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

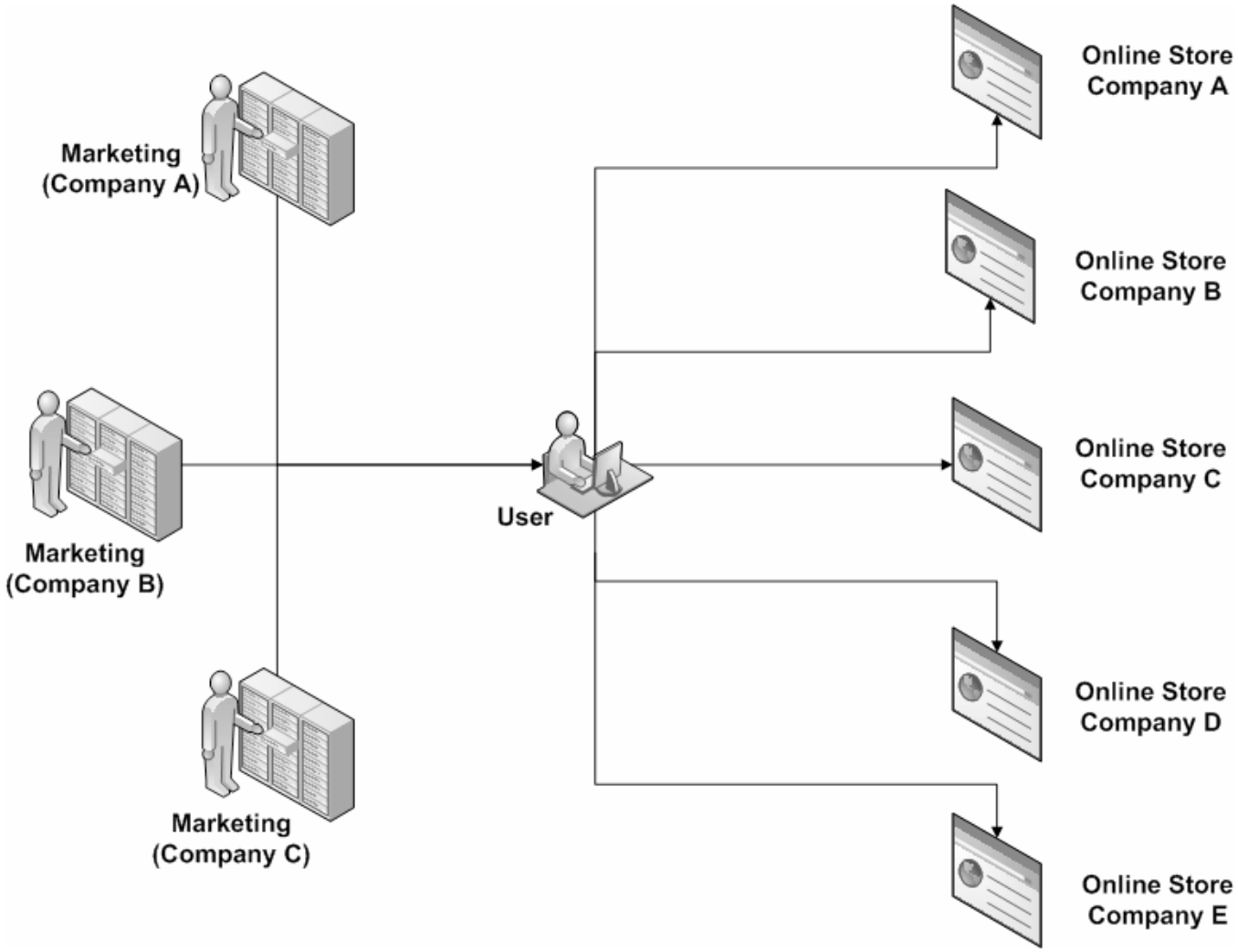
- In essence, real-time marketing system is a:
  - New Market System; which requires
  - New Application (search engine and purchase assistant)

WHY REAL-TIME MARKETING SYSTEM

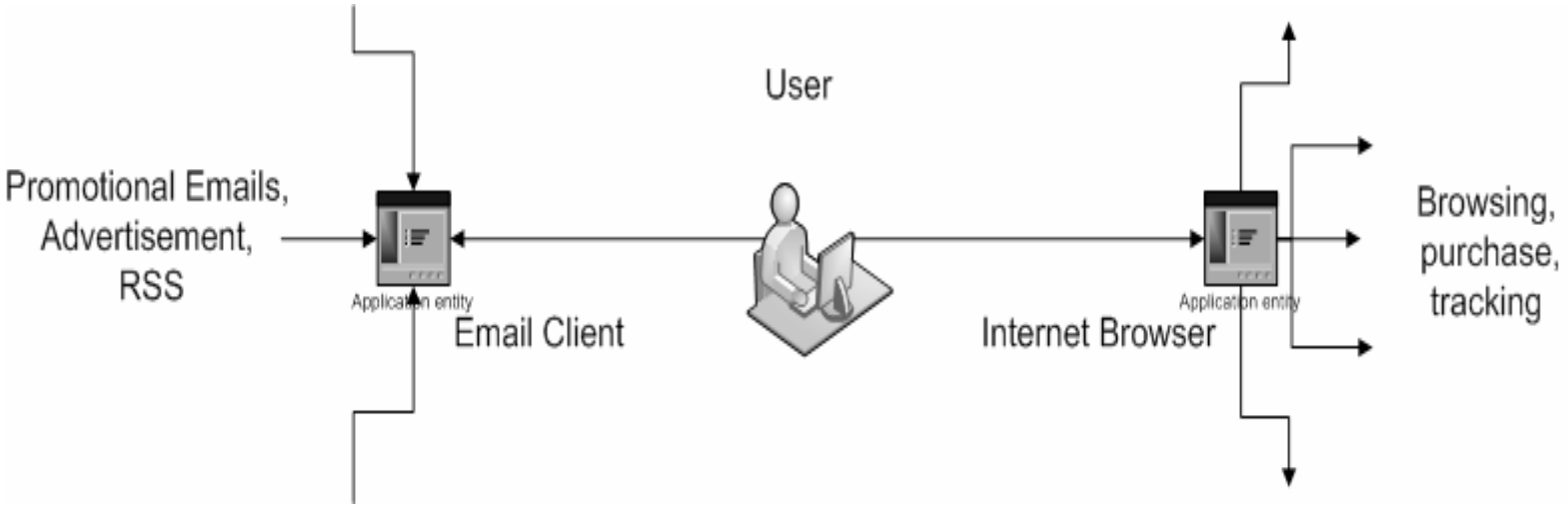
- Consumer Benefit
  - Able to look at multiple online stores
  - Less buying procedures
  - Get specific promotional updates
  - No Spam Emails

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

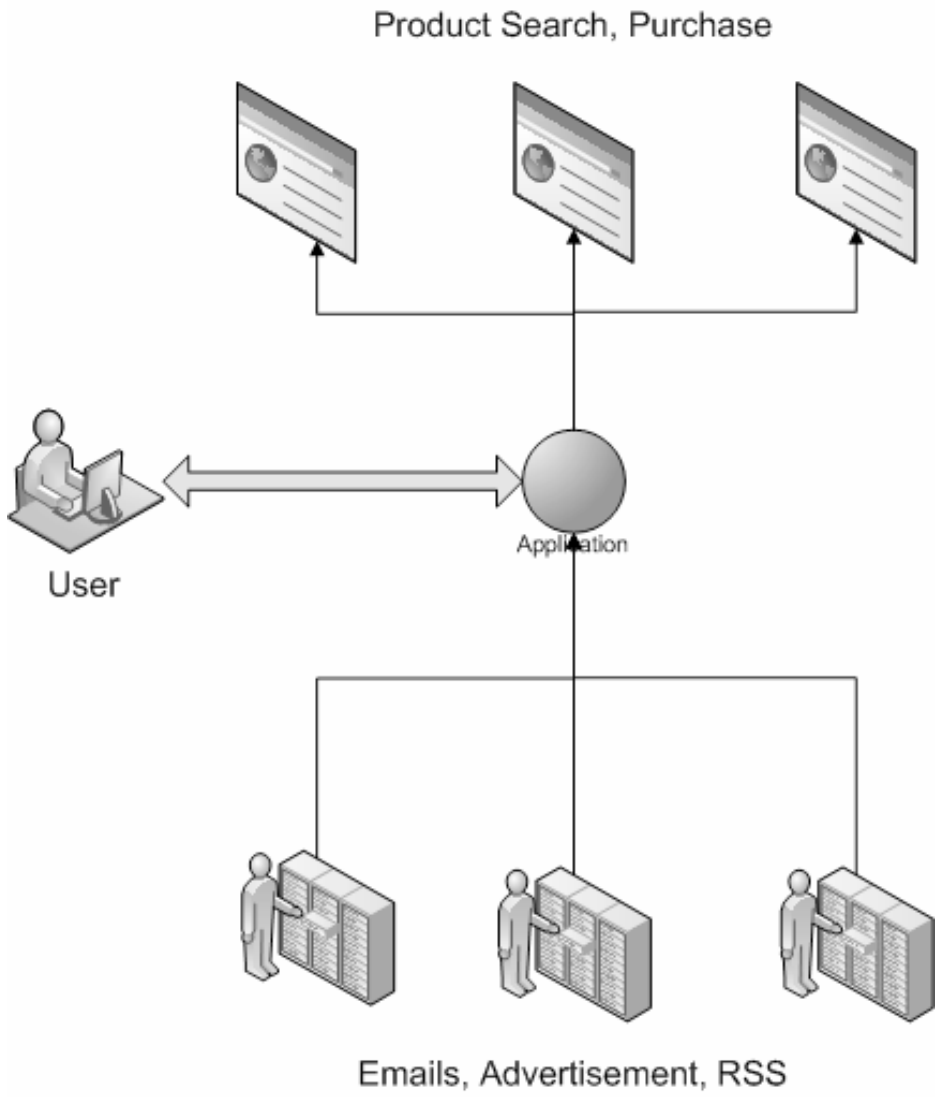
Current Market System (Operational Scale)



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?