

A

Systems Analysis

and Design

Reader

By:

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# Dedication

This book is for everyone to read especially IS students who haven't done it yet. It contains the stories and reflections about the different startups people, and also the book review and use cases that I made.

It is also dedicated to my family, professors and friends especially "PANSTERS" who are always there to support and help to do all these things. Friends that will never leave you, give their time just to help you and cheer you up whenever you feel down.

Thank you and have a nice day!

# Preface

SYSANAL is a subject wherein you will do much paper works but despite of that you will realize at the end of the day that you learn something new that you haven't know before. In doing the book reviews. I've taught a lot of things especially what is the Role of the Systems Analyst. Being an Analyst it is not easy, you need to gather information that will help you in your analysis and you should study your case very well. Book reviews will help you easily understand the different topics in Systems Analysis and Design through your own readings. In doing my case studies, you will be able to know the different startup people and know their backgrounds. From that people you will be able to know their different strategies that you might also use in doing your own startups. The use case is about the different system and their process. From here you will be able to know how to look at a system, know the actors, their boundary and the things you can do inside the system. Using this use cases even a non-IT people can easily understand this approach. This analysis and studies will help you to better understand what a system analyst should be.

# **BooK ReViEwS**

## Book Review 1

**Book:** Systems Analysis and Design

**Author:** Kendall and Kendall

**Reference no.:** QA 76.9 S88 K45 1995

### *Quotation (chapter 1)*

*"The analyst must be able to work with people of all descriptions and be experienced in working with computer."*

## Role of Systems Analyst

The systems analyst methodically evaluates how business run by examining the input and process of data and the output of the information with intend of improving managerial process. Systems analyst has three primary roles: consultant, supporting expert and agent of change.

First as a 'consultant' you will be able to address information systems within a business. It is also advantage for an outside consultant because the outside consultant rely on the systematic methods discusses through out and their point of view that the other member do not posses, and it also a disadvantage because true secretarial culture can never be learned to an outsider.

Second, as a 'supporting expert', we are frequently engaged in some systems facility. They show expertise when it comes to computer hardware, software and their uses in the business world. This is also affecting a single department for a small adjustment. As a supporting expert you're not the one managing the project but you're only assisting and serve as a resource.

Third, as an agent of change' we you serve as a means for change, make a plan and facilitate the change. You are also an agent of change as long as you perform the Systems Development Life Cycle (SDLC). You should achieve changes and improve the company. As a systems analyst you must recognize this fact and use it as a starting point.

## Book Review 2

**Book:** Systems Analysis and Design

**Author:** Kendall and Kendall

**Reference no.:** QA 76.9 S88 K45 1995

### Systems Development Life Cycle

Systems Development Life Cycle (SDLC) is a step-by-step process or procedures to have a successful system. SDLC have seven phases. First is identifying the problems, opportunities and objectives; second, determining information requirement; third, analyzing system needs; fourth, designing the recommended system, fifth, developing and documenting software; sixth, testing and maintaining the system; seventh, implementing and evaluating the system.

In the first phase, that analyst is concerned in identifying the problems, opportunities and objectives. The analyst must be able to identify and pinpoint the problems among the system. The situation wherein the analyst believes that the system will improve is what we called the opportunities. The analyst also needs to identify the objectives so that they will know what is the goal or what is the company trying to do. If the business proposal is approved they will go to the next phase.

In the second phase which is determining information, it is about interviewing the management or the operational personnel. It also means that they need to gather data and operating documents, using questionnaires and observed the system and the personnel involved.

The third phase is analyzing system needs; this is where you trace where data is going to or coming from. You also document what is happening in the diagram and you should have a system proposal for the recommendation or option.

The fourth phase is all about the designing the recommended system. You will design the user interface, the output and the input. Design the system controls and produce program specifications.

The fifth phase is about the developing and documenting software that you design computer program and document software with the help of files, procedures, manuals, etc., and that is where you document what is your program all about.



The sixth phase is testing and maintaining the system where you test and debug the program, test the computer and enhance the system.

The seventh phase and final phase is implementing and evaluating the program through plan conversion, train the users, purchase and install new equipment, convert files review and evaluate.

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### **Book Review 3**

**Book:** Systems Analysis and Design

**Author:** Kendall and Kandall

**Reference no.:** QA 76.9 S88 K45 2005

### ***Quotations (Chapter 6)***

*“ As the systems analyst presenting a prototype of information system they are keenly interested in the reactions of users and management to working with prototype and how good the fit is between their need and the prototype features of the system”.*

## **Prototyping**

(Four Kinds of Prototyping)

Prototyping is a worthwhile technique for quickly gathering information. For effective prototyping, it should come first in the system development life cycle in the second phase (determination phase). Using prototyping, the systems analyst seeks initial reactions from the users and the management to the prototype.

Prototypes have four kinds; patched-up prototype; non operational prototype; first-of-a-series prototype and selected features prototyped.



Patched up prototype is the first conception which something to do with constructing a system that works but is patched up or patched together. It is usually used in engineering to bread boarding; working model at an intergraded circuit. One example is a working model that has necessary features but is efficient. In this case of prototyping the users can interact with the system, getting accustomed to the interface and types of output available. It may be inefficient but with written rapidly with the objective it become workable.

Non operational prototype is the second conception, that a non working scale model that is set up to test as certain aspects of design. The good example of this is a full-scale model of an automobile that is used within the tunnel test. The car is not operational but the size and the shape of the auto is precise. The non working scale model of an information system might produce when the coding required by the application is too extensive but when a useful idea is gained through the prototyping of the input and output only. The undue cost and input would not be prototype. Some decision of the system like utility can be based on a prototyped input and output.

Full-of-a-series prototype the third conception after called pilot, involves creating a first full-scale model of a system. This prototyping is very useful when there are many installations of the same information system. It allows the users to experience realistic interaction with the new system but it minimizes the cost of preventing any problems that it presents. One example is found in banking installation for electronic funds transfer. First the full-scale prototype is installed in one or two locations and if it becomes successful it will install in all locations.

Selected featured prototype the fourth conception concerning in building an operational model includes some but not all of the features that the final system will have. When prototyping information system, some but not all essential features are include. This is where you select the features that the systems only need. The system is accomplished in modules so that if the features that are prototype are evaluated as successful. They can be incorporated into the larger. The prototypes done in this manner are part of the actual system.

## Book Review 4

**Book:** UML Explained

**Author:** Kendall Scott

**Reference no.:** QA 76.9 O35 S26 2001

### Quotations (chapter 2)

*"The life of a software system can be represented as a series of cycles. A cycle ends with the release of a version of a system to customers".*

### The UML and Process

#### (The Four Phases)

The unified Process have four phases; Inception, Elaboration, Construction and Transition. A phase is simply the span of time between two major milestones. A point at which managers make important decisions whether to continue the projects.

The first phase is Inception which primary goal is to establish a workable proposed system. The tasks that it perform during Inception are: defining the scope of the system, outlining a candidate architecture, which made up initial versions of six different models, identifying critical risks and determining when and how the project will address them and starting to make the business case that the project is worth doing based o initial estimate costs, effort, schedule and product quality. The major milestone linked with this is called Life Cycle Objectives. The indications that they reached it was the following: the major stakeholders agree on the scope of the proposed system, the candidate architecture clearly address a set of critical high level requirements, the business for the project is strong enough to justify a green light for continued development.

The second phase is the Elaboration which Establish the ability to build the new system given the financial constraints, schedule constraints and other kinds of constraints that the development process focuses. The tasks it performs are: capturing a healthy majority of the remaining functional requirements, expanding the candidate architecture into a full architectural baseline, which is an internal release of the system

focused on describing the architecture, addressing significant risks on an ongoing basis and finalizing the business case for the projects and preparing a project plan that contains detail sufficient to guide the next phase of the project. Architectural baselines contain expanded versions of six models initialized during the inception phase. The major milestone associated with this is called Life Cycle Architecture. The indications that it reached the milestone are: most of the functional requirements for the new system have been captured in the use case model; the architecture baseline is small, skinny system that will serve as a solid foundation for ongoing development and the business case has received a green light and the project team has an initial project plan that describes how the construction phase will proceed.

Third is the Construction Phase in which the system is build and it is capable of operating successfully in beta customer environment. The task of this phase is to build a system iteratively and incrementally and making sure that the viability of the system is always evident in executable form. The major milestone called Initial Operation Capability. It reached the milestone if a set of beta customers has a more or less fully operational system in their hand.

And last is the Transition Phase which is to roll out the fully functional system to customers. It task is to focus on correcting defects and modifying the problems to correct previously unidentified problems. The major milestone associated with this is called Product Release.

## Book Review 5

**Book:** Systems Analysis and Design

**Author:** Kendall and Kendall

**Reference no.:** QA 76.9 S88 K45 2002

**Quotation:** (chapter 2)

*“Management in organization exists on three horizontal levels: Operational, Managerial and Strategic. Each level consists own responsibilities and all work toward achieving organizational goals and objective in their own ways.”*

### Levels of Management

In this topic it discusses the three levels of management. First was the Operation Management where in the management makes decisions using predetermined rules that have predictable outcomes when implemented correctly. They're also the one make decision the affects the implementation in work scheduling, inventory, etc. they are the one who monitor the operating details and ensuring that the tasks of workers are accomplished on time and accordance with organizational constraints.

Second is the Middle Managers where they makes short tern planning and control decisions about how resources will be best allocated to meet organizational objectives. They experience very little certainty in their decision-making environment. They also forecast future resources requirements in solving employee problems that threats the productivity. The decisions that Middle Mangers made is half operational and strategic with constant fluctuations.

The third level is the Top Managers or also known as the Strategic Managers that makes decisions that will guide the operational and middle managers in months and years. Strategic Managers actually define the organization as a whole through statement of goals and determination pf strategies and policies to achieve them. There are many differences in strategic managers and operational managers. One is, strategic manager makes one-time decision while operational tends to be repetitive and the styles of strategic managers tend to be heuristic and operational tend to be analytic. We should know their differences for us to recognize them and b able to know their duty.

## Book Review 6

**Book:** Systems Analysis and Design

**Author:** Alan Dennis and Barbara Haley Wixom

**Reference no:** QA 76.9 S88 D45 2003

### Quotation (chapter 5)

*“A use case is a set of activities that produce some output result. Each use case describes how the system reacts to an event that triggers the system.”*

## Elements of Use Case

This topic discusses the important data that a use cases should have. These are only few of the information you need to know. Every use case should have an actor that will trigger the event to have an input and an output.

The use case contains fairly complete description of all activities that occur in response to a trigger event. Use case have three major parts; the basic information, the inputs and outputs and the details.

First the Basic Information should have a name, number and brief description, and the name should be simple yet descriptive. The use case begins if someone trigger to that event or action. There are two kinds on how the use case has been trigger, The External and Temporal Trigger. And the Basic information should contain a consistent viewpoint. Second part is the Inputs and Outputs where you describe along with their source. This should be possible inputs and outputs. Third part is the Details part where in you need to detailed individual steps with in the use case and inputs and outputs the use case. It also contains the activities performed during the use case so the activities should be listed in order and in any conditional steps are clearly noted.

This is how you start to do a use case.

## Book Review 7

**Book:** Systems Analysis and Design

**Author:** Kendall and Kendall

**Reference no.:** QA 76.9 S88 K45 1995

### Quotation (chapter 11)

*"It is important to be able to recognize logic and structured decisions that occur in business and how they are distinguishable from semi-structured decisions. Then it is recognizable that structured decisions lend themselves particularly well to analysis with systematic methods that promote completeness, accuracy and communication"*

## Describing Processes Specifications and Structured Decisions

There are some techniques you can use that involve formulas. When structured decisions are not complex you can use Structured English that's based on structured logic or organized into nested and grouped procedures and simple English statements such as add, multiply, move and so on. If using the convention of IF-THEN-ELSE statements and they are in proper sequence this Structured English is simple but it can be more complex if blocks instructions are nested with other blocks of instructions. In doing Structured English there are some guidelines that you can follow.

Second method is the Decision Tables. It composed of rows and columns separated into four quadrants. The upper left contains conditions and the right quadrant contains alternatives. There are also guidelines that you may follow. The analyst needs to determine the maximum size of the table and simplify the table as much as possible.

Third method is the Decision Tress that is used when complex branching occurs in structured decisions in a particular sequence. It derives its name from the natural trees, which have roots and branches. It is also useful in distinguishing between conditions and actions. This is relevant when conditions and actions takes place over a period of time and their sequence is important. The actions represent by a square and the condition by a circle. In using this decision tress it became more readable. The condition may also stands

for IF while the actions stands for THEN. This simple tree is symmetrical and the four actions at the end are unique.

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## Book Review 8

**Book:** Systems Analysis and Design

**Author:** Kendall and Kendall

**Reference no.:** QA 76.9 S88 K45 1995

## Quotation (chapter 11)

*“Decision support system can function in many ways. They can organize information for decision situations, interact with decision makers, expand the decision makers horizons, present information for decision makers understanding and structured the decisions and use multiple-criteria decision-making models.”*

## Decision Support System

In this topic they discuss the different characteristics of Decision Support System (DSS). They have posses' special characteristics that need to be considered and the End users of the DSS, by virtue of the type of problems they address and the learning they undergo.

Decision Support System (DSS) supports the decision-making process through presentation of information designed for the decision maker's problem solving approach and application needs. It is also a way to organize intended information for use in decision-making that involves the use database. It helps to the decision-makers interact in a natural manner. Interacting with DSS will prove new and challenging for most decision makers and will provide new perspective on the decision-making process. DSS are designed to support decisions involving complex problems that are formulated as semi structured. It supports the decision process that leads to a solution and structured to support one-time



decisions, it requires human judgment because human feels it is inappropriate to relinquish their judgment.

Decision Support Systems is also typically designed for either a particular decisions maker or a group of decision makers. The high degree of individualization allows the system designer to customize important system features to be able to adapt to the type of presentations. There's a integrated hardware and software called a DSS Generator (DSSG) that a system analyst can use. They can lessen the time and cost associated in building a case-specific DSS. Hardware and software are the designate3d tools as "DSS tools". DSS is best conceptualized as a process instead of a product. DSS change as the needs of the end-users change and the decision maker changes through interacting with the DSS process.

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## **Book Review 9**

**Book:** Systems Analysis and Design

**Author:** Kendall and Kendall

**Reference no.:** QA 76.9 S88 K45 1995

### **Quotation (chapter 9)**

*"Systems analyst use observation for many reasons. One reason to gain information about decision makers and their environment that is unavailable through another method. Observing also confirm or negate and reverse what has been found through interviewing, questionnaires and other methods."*

## **Observing Decision-Maker Behavior**

In observing Decision-Maker behavior it must be structured and systematic. The system analyst should know what is being observed. It is important that they are aware of the observation. There are many observational schemes that can be use and has its own objectives.

Observing a typical manager's decision-making activities is one of the systems analyst must interview. They observe what manager does. In observing decision-making activities analyst may follow this steps of observing:

- Decide what is to observe
- Decide at what level of characteristics activities are to be observed
- Create categories that adequately capture activities
- Prepare appropriate scales, checklists or other materials for observation
- Decide when to observe.

This observation allows the analyst to see first-hand how managers gather, process, share and use information to get work done.

Analyst also observes the Time and Event Sampling that allows them to set up specific intervals at which to observe managers activities. Time sampling has some advantages including cutting down on the bias that might other wise enter into observations made. It allows for the representative view of activities that occur frequently. The disadvantage of this includes the gathering information data in a peace meal fashion that may not allow insufficient time for an event. Second is using this sampling to gather data is rare but important events may not be represented in the time that is sample but decision is important and will have an impact. Event Sampling addresses these concerns such as "board meeting" or "a user training session", rather than sampling time periods randomly. The drawback of event sampling as that it may not possible to achieve representative sample of frequent occurrences, but it is best to combine time and event sampling in observation for the comparison and contrast of time versus event sampling.

Observing decision-makers body language observation enables the analyst to better understand the information requirements of the decision-maker by adding dimension to what is being said. The system analyst may subconsciously observe body language during interviews and other interactions. One of the popular ways to record behavior is the adjective pairs and categories. The behavior described in adjective pairs. Second is the analyst's Play Script. They can use this technique to record observed behavior. Using this you have an "actor" who is the one being observed. The actor is listed of the left-hand column while the actions are listed on the right-hand column. It should be recorded in action verbs. Play Script is also an organized and systematic approach.

## Book Review 10

**Book:** Object-Oriented Systems Analysis and Design

**Author:** Joey F. George, Dinesh Batra, Joseph Valacich and Jeffrey Hoffer

**Reference no.:** QA 76.9 O26 2004

### Quotation (chapter 3)

*“Project Manager-a systems analyst with a diverse set of skills; management, leadership, technical, conflict management and customer relations, the one who is responsible for initiating, planning, executing and closing down projects.”*

## Managing a OOSAD Project

One of the important skills that systems analyst should master are the Project Management of Development of information systems. Project management focuses on the assurance that the systems development projects meet customers’ expectations and are delivered within the budget and time constraints.

A systems analyst with a diverse set of skills is often a **Project Manager**, the one who is responsible for the projects, as it says at the quotation. Its environment is one of the continual change and problem solving. The understanding the project management process as critical skill for the future success.

A **Project** is planned undertaking of a series of related activities to reach an objective that has a beginning and an end. Successful projects require managing resources, activities and tasks needed to complete the Information System Projects in creating and implementing. There are some questions that is considered in making a projects:

- The name and contact of information of the person requesting the system
- Statement of the problem
- Name and contact information of the liaison and sponsor

This request is for the board of reviews.

They have the review board, which does evaluate the entire project request in relation to the business or opportunities. The system will solve or create because not all project requests can be approved. They choose the projects that will meet the overall organizational goals. The selected projects will be examined carefully and if it makes sense for the organization from an economic and operational standpoint. This examination called “feasibility”. It takes place before the system is constructed.

All of these development projects are undertaken for two primary reasons. First is to take advantage of business opportunity which means providing an innovative service to customers through the creation of new system. Second is to solve business problems which involve modifying hoe an existing system process so that more accurate or timely information is to the users.

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## **Book Review 11**

**Book:** Systems Analysis and Design

**Author:** Kendall and Kendall

**Reference no.:** QA 76.9 S88 K45 2002

### ***Quotation (chapter 6)***

*“The data dictionary is a specialized application of the kinds of dictionaries used as references in everyday life. The data dictionary is a reference work of data about data, one that is compiled by systems analysts to guide them through analysis and design. As a document the data dictionary collects and coordinates specific data terms and it confirms what each term means to different people in the organization.”*

## **Analyzing Systems using Data Dictionaries**

A data dictionary is very important for system analysts to be aware of and catalog different terms that refer to the same item. The awareness in this may help avoid duplication of effort, better communication of sharing database between organizational departments and maintenance. It can also serve as a consistent standard for data elements.

Automated data dictionaries are valuable for their capacity to cross-reference data items, allowing program changes to all programs that shares common elements. Automated data dictionaries are also important to large systems that produce thousands of data elements requiring cataloging and cross-referencing.

When the programming is done, some computerized to cross-reference data dictionaries automatically catalog data items. Many management systems database is now equipped with an automated data dictionaries. These dictionaries can be either elaborate or simple.

As a system analyst they should understand what data composed data dictionary, the conventions used in data dictionaries and how a data dictionary is developed. The understanding in the process of compiling a data dictionary aids the system analyst in conceptualizing the system and how it works. It allows the system analyst to the rationale behind what exist in the automated as well as manual data dictionaries.

In addition, the data dictionaries can eliminate redundancy and the data may be used to:

- Validate the data flow diagram for completeness and accuracy.
- Provide a starting point for the developing screen and reports
- Determines the contents of data stored in files
- Develop the logic for data flow diagram process

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## **Book Review 12**

**Book:** Systems Analysis and Design

**Author:** Kendall and Kendall

**Reference no.:** QA 76.9 S88 K45 2002

### ***Quotation (chapter126)***

*“Decision support system allows the decision makers to interact with them in a natural manner by virtue of the careful design of user interface. Useful DSS will challenge and eventually change decision makers. By contrast, management information system (MIS) provides output but*

*no real impetus for change in the person receiving it. Interacting with DSS will provide to be new and challenge for most decision makers and will provide new perspectives on the decision-making process that are attractive and understandable yet innovative."*

## Decision-Making Style

Decision-making styles are often characterized as being either analytic or heuristic.

Analytic Decision-Making relies of information that is systematically acquired and systematically evaluated to narrow alternatives and makes choice that is information based. Some of the analytic decision maker uses mathematics to model problems and algorithms to solve them. They use decision techniques such as graphing probability models and mathematical techniques to ensure a sound decision-making process, where in the Heuristic decision-making uses some guidelines, although they may not applied consistently or systematically. They seek satisfying, not optimal solutions. These decision makers are generally experience-based. The decision-making style of managers relate back to the openness and closeness of organizational system.

These are the differences between an Analytic and Heuristic decision makers

### **Analytic Decision Maker**

- Learns by analyzing
- Uses step-by-step procedure
- Values quantitative information and models
- Builds mathematics models and algorithms
- Seeks optimal solution

### **Heuristic Decision Maker**

- Learns by acting
- Uses trial and error
- Values experienced
- Relies on common sense
- Seeks satisfying solutions

## Book Review 13

**Book:** Systems Analysis and Design

**Author:** Shelly, Cashman and Roseblatt

**Reference no.:** QA 76.9 S84 S94 2003

### *Quotation (chapter126)*

*"The best user interfaces are the ones that users don't notice. They make sense because they do what users expect them to do."*

## User Interface Inputs and Outputs Design

User interface or (UI) describes how user interacts with a computer system. It consists of all the hardware, software, screen, menu and features that affect the two-way communications between the user and the computer. UI is simply the parts of the computer and its software that you see, hear, touch or talk to. It's a two-way communications because you don't just want to see or hear what the computer puts in front of you but you also want it to tell you what you'd like to do.

The best UI is "No UI" because it implies that the user and the computer have to interact to make something happen. The UI should be easy for the user to use to avoid annoying them. The computer programmer should be smart enough to advise a way to accomplish the right thing without the user helping them out. And the less UI is better UI because the simpler the UI the easier and more useful it is to the users. You don't have to pay much attention to the UI, you can spend more time doing your work instead of looking everywhere for the right button or key to press. It's almost transparent that you can see right through the interface to your own work.

Human Computer Interaction (HCI) which is user interface is based on basic principles of human-computer interaction. It describes the relationship between computers and people who use them to perform business-related tasks. As a system analyst, you will design user interfaces for in-house developed software and customize interfaces for various commercial packages and user productivity applications. Your main objective is to create a user-friendly design that is easy to learn and use.

# CaSe sTuDiEs



## Chapter 1

# Paypal

(Co Founder Max Levchin)

Paypal is an easier, faster online payment for business transactions. it was founded on December 1998 by Max Levchin and his hedge fund manager Peter Theil.

Paypal was a startup web-based payment system. According to Levchin all he wanted is to do "crypto and stuff like that". Crypto are things being hiding in public so one of their ideas was the cryptography which means that the act of writing or deciphering messages into codes and transmitting money via PDAs. Palm Pilot was one of the devices they use to stock all the information they have and they think it is a good business. They use it for receiving and sending, but they think that it might crash. While implementing the site the problem about fraud came. It is like a virus, where they lose so much money. So Levchin find a solution, they built what they so called IGOR, INGA, IVAN. This fraud solution was somehow combination of human and software.

Paypal was also one of the startup and it is a security company pretending to be a financial services. Many of the competitors couldn't deal with the fraud but not Paypal, they succeed to deal with the fraud. Some people thought that it would be like the other company who went down because they can't handle the situation.

Doing a startup is not that easy, you will risk so many things, some people may not believe in your skills. You should need to find a good partner that you can get moral support and fund and you need to build a good relationship with your investors.

# HOT MAIL

(Co Founder, Saber Bhatia)

The idea of hot mail comes from an account the they couldn't access even it is yours because employers firewall prevented then so they think of an email account wherein it can be easily access anonymously. Saber Bhatia and Jack Smith was the founder of Hot Mail, they began to work on their personal database called Javasoftware. In 1996, the first web-based email was created offering free email accounts.

According to Bhatia they were only influenced by their manager who left their company (Apple) to join a startup. Having an email accounts was one of their solutions to have a free access, but having a startup also have some difficulties and problems that you need to face and solve. First was the truth behind, from whose idea comes the hotmail, second where will you get your fund to start a startup, third some people will think that your crazy, they won't believe in you because they knew that they will not gain money from the free access. And last, some people don't know how to execute or handle a computer.

I've found out that startup web-based somehow very confidential because some people might get your idea and assert that to was their work. And as a beginner you should look forward for the things that might happen and get ready to find a solution so that you will succeed to your goal.

## Chapter 3

### Steve Wozniak

(Co founder Apple Computer)

Steve Wozniak designs a machine that crystallized what a desktop computer is The Apple. Wozniak have a technical ability while Jobs have his mesmerizing energy. When jobs landed a contract with byte shop from 100 per assemble machines. Apple was launched on a rapid ascent. Then he soon followed it with a machine that made the company apple II. Apple II was a machine that bought computers onto the desk of ordinary people. This company went public on 1980 in the largest IPO creating more instant millionaires than any other company.

Even in high school, Wozniak knew that he could design computers with half as many chips as the company selling them. Wozniak was known as the wizard of Oz. he along with Steve jobs founded Apple computer Inc. and stand a computer revolution that get so slow down. Apple II was one of the first PC originally aimed at medium at large size business introduce by Wozniak and Jobs. Wozniak had written the basic and interpreter program that translates the instruction to machine language. He was easily able to help launched an industry that has one to touch the lives of all most everybody in some way. He's invention have encourage others to make computers. Apple II set the standard industry. Wozniak was a typical nerd.

Wozniak was being introduced to Atari and Mayer because of Steve Jobs that worked for them. He was also offered to work for them but he disagree it. Wozniak had a video game for Atari called "Breakout"

Back in his college he designs a blue box for making free phone calls. He also discovered a micro processor this are like mini computers. Way back in his highschool he used to design different types of computer just for fun. Wozniak have a friend who is giving a copy of good topic about computer language. Wozniak and Jobs come up a company name called Apple, it happened when he pick up Jobs in the airport. They didn't have any one who funds them, so they think of making a bank account for about a \$10,000 their first office when they make a deal with Mike Markula. Markula was working for a company and he is creating his version of computer. He asks Wozniak to not do his own version. When the family and friends of Wozniak called him and forced Wozniak to do Apple, Wozniak was enlightened and as an engineer he did the Apple.

The three things that I learn are, first, when your creating a start up or an individual on your own you don't have very much money so the fewer parts you buy the better. Second, even though some people said that your insane you have the enthusiasm to pursue whatever you're doing and even though your friend did something wrong to you just think of the reason why he do that and forgive him. Third, even though you are very successful don't forget to share your blessings with others like having a charity, foundations, etc.

## Chapter 4

### Joe Kraus

(Co founder Excite)

Joe Kraus started excite last 1993 (originally called Architext). They decide to go into web search. That made their site the fourth most popular site on the web in the last 1990's. Excite went public in 1996 and in 1999 merge with the highest speed internet.

Joe at first, really don't know what kind of company to start with. They are committed to the idea "Starting something that they knew there's going to figure out." His first job with a friend was a T-shirt company over the summer. He also had to work for Dominos Pizza. Kraus want to have a job but it should be on his own like figuring out how to do something in technology. Actually, Kraus is not a technical major, he is a political science major but he like doing stuff like that. They don't know that thing, yet they want it to figure it out.

They smartest person that he knew was his friend Graham that he's trying to convince and once that he convinced it he would also ask four of his friends to build a company, that they really don't know its purpose. Finally, they come up with an idea and have a slogan stating "We can unencumbered by reality we were so nave we didn't know we could fail and therefore, we almost have to succeed." When they come up to an idea they don't know if it will be a search engine. They were introducing to a lot of people then to Vinod Khusla. It was khusla who funded them. The demo became successful and they made a scale from a \$15,000 to \$100,000 contract how it is \$3 million VC financing

For a startup it is very hard to find money or a person that will fund your system or program. That's why as long as you have your relatives that can help you or having some access.

The three things I learned about Excite was first, you can do something or come up something big if you have the eagerness even though you really don't know what you want to do but you keep on thinking and formulating ideas. Second, you can count on your friend even though you are not sure what will be the result but you still keep on believing and trusting to each other. If you have so many ideas at the end, you can come up with the best one. Third, if you're a start up you should buy tools at its cheaper amounts-by low sell high.

## Chapter 5

### Dan Bricklin

(Co founder Software Arts)

Software Arts was founded by Dan Bricklin and his friend Bob Frankton in 1979 who was able to produce electronic spreadsheets called Visicalc. Bob worked as a consultant and Dan worked for some big company like Digital Equipment Corp. (DEC), Dan and Bob both worked on the basic system of APL.

Before they came up with a spreadsheet, they worked on Bob's thesis called "Limited Service System", they share the same computer over a terminal. It was a way to throttle your usage so that nobody would use more than a certain amount. Bob and Bricklin have an idea on how to handle a business because both of their parents are entrepreneurs. The father and grandfather of Bricklin are both painters. Out of typesetting, he went into video editing for typesetting and out of that he ended up to a word processing group. And he became the first processing system that DEC did. He had done entrepreneurship so he came up with an idea of interpreted language, together with word processor and you're sitting there in a business school running numbers. He took the general layout for the spreadsheet from an idea of the word processing and computerized typesetting world, together with the calculating world of APL and Basic. He prototyped the Visicalc on one of his machines, they started discussing it and agreed to sell. Dan did the prototyping but since he didn't have enough time to program it, Bob did the programming. In Oct. 1977, Visicalc was released and it ignited the personal computer software revolution.

One of the hurdles was the original vision of electronic blackboard or work area. At the end they sold their company to Lotus because of bankruptcy. This entire thing happened, the wonderful up and horrible down of a business.

The three things that I learned in Software Arts, was, first, all start-ups begin with nothing except their ideas of something and all of them have their friends who are willing to help them, give them support and motivate them. Most of their friends are their friends during college days. Second, if you have a strong friendly relationship, even though how many trials and obstacles that you're going through, you can survive helping each other. Third, the experience you have. It can help you to begin your startup. It can somehow be easy for you because you have a background. I've also learned that things start with

nothing that's why you called it a startup. And in business there are times that you're on top or sometimes you're down

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## Chapter 6

### Mitchell Kapor

(Co founder Lotus Development)

Lotus development was founded by Mitch Kapor and Jonathan Sachs in 1982. Lotus 1-2-3 quickly surpassed visicalc to become the new industry standard. It is spreadsheet software. Kapor was a Visicalc product manager at personal software when he wrote the Visiplot and Visitrend. It is one of the companion products of Visicalc. Lotus 1-2-3 could handle larger spreadsheet and added integrated charting, plotting and database. For personal computers Visicalc was originally the "killer app" but when Lotus 1-2-3 came, it became the "killer app killer". Kapor served as the president and CEO of Lotus Development and it went to public in 1983. Kapor also founded the Electronic Frontier Foundation (EFF) and now leads the open source applications foundation.

Kapor has become obsessed with a personal computer, that's why he bought the Apple II in the summer of 1978. Kapor really don't know what to do in that PC so he quickly started to generate some consulting income, and writing programs for individuals who want to buy them for practice use and for looking at stock data. In those days Apple II was a hobby phenomenon so several people that started to use an Apple II have a group called "New England Apple Tree". And one of these people was Eric Rosenfeld, a finance student of MIT. He asked a favor to Kapor if he could write a statistics routine that can help him to analyze data in his dissertation. Afterwards they realize that it might be useful to other people so they built a statistics and graphics product on the Apple II called "Tiny Troll" or simply "Troll". The most useful piece of software was done in Apple II wherein at the same time Bricklin and Fankson also developing Visicalc. The authors of Visicalc were Software Arts and the publishers were Personal Computers, which changed their name to Visicorp.

They introduced their publishers to Kapor and offering him that Tiny Troll will be a companion product of Visicalc and Kapor agreed. After that he had a difficulty



in totally rewriting Tiny Troll so he decided to come out of California and requested to hire him as the Product Manager and said that the software is “almost done” Tiny Troll change its name to Visiplot. They had a problem in using Visicalc and Visiplot at the same time so they decided to store it at the same floppy disk. Building a program took Kapor in a point where he wants to quit and stop building it.

The three things I’ve learned are first, most of the startup people have their friends who are willing to do business with them. Second, that it is not only about the technology you are in but also in business. How can you go out on the market if you really don’t know how to run a company? Third is, in doing things or stuff you want, you should be personally passionate, committed, and believed in what you’re doing. Not just you only want to do it but also because also you want something to prove.

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## **Chapter 7**

# **Ray Ozzie**

**(Founder, Iris Associates and Groove Networks)**

Ray Ozzie founded a two startup company which is Iris Associates and Groove Networks. Ozzie works in PLATO Notes, one of the earliest collaboration applications. In working there he also want to develop collaboration software of his own but couldn’t find funding. But Mitch Kapor and Jonathan Sachs decided to invest to Ozzie’s idea, which would become Lotus Notes, after he led the development of Lotus Symphony, that’s why Lotus was the first widely used collaboration software. Ozzie founded Iris Associates in 1984 to develop the product for Lotus, while he founded Groove Networks which built Internet-Based workgroup collaboration software.

The first thing that they’ve coded in the Groove was a primitive version of their own synchronization algorithm, which they’ve worked in the house of Ozzie. Then a few weeks later they’ve moved to an office space and after months Ken Moore joined their team, a former Iris Engineer. The common thing about Iris and groove was the need of users or their potential customers for the product and not based on technology. Ozzie have

his perspective based on an intention a hole in the market or the future hole in the market and not building a cool piece of technology and see where it goes

They want to use notes as communication tools and it will be using computers on their desktops, this when PC's were just emerging as spreadsheet tools and word processing replacements. He wrote the specs for it that is base on the system called PLATO which was a large-scale of interactive system that people did learning.

In Groove the nature of work was changing technology, it is a big help for people in their work. They saw a lot of frustration because some of their tried to deploy systems across enterprise. So they come up with a conclusion that they need to build a system that just worked instantly right after downloading, for end users.

The web itself on the open internet is an alternative way of doing this, because in the work environment now increasingly you have to work with partners or customers directly. Before Ozzie start a company he writes a couple of founding documents. The first they did in both Iris and Groove was to get a bog office. But they have a problem, where do they want to do the algorithm, In C++ or in Java. At first they've decided to do it in Java but they conclude that there would never be a stable runtime environment that they could count on, on all desktop PCs so they've end up in using C++

They've thought that going to market would be lot easier but they were wrong, going out of the market was a challenge for them.

The three things I've learned about Ozzie were, first learn about leadership from the people at the top of the company. Watch how they talk to people, hoe they present to people because from that you will be able to know how to handle a company. Second, learn about the kinds of culture that you want to create I your own company based on the point and negative aspects. Third is to respect and appreciate other people skill because you need a help of someone when you're doing a startup.

# Evan Williams

(Cofounder, Pyra labs)(Blogger.com)

Pyra intended to build a web based project management tool and Evan William was one of the cofounder. He develops blogger to manage his personal web blog. Blogger grew rapidly. Blogger. Com didn't generate a lot of revenue at first, as bubble deflated in 2001. Pyra seemed near death. By 2003, blogger had one million registered users. William left goggle in 2004 to co found a podcasting called Odeo.

William was an entrepreneur. He started a couple of other companies. I started Pyra because he had been doing internet stuff for about 5 years. He dropped out his college because he believes that he doesn't need a degree and he doesn't like to get a job with other people. Then he moved to California to take a job with O' Reilly. He also works at Intel and HP.

Pyra was a web based project management or collaboration, which he had been interested for a long time. Pyra was personal Project information management system that builds projects for clients around their intranets and help them organize their work and personal information. He has a friend who helps him build Pyra, Meg Hourihan, she was a management consultant. He contracted many companies and one of them was HP.

Blogger.com that time wasn't really paying attention that time in the industry so they felt that they needed to make it a lot better and spend a lot more time on it. They don't know if Blogger will go out of the market because they don't think there was a business there. But blogging was going to dramatically impact the web. They had an argument if they could charge money from the consumers just to have Blogger Pro. But in late 2000, they built version with many more features and they never felt that they could charge money for it.

Like the blog they hosted, they had advertising, he created a mechanism to charge people to take their adds off and made money. He did more things like that and got to a point of paying the hosting bills. One time he needed to rent a desk, he posted it on hid blog and one company, Bigstep offered him free desk and they started to work together. From there, he designed and launched the Blogger API and then 2002; he finally launched blogger pro, the paid-for version of Blogger.

The things I've learned, first don't easily give up if things aren't end up the way you want it to be. Quitting is not a solution. As long as you're thinking of something to do to solve your problem you will come up with a solution and some people will help you and pull you up. Then if you are in your darkest part of your life your true friends will remain and they're more than an employee.

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## **Chapter 9**

### **Tim Brady**

**(First Non-Founding Employee, Yahoo)**

Yahoo was a collection of links to research papers maintained by two Stanford grad students which id Jerry Yang and David Filo that began in 1994. The site grows rapidly in popularity because they gradually added links to new types of information. In 1994 they decided to turn the site into a startup that's why they asked Tim Brady to write a business plan for it.

Brady was Yang's college roommate. Brady initially expected that he will be able to finish his semester at Harvard business school but Yahoo's potential grew that he couldn't wait. They made the company's business plan to pass in his courses and jumped on a plane west to become Yahoo's first actual employee.

He has been the VP of Production for 8 years. His responsibility was about the "product". Yahoo went to public in April 1996 and he was effectively the editor of Yahoo's site. Yahoo became the most popular website in the world and it ultimately won the portal wars because it was a better site and the site was largely because of Tim Brady.

Tim Brady was the first employee the Yahoo founders brought on. He and Jerry Yang both studied Electrical Engineering together. Brady worked for Motorola in Marketing and Engineering. They're one of the closest friends. Yang told Brady about the

web. Jerry and Dave told Brady the story that they both doing the PhD thesis and their references was online. They had big lists that some EE graduates sending an email saying "can you add this?" In their spare time they add the list or category that they were interested in. AOL wants them to join their company. They started to think of their projects as a business and not just a hobby.

There were Electric shows down in San Jose in March 1995; Yahoo's coming out party was a booth on that window. The show was about the hardware and software companies only. Netscape was the only browser back then. The job on netscapw was to grow internet. Their way to get money was to get everyone on the internet and sell servers. They hired an outside sales firm to help their start advertising. They sold five big packages to five big companies. They came first before Koogle. They had a graphic switch at the same time put up advertising.

They find hard time to make people join Yahoo. They hired friends and friends of friends. Tim was personally focused on product. He worked for Jeff Mallet, who was under Kim Koogle. They meet competitors, first the directory button on the Netscape browser became a search button and Netscape started selling the right to linked from the button. Architext or also known Excite was a bunch of under grad from Stanford. They bought the Netscape search button with their venture capital money. They never thought that Yahoo will come out of the market.

Yahoo was kicked off out of the Stanford because they think that their server will crash. And they meet Mark Andreesen and offered to host for 30 or 60 days. They have an issue about pornography. Many people came to them and find information that's why they end up removing all of their links to those sites. But there was no time that he wanted to quit but there were times that he was really upset.

Three things I've learn are, first even though you are an under grad and not part of the founders of the company, you can do something for the company to became illustrious and nurture. Second is to know yourself, to know what you're doing. Third is never quit, you will not succeed if you won't continue what you're doing and find someone or something that will ,motivate you.

# Mike Lazaridis

(Co founder, Research in motion)

Mike Lazaridis founded the Research in Motion (RIM). He built it with his friend Doug Fregin in 1984 and they were still under grad at the University of Waterloo. RIM was one of the first companies to appreciate the importance of wireless networks. One of their projects was the local area network that ran industrial displays. In 1990's Lazaridis foresaw the potential of mobile email when email was still largely unknown. The BlackBerry as one of the innovations that not only became popular, but change the way organizations operates.

Mike and Doug know each other since grades school but they started to work together in high school. They learn to use computers on their own way back in the late '70s. Computers were still punch card systems wherein some other building that you never get to see. They've learned about the actual fundamentals in computers when they have computer trainers in Digital Equipment Corporation and it made difference as time went on. Contact work would have been in his third year and in his fourth year he started RIM. It is his one way to earn money to support his study. He was working of new languages that were sort of beginnings of what became Java. He draw difficult parallel, but he is working on something called DTOIC, a interpretative language that they were getting working on various microcomputer at that time. They apply to the Canadian government and hopefully they've got the grant. They also stated recognizing the wireless data technology.

They've been interested to this thing and suddenly he received interest from Cantel, now Rogers. He met with the president and started talking about the system that they had just bought called Mobitex, it was a wireless data system. They needed someone to wrote some software and help them make it work. They wrote the very first wireless protocol software, Application Programming Interface (API) development tools, all the early stuff for first wireless data networks. And from that they started producing products.

It was the beginning of turning point. They don't know yet what wireless data is. Cell phones were just happening. He got the opportunity to work for SPAR Aerospace, a Canadian company. On the day the Black Berry was the only system that works well and reliably secure under the conditions. Black Berry back then was called an

Interactive Pager. It was their turning point because they've used the documents for years and still used it because it defines the essence of BlackBerry. BlackBerry ended up being one of the all time most famous brands worldwide. They had an email at RIM as soon as they started the company. It wasn't until five years later they started to get coverage on something like a Fax Number because every time Lazaridis gave his card people would always ask "what's an email address?"

The things that I've learned was you should have a lot of faith and visualize what will happen in the future. It's a combination of vision and faith. You should think first that it will happen someday. That all the things that you have done have a value. And you can accomplish it, in an economic way and growth of the business.

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## **Chapter 11**

### **Arthur van Hoff**

**(Co Founder Marimba)**

Arthur van Hoff founded Marimba in 1996. He was first part of the Java Development and Sun Microsystems. Marimba was a software distribution company. Sami Shiao and Jonathan Payne his two fellow developers from Java team join him to found Marimba. Marimba receives a lot of attention from the press and venture capitalists. From a four person startup to a company with more than 300 employees at the time IPO in 1999, but van Hoff left again to start another startup which is Strangeberry. Marimba was acquired by BMC software in 2004.

Arthur van Hoff has the same idea with Netscape but there's no way to compete with them. That's why he focused on software distribution. Soon they came up with an idea for subscription-based software wherein rather than buying software, you just subscribe to it and you get updates automatically. When they launched that they're doing a software distribution, Pointcast had come out. Pointcast did push technology which had some similarities with what they're doing.

They have a conflict about Kim because at that time it is a big deal to have a female CEO. They were really close with the press so the center was Kim. They know where she works but they didn't know what is the product or purpose of the company. Marimba was an unfair case because they were willed on liked crazy by the investors. They really had an unfair opportunity because when they got funding the VCs were calling them but what they really after was to find out what they were doing. But they had two funders the Java and Kleiner Perkins. It became the sticking point.

One of their frustrating things was when they got a lawsuit that just kept dragging and dragging on, that took so much time and attention.

Three things I've learned was first, you need to have an ability to form a team and around was good people. Second is, if you want to invent and go execute it is a fallacy because you have to be good at something or you have to have a direction that you're interested in. third is if you got good reactions then keep doing it but if you got bad reactions then stop immediately because it's really bad idea to sell bad plans.



## Chapter 12

### Paul Buchheit

(Creator, Gmail)

Paul Buchheit was the creator of Gmail, Google's web-based email system which anticipated most aspects of what is now called 2.0. He was Google's 23<sup>rd</sup> employee. He also developed the first prototyped of Adsense, Google's program for running ads on their websites. He was the one who suggested the company's motto which is "don't be evil". Even though he wasn't one of the founders he contributed more to Google than many founders do their startups.

Gmail was both side project and a commission by Google. His idea came from his high school days that he wants to check his email but he needs to go back to his room. What he wants is an email that you can access anywhere. So he wanted to make some kind of web-based email. But he really doesn't know what he was going this idea never got useful and got off the ground.

They built the first version to create an email program and build something that would allow you to search through your email. It was the first version where you can search your email because according to Buchheit he received 500 emails a day so he need a very big search. You can search your own email. He also had a side project, Adsense the content-target ads. He wrote a prototyped but it is throwaway but it got people thinking because it proved that it was possible. While this projects he had coworkers who helped him. There was a time when they launched the project; they gave everyone a gigabyte of storage to start with. They don't believe it really works; they think it's only a joke.

They made Gmail looking at the perspective view of the users. Every time the users have a problem they can come up with a solution to make it better. He was first part of Intel but he got bored that's why he wants something interesting so he emailed his resume to Google and they called up Buchheit and then he took the job.

The phrase that stating "don't be evil" was based on some of the search engines at that time where selling search results and mixing them with the real one. So people think that it's one of the search results and so Google said that they would never do that and they haven't. And he also thought that it was a very catchy phrase.

Three things I've learned are: first even though you're not one of the investors and you just an ordinary employee you can contribute something to the company that is very helpful and will make the company well-known. Second is, doing a startup you should think the users perspective because they are the one whose using it and if they find a hard time on how to execute it they just ignored it. Third, people are the biggest resource because they are the one who's doing the system and you will know that they are really smart

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## Chapter 13

### Steve Perlman

(Co Founder, WebTV)

WebTV was one of the startups built by Steve Perlman. He just has theory that the web could look as good as TV screen as it did on the computer monitor. Perlman was one of the leading experts on display technology and he helped bring color to Apple, Mac. His first startup was the Catapult Entertainment, he built one of the first systems on the network games and how he wanted to bring web into people living room. After that he sold Philips and Sony to the public on 1997 WebTV has acquired by Microsoft and now it is called MSNTV.

He has a perception of making "television interactive" not just you watch up and down but you can also be able to find what they want and be able to view it. But they have a problem with the outlet because there is no device to receive it. Nobody wants to buy device because there was no content and there was no content because the device weren't out there when the General Magic didn't know that he is working for WebTV, he worked 2 ½ days for gen. Magic staff and 2 ½ days for his own but at the time they're known it they want to do video stuff too. They've partner with THQ, which is a video game retail outlets, so they could get the product quickly.

They were running a big online service business and they need to help of PacBell, a phone company to bring T1 line there in a car dealership. At first they think it's a joke but sooner they believed them, that they were a startup using an old car dealership to set up an online service. WebTV have three founders are Bruce Leak, Phil Goldman and

Steve Perlman but when Phil passed away they hired people and get things going. He called up Sony and Sony was interested in the startup that they would do. They want to go forward with WebTV. They brand WebTV with a Sony logo and long at the time and today, were a stronger brand in the US.

There's a big difference between a startup in Silicon Valley in the East Coast. At the end they recognize that WebTV was a profitable thing for them, because they ended up investing in it and now it becomes MSNTV. Over it 8 years in market WebTV grossed over \$1.3 Billion.

Three things I've learned are; first doing a startup will risks everything even your health. If you're not a healthy person maybe you easily give up. Perlman overcomes those sleepless nights. Second is even though you're not a computer major but your heart and your love are in what are you doing you will succeed. Third is WebTV program have gone many obstacles before they successfully launched the program. No one of them doubted that they were going to succeed. Their teams persevere.

# Mike Ramsay

**(Co Founder TiVo)**

The original plan was to create a network server for homes. But when they realized that it would be hard to explain to the consumer why they need it, they'd just narrowed the idea to a Digital Video Reorder (DVR). The first version launched in 1999. They founded TiVo in 1997.

TiVo was ground-breaking that it gave viewers the power to manipulate the information existed on the television. Using TiVo you can avoid commercials, pause live TV shows, all the things might expert to be able to do with data but it sparked controversy in Hollywood because they worried about losing control over how people watch TV. TiVo went public in 1999.

Ramsay also worked in HP. When there's no PC and microprocessor he was involved in chip design but he also left HP to do a startup company called Convergent Technologies. The idea of this is to build workstation. He met Jim Borton in HP and then he got recruited at SGI. One of his cofounders Jim became a world-class technologist because he made UNIX work in parallel processing systems. That's why he got interested on how he can use computer technology to do things that are really interesting and different from what you might expect it to be used for. He has done also a video-on-demand system called the Fall Service Network.

The first idea was not about DVR but about "flam boyant", a home server network thing. They had someone to fund them but they realize how they will sell it to the customers, to explain that they need it. The launched the first users at the end of March 1999. They had a deal with Sony and DIRECTV. So they started to supply DIRECTV with TiVo. At first the people couldn't believe that they can actually pauses a live TV.

Three thigs I've learn are, first you can do startups based on curiosity. Like Ramsay he was interested in how you can use computing technology to do things that are really entertaining and very different from what you might expect it to be used for. Second is that, some people might like and dislike the startup that you've done, It base on the necessity that they really need it or not. Third is that, competitions are always there. They will do everything just to be ahead of you but you should not be affected. You should think that it is part of the business and think of something that you can do to make your company work and stay strong

# Paul Graham

(Co Founder, Viaweb)

Viaweb was a website for online stores. Software that runs on a server and let the use controls it through their browser. And so they had a web-based online store and they've launched it on 1996. They are the one who makes their small business an online store as good as those built by ding catalog companies and by 1998, their website, Viaweb store was the most popular e-commerce software. But on June 1998 Viaweb was acquired by Yahoo and turned it to "Yahoo Store."

Before the viaweb Graham had a startup called Artix where in art galleries are online but they have a problem to convince the art galleries to make it online, they didn't want to. So they switch in making software for online stores websites. The idea came from the most hackers they knew who use the program called X Windows, wherein all the brains were on the server. They use the program as an Xterm or XTerminal, that the computer did nothing but run XWindows. It popped into his head of making the software run on the server, and they've got to try it.

They've hot their funding from their friend Julian, who also worked with them in Artix. They've also got Trevor Blackwell too worked on them, because they think that it was going to be more works. Their turning point was, when they had a demo on some potential investors. From the view point of a hackers dealing with customers seemed like terrifying. So what they do they wrote a lot of software. Their first customer was a technical bookstore.

The users like Viaweb because it was easy to use. Their secret weapon was that e-commerce was really about graphic design not transaction processing. What convinces people to buy was how good the site looks. After the first buyer of their company walkout they ultimately got bought buy Yahoo. But they kept on writing lots of software. There was a time when Viaweb has been imitated by a Japanese company named Fred Egar.

Three things I've learn are, first you can't launched a thing like without having any users. You should be able to know if someone will use your program. Second is, it is natural in business world that you will meet many competitors but despite of that you've still to continue with your business. Third is, they have a goal like "making users happy". They're making sure that every program they're coding, users will be happy and be able to use it easily. And some of the startup people who are good at programming were sometimes not good when it comes to business.

## Chapter 16

# Joshua Schachter

(Founder del.icio.us)

The del.icio.us is a collaborative bookmarking started by Joshua Schachter. He need a way of organizing his collection of 20000 bookmarks, that's why he had the idea of "tagging", that have phrases to keep him find links better. He worked on del.icio.us and other projects like "memepool" and GeoURL while working as a quantitative analyst at Morgan Stanley. Schachter decided to turn it from a hobby to a real business.

He created a website called "memepool" it was basically a blog. They put a links at the bottom saying "send me an email, Give aa good links". He has a text file filled with 20, 000 links so he started putting things in notes. These were the first tags. After a while he built a sort of next generation of the text file, which was called "muxway". There was a bookmarklet wherein you could saved things, you could describe and tag them, somehow like del.icio.us. He did several projects like GeoURLor also called Reversible. It was also like del.icio.us but have different in a few ways.

Del.icio.us was a multiplayer version. They succeed because it was not a venture to start but a product. They were one of the companies doing tagging. People ask for more features. They want features they've seen somewhere else. He understands that taking as an essential part of the marketing, that the consumers are the best marketers. If they love your product and give then tools, they will use it.

Three things I've learn are; first, if you have an idea or you want to start a startup you should focus on it so that you will be able to have a successful program or an outcome. Second is that having a startup is a combination of sudden freedom to run things as you please and crushing responsibilities in which you have to do certain things in a certain way at a certain time. Third is that do us little as possible to get what you have to be done, reduce, do less of it, don't add two things because you will have a difficulties in analyzing it.

# Mark Fletcher

(Founder ONElist, Bloglines)

ONElist was founded by Mark Fletcher as a senior software engineers for Sun Microsystems. It is a free Internet email list services in 1997. ONElist was a side project until he receives funding. Sooner it was acquired by Yahoo and renamed it eGroups by June 2000. By 2003, he also created Bloglines, a web-based hew aggregation services. This website is for managing his own bookmark but when it launched, Bloglines was fast on its way to become the most popular new aggregator on the Internet. Soon also it was acquired by Ask Jeeves in February 2005.

He started ONElist that became eGroups that have been brought by Yahoo. He started another company, an anti-spam company that was called Truistic. When he was starting that, he was doing other thing on the side, which became Bloglines. He had a bookmark list before for about 10 sites. He figured out there had to be a better solution and how he found out about RSS. At that time there were a couple of desktop-based aggregators that you can download but the quality of the programs weren't good. He did that while running this spam thing. It became very apparent that the anti-spam business is not a fun thing to be in because everybody hates you. You will have an error on blocking, so hr quickly gets out of it. Bolglines was actually just for Fletcher use, he doesn't even think that it would be very popular. Nobody knows what a blog is but he decided to throw it out there and see how it goes.

He uses the name of the company he had set up for the anti-spam, the Truistic. His big turning point was when they went online in late June of 2003, that they started getting presses coverage almost immediately. Not so many people knew blog that time but because of the press people got educated of what a blog is.

Three things I've learn are; first the philosophy of consumer-based company, that you don't need to worry about the business model initially. If you get users, then everything follows. Second is, what makes the company valuable was the users because it can never be copied. Third was, startup was somehow amazingly fun but also amazingly stressful because you need to make things better.

# Craig Newmark

## (Founder Craig's List)

Craig Newmark started an email list to publicize events in San Francisco. It grew in popularity and was called Craig's list then he switched from a mailing list to a website and added categories. He decided to turn craigslist.org from a hobby to a real business. He was dedicated in building community in the Internet. Newmark wants Craig's list to keep as free as possible, he never compromised the experiences of its users.

Newmark starts Craig's list at Charles Schwab when he was working with computer security and some of the stuff. He contributed in evangelizing the Internet, how the equity brokerage business would work someday. He started sending out notices about cool events. Usually about arts and technology events, because of this more people wants to be added to the lists and they started calling it "Craig's list". They also suggested other kinds of things like jobs or stuff for sale. He decided to give the thing a formal name and use a listserv. Somebody offered him majordomo and named it "SFEvents" but most people calling it Craig's list wants to keep it name. it signify that it will be personal and quirky.

What Newmark mostly do was according what the people asked them to do. He has a lot of this email sitting in folders. He was thinking of operating on a Solaris system and his using Pine. He can write Perl code, which turns the email logs into web pages. He use Pine as his database tool until late 1999 which switched to MySQL.

He got the first inkling called "moral compass". People were claiming a moral high ground that actually didn't practice what they preached. In Craig's list the community dictated the policy; they weren't shy of sending feedbacks. They have a time when they went down but in a way that's reasonable and understandable and still manage to keep it up pretty well and keep it fast. They spoke the site to be a nonprofit. They get up a way for community to regulate the site and it's doing tagging.

Newmark founded Craig's list in his own. He made specific decisions based on their specific values and followed through. They used to do all sorts of things.

Three things I've learn are; first trusts your instincts and your moral compass. Second is quitting is not a solution. You may feel anxiety but it is part of having a startup. Third always be committed in everything that you're doing.



# Caterina Fake

(Co Founder, Flickr)

Caterina Flake stated with Stewart Buttlefield and Jason Clason at Ludicorp. Their first product was the Game Neverending, a massively multiplayer online game with real-time interaction through instant messaging. With this product they added new features, a chat environment with photo sharing. Game Neverending tends to develop a new photo sharing community which called Flickr. It became popular and later was acquired by Yahoo in March 2005.

Stewart and Fake were married. They both do a web development at that time. Stewart was to do some type of transitional web Development Company which is a kind of harebrained scheme. But after their honeymoon they started Ludicorp. Ludicorp came from a Latin word "*Lodus*" which means "*Play*", they built the Game Neverending. It was a light weight web-based game. It is based around social interactions. You could form groups, instant message and social Network associated with it. Neopets was one of the inspirations for Game Neverending. They have pets wherein you can trade things with other people in the game. Fake worked on the collaborative animation game which was a cousin to the Game Neverending idea.

Flickr was a side project. The Back-end development of the game fell really behind the Front-end Development. While catching up they built on instant messenger application which you can form little communities and shared objects like pictures. Flickr wasn't really a project but a feature, in which you could drag and drop photos. They decided to put photographs on a web page. Actually they wanted to create something new and not photo-sharing site. But they build that stuff. Photo sharing wasn't a valuable activity that people would pay attention. But it became a big help for others. Stewart and Fake was also a long-time fan of bloggers. When they're developing Flickr many networking services were coming onto the scenes like Friendster, MySpace and Tribes and also it is the rise of cameras. They combined Flickr and blog wherein the default is for it to be public photos they need to put the Game Neverending onhold because of Flickr, they didn't expect that will grew fast. They're only six of them so they really need to do that. Unlike other startups some of the VCs were calling them just to invest, but they don't need much money.

Flickr was really a big help because you can immediately download the photos and tag them. It is helpful for the important events. Fake and Stewart started with the Game Neverending but they end up with Flickr, a photo sharing site.

There are many things I've learn in Flickr, first, not only men have the rights or capability to start a startup but also women. They think that women will be a big disturbance but it isn't. Most of the women are more passionate about their business. And be able to put their hearts and souls into it in a way men cannot. Second is, the things that you expected may never end up the way you want it to be. Like Flickr. They really enjoyed the game but they don't have a choice but to hold it. Third is, you may never notice that your site serve and help other people.

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## **Chapter 20**

# **Brewster Kahle**

**(Founder, WAIS, Internet Archieve, Alexa Internet)**

Brewster started WAIS, Internet Archive and Alexa Internet. WAIS stands for Wide Area Information Servers wherein you can search software's. It was one of the predecessors to web search engines but Kahle sold WAIS to AOL in 1995. After WAIS he founded Alexa Internet. It tracked user browsing behavior and suggested related links using collaborative filtering. Alexa was acquired by Amazon in 1999. Kahle's continue to run Archieve.

Kahle was a member of Thinking Machines team. He was on the project team. Soon Kahle leave Thinking Machines to start a startup called Bootstrap. The idea of WAIS came from figuring out how you would make of a machine that had 15 gigabytes of disk space and would have processors that you could run at a gigahertz. So they said to put them on the Net, they prototyped it. It was the first system that was trying to answers questions over the net. Dow Jones, KPMG Peat Marwick and Apple were involved in doing WAIS. They was one of the company to first think of the internet as a distribution system of software's to give something away and sell it. What was WAIS system was trying to get publishers online.

Kahle had his goal of building a great library. When WAIS became publishing online and was acquired by AOL he built two organizations at the same time which was Alexa Internet and Internet Archive, to archive everything that was in library. Alexa Internet was navigation system for the internet. Everything that Alexa ever collected

would be donated to internet Archive. The idea of Alexa was to help guide you around the net. They wanted to catalog the web, so you knew when you were and where you might go next, it came to be called collaborative filtering.

Three things I've learn are first, you can do more than one startups like Kahle, as long as you have the patient, determination and perseverance to continue to build the company and you have your dreams. Second is, find a partner in business that will help you, which you are compatible with. Third, there are some places where in you can do your startup better because they have the facilities and services unlike the other country.

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## **Chapter 21**

# **Charles Geschke**

**(Co Founder, Adobe Systems)**

Charles Geschke strted at XeROX PARC with John Warnock in developing a language called "Interpress" that would allow any computer to talk to any printer. But they think the company commercialize slowly so they decided to start their own company, named Adobe. To produce a successor heir of Interpress called "Postscript". It made possible to describe complex documents in a simple form. Geschke and Warnock partnered with Apple to create Apple's new LaserWriter printer. When Adobe went to public it recognizes industry leader in graphics and desktop publishing software through its type of faces and its popular Photoshop, illustrator and acrobat applications.

Geschke was part of the XEROX PARC since at the beginning. He had a task of bringing up machines that stimulated a then-mainframe computer. They built their own mainframe. They connected personal computers to laser printers. Their project Interpress was a precursor of Postscript, which was the first technology developed at Adobe. At XEROX it takes them at least seven years to bring their product out. So they decided to find other people who can help them. John's thesis advisor introduce to them Bill Hambecht. The idea that they talked about was building Laser Printers and type-setting equipment that would produce not only text but also images. Bill help them but they need a business plan because they need to have it before he talked to the investors.

The name Adobe was originated from a creek near the house of Geschke name Adobe Creek. Soon John and Geschke quit at XEROX to start their company. The deal with dill was not taken. There's another man called them named Bob Belleville who had been at XEROX and moved to Apple and became an overall engineering management for the Macintosh. When they talked to

Steve, Steve wants to buy them but they said they're not for sale. They show to Steve their business plan to raise a \$2.5 million but Steve didn't agree. So Geschke and Warnock talked to some Q.T Wiles. They told to Geschke and Warnock that they need to prioritize their customers, a business plan that focused on providing what their customers wants. After that they called back Steve, he helped Geschke and Warnock to construct a proposal to license their software. After that they began developing a Laser Printer for Apple which called "LaserWriter". So they had a contract with them but Apple still bought the 20% of the company.

When the company was dropping off, he had this guy named John Scull who had the idea of getting together the three companies- Apple, Aldus and Adobe and put together a marketing campaign called "Desktop Publishing" and it turned around the whole world completely from a old analog to a digital world.

There are many things I've learn from Adobe first, how hard to start a company. There are many competitors, companies that wants to but you and sometimes you will faces many failures but despite of them you need to move and continue you company as long as there are people who believe in you. Second, you should think first about you customers. Raise fund that concerning all your potential customers. Third, have passion I what you're doing, for you to be able to attain all your goals.

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## Chapter 22

# Ann Winblad

(Co Founder, Open Systems, Hummer Winblad)

Ann Winblad started the Open Systems, an accounting software company. The advent of the microprocessor and the first affordable PCs created a new opportunity for programmers.

It is not easy to build your own company. You need to have enough experience, money and time for you to be able to start at least one company. Ann Winblad gone through many situations where in she wants to quit but it's never a reason for her to give up. She studied in different colleges to take up her course in accounting. Her first job was in the Federal Reserve Bank wherein she was second among the girls who have taken their course.

Winblad initially started out as a consulting company because they don't have money to start off. They were chosen under a request for proposal bid to build a student accounting system for a vocational school. They first applied to a minicomputer. They moved into PC as 8080A which was the first Intel Commodity processor account on computer called CADO, a propriety operating system, Winblad and a deal with CADO guys. They have a difficulty in finding place where they will start their company. They don't worry too much on competitors. They built a booth through the help of Betty. Winblad was a typical founder. She figuring things out so that she doesn't just view problems as if it needs to be brand new and you learn from the job so you do a lot of things.

There are so many things that I've learn from Ann Winblad, first I've notice that only few women are involve in doing startups but despite of that they never underestimate themselves. They're not afraid of what might happen. We all know that a startup is a high risking job but they've enjoyed what they've done and found some excitement. Most of the people doing startups sometimes find a problem in looking a place wherein they can build their company. For you to be able to have good startups you should have to have tactics to set strategies to get you inspirational goal. And also entrepreneurs have the courage to do the job, the ability to lead people and to really build confidence into strategy.

# David Heinemeier Hansson

(Partner, 37 Signals)

David Heinemeier Hansson was one of the partners of 37 Signals from a consulting company to a product company. The company's first product was Basecamp, an online project management tool, which he wrote. Some of the companion products that he also wrote are Backpack, Ta-da List and Campfire. Ruby on Rails was one of the most popular tools among web developers.

27 Signals was a web design shop founded by Jason Fried that transforms itself to a product company from a consulting company with the creation of Basecamp. Heinemeier Hansson work as a contractor at 37 Signals while he was finishing his Bachelors Degree. Heinemeier Hansson did the programming. They realize that they needed a tool to manage the client project process. They got curious what would happen if you took the blogging idea and applied it to a project management. The first project of Basecamp was the Blog. Heinemeier Hansson says that people were impressed in all the staff that they didn't do. All other product or company tried to do everything while the consumer wants only a simple and easy to manage product. They build a software that they really needed and easy to use.

There are other companies that have tried to do similar things like them. Heinemeier Hansson does the project weblog, milestone tracking, file and to-do list sharing. Basecamp was not the focused when they made it. All they want was a tool for creative services, business and you don't need to pay anything in the first sign. They start from paying nothing to paying very little.

Before they launched they had a problem with the bank. The bank didn't allow them to sell their services that they promise to pay in the entire year because the bank is on the hook for the money, so they pushed back the launching of their product so instead of yearly they charged monthly. Also one of their mistakes is when they didn't consider Time Zone. It was a big important for the firms to have a specific time. It is because Heinemeier Hansson was the only programmer that days and also the system administrator of Basecamp.

While doing the Basecamp he also had a side project the Ruby on Rails. They only have ten hours to work on Basecamp, so the rest of his time he spent in seeking tools that can help in productivity. They finally launched the Basecamp on February 2005. After launching they have major updates with 30days of new products. For them to continue in success they don't end in launching the product, they keep on publishing to show that product is alive.

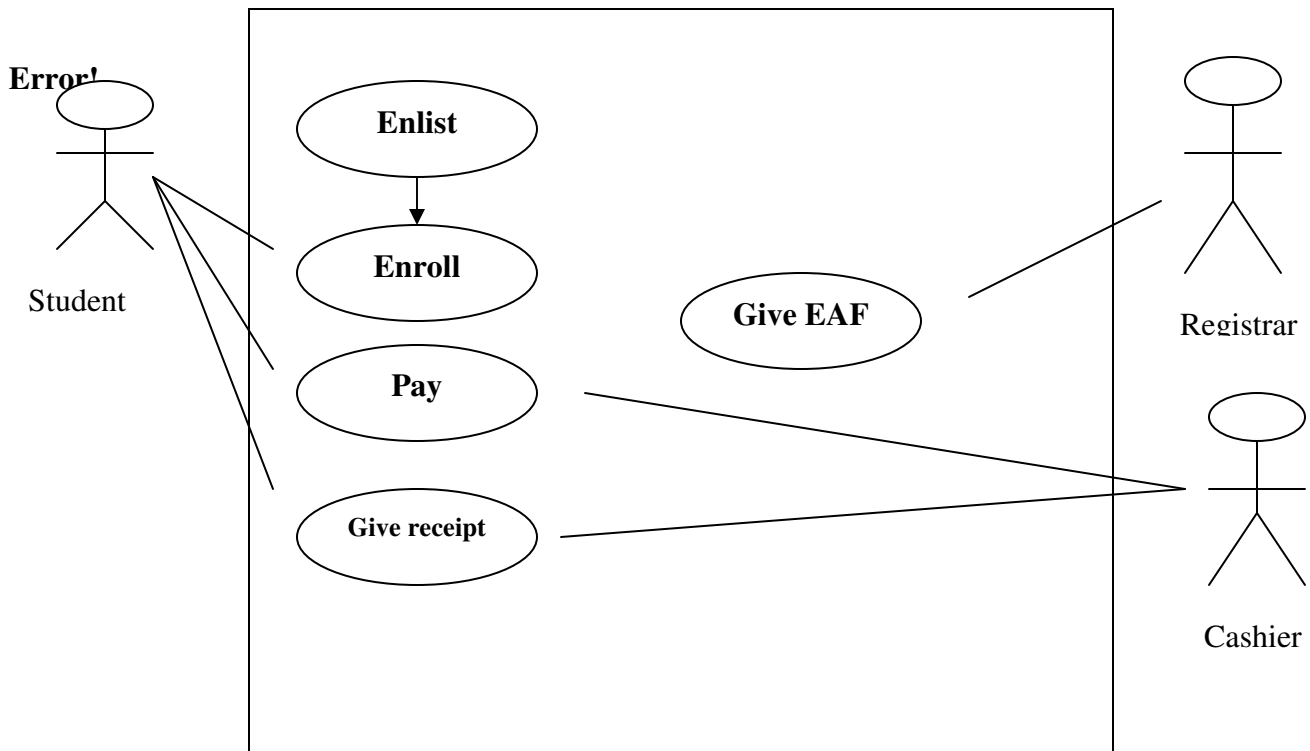
There are times when Heinemeier Hansson wants to give up but they think it positively. They think on how it will help lessen their work. 37 Signals and Basecamp had never been acquired by other company because every time someone will offer them, they frankly say "NO". Their team stay, only one person was added on them.

There are many things that I've learned from Basecamp and 37 Signals, first, it is difficult to do two projects in the same time but despite of all difficulties you will have perseverance to continue what you're doing. Second is there are too many problem that you will face in developing and launching the products. If I where in the shoes of Heinemeier Hansson I will suggest to hire immediately another people who can help me in programming so there will be more work and job to be done.

# USE cAsEs



## USE CASE 1



### Identification Summary

Title: Enrollment in CSB

Summary: this use case allows the students to enroll in CSB.

Actor: Students, registrar, cashier

Creation day: June 03, 2008

date update:

Version: 1.0

person in charge: Annaliza Nebres

### Flow of Events

#### Preconditions:

1. the students must enlist their subjects
2. student should pay at the accounting office
3. student should have their EAF

#### Main Success Scenario:

1. the student will have an online enlistment
2. the adviser will approved the enlisted subject
3. student should have their pre-enrollment after viewing the approved subjects
4. the student will go to the registrar and get the EAF
5. pay at the cashier

#### Alternative Sequence:

##### A1. Course adjustment

1. go to the registrar
2. get the adjustment form
3. fill it up

4. signed it to your adviser

Error Sequence:

E1. Failed Subject

1. student who failed a requisite subject cannot take the subject pre-requisite to it.

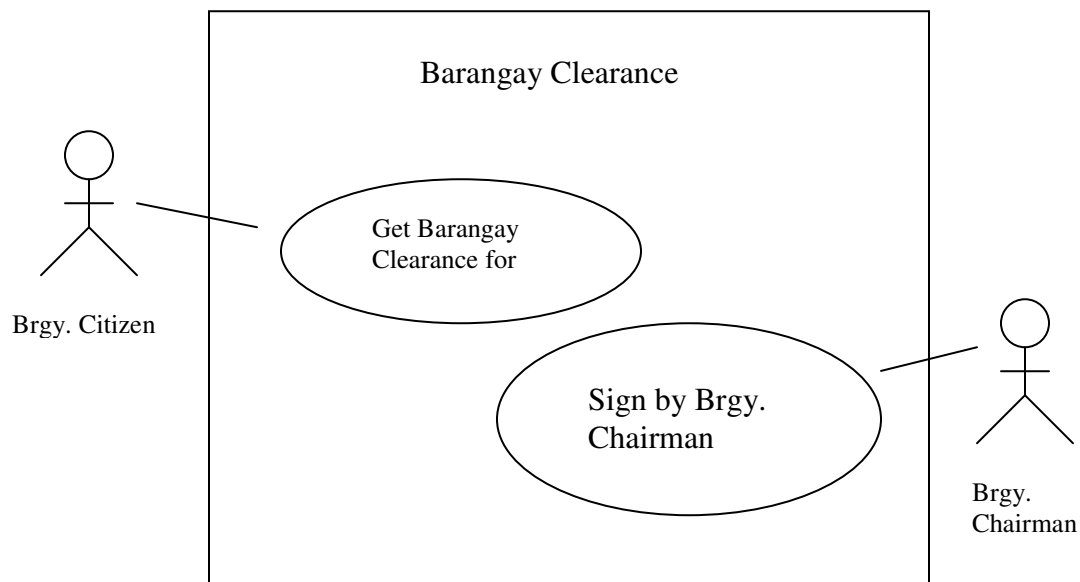
use case fails

Post Condition

1. the student may now view the subject he/she enrolled.

---

## USE CASE 2



### Identification Summary

Title: How to get Barangay Clearance

Summary: this use case will tell you how to get a barangay clearance.

Actor: Brgy. Citizen, Brgy. Cairman

Creation day: June 10, 2008

date update:

Version: 1.0

person in charge: Annaliza Nebres

### Flow of Events

Preconditions:

4. the barangay chairman should be there

5. it should be an office hour

Main Success Scenario:

1. Go to the Brgy. Secretary

2. Give your name and address

3. Secretary will typed your name and address
4. Give your payment for typing purposes
5. Wait for a while and get your Barangay Clearance

Alternative Sequence:

- A1. Typographical Error
  - A1sequence start at point 3
4. It requires to the secretary to retype it again
  - Back to point 2 of main scenario

Error Sequence:

- E1. Long term Residency
    - 1. You should be a residence of that barangay for 6 months
- use case fails

Post condition

1. Check the spelling you name and the number of you address

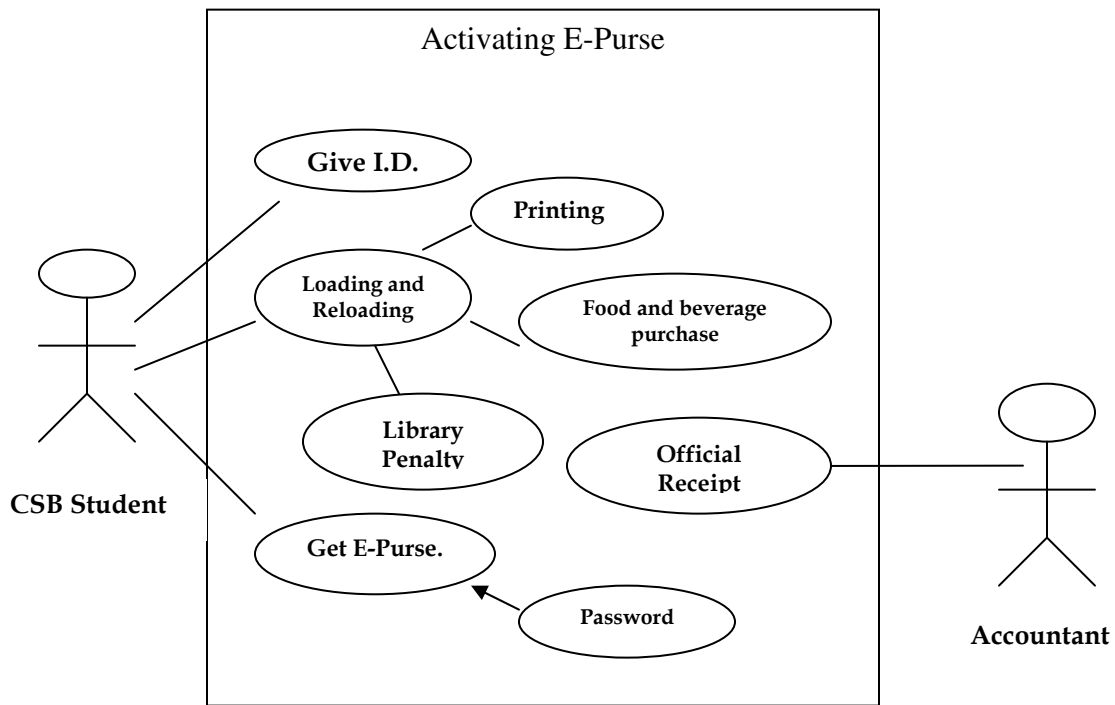
UI. Requirement.

- Barangay Secretary
  - o Give your name and address
  - o You should be a residence for 6 months

**Non-Functional Requirement**

- Response time: as soon as the secretary received your data they will type it and you can easily get your Brgy. Clearance
- Concurrency: treat fairly the other citizens, no favoritism or bias
- Availability: Monday to Saturday office hour,
- Integrity: fill up the form honestly
- Confidentiality: it is not the confidential
- Frequency: you can have it again, for example you lose you copy yet you can get another one.

### Use Case 3



#### Identification Summary

**Title:** How to activate E-Purse

**Summary:** The students will be able to know how to activate their E-Purse

**Actors:** CSB Students, Accountant

**Creation Date:** June 18, 2008

**date up date:**

**Version:** 1.0

**Person in charge:** Annaliza Nebres

#### Flows of Events

##### Pre Condition:

1. You are currently enrolled
2. Your I.D. must not be damage
3. Minimum amount is ₱ 50.00

##### Main Scenario:

1. Go to the Accounting Office, Window 2
2. Give your I.D. and the amount you want in your E-Purse
3. Proceed to Window 1, to give your payment.
4. Then go to Window 4, give your six digits password.
5. Wait for a while and get your receipt and your I.D. card

## **Alternative Sequences**

### **A1. I.D. card was lost**

1. The student should inform the accountant that their I.D was lost and the accountant automatically transfers your money to your new account.

## **Error Sequence**

### **E1. Invalid card**

1. The accountant will inform the student that their I.D card has been damage and need to be replaced.
2. If they are not yet enrolled.

## **Post Condition**

1. Official Receipt

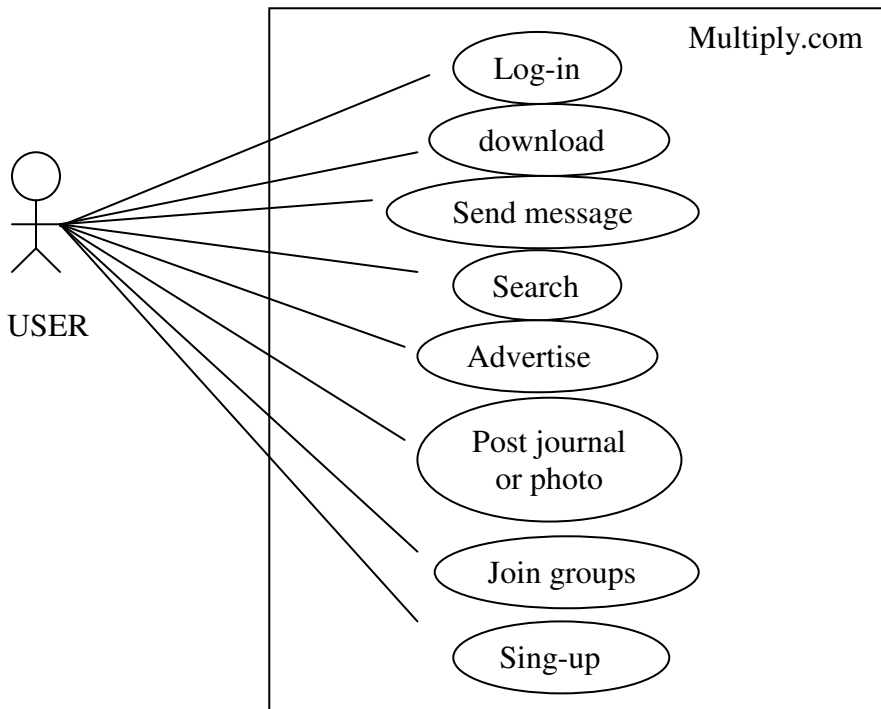
## **UI Requirements**

- You must give the following to the accountant:
  - Your I.D card
  - Payment/amount of money
  - 6 digits password

## **Non-Functional Requirements**

- **Response Time:** As soon as you go to the accountant they will process your E-Purse and the maximum time of waiting is 5 mins. If there is no too many people falling in line
- **Concurrency:** Any can activate their E-Purse as long as they are CSB student.
- **Availability:** As long as your E-Purse has an amount you can use it but depending on the cost you purchase.
- **Integrity:** The I.D. card cannot be duplicate
- **Confidentiality:** No one can know your password so no one can access your E-Purse
- **Frequency:** You can use it until you have money in your E-Purse.

## USE CSE 4



Title: Posting journal on multiply

Summary: This use case shows how a user can post journal on multiply.

Actor: User

Creation date: July 15, 2008

Version 1.1

Preconditions:

- User must have internet connection
- Use must be logged in

Main Success Scenario:

1. User logs-in the site
2. Multiply verifies the username and password
3. User clicks the link on the post journal
4. User inputs title
5. User inputs journal
6. User clicks post
7. Multiply ask if you want to view journal

Alternative Sequences

A1: Edit post

7. User edits the title or journal.  
Scenario goes back to 4

Error Sequences

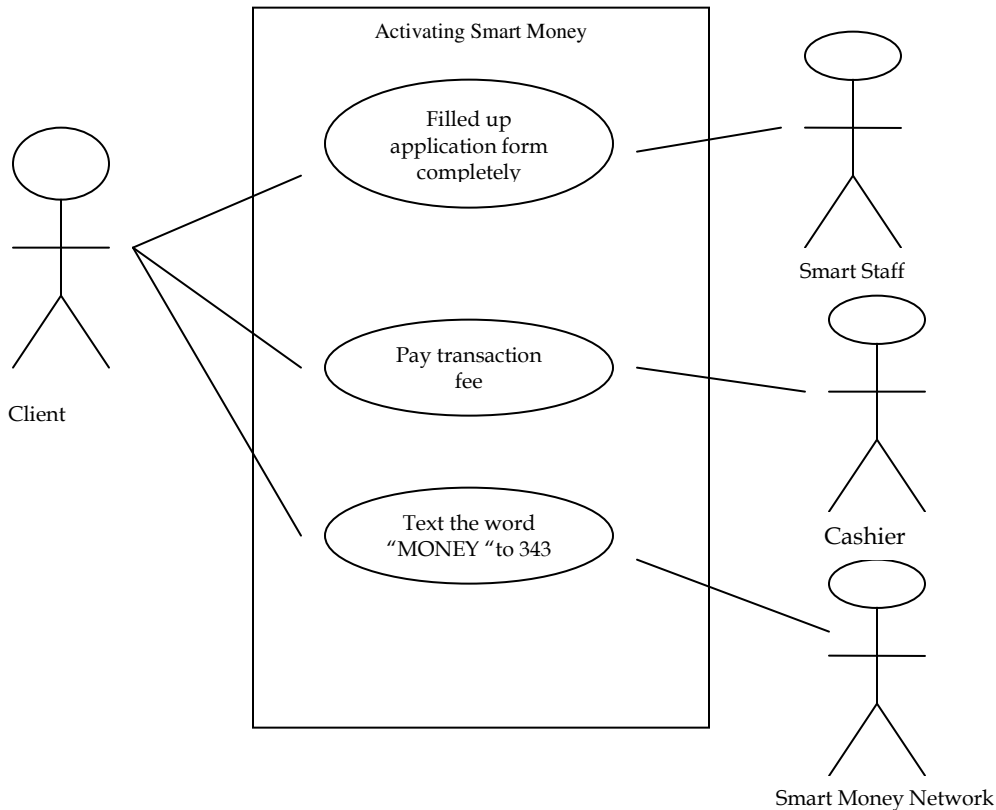
E1: Website Maintenance

6. User repeats the process  
Scenario goes back to 4

Postconditions:

-User page has new journal

## USE CASE 5



### Identification Summary

Title: how to activate your Smart Money Menu

Summary: This use case will allow the smart users on how they will activate their smart menu

Actor: client, Smart Staff, cashier, Smart Network

Creation day: June 21, 2008      date update:

Version: 1.0      person in charge: Annaliza Nebres

### Flow of Events

Preconditions:

6. smart users
7. valid ID
8. users should be at the right age

Main Success Scenario:

1. Go to the Smart Wireless Center
2. Get a number
3. Get application form
4. Fill up application form
5. Proceed to one of the Smart Staff when your number has been called
6. Give the application form to the Smart Staff.
7. The Smart Staff will tell the client to text the word "MONEY" to 343

8. Client will text the word "MONEY"
9. The client will receive e text from the Smart Network that their menu has been updated and need to enter a 6 digits password.
10. The client will enter the 6 digits password
11. Smart Network will ask to re-enter the password
12. Client will re-enter the password
13. Smart Network will verify the password
14. The client will receive a confirmation that their Smart Money Menu has been updated and W-pin has been sent
15. The client will give the Virtual Smart Money Account (VSMA) to the Smart Staff.
16. Smart Staff will input the VSMA to the application form
17. The client will present a valid ID for verification
18. The client will be ask to pay at the cashier the transaction fee
19. The cashier will give the receipt of the transaction fee.
20. The client will go back to the Smart Staff and present the receipt.
21. The Smart Staff will tell the client that the Smart Money card will take 2-3 weeks before they can get it and they will inform the client.
22. the client will wait for the confirmation

Alternative Sequence:

A1. Insufficient Balance

A1. Sequence starts at point 8 of main scenario (MS)

9. The client will ask to reload  
back to point 8

A2. Wrong typed of password

A2. Sequence starts at point 12 of MS

13. The network will inform the users that the password he re-enters is wrong or didn't match  
back to point 12

Error Sequence:

E1. Center not yet open

1. The Smart Wireless Center is not yet open or won't open in that day.  
Use case fails

E2. Under age

7. The client is not at the right age.  
Use case fails

E3. Not a Smart user

8. The client is not a smart user.  
Use case fails

Post Condition:

- receipt
- wait until 2-3 weeks



## UI. Requirement.

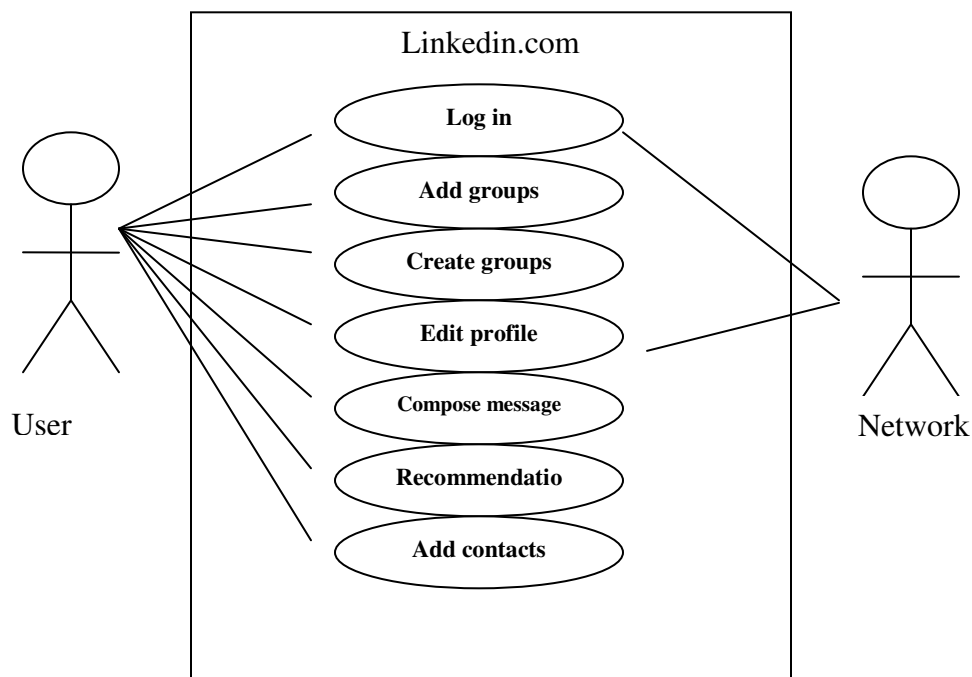
- Smart Staff
  - o Application Form
  - o Valid ID

## Non-Functional Requirement

- Response time: 2-3 weeks for the ID to have
- Concurrency: treat fairly the other citizens, no favoritism or bias
- Availability: Monday to Friday, office hours
- Integrity: the identity of the users
- Confidentiality: the password is very confidential

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## USE CASE 6



### Identification Summary:

Title: how to be recommended

Summary: the user will know how to make recommendations

Actors: user, network

Creation date: July 28, 2008

date update:

Version: 1.0

person in charge: Annaliza Nebres

### Flow of events

Pre condition:

- Log in
- Have a position

Main success scenario:

1. click the button edit profile
2. scroll down and click the button “get Recommended”
3. choose a position and click the button asked to be endorsed
4. click the button “select connections”
5. the user will select his/her connection
6. click the button “finish”
7. send your recommendation

Alternative sequence:

A2. Edit recommendation

A2. Scenario starts at point 4

5. The user wants to edit the message of recommendation.

A3. Forgot to select connections

A3. The scenario starts at point 4

5. The network will inform the user to correct the marked field(s) below.

Back at point 4

Error sequence:

E1. No internet

A1. Scenario starts from any point of the main scenario

1. There is no internet connection.

Post conditions

- Your recommendation has been sent

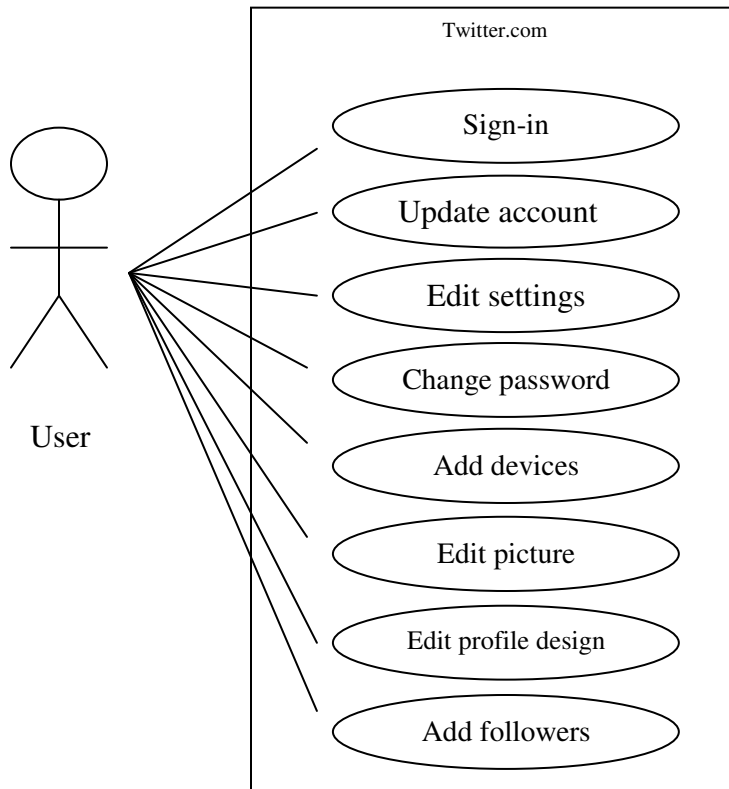
UI Requirements

- Log I to your site
- Someone to recommend

Non-Functional requirements

- Response time: take less than a minute
- Concurrency: treat fairly the other citizens, no favoritism or bias
- Availability: as long as there is an internet connection
- Integrity: tell your real identity
- Confidentiality: your profile can be viewed only by your contacts
- Frequency: you can be recommended so many times

## USE CASE 7



### Identification Summary

Title: updating your account

Summary: This use case will allow the user to post their blogs

Actor: user

Creation date: August 19, 2008

date update:

Version: 1.0

person in charge: Annaliza Nebres

### Flow of Events

Preconditions:

9. The user must sign-in

Main Success Scenario:

23. Put your cursor key at the text box
24. Type your message
25. Click the update button

Error Scenario

E1. Scenario starts at any point

1. There is no internet connection
- Use case fails

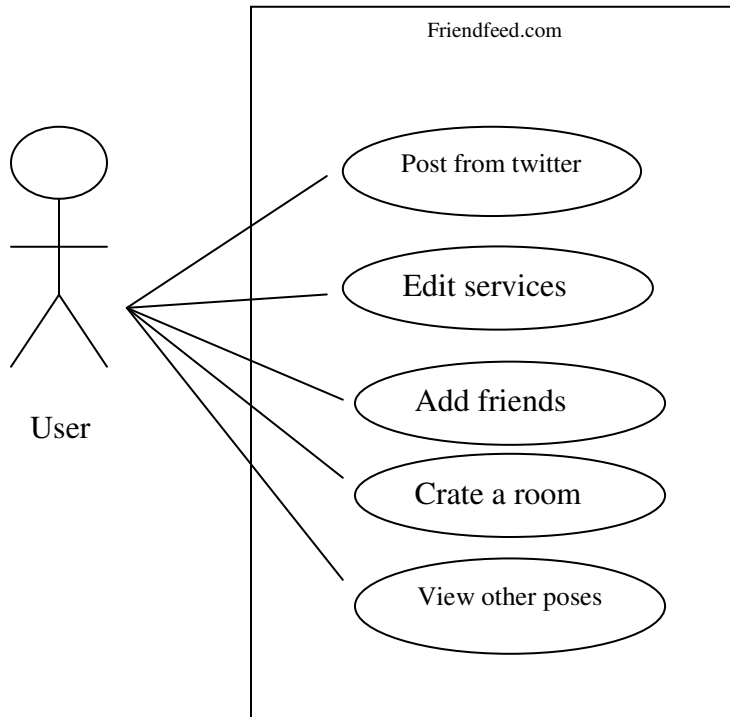
E2. No twitter account

1. The system will inform the user that the email account the he/she typed doesn't exist
- Use case fails

Post Condition

1. The user can now view his his/her profile

## USE CASE 8



### Identification Summary

Title: Post from twitter

Summary: This use case will allow the user to post from twitter and view it in friendfeed.com

Actor: user

Creation date: August 19, 2008

date update:

Version: 1.0

person in charge: Annaliza Nebres

### Flow of Events

Preconditions:

- 10. The PC is open
- 11. There is an internet connection

Main Success Scenario:

- 26. The user must log-in to his/her twitter account
- 27. The user must log-in to his/her twitter account
- 28. The user will type his message
- 29. Then click the update button
- 30. The user will go back to his friendfeed account and wait for a seconds to update his/her profile

Alternative Scenario

- A1. There is no friendfeed account

1. the system will inform the user that his/her email account doesn't exist
2. the user will now sign-in to

Post Condition

The user can now view the one he/she post

# Appendix I

A Systems Analysis Study on the

Sales Department

of Silver Star Resources Co., Inc.

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 subjects

Systems Analysis

Submitted By:

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Romo, Brendon D.

Submitted to:

Mr. Paul Pajo



## **Chapter I.**

### **A. Company Background**

Silver Star Resources Co., Inc. (SSRCI) is located at 230 Don Pedro St., Kapalaran Subd., Brgy Holy Spirit, Q.C 1127 is a leading supplier of repacked personalized food, household and personal care in sachet as COFFEE, CREAMER, SUGAR, CHOCOLATE, IODIZED SALT, PEPPER, CATSUP, TOOTHPASTE, SHAMPOO etc. to a steadily growing and geographically diverse customer base from all over the Metro Manila and provinces like Bacolod, Cebu and Davao. SILVER STAR also offers toll-packing services to top business enterprises. Our packaging solutions are tailored to meet he ever-changing demands of our industry.

- **Mission and Vision**

Be become the country's most innovative leader in the world of packaging and toll manufacturing company. To provide quality products and services to the roster of clientele thru service excellence, continuous and prompt sales fulfillment and unique innovations in the areas of production, marketing and personnel management, and further extend the services internationally as well.

- **Suppliers and kinds of Products**

Name of suppliers	Products
Nestle Philippines	White sugar sachet, cheddar cheese powder, coffee, milk choco
Starbukcs	Brown sugar, white sugar sachet
Chowking Food Corporation	White sugar
Goldshine Pharma Corporation	Jimms Coffee (4 in 1)(5 in 1)(6 in )
Ministop Convinience stores	Siopao sauce, mayonnaise
Philippine Airlines	White sugar sachet, cream sachet
Wendy's Burgers	Cream sachet, iodized salt sachet
Tropical Hut	Iodized salt sachet, cream sachet, sugar sachet
Crowne Plaza Hotel	Cream sachet, white sugar sachet
Hotel Intercontinental	White sugar sachet, cream sachet
Holiday Inn	Cream sachet, white sugar sachet
San Miguel	Coffee

## B. Statement of the Problem

The critical business study focuses on how they compile, store and save all the purchased order and clients profile. There are difficulties in doing it.

- No automated system that will save all the information of the products that has been ordered and the information about the clients (like company name, address etc.)
- No privacy and security about the stored data.

The root of this is that the company doesn't have a program that will store all the data. They only use their existing system which is the Microsoft Excel (spreadsheet) to store all the needed data. Because of this anyone can access this data. They can do anything about it; they can change what ever is saved in the spreadsheet. If these problems are not address there will be having a difficulties for summarizing and finding the errors.

This is important to the company because it is a big help for them in assembling and summarizing all the purchased products. It will lessen their job of compiling it and less paper works. It will also help them to achieve their goals as the unique innovations in the areas of production,



marketing, and personnel management because they have an organized way of compiling, storing and saving the entire product database in a system that is already program.

### **C. Objectives of the System**

The goal of our study it to automate and to transfer the database from a simple storage of data to a program the can store and compile a large of information.

The CBPIS can help the clients to inform them what is happening to their products they've ordered and update the date store in every product.

The objectives of this analysis are the following:

- Will lessen paper works
- To store the important data in a program that an authorized person is the one who can access the program.
- To make their works easier
- To reduce errors
- Increased flexibility
- Increased speed reports
- Improvement of management planning and control
- Opening new markets and increasing sales opportunities
- Competitive necessity
- Faster decision-making
- Promotion of organizational learning and understanding
- Ability of new, better and more information

This proposal will improve the system of the Silver Star Resources Co., Inc. and we assure that the system will going to be effective and make their business faster because of the advance technology that we proposed. In this process the time consumed in realizing will going to be less paper works and also it will secured the data in the system.

The product that enters and goes out in the company will be monitored at all times and if something that is unusual to the program it will be investigated early and actions will be taken in a fast phase. The decision making will be faster also because the list will be the evident of

transactions that happens from time to time. It will be competitive to its competitors because it is more modernized.

#### **D. Significance of the Study**

The system will help the personnel involve in the storing data to be easier and faster because it will be part of the company that the competitors will look in order to make some plans of upgrading their products so that they will be competitive to the products of the company. The users will be more introduced to such system that will help their existing system in monitoring of their products.

It incorporates the security level that must be in the company so that they will have privacy in their products from the outside competitors and personnel.

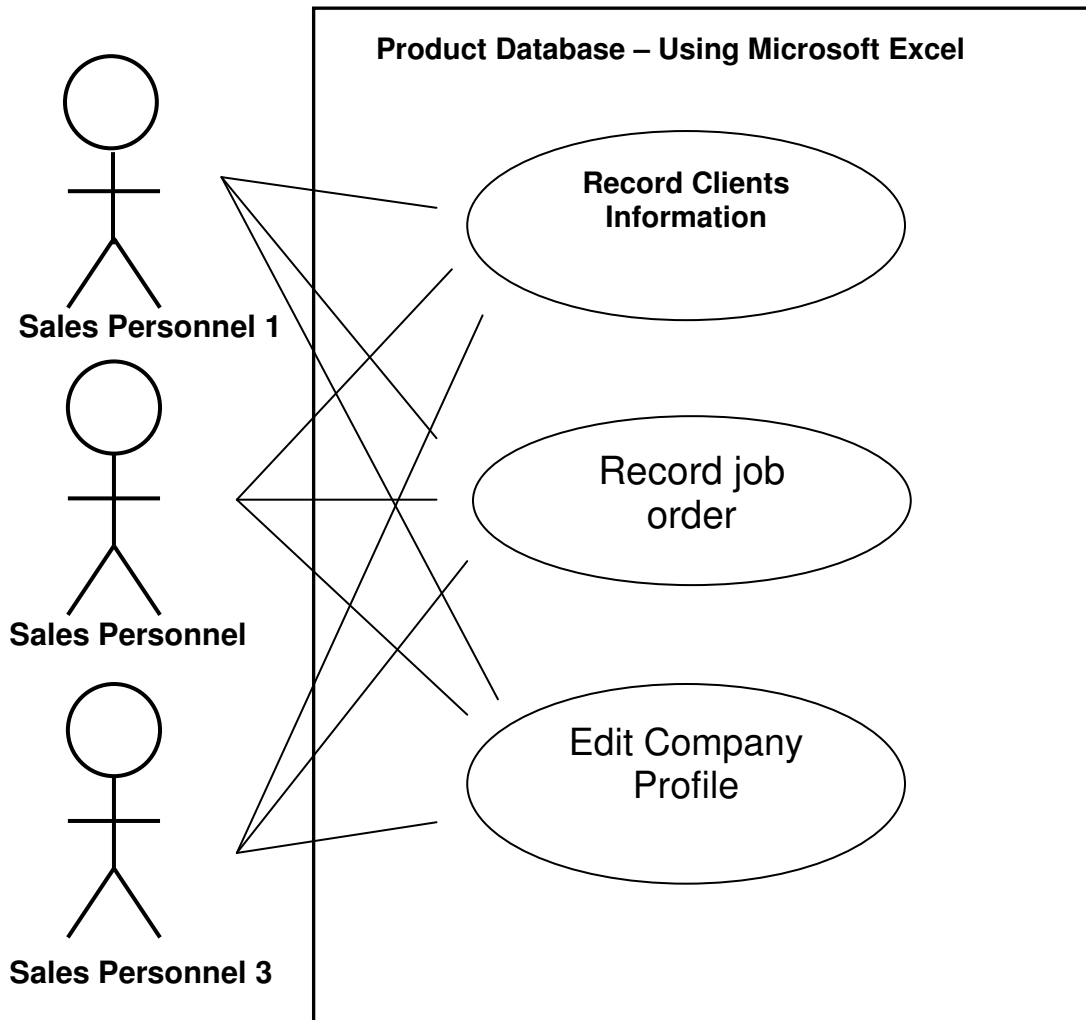
#### **E. Scope and Limitations**

The study is all about the storing the purchase products, and customers data in a network system. The general process is all about how the company store all the data they need like the followings

- Job order
- Customer data,
- The inventory

## Chapter II

### A. Use Case Diagram (Existing System)



## Identification Summary

Title: Recording Job Order

Summary: This use case allows the sales personnel to record the client's job order.

Actors: Sales Personnel 1, Sales Personnel 2, Sales Personnel 3, and Sales

Personnel 4

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

- Computer must be turned ON
- Information must be present in the file
- File must be updated

Main Success Scenario:

- Personnel in charge access the spread sheet data base
- Input ordered unit
- Input quantity
- Input description

Alternative Sequences:

A1: Incorrect input of ordered unit

- personnel in charge check out the correct number of ordered unit

A2: Incorrect input of quantity product

- personnel in charge check out the correct quantity

A3: Incorrect product description

- personnel in charge check out the correct product description

Error Sequence:

E1: There is no purchase order

- use case fails

Post Condition:

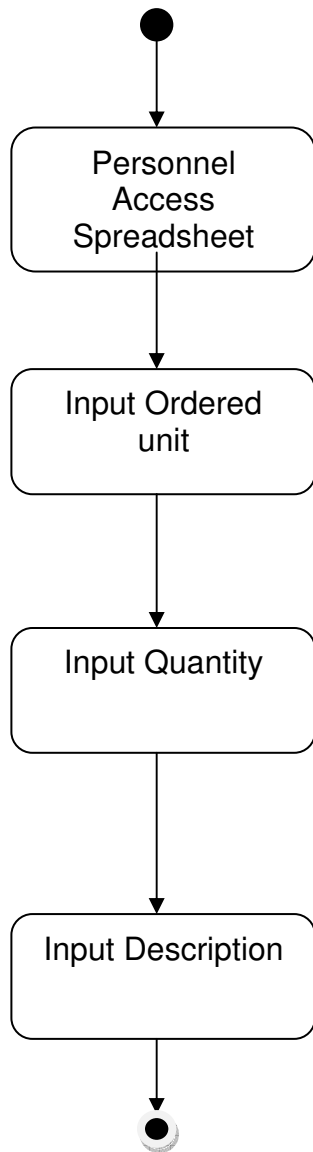
- Purchased order will be recorded in the word sheet database

User Interface:

- Computer
- Excel

Non-Functional Requirements:

- The excel must respond within 3 seconds



## Identification Summary

Title: Recording Clients Information

Summary: This use case allows personnel in charge to record clients information.

Actors: Sales Personnel 1, Sales Personnel 2, Sales Personnel 3, and Sales

## Personnel 4

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

- Computer must be turned ON
- Information must be present in the file

## Main Success Scenario:

- Personnel access the spread sheet database
- Input client's company name
- Input client's company address
- Input client's contact number
- Input client's contact person

## Alternative Sequences:

A1: Incorrect input of client's information

- Personnel in charge must checkout if company's information is correct

Error Sequence:

E1: There is no record of client's information

- use case fails

Post Conditions:

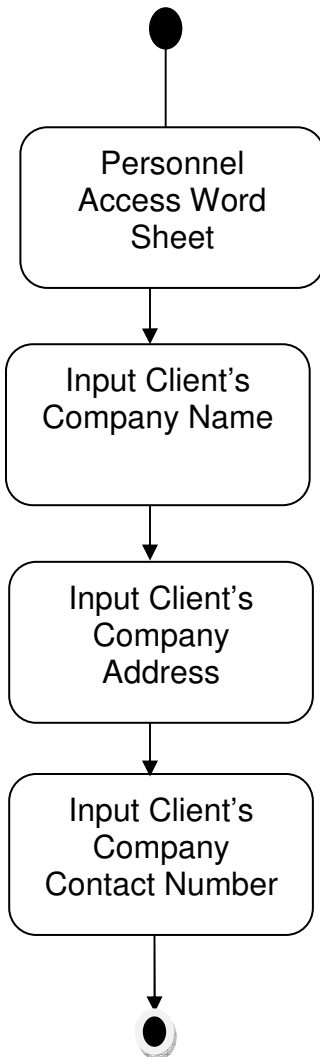
Client's information will be recorded in the spreadsheet database.

## User Interface:

- Computer
- Excel

## Non-Functional Requirements:

The system must interact within seconds from 3- 10 seconds





## Identification Summary

Title: Edit Profile

Summary: It allows the users to edit the existing company profile

Actors: Sales Personnel 1, Sales Personnel 2, Sales Personnel 3, and Sales

Personnel 4

Creation Date: July 23,2008

Date of Update: August 6, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

- Computer must be turned ON
- Information must be present in the file
- File must exist

## Main Success Scenario:

- The user edit's the company profile
- The user access the file
- The information can be edited
- User stores information for future purpose

## Alternative Sequences:

A1: Updated File

- If someone did the updating process, the flow will be lessen.

## Error Sequence:

E1: Deleted File

- If the file is deleted, the information cannot be used again (Need to make it again or copy backup file )

## Post Conditions:

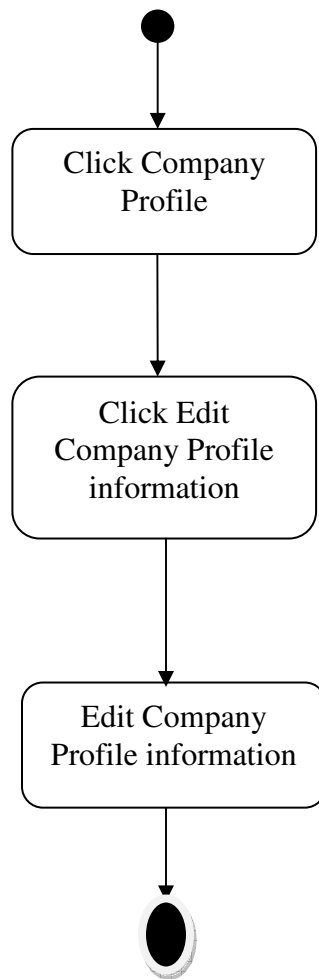
- The profile will be organized
- The profile can be found more easier

User Interface:

- Computer
- Excel

Non-Functional Requirements:

- The system must coordinate to the user within 3 – 10 second.

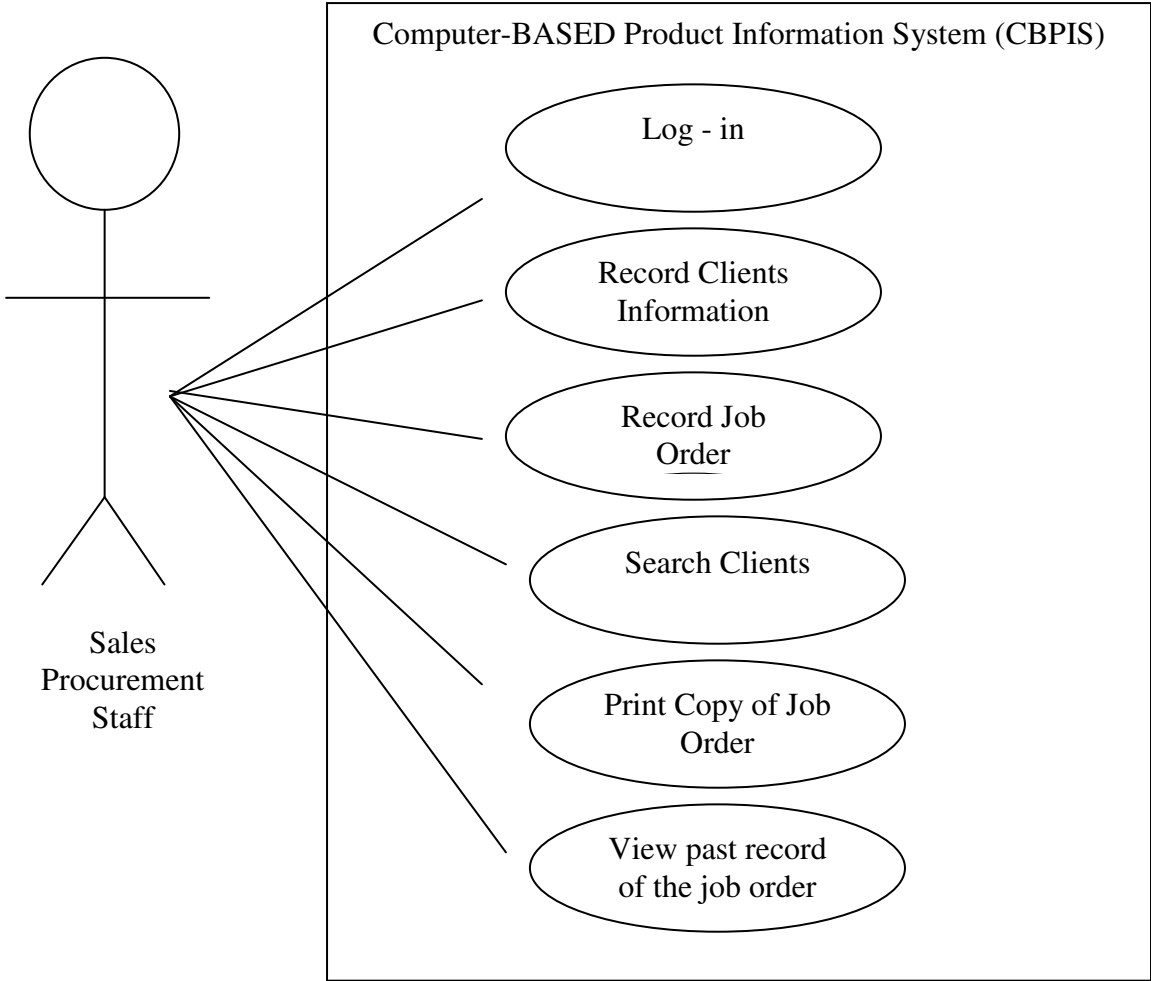


### Chapter III

- **Table of Recommendation**

Problem to be addressed	Recommended change needed to improve	Activity diagram that will be affected by this change
<ul style="list-style-type: none"><li>• No Program/ system that will save all their information of products purchased and the client's information.</li><li>• Anyone can access the stored data base.</li></ul>	<ul style="list-style-type: none"><li>• To have a program that will help them store all the important data needed.</li></ul>	<ul style="list-style-type: none"><li>• How they save the important information in the spread sheet.</li></ul>

# PROPOSED SYSTEM



## Identification Summary

Title: Log - in

Summary: This use case allows the Sales Procurement Staff to access the system

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Andrew Garnduff

## Flow of Events

Preconditions:

- Authorized Personnel must turn on the computer.
- Authorized Personnel must be in the system.

Main Success Scenario:

1. Input Username
2. Input Password
3. The system verifies the username and password.
4. The authorized personnel can now access the system.

Alternative Sequences:

A1: Incorrect username

A1. The scenario starts at point 3

4. The system informs the authorized person that the user name and password didn't match.

Back to point 2

A1: Incorrect Password

A1. The scenario starts at point 3

4. The system informs the authorized person that the password is incorrect for the first & second time.

Back to point 2

Error Sequence:

E1: Not Authorized Personnel

E.1. the scenario starts at point 3

4. The system will inform the user that the password and user name didn't exist.

Use case fails.

Post Conditions:

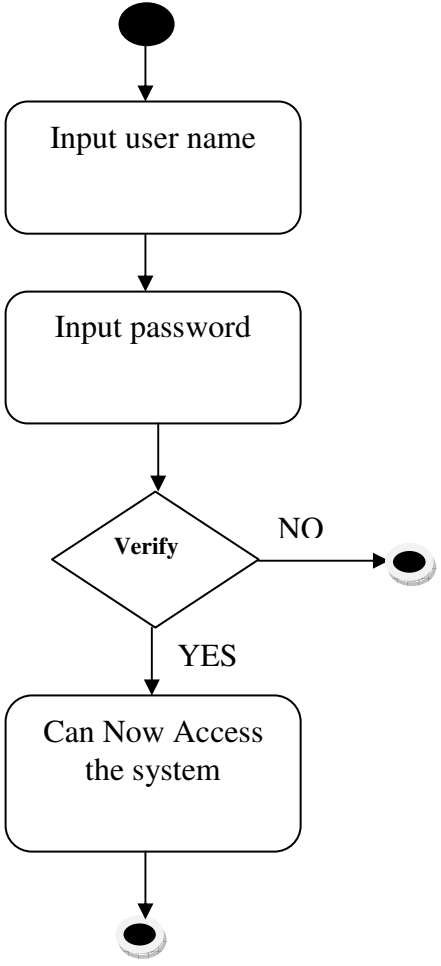
-Authorized Personnel can now access the system.

User Interface:

-Computer Based Product Information System

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the data about the job order and the clients' information.
- Frequency: Regular use of the system.
- Availability: As the system runs



## Identification Summary

Title: Record Clients Information

Summary: This use case allows the authorized person to record clients' information.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Andrew Carnduff

## Flow of Events

### Preconditions:

- Authorized Personnel is logged in
- Data about the client

### Main Success Scenario:

1. Authorized Personnel input company name.
2. Authorized Personnel input company address
3. Authorized Personnel input contact number
4. Authorized Personnel input contact person
5. Authorized Personnel save the information
6. The system will update the profile

### Alternative Sequences:

#### A1. Wrong data input

- A1. The scenario starts at point 5
  6. The system will inform the personnel that there's an error in the information given.
  7. The system will highlight the specific error data
- Back to the point where there's an error.

### Error Sequence:



E1: when there's a problem in the server

E1. The personnel can't access the system

Use case fails.

Post Conditions:

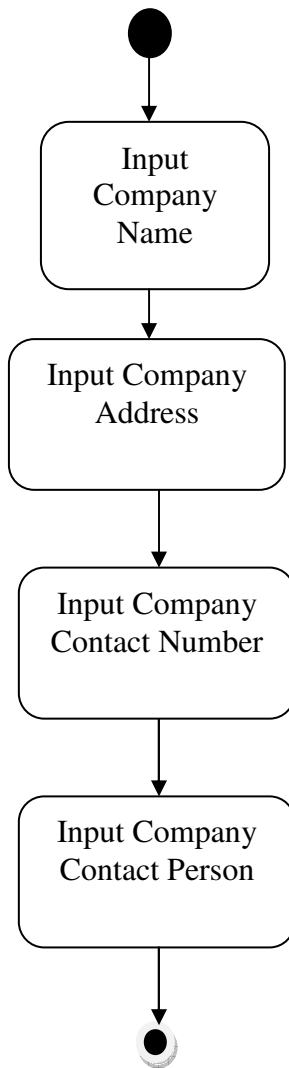
- Authorized Personnel can now view the client's information.

User Interface:

- Computer Based Product Information System

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about their clients' info.
- Concurrency:
- Frequency: Regular use of the system
- Availability: As the system runs



## Identification Summary

Title: Record Job Order

Summary: This use case allows the Sales Procurement Staff to record the job order.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Andrew Carnduff

## Flow of Events

### Preconditions:

- Authorized Person is logged in
- Authorized person must be in the system.

### Main Success Scenario:

1. Authorized Person input the name of the clients.
2. Authorized Person input unit.
3. Authorized Person input product quantity.
4. Authorized Person input product description.
5. Authorized Person save the data
6. The job order will automatically updated
7. The personnel now save the data
8. The system now updates the order

### Alternative Sequences:

A1: incomplete data

A1. The system will inform the Authorized personnel that he /she fill-up the important fields

Back at to the point where the personnel needs to complete the data

Error Sequence:

E1: when there's a problem in the server

E1. The personnel can't access the system

Use case fails.

Post Conditions:

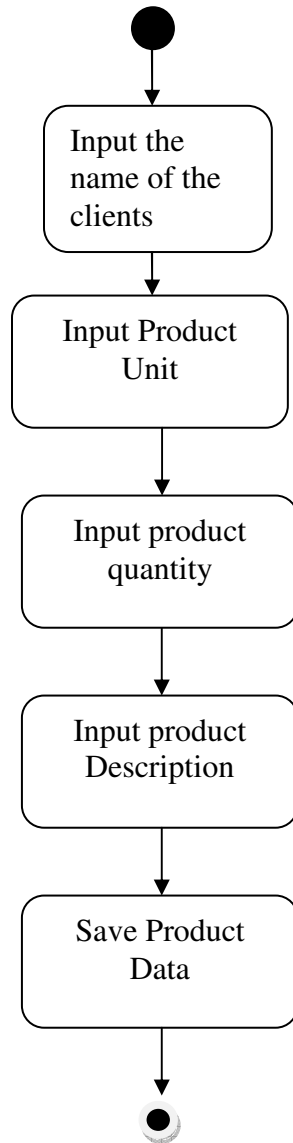
- Authorized Personnel can record job orders.

User Interface:

- Computer Based Product Information System

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about the job order
- Frequency: Regular use of the system.
- Availability: As the system runs



## Identification Summary

Title: Search Client

Summary: This use case allows the Sales Procurement Staff to search the client.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Annaliza Nebres

## Flow of Events

### Preconditions:

- Authorized Person is logged in
- Authorized person must be in the system.

### Main Success Scenario:

1. Authorized Person input the name of the clients.
2. Authorized person click the button "search"
3. The system will look for the file that the personnel had input.
4. The system will flash the profile of the company being search.
5. The personnel can now update or edit the profile

### Alternative Sequences:

A1: wrong/misspelled client name

A1. The scenario start at point 2

3. The system will inform the Authorized personnel the client name didn't exist in the program

Back to point 1

### Error Sequence:

E1: no stored data

E.1. the scenario starts at point 2

4. The system will inform the personnel that name of the client does not exist in the program

Use case fails

E2: when there's a problem in the server

E2. The personnel can't access the system

Use case fails

Post Conditions:

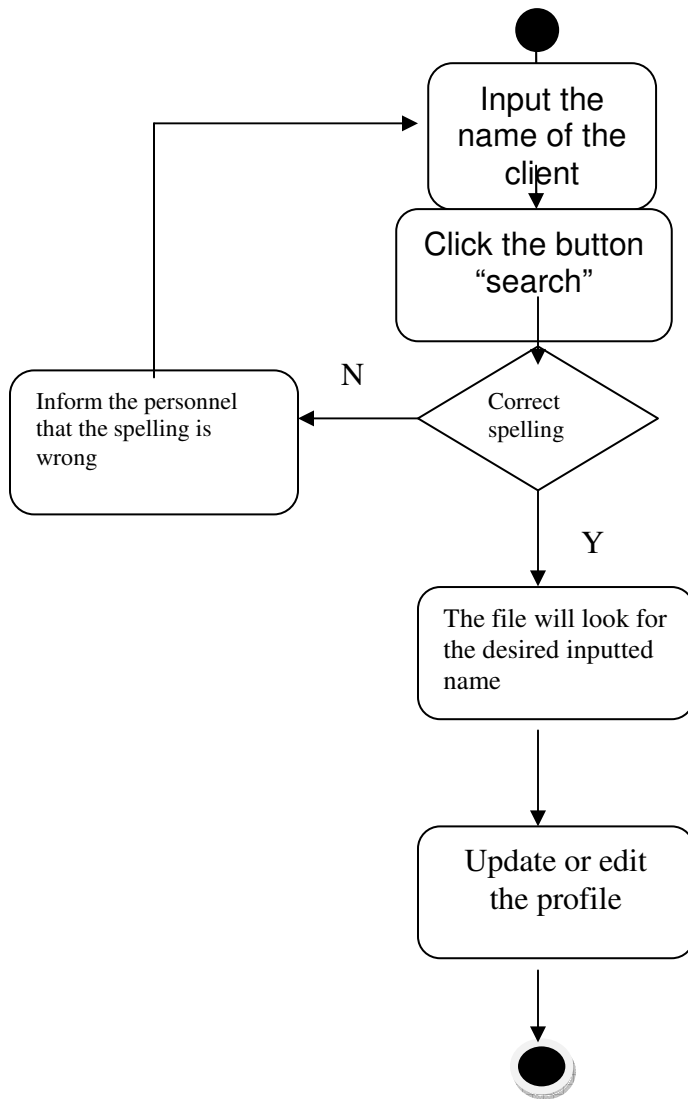
- Authorized Personnel can view the company he/she research.

User Interface:

- Computer Based Product Information System

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about the client information
- Frequency: Regular use of the system.
- Availability: As the system runs





## Identification Summary

Title: Print copy of Job Order

Summary: This use case allows the Sales Procurement Staff to print directly the job Order.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Annaliza Nebres

## Flow of Events

### Preconditions:

- Authorized Person is logged in
- Authorized person must be in the system.

### Main Success Scenario:

1. The personnel will click the button "saved job order"
2. The personnel will input the dates of the specific job orders he/she wants to print.
3. The personnel now click the print button.
4. The system will print it automatically.

### Alternative Sequences:

A1: wants to view the contents of the job order being highlighted.

A1. The scenario start at point 2

3. The personnel will click the print preview button to validate the J.O.

### Error Sequence:

E1: the system is not connected to the printer.

Use case fails

E.2. there is no sufficient quantity of ink to print.

Use case fails

Post Conditions:

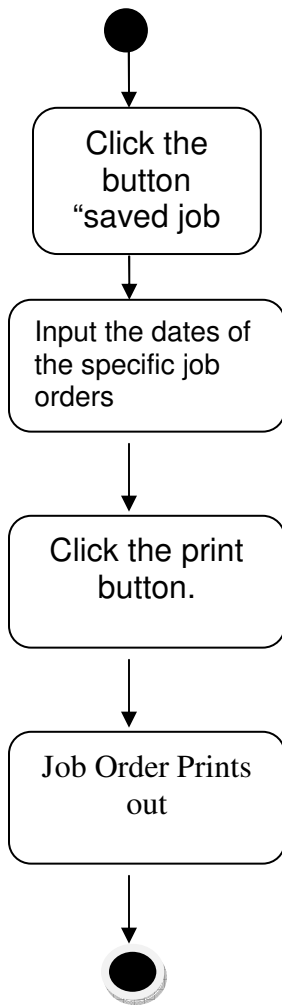
1. The personnel now has a hard copy of the job order

User Interface:

- Computer Based Product Information System
- Printer

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about the J.O.
- Frequency: Regular use of the system.
- Availability: As the system



## Identification Summary

Title: View past record of Job Order

Summary: This use case allows the Sales Procurement Staff to view the past record of J.O.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Annaliza Nebres

## Flow of Events

### Preconditions:

- Authorized Person is logged in
- Authorized person must be in the system.

### Main Success Scenario:

1. The personnel will input search the clients' profile.
2. The personnel will click the button orders.
3. The personnel can now view the clients' past orders.

### Alternative Sequences:

A1: search J.O on specific previous dates

- A1. The scenario start at point 1
2. The personnel can search through the use of specific dates of J.O. if they can't find the clients' name.

Continue to point 3

### Error Sequence:

E.1. there is a server problem.

Use case fails

## Post Conditions:

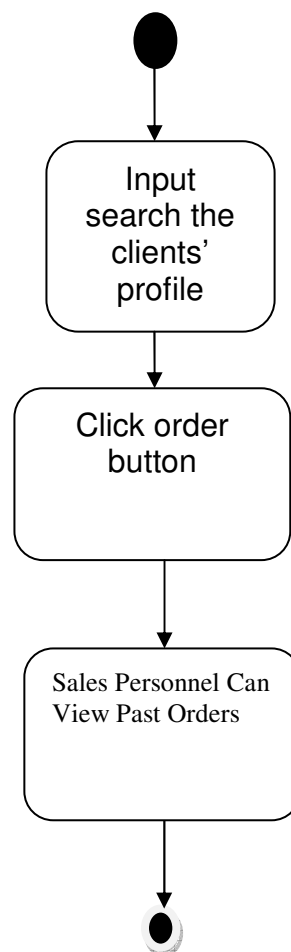
3. The personnel now has viewed the clients past J.O.

### User Interface:

- Computer Based Product Information System

### Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about the J.O.
- Frequency: Regular use of the system.
- Availability: As the system runs.



- **Bench Marking**

2 Direct Competitors

- Diagem Packaging
- Consolidated Packaging

The two major competitors is also a packaging company where in they repack foods like: coffee, milk, sugar, etc. Their line of business is Repackaging.

Objectives	Diagem	Consolidated	Silver Star
Number of customers	25 clients / month	30 Clients / month	40 Clients / month
Number of transactions per month	100	110	132
Number of Branches	1	1	2
Type of Information System	Semi- Automated	Semi- Automated	Computer- Base Product Information system
Faster Decision making	Months to decide	Months to decide	Days to decide
Improvement of management planning and control	Takes weeks to report	Takes weeks to report	Takes days to report

- **Streamlining**

Simplification and Automation of the Existing System

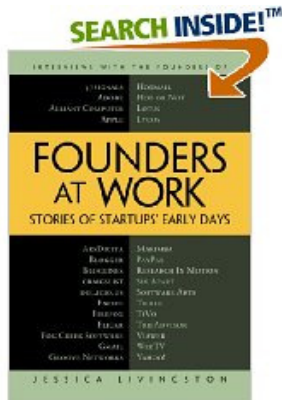
Simplification: reduces complexity wherever feasible. Leading to fewer steps, tasks and interdependencies.

Making things easier to learn, to do, and to understand.

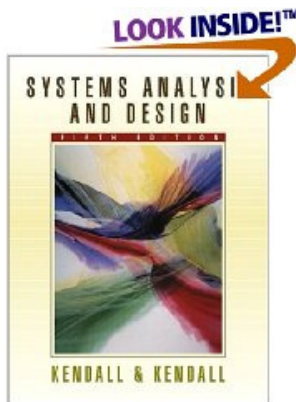
Activities

- Eliminate duplication task and combining fragmented tasks or similar activities.
- Reduce the number of the people who can access the database
- Eliminate unused data
- Making the system process faster than the past system

# References



Founders at works by: Jessica Livingstone



Systems Analysis and Design by: Kendall and Kandall

- <http://www.multiply.com>
- <http://www.linkedin.com>
- <http://www.slideshare.com>
- <http://www.friendfeed.com>
- <http://www.twitter.com>