

CAIXA MÁGICA

SUMMER INTERNSHIP

Front-End Developer

Author:

Ana FERNANDES

Orientators:

Adriano CAMPOS

Carlos COUTINHO

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Caixa Mágica
Software

Abstract

Week report. Week of 10 to 14 of July.

1 Introduction

For this week the main goal was to describe the problems that will be solved during the project as well as understanding what are the most popular UI designs used in the current social networks.

To accomplish this, it was necessary understand who will be the target users and what role will they have in the project. Requiring an analysis of their needs and possible interactions.

Due to the fact that this is an in development idea, it was also important to think and describe the main goal of this project and a possible solution to the problem.

As a way to avoid possible conflicts with the current project, a research was done to find out if there was some platform in the market that offered the same solutions.

2 Analysis of the Project

2.1 Problem description

The main goal of this project consists in the creation of a platform that allows a connection between entrepreneurs who have an idea of a project, investors, qualified individuals who can help develop projects and companies that are fit and available for their development. In brief, this new platform will consist in an ecosystem of inter-aid between these 4 actors, that is, we will provide a form of contact between each one.

The main objective can still be divided into:

- Promote entrepreneur-investor contact as well as other forms of financing, helping entrepreneurs to connect with investors (business angels, venture capital, etc.) and attract investment to their business.
- To foster the contact between an entrepreneurial project and companies or people with qualifications, enabling a connection to a network of professionals.

- Allow contact between companies and potential candidates.

2.2 Target Users

This platform will have four main target users:

1. Entrepreneurs → a group of people who have an innovative idea that they want to develop.
2. People with qualifications → a group of people who have a certain academic degree and/or have some professional experience in some area(s) of the labor market that are available to work on the proposed projects.
3. Companies → this group will consist of companies representing several areas of the labor market that are able and available to provide a solution to the projects proposed by the entrepreneurs.
4. Investors → this group will consist of Business Angels Communities, Venture capital investors and people who want to support the idea.

2.3 Project goal

This project will have the following goals:

- Provide entrepreneurs an interface that facilitates the development of their idea, exposing their proposal to investors who can finance it and to companies or qualified people who can develop it.
- Provide qualified people with a website that puts them in contact with work proposals made by companies or entrepreneurs.
- Allow companies a way of contact with potential clients, as well as exposing job openings to future candidates.
- Provide investors with a connection between entrepreneurs and their ideas, providing them with a clear and transparent way of analyzing the various proposals as well as the possibility of investing in any proposal of their interest.

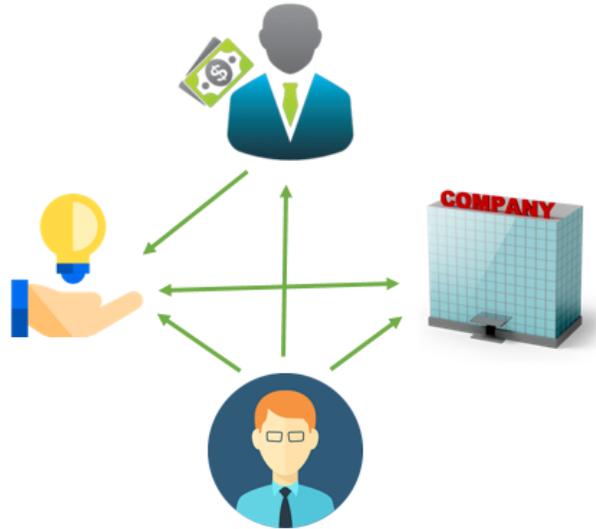


Figure 1: Possible communication scheme between actors

2.4 Platforms that might compete with this project

Currently there are several platforms aimed at the Portuguese entrepreneur, however, most of them are based on orientation programs that aim to help the development and promotion of various value propositions. Even so, after some research it was possible to identify platforms that already provide similar solutions to this idea as for example:

- Start Up Lisboa

- Description

StartupLisboa supports the development and growth of startups, helping them to attract customers, invest, scale and become global. It is a website that offers an entrepreneur with a project mentors, strategic partners, access to investment, specialized services, networks, communication and workspaces. It also has an extra feature that consists of publishing job offers as new projects start.

- Competing Features

The main features that might compete with our project will be:

- * Connection between entrepreneurs and business angels, venture capitalists and other sources of financing.
 - * The promotion of work proposals related to the development of new projects.
- Reference <http://www.startuplisboa.com>
- Made of Lisboa
 - Description

Made of Lisbon is a platform that provides a contact with a community of people and companies with a role in the different areas of entrepreneurship as well as the events that are happening in the city of Lisbon. Here an entrepreneur with a certain idea can get in touch with any person or company that is in the network.
 - Competing Features
 - * Connection between entrepreneurs and companies.
 - * Connection between entrepreneurs and business angels, venture capitalists and other sources of financing.
 - Reference

<https://madeoflisboa.com>

However, during the research no platform was found offering a solution as complete as the one being developed.

3 Popular UI designs

The main function of a good user interface is to provide users with an intuitive mapping between user's intention and application's function that manages to provide a solution to the given task.

Basically, user interface describes the way people interact with a site and the way users can access its functions. Usability is the most important aspect, given that is a reference to determine a good user interface, through it we can determine how easily a user can perform all of the functions provided by the site.

The most important concepts for a good user interface are:

- Simplicity
- Good search functionality
- Call to action buttons
- Meaningful organization
- Clear visual and structural hierarchy on the site
- Simple and usable forms
- Continuous learning of users interests for a better personalization of suggestions