A SYSTEMS ANALYSIS AND DESIGN READER

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PREFACE

Before our SYSANAL class, I was wondering what will be my future in that class. Will it be difficult for me? Will the professor be strict? Are the lessons going to be complicated? Those were the questions that came into my mind. Fortunately, the first part of our SYSANAL class was not yet difficult. Because we are only discussing and doing brain teaser activities. So I just enjoyed that part of our class. When the next part of SYSANAL came up, there it became complicated. Because we started doing Use Cases. At that time, we do not fully understand on how to construct a use case diagram. We were wondering what is the use of that diagram and so forth. Our professor also introduced us to the Founders at Work. It is a book about the startups made by the successful co-founders. There it became more difficult for me because every week, we need to read at least 3 chapters of case studies. After we have read the case studies, we need to make a summary or evaluation about what we have read. Our professor told us also to write and submit a book review every week one chapter about Systems Analysis and Design. Our additional homework aside from the case studies and book reviews are the use cases. Our professor will give a system and then we students will be constructing a use case diagram, use case narrative and an activity diagram for the said system.

After doing all those works for one term or 14 weeks, I realized that I should be thanking my professor for what he gave to us from the beginning. Because all those case studies, book reviews and use cases helped me a lot in building or improving my self. It helped me improve my comprehension skills. It helped me discipline my self so that I won't be lazy any more. It helped me become a good Systems analyst. I was really happy and I enjoyed my Systems Analysis class. I have learned a lot and that subject improved a lot of skills in me. For the next batch that will be getting Systems Analysis, I advise them to take it seriously. It is a pre requisite to Systems Design. Students need to pass that subject to enter the next pre requisite. They need to be hardworking and be disciplined for them to pass that subject. I also advise them to enjoy the subject. It is not all for hard work, it is also for entertainment and pleasure.

TABLE OF CONTENTS

FOREWORD

I have read the foreword of this book. The story between start ups and the corporate are both effective and efficient for me. But the most effective and most efficient for me is the startup. Because start up for me is very comfortable literally. You don't need to wear. formal or smart casual clothes for you to do you're work. Like in the corporate world, everything is formal. The way you dress, the way you communicate, the way you present proposals and many more. When you're doing start ups, everything is casual. There are no requirements when accomplishing something. In the corporate world, when you are accomplishing something, you cannot think that well because you get irritated with your outfit and it makes you uncomfortable. Unlike in the start up, you can neither wear shorts, sandos or towels when doing a program. Last reason why I chose start up is that it is your own company. When that company grows big, all the income and profit are yours. Unlike in the corporate world, you work for someone. Then you get paid. Your salary compared with your own company is way different. A salary of an ordinary employee compared to a salary of an owner. To end this talk, in the end it is still your choice whether you want to build your own company or you want to work on a company. The big thing here is you earn.

Book: Systems Analysis Designs Method

Author: Whitten Bentley Dittman

Reference no: QA 76.9 S88 W48 2004

Review: Chapter 2: Information Systems Building Blocks

This chapter talks about methods to develop information systems for organizations. In this chapter, we will differentiate front and back-office information systems. We define Front IS as a system that supports business functions to extend out to the organization's customers. While Back is defined as a system that supports internal business operations of an organization. Next to tackle is to describe the different classes of IS applications. These are Transaction processing, Management information, Expert, Decision support, Office automation and many more. Next is we describe the role of IS architecture in systems development. Next topic to tackle in chapter 2 is to identify 3 high-level goals that provide system owners and system users with a perspective for any Information Systems. We also identify 3 goal-oriented perspectives for any IS. These are to improve business knowledge, improve business process and to improve business communications and people collaboration. Next topic to be discussed is to identify again 3 technologies that provide system designers and builders with a perspective of an Information system. Then describe 4 building blocks of the KNOWLEDGE, PROCESS and COMMUNICATIONS goal of an information system .Last topic to be discussed in this chapter is to describe the role of network technologies as it relates to KNOWLEDGE, PROCESS and COMMUNICATIONS building blocks. These are all the topics discussed in this chapter.

Book: Systems Analysis Design and Methods

Author: Whitten Bentley Dittman

Reference no: QA 76.9 S88 W48 2000

Review: Chapter 3 Information Systems Development

Chapter 3 talks about systems development process used to develop information systems. In this chapter, we describe the motivation for a systems development process in terms of the Capability Maturity Model for quality management. These have 5 levels: Initial, Repeatable, Defined, managed and Optimized. Next topic is to differentiate between the system life cycle and a system development methodology. Then describe the eight basic principles of systems development. These are: Get owner and users involved, Use problem-Solving approach, Establish phases and activities, Establish standards, Justify systems, Cancel or revise scope, Divide and conquer and Design system for growth and change. Next topic is to define problems, opportunities and directives, the triggers for systems development project. Next is to describe the PIECES framework for categorizing problems, opportunities and directives. Then describe again the traditional basic phases of systems development. For each phase, describe its purpose, inputs and outputs. Next topic is to describe cross life cycle activities that overlap all system development phase. Then describe four basic alternative "routes" through the basic phases of systems development. Describe how routes may be combined or customized for different projects. Last topic to be discussed in this chapter is to differentiate between computer-aided systems engineering (CASE), application development environments (ADE' s) and process and project management technology as automated tools for systems development.

Book: Systems Analysis Design and Methods

Author: Whitten Bentley Dittman

Reference no: QA 76.9 S88 W48 2000

Review: Chapter 4: Project management

Chapter 4 talks about Project management skills that are greatly in demand in the information technology community. Project Management is a natural extension of the previous chapter introduction to systems development. Project Management is the discipline of planning, organizing, and managing resources to bring about the successful completion of specific project goals and objectives. The primary challenge of project management is to achieve all of the project goals and objectives while adhering to classic project constraints usually scope, quality, time and budget. In this chapter, you will be able to:

- Define the terms project and project management and the difference between project and process management.
- Describe the causes of failed information systems and technology projects.
- Describe the basic competencies required of project managers.
- Describe the basic functions of project management.
- Differentiate between PERT and Gantt charts as project management tools.
- Describe the role of project management software as it relates to project mangement tools.
- Describe 8 activities in project management.
- Define joint project planning and it's role in project management.
- Define scope and a write a ststement of work to document scope.
- Use a work breakdown structure to decompose a project into task.
- Estimate tasks durations and specify intertask dependencies on a PERT chart.
- Assign resources to a project and produce a project schedule with Gantt chart.
- Assign people to task and direct the team effort.

- Use critical path analysis to adjust schedule and resource allocations in response to schedule and budget deviations.

Book: Systems Analysis Design and Methods
Author: Whitten Bentley Dittman
Reference no: QA 76.9 S88 W48 2000

Review: Chapter 5: Systems Analysis

Chapter 5 talks more about the systems analysis phase in a systems development project. Specifically they are: the preliminary investigation, problem analysis, requirements analysis and decision analysis phase. The first three phases are referred as systems analysis. The latter phases provides transactions between systems analysis and systems design. In this chapter, you will also:

- Define systems analysis and relate the term to the preliminary investigation, problem analysis, requirements analysis and decision analysis phases of the systems development methodology
- Describe a number of systems analysis approaches for solving business problems.
- Describe the preliminary investigation, problem analysis, requirements analysis and decision analysis phase in terms of you information systems building blocks.
- Describe the preliminary investigation, problem analysis, requirements analysis and decision analysis phase in terms of purpose, participants, inputs, outputs, techniques and steps.
- Identify analysis tools and techniques.

Book: Systems Analysis Design and Methods

Author: Whitten Bentley Dittman

Reference no: QA 76.9 S88 W48 2000

Review: Chapter 7: Data Modeling and Analysis

- Chapter 7 talks about how to use a popular data modeling tool, entity relationship diagrams to document data that must be captured and stored by a system, independently of showing how the data is or will be used. That is independently of specific inputs, outputs and processing. You will also learn about a data analysis techniques called normalization, that is used to ensure that a data model is a good data model. In this chapter, you will also:
- Define systems modeling and differentiate between logical and physical systems modeling
- Define data modeling and explain its benefits
- Recognize and understand basic concepts of a data model
- Read and interpret an entity relationship data model
- Explain when data models are constructed during project and where models are stored
- Discover entities and relationships
- Construct an entity relationship diagram
- Discover and invent keys for entities and construct a key-based diagram
- Construct a fully attributed entity relationship diagram and describe all data structures and attributes to the repository or encyclopedia
- Normalize a logical data to remove impurities that can make a database unstable, inflexible and non scalable
- Describe a useful tool for mapping data requirements to business operating locations

Book: Systems Analysis Design and Methods

Author: Whitten Bentley Dittman

Reference no: QA 76.9 S88 W48 2000

Review: Chapter 8: Process Modeling

Chapter 8 talks about how to draw a data flow diagram, a popular process model that documents a system's process and their data flow. In this chapter, you will also:

- Define systems modeling and differentiate between logical and physical systems models.
- Define process modeling and define its benefits..
- Recognize and understand the basic concepts and constructs of a process model.
- Read and interpret a data flow diagram
- Explain when to construct process models and where to store them.
- Construct a context diagram to illustrate a system's interfaces with its environment.
- Identify use cases, external and temporal business events for a system.
- Perform event partitioning and organize events in a functional decomposition diagram.
- Draw event diagrams and then merge those event diagrams into systems diagrams.
- Document the distribution of process to locations.
- Synchronize data and process modeling using a CRUD matrix.

Book: Systems Analysis Design and Methods

Author: Whitten Bentley Dittman

Reference no: QA 76.9 S88 W48 2000

Review: Chapter 9: Feasibility Analysis and the System Proposal

Systems analysts sell change. Good systems analysts thoroughly evaluate alternate solutions before proposing change. In this chapter, you will learn how to analyze and document those alternatives on the basis of four feasibility criteria: operational, technical, schedule and economics. You will learn how to make a system proposal in the form of a written report and a formal presentation. You will know that you understand the feasibility analysis and recommendation skills needed by the systems analysts where you can:

- Identify feasibility check points in the systems life cycle.
- Identify alternate systems solutions.
- Define and describe 4 types of feasibility and their respective criteria
- Perform various cost-benefit analysis using time-adjusted costs and bebefits
- Write suitable system proposal report for different audiences
- Plan for a formal presentation to systems owners and users

Book: Systems Analysis Design and Methods

Author: Whitten Bentley Dittman

Reference no: QA 76.9 S88 W48 2000

Review: Chapter 10: Systems Design:

- Describe the design phase in terms of your information building blocks
  - * Modern driven design
  - * Modern Structured design
  - * Information engineering
- Identify and differentiate between several systems design strategies
  - * Rapid application development
  - * Joint application development
  - * Application architecture
  - * Physical data flow diagram
  - * Database schema
  - * Procurment phase
- Describe the design phase task in terms of a computer-based solution for an in-house development project
- Describe the design phase task in terms of a computer-based solution involving procurement of a commercial systems software

Some of the systems design are introduced in this chapter, it is not the intent of the chapter to teach the techniques of systems design. It only teaches the process of systems design and introduces you to some techniques that will be taught in later chapters.

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Reference no: QA 76.9 S88 W48 2000

Review: Chapter 11: Application Architecture and Modeling:

- Define an information system's architecture in terms of data, process and interfaces-the building blocks of all information systems. Consistent with modern trends, these building blocks will be distributed across a network.
- Differentiate between logical and physical data flow diagrams, and explain how physical data flow diagrams are used to model an information system's architecture.
- Describe both centralized and distributed computing alternatives for information system design, including various client and internet-based computing options.
- Describe database and data distribution alternatives for information systems design.
- Describe various software development environments for information systems design.
- Describe strategies for developing the architecture of an information system.
- Draw physical data flow diagrams for an information systems architecture and processes.

The chapter teaches you techniques for designing the overall information system application architecture with a focus on physical process models. Information application architecture and physical process modeling include techniques for distributing data, process and interfaces to a network locations in a distributed computing environment. Physical data flow diagrams are used to document the architecture and design in terms of units-cohesive collection of data and process at specific locations that can be designed, prototyped or constructed in greater detail and subsequently implemented as stand-alone subsystems

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Review: Chapter 12: Database Design

Data storage is a critical component of most information systems. This chapter teaches the design and construction of physical databases. This chapter will also:

- Compare and contrast conventional files and modern relational databases
- Define and give examples of fields, records, files and databases
- Describe a modern data architecture that includes files, databases warehouses, personal databases and work group database
- Compare the roles of systems analyst, data administrator as they relate to databases
- Describe the architecture of a database management system
- Describe how a relational database implements entities, attributes and relationships from a logical data model
- Transform a logical data into a physical, relational database schema
- Generate SQL code to create the database structures in schema

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Review: Chapter 13: Output design and prototyping

In this chapter, you will learn how to design and prototype computer outputs. You will learn how to design and prototype outputs where:

- Distinguish between internal, external and turnaround outputs
- Differentiate between detailed, summary and exception reports
- Identify several output implementation methods
- Differentiate among tabular, zoned and graphic formats for presenting information
- Distinguish among area, bar, column, pie, line, radar, donut and scatter charts and their uses
- Describe several general principles that are important to output design
- Design and prototype computer outputs
- Generate SQL code to create the database structures in schema

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Review: Chapter 14: Input design and prototyping

In this chapter, you will learn how to design and prototype computer inputs. It is in the second of three chapters that address the design of on-line systems using a graphical user interface for either client/server or Web-based systems

- Define the appropriate format and media for a computer input
- Explain the difference between data capture, entry and input
- Identify and describe several automatic data collection technologies
- Apply human factors to the design of computer inputs
- Select proper screen-based controls for input attributes that are to appear on a GUI input screen
- Design internal controls for computer inputs
- Design a Web-based input interface

Case Study part 1

Apple Computer

Apple was founded by Steve Wozniak and Steve Jobs. It started with Steve Wozniak. Wozniak's dream was to have a computer someday at the first meeting of the Homebrew Computer Club. During his high school days, he knew he could already design computers. He had the motto of when you are doing a start up, you do it with fewer parts. So that everything will be clean and orderly so that you can understand more deeply in your head and that causes you to have fewer bugs. Before the founding of Apple, Steve Wozniak was working at Hewlett-Packard designing scientific calculators. He was involved in the creation of Cartravision. He also designed "Pong", the first arcade game. In that company, he met Steve Jobs. Jobs work part-time. Before they started Apple, they had an idea that they should build one part of a computer at a time. First, they build microprocessor. Second is the Random-access memory. They needed 4K bytes of memory in order for a computer language to run. When they were programming, they were experimenting on what languages or statements to use for it to run. They agreed that they will be using numbers and variables. Next part of the computer to build was the hardware. When they've completed the parts, Steve got an order for $50,000.100 built computer boards for $500 each. It was high money because it was twice his annual salary at Hewlett-Packard. After that they thought they were going big time. Because they already got customers who were interested in computers. One day, they met Mike Markkula. A person who is interested in technology. He invested $250,000 for Jobs and Wozniak to make 1000 computers. From that time, their lifestyle changed. because they were rich due to their best-selling products. In 1980-83, Apple was the largest-selling computer in the world. But of course in business, it is not all the time that you are the best. After those years, IBM and Microsoft were introducing their names to the public. They were the competitors of Apple. This story is very inspiring for me. Because they started from scratch and then after 5 or 6 years of hard work, they are now millionaires because of what they created. Their products are in demand now a days. Specially the I-pod, I-phone Mac book and many more.

Case Study:
Excite

Excite (originally called Architext) started with Joe Kraus with his other 5 classmates at Stanford. When Kraus was in high school, he always wants to hang out with his friends. Unfortunately during summer his parents offer him a summer job so that he will be busy for the rest of his vacation. Before he started Excite, he asked his four other classmates if they can join Joe to build a company. One time, he met his next door neighbor in freshmen year Graham Spencer. He was courted by Apple and Microsoft. One day they met at Taqueria. There they gathered and brought ideas to each other. They were talking about things and applications for Apple. Newton, then the other is the Automated translation software. At the end of their conversations, all failed and all were depressed. But that's not the end of their journey. Because one time, they agreed that they will ask money from their parents so that they can put up a shop. Fortunately, 5 out of 6 parents gave and they earned $15000.One of their members is working at Oracle. They he took home VT100 terminal for search. They also bought two sun machines. After that they've invented a search technology. Choosing between HyperCard and Web. Luckily the first company to be interested in their project was InfoWorld. They said that they will give $100000 contract if they can put their archives available on the Web. They were successful and they were introduced to IDG. After that time it was the start of their career. Excite became familiar in 1996. Of course it's normal to have ups and downs in business. They had a lot of competitors. But in the end, still they reached their dreams. This is also an inspiring story like Apple. In this story, intelligence and hard work are established. Because technology that time is getting more familiar that any company can explore and invent about technology.

Case Study:
Software Arts

Software Arts were founded by Dan Bricklin and Bob Frankson. First it was Dan Bricklin. He was working at the Multics project, which was a major project in the history of operating systems. Then there came the Unix system and the 386-style chipset. His job was to make some modifications and finish the work of his bachelor's thesis named Bob Frankston. Bob's thesis was called Limited Service System. It was computers used at the same time over a terminal. So that no one can use more than a certain amount. Bob and Dan agreed together that they wanted to do business together. They know they won't have problems in dealing with business because there parents were both entrepreneurs. They agreed that their business will be computer-literate. Before they start, they were on their own. Dan was in business school while Bob was working as a consultant. They both program computer but they do it individually. After that, they borrowed money from their relatives. They bought Prime minicomputer, which had an OS same as Multics. That's how they started their business, in a basement. They started programming by the use of A-B-C and 1-2-3, the columns and rows of indicating a thing. After the creation of their program, they met Personal Software. A people interested with their product/s. After a while, Personal Software was renamed VisiCorp. After that, it was the start of their business. They had many customers regarding their products. As usual, they also had competitors. But it in the end, they survived. Software Arts was founded in 1979. They produced VisiCalc, the first electronic spreadsheet. VisiCalc was the "killer app" for personal computers.

Case Study part 2

PAPAL

Papal started by the representation of Max Levchin. The co-founder of Papal. He started it with the help of his friend Livingstone. They met in Silicon Valley because Levchin moved alredy to that place. Livingstone approached Levchin and there they began to talk about something about software or security. In this story, they were able to discover this CRYPTOcard. These are handheld devices. Other examples of these are S/key and Digital pathways. These handheld devices are implemented on a Palm pilot. This palm pilot started as a low technology concept. Because at that time, technology is not yet at its peek. Still, it was productive at that time. Because they have 300 users a day. Papal reached at the top of its peek. But at a certain point in time, they've encountered problems such as fraud. At first, they didn't know how to deal with that. But in the end, they've invented some security measures so that their software won't be hacked by users. They need to fix that fraudulent behavior because they loose a lot every month. They loose $10 million range per month. After quite some time, they've survived that problem. Then they went back to its peek again until this Papal system has been familiar to the people. For me, this is one best example of a start up company. At first you start gaining customers and building programs, and after quite some time, you will reach to your peek and will be having large amount of customers and employees for your company. Before you earn a lot, you need to start from scratch and sacrifice a lot.

Case Study:
Hotmail

Hotmail started with the help of Sabeer Bhatia. The co-founder of Hotmail. After looking at Apple, Sabeer joined a company called The Firepower Systems Inc. He was there for two years. He was with Jack Smith. His colleague from Apple computer. After they left Apple, they wanted to create or work on their first startup idea. A web-based database called JavaSoft. At first, there were failures because they couldn't access personal email accounts. But after quite some time, they came up with a solution that could access them anonymously through a web browser. After it was done, they called it Hotmail (HTML). At first, they don't know where to start because they don't have investors. They don't have any source of income. But thanks to Tim Draper and Draper Fisher Jurvetson. That company was the one who invested so that Hotmail can already start. They funded $300,000 for the company. In order to attract users, they advertised it on the web and provide email service for free. The first project was launched on July 4, 1996. In less than two years, they made history. In 1997, Microsoft acquired Hotmail for S400 million. What I can say about Hotmail is that this start up is different from Papal. Because in Papal, they started from scratch. This company started already with a background from Apple. They had an idea on how to create something already based from their previous company. But for me, both are well appreciated because those two companies succeeded. Both founders of these companies were fantastic because of what they've done to the company and to the world.

Case Study part 3

Gmail

Paul Buchheit, creator of Gmail, started working on email software in 1996. It was just a little project. He called it Gmail. He was unhappy at that time because he wanted to build some sort of a web-based email. But, he did not know what he is doing. He did not go anywhere. Fast forwarding in his life, when he was working in google groups, he was mostly wrapped up. He was asked if he wants to build some type of email or personalization product. He was excited to work on that. For quite a while, Paul was working on it by himself. He started out with some of the groups code, just because he was familiar with it. He built the first version of Gmail in one day, just using groups code, but it only searched his mail. He released that to some googlers and people said it was useful, so it progressed from there. Paul also created AdSense, the content-target ads. He did it on a Friday. It was an idea that they had talked about for a long time, but there was still a belief that it would not work. Fortunately it worked, by implementing this content-target system just sort of a side project, and it turned out to work. It was the same in concept, it was just a throw away prototype, but it got people thinking because it proved that it was possible, and that it was not too hard because he could do it in less than a day. After that, other people took over and did all over the hard work of making it into a real product. When Paul created Gmail, he was with Sanjeev and Jing Lim. It was a slow kind of progression, and people were uncertain about the whole idea of doing something as different as email. To make it clear to the people, the idea of doing the whole product was to receive all email, which is a different systems problem from the web search. In web search, you go out and crawl the web and index that data and the latencies are different. They go fetch a page and it gets searchable a little bit later. But in email, everything has to be instant, and of course, you cannot lose any of the data either. It turns out to make a big difference in how you build things. A lot of strategies that you might use for web search can be problematic when you apply them to email at a systems level, simply because you need to make

everything so fast. There are three reasons why you need to delete emails. First is you're running out of space, because you only have a 2-megabyte quota. Second is that people would delete things just because email quickly became unmanageable if the didn't. Third reason is that there's something in the email that the person's really nervous about and they want to get rid of it. That was the story of Gmail. Paul was the 23rd employee of google.

Case Study:

WebTV

Steve Perlman was the co-founder of WebTV. His interest was to make television interactive. What he means by interactive is that something is beyond just changing channels up and down, to get it where people can have access to content that's more interesting, to be able to find what they want and then to be able to view it on demand. His example was what he does consider in DVR, or what to do in your TiVo. At that time, it was considered something you'd only do in an editing suite. If you were a network professional, you might have a disk-based digital editing system. That's what Steve wants to do. In 1989, Steve was showing a system where they had video on the screen, images moving around, animation and several video sources They could pause, rewind and manipulate things. That was a big prototype. Unfortunately, they could never get it out the door because there wasn't enough content to drive a system like that. QuickTime came out of that work. They took the decompression technology. They developed it, reduced it to just a software algorithm and that was turned into a product by Bruce Leak and his team. A whole bunch of new things grew out of it; some of the video products came from Apple, etc. After quite some time, Steve worked at General magic. He went to work on PDA. Unfortunately he worked half time. But at that half time he was working on how to make inexpensive delivery systems on a television for interactive TV, and work with video and games and other things. He worked on his projects on his own time. He relinquished half of his stock options. He worked out a deal with them where 2 and ½ days a week he works on his own stuff, the other 2 and ½ days are working with General magic stuff. In his last year with GM, he worked on MagicTV for full time. Unfortunately they ran into financial difficulties and other problems getting the product out and shut the MagicTV effort. Then he left GM, went to another place and started co-founded with three other people: Catapult entertainment, which made modern for Sega and Nintendo video games that would modify the execution of the games, so people could play existing titles with each other over the phone line.

In 6 months, they reverse-engineered four video games: NBA Jam, Mortal Kombat, a hockey game and some other one. They work around the clock literally. In 1995,

Steve built a thin client for surfing the web, using a television as a display. He invited his friend Leak to view what he has done. It was a natural project for Perlman, by then one of the leading experts on display technology.

Case Study:

TiVo

Mike Ramsay was the co-founder of TiVo. Mike Ramsay came to the United Stated because he was working for HP. He joined HP right out of school. He studied in Scotland, there they had factory. Fortunately, he got a chance to come to the United States and check the place out. He went to the United States because of the inflation that was happening in Britain. When he left HP in the early 80's, he went to a start up called Convergent Technologies. They had been founded before the PC revolution. The idea of Convergent was to build a workstation. That notion of CRT and CPU and a keyboard was brand new. Computers were things that sat in rooms and had terminals, and this was completely self-contained. Mark Ramsay had a couple of stints at HP. It was during the second stint that he met up with Jim. They were building a team inside the company and they hired some very talented people including Jim and Tom Jermoluk, who went on to run @Home. They all became pals. After one year, He got recruited to this opportunity at SGI, which then was a couple of hundred people. Mark Perry just joined, Dick Kramlich was also on board. The technology there was phenomenal. The people there were so bright. When Mike decided to join, he told T.J and some other guys that there was a whole exodus out of HP. They actually ended up in different departments at SGI. Jim went off and became a world-class technologist in his own field. He invented things at SGI that nobody else had done. He made UNIX work in parallel processing systems. He made UNIX work in real time. You had to have real time to do graphics because the flight simulator couldn't hiccup once in a while. Jim, on the other hand, started to work on a video-on-demand system that SGI is doing with Time Warner. It was in Florida. The first video-on-demand system was called Full Service Network. TiVo became the first company certainly in the area, that created a new playground for those really great people. It was nothing to do with UNIX, although it was a Linux-based system. It was

to do with creating an integrated system that really worked well and was inexpensive. Hide the technology to the people; that was the challenge. TiVo was ground-breaking in 1999 because it took all the information that existed on television and gave vthe viewers the power to manipulate it. With TiVo, you can skip commercials, pause live TV, schedule the recording of every episode of a series; all the things one might expect to be able to do with the data. TiVo went public in 1999. Ramsay stepped down as Ceo in 2003, but remained as chairman.

Case Study part 4

Viaweb

There are a lot of online stores available already due to the technology in this time. In this stores, people can buy whatever they want or download whatever they want. They can pay by credit card.. These can help the people's convenience. One of the earlier online stores was the Viaweb. It started with the two guys, Paul graham and Robert Morris. They were a good hackers and programmers. All they wanted to do was to write codes and develop software. In the first place, they had a startup called the Artix wherein they were going to put online galleries. But this startup didn't last long because people didn't want this kind of online thing. They thought of a thing that people really want. So, from their online galleries idea they came up with from generating online stores. With Robert Morris, they made the first prototype. They came with the first idea of a web-based application software that you would use on your desktop computer to build a website that you would then upload to a server. Then after a couple of days, they had the idea of running the server and allows users to build and host their own online stores with little effort and technical expertise, directly from their own web browse. They got first funding with Julian their friend in Artix to help them to through. Also, they met Trevor Blackwell to help them to rewrite the software system made by Graham and Robert. They worked on Robert's apartment in 24-hour schedule. All they did was to add features on the prototype and to write codes until they got their first demo. The first people they demoed were some of the potential investors. They decided to not to take money from them first. All they wanted to was to write a lot of software. Later on, they got $100,000 money from the angel investors and got users too. Mostly the first users were technical bookstores and merchants that have specialty store. They made the Viaweb as easy as possible it could be or a user friendly. They made a good graphic design which caught the attentions of the people to patronize their software. Later on, they got some complications with dealing with the business because they had no any background in business all they wanted to was to code. So, they got this business guy, Fred Egan, to take some business roles for them. With Fred they raised money up to $800,000. Another complication they encountered was funding. But fortunately, they didn't fail. They got acquired by Yahoo in June 1998 and later on Viaweb was changed to Yahoo Store.

Case Study:

Del.icio.us

. Surfing the internet sometimes make us uncomfortable because you need to open a lot of pages or browser in order for you to find what you are looking. It is a waste of times specially when someone is in a hurry You open some addition links, page, websites, etc. In order for the users to be satisfied when surfing, Bookmarking was created One of the successful programmers was Joshua Schachter. He was able to create del.icio.us, a social bookmarking web service for storing, sharing, and discovering web bookmarks. Schachter was working at Morgan Stanley doing data mining and proprietary trading algorithms. Before he worked on del.icio.us, he created a website called Memepool, an editor with a reader submission. It was a blog that was chronologically sorted and updated. He also built another application, Muxway. It was a bookmarklet wherein you can save things, describe and tag them. This was actually a single player but the actual website was open for viewing. Users got interested with this project. There were actually 10,000 people who are viewing his stuff. So, he found it interesting and got idea of doing some startup. Before he built this Muxway, he had an idea of tagging his 20,000 bookmarks in order to help him to find the links. Basically, he worked on del.icio.us during his spare time. He was also doing several stuffs like the GeoURL. So during his spare time he was focused on his del.icio.us. He made it multiplayer version and was actually a better version of Memepool and has similarities between the Muxway and Memepool. During the earlier days with his project, he met this guy, Albert Wenger who had some good experience in operational management. So, Wenger was a big help for him. He just focuses on technical stuff and Wenger will be focusing on operations. Union Square Ventures and Amazon were his VCs.There a lot of challenges and problems he faced including technical problems, payroll, the network, the product itself and of course the people. Some of the technical problems he encountered were scaling, dealing with bandwidth routing and network, getting the hardware racked, building machines, ordering stuff, dealing with Dell and the most difficult was the tagging because there was a time that site went down. All his tables and databases in MySQL crashed. So, it was a big deal for him because he had a limited process management in charged to help to cope with these complications. He also worried for the people. He thought that this project was a very technical in order to the users to be familiar in using it

Case Study:

Bloglines

Having a job and thinking of creating a start up is difficult to handle. When you are working, you need to focus on it. But how can you focus very well when a start up idea comes out of your mind. Mark Fletcher worked on his start up and his job at the same time. He was able to do ONEIist and Bloglines. Mark was a senior software engineer for Sun Microsystems when he created ONEIist, a free mailing list service. This was actually one of his personal problems before. He wanted to start a mailing list on the net for his parents. Then, he thought that this could be interesting because other people might have the problems like his. On the other hand, Bloglines, a web-based news aggregator for reading syndicated feeds using the RSS formats. This was his personal problem, he want to manage his own bookmark list. Actually, he just use these only to solve his problems. But because these project will also help other people, he decided to do these as a startup. Before he came up with these ideas, he had worked for Trustic, an anti-spam company Earlier, he recruited some core groups in order to help him with ONEIist and Bloglines. Both were self-funded. But later on, he was able to deal with VCs with the ONEIist because it was running fast. He got million users a month. ONEIlist became a 150-person company. He has some problems and challenges to face in doing these projects. Mostly of his problems was on Bloglines. In ONEIist, his problems was funding because they were growing fast, they got million of users a month. They were running out of money. They also had some scaling problems because he had no any idea of how to set up a monitoring system. Also with the ONEIist, he had poor communication skills so he asked by their VC to replace as a CEO. In, Bloglines one of these was the people. He was worried because people at that time had no any background in doing blogs. So, he had worries on explaining it to the people. He also worried of adding features because a lot of people emailed to him asking for new features. Competitors came out, but it wasn't big deal for him. Yahoo acquired ONEIist in 2000 and later on it became eGroups. Ask Jeeves acquired Bloglines in February 2005.

Case Study part 5

ADOBE

Adobe systems are known for its Photoshop, Illustrator, and Acrobat applications. Chuck Geschke and John Warnock were the people who implemented these systems. Geschke worked at Xerox PARC. He had there his own PC with bitmap display a software program running on it that was as good as Microsoft Word. Later on, they had this demonstration for the Xerox senior management. In this demonstration they brought about 250 leading managers and leased DC-10s. Those people are executives and they got interested and amazed on what they had printed. Then he met this guy, John Warnock who was a graduate student at Carnegie Mellon. They decided to focus on the problem of how to take a variety of different printers including its speeds, characteristics and colors. This idea was basically how the computer talks or implemented to any printer. They called it Interpress, the precursor of PostScript which was the first technology developed at Adobe and proposed to Xerox management. Xerox management agreed with their proposals and unfortunately they decided to bring the product on the next 7 years. Geschke and Warnock said that is a very long period of time. But then, they met this guy Bill Hambrecht. Chuck Geschke and John Warnock came up with the idea to build laser printers and typesetting equipment that could produce not only text, but also images. They will marker it to Fortune 500 as internal publishing systems that they could use to have more control and more rapid response in their printing needs. When they were looking for some business deal, they had some problems about them. One of these was about Apple and unfortunately they didn't have the deal and same with Microsoft. But fortunately, they had their biggest customers of all time, the IBM. They were not able to come to a business deal because their project was already a proven technology. In 1985, Apple Computer licensed PostScript for use in its LaserWriter printers, which helped spark the desktop publishing revolution.

Case Study:

Open Systems/Hummer Winblad

People can have satisfaction on what they are doing and other stuffs due to technology, Now a days, we have ecommerce to help business people and customers to have transaction online. So, technology is a big help for us. Example is what Ann Winblad, she created the Open System, an accounting software company. Ann Winblad was taking double majors, major in mathematics and major in business administration in College of St. Catherine. Then, she was interested in computer science and acting as well. During her masteral degree, she got this job at Federal Reserve Bank. Every weekdays she had her masteral degree and every Saturday she had her job at Federal Reserve Bank. Later on, she decided to start a company with the three guys from the Federal Reserve Bank. At first they had no money to invest but thanks to the Y Combinator and her brother borrowed them $6000 and $500. Later on, they were chosen under a Request for Proposal bid to build a student accounting system for a vocational school in the state of Minnesota, which can test their accounting knowledge. With the help of these three guys who were working for the Federal Reserve Bank for 3 and ½ years they got this idea. Although Ann had a limited experience in her job, she still determined to do some new things. They decided to program and build accounting systems for smaller computers. When they were setting some discussions with the CADO computer guys, Ann had the opportunity to talk with these guys. With her credibility and accounting skills she got about $10,000 from the checks of these 15 guys which was a big help for them. They had some problems and challenges to cope with. One of these problems was the fire started on their office. Fortunately, all their computers including software and hardware were safe but other stuffs of Ann was burned by the fire. They also had problems with pricing strategy and how they collect money from people. Prior to co-founding Hummer Winblad Venture Partners, the first venture firm to focus exclusively on software in 1989, she served as a consultant for clients such as IBM, Microsoft, and Price Waterhouse. Ann Winblad and her colleuges sold their company for more than $15 million.

Case Study

37 Signals

37 signals is basically a privately held web application company. David Heinemeier Hansson was one of the founders lead the company launched. 37 signals was actually founded by Jason Fried. Before the 37 signals was released, Hansson developed first the Basecamp. Hansson was part of the 37 signals 2.0 management team. With this Basecamp, they picked simple things: a project weblog, milestones tracking, file and to-do list sharing. At first they had this idea of making blog and applied it to project management. In developing the Basecamp, they try to do it to a simpler application because they would probably have some complications with the codes. Hansson was actually the only programmer and designer who had primary concerns of the applications. So, they decided to do it to simpler programs. While doing the Basecamp, Hansson was able to have an opportunity to develop Ruby on Rails. He decided to do this project because he had only 10 hours a week to program for the Baseccamp. People got interested with the Basecamp because of the blogs, advertising and emails of Hansson and his colleagues. They thought that it will be successful and need some funds to develop this project. So, Ruby on Rails was an alternative thing to maintain this project. 37signals also produces a blog, Signal vs. Noise. They had some technical and bank problems encountered. In the bank issue, before they had the billing system of yearly. They didn't figure out that the bank wouldn't let them bill that way until about 3 days before they were ready to launch. The bank wouldn't let them sell a service that they were going to promise for an entire year, because they'd be on the hook for the money if they went out of business a few months into a $500 agreement. They wouldn't allow that because they didn't have a long history with them. In the technical issue, they had problems in creating services firms. They had a year and a half to fix this problem. Time was also their primary problems because some users in different countries can't see the accurate time of the files that they were created. They had a long period of time on fixing this particular problem.

Case Study part 6

Craigslist

It's been 11 years since Craig Newmark started craigslist. It was in 1994 when he was at Charles Schwab and he was working with the computer security and some other stuff. His real work there was to evangelize the internet, telling the people how the equity brokerage business will work someday. In early 95, Craig Newmark started to send out notices about cool events. CC list, using Pine and it worked out. Many people wanted to be added on the list. They were calling it "Craig's list". Over time, people suggested other kinds of stuffs for sale. In the middle of 95, CC listing broke and Newmark had to give the thing a formal name and use a listserv. Somebody offered Majordomo but he called it SFevents. Hence, the people still calls it craigslist. Craig Newmark's entrepreneurial lesson learned was you really need to follow your instincts. Because some people's instinct were untrustworthy. Craig Newman got lucky because of Jim Buckmaster. He was a CEO and does a great job that the reason why Newman's title is currently "Customer Service Rep and Founder". He spent 40 hours a week or more for doing customer service. His biggest project was dealing with misbehaving apartment brokers; rental brokers in New York City. In late 95, he realized that he has a lot of email sitting in folders. He was operating on a solaris system and using Pine. He has several emails and he writes Perl Code, which turns the email logs into web pages. Everything had grown since Newman was using the Pine as his database tool until in early 99 at which point they switch to MySQL. Through the first year, it was mostly solaris, but they used something in the UNIX/Linux family all the time. They used Apache relatively early. MySQl was running over 120 Linux servers. They were Linux with some Mac and some Windows. At the end of 97, they were getting about one million page views a month. At that point, Microsoft Sidewalk or their PR people approached Newmark about running banner ads. He decided not to do it because it slowed the site down. For a few months in 1998, Craig Newmark joined a startup, but left it because he wanted to be serious with craiglist. In the conventional state, a startup is a company, with great ideas, that becomes a serious corporation. Through ebay purchased a 25 percent stake in the company from a former craigslist employee in 2004, it still remains a privately held company. It continues to expand and now has a site for for over 300 cities worldwide.

Case Study:

Flickr

Flickr started with Caterina Fake. Caterina Fake and Stewart Butterfield are married. When they met, Caterina was living in San Francisco while Stewart lived in Canada. Both of them were doing web development at that time and his idea was that they do something some type of transitional web development company which is kind of a scheme. Caterina and Stewart had a long-distance relationship. Caterina eventually moved up and they got married. After their honeymoon, two days later they started Ludicorp. The real name is ludus, a latin word which means "play". They were building a multiplayer online game called Game Neverending. It was a lightweight web-based game, and a typical for massively multiplayer games. Most of those have sword and sorcery or fiction themes and are usually CD-ROM based. Neverending was very much based around social interactions that you could form groups, instant message each other and a social network associated with it. When they came up with the idea for the game, Stewart had been working at the CBC on the children's site. In doing research, he started playing all these online games. Neopets was one of the inspirations for Game neverending. He was addicted. They have these pets which are Tamagotchi-like and you can buy them presents and give them toys. Both of them have backgrounds in web design and web development. Caterina has a focus on social software. Before Ludicorp, she worked on or participated in an online communities including the WELL, Electric minds, the Netscape online communities and various sites she started on her own. At interval research, she worked on a collaborative animation game, which was a cousin to the Game Neverending idea. At the beginning, it was Caterina, Stewart and Jason Classon. Jason and Stewart had a company together in 1999 that was acquired by a venture backed startup out of Boston after about 6 to 9 months. Jason went and worked in Boston for a year and came back and then the three of them started working on the game together. Caterina did the game design, Stewart did the interaction design and Jason did the PHP for the prototype. In 2004, they added a new feature, a chat environment with photo sharing; which quickly surpassed Game Neverending itself in popularity. With its emphasis on user-generated content and its devoted online community, Flickr is one of the most commonly cited examples of Web 2.0 companies.

Case Study:

WAIS, Internet Archive and Alexa Internet

The thinking machines team were founded by Danny Hills and Sheryl Handler. Brewster Kahle was on the project team at MIT. They had been working for couple of years before there was a company. They did a full couple rounds of the connection machine at MIT before they started the company. For them, it was very helpful to get your lessons learned basically on somebody else nickel, in a research phase. Another lesson Kahle learned was if you are trying to get your company to think differently, to do something interesting; pick your setting carefully. Thinking machines was set in an 1800's Victorian mansion on 100 acres of forest just outside of Boston. It was a park, working in an environment where, if you got stuck, you'd go for a long walk is very different than trying to do a startup and think differently if you're in Suite 201 in some major office complex. Thinking machines had the great fortune of starting with $8 million in the bank because some rich individuals really believed in it. It was not venture funded and it was not founded with the idea that it was going to take years to actually get something real done. It allowed thinking machines to attract a very interesting set of people. People who worked there were Richard Feyman, Stephen Wolfram and Marvin Minsky. They hired a person from Digital Equipment Corporation and he was VP of reality. It stirred up the culture to try to get it so that they could actually produce working machines. The idea of WAIS was to make network services, stuff that you take completely for granted now, but the idea was that you could use remote machines to answer questions. Brewster started WAIS in the late 80's while an employee of thinking machines. He left in 1993 to found WAIS. It is one of the earliest forms of internet software developed before the web. Kahle sold WAIS to AOL in 1995.

Case Study part 7

Fog Creek Software

I have no idea when I first heard the name Fog Creek Software. Because at this point in time, it is unique. Unique in the sense that programmers are the stars. Fog Creek Software were founded by Joel Spolsky and Michael Pryor. They were friends in Juno Online Services which was co founded in 2000. Joel on Software was a one of the most widely read programming blogs. He made blogs to share his thoughts, about building a software, about management, business and about the internet. Joel on Software was one of the first examples of a common strategy for software startups. The key inspiration for this start up was Philip Greenspun of ArsDigita. Because he had a particular business plan that seemed to work at that time. They had this point of view that they were doing a lot of great stuffs but without the use of Microsoft technology. For them ,it was already an achievement.

ArsDigita Community System is the product that they were developing. The theory about this system is that the product that they created would support the consulting and the consulting will support the product. The product needs to be open source. But consulting is a business where your revenue is just a multiple of the number of people you can hire. The first application they made was Fogbugz. An internal bug-tracking application which made people interested and started to buy the product. The second application made was CityDesk, which was a market failure. The third product was Tintin, that was never wrote and let alone shipped. Because of what happened to their products, they created the idea of combining the three applications that would work in various ways. Fogbugz would provide workflow, Tintin will provide a content for management server and CityDesk was going to be this content management client. That was their long-term vision because they had Fogbugz.

They started making $5000 to $10,000 a month selling the product. It was enough for them to pay their expenses and live off once they laid off two consultants they hired. Luckily, one of them is back to a job who works full-time. What was good about this start up is that they never had an outside investment. The money came from the founders itself. What I can say about this start up is that I agree with them. At one time, it should be programmers who are the stars. Because coding is the hardest part of making or developing a system. It is the soul of the program. Marketing, designing and analyzing the system are secondary parts in making the product. When you can't code, then everything will be a failure. I hope that in the future, they will be more startups that programmers will be the stars.

Case Study:

ArsDigita

Like in Fog Creek Software, ArsDigita is a name that I have never heard before. I had no idea what kind of start up it was. I don't have any idea also on which start up can we relate ArsDigita except from Fog Creek Software. ArsDigita was founded by Philip Greenspun. Philip Greenspun was the inspiration of Fog Creek Software that's why it became successful. Philip Greenspun started building internet applications in the early 1980's. He liked developing multiuser applications. He thought of connecting people over the network if they were separated by space and time. Unfortunately that time, it was hard to write popular applications because whatever you do, only one kind of computer system will function. If you are using Apple Macintosh, and you want to connect to a network and edit a document together or play games with Windows or any other Operating System, it would not work. Because at that time, there was no standard operating system and no real programming environment.

Then there came the Web in 1993. That was the time when Philip started to build computer applications. He doesn't need to write custom code to the operating system anymore. He will create that is already specified on the server side and user experience will be rendered by the browser. One of the turning points in ArsDigita was when they got Levi Strauss as a customer. They had acquired a small company that made custom-cut khaki pants and they wanted a web front end for this new factory that they were building that could take your measurements and sew you a pair of khakis to your specs. For them, it was one good thing about when working for non-technical companies. Levi made a mark for the programmers. Because aside from being a great client, it gave money to build whatever they needed to build.

ArsDigita grew out of the software that Philip Greenspun wrote for managing photo.net, a popular photography site. Philip released the software under an open source license and was deluged by requests from big companies for custom features. What I like about this startup is that it was very successful. I really idolize programmers because of their hard work. ArsDigita was successful because by 2000, the company grew fast and earn about $20,000,000 in annual revenue for its monthly contracts. On the same year, it took $ 38,000,000 from venture capitalists. In the year 2002, ArsDigita was dissolved, but not before establishing an important new model for the consulting business.

Case Study part 8

Hot or Not

In the first place, when I first saw or heard Hot or Not, I really had no idea what that thing means. Well, when I heard it, it was a website where in users submit photos of themselves and have others wrote on their "hotness" on a scale of 1 to 10. It started all out when Jim, his brother and James Hong itself, the co-founder of Hot or Not were hanging out drinking and then Jim mentioned that he thought of a girl he met at a party was very hot, and that girl was a perfect scale of 10. At that time, James and Jim were working on a website called XMethods. XMethods was the first directory of publicly available web services. Jim thought he found a 10, an idea came to his mind saying what if you had a service where people could post their pictures into the system and then other people could rate them from 1 to 10.

The original vision was that your client would call the web services, get a picture and have it randomly float across your screen or pop up on your screen at random times during the day. Jim and James didn't thought of Hot or Not as a startup. Because at that time, Jim was burned out from working on his PhD. James had just graduated from business school and was unemployed. They had the idea on a Monday. It was followed by coding on a Wednesday and a Thursday in spare time. There was no hurry because they were really not ment on finishing it. James dad was the first person to witness while he was building Hot or Not. His dad got addicted to it even if his dad was as old as 60. They finally launched it on a Monday with their own pictures and at 2pm, James mailed it to 40 friends. After the whole day, they got around 40,000 hits. But the problem is, it cost at least $150,000 in bandwidth per year at the current run rate and it was growing fast. It was already $60,000 in debt from grad school. There was no plan for business, it was just a focus on how to continue running the thing.

Hot or Not was very interesting for me. Because it was unique. Unique in the sense that it was all about pictures and with sexiness involved. I think that kind of startup will grow and will increase income specially when it will be marketed to the teenagers. Because it is a teenager interest. I hope that in the future, there will be more startups to come the same as Hot or Not.

Case Study:

Tickle

Like Hot or Not, Tickle is a startup that I have never heard before. It was unique because it was a website where in you take several different kinds of personality and self-assessment tests, most backed by scientific research to understand areas of human behavior. The founder of this startup was James Currier, he graduated from college and had an early introduction to digital media before there was an internet. He worked in Hollywood for a venture group that invested in companies involved in digital media for the movie industry.

James Currier worked at Star TV in Hong Kong and did more digital media and got back to venture capital in Boston where the company was investing in the early stage Internet companies like Infoseek. Before making any product, James consulted many people for assistance. Trying to find out what product will he be doing. The spark point or climax of Tickle was when they launched the dog test. When they started the company, they have this motto of changing the world. They had all these tests on the site to help people about their lives. They had the anxiety test, the parenting, relationship and communication test. And no one came. Because of that, they made a fun test. They made it so that people will or can remember the advertisement which includes babies and puppies. They made a test of the kind of dog breed. They also came up with a 15-question test but not scientific.

After making the site, 8 days later, they had a million people or users trying to enter the website which results that their product or project was successful. Unfortunately, their server was declining every 10 minutes. They had to emergency unplug it from the wall, throw it in the back of the car and plug it into a T3 at an ISP in Lynn, Mass. Another problem is their VP for engineering. The guy is not working. So what they did was to let him go. He seemed to be unstable. There was also a problem with the HR. She was pregnant and will be forced to create a maternity leave.

All those problems vanished after a while, the company's success followed due to James' hardwork. Based from my reading, Tickle is an interesting and a unique startup. A lot of people will be interested with the flow of the programs in this product. I hope that this kind of startup or product will not vanish after a long time because it is important for some people.

Case Study:

Firefox

Based from my experience about the internet, I have a lot of ideas about Firefox. Because it is a known browser worldwide aside from Microsoft Internet Explorer. The co-founders of Firefox were Blake Ross and Dave Hyatt. As we know, Firefox grew out of Mozilla. Blake Ross started working on the Mozilla project in 2000. It was an open source software that anyone could work on it. Blake Ross started with the help of the Netscape team. They were basing their product on Mozilla and Blake was helping them fix all those bugs. And was invited out for an internship one summer. Blake was only 14 yrs old at that time. After working in California, he worked from home then came back next summer.

Netscape kept sliding further in the market. They had something like 5% market share. It got worse when AOL tanked and started to demand more revenue from the browser. They wanted a return on investment. They bought Netscape for about $4,000,000. Firefox was a solution to their experience at Netscape than the Microsoft Internet Explorer. IE had been dissolved at that time in 2001. Microsoft disbandled the IE team. By that kind of scenario, they started Firefox as a way to work on a browser that we knew we could make if we they were not controlled by sales, marketing and others. Firefox started with only four members on the team. They were David, Hyatt Joe Hewitt. Blake was focusing on the development side, with Brian Ryner and Asa Dotzlec providing build and Quality Assurance support. Before it was named Firefox, it was first called Phoenix. After that, they encountered problems. They had trademark issues. Phoenix technologies complained because they had some kind of web browser also. They renamed it Firebird. It has the same imagery but there was an open source database already called Firebird. They renamed it Firefox, a Chinese name for red panda.

All of the firefox developers came from different places. Some were from France, others were from New Zealand, Pierre Chanial from France and Jan Varga from Slovakia. Firefox was a different startup from traditional or usual startups. Because companies usually worry competition for financial reasons, but when they did Firefox, money was just a sort. There were donations, seed money from AOL, etc. It was actually not for money, but for a hobby. Firefox was something new, it was an open source project both concern for the end-user and in the attention paid to marketing. This is one of my favorite startups. Because this is known worldwide and being used by many people. I really idolized the founders of this startup. I also like Firefox because not like Internet Explorer, you can open a tab while other program is running. That's what I like about Firefox. I want to thank the people

involved in making this product because they made it easier for us users when we are browsing the web.

Case Study part 9

TripAdvisor

TripAdvisor is a free travel guide and research website that offers reviews and information to help plan a vacation. It was founded by Steve Kaufer, Langley Steinert, Nick Shanny, and Thomas Palka. Stephen Kaufer was an engineer on his previous company and no any background on the field business. Kaufer and his wife was looking for a place for a vacation. They got some travel agents and they were not satisfied with their offerings and got frustrated on some unbiased information. So, later on they came up with the idea of you could build a better search engine to find what you're looking for in travel and not the published opinion, but the unpublished, unbiased opinion about a place, a location, something to do.

The couple made the idea of they can help other people with relevant and detailed information of the place they want to go. The idea was that when you search a place all possible and relevant information about the place will apear and not other stuff. With this startup, people can have convinience and get some detailed information of the place they want. This startup can also help people to access or do otherr stuff reagrding with the place they searched. They got some deal with some company like the Lycos and Expedia. Unfortunately with Lycos deal, their quarterly revenue check wouldn't buy the weekly free lunch that they offered to thier employees. On the other hand, they had some link with the page of booking of Expedia. Fourtunatley, it worked and was good woth the link. They actually got a lot of people clicking. 10 percent of the time that people saw that page, they were clicking on one of those links. Click-through rates at the time were a quarter of a percent or half a percent. There, they were sitting at 10 percent because the links were so relevant to the topic at hand. Expedia was their first client. This was also led them for a good path.

They also had encountered some problems to cope with. One of the common problems in startups were marketing and business development. Although some founders and their cofounders were good in programming and some sorth of engineering, they still had no any idea of business stuff including selling, improving the management, motivating their workers, etc. They had also business problem with the Lycos deal, where their their quarterly revenue check wouldn't buy the weekly free lunch that they offered to thier employees. This startup was different at that time, because some sites in the web which was primary concern was kind of travel stuffs were not able to to give the people relevant and detailed inforamtion with the place they want to go. This startup was ideal for me because it is beneficiary to the people because of its contents.

Case Study:

Six Apart

When I heard Six Apart, I totally did not have any idea what it was. For me, it was unique. But when I heard and read the story, that's the time that I understood the whole picture. Six Apart was co-founded by two people. They were Mena Trott and Beb Trott. They were couples. They named their startup Six Apart because of the number of days between their birthdays.

Mena started a blog called Dollarshort in 2001. She did the blog because she felt that she needed a creative outlet. It was her job to write a blog. After creating her blog, she noticed that the blog that she made was getting more and more popular.After their company closed, they started working on a blogging tool. When Ben and Mena were in college, they created Movable Type, it became very popular very fast and it became a full-time job. After that, in 2002, there was a big demand for what the couple was creating. Movable Type really became popular. After Movable Type in 2002, they formed ALC in July of 2002, right before they decided to start doing TypePad. But they had a problem, they don't have funding. They spend their time in their apartment. They used spare bedroom and their desks are literally back to back. They totally spend their time in that apartment for 18 months.

Of course, in making startups, there are always problems before you can achieve your goal. In this situation, the reason why Mena started her blog is because she thought and felt like she did not have any friends. When Mena and her husband were in High School, they did not force themselves to make friends with other people. Because they have each other to cope with. Mena wanted her blog to have a connection with people online, all these people that she wanted to be friends with. In their blog, they had two factors why the people should donate, first was they like and appreciate the product, second is that they give recently update keys. In December of 2002, the couple met Joi at the Supernova conference. Today, she was Six Apart's CEO.

What I liked about this startup was the story between the couple. That they did not have friends before, but after creating their product, they had a lot of friends. Not only that they had did had many friends, they also had business and income due to their hard work.

Case Study:

Lycos

I have never heard Lycos before until I have read its story. For me, it is another unique startup. The co-founder of Lycos was Bob Davis. Lycos started when the technology was invented back in 1994 by a brilliant computer scientist at Carnegie Mellon University (CMU) named Michael Mauldin. His nickname was Fuzzy. The thing they were doing was a research project. It was Fuzzy all alone in a closeted office at the research lab at CMU. He worked with CMU's technical transfer office to try to sell the technology. While he was there, he met Dan Nova of CMGI which at that time was small, $35,000,000 venture capital fund and grew into one of the most successful internet investment firms of its era.

CMGI's venture was founded by Dave Wetherell. He acquired 80% of the company and 20% of it continued to be owned by a combination of Fuzzy and Carnegie Mellon, 10% a piece. When building Lycos, their first job on their first month was about building a team, getting some core people in place trying to understand what they were doing for a living and how they were to go about doing it. When they were building and licensing their technology, they coined the phrase " Technomedia". It is their branded site, selling advertising. They were fortunate because Carnegie Mellon gave the group a good draw of students, postgraduates and alumni in that area. They hired their first few technical engineers out of CM. One was Fuzzy's assistant and another that was working in their data tabs. They peaked 300 employees in Pittsburgh and certainly substantial pieces of their engineering operation were there.

They also had many problems before finishing their product. Hiring people, firing people, understanding their business model, getting customers, service, office space, scaling the company, competitors, public, raising money/funds and satisfying the shareholders. After their problems, the climax occurred. When they left the company, they had 3,500 employees. By the peak of internet, it was the 4th most popular site on the web. In 2000, Lycos was acquired for $5.4 billion dollars by Terra Networks. Bob Davis is the currently general partner at venture capital firm in Highland Capital.

Case Study part 10

Alliant Systems; Shareholder.com

When I first heard Alliant computer systems, I had no idea what it was. What kind of service or product are they doing? Is it a start-up, and many more.

So what I did was to read the story about Alliant computer systems so that my questions can be answered.

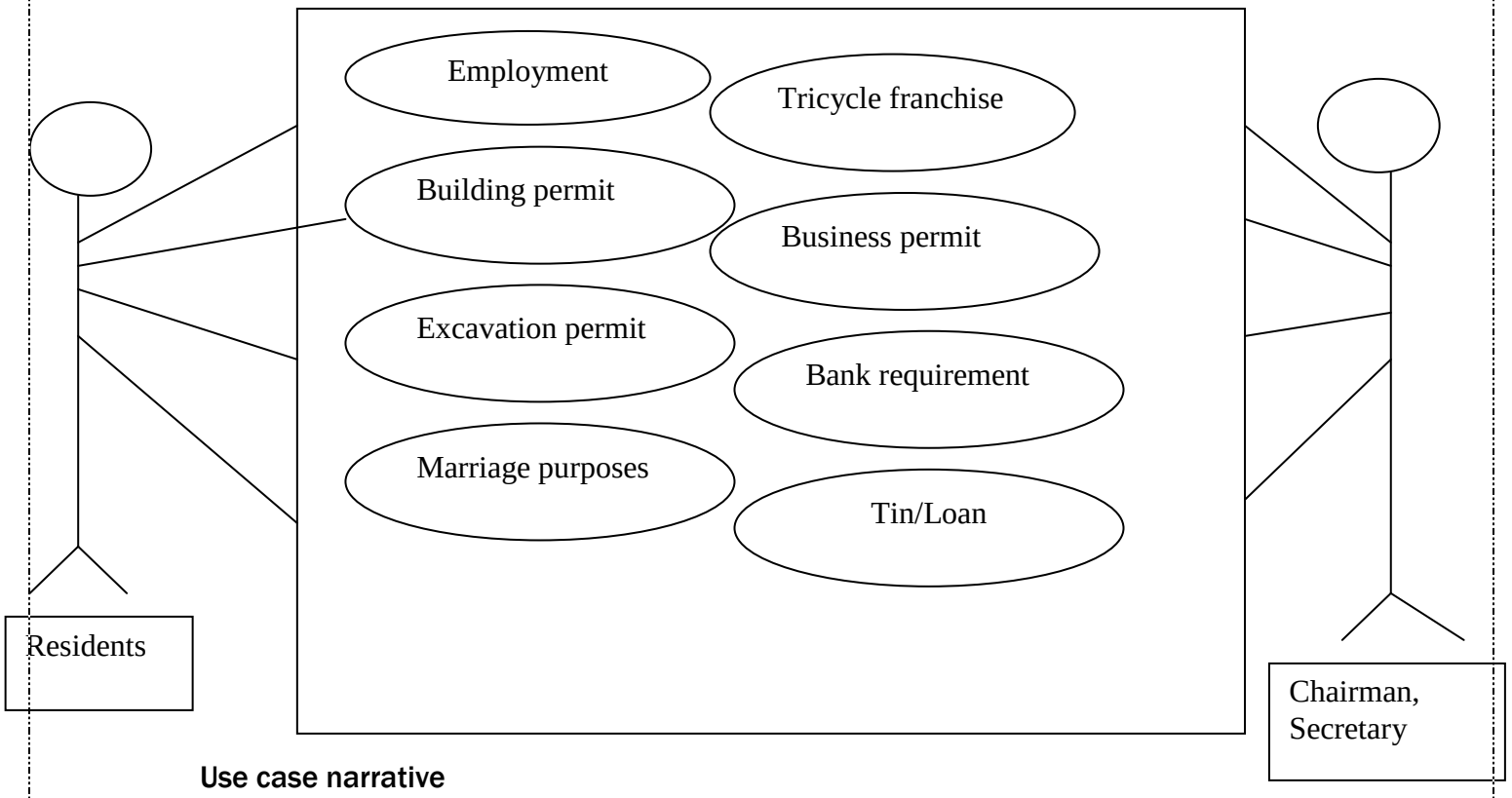
The co-founder of Alliant computer systems was Ron Grunner. He had three jobs in his life. He started in Data General in 1969. It was a small company and he was the 43rd employee until when he left in 1982. His background was in computer design. In data general, he was engineering most of the time. When Ron Grunner left in 1982, he left with his two other co-founders. They are Craig Mundle and Rich McAndrew. The reason why they left Date general is because they will build the Alliant computer systems. Their mission and target is to build very high performance computer systems that provided a growth path from Digital's Vax line of machines, which were topping out at half a million dollars. Their machines provided anywhere from four to ten times the performance of Digital's largest Vax using parallel processing technology. They've used it because it is a very complex technology. It was all hardware-based.

Step by step, their company was going strong. Fortunately because they had investors. One of which is Carl Carmen at Data general. Another investor is Jesse Awaida, who was the co-founder of Storage Technology Corporation. Together, they put in a couple of hundred thousand to help them launch and spend 6 months writing a business plan on how to commercialize parallel processing technology. They also contacted Kleiner Perkins, who even there as one of the premiere venture capital firms. One of the big wins of Kleiner Perkins was the Tandem computer. It was famous during the 70's. It was elegant with a sexy technology. It was very reliable specially on transaction processing. Tandem computers crew were John Doerr, Frank Caufield, Brook Byers and Tom Perkins. They liked the idea of Alliant computer system. Because they could draw analogies. The crew looked at their backgrounds, having been in the business and etc. So they were able to raise $ 4.7 million and back in those days, that was a lot of money for a first round of financing. After the first round, they were introduced to Hambrecht and Quist which was the venture management arm of the Rockefeller family. They were able to put together that consortium of three VC's in about three months. The company raised three additional rounds with those investors for a total of about $30 million. They

announced the initial product in the summer of 1985. it took them 3 years for their work to be fully furnished. After Alliant computer systems, Ron Gruner left the company to start Shareholder.com. A web-based service business. His goal was using technology to automate the process. Shareholder.com pioneered a new, broader approach toward investor relations. In 2006, it was acquired by NASDAQ.

Use case:

Barangay Clearance



Use case narrative

Identification summary

Title: Barangay Clearance

Summary: Barangay clearance is a certification from the barangay which confirms a person is residing in that barangay for at least 6 months. In this narrative, the process of getting a clearance will be shown.

Actors: Residents, Barangay chairman, secretary and staffs.

Creation date: June 07 2008 Date of update: June 25 2008

Version: 1.0 Person in charge: Chino Apoloni

Flow of events

Preconditions:

1. New resident of a village
2. Applying for a job or something
3. Not a holiday for you to be entertained

Main success scenario

1 Go to Bgy hall

2. Look for the secretary

3.Tell secretary the reason/s for getting a certificate

4. Write full name, address and number of years of stay in the bgy
5. Clearance to be signed by the captain
6. Go back to secretary for dry seal

Alternative sequence

1 Holiday

1.1: No work at that day

1.2:Resident will be asked to return to another day

Error sequence

1. Violator

1.1: resident will not be issued a clearance if he had committed crime or did something against the law.

Post conditions

1. Barangay hall will have less paper due to its issuance of certificate.
2. Resident will be cleared
3. Be able to apply

User interface

1. A certificate that declares you're a resident of that place signed by your barangay chairman.

Non-functional requirements

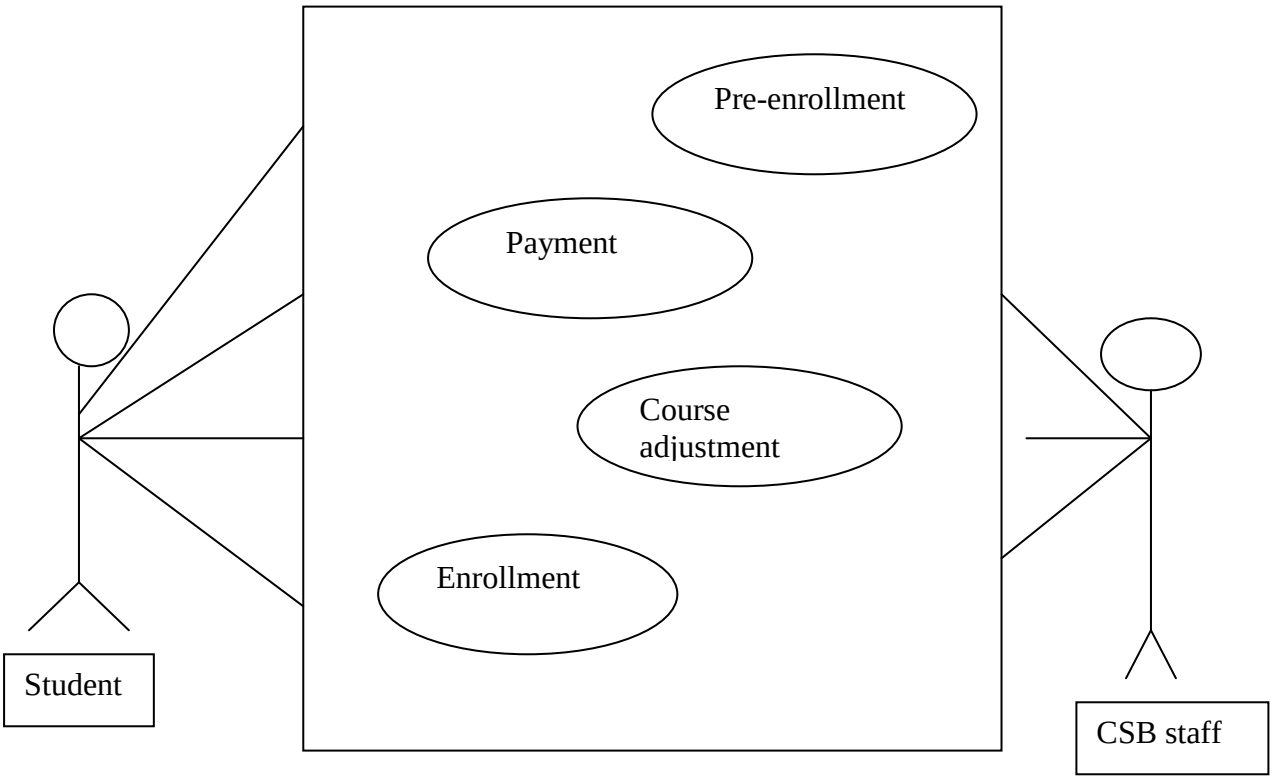
Response time: Residents go to bgy hall when submitting or applying for something.

Availability: Open from Monday-Friday at 8 am-4 pm except holidays.

Integrity: Surrounded by barangay security forces.

Confidentiality: Only to the specific person the documents will be given.

CSB Enrolment
Use case diagram



Narrative

Identification Summary

Title: CSB enrolment

Summary: This use case shows is how the enrolment works.

Actors: Students, registrar, accounting staff and academic adviser.

Creation date: June 5, 2008 Date of update: June 20, 2008

Version: 1.0 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

1. Enroll on the given schedule.
2. Students must have money for enrolment.
3. A term must be finished.

Main Success Scenario

1. Students enlist his/her chosen subjects.
2. Wait for registrar to confirm students chosen subjects.
3. Get EAF
4. Pay to the accounting office

Alternate Sequences

A1: Failing grade

A1.1: Student needs to adjust

A2: Late enrolment

A2.1: Student needs to pay surcharge.

Error Sequences

E1: Bouncing check

E1.1: Student will have a penalty due to bouncing check

Post Conditions

1.Student will be cleared

2. Student is officially enrolled in the coming term.

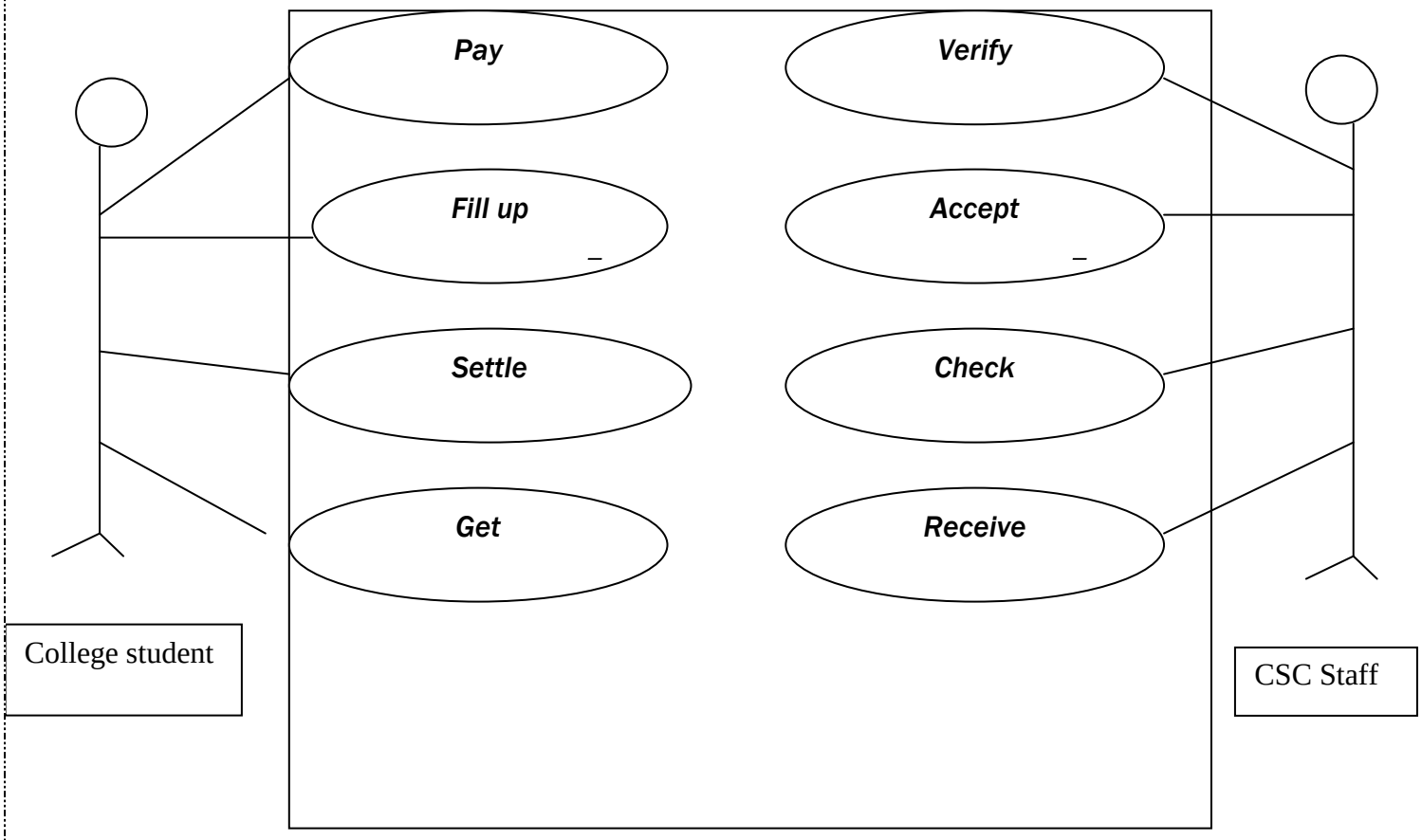
UI (User Interface) Requirements:

- Students can enlist subjects (pre-enroll) in their computers at home or at school.

Non-Functional Requirements:

- Response time: The students are given schedule when to do their enrolment.
- Concurrency:
- Availability: The accounting office and the registrar open at 8 am and ends at 4 pm.
- Integrity: The office is guarded by security forces
- Confidentiality: The registrar sends a letter regarding his/her status at DLS-CSB
- Frequency:

Civil Service Eligibility
Use case diagram



Narrative

Identification Summary

Title: Civil Service Eligibility

Summary: This use case shows how to get a civil service examination

Actors: Students/clients, CSC staffs

Creation date: June 25, 2008 Date of update: June 30, 2008

Version: 1.0 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

4. Applicant must be a college graduate
5. Applicant must submit all the requirements.
6. A fee oh Php 350 is needed for the examination permit.

Main Success Scenario

5. Applicant is a college graduate
6. Applicant must complete requirements

Alternate Sequences

A1: Submission of application f

A1.1: Applications may no longer be accepted after the deadline

A1.2: Applicants may apply on other schedule of application

Error Sequences

E1: Undergraduate or not at a legal age

E1.1: CSC will not allow these people to take the exam

Post Condition

1. The client/applicant got the stub or permit for the examination
2. Applicant can take the exam

UI (User Interface) Requirements:

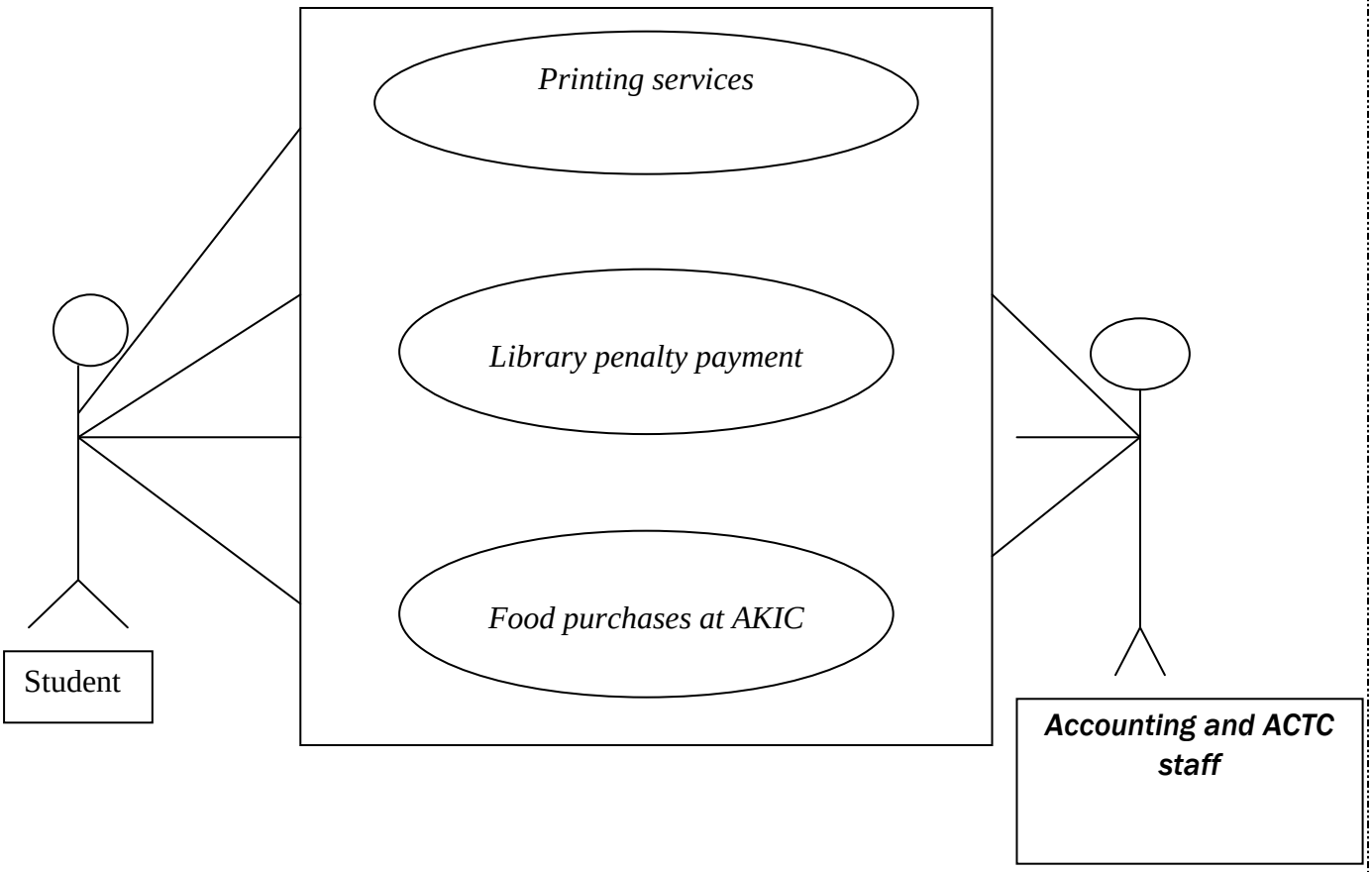
Computer-assisted Test

a. Software program designed to administer the PCSC's Career Service Professional or Sub-professional examinations
b. Systematic storage and updating of examinee's data including the checking and scores of the examinee. .

Non-Functional Requirements:

- Response time: CSC staffs processes the application form of the applicant
- Availability: The agency is open from Monday to Friday for applicants except holidays
- Integrity: Agency is secured by officers
- Confidentiality: The transaction between the client/applicant and staff is done privately.

E Purse
Use case diagram



Narrative
Identification Summary

Title: E Purse

Summary: This use case shows how to activate and use an E Purse

Actors: Students, ACTC and Accounting personnel.

Creation date: June 17, 2008 **Date of update: June 27, 2008**

Version: 1.0 **Person in charge: Chino S. Apoloni**

Flow of events

Preconditions:

7. Currently enrolled
8. I.D must be validated
9. Accounting or ACTC must be open

Main Success Scenario

7. Students will go to the Accounting office
8. Present I.D.
9. Choose the amount of E Purse that you want
10. Wait till E Purse will be activated

Alternate Sequences

A1: Damaged I.D card

A1.1: Student/s need/s to renew I.D

Error Sequences

E1: Lost I.D card

E1.1: Student/s will not be entertained if they don't have an I.D

Post Conditions

1. I.D and E Purse account will be validated
2. Accounting office will ran out of card.

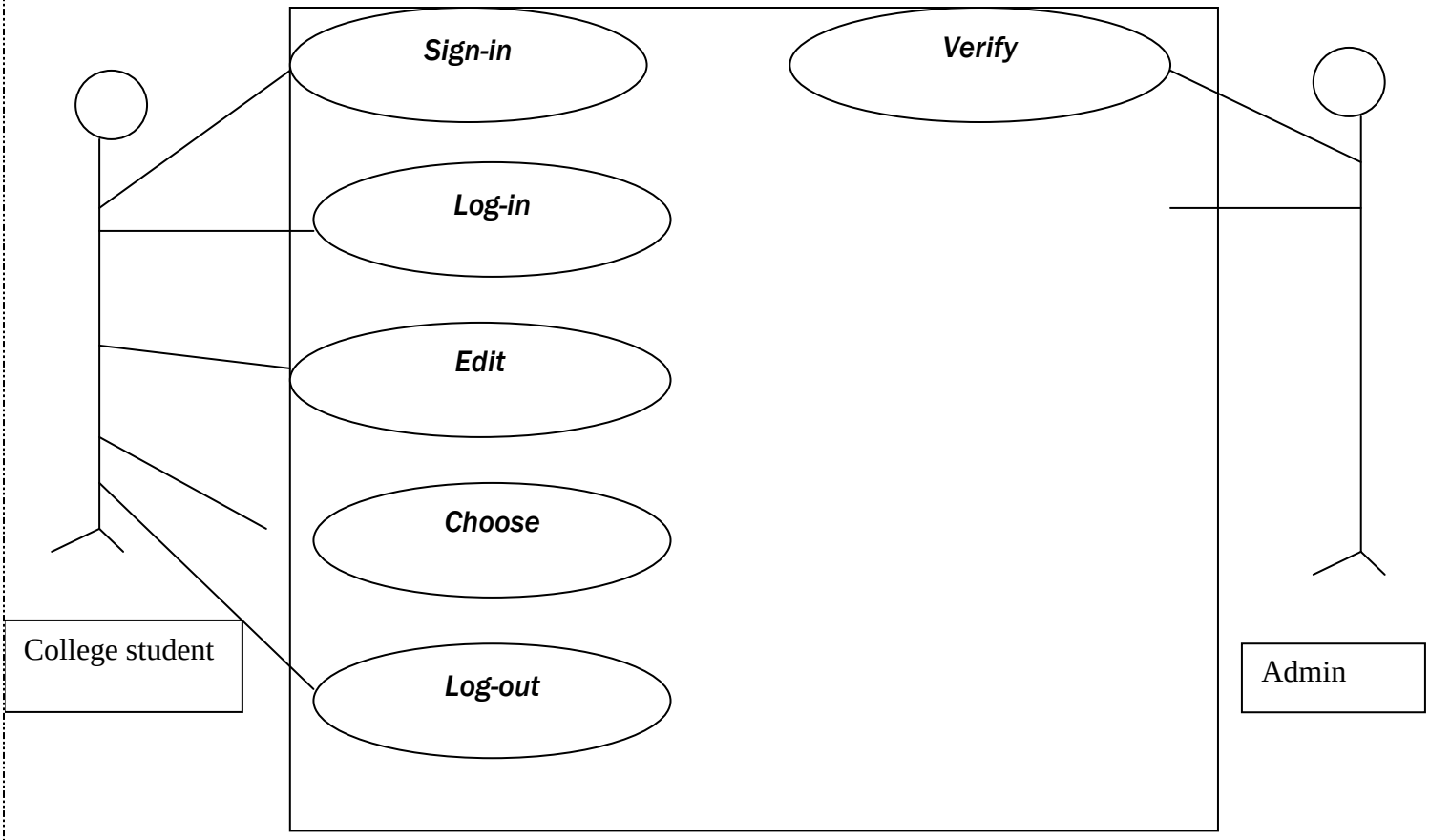
UI (User Interface) Requirements:

- A Card which contains a credit from Php 50-2,500 depending on your choice.

Non-Functional Requirements:

- Response time: The students get their E Purse once they have paid to the Accounting.
- Concurrency:
- Availability: The Accounting office and the ACTC open at 8 am and ends at 4 pm.
- Integrity: The office is guarded by security forces
- Confidentiality: There is a pin code in every student's account.
- Frequency:

LinkedIn.com
Use case diagram



Narrative

Identification Summary

Title: LinkedIn.com

Summary: This use case shows how to get an account or to access

LinkedIn.com

Actors: User, Admin

Creation date: June 25, 2008 Date of update: June 30, 2008

Version: 1.7 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

10. There should be an internet access
11. User has an account to LinkedIn.com.

Main Success Scenario

11. User access the LinkedIn website
12. User enters his/her username and password
13. Admin confirms his/her username and password
14. When confirmed, user enters the site

Alternate Sequences

A1: Invalid username and password

A1.1: User cannot go to his home page

Error Sequences

E1: System failure

E1.1: User cannot access his/her account because system is down

Post Condition

1. User validates his/her account
2. User gets new information

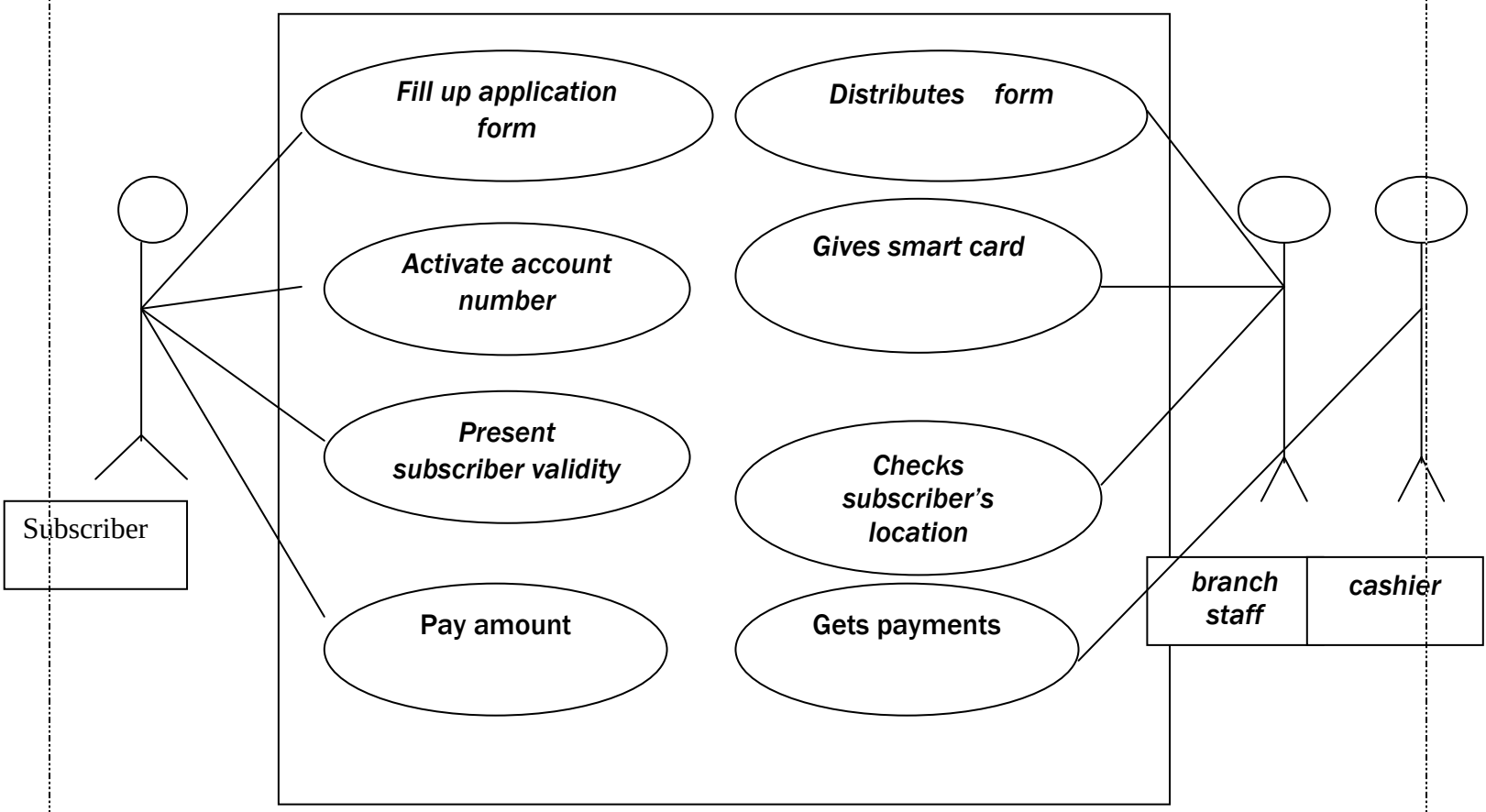
UI (User Interface)

User home page

Non-Functional Requirements:

- Response time: Admin responds immediately once the user clicks on the mouse
- Availability: Website or home page is available once there is an internet access

Use case:
Smart money



Narrative
Identification Summary

Title: Smart money

Summary: This use case shows how to subscribe to smart money

Actors: subscriber, branch staffs

Creation date: July 2, 2008 Date of update: June 20, 2009

Version: 1.0 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

12. Applicant must be 18 yrs old
13. Applicant must be a smart user
14. Applicant must have a valid ID

Main Success Scenario

15. Applicant activates his/her Smart Money Account via text message
16. Applicant goes to any Smart Wireless Center
17. Applicant fill up the application form
18. Applicant presents valid ID
19. Applicant pays amount to cashier
20. Smart staff sends the Smart Money Card to the applicant's location

Alternate Sequences

A1:Invalid information

A1.1: He/she will be asked to fill up another form

A2: Invalid ID

A2.1: Applicant will no longer be entertained

Error Sequences

E1: Applicant is below 18

E1.1: Minor applicants can access once Smart Money only through their sim card.

E2: Applicant is not a Smart subscriber

E2.1: Applicant must be a Smart user to be able to access Smart Money

Post Conditions

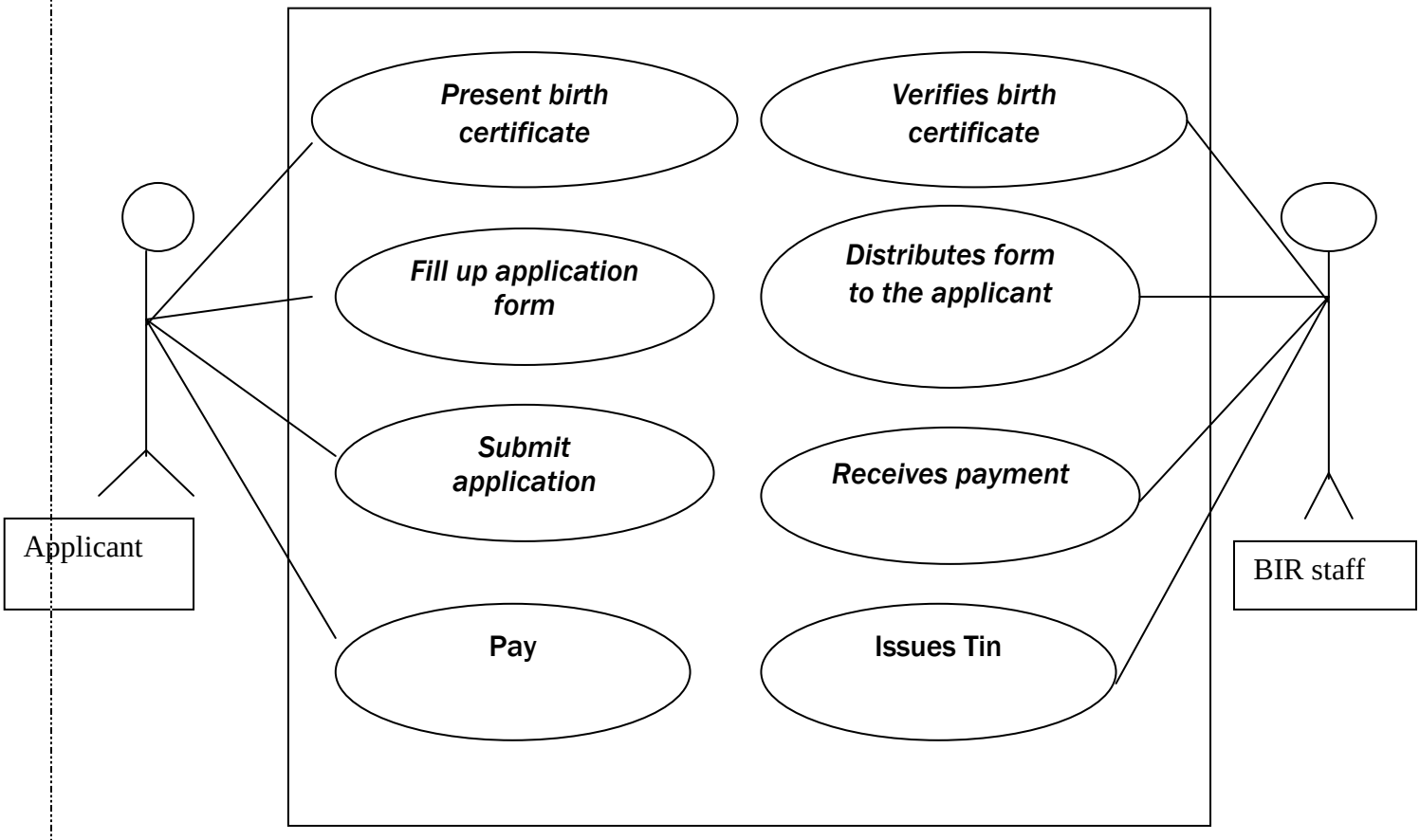
1. Smart's database of subscribers was updated
2. Applicant received his/her card via mail

Non-Functional Requirements:

- Response time: The staff of the SMART branch accomplishes the transaction immediately

- Availability: Smart center opens everyday within the country
- Integrity: The staff of the SMART Wireless Center makes sure of the security of inventories regarding with the applicants' information.
- Confidentiality: The transaction between the applicant and staff is done privately

Use case:
Tin



Narrative
Identification Summary

Title: Tin process

Summary: This use case shows how to get a Tin number from the BIR.

Actors: Applicants, BIR staffs

Creation date: July 2, 2008 Date of update: June 20, 2009

Version: 1.0 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

15. BIR must be open
16. Applicant must brought the requirement/s needed

Main Success Scenario

21. Applicant presents requirement/s
22. Applicant fills up form 1904
23. Applicant will be issued Tin

Alternate Sequences

A1: Applicant made a mistake in filling up the form

A1.1: He/she will be asked to fill up another form

A2: Applicant has no money

A2.1: Applicant will no longer be issued Tin

Error Sequences

E1: Applicant has no requirement/s

E1.1: BIR will not entertain those without the needed requirement/s

Post Conditions

1. BIR will get a record of the applicant
2. Applicant will now have a Tin

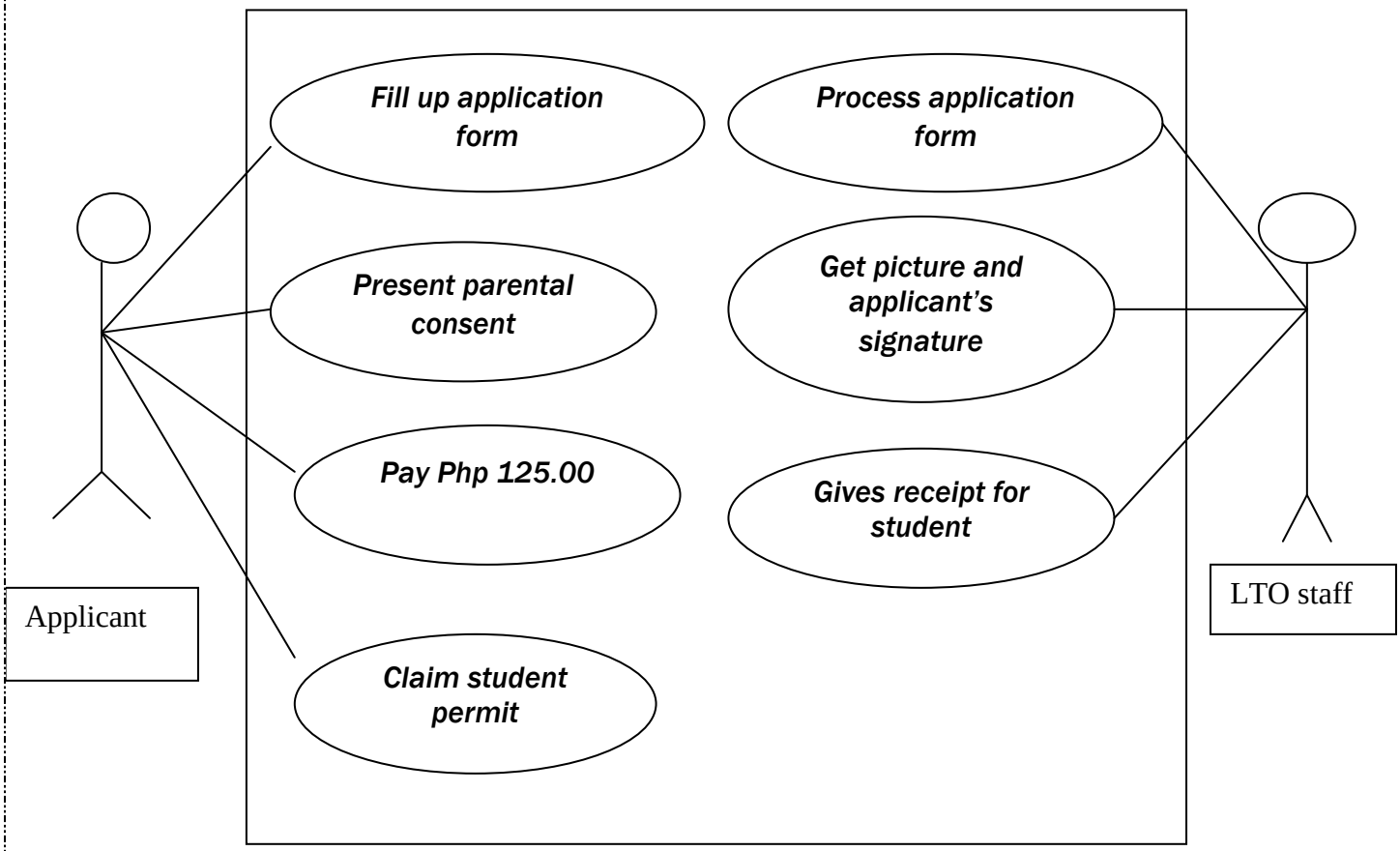
UI (User Interface)

- A paper containing the tax identification number of the applicant.

Non-Functional Requirements:

- Response time: Once the application is verified, the process will be made immediately.
- Availability: BIR opens at 8 am and ends at 4 pm.
- Integrity: The office is guarded by security forces

Use case:
Student permit



Narrative
Identification Summary

Title: Student permit

Summary: This use case shows how to get a student permit in your LTO branch.

Actors: Applicants, LTO staffs

Creation date: July 2, 2008 Date of update: June 20, 2009

Version: 1.0 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

17. Applicant must have all necessary requirements
18. 17 years old
19. LTO must be open

Main Success Scenario

24. Applicant must fill up application form
25. Get drug test
26. Take picture and sign
27. Pay to the accounting office
28. Get Student permit

Alternate Sequences

A1: Applicant lacks Tin number

A1.1: He/she needs to get from the BIR

A1.2: He/she will not be entertained in the LTO

A2: Alien or foreign applicants

A2.1: Applicants must present Alien Certificate of Registration (ACR) with photocopy.

A2.2: Applicant must permitted to stay in the country for at least five months and has stayed in the country for at least one month or present school ID.

Error Sequences

E1: Minor applicant

E1.1: Will not be accepted in the LTO

Post Conditions

1. Applicant will be issued a student permit
2. LTO will have a record of those who have been issued license

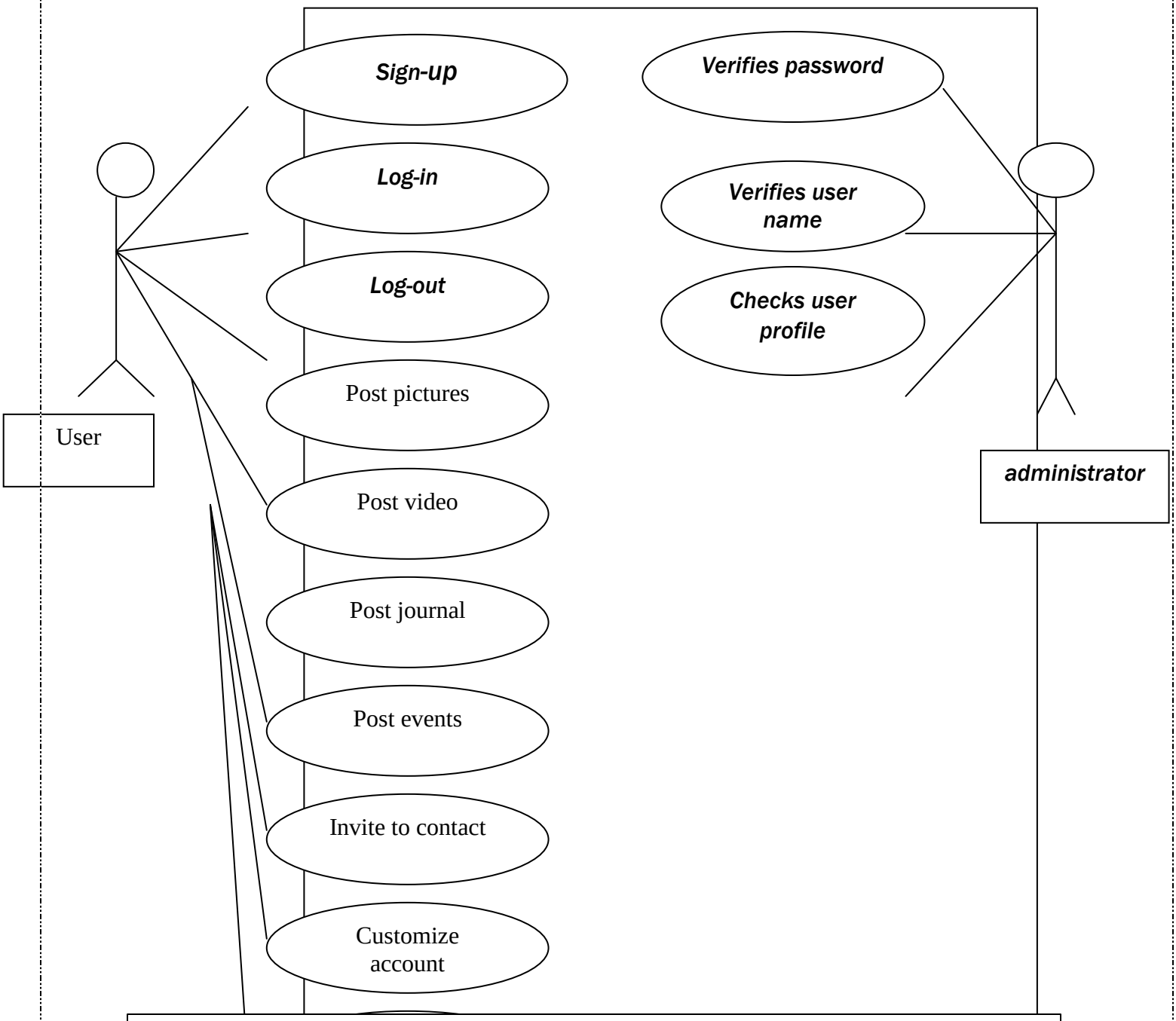
UI (User Interface) :

- A paper containing the identification of the applicant.

Non-Functional Requirements:

- Response time: Once the application is verified, the process will be made immediately.
- Availability: The LTO opens at 8 am and ends at 5 pm.
- Integrity: The office is guarded by security forces

Use case:
Multiply



Narrative

Identification Summary

Title: Post to journal

Summary: This use case shows how posting to a blog happens

Actors: user, administrator

Creation date: July 2, 2008 Date of update: June 20, 2009

Version: 1.0 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

20. User should have internet connection
21. User should have multiply account

Main Success Scenario

29. User turns on the PC
30. User connects to the internet
31. User proceeds to multiply site
32. User log's in
33. Admin verifies password
34. User enters home page
35. User creates a blog

Alternate Sequences

A1:Incorrect password

A1.1: User cannot access multiply account

Error Sequences

E1: User has no multiply account

E1.1: User cannot post a journal

E2: No internet connection

E2.1: User cannot access multiply

Post Conditions

1.Blog has already been posted

2. Account has been updated

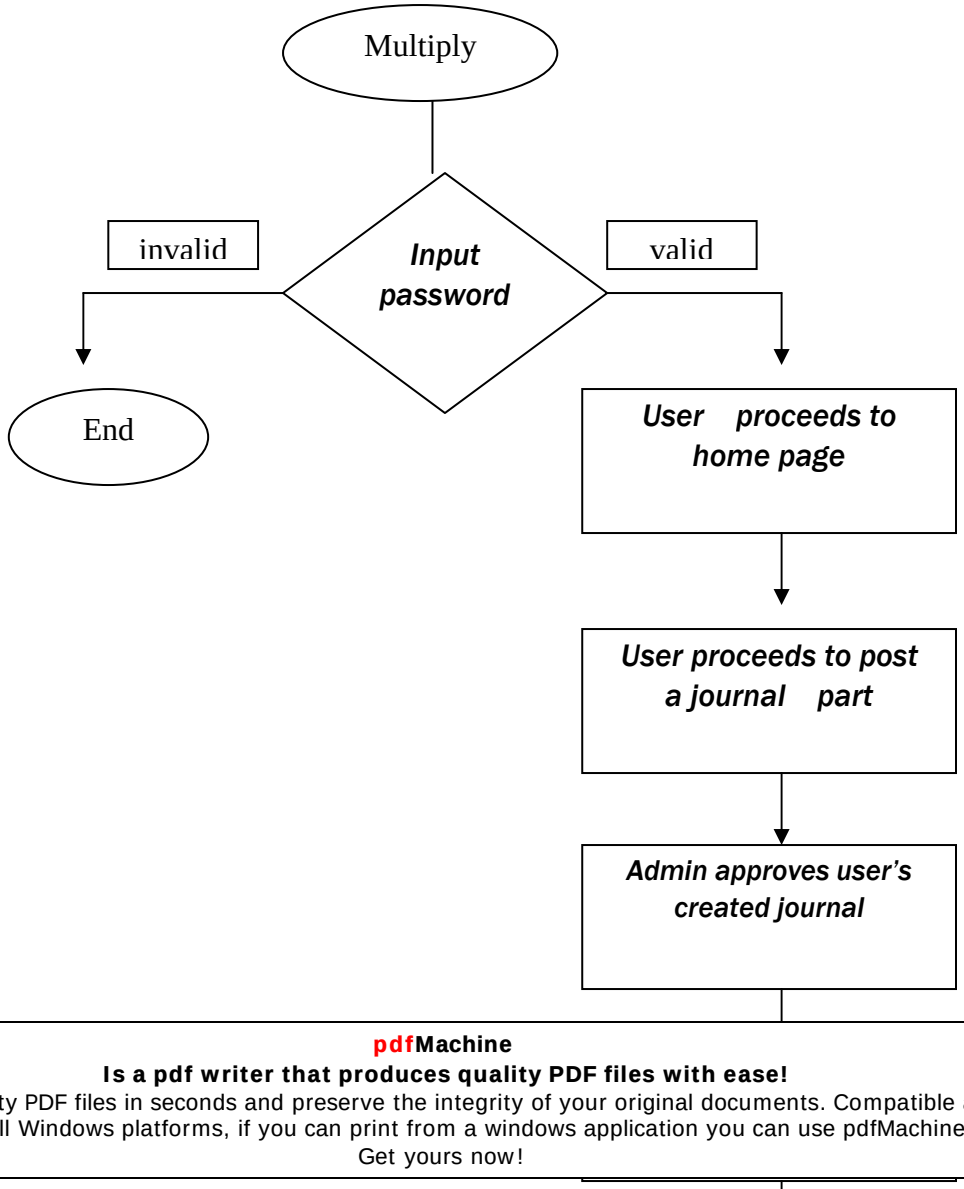
User-Interface:

A page containing writings regarding a particular topic

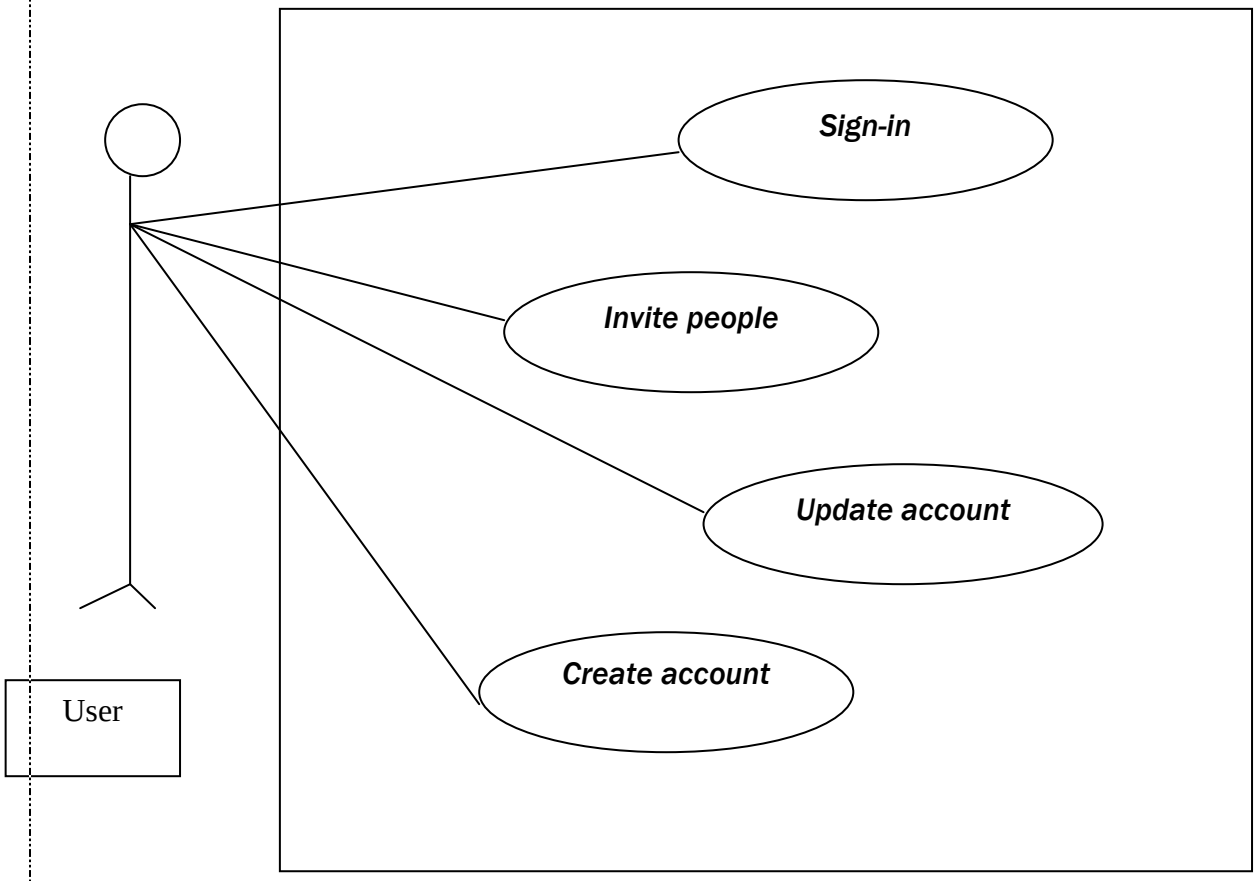
Non-Functional Requirements:

- Response time: Admin verifies immediately when user clicks on any button
- Availability: Opens whenever there is internet access

Activity diagram



Twitter.com
Use case diagram



Narrative

Identification Summary

Title: Twitter.com

Summary: This use case shows how to createan account or to access

Twitter.com

Actors: User itself

Creation date: June 25, 2008 Date of update: June 30, 2008

Version: 1.7 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

22. There should be an internet access
23. User must have an email account.
24. System should be operating

Main Success Scenario

36. User enters a user name
37. Admin verifies if user name is no longer used by other users
38. User enters a password
39. Admin verifies the inputted password of the user.
40. User types email address
41. Admin verifies email
42. Admin establishes account for the user

Alternate Sequences

A1: Invalid password

A1.1: User needs to retype password with a minimum of 6 characters

A2: Existing user name

A2.1: User inputs new user name

A3: Wrong encryption

A3.1: User retypes the given code

Error Sequences

E1: System failure

E1.1: User cannot access his/her account because system is down

Post Condition

1. User has twitter account
2. User validates his/her account

UI (User Interface)

User home page at twitter

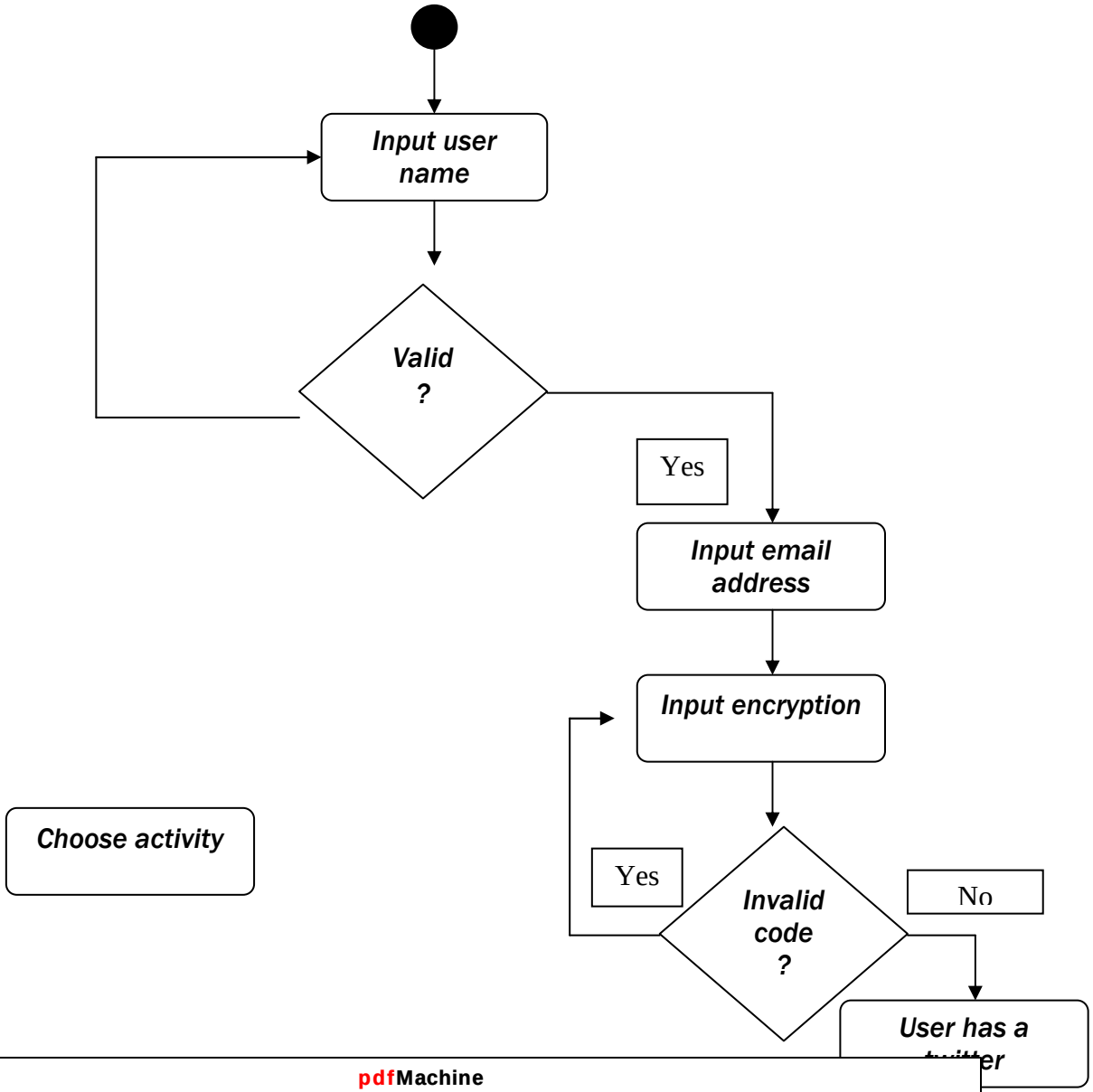
Non-Functional Requirements:

- Response time: Admin responds immediately once the user clicks on the mouse

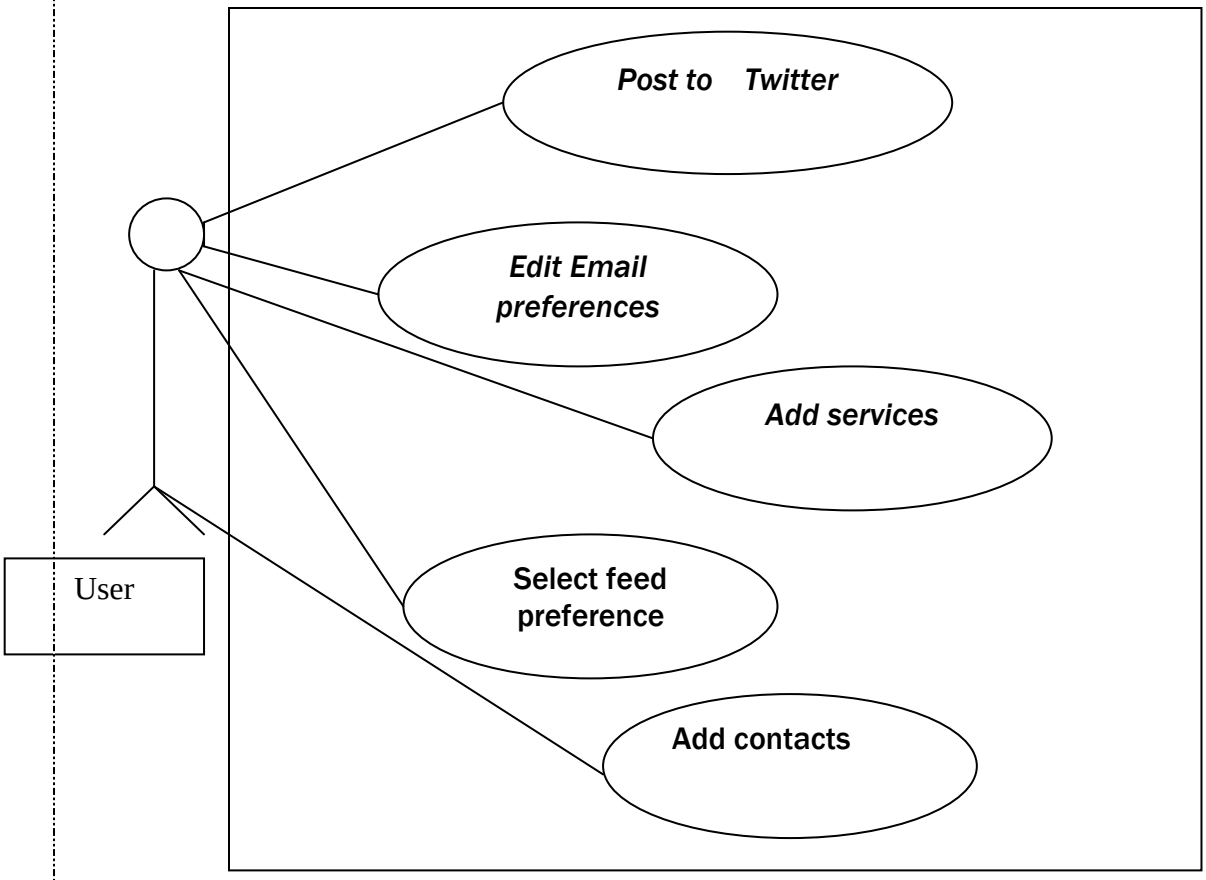
- Availability: Website or home page is available once there is an internet access

Activity Diagram:

Twitter



Use case:
Friendfeed.com



Narrative

Identification Summary

Title: Friendfeed.com

Summary: This use case shows how Friendfeed.com is related to Twitter.com

Actors: User

Creation date: July 2, 2008 Date of update: June 20, 2009

Version: 1.0 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

25. There must be an internet access
26. User has a Friendfeed account
27. User has a Twitter account

Main Success Scenario

43. User accesses the internet
44. User goes to Friendfeed website
45. User logs in to Friendfeed
46. User also logs in to Twitter by opening a new tab
47. User chooses his preference
48. User links to Friendfeed
49. User checks update

Alternate Sequences

A1: Incorrect email address

A1.1: User cannot activate his account

Use case fails

A2: User was not able to save his post

A2.1: Post will no longer be displayed

Error Sequences

E1: No internet connection

E1.1: User cannot log in to both accounts

E2: User has no link to Twitter

E2.1: User cannot post

Post Conditions

1. User updated his Friendfeed and Twitter accounts
2. User was able to post successfully

UI (User Interface)

- Friendfeed website

Non-Functional Requirements:

- Response time: Admin will immediately respond once the user clicks on a button

- Availability: Once there is an internet connection

A Systems Analysis Study on the
Recruitment Process
Of THE CALEREY

Presented to the
Computer Applications Program
School of Management and Information Technology
De La Salle – College of Saint Benilde

In Partial fulfillment of the
Requirements of the subject
Systems Analysis

Submitted By:
Collantes, Paul Theo
Apoloni, Chino
Amponin, Angelo
Dumaual, Mac

SYSANAL 00C
August, 2008

Submitted To:

Mr. Paul Pajo

THE CALEREY
Manpower & Training Services, Inc.

Company Profile

Company Name : The Calerey Manpower & Training Services, Inc.

Capability : Selection, Processing, recruitment of construction and non-construction
workers for overseas employment

Address : 2nd Floor, Cocofed Building
144 Amorsolo Street
Legaspi Village, Makati City, Philippines
Tel. No: 632-8127865
Telefax: 632-8126711
Mobile : 63917-8147058
Email : mathedacollantes@thecalerey.com or matheda1102@yahoo.com

Date of Incorporation : 01 June 2007

Capitalization : P10 Million

Executive Officer : President and Managing Director – Engr. Ma. Theda G. Collantes

Manpower (as of June 2007):

Administration/HR	:	4
Liaison Officer/Travel	:	2
Accounting	:	1
Engineering/Technical	:	1
Legal	:	1
Business Development Officers	:	3
Total		12

Affiliates: C.P. Brosas Consulting (Canada)
Mectek Services Canada

The CALEREY Manpower & Training Services, Inc.

The Calerey Manpower and Training Services, Inc. was incorporated under the laws of the Philippine government per Securities and Exchange Commission Registration No. CS 200708580 dated 1ST of June 2007. The Corporation's recruitment license from the Department of Labor and Employment–Philippine Overseas Employment Administration (DOLE-POEA) has already been filed.

The Company was formed by group of technical people who has been in the industry for over a quarter of a century. As such, they have the theoretical and practical expertise to matched qualified Overseas Contract Workers' experience with on-site job requirements anywhere in the world. They have sent people in the various parts of the world like the Middle East, Asia, Africa, Diego Garcia Island, Guantanamo Bay Cuba and the US.

The company specializes in the selection, processing, recruitment and placement of construction and non-construction workers worldwide.

The Management Team

Ma. Theda Collantes, the company's President and Managing Director, has a wide range of experience in the selection, recruitment and processing for deployment abroad of Filipino workers in various fields. She had worked for 27 years with a reputable construction management company/recruiting agency - a pioneer in this field of endeavor. She started as a Project Officer in charge of various overseas projects. Her subsequent promotion from Technical and Executive Assistant to Assistant Vice President allowed her to gain vast experience in sending thousands of workers to the Middle East, Asia, Diego Garcia Island, Guantanamo Bay Cuba, Nigeria, USA, Armenia and other parts of the world. She is a registered Civil Engineer.

Leonardo Sta. Ana, one of the company's Directors, has 20 years experience working in various capacities as field engineer in the US, Canada and the Middle East. His expertise is in instrumentation, controls and automation of electrical and mechanical works related to: oil exploration and drilling; methane gas lines, storage tanks and gas compressors; water purification and distribution; water and waste water treatment; desalination; construction, operation and maintenance of military and naval bases; HVAC installations; medium and high voltage switch gears, among others. He is also trained and experienced in industrial hygiene, safety, security and firefighting. He is an Electrical Engineer by profession.

Reynaldo San Gabriel, a fulltime consultant of the company, is a veteran of construction projects in the Philippines and overseas. His Philippine experience involved various engineering and technical positions with the Philippine Government's Public Works and Highways covering structural bridge design, programming and cost engineering, construction of buildings, roads and bridges, and project inspection. His overseas experience covers construction of the following in the Middle East and Asia: rocket storage buildings in US airbases; transmission lines, power & telephone facilities; water and sewerage systems; VHF / UHF radio network & microwave communication system; air-conditioning plants; airfield runways, taxi-way & aprons; port works, piers & quays; power substation; water treatment plant; ice and production plant.

The company also utilizes other consultants from various disciplines to do the pre-screening, interview and evaluation of the qualifications and specialization skills of applicants to ensure clients that they get the best they deserve.

VISION

We are a dedicated team providing the highest value of manpower services for our customers around the world.

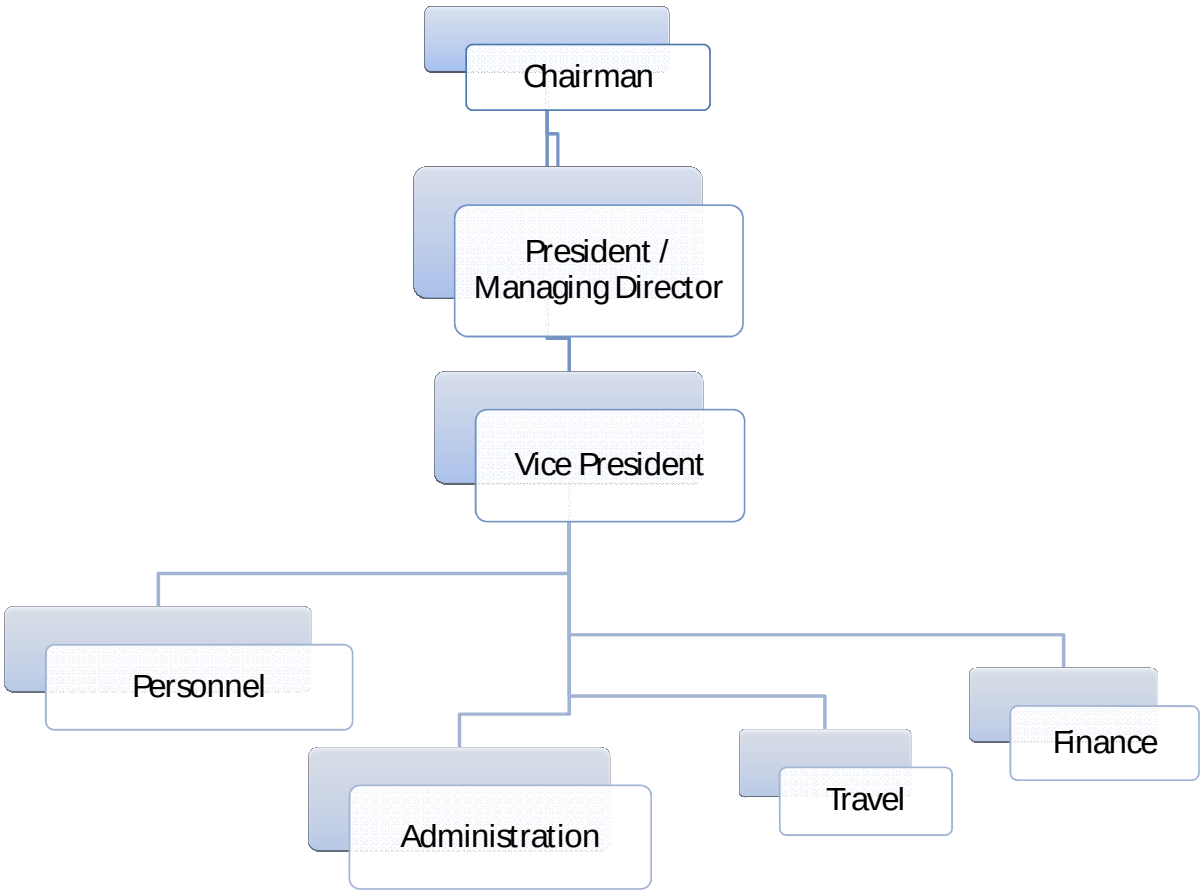
MISSION

We will be the best provider of manpower services in the eyes of our customers, employees and competitors.

Numbers of Costumers & Transactions

- UCALSA
- LEDCOR
- BY & V

ORGANIZATIONAL CHART



Statement of the Problem

The company that we had chosen concentrates on service to the people who wants to work in abroad. This is a new company. The company doesn't need to be in a big building. The people in this company had experiences already. The study that we're focusing on is their daily work (things to do). They sited some problems that they encountered with

their previous company and their present company: Office privacy, Office security, and Office reports. Two main specific problems that they encountered:

- Weekly Reports
- Company Website

Since this is a new built company, only few problems had cited.

A lot of consequences can happen if these problems are not yet solved in the future:

1.1 Company License

- They can't send people who wanted to work in abroad
- Illegal to send people without License
- Can go to prison

1.2 Requirements (ex. resume')

- People can't be sent

1.3 Weekly Reports

- Time Management
- Over Due

1.4 Database Problems

- Time Management

This process was selected in terms of its importance to the company or department in achieving its goals are the following:

- To provide the highest quality of on-time manpower every time we listen to the voice of their costumers.

- To strive to do what they do better tomorrow than today, better today than yesterday.

- To be honest and forthright in their dealings with their customers and each other, striving for mutual trust and respect

Objectives of the System

We asked the president of the company about the main problems that they had encountered. We had proposed some answers to the president. Our objectives of our study or proposed system/s are the following: have a company website (not just an ordinary website to look at), and have a secured and easy searching database (storage of resumes)

- Have a company Website
  - To write and read weekly reports that only selected personnel can read.
  - To see company profile
  - To see job openings
  - To see corporative officers
  - To submit resumes
  - Cost reduction
  - Increased Flexibility
  - Increased speed of reports
  - Increased speed of activity
  - Availability of new, better or more information

Significance of the Study

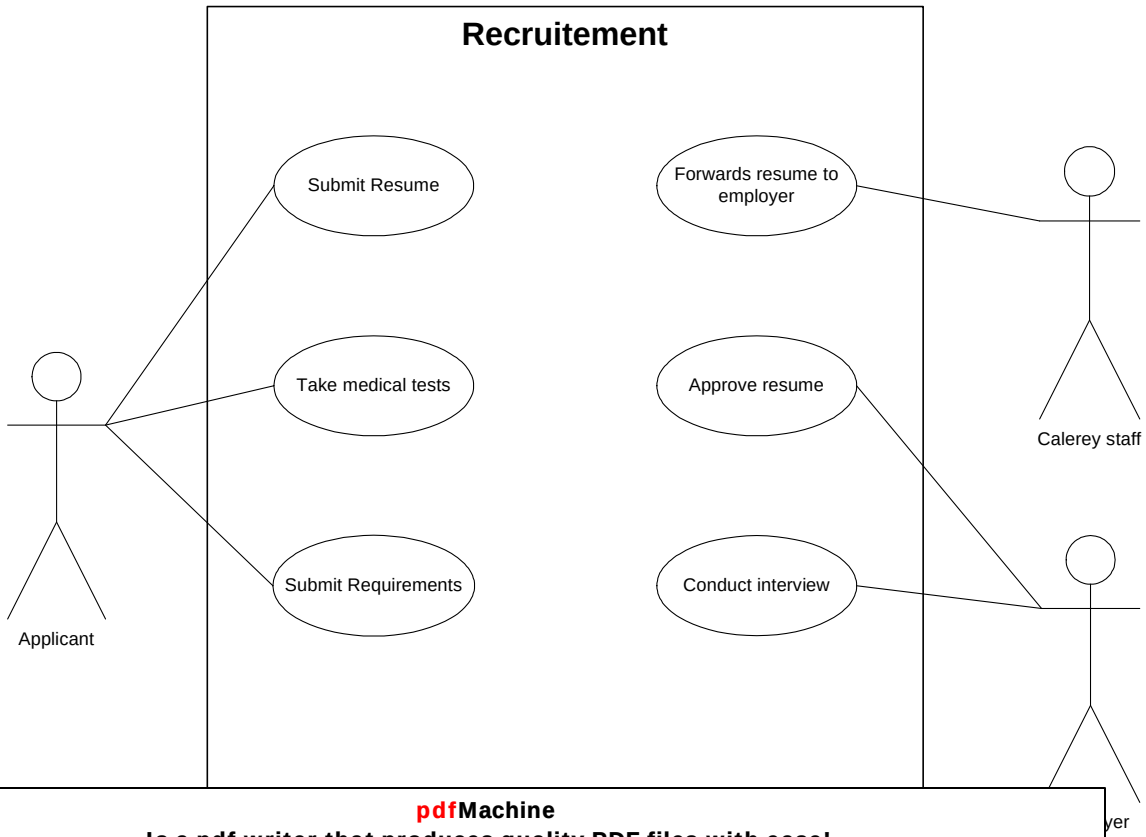
It is important to study these critical processes because these what makes the company slow. By this proposed proposal system, we can make these processes faster and easier for them to use. As written in the Objectives of the system, you can see the goals that will happen if and only if the proposed proposal system is clear to go.

The significance of the study to the user (clients) is to learn how this study can help in the future companies. They can use this as an example to give them some knowledge.

The significance of the study to the department will have competitions or will help at each other. The significance of the study to the company is to be effective and efficient so that the company could make their work faster and easier. The significance of the study to the group is to improve better next time and to learn more about different kinds of problems and how to solve them.

Scope and Limitation

The general processes that we examined is the company website only but we did not include the office equipments, office privacy, and office security processes because the company just wanted to find an easier way to look at their company background and to send resumes faster for the unemployed workers.



Narrative

Identification Summary

Title: THE CALEREY Recruitment Process

Summary: This use case shows how recruitment process undergoes

Actors: Applicant, THE CALEREY staff, employer

Creation date: Aug 7, 2007 Date of update: June 30, 2008

Version: 1.7 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

28. Applicant should have a college degree
29. Applicant must pass the requirements needed
30. Applicant must have a personal experience
31. Applicant must be at least 21 yrs old
32. THE CALEREY office must be open

Main Success Scenario

50. Applicant submits resume to the office
51. Staff forwards the resume to the employer
52. Employer checks the applicant's resume
53. If approved, applicant undergoes the entrance examination
54. If applicant passes the exam, he/she takes the interview
55. After taking the interview, if he/she passes, applicant takes the Trade Test
56. After passing the Trade test, applicant undergoes with medical tests
57. When applicant passes the medical tests, he/she will process their visa
58. When applicant is approved regarding the visa, then he/she will proceed to POEA for clearance
59. When applicant is cleared, he/she will be scheduled for departure

Alternate Sequences

A1: Incomplete medical tests

A1.1: Applicant will be asked to finish/complete the requirements needed

Scenario goes back to point 5

A2: Ticketing schedule conflict

A2.1: Applicant will be asked to re-schedule if there will be no flights available

Scenario goes back to point 10

A3: Applicant was denied from his visa

A3.1 Applicant can go back and process again with his visa

Scenario goes back to point 8

Error Sequences

E1: Applicant fails the trade test

E1.1: Applicant will not able to retake the tests; use case fails

E2: Applicant is an undergraduate

E2.1: Applicant will not be entertained; use case fails

E3: Applicant is underage

E3.1: Applicant again will not be accepted; use case fails

E4: The office is closed

E4.1: Applicant will be asked to return another day; use case fails

Post Condition

1. Applicant will be sent in the place where he/she will be destined
2. THE CALEREY will increase its workers

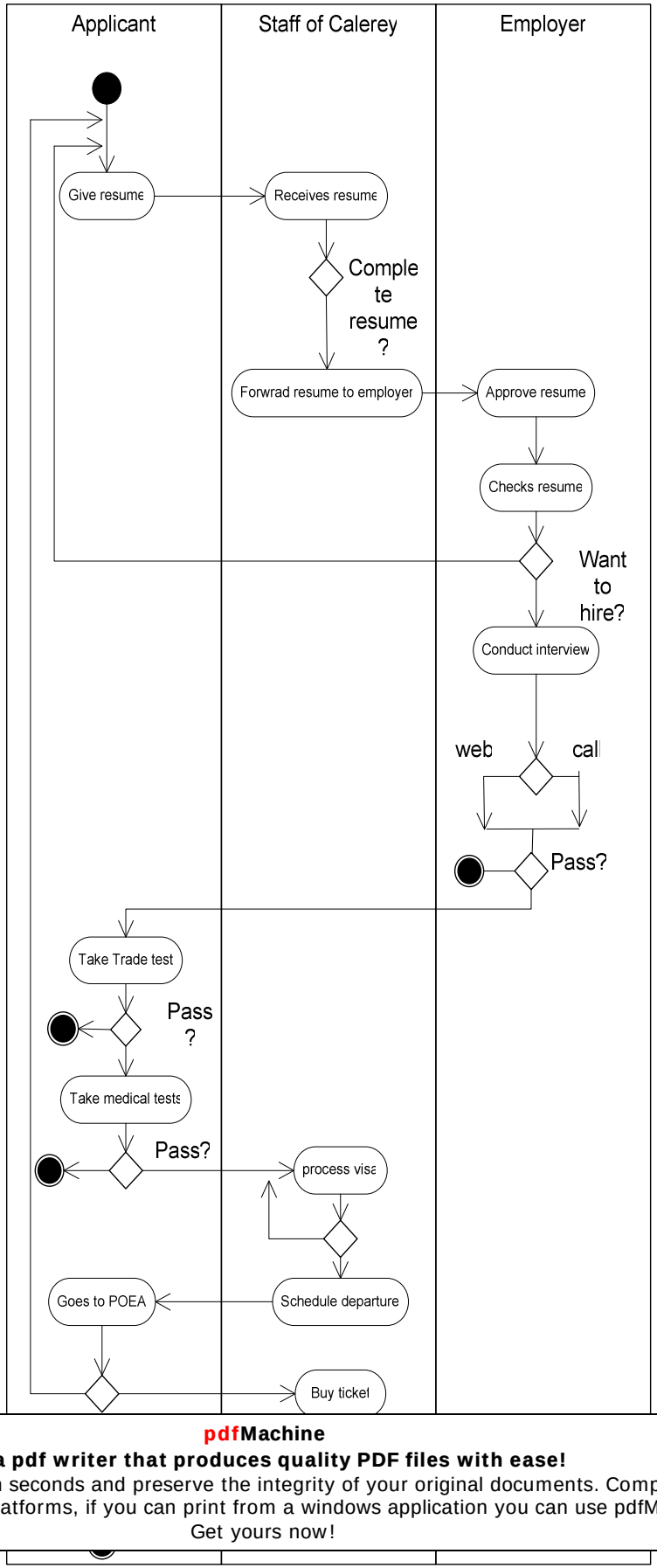
Non functional requirements

Response time: THE CALEREY staff accomplishes the transaction between them and applicants immediately.

Availability:

Integrity: The agency office makes sure of the security of inventories regarding with the applicants' information.

Confidentiality: The transaction between the applicant and staff is done privately.



Narrative
Identification Summary

Title: Submit resume

Summary: This use case allows the applicant to give this/her resume to the staff of THE

CALEREY and the employer

Actors: Applicant, staff, employer

Creation date: August 6, 2008 Date of update:

Version: 1.1 Person in charge: Angelo Amponin

Flow of events

Preconditions:

1. Applicant must be 21 and above

Main Success Scenario

1. Applicant submits resume to the staff
2. Staff receives resume
3. Staff compiles the resume and ready for forwarding to employer

Alternative Sequences:

A1: Incomplete resume

A1.1: Staff sends back the resume to the applicant for completion

Scenario goes back to point 2

Error Sequences

E1: Ages below 21

E1.1: Applicants with ages below 21 are not allowed to apply; use case fails

Post Condition

1. Employer approved resume
2. Applicant will be scheduled for interview

Non-Functional Requirements:

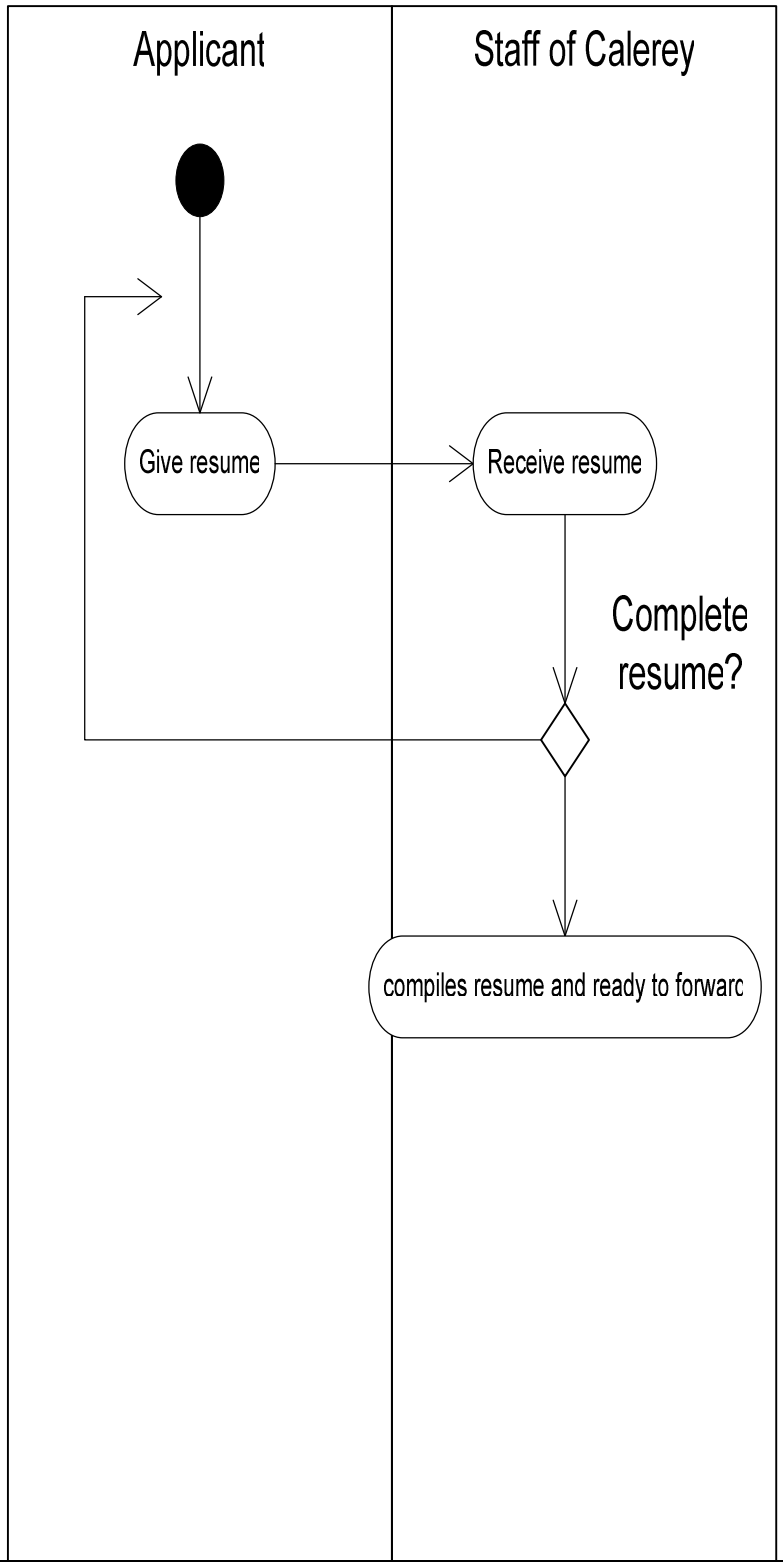
Response time: THE CALEREY staff accomplishes the transaction between them and applicants immediately

Availability:

Integrity: The agency office makes sure of the security of inventories regarding with the

applicants' information.

Confidentiality: The transaction between the applicant and staff is done privately.



Narrative

Identification Summary

Title: Approve resume

Summary: This use case shows what happens after your resume has been accepted

Actors: employer, staff

Creation date: June 5, 2008 Date of update: June 20, 2008

Version: 1.0 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

1. Applicant must have submitted resume to the staff

Main Success Scenario

1. Staff receives resume
2. Staff checks resume
3. Staff forwards the resume to the employer
4. Employer approves applicant's resume

Alternate Sequence

A1: Incomplete resume of the applicant

A1.1: Staff sends back the resume for completion

Scenario goes back to point 1

Error Sequence

E1: Applicant is not able to submit resume

E1.1: Employer can not approve applicant; use case fails

Post Conditions

1 .Applicant will be verified by interview

2. Applicant bio-data is valid

Non-Functional Requirements:

Response time: THE CALEREY staff accomplishes the transaction between them and

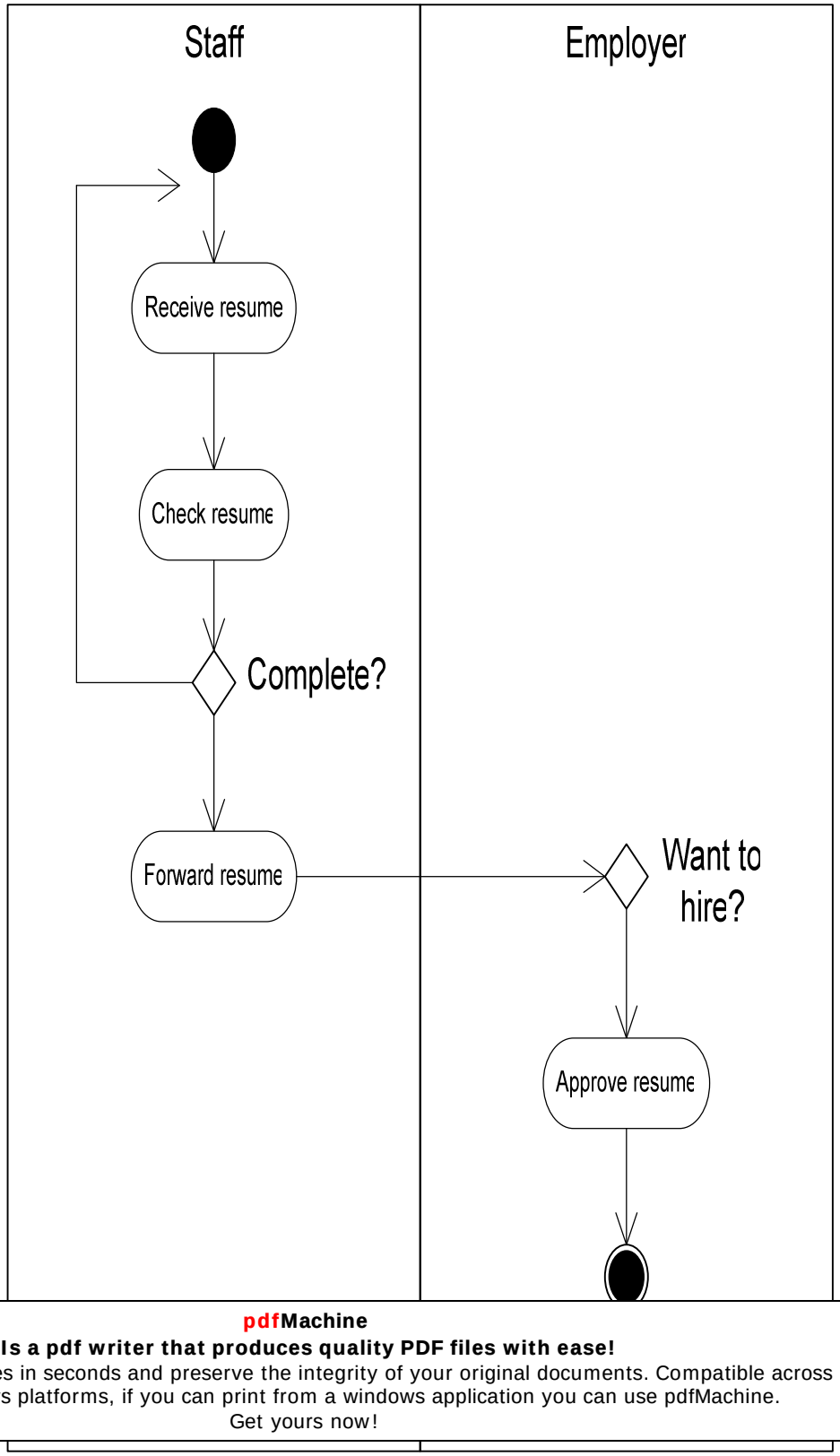
applicants immediately

Availability:

Integrity: The agency office makes sure of the security of inventories regarding with the

applicants' information.

Confidentiality: The transaction between the applicant and staff is done privately.



Narrative

Identification Summary

Title: Conduct interview

Summary: This use case shows how employer conducts interview

Actors: staff, employer

Creation date: August 6, 2008 Date of update:

Version: 1.1 Person in charge: Angelo Amponin

Flow of events

Preconditions:

1. Applicant's resume must approved by the employer

Main Success Scenario

1. Staff forwards the resume to the employer
2. Employer receives applicant's resume
3. Employer approves applicant's resume
4. Employer verify the applicant by interview through call or webcam

Alternate Sequences

A1: Incomplete resume

A1.1: Staff sends back the resume to the applicant for completion

Scenario goes back to point 2

Error Sequences

E1: Applicant didn't pass the interview

E1.1: Applicant can't able to apply to employer; use case fails

Post Condition

1. Applicants will be scheduled for an interview

Non-Functional Requirements:

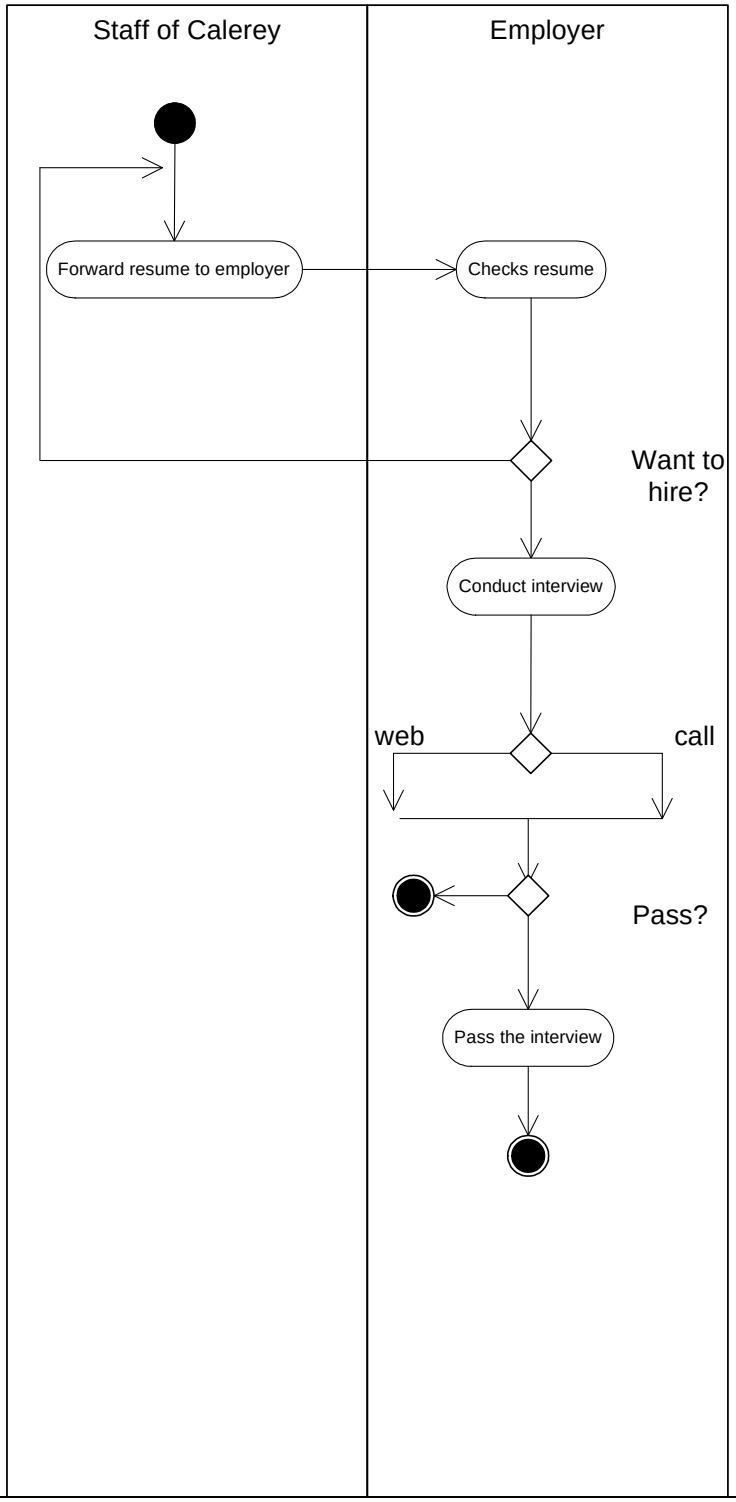
Response time: THE CALEREY staff accomplishes the transaction between them and applicants immediately

Availability:

Integrity: The agency office makes sure of the security of inventories regarding with the

applicants' information.

Confidentiality: The transaction between the applicant and staff is done privately.



Narrative

Identification Summary

Title: The Narrative of Submitting Requirements

Summary: This use case shows how submission of requirements happen

Actors: Applicant, The CALEREY staff, POEA staff, Employer staff

Creation date: Dec 12, 2008 Date of update: June 30, 2008

Version: 1.0 Person in charge: Paul Theo Collantes

Flow of events

Precondition:

1. Applicant should have a valid ID and passport

Main Success Scenario

1. Applicant submits requirements to the agency
2. Agency processes the applicant's visa
3. Agency waits for the approval of the POEA
4. POEA checks the embassy's country information
5. POEA approves applicant's information and will inform the agency
6. Agency schedules the applicant's departure
7. Agency buys applicant's ticket
8. Applicant receives ticket

Alternate Sequences

A1: Incomplete requirements

A1.1: All applicants will be asked to complete all the necessary forms

Scenario back to point 1

A2: Ticketing conflict

A2.1: Applicant will be asked to get a new schedule of flight

Scenario back to point 6

A3: Applicant was not approved when getting his/her visa

A3.1: Applicant needs to schedule for another interview

Scenario back to point 2

Error Sequences

E1: Applicant has no passport

E1.1: Applicant will be asked to process his/her passport

Post Conditions

1. Applicant is ready to go abroad
2. Applicant requirements are all valid

UI (User Interface)

Applicant's complete resume, passport and visa

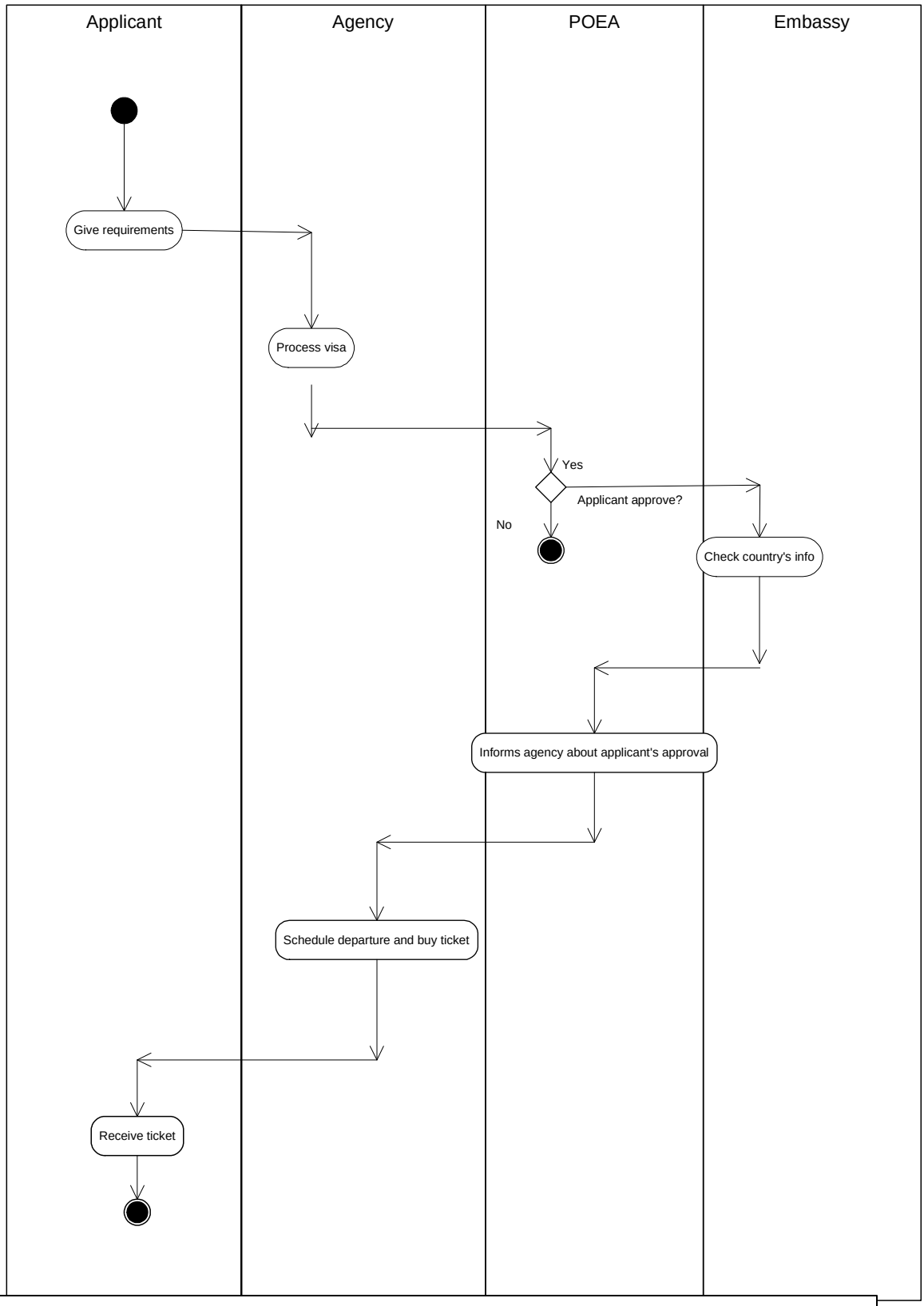
Non functional requirements

Response time: THE CALEREY staff accomplishes the transaction between them and applicants immediately

Availability:

Integrity: The agency office makes sure of the security of inventories regarding with the applicants' information.

Confidentiality: The transaction between the applicant and staff is done privately.



Narrative

Identification Summary:

Title: Medical test

Summary: This UCN will show what process is made in taking a medical test.

Actor: Applicant

Date Created: August 8, 2008 Date Updated: September 12, 2008

Version: 1.1 Person in charge: Mac Dumaual

Pre-Conditions

1. The Applicant must submit all the requirements in the company.
2. The Applicant must pass the written exam in the company.
3. The Applicant must have at least 1 valid I.D. for verification.
4. The Applicant must perform the indicated exams.

Main Success Scenario

1. The Applicant chooses a hospital or clinic in which he can perform the medical exam.
2. The Applicant has performed the given exams in the hospital or clinic.
3. The Applicant has waited for the result in his Medical Examination.
4. The Applicant has submitted the Medical Result in the staff of THE CALEREY.
5. The Applicant has passed and founded no Illness.

Alternative Sequence

A.1: The Applicant was founded an Illness

A.1.1: Applicant has an option whether to be cured and pursue or quit.

A1.2: Scenario goes back to point 1.

A.2: Incomplete requirements for medical

A2.1: The requirements will be returned to him for completion.

A2.2: Scenario goes back to point 2.

A.3: No staff is available inside the hospital or clinic.

A.3.1: The staff has to wait or find another hospital or clinic.

A.3.2: Scenario goes back to point 3.

Error Sequence

E1: The Applicant has fake information in his bio data.

E2: The Applicant has failed the written exam.

E3: The Applicant has a fake I.D.

E4: The Applicant was found positive in using illegal drugs.

Post Conditions

1. The applicant passed the written exam in the company
2. The applicant passed the medical test
3. The applicant submits the complete given requirements to the agency
4. The applicant waits for his plane ticket.

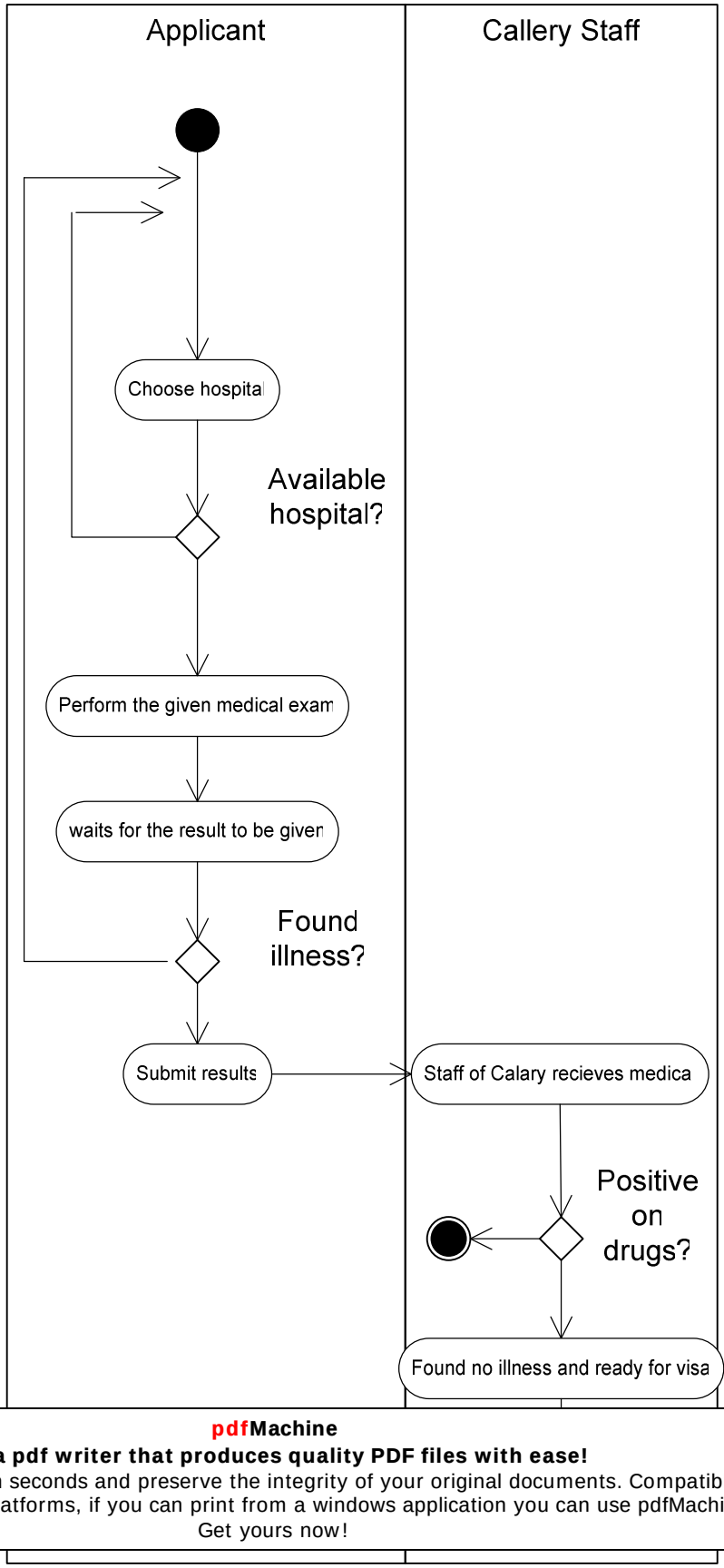
Non Functional Requirements

Response time: THE CALEREY staff accomplishes the transaction between them and applicants immediately

Availability:

Integrity: The agency office makes sure of the security of inventories regarding with the applicants' information.

Confidentiality: The transaction between the applicant and staff is done privately.



Narrative

Identification Summary

Title: Forward resume

Summary: This use case shows how the applicant's resume is forwarded to the employer

Actor: Applicant, staff of The Calerey, Employer

Creation date: August 9, 2008 Date of update: August 9, 2008

Version: 1 Person in charge: Paul Theo Collantes

Pre-Condition:

1. The Applicant must have a resume'
2. The Applicant must be 21 or above
3. The Applicant must complete all the given requirements

Main Success Scenario

1. The Applicant goes to THE CALEREY staff to give his resume'
2. The staff receives resume' and sends it to the Employer
3. The staff forward the resume to the employer

Alternative:

A1. The Applicant's Resume' is incomplete

1. Incomplete Resume' will be sent back to the applicant

Scenario goes back to point 2

Error Sequence:

E1. The Applicant doesn't have a resume'

- Applicant needs to give resume' to THE CALEREY staff to have a job: use case fails

E2. The Applicant is under age

- The Applicant is no longer qualified: use case fails

E3. The company is closed

- The Applicant must return to the company another day: use case fails

Post-Condition:

1. The Applicant successfully gives his Resume' to THE CALEREY
2. THE CALEREY forwards to the employer the Applicant's Resume'
3. The Employer receives the Applicant's Resume'

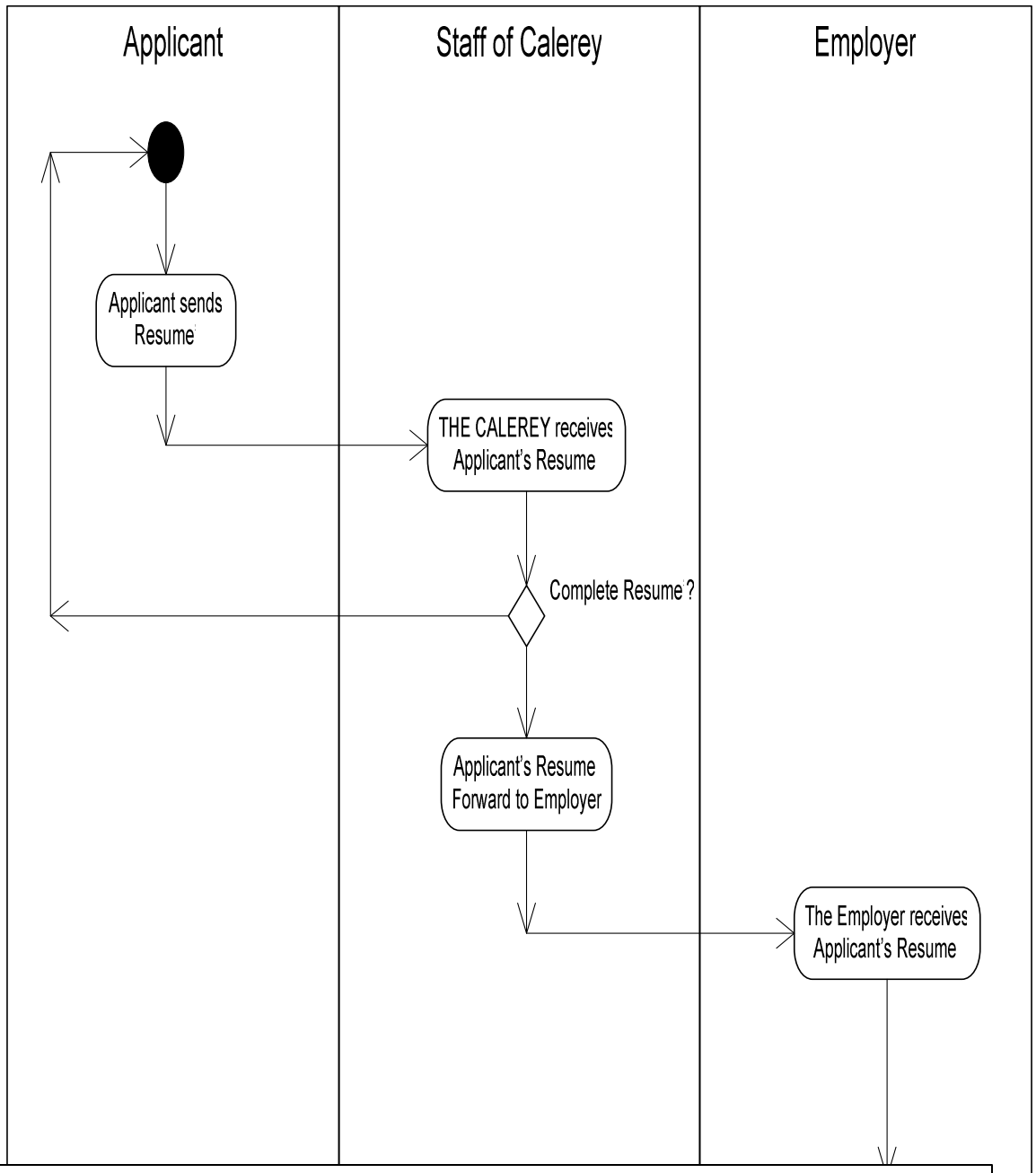
Non functional requirements:

Response time: THE CALEREY staff accomplishes the transaction between them and applicants immediately

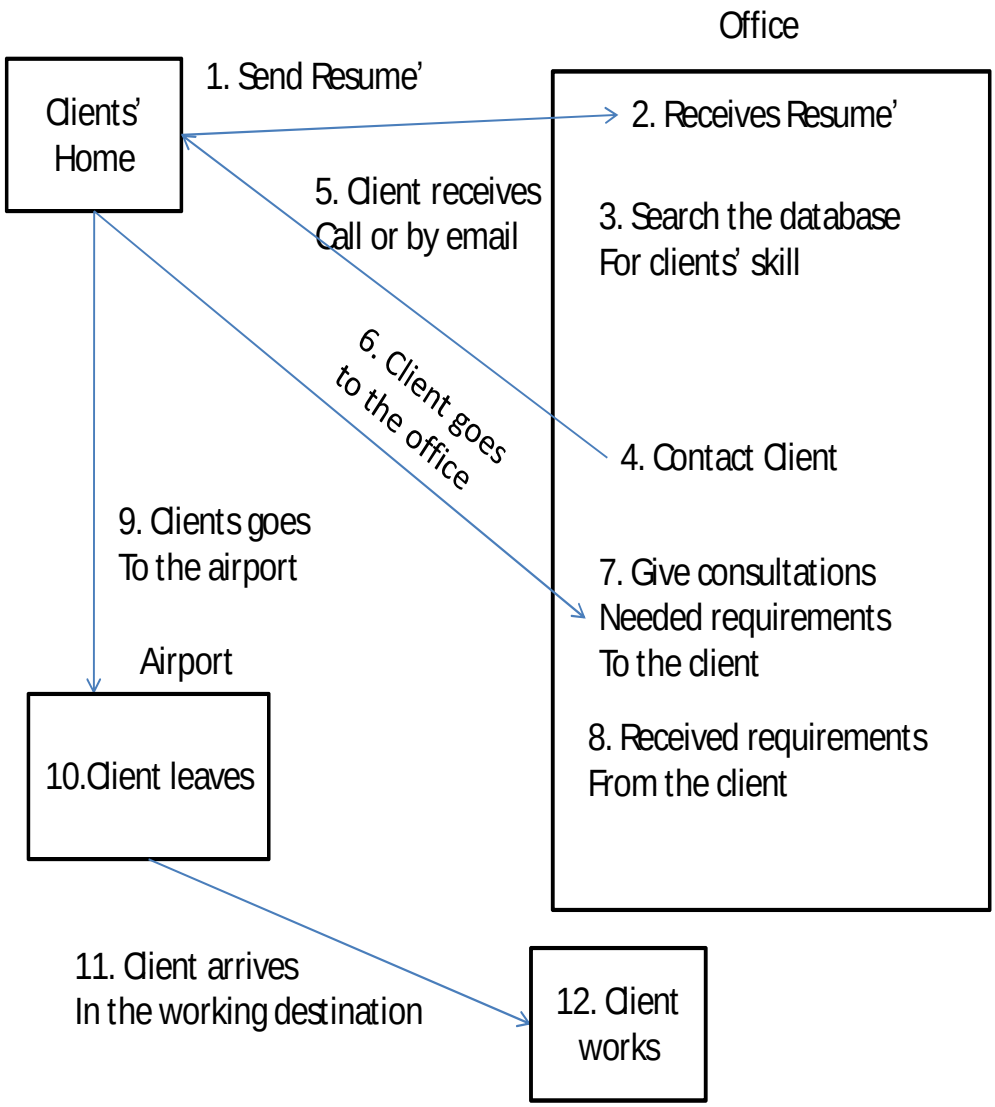
Availability:

Integrity: The agency office makes sure of the security of inventories regarding with the applicants' information.

Confidentiality: The transaction between the applicant and staff is done privately.



Geographic Flowchart



Process Walkthrough

Applicant

1. Submit Resume'

2. Forward Resume'
To Employer

3. Reads and Approves Resume'

4. Conduct Interview

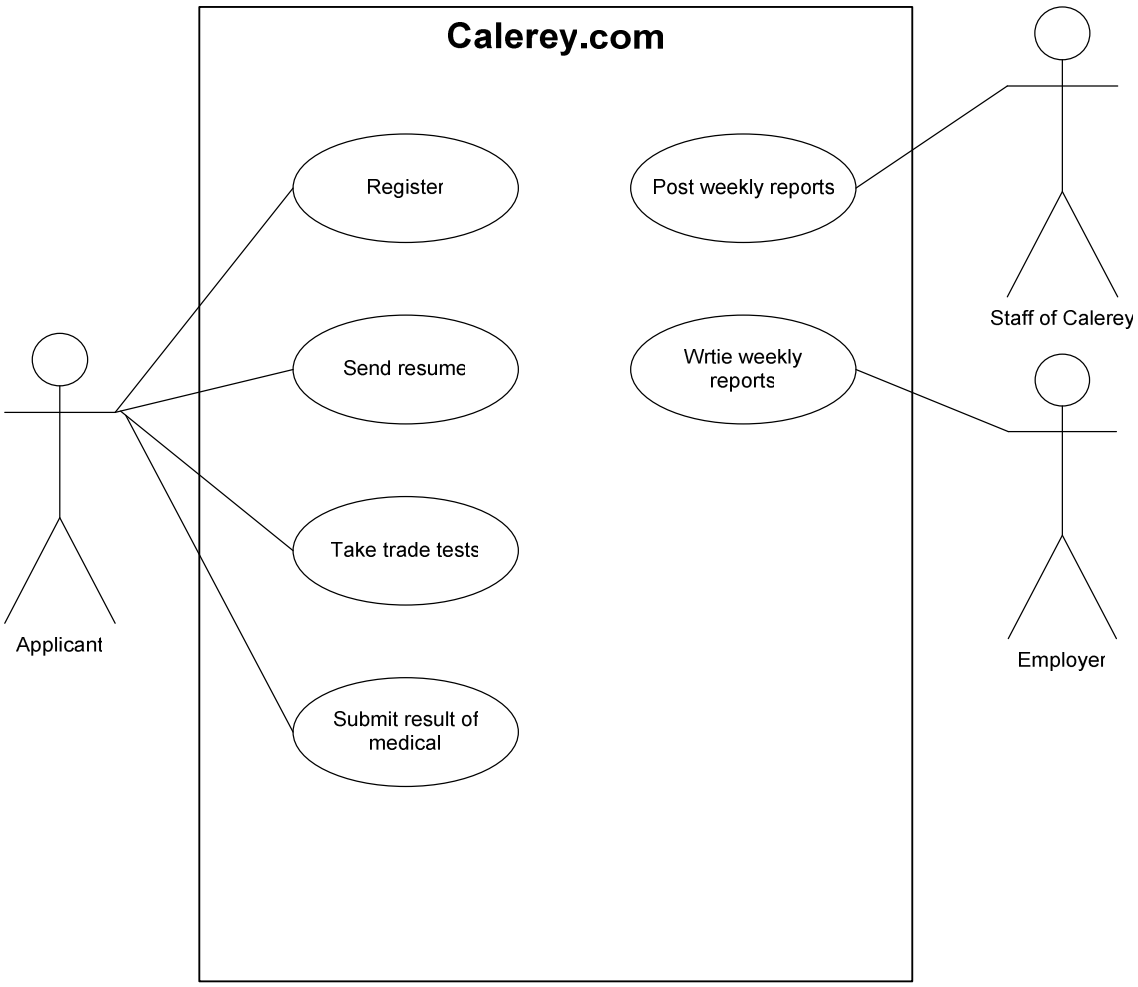
5. Take Medical Tests

6. Submit Requirements

Table Recommendation

Problem	Recommended Change	Affected Activities
The company have difficulties regarding with the weekly reports as well as its security	A company website wherein approval of resume is done through the web. This website also allows the staff of Calerey to post weekly reports online.	The submission of applicant's resumes can be submitted online through his account

Proposed System



Narrative

Identification Summary

Title: calerey.com

Summary: This use case allows the applicant how to access the calerey.com

Actors: Applicant, THE CALEREY staff, employer, System administrator

Creation date: Aug 10, 2007 Date of update: June 30, 2008

Version: 1.7 Person in charge: Angelo Amponin

Flow of events

Precondition

1. Applicant must have an internet access
2. Applicant must have an email account
3. Applicant must be 21 and above

Main Success

1. Applicant access the Calerey.com
2. Applicant registers
3. Applicant fills up necessary form
4. Applicant opens his/her email for verification
5. Applicant enters his account
6. Applicant choose job
7. Applicant download form of resume
8. Applicant fills up the resume form
9. Applicant attaches the resume
10. Applicant send the resume
11. Staff receives
12. Applicant forward resume to employer
13. Employer approves
14. Staff receives whatever decision of employer

15. Staff sends email containing the decision and call the applicant to inform
16. Employer conduct interview
17. Applicant takes trade tests
18. Applicant takes medical tests
19. THE CALEREY process visa
20. THE CALEREY coordinates with POEA
21. Employer writes reports
22. Staff posts weekly reports on the website

Alternate Sequences

A1: Incomplete information on the registration

A1.1: The page sends back for applicant's completion

Scenario goes back to point 3

A2: Incomplete resume

A2.1: Applicant will be asked to complete his/her resume

Scenario goes back to point 8

A3: Applicant was denied from his visa

A3.1 Applicant can go back and process again with his visa

Scenario goes back to point 19

Error Sequences

E1: Applicant fails the trade test

E1.1: Applicant will not able to retake the tests; use case fails

E2: Applicant is underage

E2.1: Applicants with ages 20 and below will not be accepted; use case fails

E3: The site is down

E3.1: Applicant can not register or view weekly reports; use case fails

E4: Applicant didn't pass the interview

E4.1: Applicant will not be accepted; use case fails

Post Condition

1. Applicant will be sent in the place where he/she will be destined
2. THE CALEREY will increase its workers

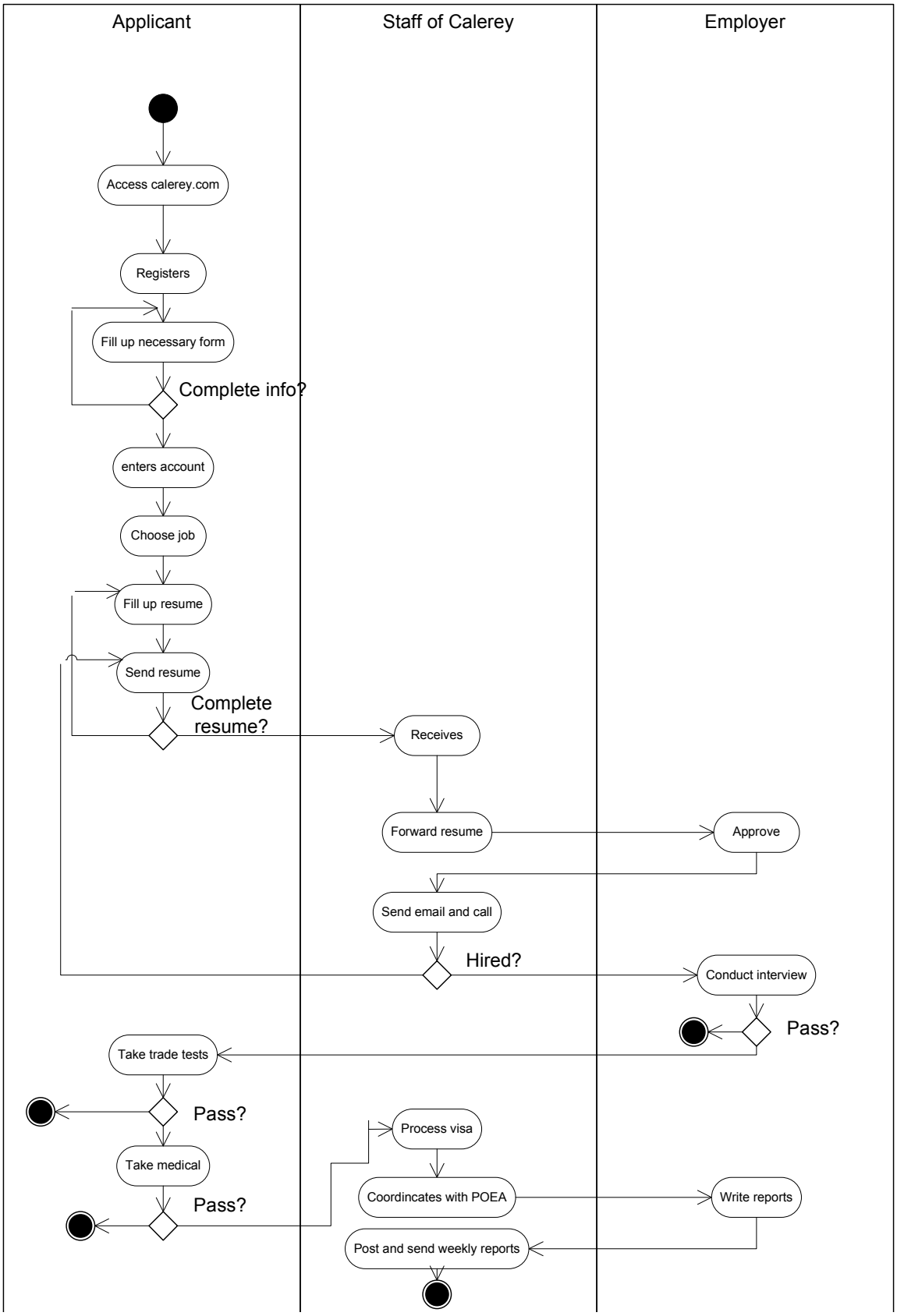
User Interface (UI)

THE CALEREY.com

Non-Functional Requirements

Response time: Admin responds immediately once the user clicks on the mouse

Availability: Website or home page is available once there is an internet access



Narrative

Identification Summary

Title: Send resume

Summary: This use case will show how to send resume in THE CALEREY website

Actor: Applicant

Creation date: June 25, 2008 Date of update: June 30, 2008

Version: 1.7 Person in charge: Mac Dumaual

Flow of events

Preconditions:

33. There should be an internet access
34. Applicant must be a computer literate
35. Applicant must know the URL of THE CALEREY
36. Applicant must have a web browser application

Main Success Scenario

60. Applicant connects to the internet
61. Applicant chooses a web browser application
62. Applicant goes to THE CALEREY website
63. Applicant chooses the job opening link
64. Applicant selects the job that he wants
65. Applicant fills up the resume beside the selected job
66. Applicant sends the resume

Alternate Sequences

A1: No availability of a specific job

A1.1: Applicant selects other job offering

Scenario back to point 4

A2: Invalid input on the resume

A2.1: Applicants needs to fill it up correctly

Scenario back to point 6

Error Sequences

E1: No internet connection

E1.1: Applicant cannot send his resume

Use case fails

E2: Server of THE CALEREY is down

E2.1: Applicant cannot register online

Post Condition

1. Applicant resume is complete/valid

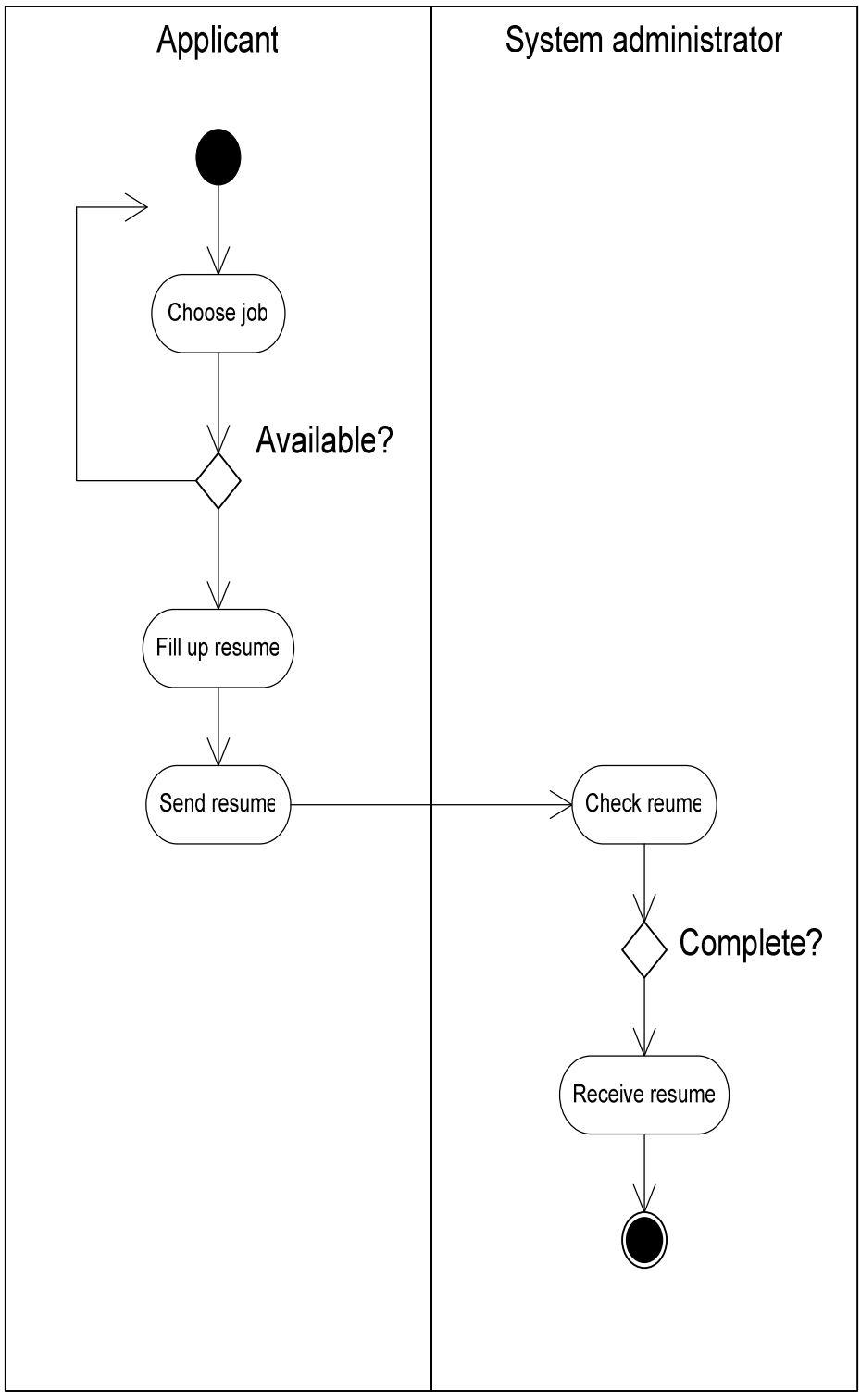
2. Applicant's resume was successfully sent

UI (User Interface)

Applicant's complete resume

Non-Functional Requirements:

- Response time: Admin responds immediately once the user clicks on the mouse
- Availability: Website or home page is available once there is an internet access



Narrative

Identification Summary

Title: Trade tests

Summary: This use case allows the applicant how to take tests

Actors: Applicant

Creation date: Aug 11, 2007 Date of update: June 30, 2008

Version: 1.7 Person in charge: Angelo Amponin

Flow of events

Precondition

1. Applicant must pass the interview of the employer

Main Success

1. Applicant knows the result of the interview
2. Applicant goes to the office of THE CALEREY
3. Employer gives examination
4. Applicant take Trade tests

Alternate Sequences

A1: THE CALEREY office is closed or not available

A1.1: Applicant's examination was delayed

Scenario goes back to point 2

Error Sequences

E1: Applicant fails the trade test

E1.1: Applicant will not able to retake the tests; use case fails

E2: Applicant didn't pass the interview

E2.1: Applicant will not be accepted; use case fails

Post Condition

1. Applicant will be sent in the place where he/she will be destined
2. THE CALEREY will increase its workers

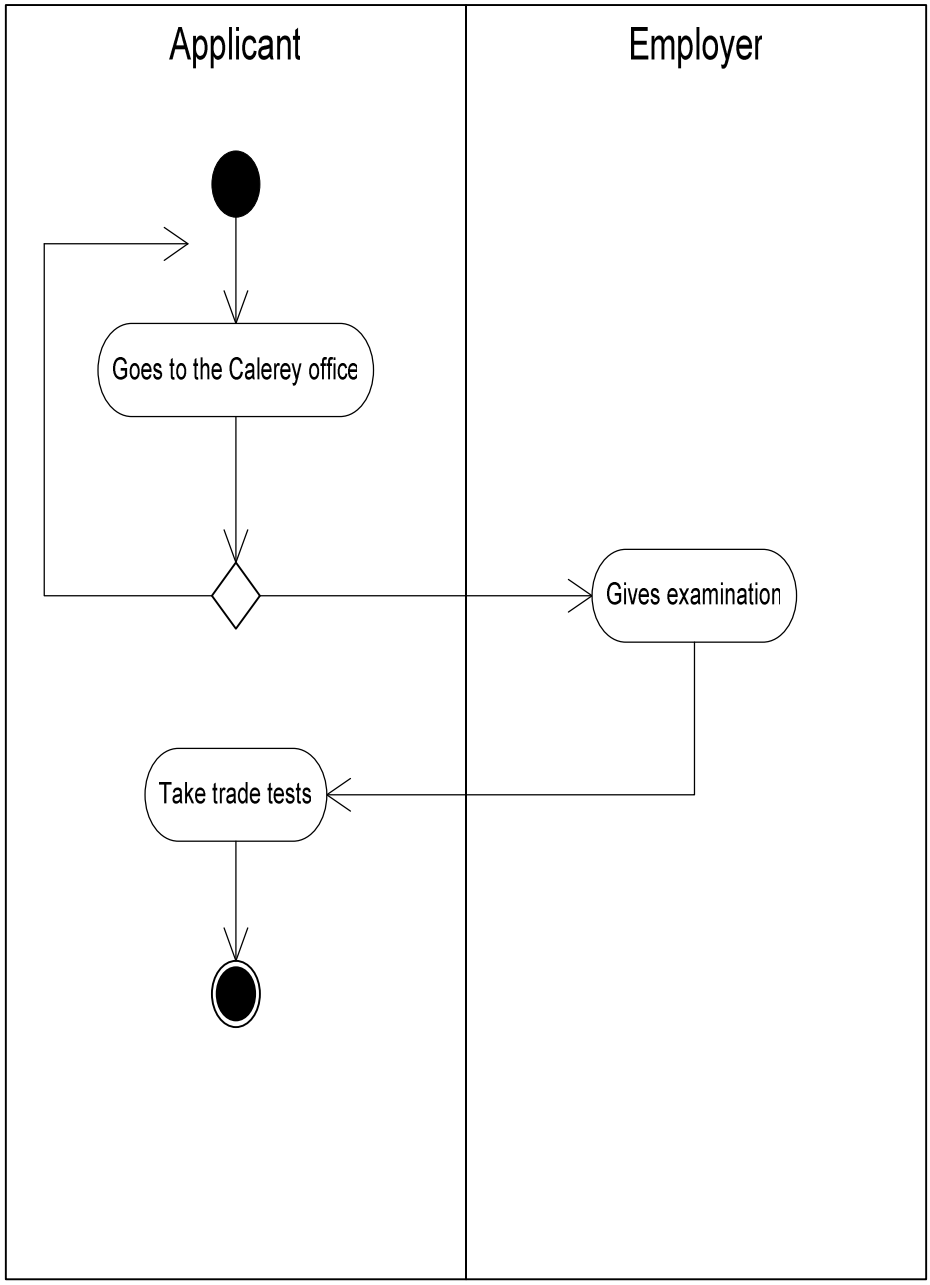
User Interface (UI)

Calerey.com

Non-Functional Requirements

Response time: Admin responds immediately once the user clicks on the mouse

Availability: Website or home page is available once there is an internet access



Narrative

Identification Summary

Title: Medical test

Summary: This UCN will show what process is made in taking a medical test.

Actor: Applicant

Date Created: August 8, 2008 Date of Updated: September 12, 2008

Version: 1.1 Person in charge: Mac Dumaual

Pre-Conditions

1. The Applicant must submit all the requirements in the company.
2. The Applicant must pass the written exam in the company.
3. The Applicant must have at least 1 valid I.D. for verification.
4. The Applicant must perform the indicated exams.

Main Success Scenario

1. The Applicant chooses a hospital or clinic in which he can perform the medical exam.
2. The Applicant has performed the given exams in the hospital or clinic.
3. The Applicant has waited for the result in his Medical Examination.
4. The Applicant has submitted the Medical Result in the staff of THE CALEREY.
5. The Applicant has passed and founded no Illness.

Alternative Sequence

A.1: The Applicant was founded an Illness

>Applicant has an option whether to be cured and pursue or quit.

> Scenario goes back to point 1.

A.2: Incomplete requirements for medical

> The requirements will be returned to him for completion.

> Scenario goes back to point 2.

A.3: No staff is available inside the hospital or clinic.

> The staff has to wait or find another hospital or clinic.

> Scenario goes back to point 3.

Error Sequence

E1: The Applicant has fake information in his bio data.

E2: The Applicant has failed the written exam.

E3: The Applicant has a fake I.D.

E4: The Applicant was found positive in using illegal drugs.

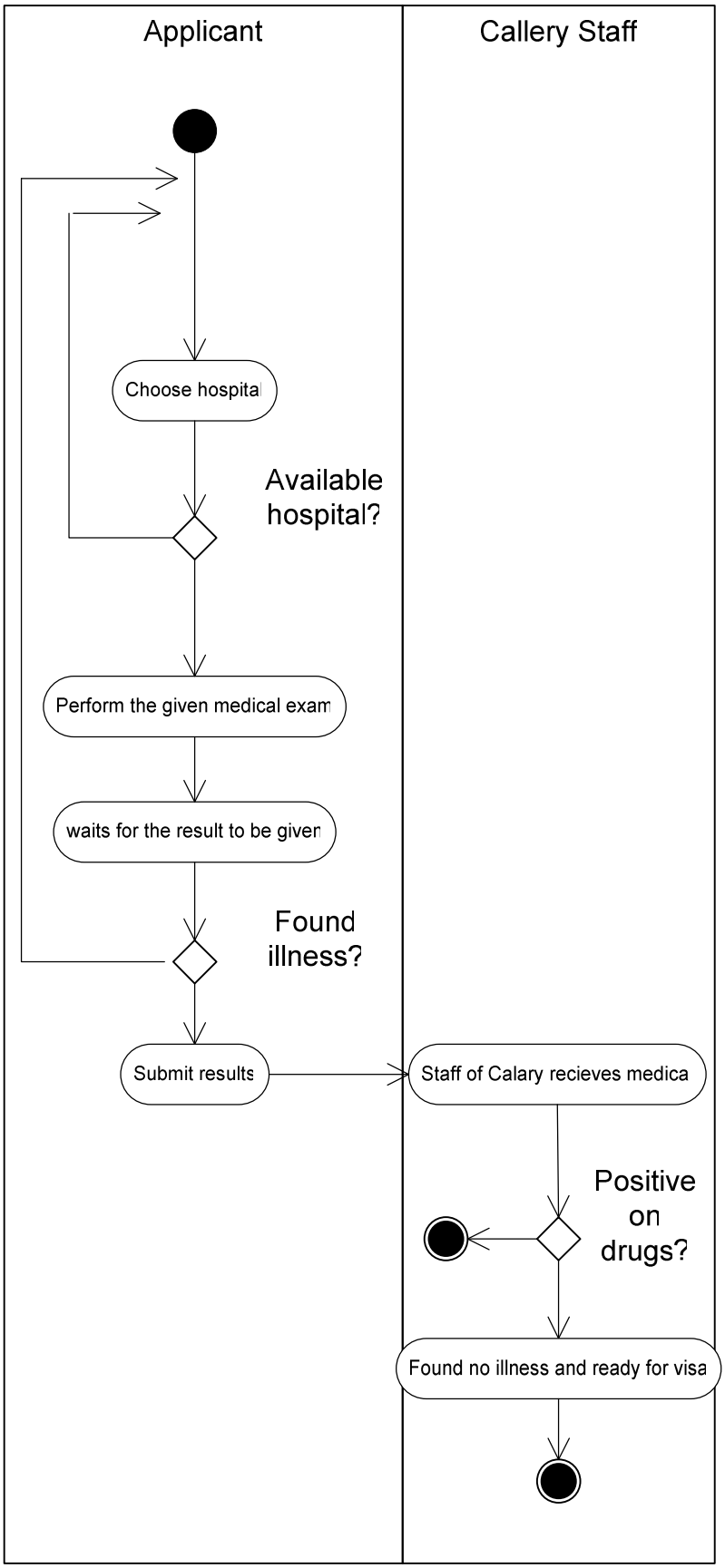
Post Conditions

6. The applicant passed the written exam in the company
7. The applicant passed the medical test
8. The applicant submits the complete given requirements to the agency
9. The applicant waits for his plane ticket.

Non functional requirements

Response time: Admin responds immediately once the user clicks on the mouse

Availability: Website or home page is available once there is an internet access



Narrative

Identification Summary

Title: Register

Summary: This use case allows the applicant to register in calerey.com

Actors: Applicant, System Administrator

Creation date: August 10, 2008 Date of Update: November 6, 2009

Version: 1.0 Person in charge: Angelo Amponin

Flow of events

Preconditions:

1. Applicant must have an internet access
2. Applicant must have an email account

Main Success:

1. Applicant access the Calerey.com
2. Applicant fills up the necessary form
3. Applicant opens his/her email for verification
4. Applicant enters account
5. System administrator compiles applicant's info

Alternative Scenario:

A1: Incomplete information entered by the applicant

A1.1: The page backs to the form for applicant's completion

Scenario goes back to point 4

Error Sequence:

E1: Applicant does not have an email account

E1.1: Applicant must have an email account to receive the approval of employer; use case fails

E2: The system is down

E2.1: Applicant can't able to access the Calerey.com: use case fails

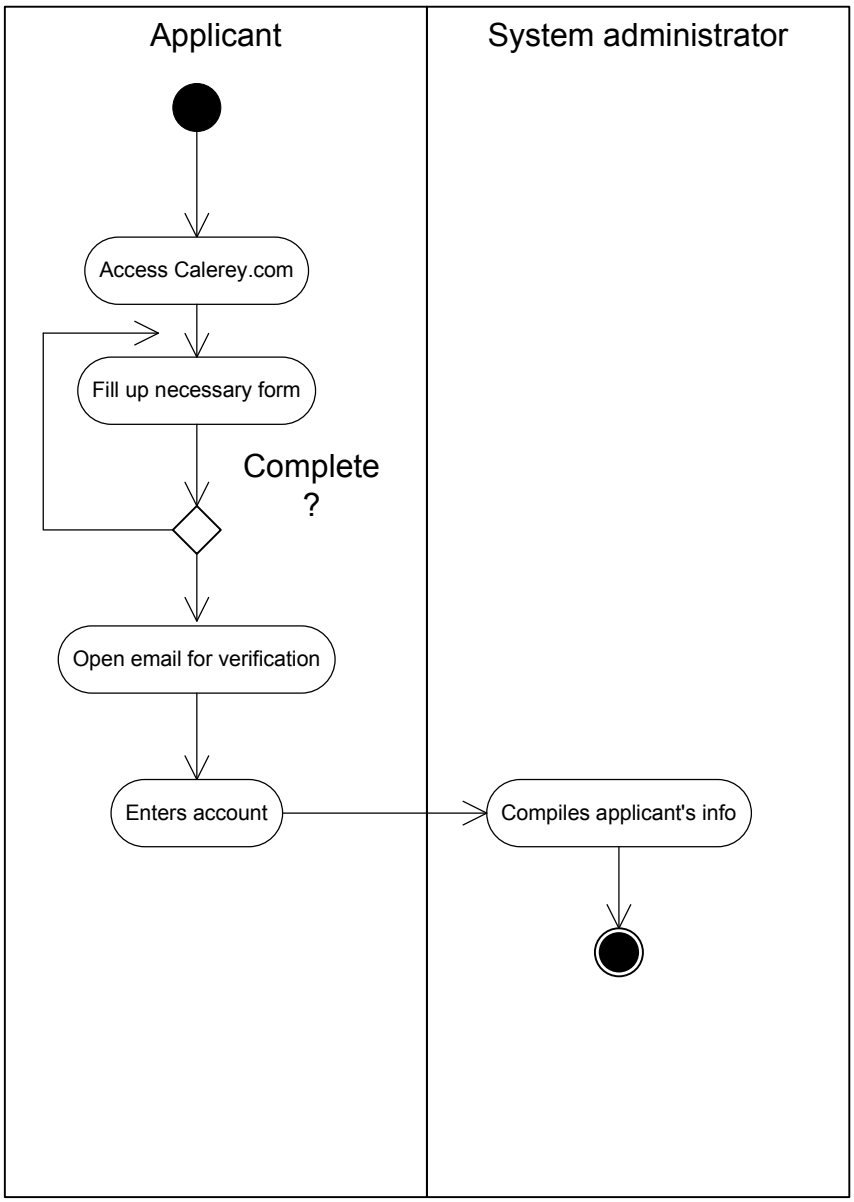
User Interface (UI)

The page containing the form to be filled up by the applicant

Non-functional requirements

Response time: Admin responds immediately once the user clicks on the mouse

Availability: Website or home page is available once there is an internet access



Narrative

Identification Summary

Title: Post weekly reports

Summary: This use case shows allows staff of THE CALEREY post weekly reports in calerey.com

Actors: Staff of THE CALEREY, Employer

Creation date: August 10, 2008 Date of Update: November 6, 2009

Version: 1.0 Person in charge: Angelo Amponin

Flow of events

Preconditions:

1. Staff must have an internet access
2. Staff must be gathered all the reports form the employer

Main Success:

1. Employer gathers all reports
2. Employer forwards to the staff for posting
3. Staff receives and post reports

Alternative Scenario:

A1: Incomplete reports forwarded by the employer

A1.1: Staff informs the employer that the report is incomplete

Scenario goes back to point 2

Error Sequence:

E1: Staff didn't receive any reports from the employer

E1.1: Staff can't able to post weekly reports; use case fails

E2: The system is down

E2.1: Staff can't able to access the Calerey.com: use case fails

Post condition:

1. Applicant can view all the weekly reports

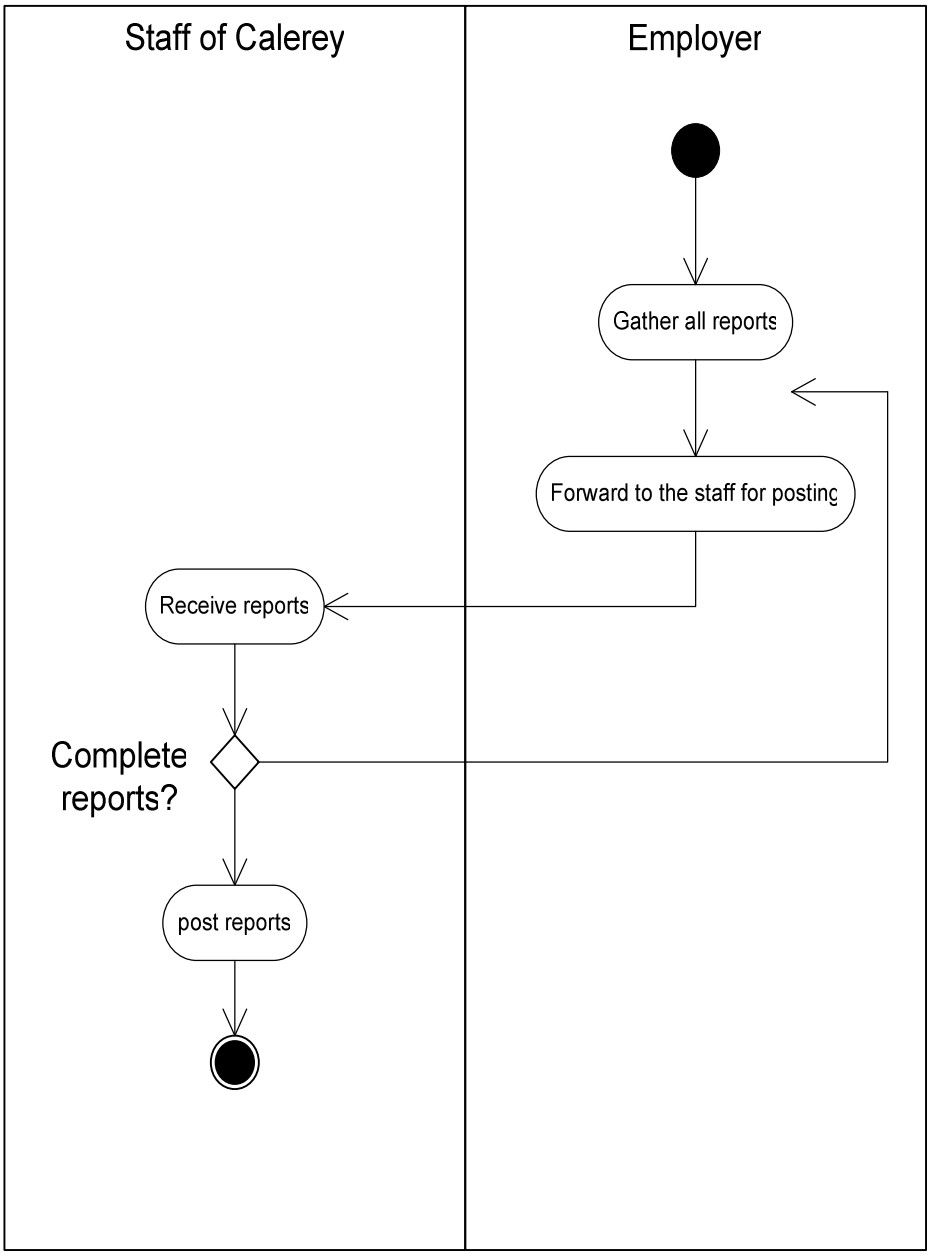
User Interface (UI)

The page containing all the reports are posted

Non-functional requirements

Response time: Admin responds immediately once the user clicks on the mouse

Availability: Website or home page is available once there is an internet access



Narrative

Identification Summary

Title: Writing weekly reports

Summary: This use case shows how writing weekly reports in the Calerey.com are being processed

Actors: The Calerey staff, employer

Creation date: June 25, 2008 Date of update: June 30, 2009

Version: 1.7 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

1. There should be an internet access
2. Server must not be down
3. User must be the employer

Main Success Scenario

1. Employer gathers all the results of the requirements of the applicant
3. Employer writes all the reports
4. Employer forwards to the staff
5. Staff receives for posting

Alternate Sequences

A1: Incomplete reports

A1.1: Staff cannot encode in the site unless the requirements are complete

Error Sequences

E1: System failure

E1.1: Staff cannot post the weekly reports

Post Condition

1. Employees can now post the weekly reports

Ul (User Interface)

Weekly reports website

Non functional requirements

Response time: Admin responds immediately once the user clicks on the mouse

Availability: Website or home page is available once there is an internet access