



DAWG DEALS

On-Campus Rentals Program for the University of Georgia



Business Plan and Mobile Application Design Document

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Executive Summary

Our business, *Dawg Deals Incorporated*, aims to make life easier for busy college students at the University of Georgia by allowing for the exchange of necessary goods between students. Using our system, students can easily find reusable items such as textbooks, clothing, and furniture by renting or purchasing them from other students at rates that are much more affordable than purchasing new items. Students can also sell or rent out their own items, creating a monetary incentive for them to get involved with our business. Our app, also called “Dawg Deals,” allows customers to easily find what they need and organize pickup of the items with their sellers. In the space of our business, there are currently businesses such as Depop and Poshmark that allow users to sell their clothes and other items, promoting fashion that is better for the planet and more affordable for consumers. There are also companies such as Plato’s Closet that allow people to sell clothes from well-known brands that can later be repurchased for more affordable prices than retail offers. Our business has similar goals, but we provide the benefit of accessibility to students on a specific college campus. This increases safety and convenience for customers. While “Dawg Deals” has been designed for students at the University of Georgia, the success of our company could bring us to expand to other college companies across the country. We are motivated to expand the environmental benefits of reusing items while making life simpler for busy college students.

Dawg Deals Business Model Canvas

Business Model Canvas Image



Business Model Canvas Explanation

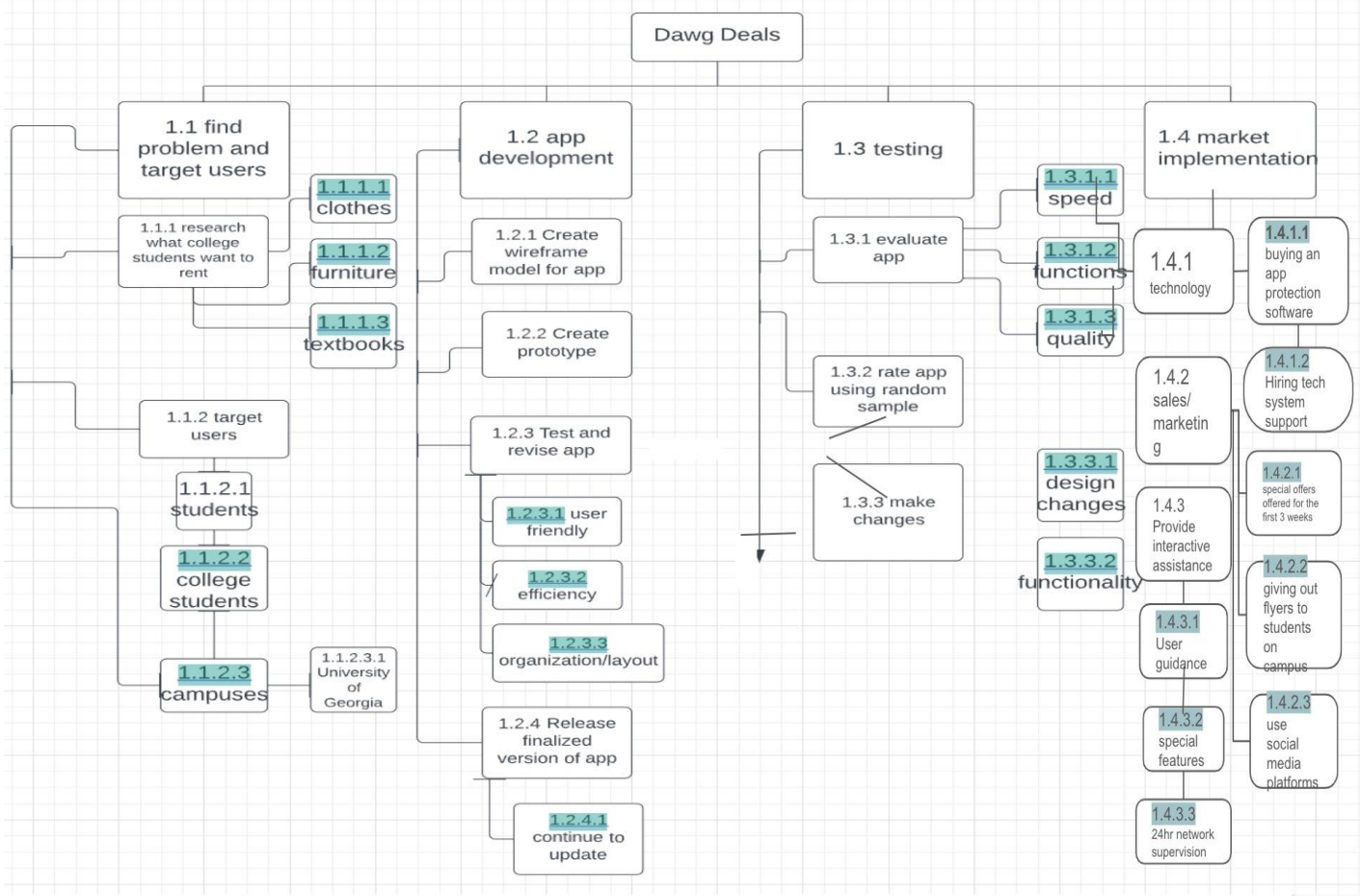
The Business Model for Dawg deals targets students. Our goal is to target UGA students who need to save or make money easily through our business. By giving students free rein to sell and rent textbooks, furniture, clothing, etc., we cater to the needs of college students. The generation of revenue in our company comes from charging a fee on all purchase transactions, offering subscriptions to loyalty programs, and advertising our app across platforms. Some key costs incurred include marketing, insurance costs, partner fees, as well as research and development. Ensuring full functionality of our business we use essential key resources. Our key resources consist of internal selling, online advertisements, brand, and premises and equipment.

Project Management

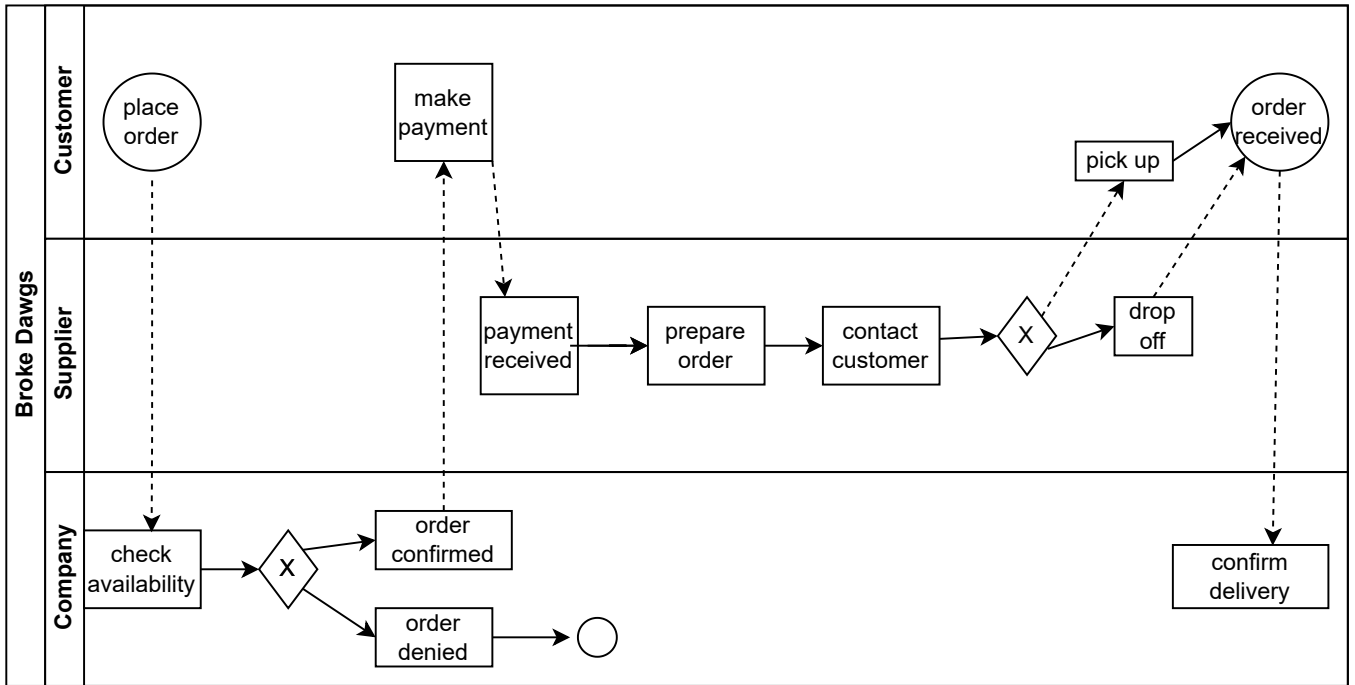
Written Description of project steps

Dawg Deals starts off with naming the problem and finding a specific set of users. The problem is what users need to rent, that being clothing, furniture, or textbooks for classes. We figure out what the target audience is by specifying an age group (students in college) and what college. Step 1.2 describes the app development. We create a wireframe, prototype, test the app, and release the app to the public, which are also explained in more detail in the next 2 steps. 1.3 explains testing, where we evaluate our app in detail, rate the app using random samples, and make changes if needed. Finally, step 1.4 describes market implementation for the technology of the app, provides sales and marketing, interactive assistance, user guidance, special features, and network supervision.

Work Breakdown Structure Diagram

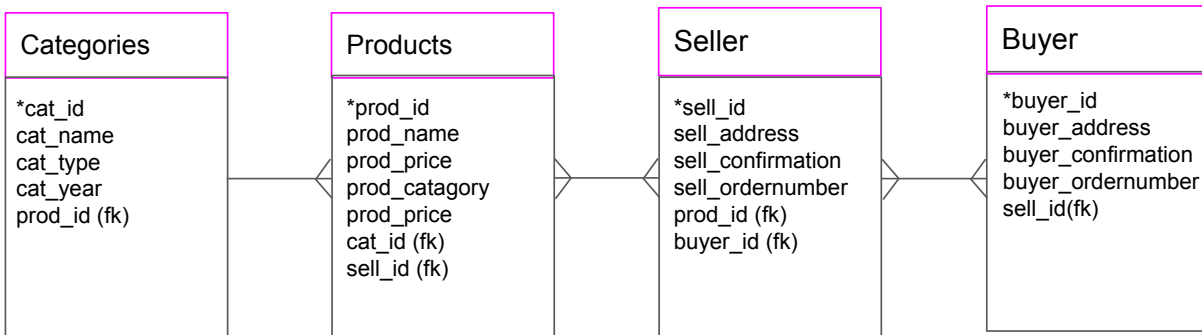


Business Process Model



Data Management

Data Model



Written Explanation

The data present in this model represents the values we will need to store in the app's database. Our primary keys will be category id, product id, seller id, and buyer id. For our app to function efficiently, we will store data on product categories, such as name, type, and year. We will track which products are for sale and how they are selling based on attributes such as price and category. We will monitor buyer-seller interactions through a range of factors. Buyers and Sellers will have addresses stored in our database. We will track individual sales from order confirmation to successful pickup through seller confirmation, buyer confirmation, seller order number, and buyer order number. This will allow us to ensure transactions go through without issue and improve our algorithm.

Final Reflections

Evelyn Krakovski

I think the most interesting aspect of MIST 2090 lecture would be the wireframes that we were able to create for our business. As a fashion merchandising major, I enjoyed designing the different icons of a “screenshot” for the app. The least interesting part would be learning about the data model for data management. I feel like the accuracy for the model is very tedious whereas I prefer the designing aspect of the application. The workload for the course is somewhat light, however, eventually the reading requirement became more annoying as I started getting more homework from other classes. This course changed my perspective on Management Information Systems by teaching me how in-depth entrepreneurship is. There is so much detailed required when creating various data models, and it would have been even harder if the project was done without any group members. I would rate the usefulness of MIST 2090 as a 7.

Katie Connelly

The most interesting thing that I have learned in MIST 2090 lectures is about entrepreneurs. I was very interested in learning about the process of TV shows such as “shark tank” and about entrepreneurs here in Athens, such as Red Dress Boutique. Although most of the content was interesting, one thing that did not interest me as much was the topic of Business Process Modeling. The concept was not too difficult but trying to figure out where to put the tasks within each lane and pool, as well as the type of line to use to connect them, was a little tricky. The workload in this class was not too bad if you managed your time. If you let the readings and projects pile up or try to do it all the day before, it may take a while. Before this course, I did not know what “Management Information Systems” was, but I think this course so far has done a great job of explaining what exactly it is and has furthered my knowledge on the topic. Unfortunately, I do not plan on working in any type of IT or jobs in technology, so I would have to rate the usefulness of MIST 2090 (Part A), a 4.

Megan Hanson

The most interesting thing that I have learned in MIST 2090 lectures is about IT security. I thought the lecture on this topic was fascinating because I did not really understand the issue before. I really enjoyed the video about the hacker who obtained someone’s information by calling their cell phone provider. This and the video about the hacking convention were eye opening and scary to see, but also very important for me to know. I think the least interesting topic in this class was data management, because there is a lot that goes into creating data management models that I did not realize. I know this class gave a very brief overview of these models, but I did not find myself interested in this portion of the project. This course has a relatively light amount of work compared to a lot of my other courses, but it still provides very interesting and important information that I know I will use in the future. Overall, Management Information Systems is much more complex than I thought, and I have been more interested in the content of the course than I thought I would be coming into it. On a scale of 1-10, I would rate this course at an 8 because I do believe I will take away useful skills and use them as a marketing professional.

Megan Fraser

The most interesting thing I learned from MIST 2090 lectures would be the Work Breakdown Structure. I found it useful to deepen my understanding of the process of bringing an app to the market and the tedious steps involved. My least favorite thing I learned from MIST 2090 was the business process model since it was so straightforward. Regarding the workload/reading load, I felt as though it was very manageable. This course has not really changed my view of Management Information Systems, instead, it deepened my knowledge of the course. On a scale of 1-10, I would rate the course a 7 on usefulness in my future.

Maia Hall

I found the most interesting part of MIST 2090 lecture to be our unit on entrepreneurship and the Red Dress Boutique. As a Fashion Merchandising major, the lesson helped to tie the class's relevance into not only my everyday life but my future career. The least interesting topic to me was data management, as it was a bit difficult for me to comprehend how the real-life version of our data model would turn out due to my lack of prior technological knowledge. Although the reading was a lot to keep up with at times, I found the workload to be very manageable overall. Prior to this class, I had no experience with Management Information Systems. Over the course of this semester, I've have learned quite a bit about the inner workings of business management. I'm not sure if all the of the concepts will apply to my future career, as I don't plan on going into entrepreneurship specifically, but I think having a deeper understanding of Management Information Systems concepts will help me to understand those in adjoining fields to mine. I would rate the usefulness of this class a 6 so far.