A SYSTEM ANALYSIS AND DESIGN READER

BY:

ANGELO AMPONIN

Dedication: I dedicate this book to all my friends and family for making me responsible and have encouragment in doing these particular activites

Preface:

Through the years of being students, we had encountered this kind of requirement for the first time, wherein you will compile all your paperworks and make it as a personal book. This is actuallly a good idea we have an opportunity to authorize a book. Systems Analysis and Design is a subject wherein you do a lot of thinking and analyzing skills. Such as analyzing some business processes and systems deeply. Systems Analysis and Design is one of the introductory subjetcs of all IT majors.

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BOOK REVIEWS

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Book: Use Cases Requirements in Context

Authors: Daryl Kulak and Eamonn Guiney

Reference No.: QA

76.9

S88

K85

2000

Chapter: Chapter 1 – The Trouble with Requirements

Review:

This chapter overviews the requirements that a computer application must do for its users which includes what systems people or technical people should proceed or take note in terms of their activities and their certain jobs which is the Software Development Life Cycle (SDLC): Requirements gathering - gather and document the users' needs and problems. Analysis - construct logical solution that satisfies the gathered requirements. Design – design and with the logical solution. Construction – begin coding and programming with the software engineers. Testing – tests and debugs errors of the solutions. Deployment – test application through installation, training and find tuning. Maintenance – make change of the application and make improvements. The chapter also discusses functional and nonfunctional requirements which not only the developers but also the users need for the system to work. At the end of the chapter, it discusses what the prototypes are. These are window applications that allow the users to observe the application system even if it is not yet constructed. This will improve the communication between the users and system developers.

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Chapter: Chapter 2 – Moving to Use Cases

Review:

This chapter introduces use cases, diagrams and specifications which developers used to help the users understand what the system can do and its functions. These are the following:

- Requirements specifications
- Data Flow Diagrams
- Entity Relationship Diagrams
- Prototypes

Requirement specifications are listed and expressed in terms of "the system shall". It is merely an itemization of each of the various functions, as if the function could be extracted and treated independently. DFD's are useful for technical people but are confusing to users. The data flows from one process to another and end up with data store to explain a certain system. ERD's are critical to database design, but they are not meant for user consumption. Prototypes are the mock-ups data or user interface to help the users to be familiar on the future system.

The chapter also discusses that UML (Unified Modeling Language) was named after the "Three Amigos": Grady Booch, James Rumbaugh and Ivar Jacobson combined their own modeling notations and also got plenty of ideas and unanimous buy-in from every other major methodologist in the industry. The chapter also includes the diagrams in UML: Use case, sequence, collaboration, statechart, activity, class, object, component and deployment.

At the end of the chapter, it shows some applications and examples of use cases and diagrams.

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Chapter: Chapter 3: A Use Case-Driven Approach to Requirements Gathering

Review:

The chapter proposes an approach that differs substantially what we called, the use case driven. The chapter also listed some principle in order to solve requirements problems. These are the following:

- Reduce Risk – possible ways to reduce risks is to increase user involvement (users writing use cases)
- Focus on business interactions – you must separate analysis and design activities and keep use cases devoid of technical language and considerations.
- Reduce volume – leave table maintenance and abstract use cases and business rules as much as possible.
- Reduce duplicates and inconsistencies – reduce duplicates and inconsistencies
- Create requirements that users can understand easily – avoid implementation-specific language
- Create requirements that are useful to designers, developers, and project managers - use use cases and a use case-driven lifecycle
- Leave a requirements trail – create real use cases from abstract use cases
- Keep the plan in mind – think about the use case paths as increments of development

The chapter also mentioned the four steps of gathering requirements. It is possible to say that iterative requirements specification always proceeds through the same logical steps in every situation. The four steps are:

outlining, widening, focusing and touching up artifacts. But the book has its own case for the four logic step:

- Façade – outlining
- Filled – broadening
- Focused – narrowing
- Finished – touching up and fine tuning

There are refine several tools that refine the requirements set:

- Problem Statement – first document to be created and outlines the business problem to be solved
- Statement of work – scope of the work and a general view of how the work is accomplished
- Risk Analysis – helps establish clearly whether the development should be attempted
- Prototype – mock up of a system's user interface
- Use of use cases and use case diagrams
- Business rules – there five categories of business rules: Structural facts, action restricting, action triggering, inferences and calculations

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Chapter: Chapter 4: Understanding Organizational Style and Its Impact on Information Systems

The chapter overviews what are organization and its fundamentals these are: levels of management, design of organizations and organizational cultures. Organizations are complex systems composed of interrelated and interdependent subsystems. Subsystems are influenced by three broad levels of management decision makers. All systems and subsystems are interrelated and interdependent. This means that if any part of the system is changed, the rest of the parts are also affected. Boundaries or organizational boundaries are also one of the characteristics of the system. Boundaries separate the system from its environment wherein environment is everything outside the system.

Firstly, the chapter discusses graphical methods which can depicts system graphically. These methods are: data flow diagrams and entity-relationship diagrams. Data flow diagrams, which are also called the environmental model, focus on the data flowing in and out of the system and the processing data. The basic symbols of a data flow diagram are:

- Process (rectangle with rounded corners) – this means that some action or group of actions take place.
- Entity (square with two shaded edges) – person or group of persons, a department or a system that receives or originates information
- Data flow (arrow) – shows that information is being passed to and from the process

Another method is Entity-Relationship Diagram. It can define proper system boundaries. Entity-Relationship Diagrams are mostly used by system designers to help model the file or database. The symbols in ERD are:

- Rectangle – primary entity
- Diamond – relationships
- Rectangle – secondary entity

Secondly, the chapter discusses the levels of management which influenced the subsystems of a system. The levels are:

- Operational Management
- Tactical (Managerial, Planning and Control) Management
- Strategic Management

Thirdly, the chapter discusses organizational cultures. Organizational cultures and subcultures are important determinants of how people use information and information systems. Organizational culture is a burgeoning area of research that has grown remarkably in the past decade. Subcultures may be powerful determinants of information requirements, information availability and use of information.

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Chapter 3: Requirements
Review:

The chapter discussed the four major project fundamentals that the system analyst must handle. These are: project initiation, determining project feasibility, project scheduling and managing system analysis team members. Under the project initiation, business people suggest systems as projects for two broad reasons: to be experience problems that lend themselves to systems solutions and to recognize opportunities for improvement when they occurred. In order to identify the problems in an organization are the following:

- Check output against performance criteria
- Observe behavior of employees
- Listen to external feedback from: vendors, customers and suppliers

For systems project feasibility: operational, technical and economic feasibility. In determining the resources, the analyst must find out whether current technical resources can be upgraded or added to in a manner that fills the request under consideration. Economic feasibility is also one of the ways in determining the resources. The basic resources to consider are: your time and the system analysis team, cost of system study, cost of business employee's time, cost of hardware, software or software development. The system analyst should also focus on operational feasibility. Operational feasibility is dependent upon determining human resources for the project. It refers to projecting whether the system will operate and should be installed. Lastly, in judging the feasibility, the system analyst needs to be sure that all three areas of technical, economic and operational feasibility are addressed in the preliminary study.

The system analyst also acts as a manager in a management firm. He must have the ability to manage the project carefully through planning and controlling. There are ways or system analyst in project scheduling using Gantt and Pert Charts. Gantt chart is an easy way to schedule tasks. It essentially is a chart on which bars represent each task or activity. On the other hand, Pert charts is useful when activities can be done in parallel rather then sequence. It is represented by a network of nodes and arrows. It is basically an acronym for Program Evaluation and Review Techniques.

There are also ways in managing and design activities:

- Communication strategies for managing teams
- Setting project productivity goals
- Motivating project team members
- Avoiding project failures

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Chapter: Chapter 4: Sampling and Investigating Hard Data

Review:

This chapter discusses on how sampling and investigating hard data is important to systems analyst. Sampling is the process of systematically selecting representative elements of a population. With this structured approach, system analyst has able to make decisions such as data gathering methods of investigation, interviewing and observing decisions on what to examine and who to question and observe. The purpose of sampling is to allow system analyst to study documents including reports, forms, memos, output documents and able to choose interview and gather information through making of questionnaires and observation. Through sampling, system analyst can: can reduce cost, speed data gathering, study more effective and reduce bias in the study. In designing sample, system analysts should follow the following steps:

- Determine the data to be collected or described
- Determine the population to be sampled
- Choose the type of sample
- Decide on the sample size

In choosing the type of sample, the system analysts have four types of samples:

- Convenience samples
- Purposive samples
- Simple random samples
- Complex random samples

System analysts need to investigate hard data such as reports (used for decision making and performance), memos, manuals, signs on bulletin boards or in work areas, records, data capture forms and policy handbooks. System analysts should analyze quantitative and qualitative documents.

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Chapter: Chapter 5: Interviewing

Review:

When we are working in our thesis projects or any projects, we need a lot of paperworks including the surveys, questionnaires, etc. Not only paperworks we need to do, but interviewing is one of the important parts in doing your thesis projects. An information-gathering interview is a direct conversation that uses a question and answer format with a specific purpose. This chapter overviews and discusses how to do interviewing and some tips to do a proper interview.

When you are interviewing a specific person, seek all of his/her opinions. Opinions may be more important and more revealing than facts. Capturing the interviewee's feelings is one of the factors upon the understanding the interviewee's opinions. One of the best ways to understand the organization's culture more fully is by listening to the feelings of the respondent. Also, setting the goals of your group is needed. Try to find out as many goals as possible from interviewing.

The chapter sets out major steps for system analyst in planning interview. These are the following:

- Read background material
- Establish interviewing objectives
- Decide who to interview
- Prepare the interviewee
- Decide on question types and structures

There are two types of questions: open-ended questions and closed questions. Open-ended questions is basically describes the interviewee's option for responding. On the other hand, in closed questions the interviewee ness to answer your question more specifically. It can only one or two words answer.

Interviews can be structured in three basic ways, it can be: pyramid, funnel and diamond-shaped. Pyramid structure the questions are go from specific to general. Funnel structure the questions begin in broad questions and end to a specific questions. Diamond-shaped structure, the questions arranged in a combined pyramid and funnel structure.

Interviews can be recorded or written on notes. At the end of the chapter, the chapter gives some tips in conducting an interview such as preparing for the interview, conducting the actual interview, proper attires and writing and recording the interview report.

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Chapter 2: Observing Decision-maker behavior and office environment

Review:

Through observation, system analyst can know facts including things, places and events in a particular business or system. It can help to understand fully by the system analyst of all the business process and methods of an existing system. Through observation system analyst can:

- Earn insight as to what is actually done
- See firsthand the relationships among decision makers in the organization
- Understand the influence of the physical setting on the decision maker
- Interpret the messages sent by the decision maker through clothing and office management
- Comprehend the influence of the decision maker on others

Also through time and event sampling, the system analyst can observe typical decisional maker activities and body language. There are also some systems for recording observations:

- Category systems
- Checklists
- Scales
- Field notes
- Playscripts

The chapter also discusses the concept STROBE (Structured Observation of the Environment) that used by system analysts. There are seven elements in STROBE:

- Office location
- Placement of the decision maker's desk
- Stationary office equipment
- Props
- Trade journals and newspapers
- Office lighting and color
- Clothing worn by decision makers

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Chapter 8: Prototyping
Review:
Systems analysts use the process of prototyping when they are seeking user reactions, suggestions, innovations and revision plans to make improvements on the said prototype. These can help the system analyst to lessen some disruption or disturbance and some expenses. Prototyping has several meanings:

- Constructing a patched-up prototype
- Non-operational prototype that is used to test certain features on the design
- Crating the first in a series prototype that is fully operational
- Prototype that has some of the essential system features

Prototyping was basically an information gathering technique useful for supplementing the software development life cycle. There are 4 types of prototypes:

- Patched-up prototype
- Non-operational prototype
- First-of-a-series prototype
- Selected features prototype

There are also some guidelines for developing a prototype:

- Work in manageable modules
- Build the prototype rapidly
- Modify the prototype in successive iterations
- Stress the user interface

On the last part of the chapter, stated some disadvantages of prototyping.

- Rapidity of the process and its may iterations
- Incomplete prototype may be pressed into service as a complete system.

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Review:

The chapter overviews how to use of Data Flow Diagram in order for better understanding the logical movement of data through out a business. Data flow diagrams allow the system analysts to comprehend the system ans subsystem as a set of interrelated data flows. The chapter also discusses the advantages of using Data Flow Diagrams:

- Freedom form committing to the technical implementation of the system too early.
- Further understanding of the interrelatedness of systems and subsystems
- Communicating current system knowledge to users through data flow diagrams

There are four basic symbols in using Data Flow Diagrams. One is the Entity (double square). It is used to depict as external entity that can receive and send data from the system. The flow of data (arrow) shows movement of data from one point to another. The Process (rectangle with rounded corners) is used to show the occurrence of a transforming process. And the Data Store (open-ended rectangle) represents a data store.

There are also some steps in developing data flow diagrams:

- Develop the data flow diagram using the top-down approach
- Fill in the details
- Redraw the diagrams and re-label all symbols using meanigful lables for clarity.

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Chapter 10: Analyzing Systems Using Data Dictionaries

Review:

Dictionary is one of the friendliest things we use when we are researching. It is our primary reference in our every day life. In IT concerns, system analysts use data dictionary. Data dictionary is a reference work of data about data compiled by systems analysts to guide them through analysis and design. It collects, coordinates and confirms what a specific data term means to different people in the organization. System analysts must be aware of catalog and different terns that refer to the same data item.

In order to be useful, data dictionary entries should contain specific categories of information including:

- Name and aliases of the data item
- Description of the data item
- Data elements related to the entry
- Permissible range of the data item
- Allowable lengths in characters
- Proper coding
- Any other pertinent editing information

Using different form for each kind of data dictionary entry, a manual system of about 1,000 entries can be constructed. Data dictionary is useful in all phases of analysis and design and documentations.

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Chapter 11: Analyzing Structured Decisions System

Review:

In order to determine the information requirements using a decision analysis strategy, the systems analyst must determine the organization's objectives using top-down approach. In this chapter, there are three methods for decision analysis discussed: English, decision tables and decision trees.

Structured English is used when logic is expressed in sequential structures, decision structures, case structures and iterations. Decision tables provide another way to examine, describe and document decision. The third method is the decision tree. It consists of nodes and branches.

Each of the decision analysis methods has its own advantages and should be used accordingly. Structured English is useful when many actions are repeated and when communicating with others is important. Decision tables provide complete analysis of complex situations. Decision trees are important when proper sequencing of conditions and actions is critical and when each condition is not relevant to each action.

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Chapter 12: Analyzing Semi structured Decision Support Systems

Review:

Decision support systems are a special class of information systems that emphasize the process of decision making and changing DSS users through their interaction of the system. Decision support systems are well suited for addressing semi structured problems where human judgment is still desired or required.

Users of DSS come from all three management skill levels of the organizations. Users of DSS are eventually changed through the process of interacting with the system.

In all problems solving, decision makers go through three phases:

- Intelligence
- Choice
- Design

The decision maker using this kind of DSS has a large methods available:

- Tradeoff process
- Weighting method
- Sequential elimination
- Goal programming

CASE STUDIES

Angelo Amponin
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Case Study (PayPal)

PayPal started with the man named Max Levchin and his friend Peter. Later on the two guys agreed to start a startups, Levchin will be the CTO and Peter will be the CEO. Levchin was developing software and security for handheld devices that are implemented on a Palm Pilot. He posted it on web and many people requested to add more features for the software. At that time Palm Pilot is very expensive. Later on, they have decided to change their strategy. They added libraries where consumer's stuffs such as money will be secured. After they have finishing it, they immediately made demo websites in order to download it for the people who want to do everything on the website that you can do in the Palm Pilot. Upon making these, they got 300 users a day. Because of their growing numbers of users, they faced out the handheld device and they decided to continue the website version. Then the number of users grew up to 1.5 million.

Then later on, they encountered problems like fraudulent behavior. At that time the company was losing more large money per month. But, Levchin and his colleagues focused and concentrated with this problem in order to recover the lost money. Fortunately, because of their nonstop working and fixing the problem, they have survived the fraud.

As Levchin said, one of the factors to have successful startups is to have a good partner or cofounder and also a good team. Work with a sense of team work.

This kind of startup is a very good example because when they encountered their problem they worked out and focused on it. They did not gave up, just nonstop working.

Angelo Amponin
O0B
SYSYANAL

Case Study (Hotmail)

Hotmail was started when the two guys Sabeer Bhatia and Jack Smith were working on their startup, Javasoft, a web-based personal database. Sabeer and Jack were worked together at Apple Computer. During weekends and nights after their works at FirePower System, they focus on their startup. Unfortunately, they had difficulties when they working on their business plan because the corporate installed a firewall from accessing their personal emails. Later on, they have realized that they can make emails through web browsers. They have realized also that they can also help other people to make emails on the web. Bhatia and Smith concentrate now on web-based email which is now the Hotmail.

Later on, Draper Fisher Jurveston (DFJ) funded them $300,000 for their company and it was launched on July 4. After that, they had 1,000 to 5,000 new users. They also conducted some advertisements which is not cause them to lose money.

Bhatia said that it is better to start a startup if you have a written business plan in order for your team knows much better your plan in your startup business.

For me, Bhatia and Smith is good when it comes to do their business plans. All the particular details are written on their plans

Angelo Amponin
O0B
SYSANAL

Reaction (Foreword)

Most of the people, especially we Filipinos, when we are talking about business managing or any related business things we think immediately like wearing suits, coat and tie, having your own office, meetings with your colleagues, proposals, etc. Most of us like that kind of jobs because we want to have prominent attire in doing our works. Because it seems like you are smart, intelligent, wealthy, etc. It is not more on your attire or looks in doing startup business. It is more on your skills and abilities to do or to achieve certain tasks.

When I was reading the foreword of the book, I just learned something. When you do startups, you don't just give up. For example in sports racing, when your car is old and has fake accessories. You should focus on your performance and your car's performance upon winning the race. To think business plans and to start a startup, do it where you are comfortable. Never mind your attire, the place or the quality of the tools. You should base on your skills and abilities to achieve your tasks or your goals. Companies like Google, PayPal , Yahoo ,etc. they started only with 2 to 4 people in doing their startups. List down their business plans, solve and think solutions on a particular problem. But now, they are big and popular companies. For me, startups usually are the start of the new and productive world in your economy.

Like Mr. Pajo said, learn to play not to display. Your skills, talents and abilities are definitely more important than your personal appearance.

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Case Study (Apple Computer)

It started with the two Steves, Wozniak and Jobs. Wozniak had the technical skill and Jobs had to do other stuffs in Apple. Wozniak was working in Hewlett-Packard as engineer, designing scientific calculators. Jobs had a part time job in Atari designing arcade games. Atari offered Wozniak to design some video games such as the Breakout because he was also involved in designing games not only hardwares. Later on, he got involved in ARPANET. There he had realized that he will make his own computer and company as well. Then, he met Jobs who are also very interested in technology and electronics. Jobs and Wozniak designed the blue box and built a video terminal which was become the portion of Apple I. Sometime, Wozniak went in the club named Homebrew Computer Club and there a lot of software engineers and they don't have hardware background. There they have realized that they can finish doing the Apple I.

In designing the Apple I, Wozniak had encountered difficulties because he has no any backgrounds in coding. But because of his incredible skills, he overcame his weakness in software.

After the successful of Apple I, Jobs and Wozniak decided to do now the Apple II. They will add some features like colors, dynamic memory and operating systems that could anyone could write programs and install softwares like games. Then, because of their skills they have successfully finished the Apple II. Later on, Wozniak needed to leave the Hewlett Packard because Mike Markkula needed 1,000 computers for $250,000. Apple II turned public in 1997 at West Coast Computer Faire.

The two Steves were good entrepreneurs, as Wozniak said you should think harder and deeper. Although, he had no background in softwares but he succeed in designing the Apple computers.

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Case Study (Software Arts)

It started when Dan Bricklin was working at MIT. There, he worked at Multics project for his student job. Then, he met Bob Frankston there to work for his thesis project, Limited Service System. They became good friends, and they have decided to work together for a business. Bricklin and Frankston decided to do computers for their business. After they graduated, they earned money from their jobs. They also borrowed money from their relatives for buying their own computer. They bought Prime minicomputer.

They came up with the idea of word processing and spreadsheets – a two dimensional layout of words and numbers which is the VisiCalc. They decided to improve the traditional spreadsheet that people know. Then Dan prototyped it in Basic over a weekend. He some added features like columns and rows ways of indicating things, improve its cells and indicating formulas.

Then Bob and Dan made a deal regarding with the selling of their product to a publishing company, Personal Software later they became VisiCorp lead by Daniel Fylstra. VisiCalc was released in October 1979.

To go in business, especially in doing startups, partnership is one of the important factors. According to Bricklin, with your partner, you should focus on your relationships. As he said, Friendship is stronger than a lot of business stuff.

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Case Study (Excite)

Excite was started by Joe Kraus and his friends at Stanford. Kraus and his high school friend did summer jobs like their t-shirt company which they earned valuable money. Then, he and his smart friend Graham Spencer who was courted by big companies at that time like Apple and Microsoft agreed that they will do something new. So, Kraus, Spencer and their other friends got together and shared all their ideas. Then, they all decided to do search technology which was Spencer's idea. They built a shop in Kraus' garage and there they earned $15,000 which it can help on their startup. And then, Kraus knew Bob Cringley who was the author of Accidental Empires. Cringley introduced them at Infoworld. Infoworld will give them $100,000 if they can index their archives and make them available in web. Fortunately, they did it. Infoworld introduced them to IDG and attended in a board meeting. There was, Vinod Khosla who asked their search to be a big database. At that time, technology was expensive, so Khosla offered them a hard drive. Again, fortunately they did it. They have now $3 million financing with Perkins and Yang's firm. In Netscape search button deal, they were three bidders (Excite, Infoseek and MCI) who are competing. They lost. Fortnately, MCI couldn't deliver its service at Netscape. So, Netscape decided to deal with them. After these, they have their acquisitions like the Magellan, WebCrawler, AOL and Intuit deal them with $20 to $30 million. They went in public in 1996.

They were the 4th most popular site on the web in 90's. As Kraus said you can't fire a friend but you can fire your business partner. Hiring well is important.

Angelo Amponin
O0C

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Case Study (Lotus Development)

In 1982, Lotus Development (Lotus 1-2-3) was founded by Mitch Kapor and Jonathan Sachs. At that time, VisiCalc the "killer app" had its fame when it comes to spreadsheets software. Kapor was the product manager of VisiCalc. It started when Kapor helped Eric Rosenfeld, a graduate student in finance at MIT to write a statistics routine and graphs that ran on the Apple II. Then, they had realized that they can also help the users of Apple II in building statistics and graphs. So, Kapor made it and he called it as Tiny Troll. Then VisiCorp, the publisher of VisiCalc introduced their publishers Dan Fylstra and Peter Jennings to him. They asked him to rewrite and develop his Tiny Troll to add it up to the company's product. He finished it after several months after he arrived in Boston from California and later he called it as VisiPlot. VisiCorp brought it out in 1981 and it generated $100,000 a month which helped Kapor financially. He had some factors and conclusions when he was doing this project. This was one of the factors to start a startup. He actually made a software that can exchange data from VisiPlot to VisiCalc and vise versa. Making graphs, statistical routines out a spreadsheet data.

Bob Frankston created something that can help in exchanging data between VisiCalc and VisiCorp, this was the data interchange format. They also encountered some difficulties regarding the exchanging data between the two programs. At that time, all files were saved on floppy disks, unlike nowadays we have hard drives actually. So when you do some graphs in VisiPlot, there were many processes in order for you to see the graph because it saved on a separate disk. Regarding with this complications, he made some proposals that these two programs should built on a single disk so that it can lessen the processes. VisiCorp was not interested in his proposals and rejected it. So, Kapor had the opportunity to start a startup. Because VisiCorp was uncomfortable to work with him, he left the company and him out for $1,200,000. He had his money and he hired this guy, Jonathan Sachs. Sachs had experiences in developing spreadsheets. He actually architected and implemented the original version of Lotus 1-2-3. They had the same concepts in doing their stuffs. Kapor made the a program which execute statistics and graphics and Sachs had experience in developing spreadsheets. So they agreed to do integrate graphing calculating program. Then IBM PC came and they decided to do it for IBM PC. IBM PC actually had a bigger memory capacity than the Apple II so their project may be

fit for the company. It was basically 10 times the memory of Apple II. So it was one of the advantages to be faster, bigger and more featrures than the VisiCalc. Later on, IBM PC was one of the reasons why Lotus 1-2-3 was successful. IBM actually acquired Lotus for $3.5 million. Lotus can handle and execute larger spreadsheets and added integrated charts, plots and graphs. It went public in 1983 and became the killer of the "killer app".

When I was reading this article, I felt great for Kapor. He was trying to develop and improve the VisiPlot. He sent some proposals for the VisiCorp and they rejected him. He has now the opportunity and he go for it. Then, he had killed the VisiCalc, the "killer app" from its fame. It was now, bigger, faster and more features. As he said, you should not underestimate people and you should not judge them from their appearances. In a company, you should have trust in your employees and as well as your co-workers.

Angelo Amponin
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Case Study (Iris Associates and Groove Networks)

Ray Ozzie was developing his system called PLATO Notes at the University of Illinois. It was actually one of the earliest collaboration applications. Ozzie was hired and working for Kapor and Sachs for Lotus. He was working for his Lotus Notes and Groove. He accompanied by his brother Jack, Eric Patey and Brian Lambert in doing these projects at his house and office in Cummings Center in Beverly, Massachusetts. Then, they hired this Iris engineer, Ken Moore to join their team.

In doing the Lotus Notes, after Ozzie finish with the development of Lotus Symphony, it was invested by Kapor and Sachs because Ozzie had difficulties in funding. In doing the groove, on the other hand, it was basically an Internet-based collaboration software. They had some difficulties in doing this project, including they were confused if they will do it in C++ or in Java, risky technologies and hiring people. They had also encountered problems like technological and market uncertainties.

Later on Ozzie founded Iris Associates in 1984 to develop his project for the Lotus. Lotus Notes became the first widely used collaboration software and it went in public in 1989. Then in 1994 it acquired by the Lotus Company. On the other hand, he also finished another project, the Groove Networks. Microsoft acquired it in 2005 and named Ozzie as the chief technical software.

As I read this article, I had learned lot of things from Ozzie. I remember the he said in the first part of the article that if you know that you can accomplish anything you set your mind to, what's worth of accomplishing? As I read this line, as a student when you have something wanted to do, go for it. If you know that you can succeed and make a certain goal, set it to your mind and just do it. Another inspirational line that I read form the article is when he said that you can get a good running start if you concentrate on doing something hard really well. If you want something, work hard for it and focus on your tasks and jobs and you will success. Ozzie also mentioned in the article that you do startups because you want to be compensated or to have money but you do startups because you want to help the people and change the world. You should not be selfish because of money. Your primary concern is to help out people on their needs. He said on the last portion of the article that, in a company you must know and learn leadership, respect and appreciate other people's skill. In a company or a just a simple task, you need other people because they are important.

Angelo Amponin
O0C
SYSANAL

Case Study (Pyra Labs, Blogger.com)

Pyra Labs was basically a web based project management tool founded by Evan Williams. He was a web geek and working in the Internet for about 5 years. He loves to work on the Internet. Williams was a college dropped out because he knew that he don't want to get job with anyone, probably he wanted to have job on his own. But then, he worked with O'Reilly. There he taught himself in web development. At that time also, he was a web developer on contract for about a year and a half, working for famous companies like Intel and HP. Basically, he's idea for Pyra was a personal and project information management system for the clients to build their projects around their intranets and organize their work and personal information. They can also store their other stuffs, things that you are thinking and you wanted to share to other people.

Then, William talked to his friend Meg Hourihan about his idea for the project and they agreed to do it. Both of them had their own job, so they had compensated at that time. They also started the project at that time. During its first year, they were self-funded. They started the company in January and they hired their first employee, Paul Bausch.

Blogger started when Paul and Evan had their personal website which they made the same scripts as the Blogger. It also came from the idea from him and Meg's internal blog called the Stuff. Later on, they were the first company to have a blog on their site. During that time also, Pyra was already used by the other people and they tried to justify it to do the Blogger, which can help to store their personal information. So Paul and Evan built the Blogger without Meg because she was in a vacation. Then later on, Derek Powazek redesigned the Blogger and they had more users signed up.

They encountered a lot of problems after they launched the Blogger. Main cause of their problem was funding. In Blogger, they were no able to earn enough money. So they decided to spend their collected money from their friends and relatives to do the Blogger Pro in order for them to earn money from the user. They also, had problems in hardwares, so they do the Server Fund Drive. They posted it in Web and ask people to send them some money to buy some hardwares and to get faster the Blogger. So people sent them money, $10 up to $20, including the $100 from the CMP Company. He spent all the collected money for the hardwares and unfortunately all his cofounder left him because he

was not able to compensate them enough. So, he ran to Dan Bricklin to ask some help. Then Trellix Company, a web publishing platform deal with Blogger. Trellix later on licensed Blogger to add its features. William was back in business and his company was back from its brink and Google acquired the company.

To conclude, although Williams went down because of lack of funds and hardwares, he left alone by his cofounders and lots of problems encountered, still he never gave up and continue his journey with his Blogger and Pyra. As he said, even though your ideas are so simple, it will come out amazing. For instance, he's idea before was just as simple storage of personal informations, etc. but now it came out big in the world.

Angelo Amponin
O0C
SYSANAL

Case Study (Yahoo)

Yahoo was worked by the four guys: Jerry Yang, David Filo, Donald Lobo and Tim Grady. Jerry and Tim were good friends, roommates and batch mates at Stanford studying electrical engineering together. They winged to Tokyo. Tim worked for Motorola doing marketing and engineering and Jerry had his studies there and took a summer job. After that, Jerry and David had started indexing cool things in the Web. They were doing their PhD theses. They tracked and kept all their references including their technical papers in the Web. Then many users, mostly Stanford electrical engineer graduate, asked them to add also their works in the Web. They kept adding categories and huge lists in the Web and. So, Yahoo started in that way, collection of worked papers. Then, Jerry and David asked Tim to make a business plan for Yahoo. Tim made the business plan because he also needs a business plan in his classes.

Their only VC, Sequoia funded their company $1 million. They used the fund for advertising and to maintain the company in business. They were not care of letting it to big company. Their primary concern was to keep it going in the business. The company was a little bit successful. At that time, Netscape had a directory button that was part of the browser and they linked to Yahoo from that button for free. They also hired some outside sales firm to help them to start advertising. They sold five packages to five big companies. One of these companies was the MasterCard. Also, during at that time, they were looking for a stable CEO and they got Tim Koogle. Then later on, he hired Jeff Mallett who was COO under him. Brady became Jeff's staff and doing the business development, sales and marketing productions.

They also encountered some problems with competitors and the problems regarding with its site including the links, search engine, categories, etc. They encountered problem with the Netscape because its browser became a search button and Excite, their leading competitor, led by Kleiner Perkins bought the button for $5 million. Yahoo team was also nervous from its other competitors such as Lycos and WebCrawler. They also encountered some problems in link categories. One of these was the sex categories and pornographies. But, even though these problems were hard to solve still, were able to solve all of these. Yahoo went public in April 1996 and became one of the most popular networks in the world and it was because of Tim Brady.

I had a lot of learning insights when I read this case study and other previous case studies. Similarly, this case study and the previous case studies when they encountered problems that difficult to solve, they do not give up even their competitors are better than them still they maintain their business to keep it going and some problems in funding they never give up to look for their VCs. They also have similarities in recruiting their co-founders, friends or other people that are close to you are advisable to become your co-workers and co-founders.

Angelo Amponin
O0C

Case Study (Research in Motion)

Research in Motion was founded by the two undergraduates, Mike Lazirdis and Doug Fregin at University of Waterloo. Mike and Doug were friends since in grade school. They studied in a state-of-the-art electronics school. There, it had a shop program that was the result of a donation from a local industrialist. Their school trained them to use advance technologies or equipment such as how to use an oscilloscope and general generator. Mike and Doug learned computers on their own. They learned computer fundamentals like building registers, gates and memory circuits at Digital Equipment Corporation. So later on, the University of Waterloo had this big IBM mainframe system that was the centerpiece of the founders and the faculty there. Then, they had their school research program, Watlan (Waterloo Local Area Network Project) and they found it something cool.

At that time, there were many engineers were not able to get their jobs. They're so disappointed of their situation, so they suggest to Mike to start a company. Mike agreed to start a company and during his third year made his leave of absence. During his fourth year he and Doug started the RIM. Mike got a computer from the university and starts the RIM from it. They got contracts from General Motors, National Film and Board and Kodak with their projects. General Motors was begging for a local area network and contracted them for $600,000. To add from his funding, Mike got a grant from Canadian Government because they were worrying for the payment for rents

There were many big turning points for RIM. One of those was when he received interest from Cantel, which is now Rogers. The company was begging for a wireless data system and they needed someone to write some software and help them make it work. They made the first wireless protocol software, application programming interface (API) and the development tools. Mike continued to do wireless data products. Another turning point was he had the opportunity to work for SPAR Aerospace, a Canadian company for their Canadarm2 on the International Space Station. One of the biggest turning points of RIM was the BlackBerry of NASA. BlackBerry was one of the innovations that not only became popular but changed the way organizations operate. Some of the most powerful people in business and politics run their lives with this device.

The article emphasizes that if you succeed in your start up or your company not only because of your skills, ability, talents, knowledge, strategies in writing the business plan, relationships with the co-workers, patience, hardworking but also because of your educational background. In Mike's situation, I think he succeed because he trained well in his high school teaching them advance equipments to be more familiar in the future.

Angelo Amponin
O0C
SYSANAL

Case Study (Marimba)

Marimba was founded by Arthur van Hoff in 1996. He accompanied by other the developers Sami Shaio, Jonathan Payne and Java's product manager, Kim Polese. They all left Java development team at Sun Microsystems to found Marimba. Jonathan and Arthur decided to start a company but they didn't have any idea yet. So decided to fund first and find some places for their sort of headquarters. When they left the Sun Microsystems, Kim and Arthur wanted to build a user interface builder and Java. But then, they had decided to do software distribution instead. They came up with the idea for subscription-based software where rather than buying software, you subscribe to it and you get updates automatically.

They had encountered some problems on their staff, more specifically with their CEO, Kim Polese because she was an inexperience CEO. Although she was good with the media but she had a hard time to do decision making. John Olsen replaced Kim as a CEO of the company. It was easy for him to do decision making because he had run big companies before.

Marimba went from 0 to 40 people in the first year and grew up to 300 people during the IPO. During its first year, they had the software's first release, which was a really important thing. They hired lots of great people and executives. They also had their first lawsuit filed. The company grew from a 4-person startup to a company with more than 300 employees at the time of IPO in 1999. Marimba was acquired by BMC Software in 2004. Then later on, Arthur and Jonathan decided to leave the company to do another startup, the Strangeberry.

For Arthur, VCs (Venture Capitalists) are very important to a company especially when it is a startup because your company can't live without them. They are the main factors of your main success because they give you money and a good endorsements and advertisements. Business plans are also important for Arthur, because VCs want a good business plan. If your business plan accepts by your VC then you should go for it. Then if your business plan is a bad plan for your VC, then change it immediately and make some brainstorming again. When it comes in funding, it is better to do startups that already do funding because there you can experience the startup experience. Also, in running a startup with a group you should not take anything with you. Getting a good idea is not hard. Take your groupmates' ideas. Your team should have a sense of team work. Anyone can have good ideas.

Angelo Amponin
O0C
SYSANAL

June 26, 2008

Case Study (Gmail)

Gmail started with the guy who loves to think some different ideas of his, Paul Buchheit. He had a lot of crazy ideas to make the world change and different ideas. Buchheit was working some of the areas for Intel. There he was kind of bored. He was looking for something new and different, so he sent some of his resume via email to Google. Then, Google offered him a job and left Intel. He did this leave just for fun and he wants some kind of interesting work to do. At Google, he worked with the Google Groups and they asked him to do some type of email or personalization product. Bachheit came up with a web based email. He wondered that, why he can't check his email anywhere, because at that time you need to go with your dorm or house to check your email. So, Gmail came up with his idea. Gmail was just a random project of Google that he was doing. Not only a web based email idea that he had, but he also came up with the idea that the users can search with their emails. In doing these ideas, many people were unsure of the success of these ideas. He met Sanjeev Singh and Jing Lim to help him to do project. Bachheit and the other two finished doing the first version of Gmail using the Group Codes, but it only searched his email. Then, when he released it to some users and Googlers, they said that it was useful. He also added some features to this project such as: autocomplete when you type in the email address, gave the users a gigabyte capacity of their emails for them to store more files and lose files, improved the way of searching, you can search by keywords, name, gender etc., improved conversation view, came up with the conversion-oriented feature and integrating chat or instant messaging. Aside from Gmail, he also did some thing. He worked on the first prototype of AdSense, the content-targeted ads or Google's program for running ads on other websites. In doing these projects, of course he had faced some challenges and problems to cope with them. Giving a gigabyte capacity for users was a big deal for them because the standard quotas for users were around 2 to 4 megabytes. Bachheit and his colleagues want the users to store more data from their emails and not to lose them too. Doing the JavaScript of the Gmail was also big deal for them because at the time that they first started doing the interface in JavaScript, most people thought of JavaScript as a tool for pop-up advertising. They also encountered system problems because all users' emails crashed down. But, because of their abilities, they were able to cope up with these challenges and problems. They also came up with the famous "Don't be evil" principle, tricking the users selling search results.

Bachheit was the best example of a good start up cofounder because he was such a person that he never give up of thinking some different ideas and always try what you are wanted to do. For instance, he left Intel for Google because he want to try interesting ideas and also for fun. But now, because of his exploration, he succeeded with his crazy ideas.

Some of these startups in these case studies, they have similarities according to their aims and goals to do. Their primary concern is to change the world, to make it different and to most especially the people. They want to help the users in order for their convenience.

Angelo Amponin
O0C
SYSANAL

June 26, 2008

Case Study (WebTV)

WebTV started with the guy named Steve Perlman. Perlman was working at General Magic doing PDA. Half of his work he was working on how to make inexpensive delivery systems on a television for interactive TV and work with video and games. For many years, he was interested in making television interactive. He was more interesting on how people got able to find what they want and then to be able to view it on demand. Perlman also started his first started and cofounded his first startup, the Catapult Entertainment. This company made a modem for Sega and Nintendo video games that would modify the execution of the games, so people could play existing titles with each other over the phone line. In six months, he reverse-engineered four video games such as NBA Jam and Mortal Combat.

During his half times schedule, he was working on his own work, the WebTV. He built a chin client for surfing the Web, using a television as a display. When he, finished prototyping the WebTV he called his friend Bruce Leak. He worked at Apple, developed in the Advanceed Technology Group like QuickTime and also the color QuickDraw stuff and worked at his another startup, Rocket Science Games. Later on, they met Phil Goldman a top-notch developer and created MultiFinder for Mac. They were three of them doing the project, Steve Perlman, Bruce Leak and Phil Goldman. Goldman was died due of heart attack.

In doing their project, of course they have to face certain problems and challenges. One of their problems earlier was what they called chicken-and-egg problem. Theoretically this problem, you could try to create all sorts of content for it, but who would ever create all content because there are no devices to receive all the content or no content because the devices were not out there. Systems problems such as software, hardware, networking and material science were also their problems at that time but because of Perlman's vocation- he was actually a hobbyist when it comes in engineering. He explored and then he learned. They also came across with the problem financially and looking for VCs. But thanks to Marvin Davis, a wealthy financer in Hollywood when they demonstrated the prototype of WebTV he was impressed. They ended up raising $1.5 million from Marvin. They also approached other VCs such as Brentwood Venture Capitalist led by Jeff Brody and Paul Allen who put them $4.5 million apiece.

They have also some proposals to Sony and Philips for their project. At first Sony rejected their proposals and Philips got them exclusively. Thanks to Spencer Tall of Asia Pacific Ventures because he had a good relationship with Idei-San the CEO of Sony at that time. Spencer called the CTO of Sony to look and examine Perlman's WebTV. Perlman's team has a lot of troubleshooting of the system at that time but they all finished all the system. The CTO impressed with their projects and Sony finally accepts their proposals. They had now exclusive deal with Sony and Philips. Later on, Microsoft acquired WebTV for $500 million.

What I have learned in this case study is that when there is an opportunity to do what you wanted or your ideas just take the opportunity. Try and go for that opportunity whether it is a small or big chance. A good example in the article is when Perlman's team got opportunity with the Sony. Even though they were not yet done troubleshooting their system but still they succeed and got acquired by the Sony.

Angelo Amponin
O0C
SYSANAL

June 26, 2008

Case Study (TiVo)

Mike Ramsay and Jim Barton were the two guys led by the came of TiVo. Ramsay decided to flee in the United States because he had to worked HP. He was out of school at Scotland and decided to work for HP. One of his reasons why he fled to the United States was because he wants to look some opportunity because at that time US was called as the Disneyland of Technology. Then, when he left HP, he went to a startup company called Convergent Technologies. The company was begging to built a workstation and computers were things that sat in rooms and had terminals and completely self-contained. At HP, he met Jim Barton and Tom Jermoluk. Then, they had an opportunity to work at SGI with Mark Perry and Dick Kramlich. Jim became a world class technologist in his own field. He was able to do UNIX work in parallel processing systems. He also started to work on a video on demand system that SGI was doing with the Time Warner. Basically, Ramsay was interested in what you could do with computers in the entertainment space and how can you use computer technology to do things that are really entertaining and very different from what you might expect it to be used for. Technically, they got ideas from their work that they worked on. They came up first with the idea of using computer technology like home servers or home networks but they had realized that this idea will have some conflicts. More specifically, it was going to be a hard sell and hard thing technologically. So they came up with the idea of a simple server based on very low cost technology, the DVR. At first, they called it PVR, a personalized television. They started working on it, they think a much more different technology. They came up with the VCR wherein you can record and playback simultaneously, skip commercials and do pause live TV. They accompanied by Stewart Alsop of NEA and Goeff Yang to this project.

They also encountered some challenges in doing this project, specifically with the technology itself because it was more a high technology background and it was more dependent on the technology. Ramsay was worried of the people who were not familiarized with the modern technologies. Designing of the features was one of the hardiest challenges for them including the recording and playing simultaneously and the pause live TV. They also face and improve the security of the system of the project. After they launched, they raised large money with the help of Paul Allen and Dave Courtney as their CFO. They almost earned half a billion. TiVo went in public in the late March 1999 and Ramsay remained as the chairman.

This article has similarities with all the articles that I had read. They focused on people and they want to changed the world technically. They want to help people and let them to say that they are surprised because of the interesting and different features of the project.

Angelo Amponin
O0C
SYSANAL

Case Study (Viaweb)

Nowadays, there are a lot of online stores in the world of Internet. They make the people to access the net to buy something easily by credit cards, checks, and online cash. These can help the people's convenience. Imagine, people can now buy anything they want through browser instead of going to a particular store to buy that thing. One of the earlier online stores was the Viaweb.

Viaweb was started with the two guys, Paul graham and Robert Morris. They were a good hackers and programmers. All they wanted to do was to write codes and develop software. In the first place, they had a startup called the Artix wherein they were going to put online galleries. But this startup didn't last long because people didn't want this kind of online thing. They thought of a thing that people really want. So, from their online galleries idea they came up with from generating online stores. With Robert Morris, they made the first prototype. They came with the first idea of a web-based application software that you would use on your desktop computer to build a website that you would then upload to a server. Then after a couple of days, they had the idea of running the server and allows users to build and host their own online stores with little effort and technical expertise, directly from their own web browse. They got first funding with Julian their friend in Artix to help them to through. Also, they met Trevor Blackwell to help them to rewrite the software system made by Graham and Robert. They worked on Robert's apartment in 24-hour schedule. All they did was to add features on the prototype and to write codes until they got their first demo. The first people they demoed were some of the potential investors. They decided to not to take money from them first. All they wanted to was to write a lot of software. Later on, they got $100,000 money from the angel investors and got users too. Mostly the first users were technical bookstores and merchants that have specialty store. They made the Viaweb as easy as possible it could be or a user friendly. They made a good graphic design which caught the attentions of the people to patronize their software.

Later on, they got some complications with dealing with the business because they had no any background in business all they wanted to was to code. So, they got this business guy, Fred Egan, to take some business roles for them. With Fred they raised money up to $800,000. Another complication they

encountered was funding. But fortunately, they didn't fail. They got acquired by Yahoo in June 1998 and later on Viaweb was changed to Yahoo Store.

These two hackers and programmers are very good example to those who are building startups. Although they had no any background in business but still Yahoo acquires their project. All they wanted to do was to code, don't matter if they are well dressed or something like that. As Graham said, in doing startups, avoid raising money as much as possible because funding is one of the painful moments in startups. The most important for them was to make users happy and make a software that people really want.

Angelo Amponin
O0C

Case Study (del.icio.us)

When we are searching the net, sometimes it is annoying because you open different pages in order for you to find what you are searching. It took time and especially it made the people inconvenience. You open some additional links, page, websites, etc. In order help the users of the net, bookmarking was created wherein the data is tagged and stored. One of the successful programmers was Joshua Schachter. He was able to create del.icio.us, a social bookmarking web service for storing, sharing, and discovering web bookmarks.

Schachter was working at Morgan Stanley doing data mining and proprietary trading algorithms. Before he worked on del.icio.us, he created a website called Memepool, an editor with a reader submission. It was basically a blog that was chronologically sorted and updated. He also built another thing, Muxway. It was a bookmarklet wherein you can save things, describe and tag them. This was actually a single player but the actual website was open for viewing. Users got interested with this project. There were actually 10,000 people who are viewing his stuff. So, he found it interesting and got idea of doing some startup. Before he built this Muxway, he had an idea of tagging his 20,000 bookmarks in order to help him to find the links. Basically, he worked on del.icio.us during his spare time. He was also doing several stuffs like the GeoURL. So during his spare time he was focused on his del.icio.us. He made it multiplayer version and was actually a better version of Memepool and has similarities between the Muxway and Memepool. During the earlier days with his project, he met this guy, Albert Wenger who had some good experience in operational management. So, Wenger was a big help for him. He just focuses on technical stuff and Wenger will be focusing on operations. Union Square Ventures and Amazon were his VCs.

There a lot of challenges and problems he faced including technical problems, payroll, the network, the product itself and of course the people. Some of the technical problems he encountered were scaling, dealing with bandwidth routing and network, getting the hardware racked, building machines, ordering stuff, dealing with Dell and the most difficult was the tagging because there was a time that site went down. All his tables and databases in MySQL crashed. So, it was a big deal for him because he had a limited process management in charged to help to cope with these complications. He also worried for the people. He thought that this project was a very technical in order to the users to be familiar in using it. Del.icio.us was acquired by Yahoo for $30 million dollars.

Schachter project was very helpful for his users. Basically, startups should always think the people's convenience not make money at all. In his project, people can save time searching and to do searching easily and directly to the page of the thing you want. As he said, doing startups there's something you can learn. If you failed, you knew and learned what your weaknesses are and you succeed because of your strengths. If you had ideas, try and go for it in order for you to know if is going to be clicked or not.

Angelo Amponin
O0C
SYSANAL

Case Study (ONElist, Bloglines)

Working with your startup and at the same working with your job is very complicated because during with your working hours, you must focus on your job and after your work you focus on your startup. Like Mark Fletcher, he worked on his startups and his job at the same time. He was able to do ONElist and Bloglines.

Fletcher was a senior software engineer for Sun Microsystems when he started ONElist, a free mailing list service. This was actually one of his personal problems before. He wanted to start a mailing list on the net for his parents. Then, he thought that this could be interesting because other people might have the problems like his. On the other hand, Bloglines, a web-based news aggregator for reading syndicated feeds using the RSS formats. Again, this was his personal problem, he want to manage his own bookmark list. Actually, he just use these only to solve his problems. But because these project will also help other people, he decided to do these as a startup. Before he came up with these ideas, he had worked for Trustic, an anti-spam company Earlier, he recruited some core groups in order to help him with ONElist and Bloglines. Both were self-funded. But later on, he was able to deal with VCs with the ONElist because it was running fast. He got million users a month. ONEllist became a 150-person company.

He has some problems and challenges to face in doing these projects. Mostly of his problems was on Bloglines. In ONElist, his problems was funding because they were growing fast, they got million of users a month. They were running out of money. They also had some scaling problems because he had no any idea of how to set up a monitoring system. Also with the ONElist, he had poor communication skills so he asked by their VC to replace as a CEO. In, Bloglines one of these was the people. He was worried because people at that time had no any background in doing blogs. So, he had worries on explaining it to the people. He also worried of adding features because a lot of people emailed to him asking for new features. Competitors came out, but it wasn't big deal for him. Yahoo acquired ONElist in 2000 and later on it became eGroups. Ask Jeeves acquired Bloglines in February 2005.

Fletcher was actually lucky with his startups because he was only trying to solve his problems. But, later on he thought that other people may have the same problems like his. So, he didn't let it go for that opportunity. All founders should always do that. For every opportunity, you just go and try it to know whether if it is good or bad.

Angelo Amponin

7/6/2008

Case Study:

Craigslist

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

Angelo Amponin

7/6/2008

Case Study:

Flickr

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

Angelo Amponin

7/6/2008

Case Study:

WAIS, Internet Archive and Alexa Internet

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

Angelo Amponin
O0C
SYSANAL

Case Study (Adobe Systems)

Upon generations are passing by, technology also developed and upgraded. The best example of this is the graphics. At early years, we had black and white monitors and then later years we had these 3G graphics. One of the leading graphics and desktop publishing software is the Adobe systems. Adobe systems are known for its Photoshop, Illustrator, and Acrobat applications. Chuck Geschke and John Warnock were the one implemented these systems.
Geschke worked at Xerox PARC. He had there his own PC with bitmap display a software program running on it that was as good as Microsoft Word. Later on, they had this demonstration for the Xerox senior management. In this demonstration they brought about 250 leading managers and leased DC-10s. Those people are executives and they got interested and amazed on what they had printed. Then he met this guy, John Warnock who was a graduate student at Carnegie Mellon. They decided to focus on the problem of how to take a variety of different printers including its speeds, characteristics and colors. This idea was basically how the computer talks or implemented to any printer. They called it Interpress, the precursor of PostScript which was the first technology developed at Adobe and proposed to Xerox management. Xerox management agreed with their proposals and unfortunately they decided to bring the product on the next 7 years. Geschke and Warnock said that is a very long period of time. But then, they met this guy Bill Hambrecht. Chuck Geschke and John Warnock came up with the idea to build laser printers and typesetting equipment that could produce not only text, but also images. They will marker it to Fortune 500 as internal publishing systems that they could use to have more control and more rapid response in their printing needs.

When they were looking for some business deal, they had some problems about them. One of these was about Apple and unfortunately they didn't have the deal and same with Microsoft. But fortunately, they had their biggest customers of all time, the IBM. Again unfortunately, they were not able to come to a business deal because their project was already a proven technology. In 1985, Apple Computer licensed PostScript for use in its LaserWriter printers, which helped spark the desktop publishing revolution.

About 20 articles that I have read, most of the founders of a certain startups they all succeed because they really want what they're doing. Mostly, because of your interests and hobbies, educational backgounds and determination. This article stated also that you can succeed a certain startup if you are intersted and passionated with what you are doing.

Angelo Amponin
O0C
SYSANAL

Case Study (Open Systems and Hummer Winblad)

Technologies are growing fast and changing over a period of time. With the help of technology, people can have convenience on what they are doing, on what they are wanted to do and other stuffs. Nowadays, we have this ecommerce to help business people and customers to have transaction online. So, technology is a big help for us. Good example is what Ann Winblad created, the Open System, an accounting software company.

Ann Winblad was taking double majors, major in mathematics and major in business administration in College of St. Catherine. Then, she had also interested in computer science and acting as well. During her masteral degree, she got this job at Federal Reserve Bank. So, every weekdays she had her masteral degree and every Saturday she had her job at Federal Reserve Bank. Later on, she decided to start a company with the three guys from the Federal Reserve Bank. At first they had no money to invest but thanks to the Y Combinator and her brother borrowed them $6000 and $500. Later on, they were chosen under a Request for Proposal bid to build a student accounting system for a vocational school in the state of Minnesota, which can test their accounting knowledge. With the help of these three guys who were working for the Federal Reserve Bank for 3 and ½ years they got this idea. Although Ann had a limited experience in her job, she still determined to do some new things. They decided to program and build accounting systems for smaller computers. When they were setting some discussions with the CADO computer guys, Ann had the opportunity to talk with these guys. With her credibility and accounting skills she got about $10,000 from the checks of these 15 guys which was a big help for them.

They had some problems and challenges to cope with. One of these problems was the fire started on their office. Fortunately, all their computers including software and hardware were safe but other stuffs of Ann was burned by the fire. They also had problems with pricing strategy and how they collect money from people. Prior to co-founding Hummer Winblad Venture Partners, the first. Venture firm to focus exclusively on software in 1989, she served as a consultant for clients such as IBM, Microsoft, and Price Waterhouse. Ann Winblad and her colleuges sold their company for more than $15 million.

Most of the startup companies, their main goal is to change the world and help people for their convinience. As Winblad said as a business investor, "Your job is not to tell, but to teach." Also, she stated that if you have your own company, the best way to succeed is to think for the best strategy because in running a company, there is a possibility of failing and running out of money. So the best way to cope with these complications you should do the best gameplan or strategy.

Angelo Amponin
O0C
SYSANAL

Case Study (37 Signals)

The web is now on changing and growing generations. Different web applications are now implemented to do a certain thing like in business firms, education and things how to socialize with other people. 37 signals is a good example. 37 signals is basically a privately held web application company. David Heinemeier Hansson was one of the founders lead the company launched. 37 signals was actually founded by Jason Fried.

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

Most of the startup, their business plan is to do 100 percent of the problem in order to help people. In Hansson's situation, they did the 80 percent of the problems and they did some simpler solution to the problem.

Angelo Amponin
O0C
SYSANAL

Case Study (Fog Creek Software)

Nowadays, in the online community, there a lot of IT companies performing on the web. Some companies succeeded some are less fortunate. Big companies sometimes are dependent on its VCs and some startup companies don't want funding from their VCs. Of course, founders themselves are in charge of their startup to be successful. Good example of these founders is Joel Spolsky with his Fog Creek Software. With this company, their main goal is to how they become a big consulting company and build a software comspny inside the consulting company.

They inspired of Philip Greenspun with his ArsDigita. ArsDigita was a consulting software company. This company succeeded with its early days but the time when they got funding from their VCs, they got fired and mismanaged the company. So, Spolsky got this idea to do same thing. He accompanied with his friend from Juno Online Services, Michael Pryor. They were doing the startups including the FogBugz, Tintin and the CityDesk. Under the Fog Creek Software, they built this software, Joel on Software. This was basically one one of the most widely read programming blogs. Though these blogs, he shared his thoughts about software business, development and other IT issues. Other stuff like FogBug, an internal bug-tracking application got the attention of the people. Unfortunately, CityDesk was a market failure and Tintin was never wrote and built. Then, under the Fog Creek Software, they got this idea of making the three applications that would work together in various ways. FogBugz will provide workflow, Tintin will provide a content management server and CityDesk will be the client server. They did this for a long period of time and they got the opportunity to launch FogBugz. For CityDesk, they actually had good features but the software was not a successful product due to some reasons.

One of their biggest problems encountered in doing this startup was that they had no experiences in sales and marketing because both Spolsky and Pryor were programmers. They had no any idea everything about sales and marketing. They started making $5000 to $10,000 a month in selling their FogBugz. Then later on, their Fogbugz, Fog Creek Capilot and Fog Creek Software had doubled its sales. The company had no any funding with any venture capitalists because of the situation of ArsDigita that VC mismanaged their company.

One of the interesting parts of this startup company is that they had no arrangement with any VCs. The money gained by the company was come from the founders itself. So they had a good strategy in running their business. Also they are both programmers, they had no any experience in business but still their company succeed. Probably, if I were one of the cofounders I will concentrate on the business issue including the sales and marketing because it is one of the weaknesses of the company. All firms in the systems should be balanced. With this startup, maybe it will be more applicable if the software was improved more.

Angelo Amponin
O0C
SYSANAL

Case Study (ArsDigita)

Nowadays, different IT companies are now performing in the web. Each of these companies has their own strategies in running their business. Some are dependent on their VCs and some are not. Founders want to run and establish their startups on their own. Some founders get funded by their VCs. Like ArsDigita. ArsDigita was basically a web development company and a consulting business software. It was also an internet application and online community.

ArsDigita was founded by Philip Greenspun. He really wanted to work on Internet application and develop multiusers applications. He also was a graduate student at MIT and doing research and teaching assistant. With this ArsDigita, ha had this idea of bulding a system for different OS including HP, UNIX, Apple Macintosh or Windows wherein these OS can talk to each other or let you play game together. His idea was actually helpful for the users because if you were using a Windows, you can also access the different OS. He want to build something that is specified on the server side and user experience will be rendered by the browser and it will work in different type of OS. So, this was their main goal because during their time there was no standard operating system and real programming environment. One of the turning points of the company was when Levi Strauss appeared. This was actually a big help especially for non-technical companies. They had aqcuired a small company that made custom-cut khaki pants and they wanted a web front end for this particular factory that will take measurements and a pair of khakis. At that point, they were able to earn some money to build whatever they needed to build. Another turning point was when he published Database Backed Web Sites. He was actually built some tutorial publications on websites, books and public lectures.

One of the biggest problems encountered by the company was hiring business people and take VCs money. They decided to take the VCs Greylock and General Atlantic. Unfortunatley, they hired people who didn't have an acoounting degree and was really bad with numbers. These people lost large amount of money of the company. These VC mismanaged the company and fired all the personnel of the company including Greenspun and his cofounders. ArsDigita succeed in they

year 200 and was crashed down in 2002 but not before establishing an important new model for the consulting business.

All startups that I read, this startup is unique with other company because of its funding situation. Not all VC are good in business especially on startups because on Greenspun's situation they got all fired up inlcuding the personnel and cofounders by their VCs and had no right t run their own business. If I were the cofounders, maybe I shouldn't hire people with less credibility because it can lose some money of the company.

Angelo Amponin
O0C
SYSANAL

Case Study (TripAdvisor)

Internet is one of the helpful tools to satisfy people's needs. The web is the friendliest thing that people can use in information, data gathering and do other stuffs. One of the helpful sites in the web is the TripAdvisor. TripAdvisor is basically a free travel guide and research website that offers reviews and information to help plan a vacation. This particluar company was founded by Steve Kaufer, Langley Steinert, Nick Shanny, and Thomas Palka. Kaufer was an engineer on his previous company and no any background on the field business. Kaufer and his wife was looking for a place for a vacation. They got some travel agents and they were not satisfied with their offerings and got frustrated on some unbiased information. So, later on they came up with the idea of you could build a better search engine to find what you're looking for in travel and not the published opinion, but the unpublished, unbiased opinion about a place, a location, something to do.

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

In doing this particu;ar startup, of course they had encountered some challenges to cope with. One of the common problems in startups and their basic problems was marketing and business development. Although some founders and their cofounders were good in programming and some sorth of engineering, they still had no any idea of business stuff including selling, improving the management, motivating their workers, etc. They had also business problem with the Lycos

deal, where their their quarterly revenue check wouldn't buy the weekly free lunch that they offered to thier employees. This startup was different at that time, because some sites in the web which was primary concern was kind of travel stuffs were not able to to give the people relevant and detailed inforamtion with the place they want to go. I agree with Kraufer's advice, look for the better cofounder because they are one of the factors of being a successful company. In, Kraufer's situation, he got Langley Steinert to help him to launch TravelAdvisor. TripAdvisor became the largest online travel community in the world, and was acquired in 2004 by Barry Diller's InterActiveCorp.

Angelo Amponin
O0C
SYSANAL

Case Study (HOT or NOT)

Different startups succeed because of its cofounders. Cofounders make ideas based on their educational background, personal problems, experience and sometimes they do it just for fun. These can help them to think certain business plan for their ideas to do some startup company. One of the good examples of a successful startup was the HOT or NOT. This was found by James Hong, his brother and Jim Young. Jim was working on his PhD. James was just graduated form business school was actually unemployed. They thought the idea just for fun and they had no any business plan did with their startup. The idea was actually started when the three of them were hanging out drinking and there they met a girl that was so hot and their rate for this girl was a perfect 10.

James Hong and his brother were actually working at XMethods. Then, they thought that they will do some stuff just for fun. They were basically had an idea of people could post their pictures into the system and then other people could rate them form 1 to 10. It coded immediately and they got 40,000 hits after they launched it. People got interested with their site at that time because they were looking for hot chicks. No one had just seen it before and thought about it. This was a big impact for the people because they got interested with the pictures. And this was led to certain problem for them. Some people used and uploaded some pornographic pictures on the site. They had a difficult time to fix this particular problem.

So, pornography was one of the problems they encountered. They had this idea of doing the "meet system", allowing the people to meet each other without letting all these porn people in. this system required a little more work than most dating sites because it requires both people to be active. Another challenging moment in doing the project was the site's bandwidth driven by the huge pictures. People got interested with the site, everyday they got more views from these people so the bandwidth got slower and slower. James and Jim got to sleep 8 hours in 8 days to fix this technical problem. They were also went to Yahoo Goecities to lessen the users from this site to solve the image problem they encountered.

This startup made different by its idea. Its idea was people will post their pictures and photos and other people will rate them form 1 to 10. So, this will catch the people's attention to visit their site. For me, if I were one of the cofounders of the company probably I will do some business plan for the project

because this will help for the trends and problems will encounter in running this business. In James' situation they didn't do some business plan because they did it just for fun and they were not aware that this will become a big company. As James stated on the article, in order to gain experience you have to try and try and learn from people who are experienced. His other advice was doing it while you are young. In planning there is no plan that fits every business. In raising money, spend your money it as if it's your own or not. Finally, doing entrepreneurship is always difficult.

Angelo Amponin
O0C
SYSANAL

Case Study (Tickle)

Most of the startup companies, they want to help people and change the world. They basically had the idea of not just to make profits and money but to help people in other stuffs through the online community. Tickle was one of these company led by James Currier, a former venture capitalist with a passion for digital media and social sciences. They had the idea of helping people to learn more about themselves which led to an online testing company.

James was doing and interested with some stuffs like digital media before there was Internet. He believed that the Internet would allow you to have a media experience about you and the people you know. He thought that testing will be helpful and powerful because people love talking about themselves, love talking about the people they know. So these online testing communities will become a big impact to the people and the world because not only of the sense that they love they are doing but also they are learning and practice to improve mental ability.

In doing this particular project, Currier also encountered come challenging problems. One of these problems was other people won't understand what he really do with the startup. When he was asking other people's idea with his startup, people might confused and misunderstood with his ideas. Another problem, he encountered was several steps that people asking him and he also confused on what things to do first to help improve the idea and the business plan too. So, he had difficult time to fix these problems.

The idea made the startup different because people will love it and they are able to help them in learning and also to improve their abilities. For me, I think the founders are in the right track in doing this startup because of the situation that they will ask other people regarding with his idea for improvement. As he said, when doing a startup get ready for the family problems because you are concentrating with your project and you will probably have no time with your love ones.

Angelo Amponin
O0C
SYSANAL

August 5, 2008

Case Study (Firefox)

In all operating systems, there a lot of web browsers existing. Web browsers allow us to access all sites, pages and links in the internet. Web browser is a software application which enables a user to display and interact with text, images, videos, music and other information typically located on a Web page at a website on the World Wide Web or a local area network. Different web browsers now exist such as the very popular Internet Explorer, MSN, Safari, Konqueror, Opera, Flock, Epiphany, AOL Explorer and the Mozilla Firefox. Firefox was one of the most popular web browsers in the world (next to Internet Explorer). Firefox was founded by Blake Ross and Dave Hyatt. They had this idea in 2000 and Blake wants an open source software that everyone can access. So, this idea came up with Blake and Dave.

With the help of Netscape, Firefox was built by Blake and Dave. Blake and Dave were focusing with Mozilla and help them to fix some bugs. With this project, Blake was actually 14 years old at that time. Netscape kept sliding further in the market. They had something like 5% market share. It got worse when AOL tanked and started to demand more revenue from the browser. They wanted a return on investment. They bought Netscape for about $4,000,000. Firefox was a solution to their experience at Netscape than the Microsoft Internet Explorer. IE had been dissolved at that time in 2001. Microsoft disbandled the IE team. By that kind of scenario, they started Firefox as a way to work on a browser that we knew we could make if we they were not controlled by sales, marketing and others. Firefox started with only four members on the team. They were David, Hyatt Joe Hewitt. Blake was focusing on the development side, with Brian Ryner and Asa Dotzlec providing build and Quality Assurance support. Before it was named Firefox, it was first called Phoenix. After that, they encountered problems. They had trademark issues. Phoenix technologies complained because they had some kind of web browser also. They renamed it Firebird. It has the same imagery but there was an open source database already called Firebird. They renamed it Firefox, a Chinese name for red panda.

With Firefox, they had some problems encountered. During their launching, they had problems with the people who misunderstood with their goals and with the developers. They had a hard time to convince 500 developers. Also, during their first couple of months with the startup, all their VC's were emailing with them. They had difficulties in answering these emails.

The fact that this startup was an open source software and as well as its founders make it different. They allow the people or the end users to access the browser for free. I amazed with the founder of this startup because Blake was only 14 years old when he started with this particular project. In running your own business, you make sure that you have communication with the people every time and you must learn how to build up the right kind of buzz about your product in an honest way.

Angelo Amponin
O0C
SYSANAL

August 5, 2008

Case Study (Lycos)

When you heard about Internet, search engines usually one of the points you're thinking. With the help of search engines, you are able to find what you are wanted to. It is very helpful when you have research projects, when you're looking for any facts, trivia and a lot more stuffs. Web search engines is a search engines designed to search for information on the World Wide Web. Information may consist of web pages, images and other types of files. Some search engines also mine data available in newsbooks, databases, or open directories. Popular search engines are Yahoo, Google, Infoseek, MSN, Live search. One of these search engine was the Lycos. Lycos was started in 1995 when CMGI;s investment group, @Ventures bought a search engines developed by Michael Mauldin at Carnegie Mellon University and Bob Davis was assigned to be the CEO.

They had the idea of combining the technology and media was they wanted. But because of they were different, they coined the term "Technomedia". Licensing their technology at the same time they were building their own branded site, selling advertising. But later on, they conduct it to a pure play company instead. At that time, Yahoo was actually a directory not a pure search engine. You wuld click your way down rather than just doing a simple search. But Lycos was become more on search.

They had a lot of problems and challenges encountered in Lycos. At the very start, they must build a team because the Michael Mauldin, the creator of Lycos, was not interested in business. So Davis was the person in charge in running this particular project. They were actually trying to understand what they were doing for a living and how they were going to go about doing it. Also Lycos was headquartered in Boston but they were obligated to move in Pittsburgh. They had a very hard time to manage it. Another problem was the hiring of people. Staffing was a huge challenge for them because they started the company with no employees. They had difficulties in getting people on board because they had no proof point for employees in the sense that there was no demonstrable success. Other problems were the firing of people, understanding their business model, getting customers, servicing the customers, finding office space, scaling the company, staring sown the competitors, going public, raising money and satisfying the shareholders.

The founders made it different in other startup company because Davis was actually based on their business plan every day. He always follows their business plan. In running your company or startup, your number one priority was your users or customers because they are one of the factors o your success.

Angelo Amponin
O0C
SYSANAL

August 5, 2008

Case Study (Six Apart)

Internet or the web is one of your friendly tools. You can do social networking, reasearch, surfing, ecommerce and blogging. Nowadays, blogging is very poopular because you not only gain more knowledge, facts and information but you can also share your ideas, thoughts and opinions through blogging. Different blog sites are popluar nowadays, one of these is the Six Apart. Six Apart was doing some stuff of blogware. Six Apart was cofounded by the couple, Mena Trott and Beb Trott. The idea of the name Six Apart was came from the six-day age difference of Mena and Beb.

At early years, Mena was doing blog called the Dollarshort. She was doing blog because she felt that she needed a creative outlet. He must do write blogs because it was her job. She was surprised that her written blogs got popular and many people were reading them. The couple was started and created Movable Type. Again, this stuff got popular and people got interested with this thing. They were also able to create the ALC in 2002 and TypePad.

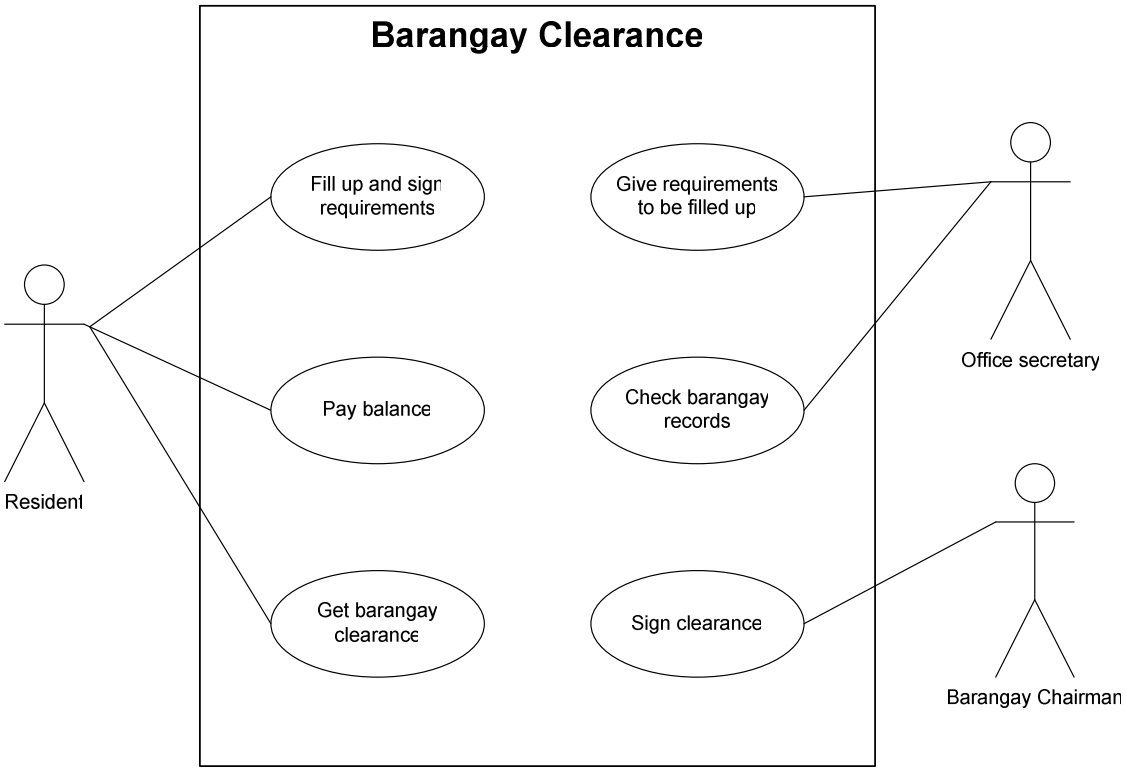
Their main problem with their startu[was funding. They don't have funding. They were just work on their apartment and spent their money they earned for this. Also, one of the big problems encountered by the couple was the fact that Mena felt like she did not have any friends. So, to cope with this problem she must do blogging

The couple made the startup different because they were actually agreed with each other what they should do at the very start. They also had an understanding what decisions to make.

USE CASE NARRATIVES

Angelo Amponin
O0C
SYSANAL

Use Case Narrative (Barangay Clearance)



Identification Summary

Title: Barangay Clearance

Summary: This use case shows the Barangay clearance in Brgy. Bancal, Meycauayan, Bulacan

Actors: resident, office secretary, barangay chairman

Creation date: June 12, 2008 **Date of Update**: November 6, 2008

Version: 1 **Person in charge**: Angelo Amponin

Flow of Events

Preconditions:

1. The barangay hall must be open
2. The resident must have money for the payment of the clearance
3. The resident has no any barangay records

Main Success Scenario:

1. The resident had filled up the requirements (bio data)
2. The secretary approved the filled up requirements

Alternative Sequences:

A1: Alien resident

1. The resident is registered from his/her previous barangay
2. The secretary ask for his/her recent identification such as voter's id, driver's license, etc. to confirm from his previous barangay

Error Sequences:

E1: Barangay record

1. The barangay hall do not permits resident's barangay clearance if he/she had barangay records (crime, taking drugs, etc.)

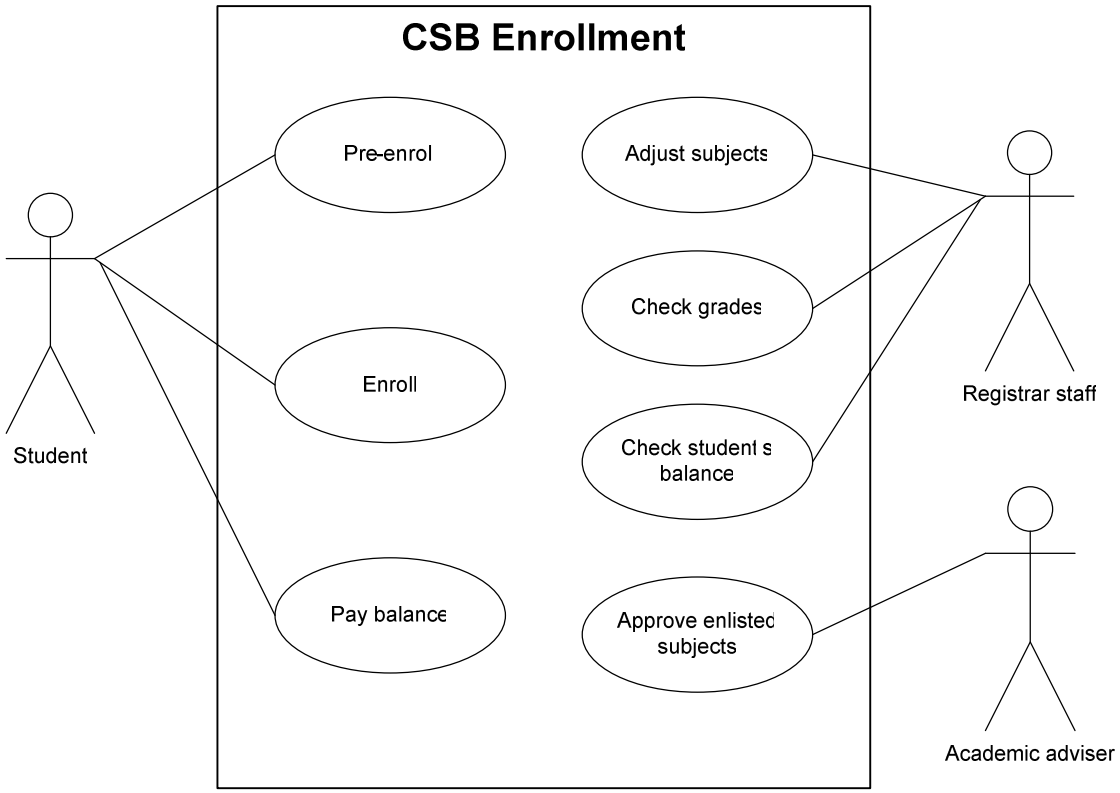
Post conditions:

1. The barangay chairman had signed the certification of barangay clearance.
2. The barangay hall had officially permitted resident's barangay clearance.

Non-Functional Requirements:

- Response time: The resident can only acquire during the availability of the barangay hall
- Availability: The barangay hall is closed during Sundays and holidays.
- Integrity: The barangay officials and other staff make sure the security of the documents
- Confidentiality: The barangay presents its documents privately to the concerned people.

Angelo Amponin June 5, 2008
O0C
SYSANAL



Identification Summary

Title: CSB Enrollment

Summary: This use case shows the enrollment in CSB

Actors: student, registrar staff, academic adviser

Creation date: June 3, 2008 Date of Update: June 4, 2008

Version: 1 Person in charge: Angelo Amponin

Flow of Events

Preconditions:

4. The student must have his/her requirements needed for the enrollment
5. The student must enroll on the right schedule
6. The student must have money or check to pay

Main Success Scenario:

3. The student had enlisted subjects
4. The registrar approved the enlisted subjects
5. The student received the EAF

Alternative Sequences:

A1: Failing grade/s

1. The registrar checks the grades of the student
2. The student needs to adjust subject

Error Sequences:

E1: Returned check

2. There is a insufficient fund in student's bank in order to pay for his/her balance.

Post conditions:

3. The student is officially enrolled for the term
4. The student has no longer any balance from the registrar.

UI (User Interface) Requirements:

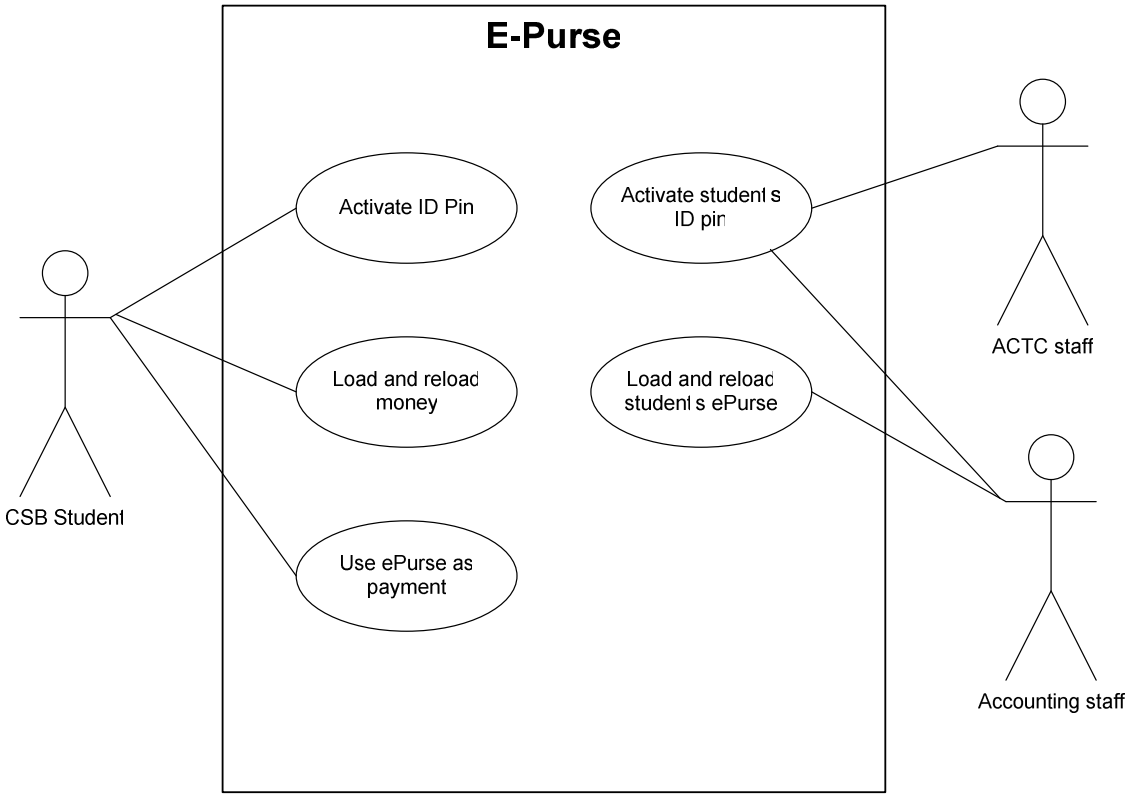
- A student can enlist subjects (pre-enroll) in:
  - Student Information System

Non-Functional Requirements:

- Response time: The student must enroll only on the scheduled time.
- Availability: The accounting office and the registrar are open only for enrollment on a scheduled time.
- Integrity: The registrar and other staff make sure of the protection of their things.
- Confidentiality: The registrar sends promissory notes privately including the grades.

Angelo Amponin June 19, 2008
O0C
SYSANAL

Use Case Narrative (ePurse)



Identification Summary

Title: E-Purse

Summary: This use case shows how E-purse is done in CSB

Actors: CSB student, Accounting and ACTC staff

Creation date: June 19, 2008 **Date of Update**: November 6, 2008

Version: 1 **Person in charge**: Angelo Amponin

Flow of Events

Preconditions:

7. The Accounting office or ACTC must be open
8. The student must be currently enrolled
9. The student must have money for loading and reloading Epurse (minimum of Php 50 and maximum of Php 2,500)

Main Success Scenario:

6. The student has activated his/her ID Pin either at Accounting or ACTC office
7. The Accounting can now reload money in the student's ID card

Alternative Sequences:

A1: Damaged or lost ID card

3. Damaged ID card cannot be read by the card reader
4. The student must be request for a new ID card in order to use Epurse load

A2: Insufficient epurse load for a particular payment

1. There is an insufficient fund on the ID card in order to pay a particular service
2. The student must reload or load epurse

Error Sequences:

E1: Invalid Epurse load

3. Invalid Epurse load is happened when the student is not currently enrolled

Post conditions:

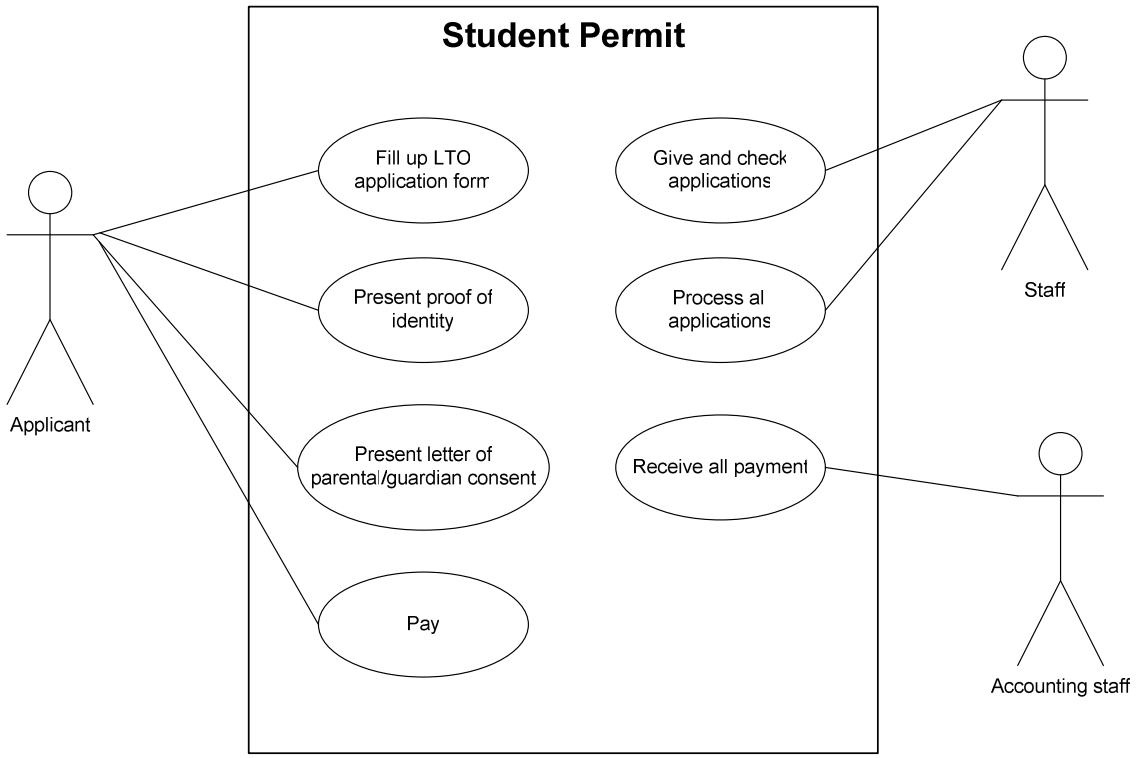
5. The student can now load and reload money to his ID card
6. The student can now use Epurse for printing, payment for library penalty and payment for foods and beverages at AKIC

Non-Functional Requirements:

- Response time: The Accounting staff accomplish the transaction immediately
- Availability: The Accounting office is open from 8 AM to 5 PM
- Integrity: The Accounting and ACTC office make sure of the security of inventory and databases regarding with the student's information particularly with the Epurse
- Confidentiality: The transaction between the students and staff is done privately.

Angelo Amponin July 3, 2008
O0C
SYANAL

Use Case Narrative



Identification Summary

Title: Student Permit

Summary: This use case allows the applicant to apply for student driver permit.

Actors: Applicant, Staff, Accounting staff

Creation date: July 2, 2008 **Date of Update**: November 6, 2008

Version: 1 **Person in charge**: Angelo Amponin

Flow of Events

Preconditions:

10. Applicant must have his/her proof of identity (Birth certificate, NSO or any legal or government issued document to prove his age and identity)
11. Applicant must fill up and accomplish application form
12. For minor applicant, he/she must at least 16 years old
13. Minor applicant must present letter of parent/guardian allowing him to apply

Main Success Scenario:

8. Applicant has accomplished and filled up application form

9. Applicant has presented his/her proof of identity
10. Minor applicant is at least 16 years old and had presented letters of consent
11. Applicant has called his/her name to for picture taking.

Alternative Sequences:

A1: Foreigner applicants

5. Applicants must present Alien Certificate of Registration (ACR) with photocopy
6. Applicant must present valid Visa/Passport
7. Applicant must permitted to stay in the country for at least five months and has stayed in the country for at least one month and contract from Philippine employer that certifies stay of at least five months

A2: Minor foreigner applicants

3. Applicants must present Alien Certificate of Registration (ACR) with photocopy
4. Applicants must present letter of parent/guardian allowing him to apply
5. Applicant must permitted to stay in the country for at least five months and has stayed in the country for at least one month or present school ID

A3: Letter of consent

a. LTO agency do not accept applicant without the letter of consent unless if the applicant is accompanied by his/her parents

Error Sequences:

E1: Applicant with ages 16 yrs old and below

b. The LTO agency do not allowed the applicant that is 16 yrs old and below.

Post conditions:

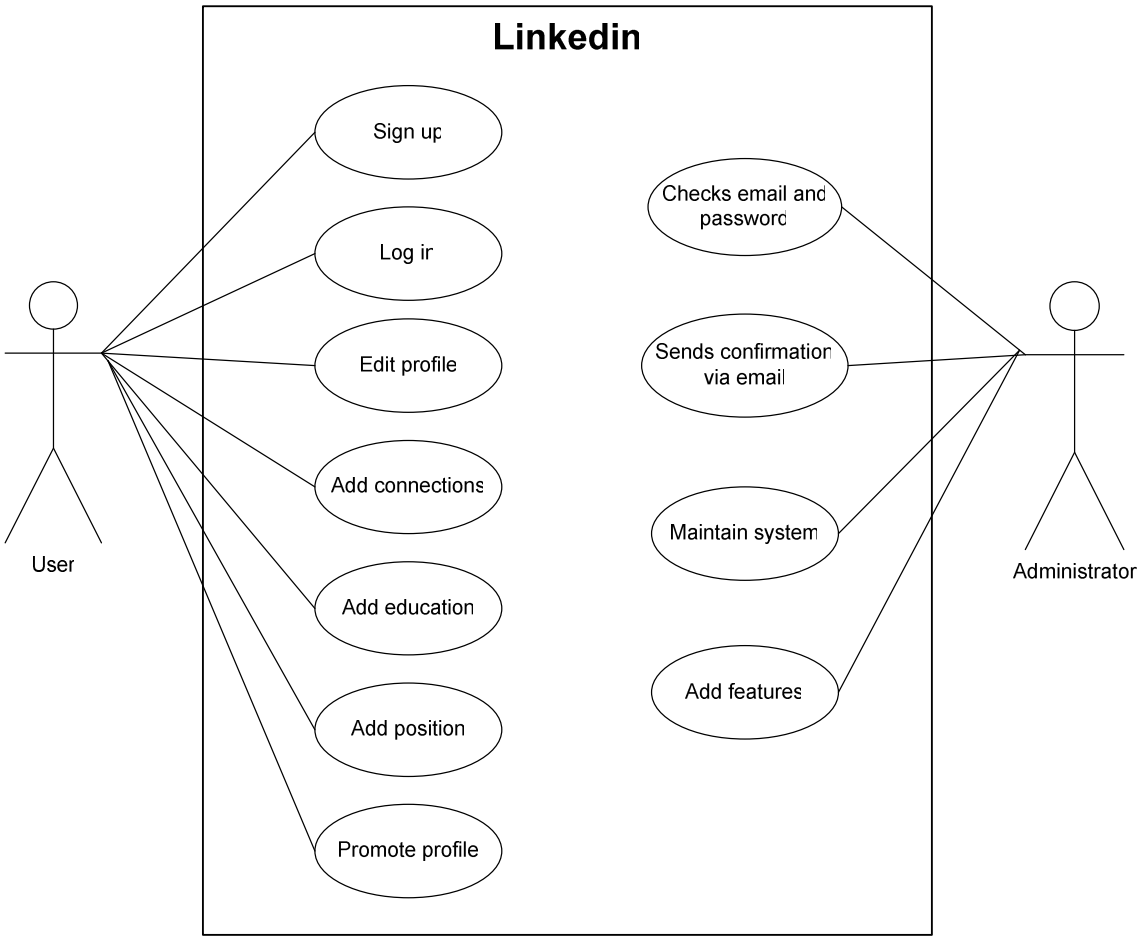
7. Applicant was called his/her name to pay fee to the cashier (window 5)
8. Applicant received his/her student permit

Non-Functional Requirements:

- Response time: The staff of the agency accomplish the transaction immediately
- Availability: The agency is open 8 AM to 5 PM (Monday – Friday)
- Integrity: The staff office make sure of the security of inventories regarding with the applicants' and driver's information.
- Confidentiality: The transaction between the applicant and staff is done privately.

Angelo Amponin July 24, 2008
O0C
SYSANAL

Use Case Narrative



Identification Summary

Title: Linkedin

Summary: This use case allows the user to sign up for a Linkedin account.

Actors: User, Administrator

Creation date: July 23, 2008 **Date of Update**: November 6, 2008

Version: 1 **Person in charge**: Angelo Amponin

Flow of Events

Preconditions:

14. User must have an Internet connection
15. User must have email account

Main Success Scenario:

12. User goes to Linkedin.com

13. User enters the homepage of Linkedin containing textboxes
14. User enters his/her first name, last name and email account
15. User enters page that contains some added information to be filled up
16. Administrator checks the email account entered by the user is already registered or not
17. Administrator send a confirmation message to the user's email account
18. User confirm his/her email account
19. User can enters his/her account

Alternative Sequences:

A1: Invalid email account

8. Administrator informs the user that his/her email account entered is already registered

A2: Incomplete information

a. The page backs from the page containing information to be filled up correctly

Error Sequences:

E1: The user has no email account

1. The user must have suitable email account in order to access Linkedin.

E2: Linkedin site is crashed down

1. The user can not access or sign up for an account

Post conditions:

9. User can now access Linkedin with his/her account
10. User's account was added to the databases in administration of Linkedin

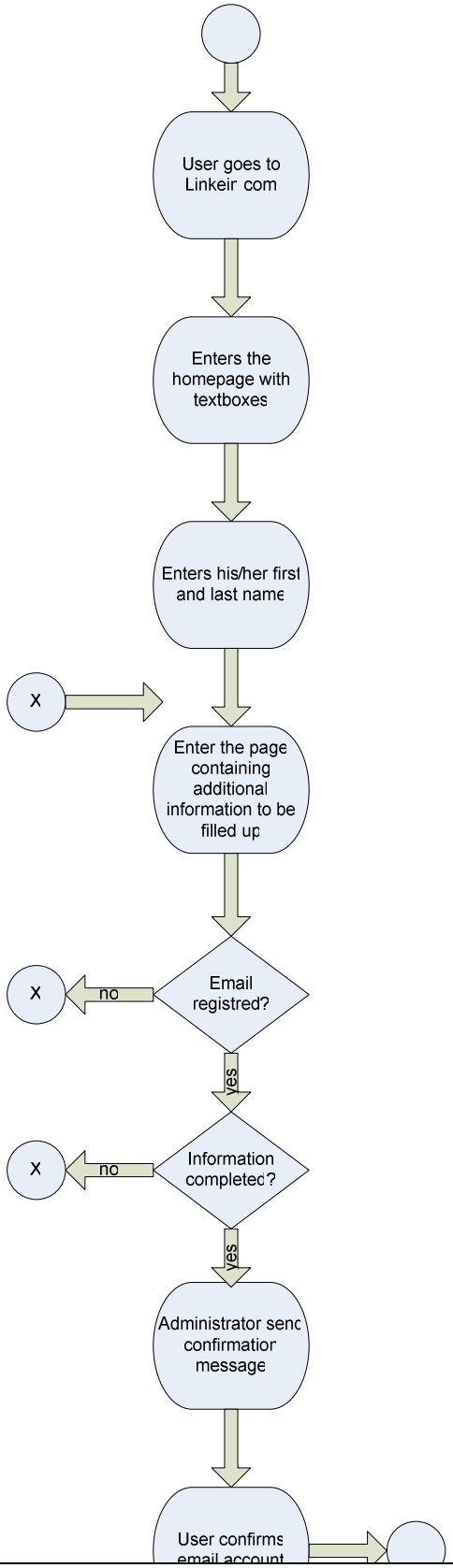
User Interface (UI)

1. The page containing the information to be filled up the user in order to have an account

Non-Functional Requirements:

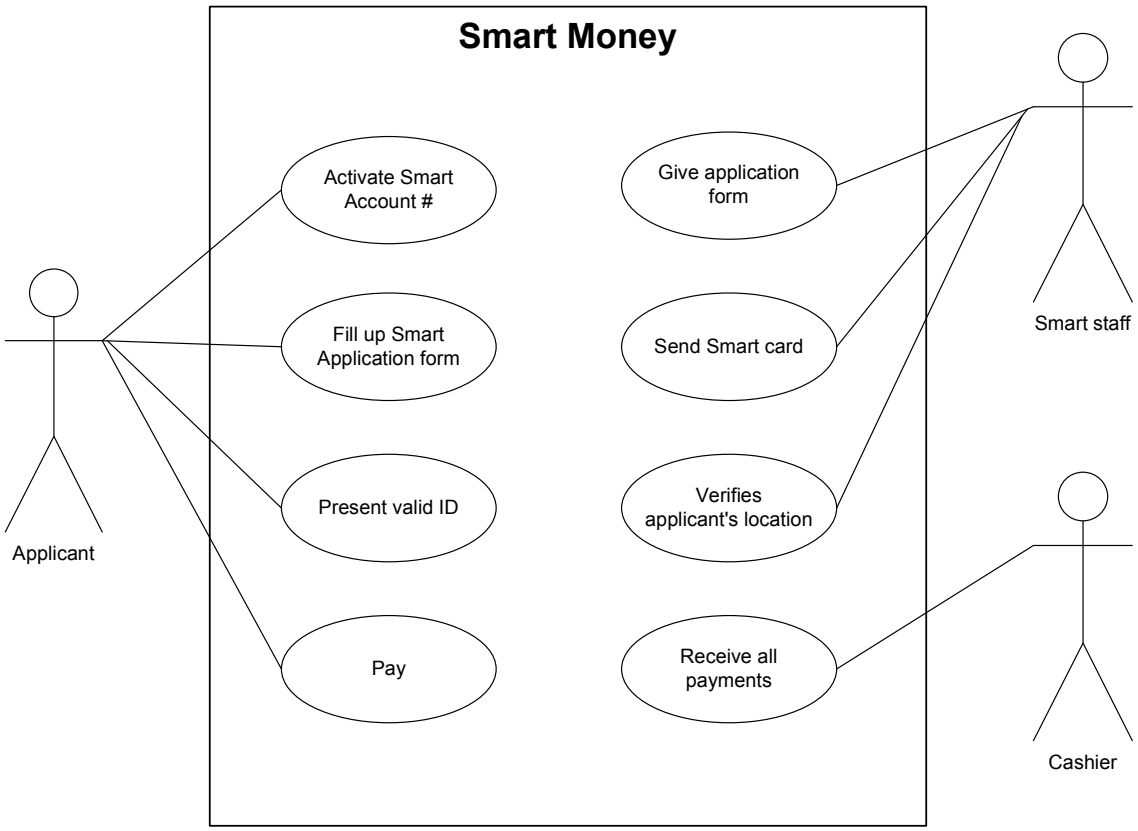
- Response time: The administration accomplish the transaction between them and user immediately
- Availability: Linkedin is available every time if there is an internet connection
- Integrity: The administration makes sure the security of user IDs and passwords of the user. They ask the user whether their user IDs and passwords is to be remembered or not.
- Confidentiality: The transaction between the administration and user is done privately.

Activity Diagram



Angelo Amponin July 17, 2008
O0C
SYSANAL

Use Case Narrative



Identification Summary

Title: Smart Money

Summary: This use case allows the applicant to apply for Smart Money Card

Actors: Applicant, SMART Staff, Cashier

Creation date: July 16, 2008 **Date of Update**: November 6, 2008

Version: 1 **Person in charge**: Angelo Amponin

Flow of Events

Preconditions:

16. Applicant must be a Smart Subscriber
17. Applicant must be 18 years old and above
18. Applicant must have a valid ID
19. Applicant must be a resident in the Philippines

Main Success Scenario:

20. Applicant activates his/her Smart Money Account via text message
21. Applicant goes to any Smart Wireless Center

22. Employee gives application form to be filled up
23. Applicant fills up the form and present valid ID
24. Employee verifies and checks the form and ID
25. Employee issues amount of 30 Php to the applicant
26. Applicant pays the amount in the cashier
27. Cashier issues receipt
28. Smart staff sends the Smart Money Card to the applicant's location

Alternative Sequences:

A1: Invalid ID

9. Employee informs the applicant that his/her ID is invalid or has incomplete information

A2: Incomplete information

a. Employee sends back the application form to the applicant for verification.

Error Sequences:

E1: Applicant is not a Smart subscriber

2. Applicant must be a Smart user to be able to access Smart Money

E2: Applicant's age is 17 years old and lower

2. Employee informs the applicant that he/she is not able to apply for Smart Money Card
3. Minor applicants can access once Smart Money only through their sim card.

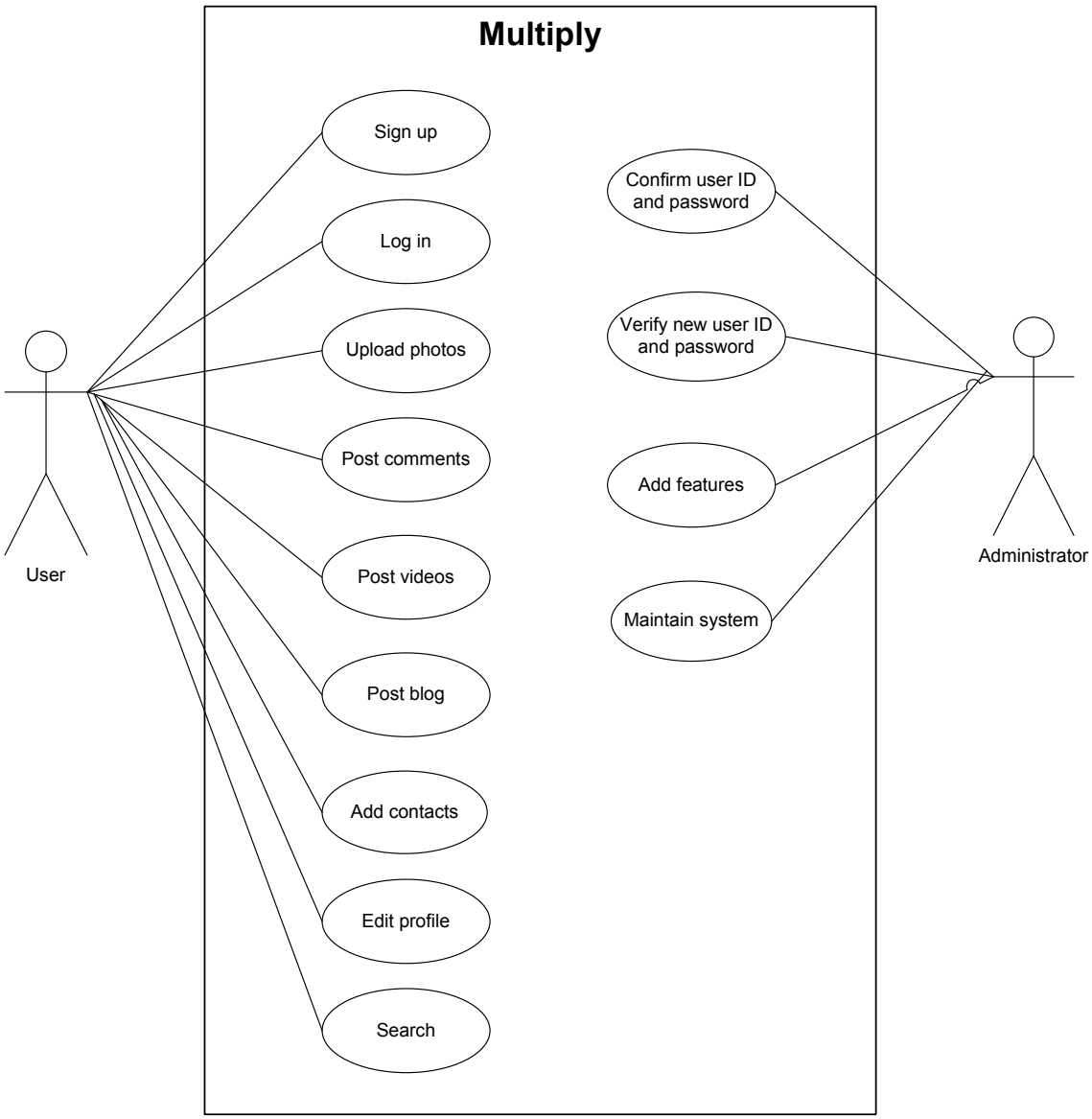
Post conditions:

11. Applicant received his/her card through mail
12. Applicant's information card was added to the databases in Smart administration

Non-Functional Requirements:

- Response time: The staff of the SMART Wireless Center accomplish the transaction immediately
- Availability: The SMART Wireless Center has branches in different parts of the Philippines
- Integrity: The staff of the SMART Wireless Center makes sure of the security of inventories regarding with the applicants' information.
- Confidentiality: The transaction between the applicant and staff is done privately.

Angelo Amponin July 17, 2008
O0C
SYSANAL



Identification Summary

Title: Multiply

Summary: This use case allows the user to post to journal/blog in his/her multiply account

Actors: Actor, Administrator

Creation date: July 16, 2008 **Date of Update**: November 6, 2008

Version: 1 **Person in charge**: Angelo Amponin

Flow of Events

Preconditions:

1. The user has an internet connection

2. The user has a multiply account

Main Success Scenario:

1. The user opens the internet browser
2. The user accesses and goes to multiply.com
3. The user enter his/her User ID and password to log in
4. Administrator checks and verifies the user ID and password entered by the user
5. The user enters his/her multiply home page
6. The user goes to POST
7. The user goes to Blog
8. The user fills up all the blog entry
9. The user save and publish the blog

Alternative Sequences:

A1: The user ID and password entered by the user is incorrect

1. Administrator informs that the user ID or password is incorrect
2. The page is back from its home page in order for the user to login with the correct user ID and password

Error Sequences:

E1: The user has no multiply account

1. The user must to sign up for new account

E2: The user's computer has no internet access

1. The user can not able to log in his/her account

E3: Multiply's account crashed down

User Interface (UI):

- A page containing the requirement to be filled up by the user in creating blogs

Post conditions:

1. The user's blog has been posted
2. The user's account was expanded and added some information

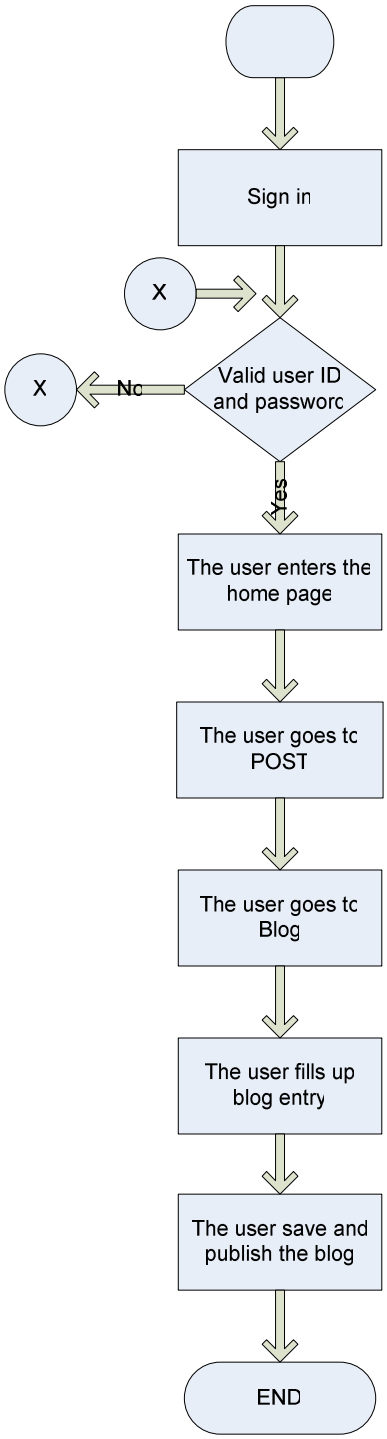
Non-Functional Requirements:

- Response time: Administration conduct the transaction between them and users immediately
- Availability: Multiply is available whenever there is an internet connection.
- Integrity: Administration confirms the users to remember his/her user ID and password or not
- Confidentiality: The transaction between the user and admin is done privately.

Angelo Amponin
O0C
SYSANAL

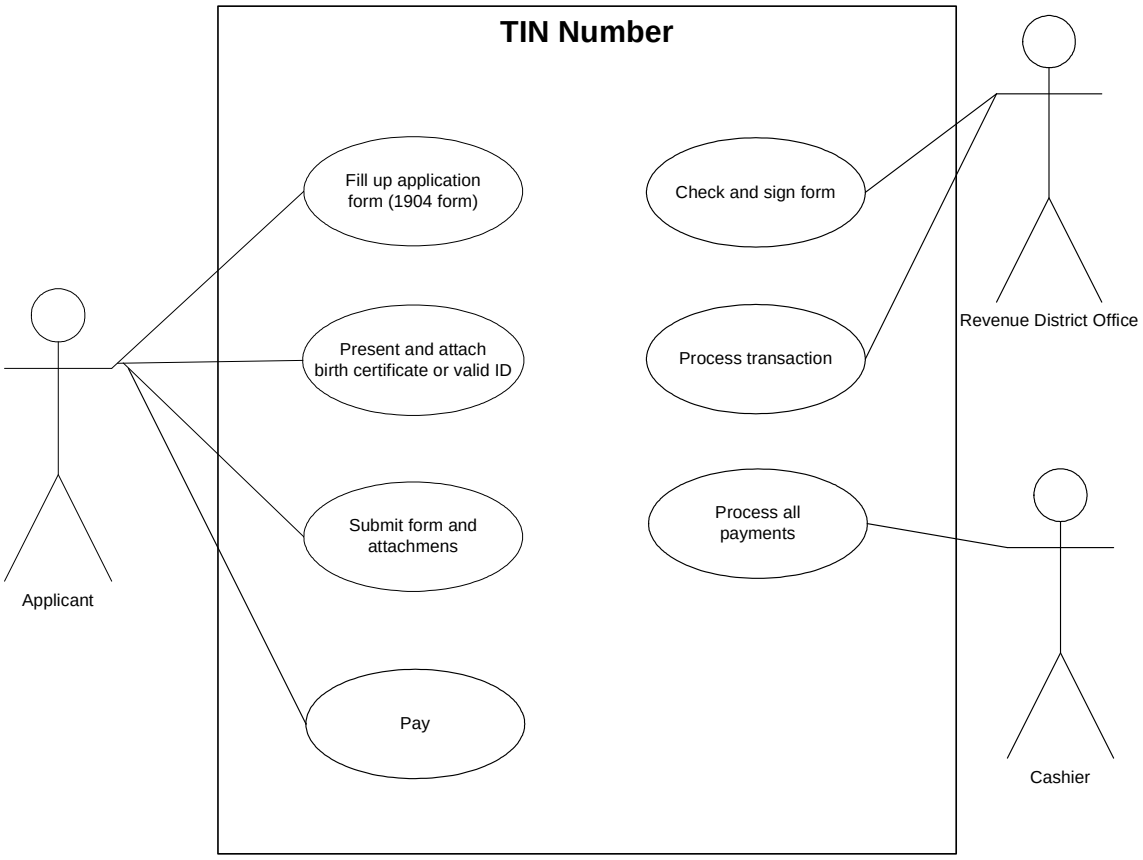
July 17, 2008

Activity Diagram (Multiply)



Angelo Amponin July 10, 2008
O0C
SYSANAL

Use Case Narrative



Identification Summary

Title: TIN Number

Summary: This use case allows the applicant to apply for TIN (Taxpayer Identification Number) to be able to transact in different government agencies..

Actors: Applicant, BIR employee, cashier

Creation date: July 9, 2008 **Date of Update**: November 6, 2008

Version: 1 **Person in charge**: Angelo Amponin

Flow of Events

Preconditions:

20. The agency must be open
21. All requirements shall be competed

Main Success Scenario:

29. Applicant asks for application of TIN (Taxpayer Identification Number)
30. BIR employee gives application form to be filed up
31. BIR employee asks for birth certificate or any ID of the applicant with complete information
32. Applicant attaches his/her valid ID with the application form
33. Applicant submits the application form with the valid ID
34. BIR gives amount of payment
35. Applicant pay cash at the cashier
36. Cashier gives receipt
37. Applicant gets his/her TIN

Alternative Sequences:

A1: Incomplete information filed up by the applicant

10. BIR employee sends back the application form to the applicant for completion.

A2: Wrong information filed up by the applicant

6. BIR employee sends back the application form for clarification
7. BIR employee give new application form to the applicant for some changes

Error Sequences:

E1: The applicant does not have his/her birth certificate or any valid ID

a. BIR does not allow the applicant to get TIN if he /she do not have any valid ID with complete information.

Post conditions:

13. Applicant got the pay amount from the employee
14. Applicant pay the required amount to the cashier

User Interface (UI)

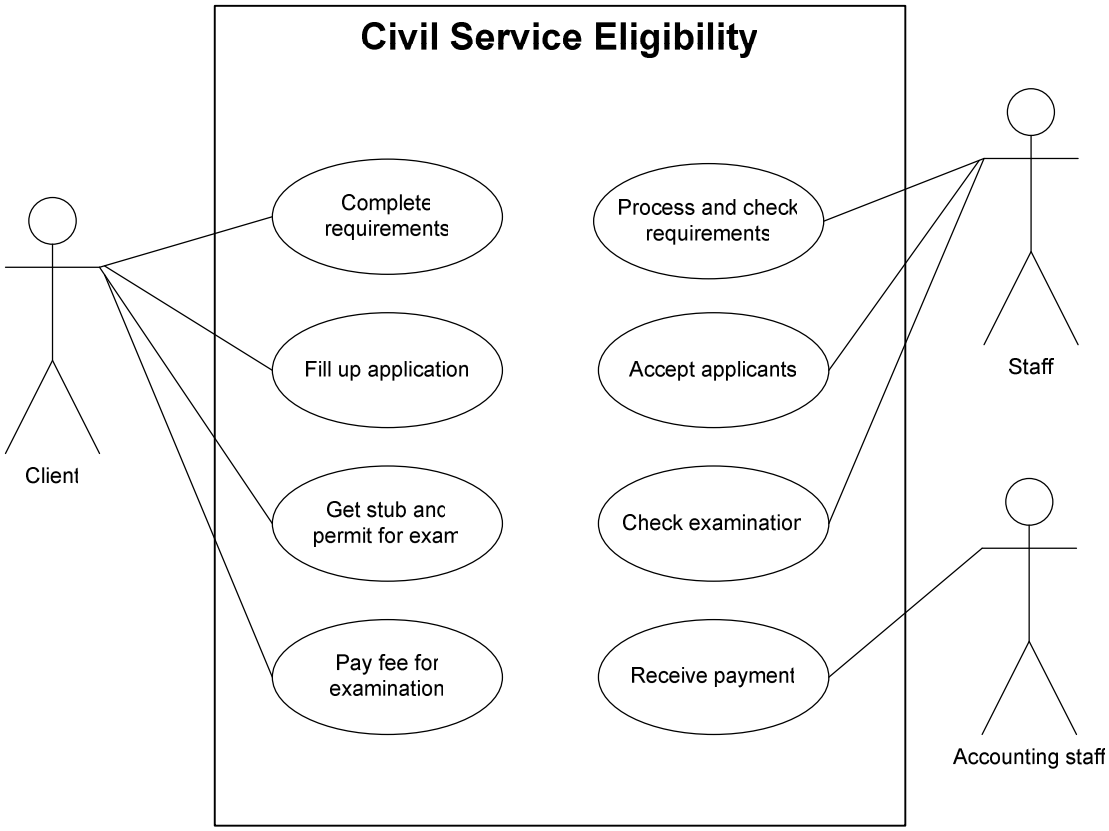
1: eTIN

- Applicants can get their TIN online using the eTIN.

Non-Functional Requirements:

- Response time: The staff of the agency accomplish the transaction immediately
- Availability: The agency is open 8 AM to 5 PM (Monday – Friday)
- Integrity: The staff office make sure of the security of inventories and databases regarding with the applicants' information
- Confidentiality: The transaction between the applicant and staff is done privately.

Angelo Amponin June 26, 2008
O0C
SYSANAL



Identification Summary

Title: Civil Service Eligibility
Summary: This use case allows the client to apply civil service
Actors: client/applicant, staff, accounting staff
Creation date: June 25, 2008 **Date of Update**: November 6, 2008
Version: 1 **Person in charge**: Angelo Amponin

Flow of Events

Preconditions:

1. The client/applicant must be a college student or a college graduate
2. The client/applicant must complete all the requirements (ID pictures, valid IDs with complete information of the applicant)
3. ID pictures (1 ½ x 2) must with a full name tag that includes the complete name
4. ID pictures must not be photocopied, scanned or computer/enhanced

5. The client/applicant must be attach a photocopy of his/her valid ID on the application form
6. The client/applicant must pay Php 350 for the exam fee.

Main Success Scenario:

1. The client/applicant is a college student or college graduate
2. The client/applicant had completed all the requirements and approved by the staff
3. The client/applicant is applied before the deadline of application

Alternative Sequences:

A1: Deadline of application

1. The acceptance of applications is a First-come-first-served basis
2. Applications may no longer be accepted before the deadline if there are already enough number of applicants
3. Applicants may apply on other schedule of application

Error Sequences:

E1: The applicant is not a college student or graduate

1. The agency will not allow high school students to be a civil service eligible

Post conditions:

1. The client/applicant got the stub or permit for the examination
2. The client/applicant will now take the exam on examination date

User-Ineterface (UI)

Computer-assisted Test

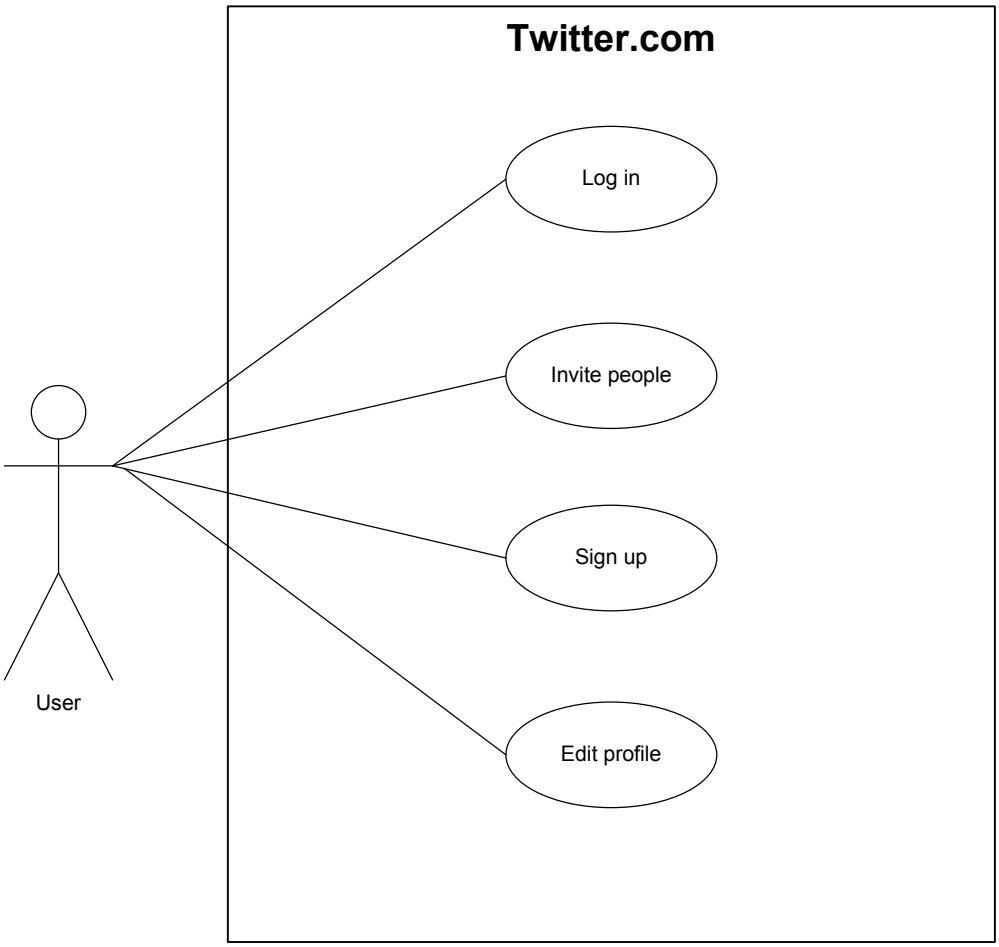
a. Software program designed to administer the PCSC's Career Service Professional or Sub-professional examinations
b. Systematic storage and updating of examinee's data including the checking and scores of the examinee.

Non-Functional Requirements:

- Response time: The agency staff accomplish the transaction immediately
- Availability: The agency is open from Monday to Friday for applicants except holidays
- Integrity: The agency office makes sure of the security of inventory and databases regarding with the applicants' information.
- Confidentiality: The transaction between the client/applicant and staff is done privately.

Angelo Amponin
O0C
SYSANAL

Use Case Narrative



Identification Summary

Title: Twitter.com
Summary: This use case allows the user to create an account in twitter.com

Actors: User

Creation date: August 18, 2008 Date of update: June 30, 2009

Version: 1.7 Person in charge: Angelo Amponin

Flow of events

Preconditions:

1. User must have an internet access
2. User must have an email account.
3. Twitter's site must be operating

Main Success Scenario

1. User enters a user name
2. System administrator verifies if user name is no longer used by other users
3. User enters a password
4. System administrator verifies the inputted password of the user.
5. User enters his/her email address
6. System administrator verifies email
7. User enters the encryption
8. User has his/her account

Alternative Sequences

A1: Invalid password

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

Scenario goes back to point 3

A2: Existing user name

A2.1: The page backs from inputting of username

Scenario goes back to point 1

A3: Wrong encryption

A3.1: User retypes the given code

Scenario goes back to point 7

Error Sequences

E1: System failure

E1.1: User cannot access his/her account because system is down; use case fails

E2: User has no email account

E1.1: User can not able to create an account; use case fails

Post Condition

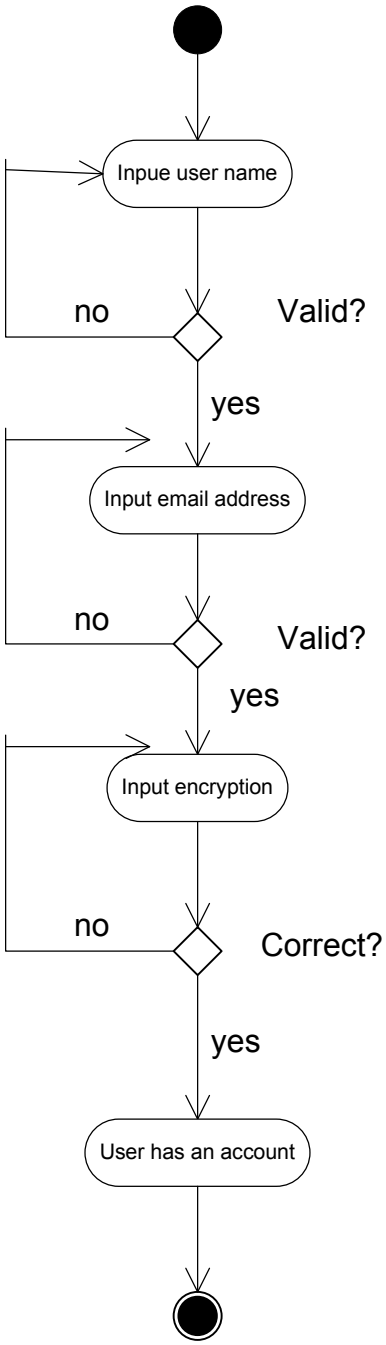
1. User has twitter account
2. User validates his/her account

UI (User Interface)

Twitter.com homepage

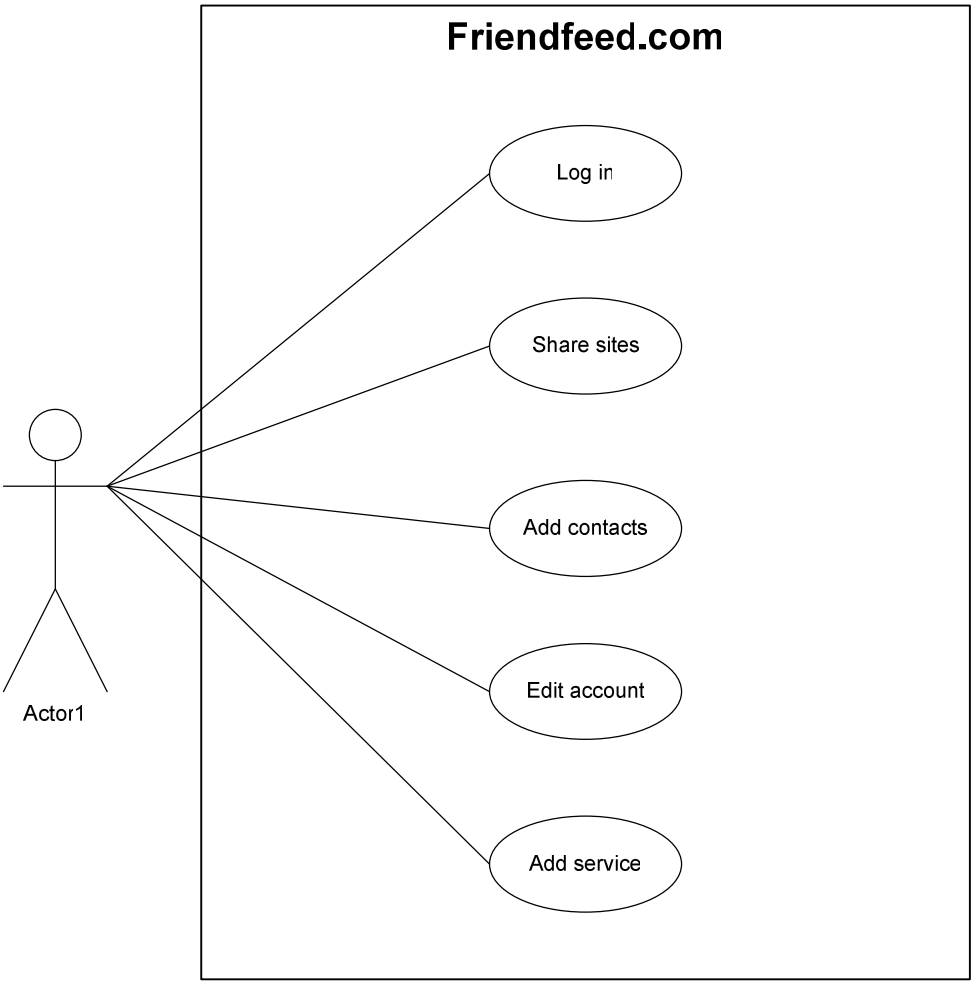
Non-Functional Requirements:

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



Angelo Amponin August 19, 2008
O0C
SYSANAL

Use Case Narrative



Narrative

Identification Summary

Title: Friendfeed.com

Summary: This use case allows the user to share the twitter site to his/her friendfeed account

Actors: User

Creation date: August 18, 2008 Date of update: June 20, 2009

Version: 1.0 Person in charge: Angelo Amponin

Flow of events

Preconditions:

4. User must have an internet access
5. User has a Friendfeed account
6. User has a Twitter account

Main Success Scenario

9. User access the Friendfeed website
10. User logs in to Friendfeed
11. User goes to share something
12. User chooses twitter
13. User enters his/her username in twitter
14. User had shared his twitter account

Alternative Sequences

A1: Incorrect twitter username

A1.1: Page backs from the page of sharing sites

Scenario goes back to point 5

Error Sequences

E1: No internet connection

E1.1: User cannot log in

E2: User has Twitter account and Friendfeed account

E2.1: User cannot share sites; use case fails

Post Conditions

1.User updated his Friendfeed and Twitter account

UI (User Interface)

- Friendfeed website

Non-Functional Requirements:

- Response time: Admin will immediately respond once the user clicks on a button
- Availability: Once there is an internet connection

FINAL PROJECT

A Systems Analysis Study on the Manpower and Training Services Of The CALEREY

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

In Partial fulfillment of the
Requirements of the subject
Systems Analysis

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

SYSANAL O0C
August, 2008

Submitted To:
Mr. Paul Pajo

THE CALEREY
Manpower & Training Services, Inc.

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

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

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

Date of Incorporation : 01 June 2007

Capitalization : P10 Million

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

Manpower (as of June 2007):

Administration/HR	:	4
Liaison Officer/Travel	:	2
Accounting	:	1
Engineering/Technical	:	1

Legal	:	1
Business Development Officers	:	3
Total		12

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

The CALEREY Manpower & Training Services, Inc.

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

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

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

The Management Team

Ma. Theda Collantes, the company's President and Managing Director, has a wide range of experience in the selection, recruitment and processing for deployment abroad of Filipino workers in various fields. She had worked for 27 years with a reputable construction management company/recruiting agency - a pioneer in this field of endeavor. She started as a Project Officer in charge of various overseas projects. Her subsequent promotion from Technical and Executive Assistant to Assistant Vice President allowed her to gain vast experience in sending thousands of workers to the

Middle East, Asia, Diego Garcia Island, Guantanamo Bay Cuba, Nigeria, USA, Armenia and other parts of the world. She is a registered Civil Engineer.

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

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

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

VISION

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

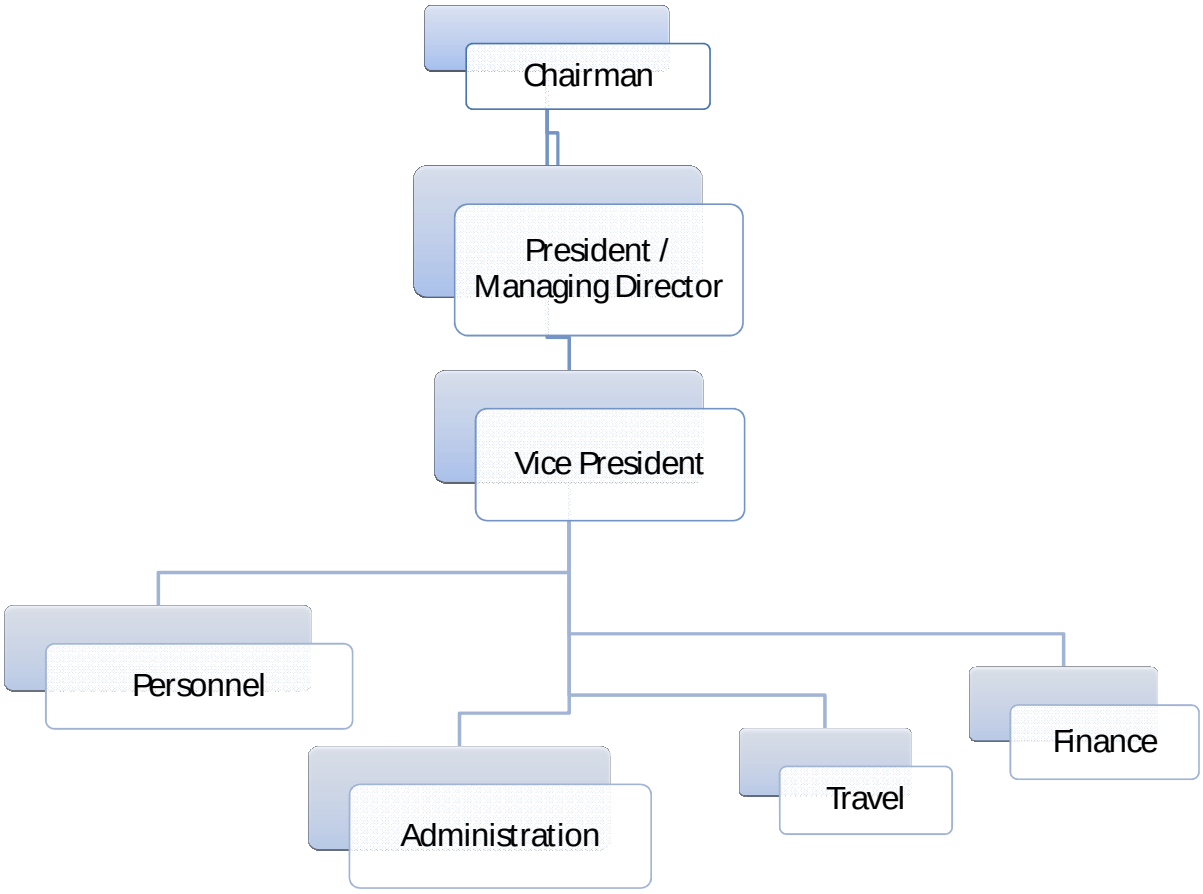
MISSION

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

Numbers of Costumers & Transactions

- UCALSA
- LEDCOR
- BY & V

ORGANIZATIONAL CHART



Statement of the Problem

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

- Weekly Reports
- Database (Quick search and Security)
- Company Website

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

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

1.1 Company License

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

1.2 Requirements (ex. resume')

- People can't be sent

1.3 Weekly Reports

- Time Management
- Over Due

1.4 Database Problems

- Time Management

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

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

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

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

Objectives of the System

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

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

Significance of the Study

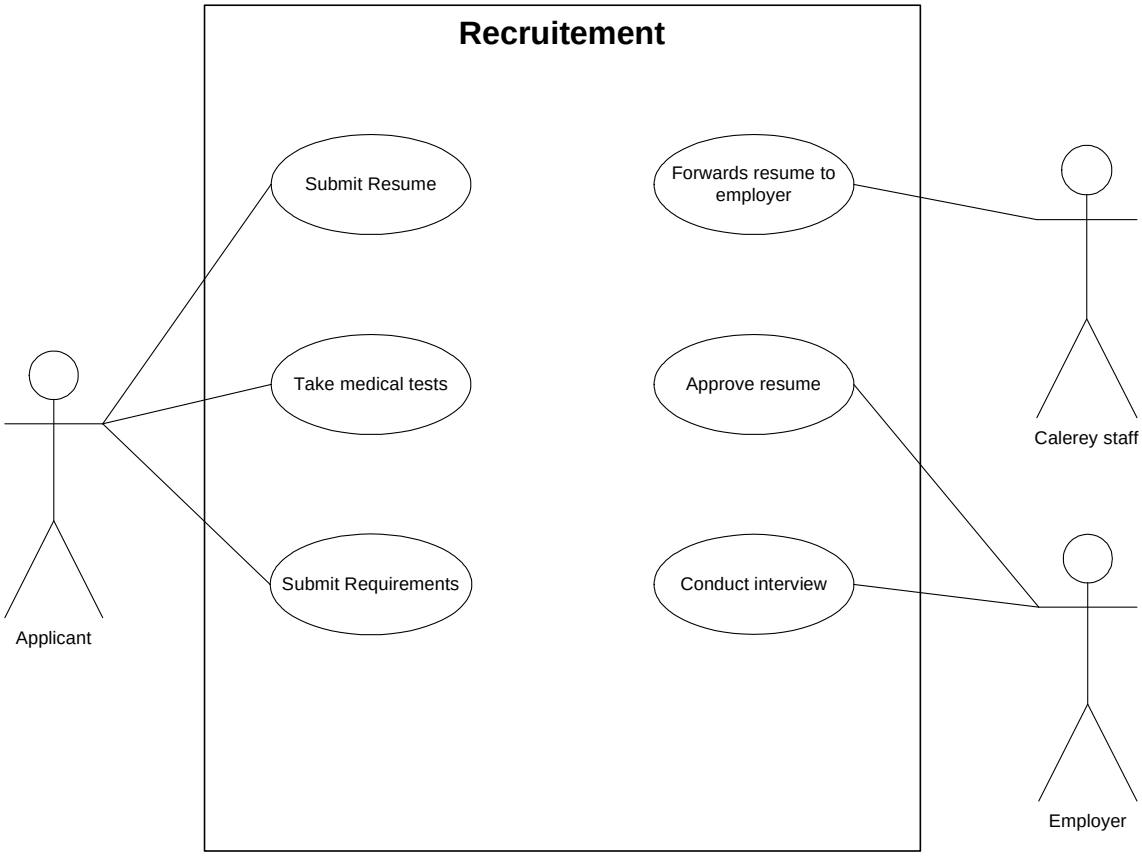
It is important to study these critical processes because these what makes the company slow. By this proposed proposal system, we can make these processes faster and easier for them to use. As written in the Objectives of the system, you can see the goals that will happen if and only if the proposed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

The significance of the study to the user (clients) is to learn how this study can help in the future companies. They can use this as an example to give them some knowledge. The significance of the study to the department will have competitions or will help at each other. The significance of the study to the company is to be effective and efficient so that the company could make their work faster and easier. The significance of the study to the group is to improve better next time and to learn more about different kinds of problems and how to solve them.

Scope and Limitation

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

CHAPTER 2



Narrative

Identification Summary

Title: The Calerey Recruitement Process
Summary: This use case shows how recruitment process undergoes

Actors: Applicant, The Calerey staff, employer

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

Version: 1.7 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

7. Applicant should have a college degree
8. Applicant must pass the requirements needed

9. Applicant must have a personal experience
10. Applicant must be at least 21 yrs old
11. The Calerey office must be open

Main Success Scenario

15. Applicant submits resume to the office
16. Staff forwards the resume to the employer
17. Employer checks the applicant's resume

18. If applicant passes the exam, he/she takes the interview
19. After taking the interview, if he/she passes, applicant takes the Trade Test
20. After passing the Trade test, applicant undergoes with medical tests
21. When applicant passes the medical tests, staff of Calerey will process their visa
22. When applicant is approved regarding the visa, staff of Calerey coordinates with POEA for clearance
23. When applicant is cleared, he/she will be scheduled for departure

Alternate Sequences

A1: Incomplete medical tests

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

Scenario goes back to point 5

A2: Ticketing schedule conflict

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

Scenario goes back to point 10

A3: Applicant was denied from his visa

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

Scenario goes back to point 8

Error Sequences

E1: Applicant fails the trade test

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

E2: Applicant is an undergraduate

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

E3: Applicant is underage

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

E4: The office is closed

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

Post Condition

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

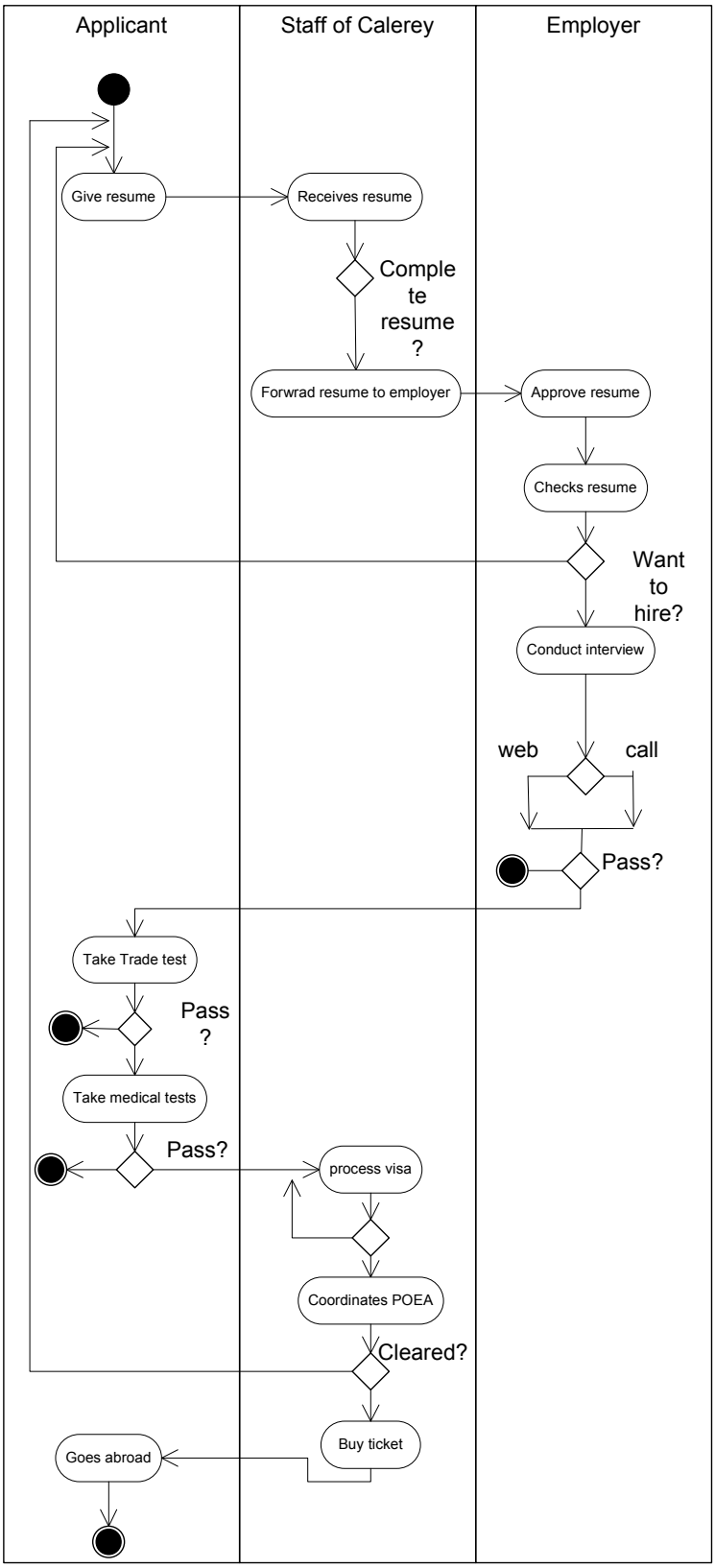
Non functional requirements

Response time: The Calerey staff accomplishes the transaction between them and applicants immediately

Availability:

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

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



Identification Summary

Title: Submit resume

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

Actors: Applicant, staff, employer

Creation date: August 6, 2008 Date of update:

Version: 1.1 Person in charge: Angelo Amponin

Flow of events

Preconditions:

1. Applicant must be 21 and above

Main Success Scenario

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

Alternative Sequences:

A1: Incomplete resume

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

Scenario goes back to point 2

Error Sequences

E1: Ages below 21

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

Post Condition

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

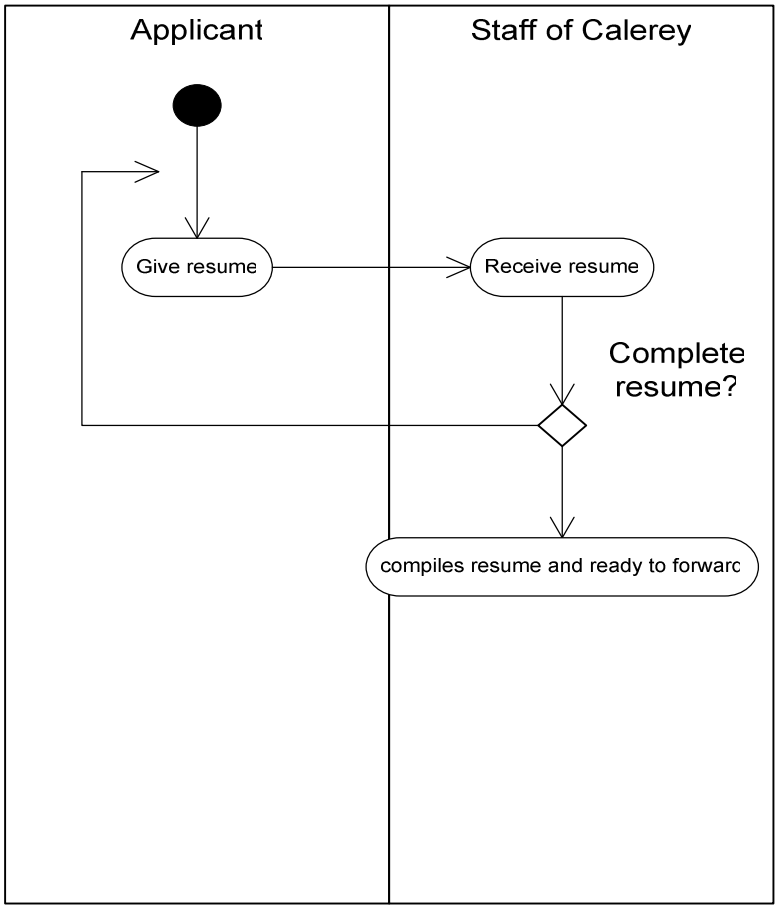
Non-Functional Requirements:

Response time: The Calerey staff accomplishes the transaction between them and applicants immediately

Availability: The Calerey is available from 8 AM to 5 PM

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

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



Identification Summary

Title: Approve resume

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

Actors: employer, staff

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

Version: 1.0 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

1. Applicant must have submitted resume to the staff

Main Success Scenario

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

Alternate Sequence

A1: Incomplete resume of the applicant

A1.1: Staff sends back the resume for completion

Scenario goes back to point 1

Error Sequence

E1: Applicant is not able to submit resume

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

Post Conditions

1 .Applicant will be verified by interview

2. Applicant bio-data is valid

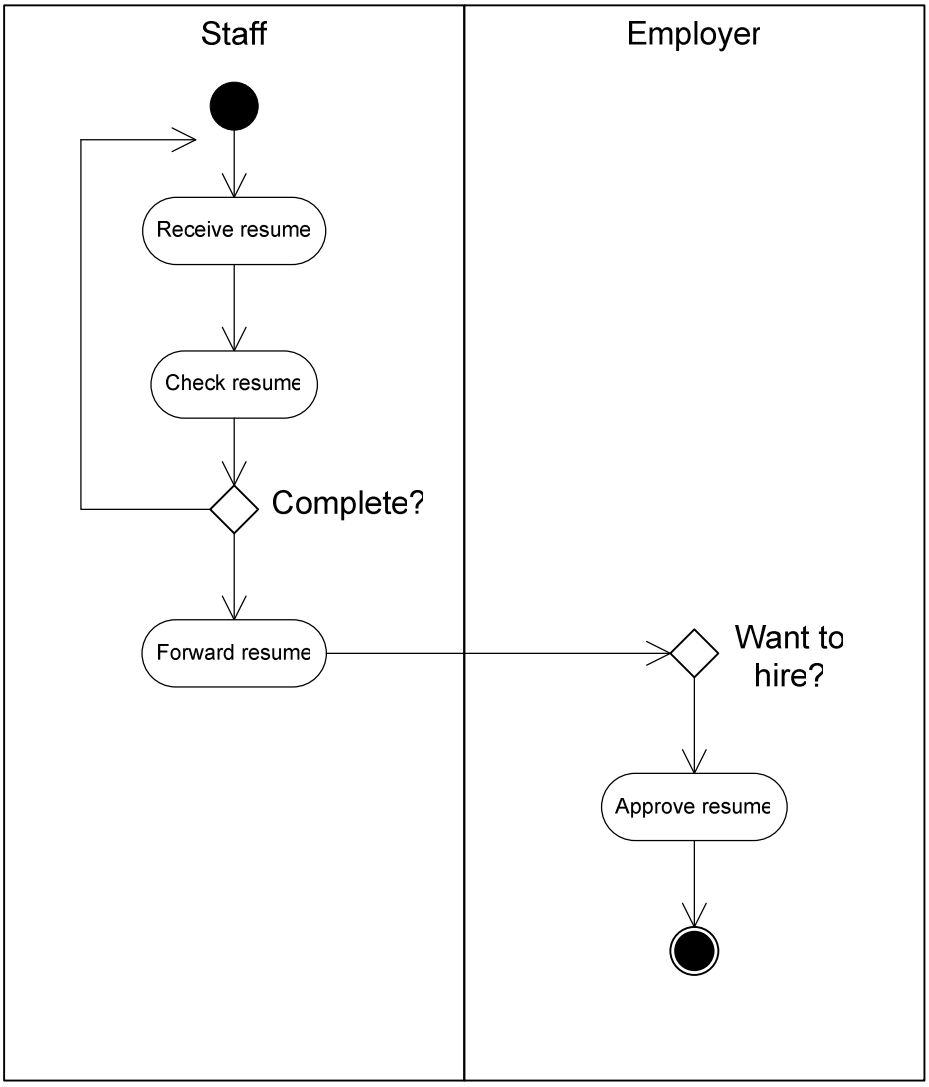
Non-Functional Requirements:

Response time: The Calerey staff accomplishes the transaction between them and applicants immediately

Availability: The Calerey is available from 8 AM to 5 PM

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

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



Identification Summary

Title: Conduct interview

Summary: This use case shows how employer conducts interview

Actors: staff, employer

Creation date: August 6, 2008 Date of update:

Version: 1.1 Person in charge: Angelo Amponin

Flow of events

Preconditions:

1. Applicant's resume must approved by the employer

Main Success Scenario

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

Alternate Sequences

A1: Incomplete resume

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

Scenario goes back to point 2

Error Sequences

E1: Applicant didn't pass the interview

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

Post Condition

1. Applicants will be scheduled for an interview

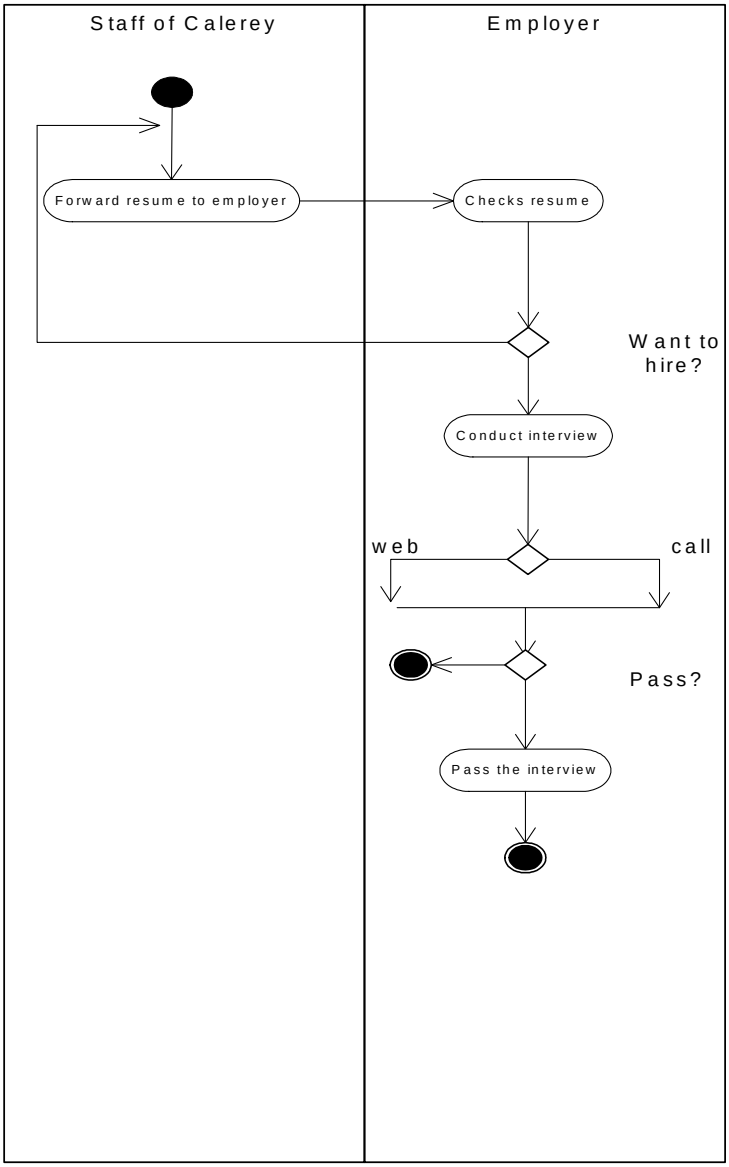
Non-Functional Requirements:

Response time: The Calerey staff accomplishes the transaction between them and applicants immediately

Availability: The Calerey is available from 8 AM to 5 PM

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

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



Narrative

Identification Summary

Title: The Narrative of Submitting Requirements
Summary: This use case shows how submission of requirements happen

Actors: Applicant, The Calerey staff, POEA staff, Embassy staff

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

Version: 1.0 Person in charge: Paul Theo Collantes

Flow of events

Precondition:

12. Applicant should have a valid ID and passport

Main Success Scenario

24. Applicant submits requirements to the agency
25. Agency processes the applicant's visa
26. Agency waits for the approval of the POEA
27. POEA checks the embassy's country information
28. POEA approves applicant's information and will inform the agency
29. Agency schedules the applicant's departure
30. Agency buys applicant's ticket
31. Applicant receives ticket

Alternate Sequences

A1: Incomplete requirements

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

Scenario back to point 1

A2: Ticketing conflict

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

Scenario back to point 6

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

A3.1: Applicant needs to schedule for another interview

Scenario back to point 2

Error Sequences

E1: Applicant has no passport

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

Post Conditions

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

UI (User Interface)

Applicant's complete resume, passport and visa

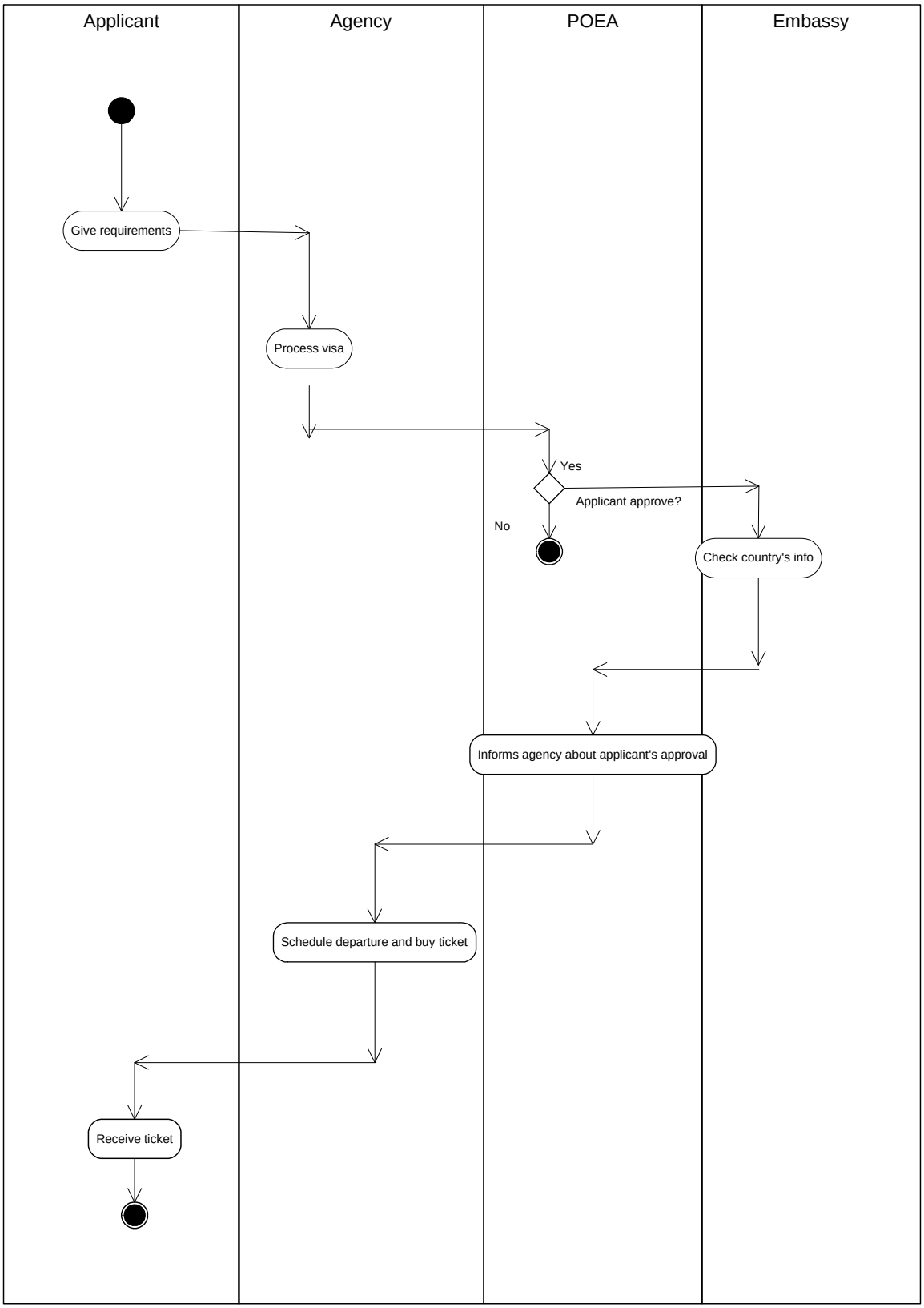
Non functional requirements

Response time: The Calerey staff accomplishes the transaction between them and applicants immediately

Availability: The Calerey is available from 8 AM to 5 PM

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

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



Use case narrative

Title: Medical test

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

Actor: Applicant

Version: 1.1

Created by: Mac Dumaual

Date Created: August 8, 2008

Pre-Conditions

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

Main Success Scenario

- The Applicant chooses a hospital or clinic in which he can perform the medical exam.
- The Applicant has performed the given exams in the hospital or clinic.
- The Applicant has waited for the result in his Medical Examination.
- The Applicant has submitted the Medical Result in the staff of The Calerey.
- The Applicant has passed and founded no Illness.

Alternative Sequence

A.1) The Applicant was founded an Illness

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

> Scenario goes back to point 1.

A.2) Incomplete requirements for medical

> The requirements will be returned to him for completion.

> Scenario goes back to point 2.

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

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

> Scenario goes back to point 3.

Error Sequence

E1) The Applicant has a fake information in his bio data.

E2) The Applicant has failed the written exam.

E3) The Applicant has a fake I.D.

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

Post Conditions

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

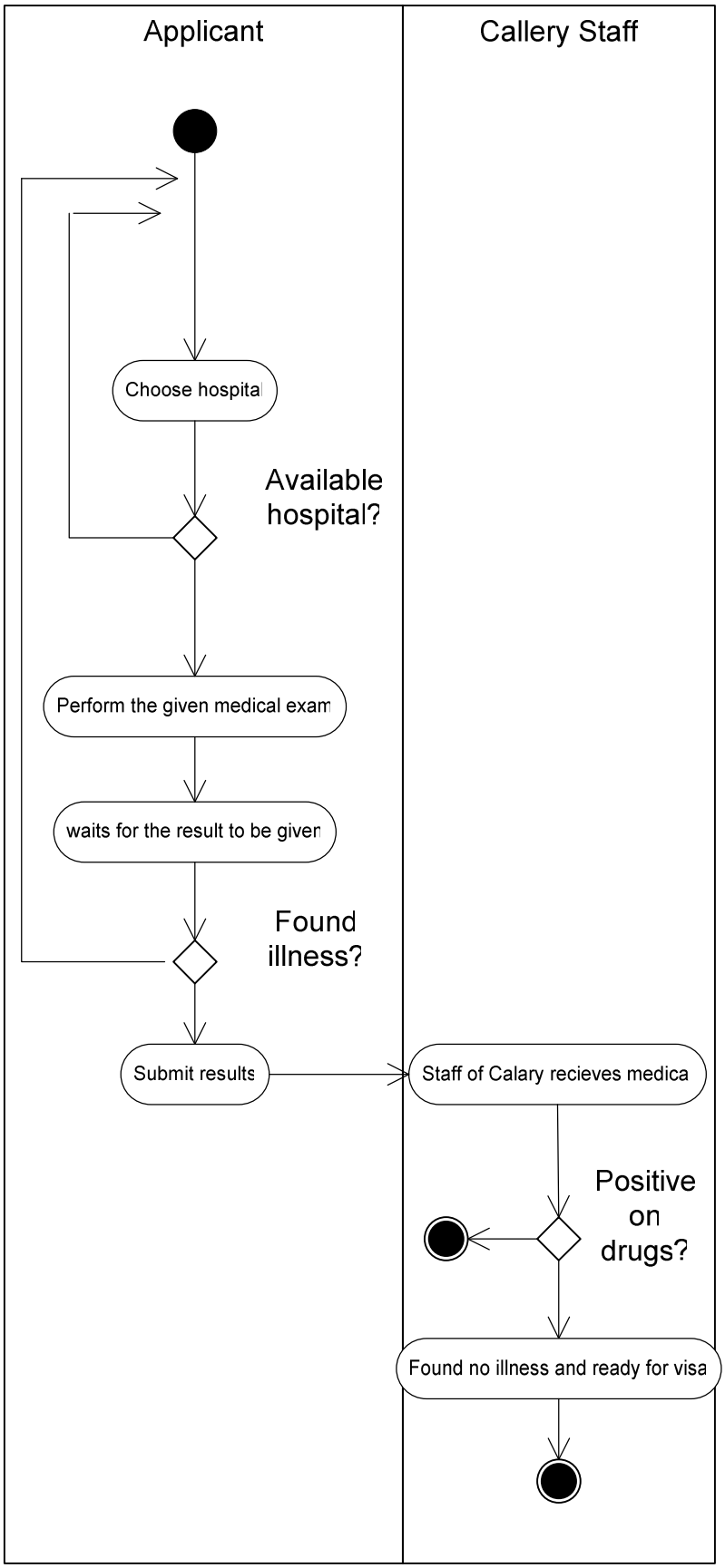
Non Functional Requiremets

Response time: The Calerey staff accomplishes the transaction between them and applicants immediately

Availability: The Calerey is available from 8 AM to 5 PM

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

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



Use-Case Narrative

Title: Forward resume

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

Actor: Applicant, staff of The Calerey, Employer

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

Version: 1 Person in charge: Paul Theo Collantes

Pre-Condition:

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

Main Success Scenario

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

Alternative:

A1. The Applicant's Resume' is incomplete

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

Scenario goes back to point 2

Error Sequence:

E1. The Applicant doesn't have a resume'

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

E2. The Applicant is under age

- The Applicant is no longer qualified: use case fails

E3. The company is closed

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

Post-Condition:

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

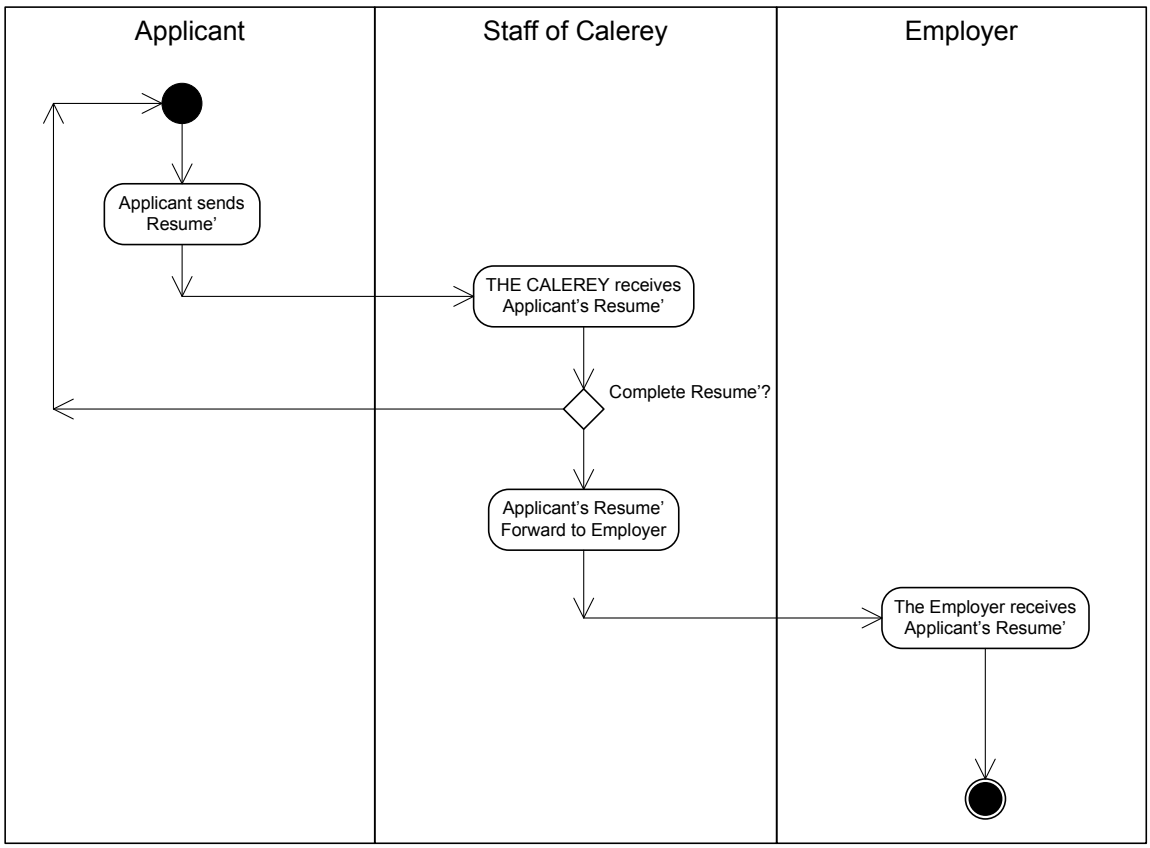
Non functional requirements

Response time: The Calerey staff accomplishes the transaction between them and applicants immediately

Availability: The Calerey is available from 8 AM to 5 PM

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

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

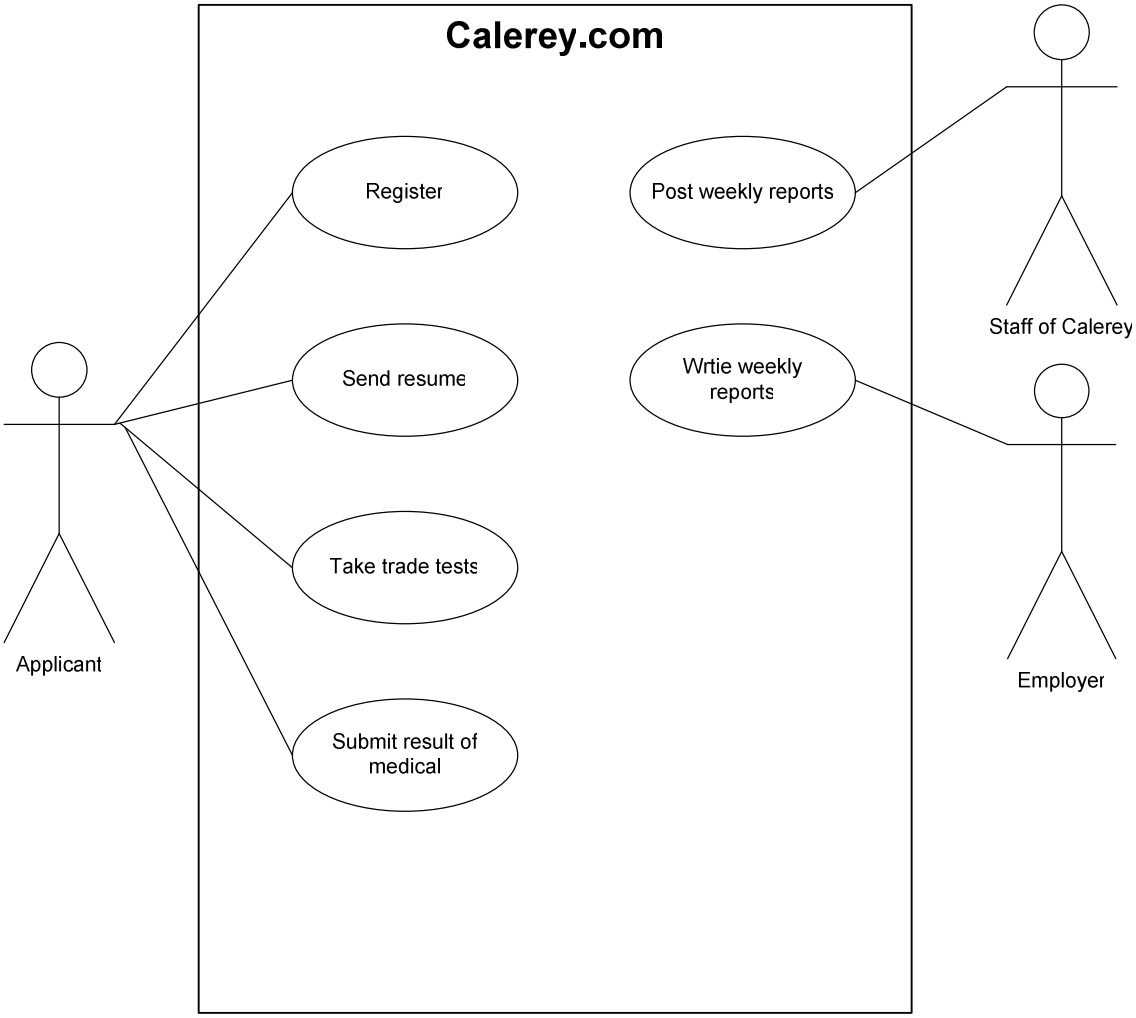


Chapter 3:

Table Recommendation

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

Proposed System:



Narrative

Identification Summary

Title: Calerey.com

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

Actors: Applicant, The Calerey staff, employer, System administrator

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

Version: 1.7 Person in charge: Angelo Amponin

Flow of events

Precondition

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

Main Success

1. Applicant access the Calerey.com
2. Applicant registers
3. Applicant fills up necessary form
4. Applicant opens his/her email for verification
5. Applicant enters his account
6. Applicant choose job
7. Applicant download form of resume
8. Applicant fills up the resume form
9. Applicant attaches the resume
10. Applicant send the resume
11. Staff receives
12. Applicant forward resume to employer
13. Employer approves
14. Staff receives whatever decision of employer
15. Staff sends email containing the decision and call the applicant to inform
16. Employer conduct interview
17. Applicant takes trade tests
18. Applicant takes medical tests
19. Calerey process visa
20. Calerey coordinates with POEA
21. Employer writes reports
22. Staff posts weekly reports on the website

Alternate Sequences

A1: Incomplete information on the registration

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

Scenario goes back to point 3

A2: Incomplete resume

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

Scenario goes back to point 8

A3: Applicant was denied from his visa

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

Scenario goes back to point 19

Error Sequences

E1: Applicant fails the trade test

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

E2: Applicant is underage

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

E3: The site is down

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

E4: Applicant didn't pass the interview

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

Post Condition

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

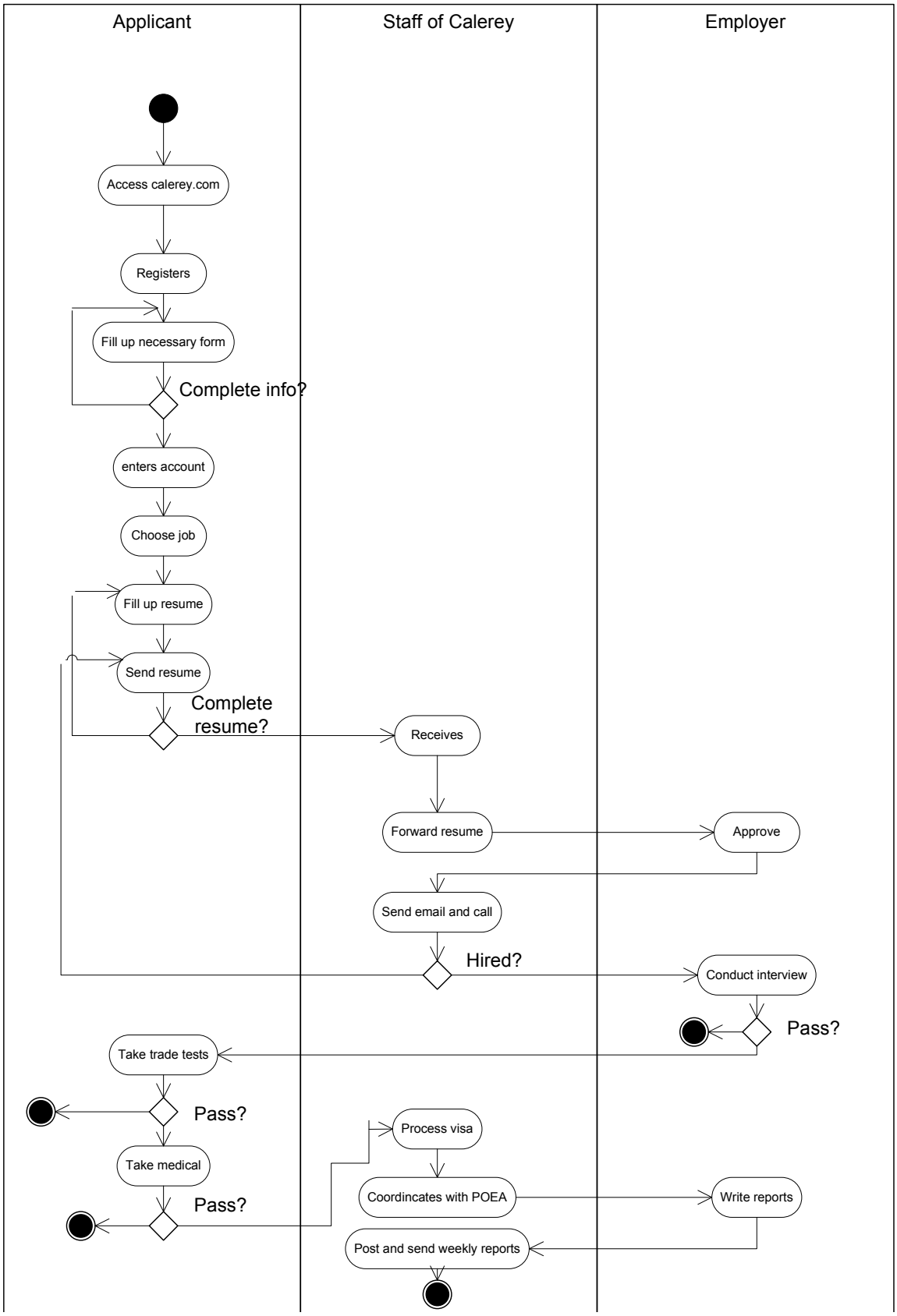
User Interface (UI)

Calerey.com

Non-Functional Requirements

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

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



Identification Summary

Title: Send resume
Summary: This use case will show how to send resume in The Calerey website

Actor: Applicant

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

Version: 1.7 Person in charge: Mac Dumaual

Flow of events

Preconditions:

13. There should be an internet access
14. Applicant must be a computer literate
15. Applicant must know the URL of The Calerey
16. Applicant must have a web browser application

Main Success Scenario

32. Applicant connects to the internet
33. Applicant chooses a web browser application
34. Applicant goes to the Calerey website
35. Applicant chooses the job opening link
36. Applicant selects the job that he wants
37. Applicant fills up the resume beside the selected job
38. Applicant sends the resume

Alternate Sequences

A1: No availability of a specific job

A1.1: Applicant selects other job offering

Scenario back to point 4

A2: Invalid input on the resume

A2.1: Applicants needs to fill it up correctly

Scenario back to point 6

Error Sequences

E1: No internet connection

E1.1: Applicant cannot send his resume

Use case fails

E2: Server of Calerey is down

E2.1: Applicant cannot register online

Post Condition

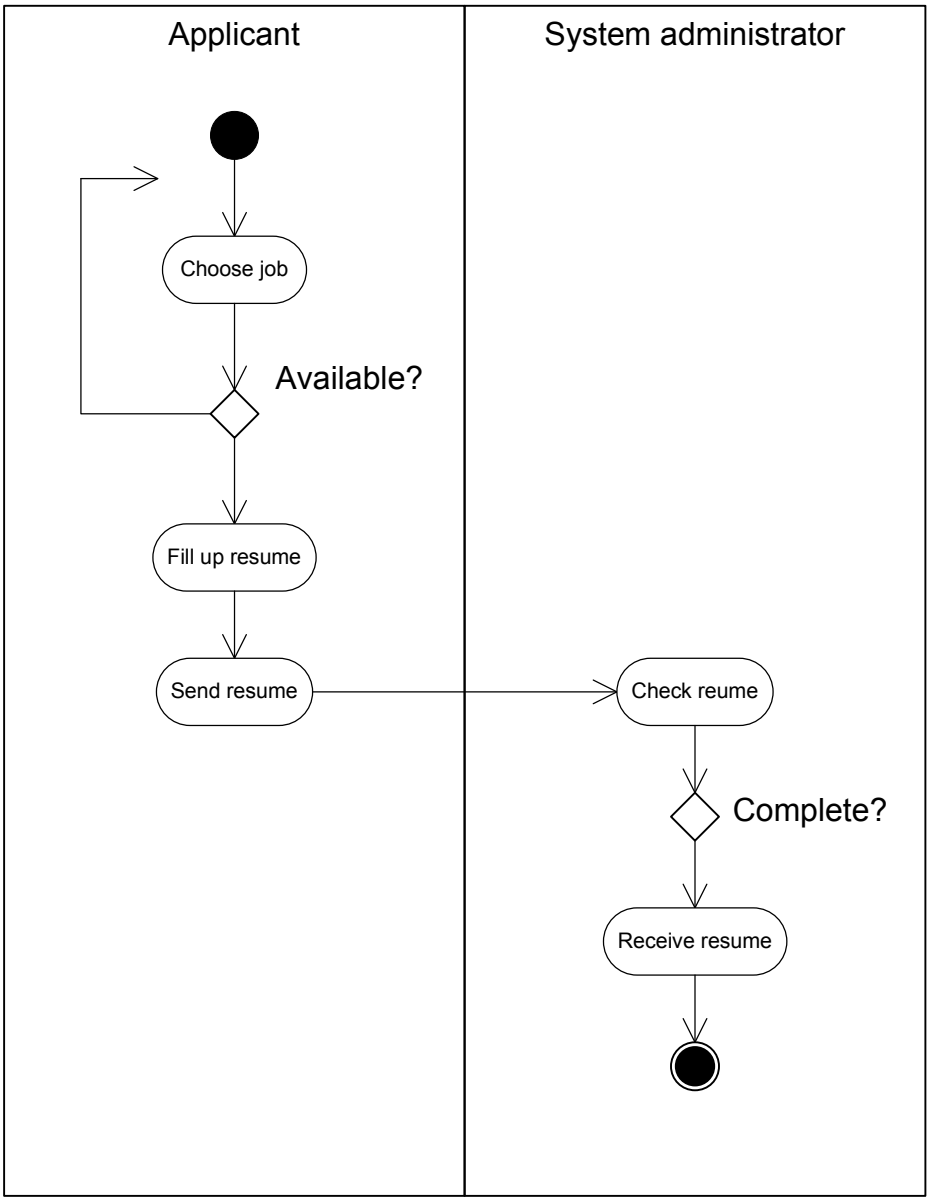
1. Applicant resume is complete/valid
2. Applicant's resume was successfully sent

UI (User Interface)

Applicant's complete resume

Non-Functional Requirements:

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



Narrative

Identification Summary

Title: Trade tests

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

Actors: Applicant

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

Version: 1.7 Person in charge: Angelo Amponin

Flow of events

Precondition

1. Applicant must pass the interview of the employer

Main Success

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

Alternate Sequences

A1: The Calerey office is closed or not available

A1.1: Applicant's examination was delayed

Scenario goes back to point 2

Error Sequences

E1: Applicant fails the trade test

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

E2: Applicant didn't pass the interview

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

Post Condition

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

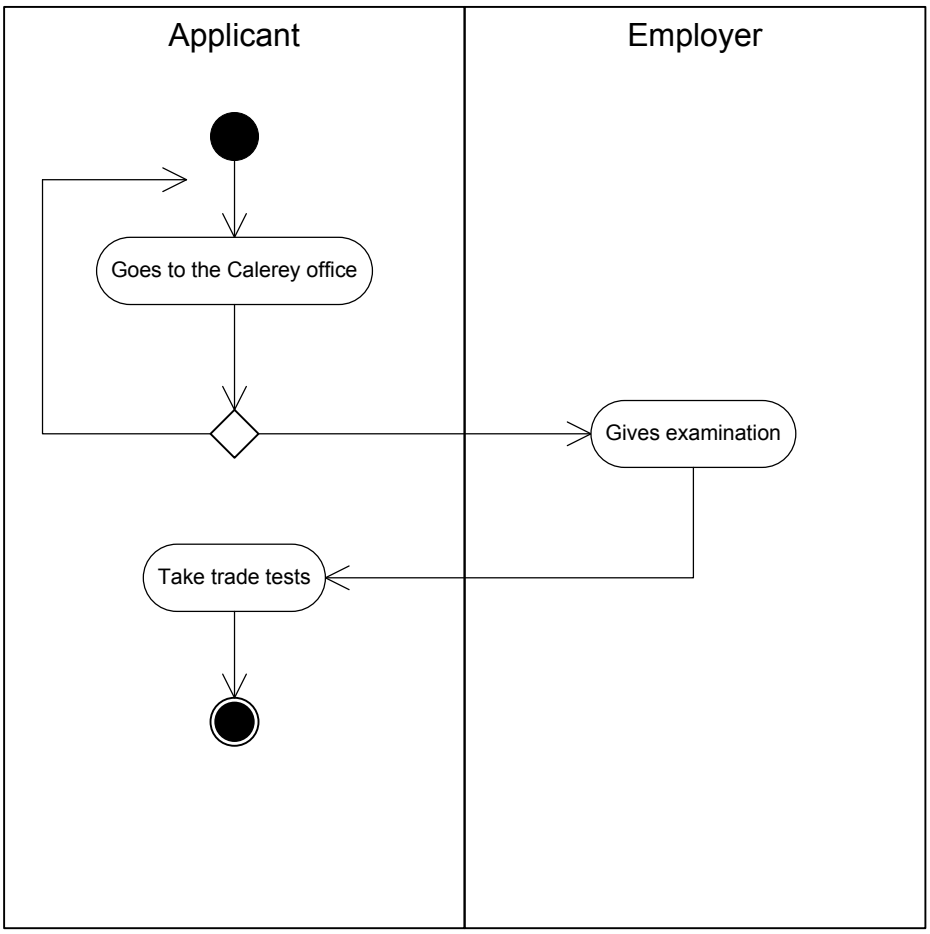
User Interface (UI)

Calerey.com

Non-Functional Requirements

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

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



Title: Medical test

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

Actor: Applicant

Version: 1.1

Created by: Mac Dumaual

Date Created: August 8, 2008

Pre-Conditions

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

Main Success Scenario

- The Applicant chooses a hospital or clinic in which he can perform the medical exam.
- The Applicant has performed the given exams in the hospital or clinic.
- The Applicant has waited for the result in his Medical Examination.
- The Applicant has submitted the Medical Result in the staff of The Calerey.
- The Applicant has passed and founded no Illness.

Alternative Sequence

A.1) The Applicant was founded an Illness

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

> Scenario goes back to point 1.

A.2) Incomplete requirements for medical

> The requirements will be returned to him for completion.

> Scenario goes back to point 2.

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

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

> Scenario goes back to point 3.

Error Sequence

E1) The Applicant has a fake information in his bio data.

E2) The Applicant has failed the written exam.

E3) The Applicant has a fake I.D.

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

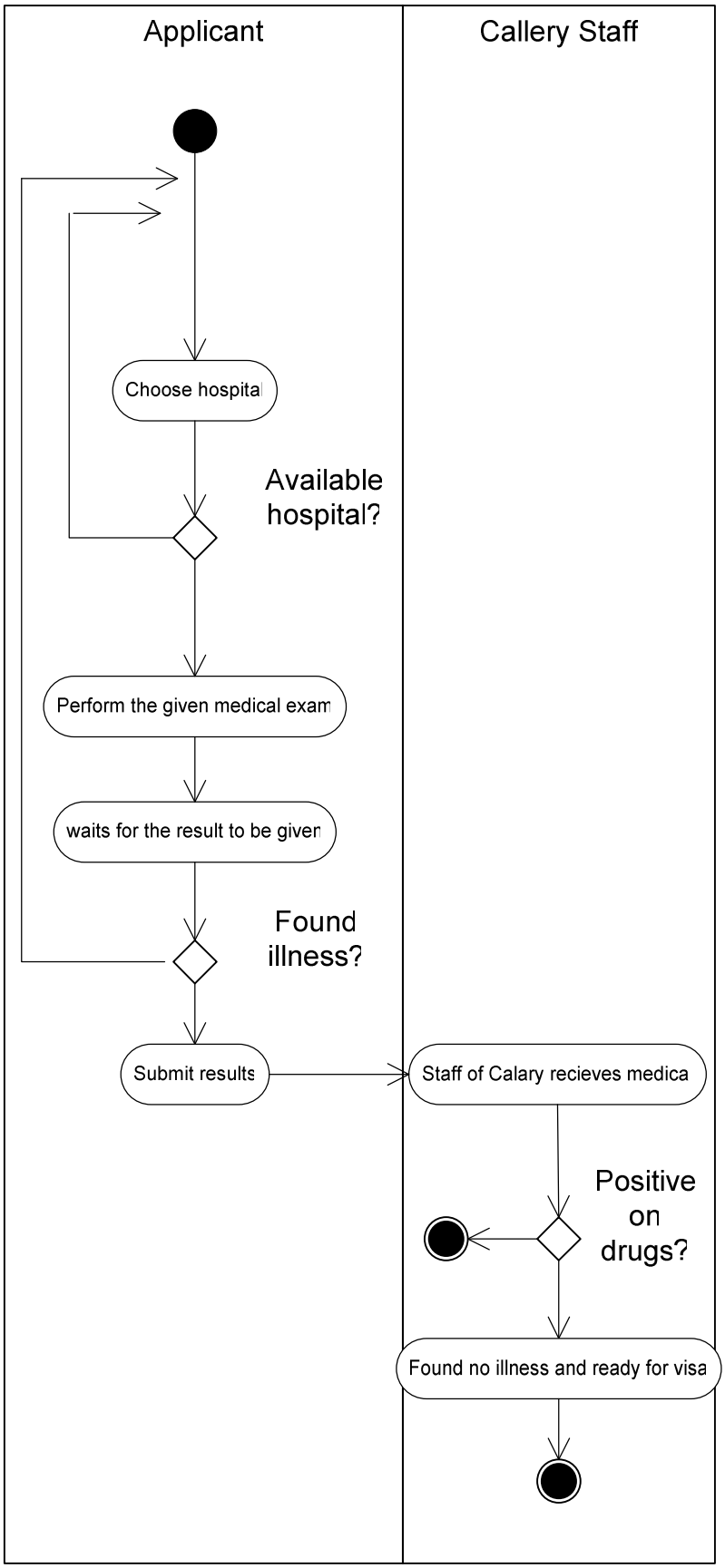
Post Conditions

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

Non functional requirements

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

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



Narrative

Title: Register

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

Actors: Applicant, System Administrator

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

Version: 1.0 Person in charge: Angelo Amponin

Flow of events

Preconditions:

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

Main Success:

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

Alternative Scenario:

A1: Incomplete information entered by the applicant

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

Scenario goes back to point 4

Error Sequence:

E1: Applicant does not have an email account

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

E2: The system is down

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

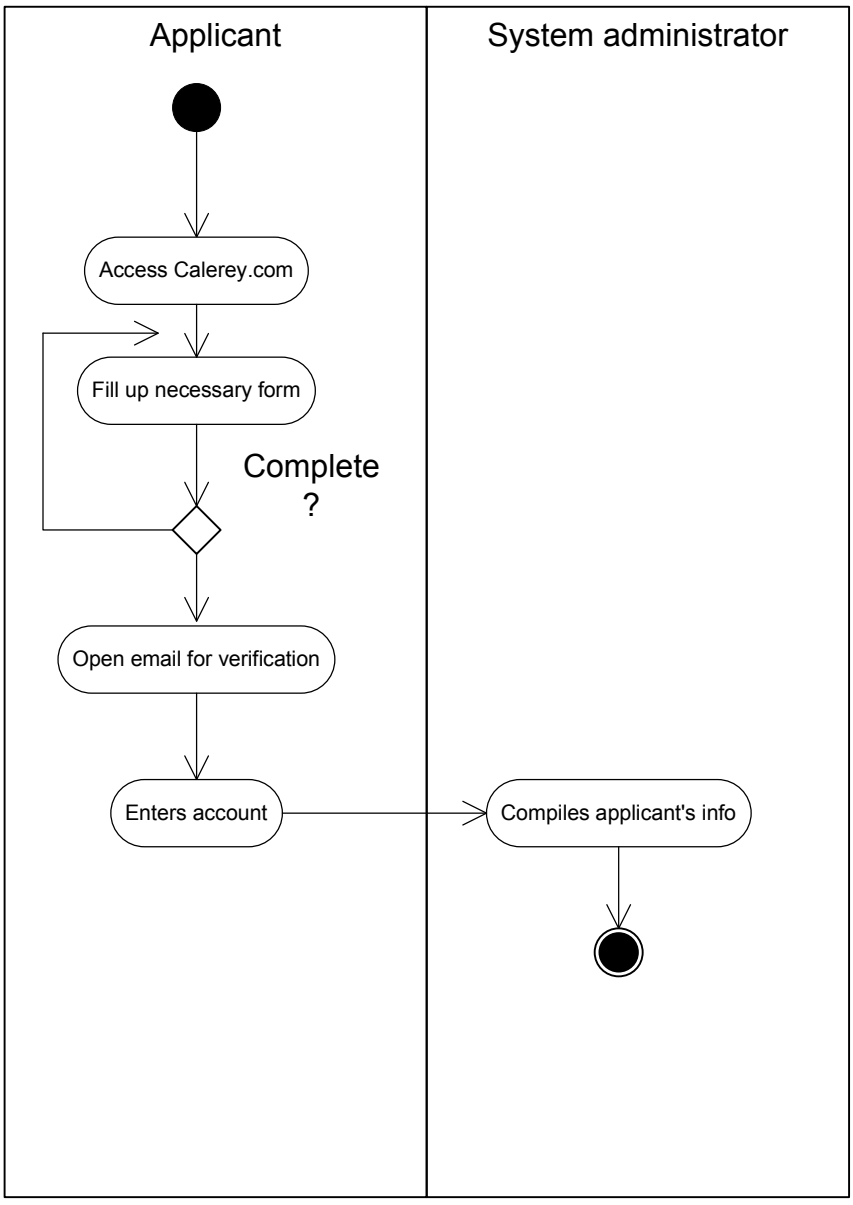
User Interface (UI)

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

Non-functional requirements

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

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



Narrative

Title: Post weekly reports

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

Actors: Staff of Calerey, Employer

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

Version: 1.0 Person in charge: Angelo Amponin

Flow of events

Preconditions:

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

Main Success:

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

Alternative Scenario:

A1: Incomplete reports forwarded by the employer

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

Scenario goes back to point 2

Error Sequence:

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

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

E2: The system is down

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

Post condition:

1. Applicant can view all the weekly reports

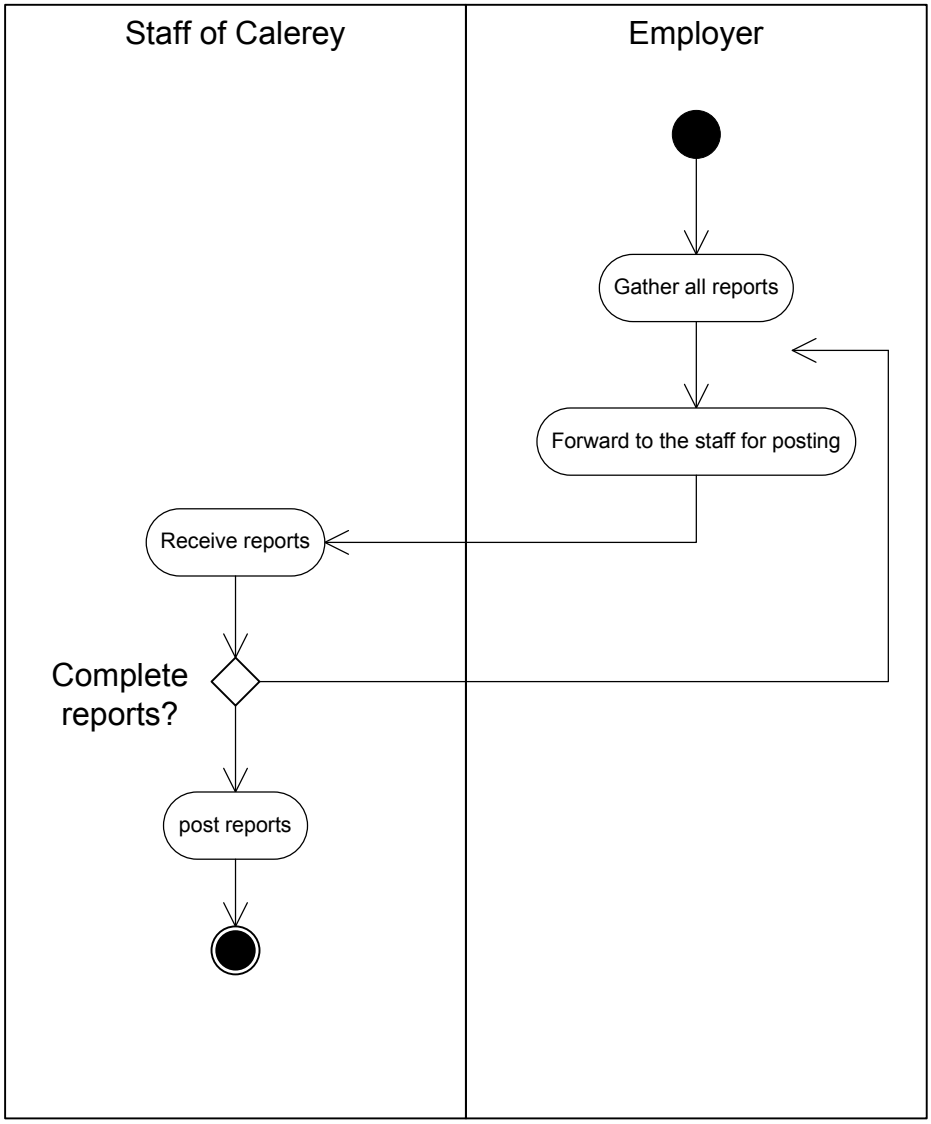
User Interface (UI)

The page containing all the reports are posted

Non-functional requirements

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

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



Identification Summary

Title: Writing weekly reports

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

Actors: The Calerey staff, employer

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

Version: 1.7 Person in charge: Chino S. Apoloni

Flow of events

Preconditions:

17. There should be an internet access
18. Server must not be down
19. User must be the employer

Main Success Scenario

39. Employer gathers all the results of the requirements of the applicant
40. Employer writes all the reports
41. Employer forwards to the staff
42. Staff receives for posting

Alternate Sequences

A1: Incomplete reports

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

Error Sequences

E1: System failure

E1.1: Staff cannot post the weekly reports

Post Condition

1. Employees can now post the weekly reports

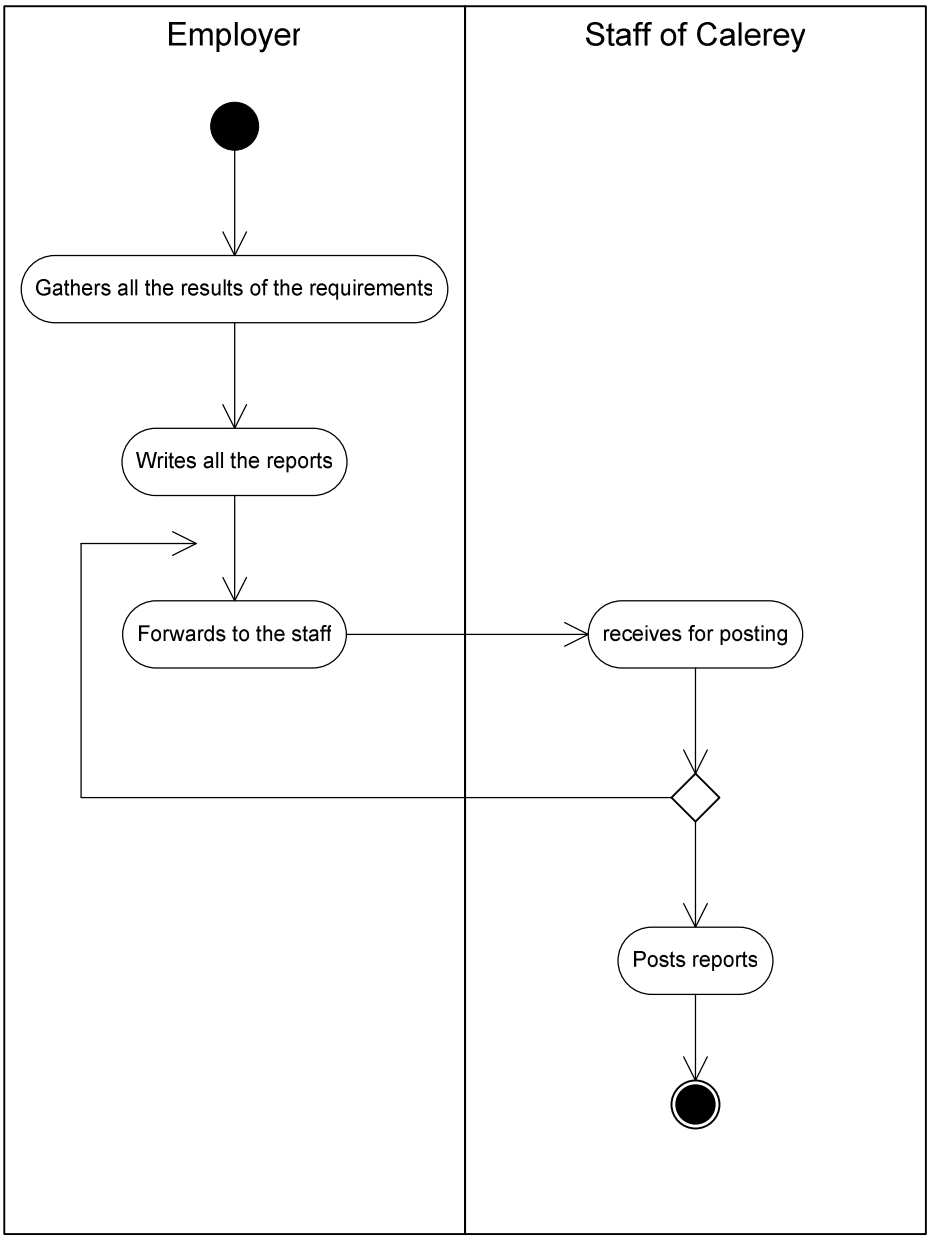
UI (User Interface)

Weekly reports website

Non functional requirements

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

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



REFERENCE:

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