology space so that the customers will have a new value? and how do you find the customer? These are the questions that need to be solved in order to grow a company. For me, you do not need to be so competitive with what you are doing in order for it to be successful we just need to be patient and try to be successful on our goal.

Arthur Van Hoff
Co-Founder, Marimba

These are the 3 things I found interesting in Arthur Van Hoff.

First is how he started his own company. There are actually 4 of them who started Marimba Sami Shaio, Jonathan Payne and Kim Polese. They all worked at Sun together. But Jonathan left Sun and they persuade him to come back, then he said that he does not know if he is going to go back to Sun but he is more welcome of helping them in their start-up, so this gave them an idea of having a start-up. But they have no idea on what they are really going to make. The first thing they did is drive around and find for an office space for them, but was so hard to find one at that time. But they have found one eventually, a little office above a flower shop on California Avenue in Palo Alto, and they bought heavy metal desk, \$25 per piece. For me, with hard determination and will, Arthur was able to build a start-up which he thinks that it can help many people using the computer.

Second is showing his determination not to quit. For him, Marimba is an unfair case, because they are willed on by investors. They really had an unfair opportunity because when they got funding, the VC's are already been calling them. So they get a pretty good first funding, it was \$million dollars from Kleiner Perkins, Arthur thought they wired the money situations, but they actually gave them a check. So they already had 2 checks –Kleiner and Java funds. And another story is about their first round of funding is they gave them the checks, and the lawyers were there. Arthur and his companions were very frugal at that time, and they did not spend their money on frills then the IPO came and it become a bad time for Marimba because that time, it was very difficult to hire people. A few weeks later, another of their senior engineer quit because they do not have a espresso machine. So he and Jonathan decided to buy an Italian \$15000 espresso machine, Jonathan both it with his credit card and the CPO almost had a baby because they have not seen anything unbelievable, it was” the best money they ever spent”. Every morning, he stated that people would always gather around it, they could not stop talking about it. After that, the CPO apologize to them for not thinking of this sooner. For me with step-by-step thinking and proper spending of money, Marimba earned money that started from small, then as time goes by, it become larger because of great teamwork and determination.

Third is about his advice to everyone who would have a star-up as well. He stated that do not take anything with you, especially if you go and do something that is somewhat competitive with you previous employer. So if we do not go into a completely different area, we might have problems in our intellectual ability. For me, these guideline he has given us is about not working on your own and prefer with other more because we will have a hard handling a case we cannot even solve so team work is very important in order for us to succeed on our goal and to prevent a situations like this from happening.

Paul Bucheit Creator, Gmail

These are the 3 things I found interesting about Paul Bucheit, who was considered to be the 23rd employee of Google and the lead developer of Google's web-based e-mail system, Gmail. The first thing that I found interesting in Paul Bucheit is how he got everything started, he started working on e-mail software back in the year 1996. He had all the ideas but does not go anywhere which he put on the project. It was that time when he started calling it Gmail which was a random project for him. He had created this because he was unhappy with the e-mail at that time. In his college days, when Hot Mail was widely used, he thought e-mail can only stay in one computer, that is why he always used it at his dorm, he did not know it can be used anywhere. This was the reason why he wanted to create a web-based e-mail. But it did not go anywhere because he had no idea what he is going to do. It was not long when he was already working at Google. He was also working on Google groups, Both are not the same but they are related. It was there when Google asked him to build a new type of e-mail. He thinks this challenge is very interesting, but people do not know what it was before, that time Google was only an exclusive search, so it won't be a big deal. Not until it became controversial. After some time, Paul had finished building the first version of Gmail by using the Group code he also created. And people came saying that it was very useful to them, that is why it progressed further.

Second was his determination of facing his challenges like when he faces a lot of challenges after he had built the first version of Gmail. Before they launch this, they first give people gigabytes; the standard was 2 to 4 megabytes at that time. People think this was some kind of a joke because they have given it to the people in April 1, but people also think this was impossible to work, it was very tricky to use because there is a lot of data and to make the system very reliable, we needed to keep several copies of the data, back-ups and everything like that. It needs a lot of research. It has a lot of systems and machines to make it work without so many people help each other on maintaining it and keeping it from running. Because of this, Paul develops a system problem that was very hard to fix. It was also that time when they were doing a lot of things that is new in Google. At that time, they were only thinking of doing only web search. But they decided to create other new products that go beyond doing web search. For me, by determination and hard work and proper thinking, Paul was able to help Google progress and go further.

Third is his courage not to give up the job, he stated to us when he was working on the start-up. He felt like he was the start-up himself, he had a really good team and he said that they are really fun to work with. They all used their knowledge and proper teamwork in order to build a very effective start-up which they believe that the start-up they created will be very helpful and useful in the near future.

Steve Perlman
Co-Founder, Web TV

These are the 3 things I found interesting in Steve Perlman. First is how he got Web TV started, it was back in 1995, he had always been interested in making television interactive, he did not want television to be something beyond just changing channels up and down, he wants people to have access to content which is very interesting. And he wanted to do all these things, he even work a lot at Apple, they even showed in a history channel about the incredible things he did which started back in 1989, it was showing the system he created where he had a video on screens, images moving around and even animation which you can manipulate pause and rewind everything. But they could not bring it out because there isn't enough content to drive the system. Even in 1990, there was not a hard disk big enough to hold the video. He try to create all sorts of content for it. But there were lots of offshoots from that work like quick time came out of that work. He took the video decompression technology. After this, he developed and reduced it by a software algorithm, and he turned it into a product by Bruce leak and his team. It was not long when he created his system or product properly.

Second was his ongoing effort like when he was designing something for non-technical users, he stated that it was very hard because he has to designed to someone who is not him. After a while, as he develop interference and have experience with them, we begin to think with the intuition of a person who does not understand the inner workings of the system. And we also need a lot of testing to do, and we need to be good at it as well. Also, we need to know the questions we are going to ask the people and even the problems we are going to present. The design he made was very small, most people see something which makes a wrong impression, so he had made a lot of testing. that is why iPod became successful and the MP3's are not. iPod had been launched with a lot of testing in them already. Also, the iPod had a design sensibility of an average person trying to listen to music, unlike the MP3 players which you need to fully understand where the music files are stored , where an iPod has a delicate on balancing fingers to make buttons the right way. When he was developing Web TV, he was also inspired by Apple 2, when Apple 2 used television for a monitor. But he was more inspired by Apple 2 because it look like a friendly-looking computer and it has colors. However, it is not an easy-to-used computer. That is why he did not go apple in the first place. For me, by doing something step-by-step and proper testing, we could create a product that may help a lot of people and can be a great help to everybody I the near future which will give an easier or lighter job to us.

Third is his determination on trying out something new like when he was working for catapult, it was not long when he left because he want learn more and get more experience on his start-up. He develop other skills in putting it to his start-up In order to make Gmail more successful. For me, by learning new things can be a great help to us when we our making a start-up because this things we learn can be useful for upgrading and maintaining the start-up we built.

Mike Ramsay
Co-Founder, TiVo

These are the 3 things I found interesting about Mike Ramsay, who was the co-founder of TiVo together with Jim Barton. The first thing that I found interesting in Paul Bucheit is how he got everything started, he moved to the United States to work for HP at that time, he finished his studies in Scotland, and they had a factory over there. And by good fortune, he got the chance to be in HP. It was in the Mid-70's and in that time, Britain was in a bad shape, there were strikes everywhere because of the 25% or 30% inflation. It became a mess. Many people are disillusioned. It was not long when he had a career in HP.

Second was his great partnership with his friend, Jim Barton. He met Jim when he had a couple of stints at HP. They were building a team inside the company, and they hired many talented people, one of them is Jim, there is Tom Jermoluk also who went on to Run@Home. It was not long when they worked hard together and they became good friends. After a year, Mike realizes he could not go back to a big company thing, it is just like he is going to work. He got himself recruited to his opportunity at SGI, which were mostly a hundred people. Mark Perry joined as well who was a partner of NEA that time. So he went over there and he stated that it was the greatest thing he had ever seen, the technology was nominal. The people working in there were bright, he knew wherever he walks, there are no questions to ask. But when they started working there with Jim, they got into different departments. But they also keep in touch. It was not long when Jim went off and became a world class technologist in his own field. He invented things at SGI that no one has ever seen before. He made UNIX work in a parallel processing system. He also made UNIX in real time to do the graphic because the flight simulator could not hiccup once in a while. So he made all that stuff happen. Mike was very impressed by this. At that time, he was doing all the low-end workstation things for SGI. He was also working with the movie studios and special effects people which he got to know the whole crew. Mike became very interested in what we could do in computers in the entertainment space, in which Mike considered to be not boring, because he thinks some of computer applications are very boring. He has shown interest on using computer technology to make things very entertaining and different on what we expect. It was not long when He and Jim Barton decided to work together again and do the start-up on TiVo. For me, with great teamwork and proper learning, Mike and Jim were able to apply so many things which became very useful when they were doing TiVo.

Third is his ongoing patience when he was already getting users. It took a while before they have done but when one of Mike and Jim's early partners Jeff and Stewart came and work with them; they were able to get the first round of users done. It was not long when they already started to get money, it started small

And it became bigger, when they were done with the second round they have earned \$10-\$15 million. Then after that, Paul Allen came to work with them and he came with Vulcan when they are doing the third round and it invested a lot of money for them. After those event, Mike and Jim were able to maintain or solidify TiVo because of their Patience and hard work and even proper management.

Paul Graham
Co-Founder, Via Web

These are the 3 things I found interesting in Paul Graham. First is how he got Via Web started, he did not really come up with via web before. He had a different start-up called Artix. Where he is going to put art galleries online. But galleries do not want to be online. He and some of his partners spent a long time trying to convince people to use something they do not want and do not have any idea. So this gives Paul the idea of making something people want. So they quit on Artix and started making software for websites and online stores. They have realized that if they can write software that could generate sites for galleries, they were just a shopping cart away from generating the online stores. And people seemed interested in this, so this make Paul do an online store.

Second was his resourcefulness and determination on trying something new when he was working already on Via Web. He didn't had any funding at first. There were only 2 of them, Robert Morris and himself in their apartment. At that time, his partner Robert was already in Grad school, but it was also summer, so they both had plenty of free time. Which they decide to write a prototype which the first version was done in a couple of days. He stated that the most unusual thing they are doing in Via Web is that they are working over the web. That is how they got the name in the first place. It is the first a web-based application. But it was not web-based at that time, it was going to be a software that can be used on a computer desktop to build website which you can upload to a server. This idea was working for a couple of days. This gives them a new idea of making it run on the server and have the user by controlling it in the links of the web pages. Some hackers at that time have been using a program called X Windows, where they have been a program that has been running on a remote machine. There is also the X terminal or x term which was a computer that did nothing but run the X windows. All of their brains were on the server. So they thought the web-based applications the web-based Applications were using the browser of X term. It was not long when they are already starting to write new software for windows.

Third is his patience on everything he does like when he made his major breakthrough. Before this event occurred, he was only creating a small amount of money, but as they reproduced everything they do, they have come to earn a lot of money and even gained a new partner, Trevor who is a good friend of Robert which help them upgrade their start-up. It was not long until they progressed more which they have been successful on what they created.

Joshua Schachter
Founder, del.icio.us

These are the 3 things I found interesting in Joshua Schachter. First is how he got everything started, it was back in 1998 when he was creating a website called Memepool, they also had a contribution pool, where they edit and post the things they need which was sorted and updated every day when they worked on it. They also used the help of other people by giving him good links that can be helpful to all of them. It was not long when he was already compiling the links he found or surf. In 2001, he already had a total of 20000 links. There wasn't enough space in his file, so he put the others in notes where he put the URL, space, hash mark and a word that is describing it. Math was the first one he had described because he wanted to mark all the items as math. He considered this as his first tags. After that, he realized that he cannot do these things anymore, so he decided to build a new generation of text file called Muxmay. He considered it to be a lot like del.icio.us. There was bookmarklet, where you can save things and you can also tag and describe it. He stated that it is a single player, so nobody else could use it, but it is visible to people. Then he started observing that many have been subscribing to his bookmarks. It is over 10000 daily readers looking at his stuffs which became very fascinating to him. It was not long when he started creating del.icio.us, he built it as a multiplayer version so everyone can use it. Because of proper experience and acquired knowledge, he was able to make del.icio.us very successful and helpful to many.

Second was his determination on making everything in proper order, there was a time when he became worried about his site going down and also making his site slow. He also had problems like his SQL corrupted a table which happens often. They were like putting out fire without having a lot of process management in place, which has caused them with a great deal. It was after a week; the power of the data dropped and corrupted all of their machines which shut them down for 48 hours. The machines were not configured properly. But this did not put Joshua down, this boosted his determination of improving his start-up more and this made him realize that everyone can make a careless mistake if they are not careful on what they are doing. They were able to rebuild everything, and it took them at least 24 hours, this did not bother Joshua at all because this was all part of the system.

Third was his courage on facing all his challenges. He stated that one the most challenging things were getting the payroll going. The PEO wants their company to have 5 employees. Albert Wenger, one of his good friends and had an experience on operations had helped them a lot with their challenges in their start-up. Because of patience and proper way of partnership, Joshua was able to maintain his start-up.

Mark Fletcher
Founder, ONElist, Bloglines

These are the 3 things I found interesting in Mark Fletcher first is How he have started Bloglines. When he was starting ONElist, it became an e-group. and sold it to yahoo and left it on September 2000. He first decided to take a break, he never had a vacation since he was in 8th grade, it was between work and school. So he took a vacation for a while. When he was traveling, he realized that he have been spending his a lot of computers with life him all his life. He comes up of doing a start-up from a need of his. He started to build an anti-spam company which he called Trustic. He stated that this will not last long; he was also doing another one, which was Bloglines. He went to 100 sites everyday just to see if there is a new thing he can use on his Bloglines like Slashdot, CNN and Myfriends blogs it was not long when he was already getting coverage in 2003.

Second was determination on facing his challenges. Like when his VC's want to replaced him as CEO. He started that it was harsh. He think there is bad behavior everywhere. But looking back, he understood why they want to replaced him, it is because he was not a very good negotiator with a term sheet. But they did bring a new CEO and this new CEO helped them acquired at yahoo. So this was not a problem for him. He thought it would be better to have proper discussions but he didn't. he stated that He was not really good at communication skills. So the whole VC process had been closed by the design of the VC's and they also do not like Negotiating with the other VC's. It only about power in the VC's. But that is all going too changed, it is changing because it will be much cheaper to start these kinds of companies. But to some kind of companies, there should be a raise like \$10-\$50 million but most people do not do company start-ups but internet start-ups so they do not need a very large amount of money. Besides all of this, he still did not do wrong when he was doing his start-up. He stated that doing a start-up is very challenging and exciting, but stressful. He said that it does not matter if you are a Engineer or a founder, it will take your all of your emotion and giving every potential you got to the limit. Because of resourcefulness and the will to continue, Mark was able to give great things to all of us.

Third is his way of adapting to anywhere he works like when he was acquired in yahoo, but did mention some differences like in yahoo, he had left his acquisition and he was never been a part of yahoo. But this did not put him down , this has given him more courage to face bigger challenges that he will encounter in the near future. this will serve as a great experience to him in making something greater on what he had work before.

Craig Newmark Founder, Craigslist

These are the 3 things I found interesting in Craig Newmark, first is how he got everything started, it was back in 1994 when he was still working at Charles Schwab and he was working on their computer security. But his true intention is letting the people know how equity brokerage business will work someday. It was in 1995 when he decided to help other people out by sending them notices and cool events like CC list or using pine which turn out very well. It was also in 1995 when the CC listing broke and he was giving it a name which uses a listserv. He was planning on calling it SS Events. But people began calling it craigslist which he thought would be a good name. He stated that the biggest entrepreneurial lesson he acquired was following instincts, when he was trusting people but his instincts were telling him they cannot be trusted, and he was able to prove they cannot be trusted. But he was able fixed that problem. He also stated that the biggest problems he encountered are in different form, in bait and in switch. Where they are post an AD for an apartment located in the no-fee section, but it has a fee sizeable for renting it already. There is lots of money, so they can easily handle this, but the bigger it becomes the better should their forms of reporting be. It was not long when he was able to maintain craigslist and continuing its job on helping people.

Second was his determination on giving his start-up a proper Progress. Like in the year 1995 when craigslist was just beginning and it was just an e-mail list back then. It was at that time when Craig realized that they have a lot of this e-mails in their folders. He was thinking of operating a Solaris system. He had an e-mail that has several categories which he can write in Perl code; this turns the e-mail logs into web pages. As a result, he can publish everything instantly which has grown since that. He has used Solaris since 1998, which was his first years; they have used something in UNIX family as well. And they were running 120 Linux servers which they are primarily using on their desktops, some are MAC or WINDOWS. He said that they don't worry about liability issues relating to the use of windows, since it is pretty insecure, but he still regarded windows as a source of compromise.

Third was his courage on facing his challenges. Like the time when he was still on his apartment, he was worried about the machine, like running your server with someone else's machine. He stated he already has an issue if the machine had a problem during the night. And also there will be a weak customer service as well. He also become worried of his site going down, which happened once, but he understands it because he has problems with his site at that time, but this challenges did not stop him. He was able to fix his problems and continue maintaining the start-up on giving people the help they need.

Caterina Fake Co-Founder, Flickr

These are the 3 things I found interesting in Caterina fake, first is how she got Flickr started, it was back when she was still living in San Francisco, and he met Stewart Butterfel, her husband who was still living in Canada. At that time, Stewart was already giving strategies on both of them starting a company. They were both working on web development so this gives Stewart the idea of making their company a web developing company. But this idea did not continue. And when they were married, they develop a new company called Ludicorp, formally known as Ludus. This company was creating online games, they were developing an online game called Neverending, a light weight web based multiplayer game which involves science fiction and medieval themes, They created this game to be very friendly. You can form groups and even instant messages which became very similar with the games today. When both of them are developing the game, her husband was also working at CBC, a children site. They also acquire neopet, which they base on the virtual pet Tamagochi. They put this in Neverending to be more interesting. Before they started Ludicorp, they also worked in other online communities like WELL, Electric Minds and even Netscape. Both of them have studied web design and development. Caterina also worked on making animation game, this gave her the idea of starting Neverending.

Second was her courage on facing all her challenges. Because she was a female founder, there are times when she was discriminated, like when she is in Silicon Valley when they thought someone associated with their company and they blame her for everything but Stewart stood up for her saying that she is the instrument for their companies' success. This made her feel better because she was treated as an equal by Stewart. She stated that it takes a lot of assumption for a woman, and it is everywhere. Even in the most assumption places. And they are not tough enough. She stated that she have heard all of this from many women and they all said the same thing. For me, it does not matter what is your gender, the important thing in work is someone's skill and determination, women are not weak and stupid, they can do anything men do and they can be more prepared than men as well.

Third is her proper teamwork with her partners. When she was doing her start-up, he was with her husband Stewart and their friend Jason Classon in 1999. And they work together to established a start-up that can be useful in the future. They have created Flickr which is used by many today. Because of great determination and courage, Fake was able to prove herself to be capable of doing what she wants and desired to do and make a start-up that became a great instrument in everyday life.

Brewster Kahle
Founder, WAIS, Internet Archive,
Alexa Internet

These are the 3 things I found interesting in Brewster Kahle, first is how he got himself started at everything. He was one of the first members of Thinking Machines. He was actually one of the founders, together with Danny Hillis and Sheryl Handler. It was a team project in MIT, so when they have started working on the company, there were 3 or 4 of them and they started working before they come up with an idea of starting a company. But Thinking Machine was not really his doing; they were doing a couple rounds of the connection machine at MIT before starting their own company. He stated that this was very helpful lessons he acquired. He also learned that ThinkingMachines was a company that thinks differently, to do something interesting and picking your setting differently. This was set in the 1800 Victorian mansion on 100 acres of forest outside Boston. He also stated that ThinkingMachines have given a great fortune that started at 8 million dollars, it was not venture funded because many rich people believe in it. It will take many years to get this done which made ThinkingMachines very interesting to some people.

Second were his turning points from everything he did. It started when they have hired a former employee of digital equipment corporation. His title was VP for Reality. This idea was trying to help people that show great ideas for MIT, but this guy they hired never really produced a supercomputer before, he invited Kahle for some design review of a central processing unit (CPU) for the new computer being established. But he does not know what is a design review was. But it became a very helpful bring in for VP in Reality. Back then, there are lots of trust in young people in their company, some of these were in there early 20's. Even though they are unqualified, they have been entrusted to a very young set. And they were able to make it fun and very interesting to use. After this, they became focus on this project which resulted to not having much of a rest of a life. But because of determination, he was able to make a turning point in his company that became very useful in the end.

Third is his proper teaming-up with other people. Like Harry Morris, the co-founder of WAIS, which was a consultant of Dow Jones. And together, they were able to build WAIS, this became a great start-up to them and together, they were able to maintain this which became very useful to everybody in everyday life. They both had a desire to make a start-up that will be helpful to many.

Charles Geschke
Co-Founder, Adobe Systems

These are the 3 things I found interesting in Charles Geschke, He was one of the founder of Adobe systems which is widely used by everyone until today. The rise of Adobe started when they partnered with Apple computer in 1983 because of Adobe's success with making Apple's new laser writer printer. Which went on Public in 1986 and it has been recognizing because of its impressive typefaces, photo shop, illustrator and acrobat applications.

The first interesting thing I found about Charles Geschke was how he got everything started. It was back in October, 1972 when he was still working In Xerox PARC. When he first arrived there, he had a straight forward task on making a machine that stimulates a mainframe computer that researchers cannot buy but wanted to use. so they basically built their own mainframe. And after that, Charles got himself involved in programming languages and he develop the tools used to build the Star workstation. He stated that PARC was an amazing place to work because of Bob Taylor, the head of ARPA's information processing technology group. It was not long When Charles and john Warnock completed Adobe and went on public which was widely used.

Second was his courage on facing the challenges when doing the start-up. When he was already in his 40's, his children began to worry if he can make them go to college. But he was not worried at all because he knew he could get another job to get his children to college because of partly, having an experience at Xerox PARC and even watching people from the venture world. He stated that he knew a founder that seemed to get more money every time one of his companies failed. This gave Charles fear. The only thing that had been hard to deal was the stigma of failing. And he thought they had reasonable chances of succeeding. But this did not stop him, he had worked even harder before that rise both of them to the top, they even got a raise of 2.5 million dollars which proves that he was able to face his challenges and this had given him the right motivation to continue.

Third was his ability to make other things to improve his start-up. Like the scalable fonts. They came up with that kind of idea by using a mathematical description of the outline of the type. And work on sophisticated algorithms. And because of proper experience and great thinking, Charles was able to make Adobe even bigger than before..

Ann Winblad
Co-Founder, Open Systems,
Hummer Winblad

These are the 3 things I found interesting in Ann Winblad, like Caterina Fake, she is also a female founder. She is one of the founders of Hummer Winblad. She started first with Winblad, an accounting software company by her brother lending her 500 dollars. The advent of the microprocessor and one of the first most affordable pc created an opportunity for programmers. Winblad became the first generation of entrepreneurs who finds the error on what a software start-up was. And after six years, she and her co-founders sold it for 15 million dollars. And in 1989, she finally founded Hummer venture partners, it was the very first venture firm to focus exclusive in software. And after that nearly 45 companies have been acquired or went to public.

The first thing I found interesting about Ann Winblad was how she got everything started. She stated that she always had to figure out ways on living and supplementing her income, even when she was still a kid. She is the eldest among 6 children. It was in the 70's where growing colleges were growing like St.Thomas, Macalester College, St. Catherine college, Augsburg college and Hamline college. Because she can have classes here and she was not commented of her college, she also took classes there it was not long when she and her partner started their company together, and they were able to maintain it properly. Eventually they name this Hummer Winblad.

Second was her courage on facing her turning points. Like when they are doing all the work for the CADO computer guys. And they are so many things they don't know like pricing strategy or how to collect money from people. But Ann remembered a very unsophisticated thing that they have been working in CADO that they are all going to get their resellers together. So she got in front of these guys and they are probably in their 50's and she is in her 20's. they got a blue light special that if they were able to bring back their check of 10000 dollars in time, they can have unlimited rights which the general ledger spoke about.

Third was her determination on facing her competitors. She stated that they do not worry too much about the competitors, because she knew this are challenges given to her if she has the will to fight for her own good. Because of great teamwork and determination she was able to maintain her start-up company.

David Heinemeier Hansson
Partner, 37 signals.

David Heinemeier Hansson helped transform 37 signals from a consulting company to a product company back in 2004. He was the one who wrote the 37 signal's first product, Base camp. Base camp is an online project management tool. He wrote this with To-Do list and Campfire. He also release the layer of software that underlies these applications as an open –source web development framework. He is also known for being the creator of ruby and rails which became one of the most popular tools among web developers.

These are the 3 things I found interesting in Brewster Kahle, first is how he got himself started at everything. But 37 signals was not really a start-up, it was founded by Jason Fried as a web design shop in 1999. It was transitioned from consulting company to Product Company. with a base camp. David was part of the 37 signal 2.0 at that time. It was not a overnight transition. While developing base camp, 37 signals had a client work before so they did not dedicate more than third of their time

Second was his courage on competitive products, there are few businesses that tried the same thing like them. But most of them used full management of projects like billing, time tracking and other things that they cannot solve. So they choose simple things like weblog, milestone tracking, file and to-do list sharing. They didn't really expand but they have tried all these different elements. Another reason base camp is a success because it is not that focused. They started by watching to make a tool for creative services business like them. But they did not wound up that has creative services like billing time tracking. And people used base camp for various kinds of projects like managing weddings , home improvement projects, and even student collaboration. The only reason that they are attracting all those people who need help with project management is because he and his partners are trying to be more specific. Because of great teamwork, proper experience and great courage he was able to face his challenges To maintain all his hard work.

Third was his determination on keeping it going, like when things go wrong. He stated that he made a bunch of mistakes. But this did not stop him, he knew he can still make things right and he did. He was able to maintain everything in shape because of his will to never give-up.

**Philip Greenspun,
Co-Founder, ArsDigita**

Philip Greenspun founded ArsDigita together with the co-founders Tracy Adams, Ben Adida, Eve Andersson and Jin Choi in Cambridge, Massachusetts back in 1997. Philip Greenspun teaches electrical engineering or computer science classes at MIT. Other start-ups they did are the ArsDigita Prize, they also started ArsDigita University, a one-year program teaching Computer Science Curriculum, and there is also no Tuition fee.

The reason they have created this start-up is because they want to help build database-backed community websites. Their motivation on building this start-up is their goal on helping or supporting companies or giving internet services. One of the problem of this start-up was the time when its results with the financial performance of the company is very poor. Though for me, it is an improvement from before because this start-up was able to be very useful to many when it went on public. People use the services of this start-up because the service that ArsDigita gives a more convenient job to the users. The one thing that the users want is the Arsdigita's ACS, which actively supports an open-source version of its toolkit. The impact of this start-up is its early uprising, it became very useful and famous to many of its users even though ArsDigita did not last very long. Probably, photo.net, a website manage also by Philip Greenspun is what Influence the making of ArsDigita.

The unique thing I found in this start-up is the start-up's environment because programmers reigned supreme. And the environment also was a service that was never offered before because no start-up let a Programmer takes control before. The existing system of the start-up ArsDigita is in RedHat CCM, The Company that acquired ArsDigita in 2002

If I were in their shoes, I would have done a Different approach when about their problem in their financial performance because when they were pushed out of their company, they used their stock ownership just to put them in the position of Board of directors which led ArsDigita to crumble. But I would have done the same thing like their start-up's environment because when creating a start-up, we need to create something that people will be comfortable of using and this happens by giving them control.

This start-up can still be possible in a third world country if a third world country would change their ways of living and governing their country. Some peculiar characteristics it has are it is user friendly, it is not frustrating to use, it is very simple and easy to understand, and it gives the user control.

Joel Spolsky
Co-founder, Fog Creek Software

Fog Creek Software was started by Joel Spolsky back in the year 2000. Together with his co-founder and friend Michael Pyror. Today, Joel Spolsky is the current CEO of Fog Creek Software. He and his co-founder Michael Pyror also created other start-ups like Fog Boyz and Fog Creek Copilot. These 2 start-ups also made fog creek Software double its sales every year even during the post bubble meltdown.

At first, they really do not have any product in mind, but the reason why Joel and Michael created this because they wanted to create a software which was the same as his key inspiration, ArsDigita and his motivation was he and Michael wanted a kind of Software Company where they want to work and programmers will take control. One of the particular problems that approach them is the time when they began losing and eventually didn't have any client at all. But even though they have problems with their start-up, it became an improvement on what came before him, ArsDigita and Fog Creek was able to maintain active until today. So people use the start-up's services Because it is user friendly and it is easy to use and understand. And the one thing people like about it is its way of letting people have a convenient use on it.

Joel stated that everything they did in Fog Creek Software was influence by ArsDigita, he said that this start-up really become an inspiration to him and Michael. And for me, the proposed and the existing system are still the same, Fog Creek Software because Joel was able to maintain his start-up until today. And the unique thing about this start-up is that its created without any complicated sources in it. Though some start-ups done this before, some of them still create something complicated to understand.

If I were in the founders shoes, I would have done a different approach on making a start-up because when he did his start-up, he had no preparation and just did what he want to do. For me, taking risk on start-ups do not always have a positive approach, so we must be prepared on all the things we are going to do. But I would have done the same thing about making their start-up user friendly because in making a start-up, we need to create something people could understand and something they would want.

Also, this start-up is possible in a third world country if a third world country would change their ways in ruling their people. The peculiar characteristics the start-up is that it is user friendly and it does not afford a high amount of cash. And it would even show some applications in a third world country because this will be a convenient start-up for them.

Stephen Kaufer
Co-founder Trip Advisor

Stephen Kaufer started Trip Advisor, an online travel site. Together With his co-founders, Langley Stewart, Nick Shamey and Thomas Palka, his friends and co-founders back in the year 2000. Today, Stephen Kaufer is still running Trip Advisor together with his co-founders.

One of the reasons they have started this start-up is because of being prepared because Stephen did not want to happen what happen to him and his wife to everyone. When they want to go to a vacation, they had a hard time looking for a hotel and they just went home when they heard that there is a rumor that the island has a lot of danger to it. So Stephen is motivated on creating Trip Advisor in order to prevent everyone on the events that happened to them. Also it is safer and more convenient to everyone. One particular problem they have encountered is populating their site, when it went on public; it took a couple of years before they were able to populate it. But they were able to create something really new because this start-up can help us travel with convenience. People wanted to use this site because it is easy and it is not very frustrating to understand. If there is one unique thing about this start-up is that he got everything a user will need like applying to an island already with a hotel, it shows us that this website can be very useful to us when travelling.

For me, the proposed system and the existing system are the same because Stephen Kaufer, until today, was able to maintain his start-up. This became the largest online travel community in the world in the year 2004.

If I were in the founders shoes, I do not have to do a different approach because everything in the start-up is useful and convenient. Would have done the same thing he did when making his start-up that he created something that can be used to help others because sometimes, start-ups can be created not only for the founder and co-founders benefit but also the benefit of everyone.

Also, this start-up is possible in a third world country if a third world country would change their ways in ruling their people. The peculiar characteristics the start-up is that it is user friendly and it is complete on everything we need to do and it shows an easier way on travelling wherever we wanted. And it would even show some applications in a third world country because this will be a convenient and non-complicated start-up for them.

James Hong
Co-Founder, HOT or NOT

James Hong founded HOT or NOT together with his friend Jim Young in the year 2000. Today, James Hong is currently managing HOT or NOT. He also started a start-up called X Methods, the first directory that is publicly available web- services.

One of the reasons why James Hong started HOT or NOT is because he and his friend Jim want to start something just for fun. They didn't know it would be a large business to them. James got motivated on doing this when his friend Jim told him about a perfect 10 girl he met. This give James the idea how HOT or NOT works. One of the problems James encountered was when he immediately got a high rating of customers and he was still not ready for something like this. But even though he had a hard time managing, his start-up is something that come-out new than the start-up that came before it. People use the service of this start-up because many people are willing to get help on finding a partner in life. And it is the "dating" part of the system that everyone wants.

Also one of his start-ups, X Methods was the start-up that really influences him in making this. The unique thing about this start-up is that it shows different kinds of uses that start-ups did not create like the part in the start-up where they Put a dating application. They also showed the rating of "hotness" of a person, male or female in the scale of 1 to 10. This is a service that was not offered by other start-ups before. One approach that they did that was never done before was the approach of giving people entertainment and control on what they want to do. And it was an existing system. Because James was able to maintain it until today, it also stated that HOT or NOT got 13 billion votes as of 2006.

If I were in the co-founders shoes, I would have done a different outcome on how I am going to fix the start-up problem. Because we should not panic at any result that might come out, we should always be prepared even though we are not still use to those kind of situations. But I would do the same thing about how he created something new and something people would want at the same time.

This start-up can be possible in a third world country if the third world country would change their ways and start governing their people right. The peculiar characteristic the start-up has is that it is user friendly and it is not complicated to use or understand. The start-up can also have an application in the third world country if the third world country could be able to afford this kind of start-up.

James Currier Founder, Tickle

James Currier founded Tickle which was originally called Emode in the year 1999 and it was owned by Monster in 2004 for about 100 million. Today, Currier left the company and started working on Ooga Labs, a digital media studio that develops consumer internet applications.

The reason why he created Tickle was because he wanted to create an online testing company because this is more convenient and easy. His motivation was when he took a personality test in Harvard Business School and he thought that why not use the internet for doing this kind of test. One of the problems that he encountered at the start-up was the time when people still do not fully understand his start-up. But even though this problem occurred, James was able to create something entirely new because he was able to give something that people who are looking for jobs. People use the services of this start-up because it is faster and it is very easy to use if you have already learned how to use it. If there is one thing the people want from this start-up is that it is user friendly because it gives the user control.

One of the start-ups that was influenced by Tickle is Ooga Labs the start-up he also created. And the unique thing about this start-up is that you will arrive quickly on the site you want. For me, the service of Tickle was never done before and people began to use it because it gives a more convenient way of getting a job from a company. And for me, the current existing system of Tickle is Monster because in 2004, Monster was successfully able to acquire Tickle.

If I were in the co-founders shoes, I would do a different approach on giving something to the people which is still needed to be fully understood, it needs to be easier for it to be used by many. But I would have done the same about giving something that will give easier jobs because people will also use the start-up if it can give them the convenience they need.

This start-up can be possible in a third world country if the third world country would change their ways and start governing their people right. The peculiar characteristic the start-up has is that it is user friendly and it is easier to get a job with this kind of start-up. The start-up can also have an application in the third world country if the third world country could be able to change their way of leadership and understand fully this kind of start-up.

Blake Ross Creator, Firefox

Blake Ross started Firefox together with his friend and co-founder Dave Hyatt. Today Blake Ross is currently the head of Firefox and thunderbird. There are other start-ups that they also started like Thunder Bird and even Spread Firefox project with Asa Dotzler while working at the Mozilla Foundation.

The reason why Blake created Firefox is because he and Dave want to create something that they want to use because they are frustrated by the constraints imposed to them by the struggling of Netscape. His motivation was from the time he knew he can create something that will become a great benefit in the near future. And Blake was able to build something entirely new because he was able to create an internet site that can be use easily and faster. People use the services of this start-up is because it is faster and it is also easy to use. if there is something that the people want from this start-up is that it is user friendly because it gives the people what they want and lets the people take control.

The unique thing about this start-up is that it contains different kind of links we can use instantly For me, the service of Firefox was already done before but the Firefox was able to create something even better and more user friendly than the start-ups that came before him. the existing system of the start-up is also the Firefox because Blake was able to maintain everything he have work for until today.

If I were in the co-founders shoes, I would do a different approach on launching the start-up to early, it needs to be easy to be understood and it needs to be fully prepared. But I would have done the same about giving something that will give an easier understanding start-up because giving an easier start-up is something people would be interested in using because they will not be confused or irritated by the start-up created

This start-up can be possible in a third world country if the third world country would change way of governing their people. The peculiar characteristic the start-up has is that it is user friendly and it is easily understood by people. The start-up can also have an application in the third world country if the third world country would be able to changed and rise themselves like other successful countries

Mena Trott
Co-Founder, Six-Apart

Mena Trott founded six-apart together with her husband, Ben Trott. Today, Mena Trott and Ben Trott are currently managing Six-Apart; they also created other start-ups like dollar short, Mena's Personal Blog, Movable Type and Type Pad.

One of the main reason why Mena Trott want to create six-part was because she felt that she and Ben needs to start a new company and she was motivated on doing this because of Dollar Short, her personal Blog. One of the particular problems she encountered in this start-up is when she encountered some difficulties on getting along with Ben when they have problems. But even though this kind of event occurred, she and Ben were able to create something entirely new that can give benefit to them and to many. Mostly, people used the services of this start-up because it's easy to understand and mainly, it does not show any complicated ways. And one thing that they created that people wanted was it is user friendly. And it's environment, because it gives the users control.

Mostly, the one that really influence them in making this start-up is Movable Type. But six part also influence Type Pad, one of their start-ups which became their hostel service. Although, their service become something that is an important in other start-up's. Also, the proposed and existing system are the same because if at this time, Mena was able to maintain everything.

If I were in the co-founders shoes, I would have done a different approach on dealing with my start-up problems because she do not want to rely on other people because she think she had no friends to count on except Ben, I would have done a different way because we cannot always solve our problems by ourselves, but I would have done the same on making the start-up user friendly because if we are going to create a start-up , we should create it how people want it.

This start-up can be possible in a third world country if the third world country would change their ways and start governing their people right. The peculiar characteristic the start-up has is that it is user friendly and it is easier to understand with this kind of start-up. The start-up can also have an application in the third world country if the third world country could be able to change their leadership and understand fully this kind of start-up.

Bob Davis
Founder, Lycos

Bob Davis founded Lycos back in 1995. Today, Bob Davis is currently managing general partner at venture capital firm highland capital. He also has other start-ups like @ Ventures, a CMGI investment group.

One of the main reasons he and his co-founders created Lycos is that he wants to create something from the technology developed in Carnegie Mellon University (CMU). He was motivated on doing this Start-up because he wanted to create something that can be great help in the near future. And by creating this, he was able to create something that is an improvement in other start-ups that came before him. Mostly, people used the services of this start-up because it is not complicated and it is user friendly. The one thing he created that people wanted is that it is very useful in many ways.

Mostly both of this made an impact to the public because of its environment. And this start-up is influenced by the search engine @ ventures. And the unique thing on both this start-up is the environment, where people are able to gain control. Although some of these services have already been offered before, this start-up became very helpful to many. The existing system of this start-up is Terra Networks which was acquired by 5.4 billion in the year 2000.

If I were in the co-founders shoes, I would have done a different approach on learning to build a new start-up because he mostly relied on @ventures, which was a start-up of other people I would have done a different way because we must create something unique and something we have learned by ourselves. But I would have done the same on making the start-up's environment because if we are going to create a start-up, we should create it how people want it and giving them control without any restriction on what they want they want to do.

This start-up can be possible in a third world country if the third world country would change their ways and start ruling their people right. The peculiar characteristic the start-up has is that it is user friendly and it is easier to use with this kind of start-up. The start-up can also have an application in the third world country if the third world country could be able to change their leadership and understand this kind of start-up.

Ron Gruner
Co-founder, Alliant computer systems;
Founder, ShareHolder.com

Ron Gruner founded Alliant computer systems back in 1982 together with Craig Mundie and Rich McAndrew. Ron also founded ShareHolder.com. Today, Ron Gruner is currently the CEO of ShareHolder.com. He had also done other start-ups like a web-based service company.

One of the main reasons he and his co-founders created Alliant computer systems is that He and his co-founders wants to build parallel supercomputers, their goal was to build a machine that used multiprocessing to achieve better performance than the fastest CPU's. His main reason for creating ShareHolder is that he wanted to use technology to automate the process of investor relations. One of the particular problems the start-ups encountered is that it both had trouble on making clients and Alliant even had a problem on Bankruptcy. But both this start-ups are something entirely new to the public back then. People used both the services of both start-ups because it is not complicated to understand and use and it is user friendly. The one thing he created that people wanted is that Alliant is highly advance but easy to use and Share holder is that it is user friendly. The one thing he created that people wanted is that its environment where the user takes control.

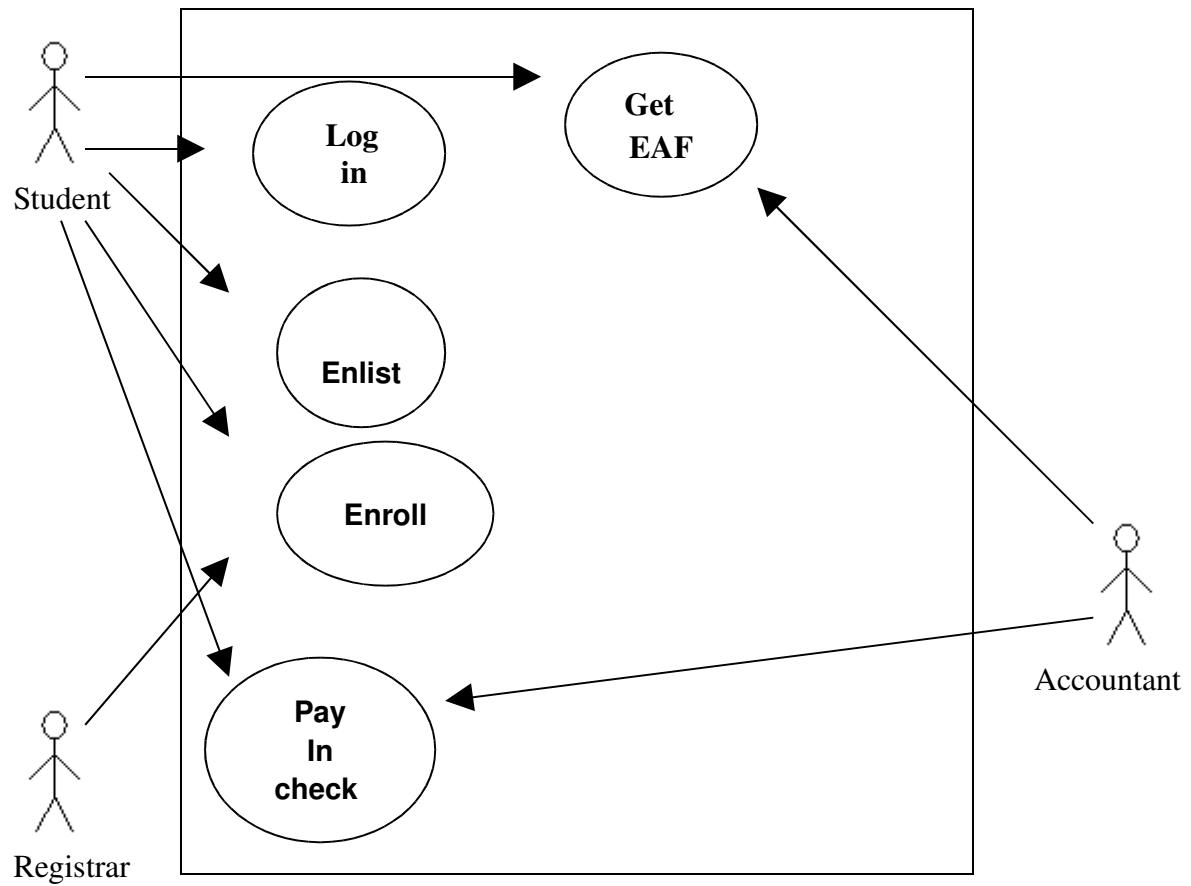
Mostly both of this made an impact tom to the public because of its advancement. And the unique thing on both this start-up is the environment, where people are able to gain control. Although some of this service had already been offered before. The proposed and existing of shareholder.com are the same because Ron was able to maintain it until today and it was acquired by NASDAQ back in 2006.

If I were in the co-founders shoes, I would have done a different approach on leaving the company because we must be do what it takes to maintain everything we do because if we give up, we will never learn our mistakes if we do not experience it and learn from it. But I would have done the same on making the start-up user-friendly because if we are going to create a start-up, we should create it how people want it and making it easy to used and understand.

This start-up can be possible in a third world country if the third world country would change their ways and start to govern their people right. The peculiar characteristic both these start-up has is that it is user friendly and it is easier to understand with this kind of start-up. The start-up can also have an application in the third world country if the third world country could be able to change their ruling and understand this kind of start-up.

USE CASE

CSB ENROLLMENT



Identification Summary:

Title: CSB Enrollment

Summary: This use-case enable us to see the steps of the CSB enrollment

Actors: 1.) Student
2.) Cashier/ Accountant
3.) Registrar

Creation Date: June, 3, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) The CSB enrollment should be in proper order.
- 2.) CSB must have enough cash or change if a student pays in cash that is larger than the amount needed by the Tuition fee in CSB.
- 3.)

Main Success Scenario:

- 1.) The Student Log-in to his/her computer
- 2.) Student enlist his/her selected subject
- 3.) Student enrolls his/her selected subject by selecting the right schedule for their subjects.
- 4.) Student falls in line in the cashier and he/she pays his/her tuition fee.
 - 4.1: If student pays in check, he/she gives the check with the right amount of fee needed and gives it to the cashier/accountant. (name and I.D number of the student should be written on the back of the check)
 - 4.2: if student pays cash, he/she gives the the right amount of cash needed for his/her tuition fee amount

Alternative sequences:

A1: Course Adjustment

- 1.) If a student fails a subject from the present term, he/she must drop a subject of the next term that is prerequisite of the failed subject in the present term.

A2: Restricted Subject

- 2.) If a student selects a subject that cannot be enrolled yet in his/her term. The restricted subject he/she enrolled will not appear on his/her selected subjects.

Error sequences:

E1: Inappropriate Time slot

- 1.) The computer will state that the time slot he/she had chosen is not possible because each slot he/she selects must have a break of 10 minutes.

post Conditions:

- 1.) Students enrolling at CSB are increasing each year
- 2.) Tuition fee in the enrollment on CSB are getting higher each year.

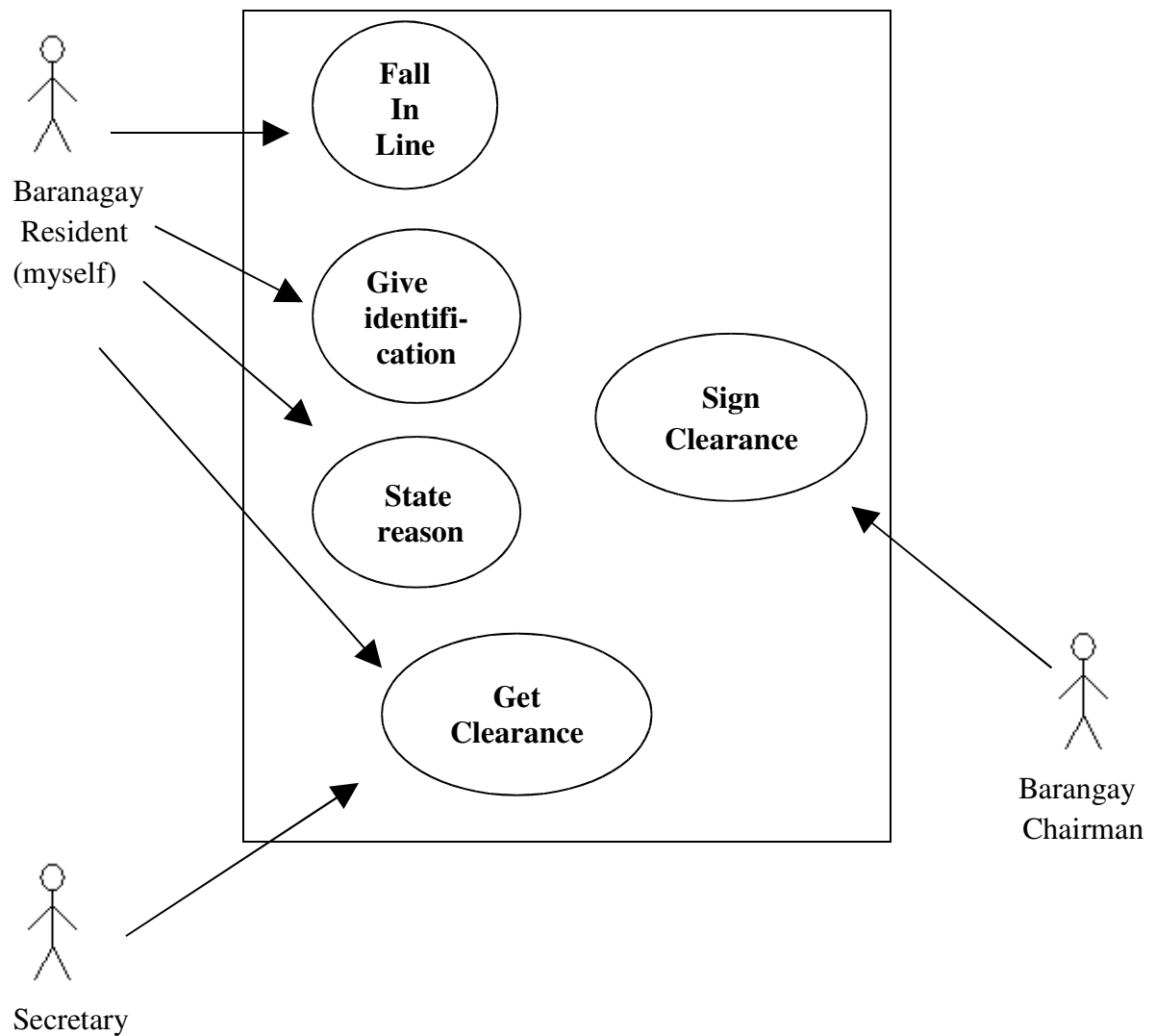
UI(user interface) requirement:

- The day of payment /enrollment in CSB for next term
 - . Cash/Check
 - . EAF

NON-FUNCTIONAL REQUIREMENT:

- The Accounting office must give the receipt to the student from time the student gave his/her payment for the school year

BARANGAY CLEARANCE



Identification Summary:

Title: Barangay Clearance

Summary: This use-case enable us how to claim a barangay clearance

Actors: 1.) Baranagay reident (myself)

2.) Barangay Chairman

3.) Secretary

Creation Date: June, 6, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) All the barangay clearance must have a barangay seal to be authentic.
- 2.) The barangay staff must be open to every resident in their barangay

Main Success Scenario:

- 1.) The Resident fall in line in the barangay hall
- 2.) The Resident gives his/her identification and reason for getting a clearance to the secretary.
- 3.) The resident waits at least 20 minutes for the signing of the barangay chairman in
the Barangay Clearance
- 4.) The secretary give the clearance to the barangay resident.

Alternative sequences:

A1: Lack of Barangay staff:

- 3.) All barangay staff should be present, especially the chairman.

A2: Paid Clearance:

- 2.) Not all barangay clearances are free, some barangay will give
The clearance if you give them their specific amount of cash needed for
the clearance's payment.

Error sequences:

E1: Clearance with no seal.

- 1.) A barangay clearance must have the seal of the barangay, if not
Then the clearance will be stated

post Conditions:

- 1.) The population of the residents in a barangay is increasing every month.

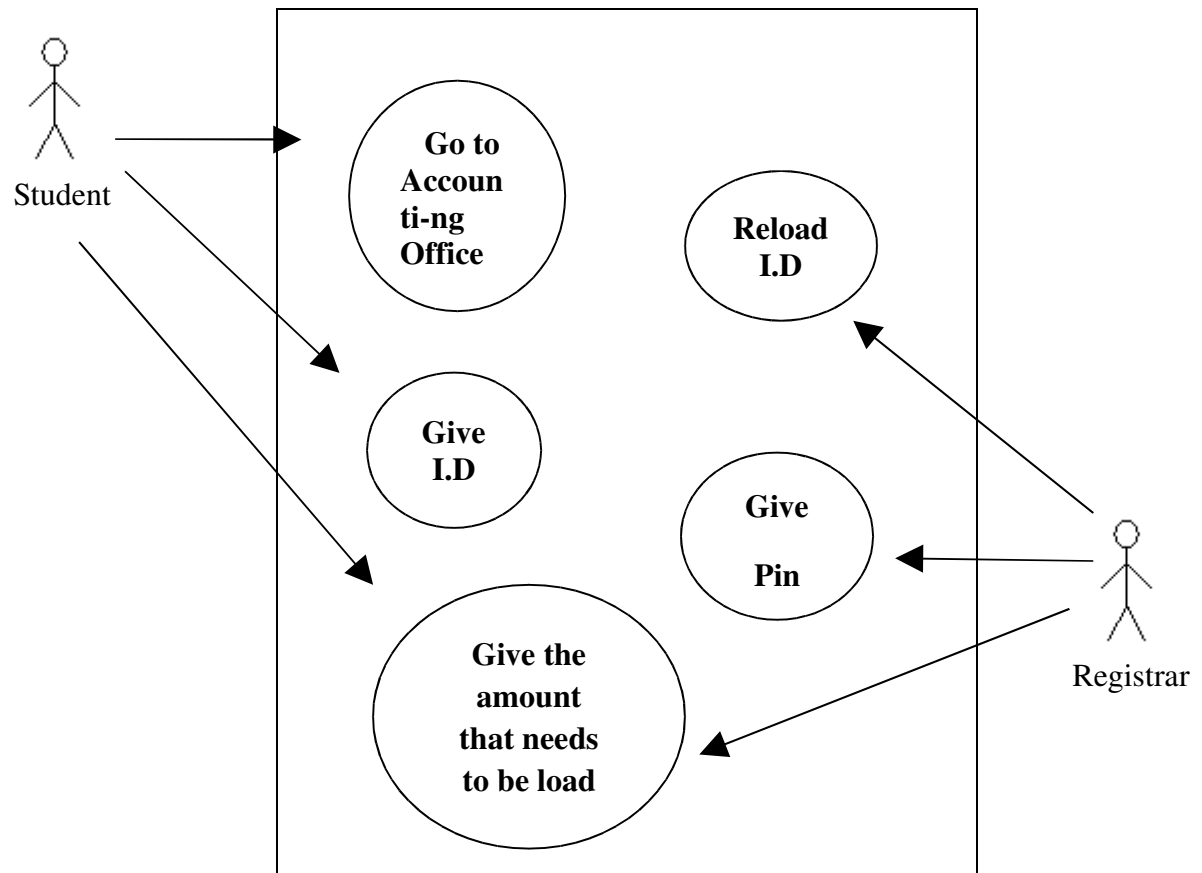
UI(user interface) requirement:

- Getting Barangay Clearance
 - . Identification (any kind)
 - . State of reason for getting a clearance

NON-FUNCTIONAL REQUIREMENT:

- The barangay resident must receive his/her barangay clearance immediately

CSB E-PURSE



Identification Summary:

Title: CSB E-PURSE

Summary: This use-case enable us how to activate the E-PURSE in our I.D

Actors: 1.) Student

2.) Registrar

Creation Date: June, 19, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) The E-PURSE must have a unique PIN CODE for security.
- 2.) The accounting office must be open to all students who will reload their E-PURSE.

Main Success Scenario:

- 1.) Student goes to the accounting office and gives his I.D to the registrar
- 2.) The student gives the registrar the amount of the Load (minimum of 50 php and maximum of 2500 php).
- 3.) Registrar gives the student the PIN CODE for his/her E-Purse

Alternative sequences:

A1: Lost I.D

- 1.) Students who lost his/her I.D must buy a new I.D and Activate a new E-PURSE. But the money from the lost I.D cannot be used anymore.

A2: Unenrolled Students

- 2.) Students can only use the E-PURSE is they are already enrolled.

Error sequences:

E1: Damage I.D

- 1.) E-PURSE cannot be used if the I.D of the student has been damage.

post Conditions:

- 1.) Most students in CSB, especially sophomore use E-PURSE for faster jobs.

UI(user interface) requirement:

*Activating an E-PURSE:

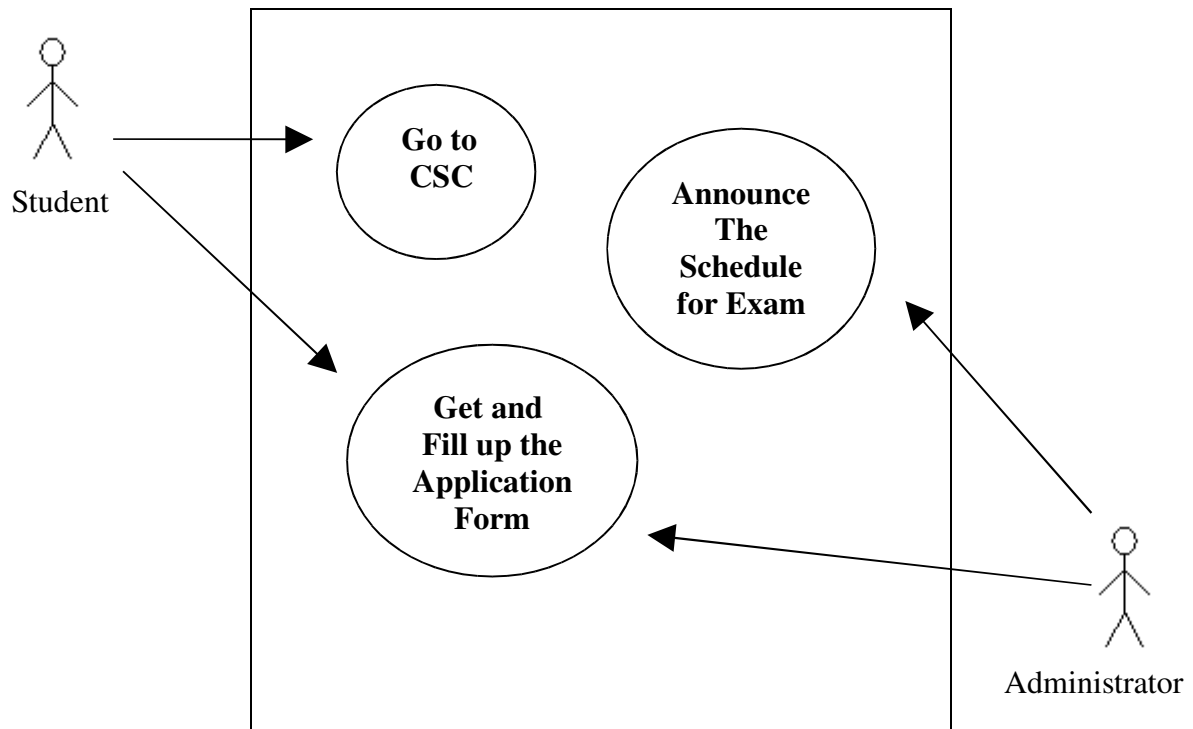
. I.D

. Money you are going to use to Load the E-PURSE

NON-FUNCTIONAL REQUIREMENT:

*Students should receive their loads on their E-PURSE immediately.

CIVIL SERVICE ELIGIBILITY



Identification Summary:

Title: CSB CIVIL SERVICE ELIGIBILITY

Summary: This use-case enable us how to apply for a Civil Service Eligibility, an examination in Civil Service Commission

Actors: 1.) Student
2.) Administrator

Creation Date: June, 26, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) The Student must be on time for his/her exam.
- 2.) The CSC (civil service commission) must be open at any day.

Main Success Scenario:

- 1.) Student goes to the Civil service Commission office
- 2.) The administrator give an application form to the student answers the questions properly.
- 3.) Student submits his/her application form.
- 4.) The administrator announces to the student his/her schedule for the exam.

Alternative sequences:

A1: Unregistered students

- Students cannot take the exam if he/she is not registered

A2: Not attending his/her specific date

- Student who did not attend his/her specific date of exam could not retake the exam anymore but he/she can apply another schedule for his/her examination again.

Error sequences:

E1: Under Graduates

- Students that is under high school graduate would be allowed to apply for the CSC examination.

Post Conditions:

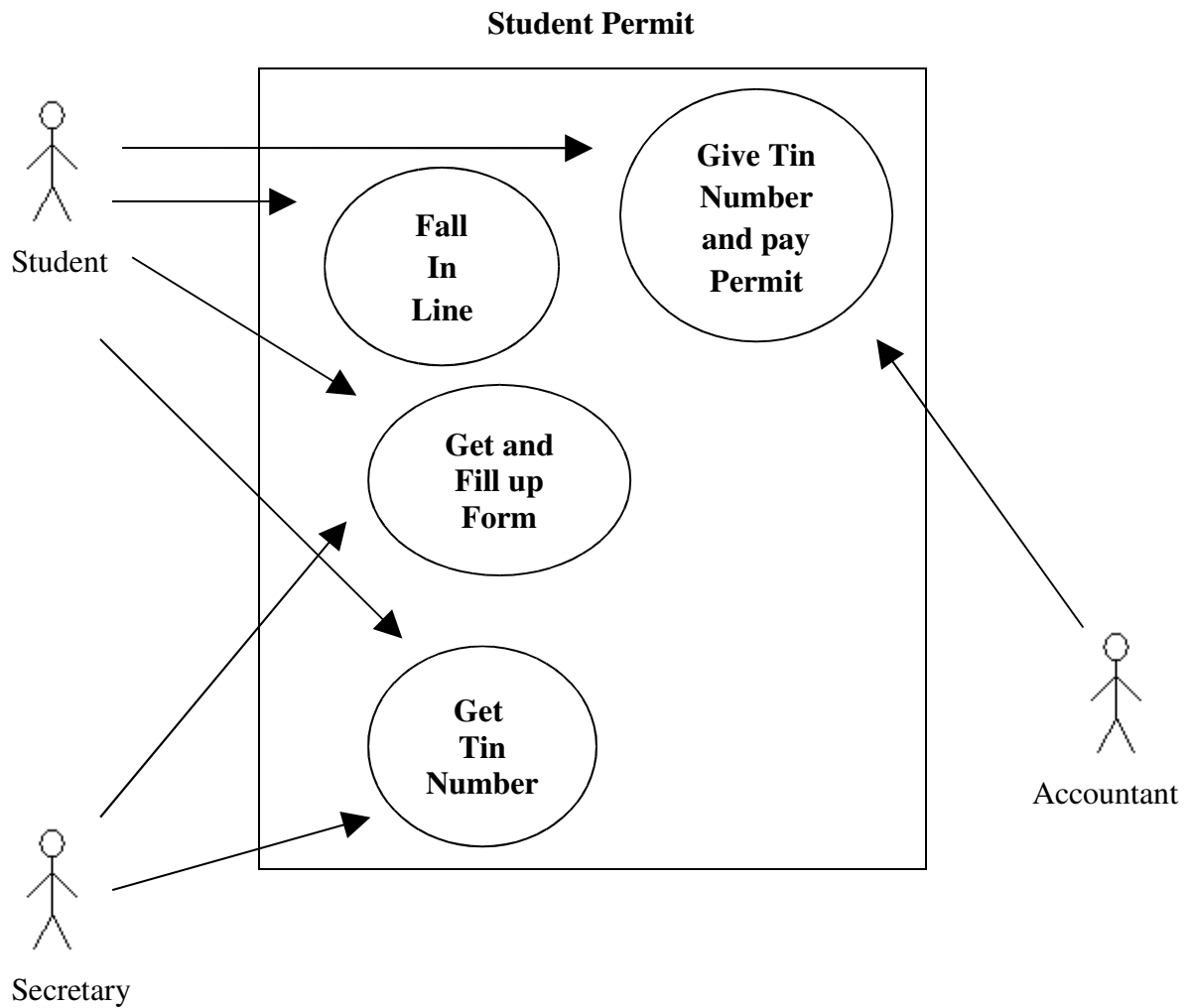
- 1.) Most students in apply the Civil Service Eligibility to get a job in company that is held by the government.

UI(user interface) requirement:

- *Applying for Civil Service Eligibility
- . Application form
- . Schedule for the examination.

NON-FUNCTIONAL REQUIREMENT:

- * Students should receive their date of examination immediately.



Identification Summary:

Title: Barangay Clearance

Summary: This use-case enable us how to get a student permit for a temporary driver license

Actors: 1.) Student
 2.) Accountant
 3.) Secretary

Creation Date: July, 3, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) All the student permit should be authentic.
- 2.) The BIR and LTO must be open to every resident in every city

Main Success Scenario:

- 1.) The student goes to the BIR and get a student registration form and fills it up
- 2.) The student fall in line and gives the secretary the requirements for the Tin number
(The birth certificate, barangay clearance and the form of registration)
- 3.) The secretary gives the student his/her Tin number.
- 4.) The student goes to the LTO and gives the Tin number to the accountant
- 5.) Student pays the accountant for the student permit
- 6.) Student claims the student permit from the accountant.

Alternative sequences:

A1: Lack of staff:

- 4.) All staff of BIR or LTO should always be open at all times

A2: Incomplete Requirements:

- 2.) students requirements to get a tin number must be complete

Error sequences:

E1: underage students:

- 1.) Students who is not at the age of 18 will be able to get a clearance.

Post Conditions:

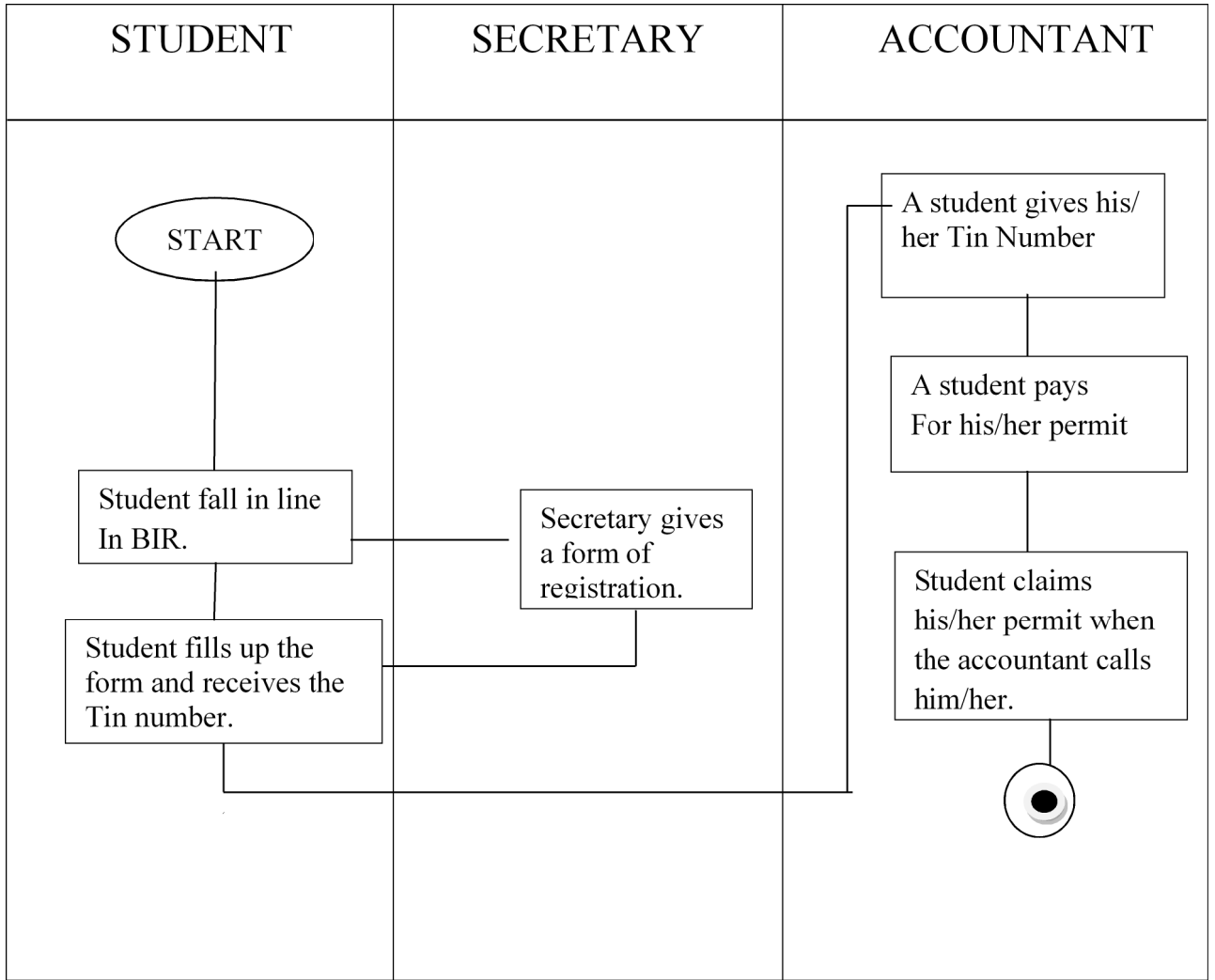
- 1.) The population of the city is increasing every year.
- 2.) More people are willing to get a license every year.

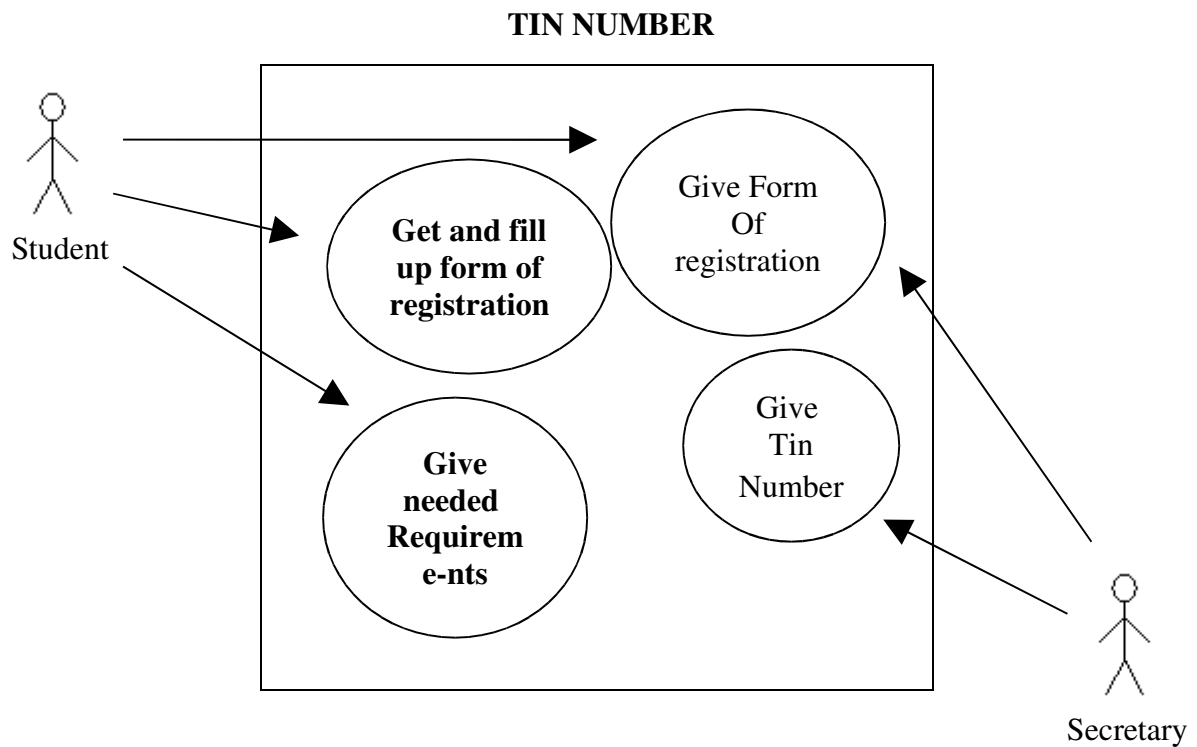
UI(user interface) requirement:

- Getting a student permit
 - . Barangay clearance
 - . Birth certificate
 - . Tin Number

NON-FUNCTIONAL REQUIREMENT:

- The student must receive his/her student permit immediately
- students with students license can drive if he/she has a professional with him/her.





Identification Summary:

Title: Tin number

Summary: This use-case enable us how to get a TIN number from the BIR.

Actors: 1.) Student

2.) Secretary

Creation Date: July, 10, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) All TIN number of BIR should be authentic.
- 2.) The BIR must be open to every city.

Main Success Scenario:

- 1.) The student goes to the BIR and get a student registration form and fills it up
- 2.) The student fall in line and get a student registration form and fills it up
(The birth certificate, barangay clearance and the form of registration)
- 3.) Student gives the secretary his/her needed requirements
(The birth certificate, barangay clearance and the form of registration.)
- 4.) Secretary gives Tin number to the student

Alternative sequences:

A1: Lack of staff:

- 5.) All staff of BIR should always be open at all times

A2: Incomplete Requirements:

- 1.) Students requirements to get a tin number must be complete

Error sequences:

E1: Clearance with no seal

- 1.) All barangay clearance must have an authentic seal. BIR does not Accept without seal.

Post Conditions:

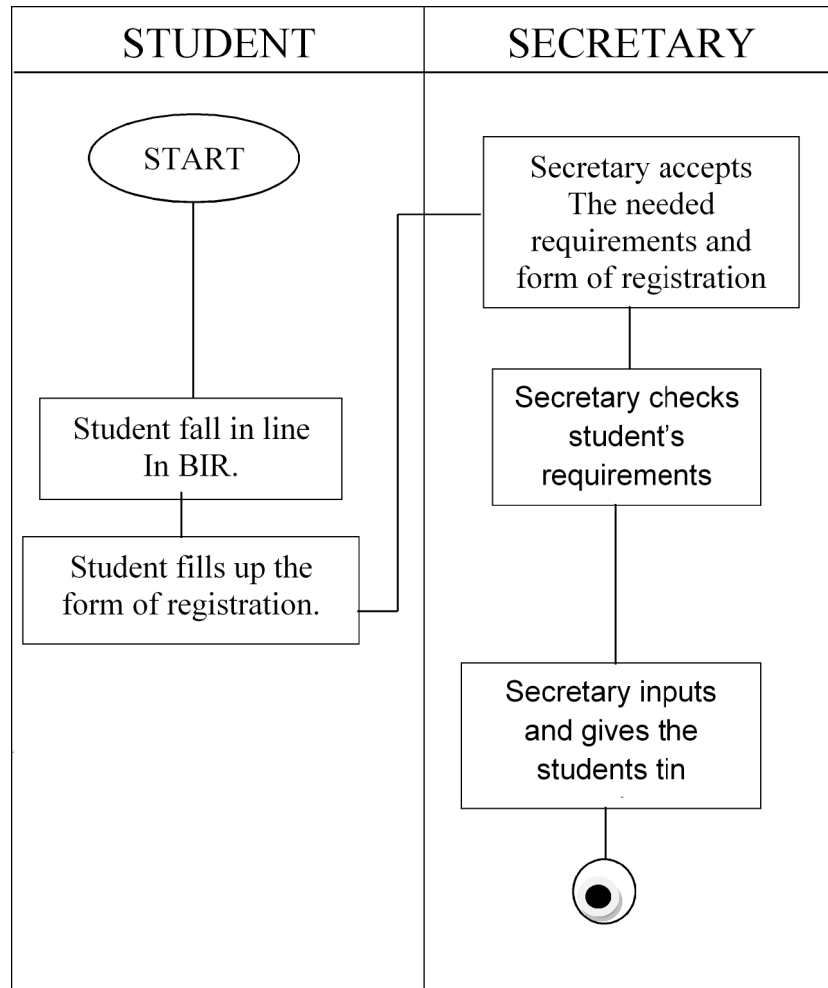
- 1.) The population of the city is increasing every year.
- 2.) More people using a Tin number is increasing every year

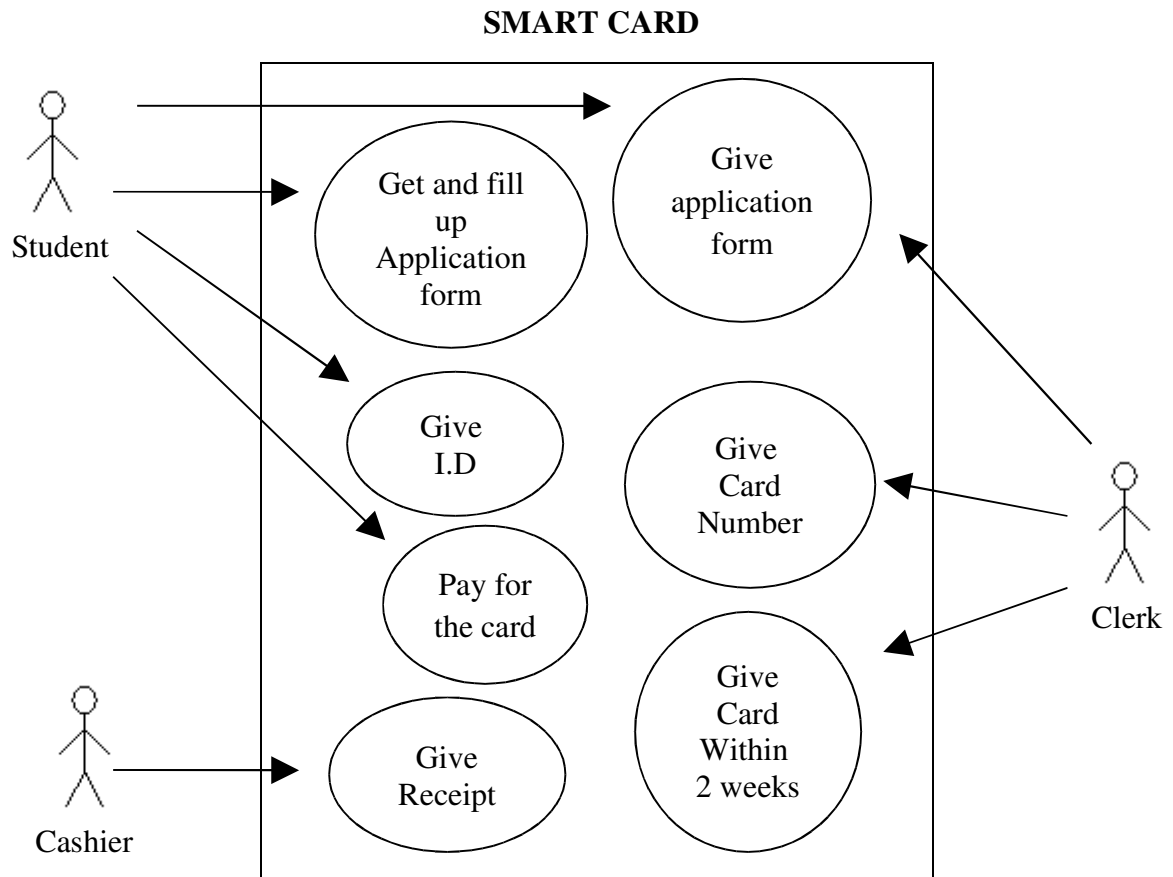
UI(user interface) requirement:

- Getting a Tin Number
 - . Barangay clearance
 - . Birth certificate
 - . Form of Registration

NON-FUNCTIONAL REQUIREMENT:

- The student must receive his/her Tin Number immediately
- Students can only have a Tin Number if he had completed all the requirements needed.





Identification Summary:

Title: Smart Card

Summary: This use-case enable us how to get a Smart Card from Smart Wireless Center.

Actors: 1.) Student
 2.) Clerk
 3.) Cashier

Creation Date: July, 17, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) All card number of a smart card should be authentic.
- 2.) The Smart Wireless Center must be open to everyone.

Main Success Scenario:

- 1.) The student goes to Smart Wireless Center
- 2.) The student fall in line and fill up his/her application form
- 3.) Student gives the clerk his/her ID and the application form.
- 4.) The clerk gives the student's card number.
- 5.) The student pays for the card and the cashier gives the student his/her receipt.
- 6.) The student shows the receipt to the clerk and the clerk tells the student that the card will be ready within 1 or 2 weeks.

Alternative sequences:

A1: Lack of staff:

- 6.) All staff of Smart Wireless Center should always be open at all times

A2: No I.D.:

- 2.) Smart Wireless Center will not accept without ID.

Error sequences:

E1: Non-smart user

- 1.) Non smart users are not allowed to used smart cards.

Post Conditions:

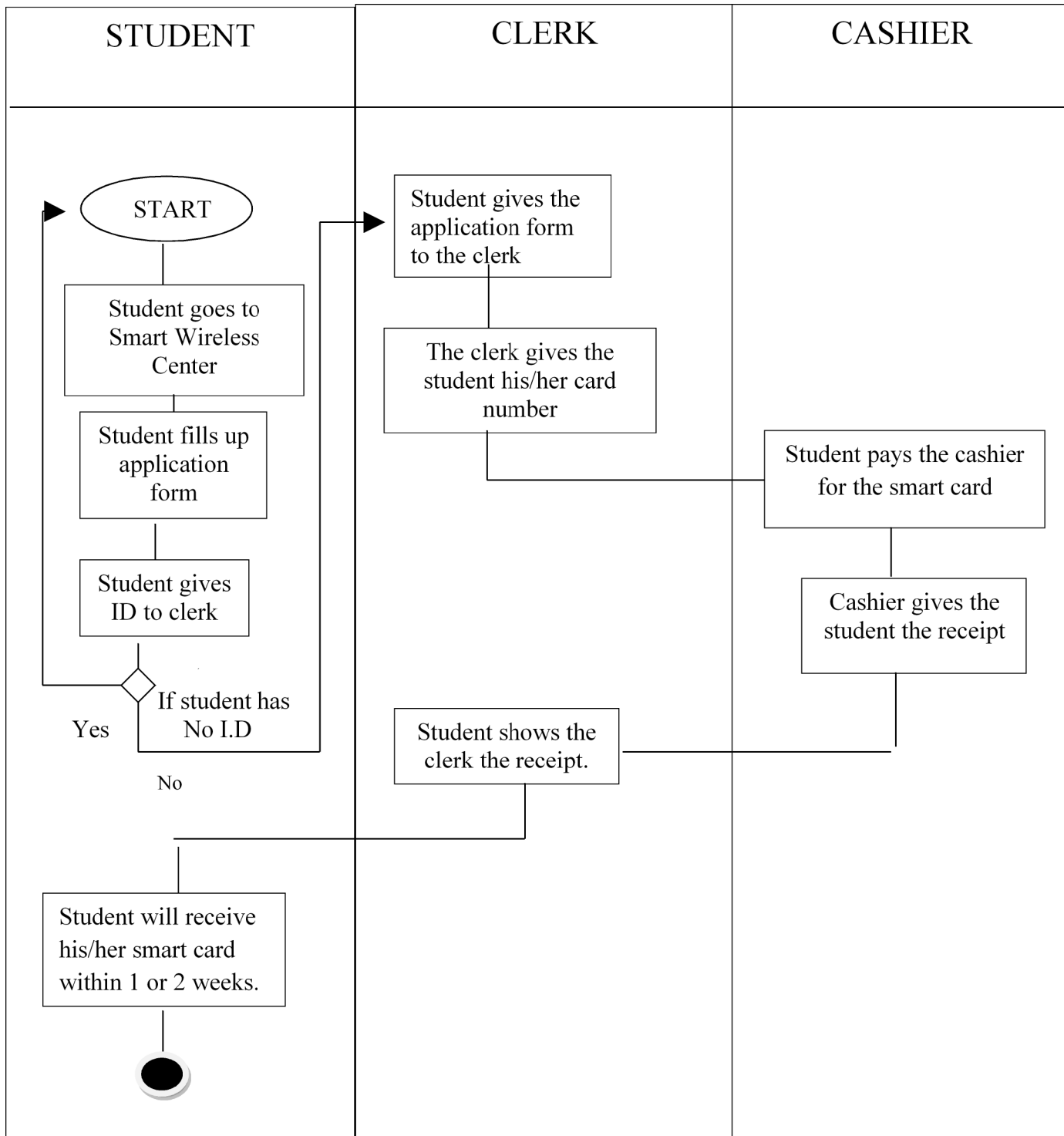
- 1.) The population of the city is increasing every year.
- 2.) More people might be requesting for a smart card
- 3.) Not all people can use smart card because most people do not used a Smart sim.

UI (user interface) requirement:

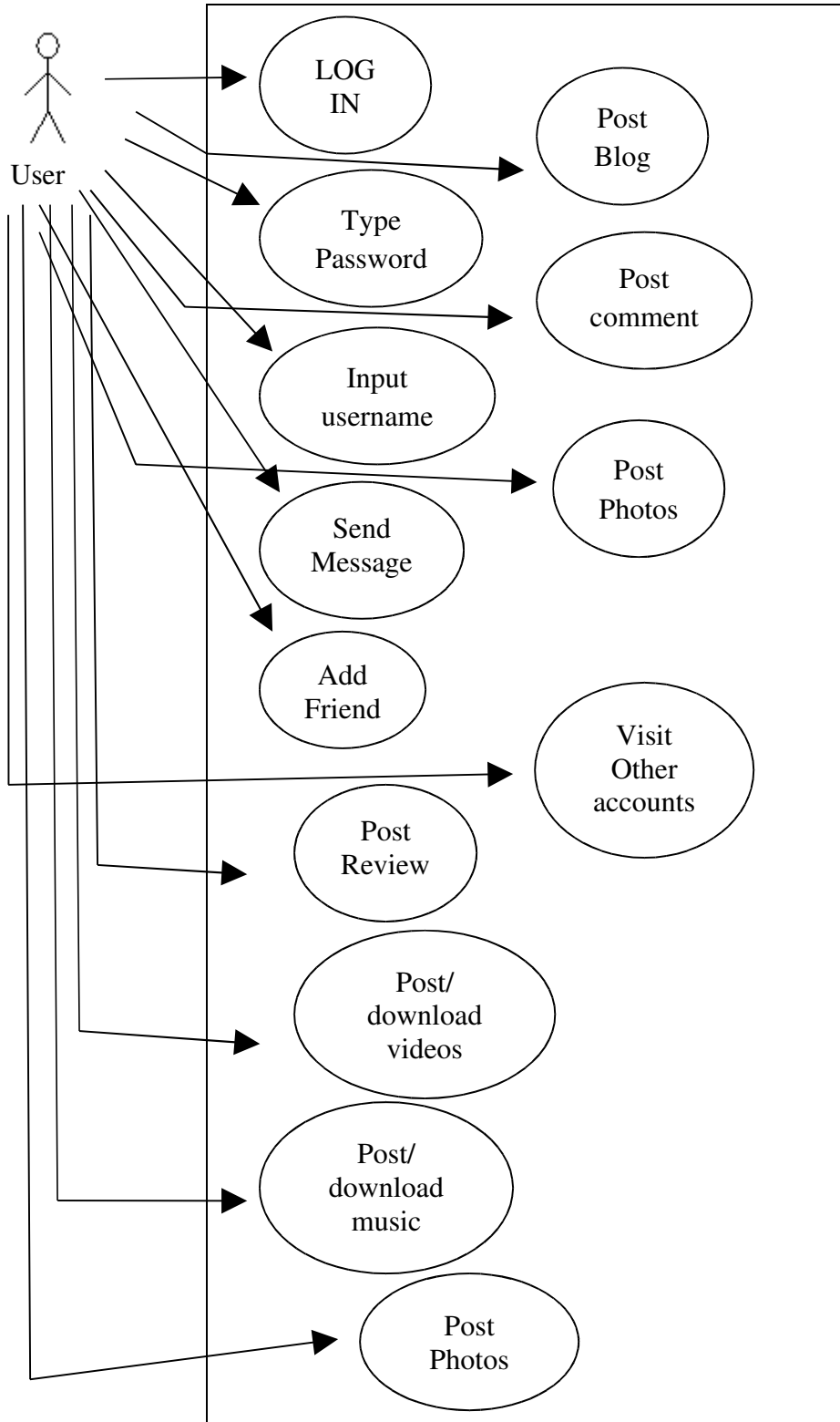
- Getting a Smart card
 - . Smart SIM card
 - . I.D
 - . Application Form

NON-FUNCTIONAL REQUIREMENT:

- The student must receive his/her smart card immediately
- Students can only have a Smart card if he/she had all the needed requirements.



MULTIPLY.COM



Identification Summary:

Title: Multiply.Com

Summary: This use-case enable us how to Use the website Multiply.com.

Actors: 1.) user

Creation Date: July, 22, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) A multiply account should be authentic.
- 2.) Multiply.com must be open 24 hours

Main Success Scenario:

- 1.) user logs-in to his/her multiply account
- 2.) User choose to post Blog.
- 3.) user types the title of Blog and type of content of Blog
- 4.) post Blog in His/her account.

Alternative sequences:

A1: Edit Blog

- 7.) The user edits his/her Blog by changing the kind of text he/she likes.

Error sequences:

E1: Computer Hangs

- 2.) A user has to repeat what he/she wrote in his/her Blog if the computer hangs.

E2: Disconnection of internet

- 1.) A user automatically loses his/her written Blog if he/she did not save his/her Blog when the internet accidentally disconnects.

Post Conditions:

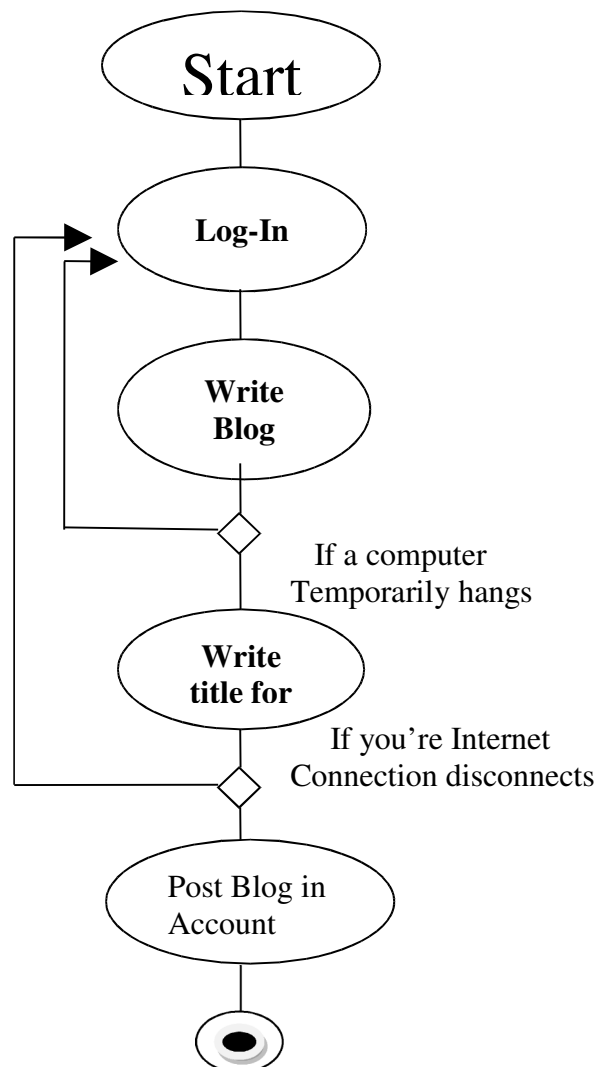
- 1.) The population of the city is increasing every year.
- 2.) More people might be using a multiply account

UI (user interface) requirement:

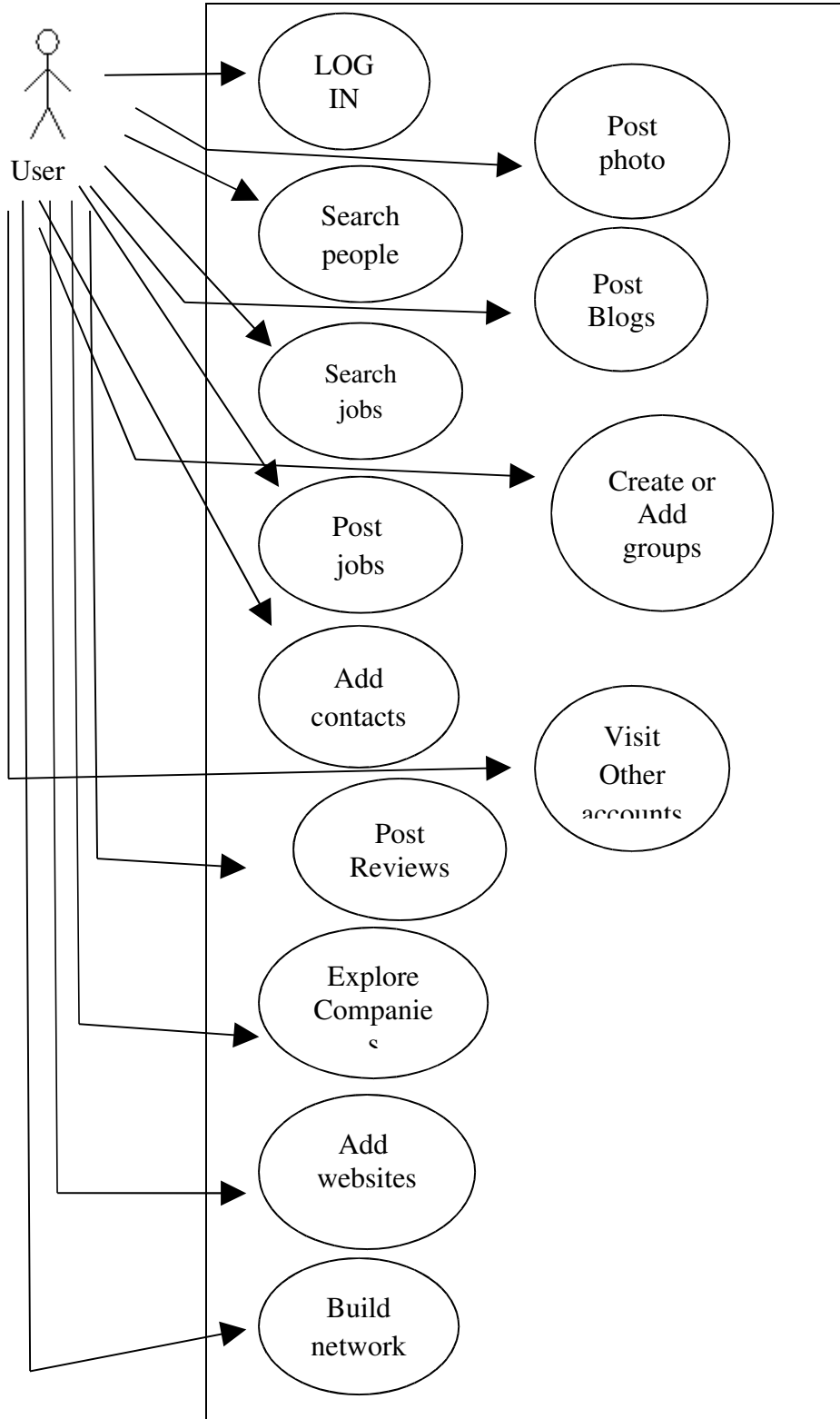
- Multiply.com
- . Internet connection
- . e-mail address.

NON-FUNCTIONAL REQUIREMENT:

- The student must be able to post his/her Blog immediately.
- a user can restore what he/she wrote in his/her Blog.



LINKEDIN.COM



Identification Summary:

Title: LinkedIn.Com

Summary: This use-case enable us how to Use the website LinkedIn.com.

Actors: 1.) user

Creation Date: July, 24, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) A LinkedIn account should be authentic.
- 2.) LinkedIn.com must be available 24 hours

Main Success Scenario:

- 1.) User logs-in to his/her account
- 2.) User enter e-mail and Password
- 3.) User can check his messages and he can also send messages.
- 4.) User checks or invites other contacts
- 5.) User can also explore companies and check companies and explore its status.
- 6.) User can also apply for companies that he/she wants
- 7.) User can search or explore available Jobs
- 8.) User can also post jobs to any looking for jobs.
- 9.) User can build or view Networks
- 10.) User post or view Blog
- 11.) User can also edit his/her profile

Alternative sequences:

A1: temporary maintenance

- 8.) The user temporarily cannot use his/her LinkedIn account because of the maintenance
Maintenance happening in the sight

Error sequences:

E1: Computer Hangs

- 3.) A user temporarily cannot use his/her LinkedIn account Blog if the computer hangs.

E2: Disconnection of internet

- 2.) A user temporarily cannot use his/her LinkedIn account if his/her internet accidentally disconnects.

Post Conditions:

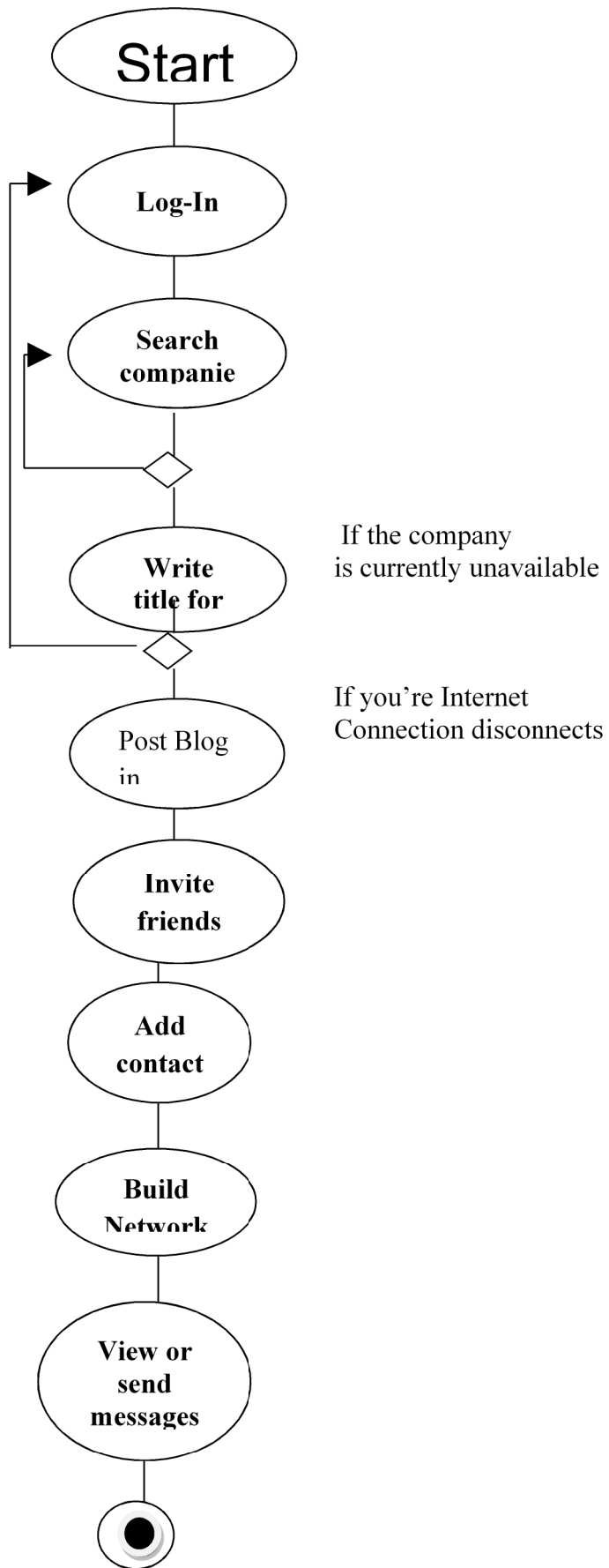
- 1.) The population of the city is increasing every year.
- 2.) More people might be using a LinkedIn account
- 3.) the number of people who want to get jobs are increasing.

UI (user interface) requirement:

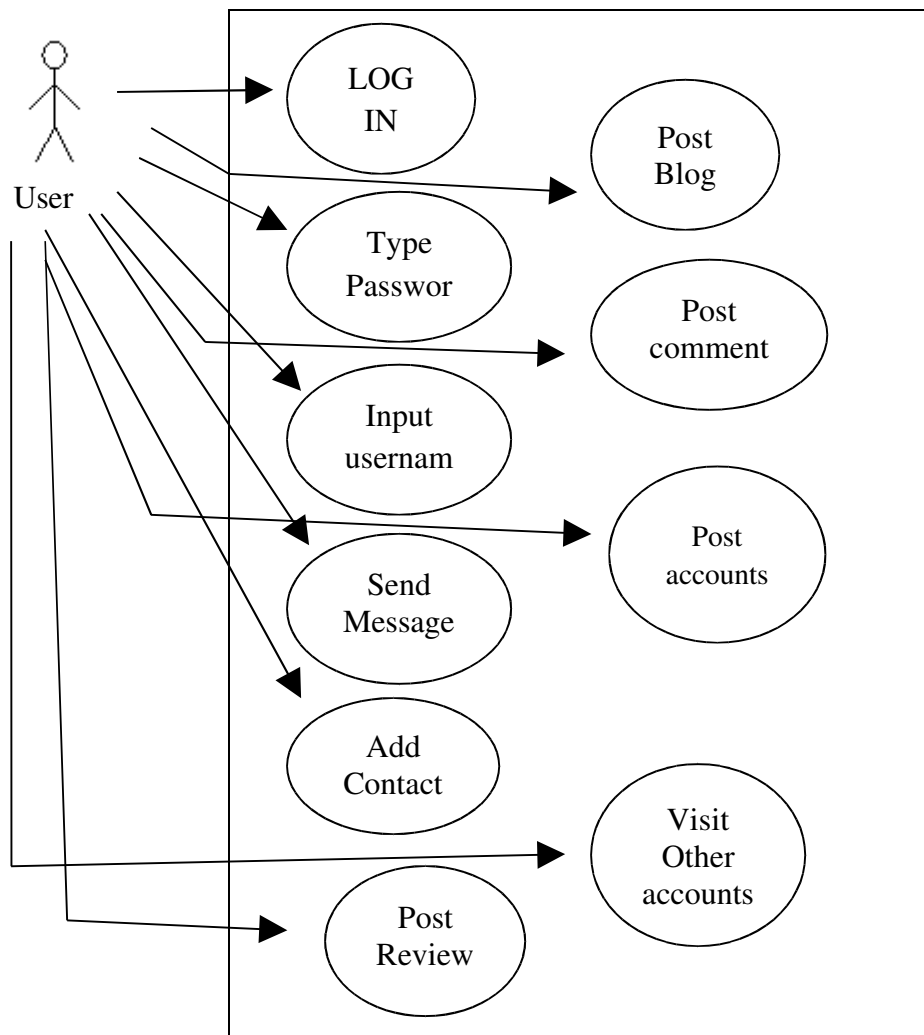
- LinkedIn.com
- . Internet connection
- . e-mail address.

NON-FUNCTIONAL REQUIREMENT:

- a user must get a job from the company he/she selected in LinkedIn Immediately
- The user must be able to post his/her Blog immediately.
- a user can restore what he/she wrote in his/her Blog.



THWITTER.COM



Identification Summary:

Title: Thwitter.com

Summary: This use-case enable us how to Use the website Thwitter.com

Actors: 1.) user

Creation Date: August, 05, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) A Thwitter account should be authentic.
- 2.) Thwitter must be open 24 hours

Main Success Scenario:

- 1.) User goes to Thwitter.com
- 2.) User inputs e-mail address
- 3.) User types /inputs password
- 4.) User checks His/her account.

Alternative sequences:

A1: Temporary maintenance:

- 1.) A user cannot log-in to his/her account in Thwitter.com if Thwitter.com has a temporary maintenance.

Error sequences:

E1: Computer Hangs

- 4.) A user has to log-in to his/her account again if the computer hangs.

E2: Disconnection of internet

- 3.) A user has to log-in to his/her account again if the internet connection Disconnects.

Post Conditions:

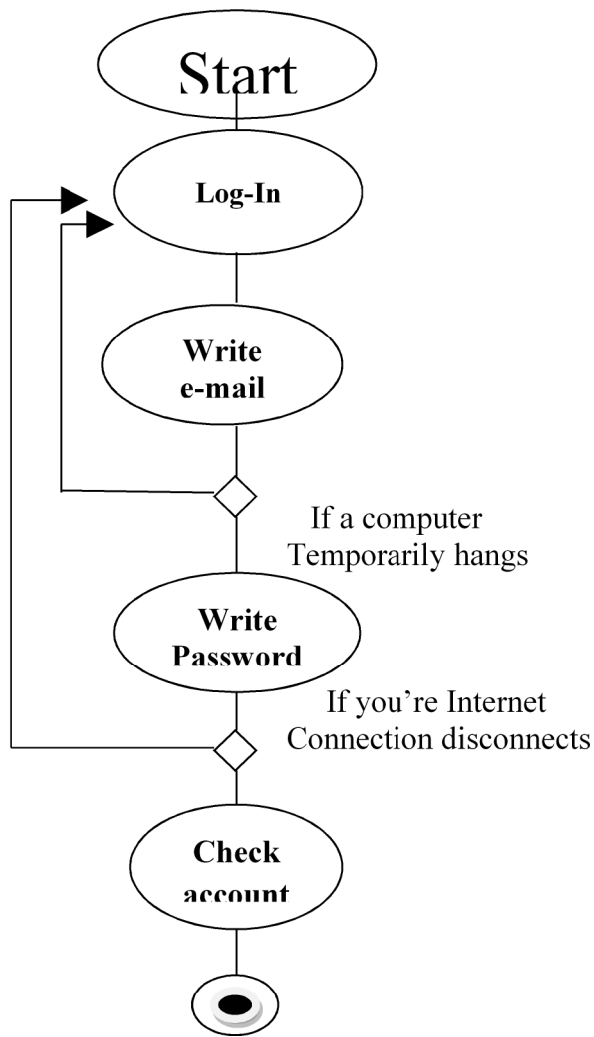
- 1.) The population of the city is increasing every year.
- 2.) More people might be using or needed a Thwitter account

UI (user interface) requirement:

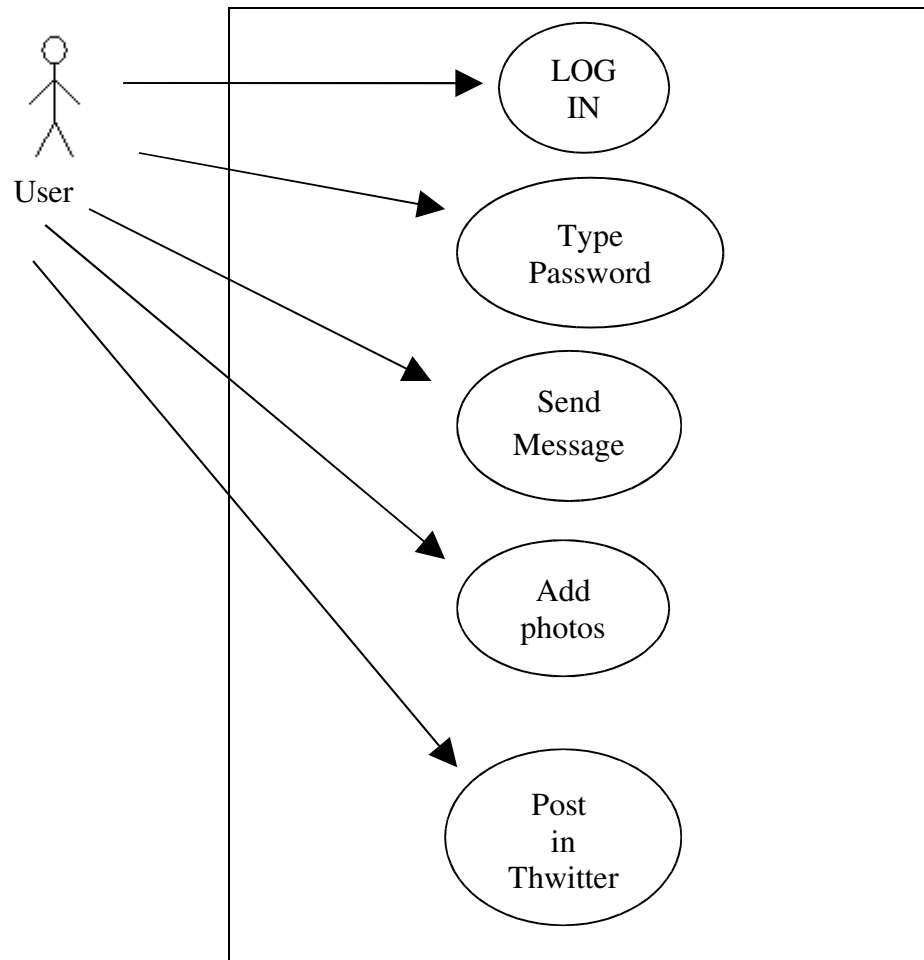
- Thwitter.com
- . Internet connection
- . e-mail address.

NON-FUNCTIONAL REQUIREMENT:

- The student must be able to Log-in immediately.
- a user can restore what he/she has done to her Thwitter account if something went wrong.



FRIENDFEED.COM



Identification Summary:

Title: FriendFeed.com

Summary: This use-case enable us how to post a friend feed account on Thwitter.com

Actors: 1.) user

Creation Date: August, 19, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) A Friend feed account should be authentic.
- 2.) Friend feed must be open 24 hours

Main Success Scenario:

- 1.) User logs-in to Friendfeed.com
- 2.) User gets the link of his/her friend feed account.
- 3.) User login to Thwitter.com
- 4.) User posts the link of his/her Friend feed account.

Alternative sequences:

A1: Temporary maintenance:

- 1.) A user cannot log-in to his/her account if one of the sights has a temporary maintenance.

Error sequences:

E1: Computer Hangs

- 5.) A user has to log-in to his/her account again if the computer hangs.

E2: Disconnection of internet

- 4.) A user has to log-in to his/her account again if the internet disconnects.

Post Conditions:

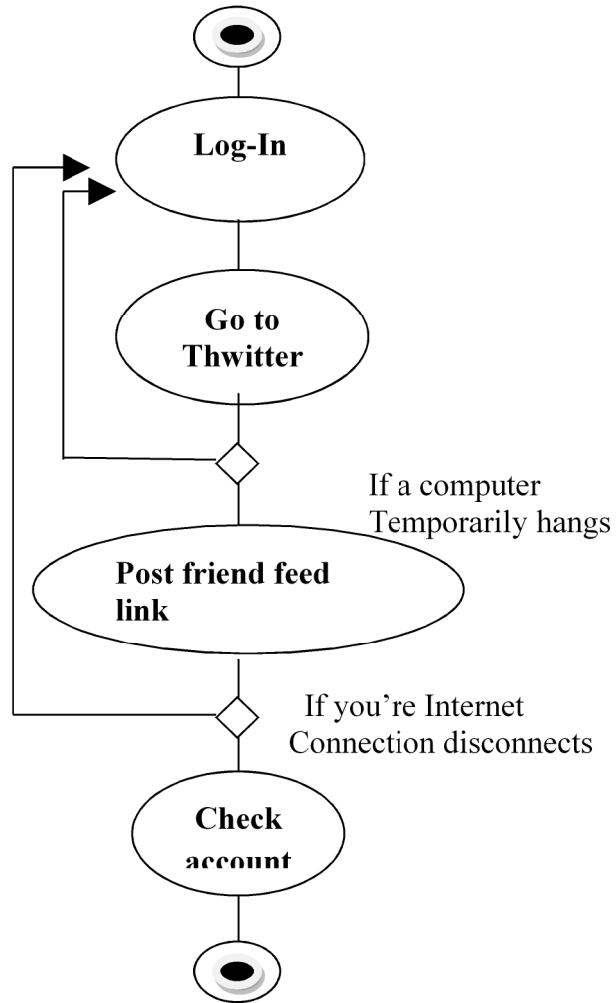
- 1.) The population of the city is increasing every year.
- 2.) More people might be using a friend feed account

UI (user interface) requirement:

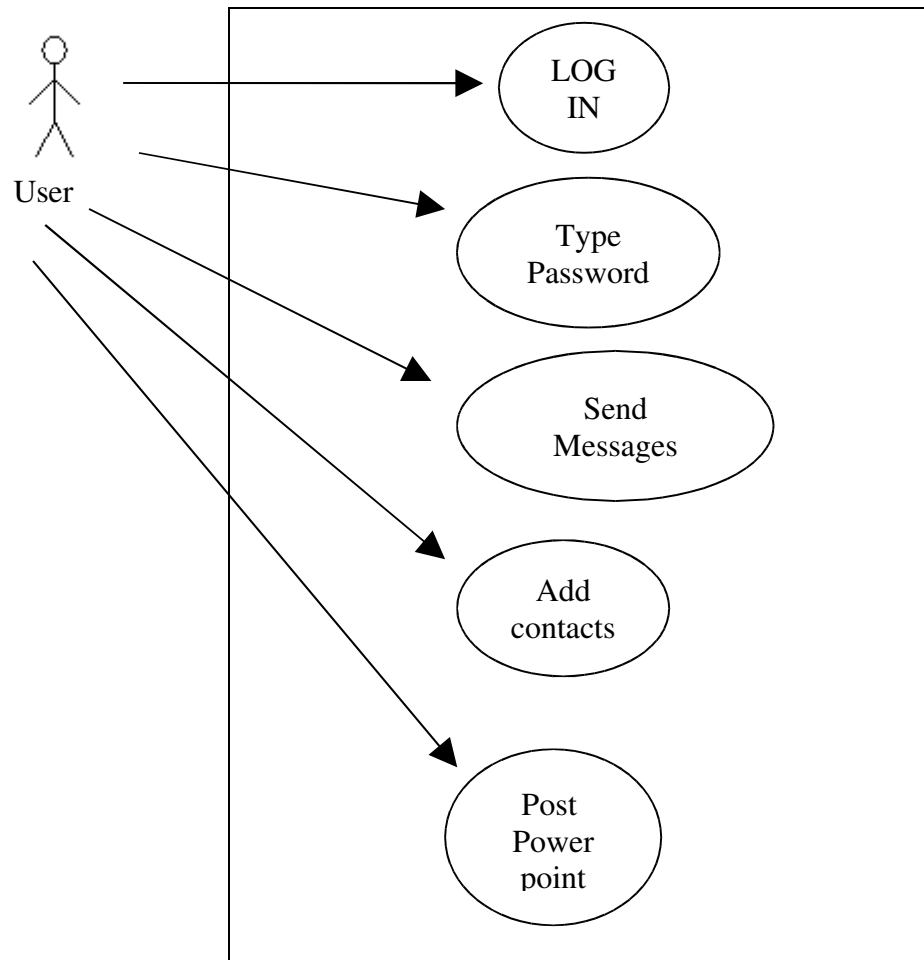
- posting friendfeed to thwitter
 - . Internet connection
 - . friendfeed account.
 - . Thwitter account

NON-FUNCTIONAL REQUIREMENT:

- The student must be able to get what he/she wants immediately.
- a user can restore what he/she has post if he/she loses it if any occurrence happens.



SLIDESHARE.NET



Identification Summary:

Title: SlideShare.net

Summary: This use-case enable us how to post power point presentation on Slideshare.net

Actors: 1.) user

Creation Date: August, 19, 2008

Version: 1

Date of update:

Person In-charge: Wyger Bradley O. Go

Flow of Events:

Preconditions:

- 1.) A Slide share account should be dependable.
- 2.) Slide share must be open 24 hours

Main Success Scenario:

- 1.) User logs-in to slideshare.com
- 2.) User browses his/her desired PowerPoint.
- 3.) User uploads his/her desired PowerPoint.
- 4.) User save his/her documents in Slide share.

Alternative sequences:

A1: Temporary maintenance:

- 1.) A user cannot log-in to his/her account if slide share has a temporary maintenance.

Error sequences:

E1: Computer Hangs

- 6.) A user cannot continue uploading if the computer hangs.

E2: Disconnection of internet

- 5.) A user cannot continue uploading if the internet disconnects.

Post Conditions:

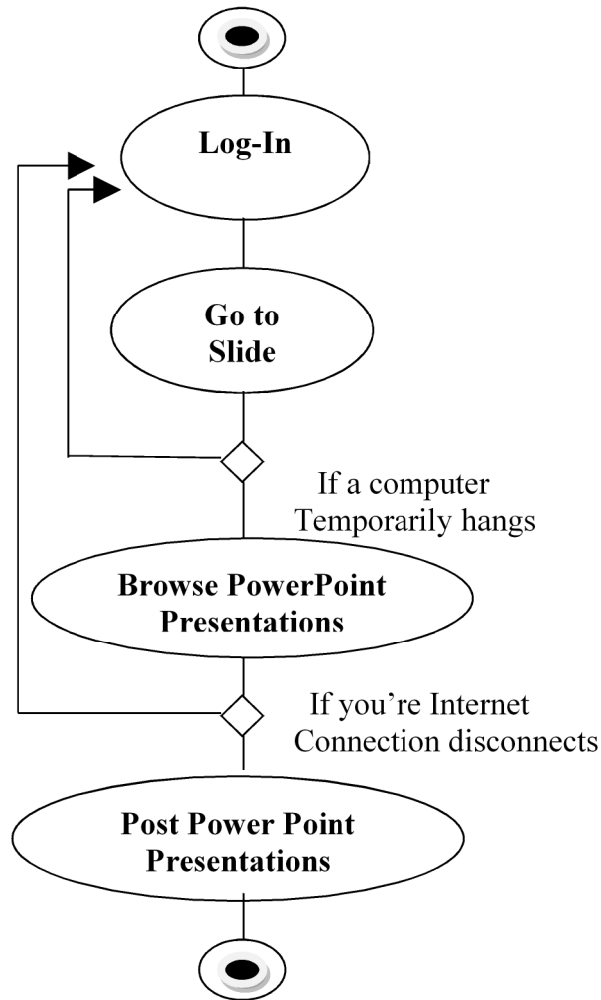
- 1.) The population of the city is increasing every year.
- 2.) More people have been using power point presentations so many are using a slide share account.

UI (user interface) requirement:

- posting PowerPoint on Slide share
 - . Internet connection
 - . PowerPoint presentation.
 - . Slide share account

NON-FUNCTIONAL REQUIREMENT:

- The student must be able to post his/her PowerPoint immediately.
- a user can restore what he/she has uploaded if he/she loses his/her PowerPoint presentation if anything goes wrong.



**BOOK
REVIEW**

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: "There is nothing more difficult to take in hand, more perilous to conduct or more uncertain in it's success, than to take the lead in the introduction of a new order of things "

-Niccolo Machiavelli
the Prince,ch.6

REVIEW: The introduction of the book has a brief background on what is inside the Education of analysis and design it also give examples of the lesson on every chapter of this book.

It also has pointer that can be handy on understanding the case studies or anything that is needed to be understood in this book .

This book has show the philosophy of software development also there is something about data management which we can used for the time to come.

From time to time this book give the proper familiarity for to learn and learn more about systems analysis and design.

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: “The path up and down is one and the same.”

-Heraclitus

REVIEW: In chapter 2, they have shown a summarized version of a functional Specification for application on case studies. First, they show a case study of an elevator control system and they specified the problem by making a background image of it .

This chapter contains various kinds of case studies. And most of them are used in the “Real World”. They will also discuss the small bytes subscription system, a small independent software journal which is an important part when studying case studies.

For me, by reading and understanding this chapter, we will be able to understand the step-by-step rules or process of a case study. This chapter will give you the right knowledge on creating and specifying the right and proper solution of a case study problem which we will apply in the near future.

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: “The formulation of a problem is often more essential than its solution, which may be merely a matter of mathematical or experimental skill ”

-Einstein and Infold
The Evolution of Physics.

REVIEW: In the introduction of chapter 3, it first shows a true story in a European country that has a large social system and which has installed a new system. They replace their old system which was very expensive to maintain. So they decided the new system to use an object-oriented approach. It was not until the delivery of the system that the failure of object-oriented analysis became apparent. Then a system developer stated that most of their maintenance changes are involved with legislative rule-or anything similar. The secrets were embedded throughout the system . So, the legislative rules are changed. It requires a significant system-wide change as well. Object-oriented techniques hold the promise of improving the quality and productivity of software development. However, the benefits of both object-orientation can be reaped only if it is identified. An appropriate set of objects for a given application domain assure reusability, promotes extensibility and insure quality and productivity improvements. Without this formal Method, software developers you just simply risk hacking the object level.

In the second part of the chapter, it will show us how to find and keep good objects, this technique or method will help you maintain objects that will be very useful to you when using object oriented analysis. It also talks about motivation to future programmers and engineers practitioners on making things work. This chapter will give you the proper guidelines to fully understand different kinds of situations like when we are finding the techniques which can be applied in the real world problem. 2 insights have been revealed from this, object know things and object do work.

In the third part of the chapter, it shows us the Approach we are going to do in object-finding. It shows us that we will be applying both 3VM and LIA together on finding the right and proper techniques on object-finding.

In the next part of the chapter, it tells us about various 3VM (3-view modeling) like the entity relationship models, which has entity relationships diagrams (ERDs) are a useful processor to OOA (Object-Oriented Analysis) the entities strongly suggest objects and attributes of those entities stored data which ultimately must be stored by objects. Next is Data-Flow models which has 2 forms, first is the context diagram, which establishes an over-all system boundary which is useful from system analysis perspective and primitive process specifications (PPSs) which correspond to object methods of services. Let us state transition models which has 2 forms as well, the event response model which has 2 forms as well, the event response model which is a useful object-finding tool and response component which helps identify a set of event producing objects.

And the last chapter is about Object- Oriented Analysis (OOA), it tells us about the important features and structures when we involved OOA in object-oriented analysis and also when we used object finding technique.

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: “If names are not correct, language will not be in accordance with the truth of things.”

-Confucius

REVIEW: In the introduction of chapter 4, it is telling that our objective is to apply the useful techniques in chapter 3 to develop a universe of application domain concepts of case study systems. This effort, as well as object refinement effort in the next chapter, this will lay for all subsequent analysis and design, efforts. The initial concepts in chapter 4 will be renewed, discussed, debated and eventually revised. A great deal of thought and consideration needs to go in this process since it forms the basis of software re-use. It also tells us the conclusion of this chapter that we will be able to have a list of application domain concepts for the case study systems by using LIA techniques. In less rigorous technique which tells us that we will manually identify from the words, text and phrases which we feel are application concepts, which can also be very useful in chapter 4.

In the second part of chapter 4, it discuss about the application domain concepts for the Elevator Control System (ECS). In the Elevator Control System, they eliminate a few items immediately because these items are related on how the ECS will be implemented rather than what it does. Like the elevator circuit, the elevator interrupt and the elevator wheel. These three things are not essential aspects of the system we are going to build the ECS. The other things in the ECS are very important because they will become the objects, attributes, structures and services. Like the elevator capacity, the elevator number and the elevator position. these thing are important in the ECS but these are simply attributes of a particular elevator. like in chapter 2, it also shows us what and what is not to be used when deploying the ECS. The remaining issues are also very interesting as well like the distinction between the passengers. Also the subject about the future of ECS, where it might have Passive Infrared Detectors (PIRs) located in each floor of the lobbies. These systems might provide a rough estimate on how many people in the elevator. But the ECS would know if it should send another elevator. But we can still ignore this for the time being because many people are still studying and working on our present ECS.

In the third part of chapter 4, it discusses about the application domain concepts for the Small Bytes Subscription System (SBSS). As with the ECS, the initial list of words and phrases derived from the small bytes description contains more items and will eventually be analysis components. The list had been made as thorough as possible so it will not omit any subtle or obscure objects and to establish the semantic level used in this application domain. The example of words from the list are Subscription Price and Complementary. But some of these items can be eliminated immediately because they are clearly redundant. Like the word Subscription Service Agency and Subscription Service Bureau, unlike the other items, these items are doubtfully the same. So in the third part of the chapter also talks about the significance and difference of the words in the "Initial List of Words".

And in the final part of the chapter 4, it talks about Points we can use in developing an OOA Model. First is the initial identification of the OOA Model, including class-object. Which makes it access to a detailed and thorough description of the users requirement. Second is identifying every application domain concepts. Even a tentative fashion is a non-trivial process. Third is a users description has many information that is redundant. And fourth is telling us that even though we winnowed our initial list down, we should not expect that we will have a very refined list of objects we wanted.

BOOK: Software management 6th edition.

AUTHOR: Donald J. Reifer

REFERENCE #: QA 76.6 R44 2012

QUOTE: “Under any social order from now to Utopia, a management is indispensable and all enduring the question is not” will there be an elite? ” but “what sort of elite will it be?” ”

-Sidney Webb

REVIEW: In the introduction of this book, it will provide us the help we need to figure out causes of our software problems. Often times, we will treat the symptom because we cannot know exactly what the real root cause of the problem is. It will provide us the insights into the concerns and challenges associated with software management and the framework composed to study ways to deal with them. Although every paper makes a very unique point, many of these things can be selected and many have searched root causes which is called “Software Crisis”. So this introduction will show you the step-by-step process on how to treat each of the software problems we encounter.

In the 1st part of the chapter, it talks about the software management’s 7 deadly sins. The first deadly sin is Volatile requirements, which is about creating only a simple requirement and acquiring others work of requirement. Second is poor planning, which means he/she could not just keep doing something so easy just for he/she could have something to present. Third is unrealistic schedule and budgets is about lying on the things about what you have afford on your project. Fourth is about inadequate controls which means that he/she is using other peoples techniques on acquiring a better project. Fifth is under capitalization which today most firms heavily undercapitalized regarding software. Sixth is about the “were different” syndrome were people loves to compare themselves with others for their achievements and even failures. Seventh is about lack of focus on quality, which means people not only takes the easy way in, but also became more and more inattentive on everything they need to do on their project.

In the 2nd part of the chapter talks about the principles of software engineering Project Management. This reinforces us the message that software can be managed using classical management project approaches. It provides us with a road map when we are doing it's tutorial. It has findings, conclusions and recommendation are presented as principle that we can use as a guideline in our software management functions.

In the 3rd part of the chapter, it talks about "3p's" of software management. This communicates the principles devised in order to improve how we addressed "3p's" of the software management. Like the "process we used" "The products we generate", and the "people who perform the work on our software projects." These factors are related to one another, and the methods, tools and techniques we used for software management. If we can increase our chances of success in software management by reducing the conflicts we have in the "3p's". We will rise the conflict to make different levels of importance as we unfold our project

In the last part of the chapter is about the critical success factor in software projects which discussed about the looks of things we can do a software project. It shows us that we could start in a proper way by setting realistic objectives and expectations for anyone who is working on the project. This recommends us to focus on tracking progress, keeping attrition low and gathering the data we needed for proper/smart decision. This concludes that suggesting ourselves to put a process in the right place so we won't make any mistakes.

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: “the whole of science is nothing more than a refinement of everyday thinking”

-Albert Einstein

REVIEW: In the first part of chapter 5, it gives us the information and discussion of class and object refinement. The PFA list in the previous chapter can be unwieldy; consequently, these have been found useful to convert these kind of list into OOA (object-oriented analysis)/ OOD worksheets. These will allow each of the identified application domain concept to be allocated to a particular object-oriented model component. The refinement process has more than simply reviewing identified application domain concepts and allowing into model components. It also stated that we will also used the 3-view modeling (3VM) for locating and refining objects. They believe that if we had created one or more 3VM components which is useful for object-finding. Also, it is important for the application domain to be considered which we will build our OOA model.

in the second part of chapter 5, it discussed about 3-view models where they talk about 3VM in ECS, where many students are confused to find that passenger is not an external entity of the elevator control system (ECS) which is related to the semantic level. Although passenger is related to the domain of elevator systems, it is not an application for the ECS. They also discussed 3-view models in SBSS (small bytes subscription system) where a key insight in the analysis of the SBSS is that there are 3 separate and distinct activities. One issue that usually comes up when discussing this context diagram is the flow from the SBSS to recipient people mostly suggests that the system produce the system produce monthly mailing list or mailing labels.

In the 3rd part of chapter 5 talks about refinement of class and objects which begins with the OOA/OOD worksheets. These worksheets will be a useful guide. In this point, we concern ourselves only with identification of objects the 3VM's identify system requirements which must be met independently of the object considerations. Like the entity relationship diagram, which

represents data which are stored by the system. Another activity should be to challenge each candidate object. If we are doing this activity, we can find this useful to have various members for your group that assumes roles of different objects; and justify then as a distinct object. It stated that we must be able to come to some agreement on most of the candidate objects. Those which are controversial can be set aside. And also it stated that we must think first of our systems and stop thinking about the objects which we will list down all the happening and occurrences which will occur outside the system. It says that when we are doing this, it is better to create a context diagram for a better results.

In the last part of the chapter shows us comments and observations about this chapter. First, we can be reasonably certain that we have not omitted any major objects and any objects we have included have a purpose. Second was The user preference has an enormous influence in the final decision of objects of our model. Third is the choice of final candidates should not be regarded as final because we can make reversion as we extend analysis. Fourth is even though we didn't complete understanding the objects, it is evident that some objects are simple and some are complex. Fifth is that all 3 perspectives of classical structured analysis, process, data and state behavior are valuable in helping discover object in the OOA model. Sixth is that the object names must be appropriate, describing a class that is not simply just performed by class/characteristic of that class. And lastly is that the virtues and techniques is visualizing the system of the future before we can build a system.

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: “Some problems are so complex that you have to be highly intelligent and well informed just to be undecided about them ”

-Lawrence J. Peter

REVIEW: In the first part of chapter 6, it discuss about the introduction of dealing with Complexity by identifying structures. The structure layers identify relationships between objects and establishes their composition, as well as inheritance relationships. There are 2 types of structures: the general specialization (gen-spec) and the whole part. The gen-spec establishes the inheritance relationships and the whole part structures identify relationships of compositions. The gen-spec relationship are established with a parent, generalization object which is in a relationship. Whole part relationships are established with a parent object in a way of composing a number of child objects. These kind of relationships are being established on a physical composition basis.

In the second part of the chapter discuss about the structure layer for the ECS. The most obvious of the whole part relationship is between the elevator And other various objects. It also stated that the multiplicity of each of these relationships is one-to-one. It is true ever for a arrival panel. The reason for this arrival panel is the arrival panel on each floor is the same as the arrival panel inside the elevator.

In the third part of the chapter discussed about the structure layer for the SBSS. It is stated the several gen-spec and whole part relationships have been identified. The most obvious part of the whole part system is the monthly issue and the published article. Their relationship is based on conceptual composition rather than physical composition. It is worth mentioning that a monthly issue has other component facts like front cover, rear cover, the book review and the table of contents. This usually is the outer

scope of a system, but these might become relevant in the future. It also stated about PUBLISHED ARTICLE, published article is a specialization of making an article. This variation however cannot be accepted on our system. An accepted article has a tentative publication date attribute, where published article has a actual publication date. This is allowed but a complimentary subscription is needed for a valid specialization of subscription.

In the last part of the chapter discuss about the final notes and discussion in this chapter. First is that note that in the ECS arrival panel participates in 2 whole part structures: part of the floor and part of the elevator. Second is that over 2 years of presenting object-oriented modeling to groups on analyst, it had found the whole part structures is a difficult concept to grasp. Third is about haven't considered issues such as whether someone could be an author, subscriber or recipient. Fourth is about expecting the initial identification of Structures will reveal new components, which will alter the problem. And fifth is about all the structures must be meaningful to the application domain.

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: “Grasp the subject, the words will follow”

-Cato

REVIEW: In the first part of chapter 7, it discusses about the identifying subjects in dealing with complexity. It stated that one of the characteristics of the structured analysis/design that they practice is hierarchal decomposition. This technique allowed complex functions and data structures and data structures and to be decomposed in manageable chunks we can use. Also, the “7 + 2” rule has been widely used as a guideline for the hierarchal decomposition. Unlike the structured models, most of the object-oriented analysis (OOA) models are flat, unless the application domain will lend itself to the gen-spec or whole part structures substantial use. The complexity of large models may be dealt by establishing a number of subjects and each subjects may be viewed as a sub-model or a sub-system. The concept of the subject tends to be in the eye of the beholder, some analyst may distinguish subjects on the basis of sub-domains, sub-systems, organizational or geographical subjects. Any one of these can work if applied consistently. This is useful in a whole part relationship on the application domain. Gen-spec structures are often strongly suggest a subject because it is possible that components of Gen-spec may split in different subject.

In the second part of chapter 7, it talks about the subject layer of ECS, this subject layer included in the complete OOA model. We think that these will be trivial or artificial. We relied on the existence of the structures to be able to suggest 2 subjects, the elevator management and the elevator scheduling. The elevator management was established to deal the primary hardware. Elevator scheduling is concerned in detecting occurrence and events and scheduling the elevator accordingly.

In the third part of chapter 7, it discusses about the subject layer of the SBSS, this is also a complete OOA model included. The reader will find the subject layer with SBSS to be considerably more meaningful than those identified in the ECS. The primary function of the SBSS is the subscription management. But the editorial management functions and the SBSS performs special order processing. These 3 sub-systems could be the basis of 3 subjects. And gen-spec relationships do not strongly suggest subjects.

In the final part of chapter 7 talks about the final notes and comments about this chapter. First is for very large and complex models, we can create multiple level of subject using these. Second were subjects can develop like in complex models, we should expect to see objects like address in SBSS. Third is subjects may be discovered in either top-down or bottom-up fashion. This is used in the former approach for the SBSS. Fourth is the application domain is large, and the identified responsibilities is numerous. Fifth is about discussion in chapter 11, however has points regarding mechanics of the subject layer are appropriate, like when subject is used, each subject must be included in the subject boundary. If the subject must be appropriately named, The Names should be meaningful within the application domain and must not represent implementation technology. And if subjects overlap, like when this conversation is adopted it should be applied consistently.

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: “God and all attributes of God are eternal”

-Spinoza

REVIEW: In the first part of chapter 8, it discussed about identifying attributes. It states that the attribute layer of the OOA incorporates object attributes as well as relationships between objects. The object attributes establish which data are encapsulated in the objects, and these objects encapsulated are the only object they can work on. These connections can be thought of as capturing business rules and application domain constraints in one class must be related. These tell us how an object in one class must be related to an object of another class. When these are implemented, the business dictates how services must work to be consisting of with established system policies. The basic strategy of this chapter to identify and make attributes make modifications to OOA model layers to accumulate this attributes revised objects and again repeats the process. Like if you followed the approach and created OOA/OOD worksheets, numerous identified concepts will represent characteristics of things, stored data requirements or unique structures like social security number. Which cries to be an encapsulated attribute. Simply put check marks in the appropriate column you can sort through these candidate attributes when you look at the layer from other perspectives.

In the second part of the chapter shows the attributes of ECS (elevator control system). Like the Arrival event which attributes are arrival_id, arrival_floor, elevator_id and like the destination event which attributes are destination_id, destination_floor, elevator_id. All these attribute layers for ECS which is included and identified in the OOA model.

In the third part of the chapter shows the attributes of SBSS. Like the address and article. The attributes of address are address_id and address_details. And the attributes of article are article_id and article_details. All of these are also attribute layer of SBSS in an OOA model.

In the final part of the chapter, it talks about the final comments and notes of the chapter. First, for the OOA model, attributes in the application domain characteristics of their associated objects. Second is note that a distinction that the attribute and the values may assume. Third is that there is always a good ideal of controversy of workshops. Concerning the use of unique instance identifier in each object. Fourth is other controversial conversation showing the pointer attribute associated with the instance connection of the diagram. And fifth tell us that the attributes must be named and describing characteristics and classes may have attributes which apply only to the class. Values must be well defined and object which participate in Gen-spec relationship must inherit the attributes consist with Gen-Spec relationships.

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: “marriage must be a relation either of sympathy or of conquest”

-George Eliot

REVIEW: In the introduction of chapter 9, it talks about the identifying instance relationships. The instance connection can be thought of as capturing business rules or accomplish domain contrasting class. When these business classes are implemented. The business rules dictate how services must work for it to be consistent with the established system policies. The main objective of this chapter is to use the results of modeling efforts of the previous chapter to build a set of instance connection for classes and objects in ECS and SBSS. The important part of this activity is to define the multiplicity and participations for each instance connections may-to-many instance connections can be decomposed into many into many instance connections with a 3rd object and sometimes ,3rd object is meaningful to the application domain if it is this case we may find a new object. But in other cases it is purely artificial and original, may-to-many relationships should be maintained.

In the second part of chapter 9 talks about the instance connections for the ECS. Where domain rules which the ECS must adhere. First an instance connection establishes that an arrival event must be associated with precisely one elevator and elevator maybe associated with zero to multiple. second is that destination event must be associated with precisely one destination panel. Third is similar to the above instance connections is the instance connection summons event and summons panel. Fourth are associated with floor fifth is discussing about many people want to establish instance connections between summons event and elevator sixth is that instance connections must be relevant to the application domain seventh is somewhat related to the idea of relevance is idea of redundant of instance connections and eight is that instance connection is redundant if we do not recognize them.

In the third part of the chapter discussed about instance connections for the SBSS. A number of important business are captured on this attribute layer. The attribute layer of the SBSS is always included in an OOA model in appendix j.

in the final part of chapter 9 discussed about final notes and comments in this chapter. First, as mentioned, many-to-many relationships are permitted to OOA model because they expressed a relationship in the application domain. Second is that they do not discussed the service layer . It should be noted that services or constraints maybe suggested in instance relationships. And third is that all of this qualities will be discussed in chapter 11 however, few comments regarding the mechanics of the attribute layer are appropriate like instance relationships must be consistent, all essential instance relationships must be shown in the OOA model.

Wyger Go
2008
OOC

SYSANAL

August, 5,

BOOK: Case Studies in Object Oriented Analysis and Design.

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #: QA 76.64 y68 1996

QUOTE: “all men are liable to error; and the men are, in many points, by passion or Interest, under temptation to it. ”

-John Locke

REVIEW: In the introduction of chapter 11 discussed about the inuality issues on completeness/ consistency of the analysis model. The semantic correctness in the OOA model can be established only by evaluating the model against stated requirements and user review. Semantic correctness can be assured by the existing desired behavior of the model and verifying that the events of that event-response model produced the desired responses. As nay systems analyst can attest, semantic correctness tends to be subjective, different individuals may have different opinions as to whether or not a model accurately captures requirements correctly.

In the second part of chapter 11 show the object-class layer. Its naming conventions say that object names are appropriate, describe a class and are not simply a function performed by that class or a characteristic of that class. In the syntax requirement shows that objects are clearly describe inclusion/exclusion criteria and clearly stated and not ambiguous. In the style convention states that every object has a clearly stated responsibility. The syntax requirement states that objects and numeric classes must be used appropriately and the style convention states that every event is recognized by precisely one object.

In the third part of chapter 11 show the subject layer. Its naming conventions states that subjects must be appropriately named. And the style convention states that subjects may overlap. If this convention is adopted, it should be applied consistently.

In the fourth part of chapter 11 show the structure layer. Its syntax requirement states that all structures must be meaningful. The style convention states that in the case where the whole participant in a whole part relationship is a generic class. In the syntax requirement of the whole part relationship states that whole part structures must have a multiplicity.

In the fifth part of chapter 11 show the attribute layer. Its naming conventions states that attributes are appropriately named describe characteristics, qualities of the associated object. In the syntax requirement shows that each objects must have at least 1 attribute which allows instances of the object to be uniquely identified. In the style convention states that every essential relationship should be shown in the OOA model.

In the sixth part of chapter 11 show the service layer. Its naming conventions states that services are appropriately named. In the syntax requirement shows that each objects must have at least 1 instance service.

In the final part of the chapter shows the final notes and comments about this chapter. It states that although not discussed in this chapter. An additional form of synthetic correctness can be established at a global level like if a context diagram for a proposed system is created, then all context data flow would be consistent with the attribute and service layers.

BOOK: Case Studies in Object oriented Analysis and Design

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #:QA 76.64 y68 1996

QUOTE: “its quality rather than quantity that matters.”
-lucius Seneca

REVIEW: In the introduction of chapter 12 talks about documenting The analysis Model. It states that when presenting the concept of analysis models, it talks about how, in the last century, the British Royal academy office used models of ships as part of specification process for new ship designs. It is uncommon for authors to visiting consulting clients and let their bookshelf hold data-flow diagrams. Clearly, we learn that these models were created as documentation. In the case of the OOA model presented in this book the target audience for documentation would be the users, sponsor and customers.

The second part of the chapter talks about the paper documentation. It also gives guidelines for paper documentation when documentation is required. If documentation is being prepared for the customer, user or sponsor. They might likely concerned with what the proposed system does. The context diagram, part of the 3-view modeling is useful to illustrate the boundaries of the proposed system.

BOOK: Case Studies in Object oriented Analysis and Design

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #:QA 76.64 y68 1996

QUOTE: “its quality rather than quantity that matters.”

-lucius Seneca

REVIEW: In the introduction of chapter 13 talks about reviewing and revising the analysis model. Many components regarding the OOA model review process are similar to the comments made about documentation in the previous chapter. The purposed of reviewing the OOA model is to assure that we have correctly Understood and interpreted the users requirements before we implement the system. Some systems may be familiar with formal review process where an OOA model is fully documented and distributed to a number of reviewers.

The second part of the chapter 13 talks about the review strategy of an OOA model. In actual project reviews, it is useful to have 2 video displays, showing the OOA model and showing the EROI diagrams. This chapter has offered some fairly high level concepts and suggestions. In created projects, we should expect project management to take these ideas and suggestion

BOOK: Case Studies in Object oriented Analysis and Design

AUTHOR: Edward Yourdon , Carl Argila

REFERENCE #:QA 76.64 y68 1996

QUOTE: “its quality rather than quantity that matters.”
-Lucius Seneca

REVIEW: In the introduction of chapter 14 talks about transitioning into design. After spending several chapters discussing OOA,ECS and SBSS. This chapter will teach us how to enter in the world of designing. with the first methodologies. This was an entirely different world. Even since the waterfall methodologies were conceived , software engineers have made a distinction between analysis and design. Analysis is concerned what the system must do. They also have the OOD which consist of 3 things, notation so we can communicate,our ideas, strategies to let people experience it and goodness criteria so we will have an objective when evaluating.

This chapter also discussed about design strategies so that we can have a prepared plan when we are already getting ready for our design. It also holds some issues in ECS and SBSS. The ECS strategy basically follows the same line of reasoning as that laid out but there are areas where we might see some differences and the SBSS shows that there is no real time to the system.