

ENPM 643 – Systems Engineering Design Project

DEVELOPMENT OF REAL-TIME MARKETING SYSTEM

TONIGHT'S PRESENTATION

- × Online Marketing System
- × Real-time Marketing System
- × Why Real-time Marketing System
- × Diagram of the current market system
- × Diagram of the Real-time Marketing System
- × Development Process

ONLINE MARKET SYSTEM

- × People are able to buy products online
- × Spend less time to get certain products
- × Able to compare multiple products
- × Various kinds of stores are competing in the online market system

ONLINE MARKET SYSTEM (cont.)

× Consumer Problems

- + Spend too much time to browse
- + Too many procedures for buying products
- + Eventually purchase not the cheapest product
- + Too many promotional emails (Spams)

× Store Problems

- + Market target: Everyone
- + Ineffective promotion
- + People are not familiar with the store

Real Time Marketing System

- × ...a revolutionary approach to sell and also promote products on the online market system
- × In essence, real-time marketing system is a:
 - + New Market System; which requires
 - + New Application (search engine and purchase assistant)

WHY REAL-TIME MARKETING SYSTEM

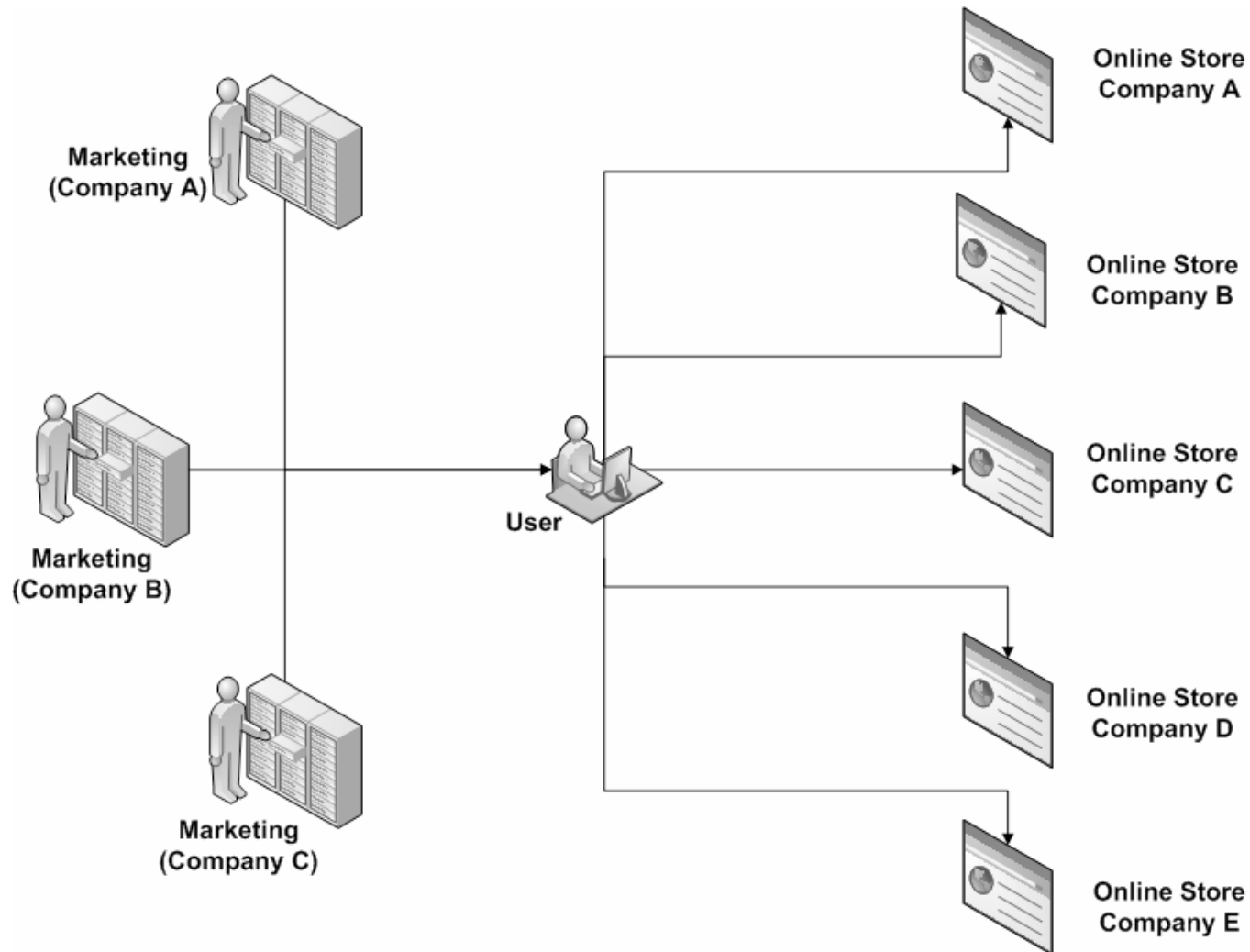
× Consumer Benefit

- + Able to look at multiple online stores
- + Less buying procedures
- + Get specific promotional updates
- + No Spam Emails

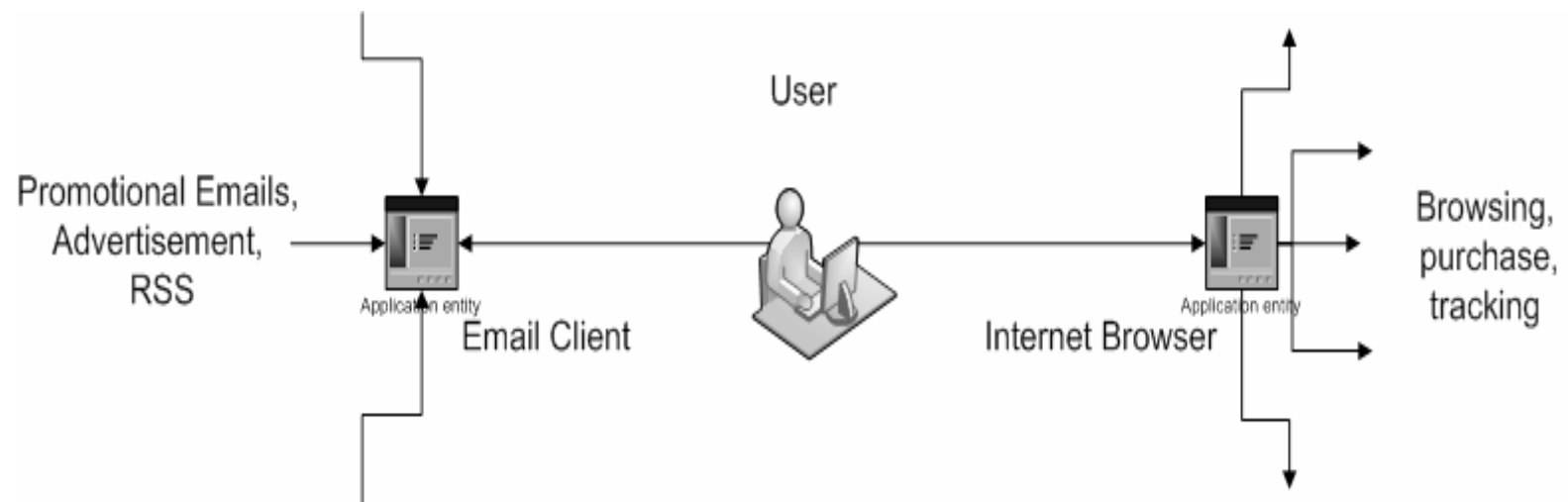
× Benefit for the Stores

- + Market target: Specific customers
- + Little stores are able to compete in the system
- + Easy to update the customers

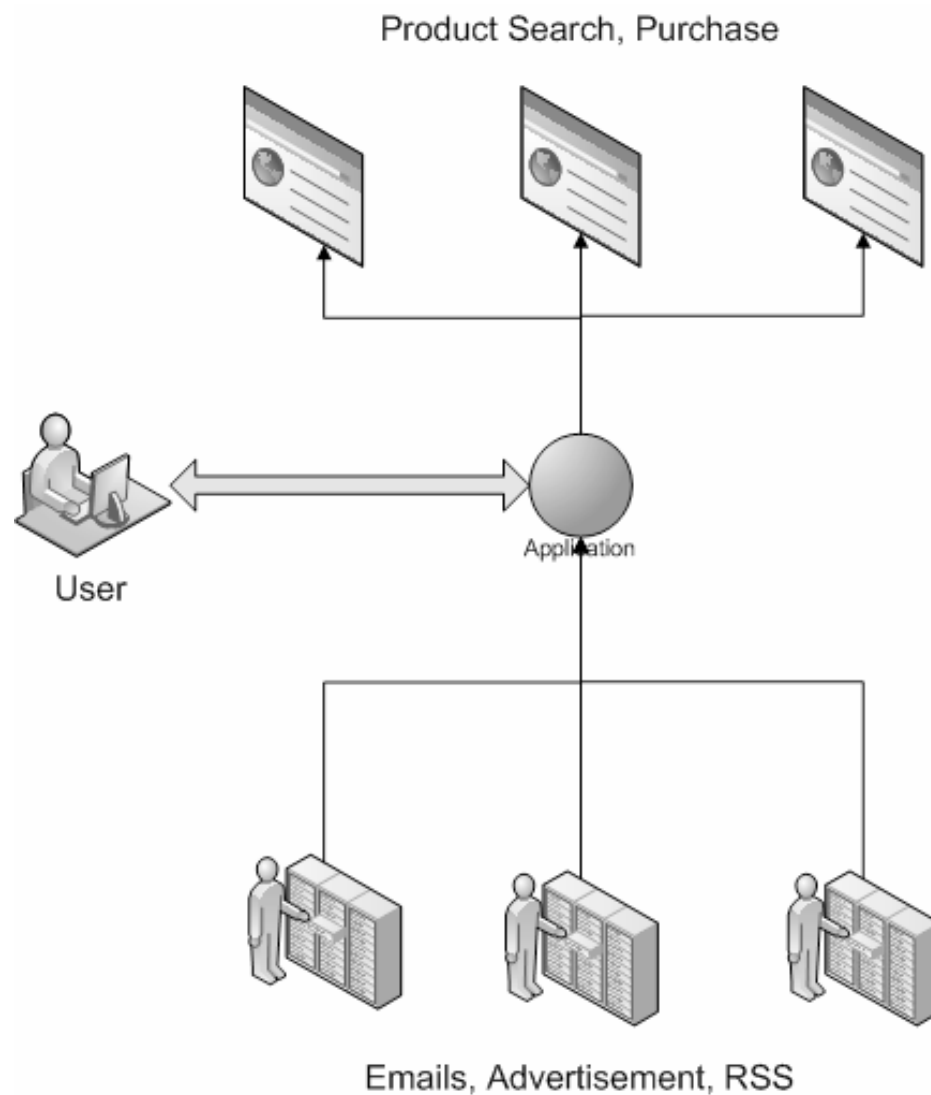
Current Market System (Operational Scale)



Current Market System (User Scale)



REAL-TIME MARKETING SYSTEM



DEVELOPMENT PROCESS

1. Goals, Scenarios and Use Cases
 - + Application features and abilities
2. Generation of Requirements
 - + User and Performance Requirements
 - + Interface Requirements
3. Systems Modeling
4. Systems Tradeoff Analysis
 - + Maximizing or minimizing the features
5. Validation and Verification

+ Questions?