Lappeenranta University of Technology

Otso Case CodeCamp - winter 2015

Zeros

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1

Introduction: What is Zeros?

Zeros is a product and service providing company which is dedicated to provide solutions to the problems encountered by traditional and otherwise companies who need to transition to the virtual realm in order to reach a wider range of audience and allow current users to be well integrated and cared for. We provide 'Out-of-the-Box' services, implementing a wide range of skills and expertise to the target product being created so that the customer is satisfied and they see boosts in their businesses.

For the current scenario, the company OTSO, which is a more traditional insurance risks related industry, needed a solution for creating a network for clients in whom they could seek additional services and subcontractors in reduced-risk environments, gathering the data directly from the previous clients and the insurer's own risk data. This would greatly help the customers of OTSO as well as OTSO itself, and would create a more favorable image of the company and gain further trust with their customers.

Features

To get the best for our client, we decided to implement the design with cross platform functionality so that a user who is trying to access the system can get access to it on any device they are using. Rating systems and comment extraction features are included in order to make the process of providing feedback as easy and painless as possible, along with having a simple interface and very clear instructions of which button doing what action, to make sure the customer is not lost at any moment.

Having implemented elements of gamification into the mixture, we have tried to improve the interaction and the engagement experience of the users, and thereby actually trying to increase the number of people who provide feedback. And one of the main considerations we took is to have as few clicks on the part of the user as possible, to make the form more user-friendly and to actually get the user to provide the feedback rather than to be intimidated by the number of questions and simply decide to ignore the feedback. That feedback is updated in the system immediately and the information presented is visually represented to be appealing and is updated in real-time. The system also provides information about the various aspects to consider when considering a subcontractor, such as time-to-deliver and quality.

In essence, we have tried to improve the Customer Relationship Management via our proposed system.
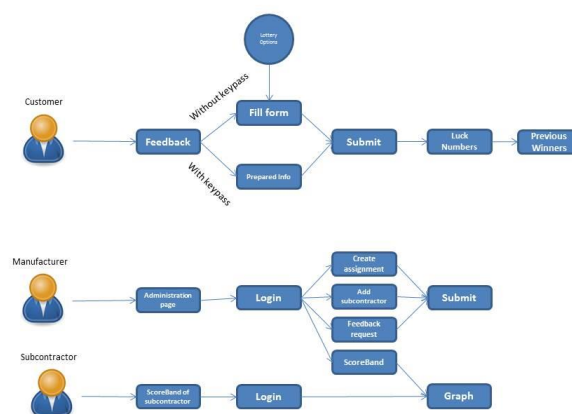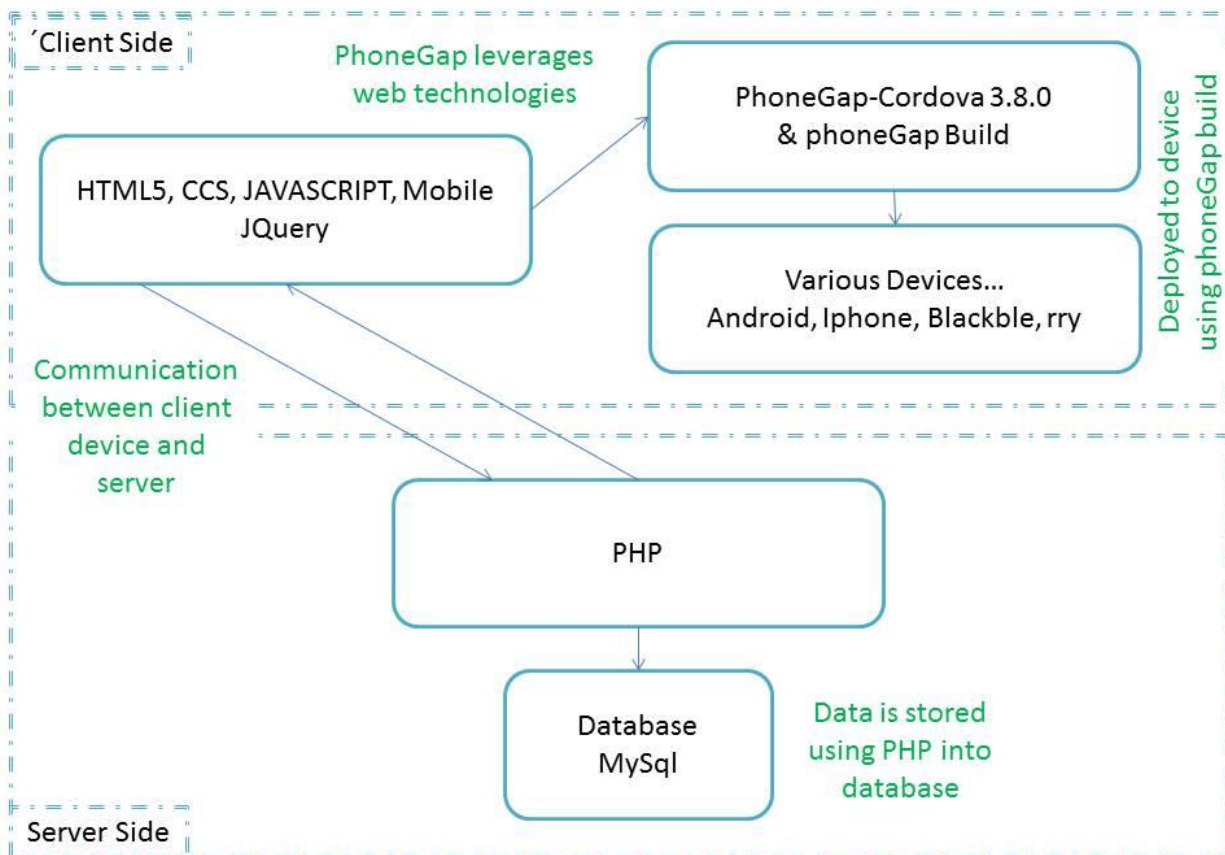

Picture 1 Utilities of the application

Goals

The goal of the application consist of encourage customers to give their feedbacks about subcontractors since it is important for manufacture to know how subcontractors are working because customers knowing the manufacture and if fault will be happen customer knows manufacture as a responsible person, they do not know about subcontractor, so it is important for manufacture to know how subcontractors are acting. In addition, management of the subcontractors is a complicated process and also seeing how they are acting as a graph. Zeros provided a friendly environment for manufacturer to manage subcontractors and evaluate them within the graph. Also, combining gamification with the issue of giving feedbacks for customers was another goal of us which we have managed it by lottery option for motivating customers to give feedback.

Goals are the ways to convert dreams into reality. To meet one's goals successfully, one needs to be motivated. In the code camp the goal was crystal clear, as the tasks given to us by OTSO were our goals and we had to meet them in five working days. The task was to create a mobile app for OTSO's clients. The app consists of two modules; the first was an end user customer feedback form and second was Manage Subcontractor.

The project has been developed in the coding platform cloud9 for all the members of the team to have access to the code at the same time without problem of conflict with the version.
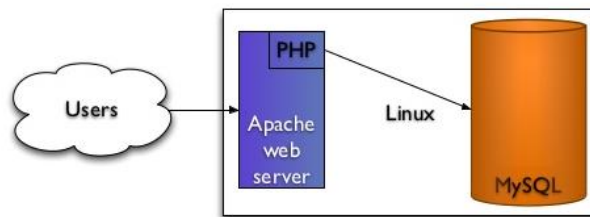
Architecture of Zeros

There are two aspect considered in this project, one client side and another server side, As it has been shown, in the client side Mobile JQuery and is connected to phoneGap-cordova 3.8.0 which is the latest version of phone Gap. As we know Phone Gap is a free and open source framework that allows you to create mobile apps using standardized web APIs for the platforms you care about. We have installed the Phone Gap framework into the cloud 9 environment and combined it with using JQuery Mobile. We have connected and tested the application in various devices like windows, Android mobiles, IPhone, Blackble and rry, in all mentioned devices the software works fine and without any problem.

Phone Gap and JQuery smoothly has connection to PHP as a backend to making connection between frontend and database as back-end. Data is stored using PHP into database. Database which we have used in this project is MySQL which has been configured in cloud 9 environment.

As it has been mentioned before the back-end design has been developed by PHP as a middle-end and connector between databases and front-end. Also, MySQL has been selected as a database to save the information which has been submitted in different forms.

Picture 3 Architecture of PHP and database connection

As it is clear from the picture, we have used Apache as a web server in PHP and making connection between mysql and PHP in C9 environment has been done.

Results

We put our best and spent our energies on the tasks given by OTSO to convert the goals into reality. We did it, and despite the hardships we faced, it was a fun experience, but the last day of the code camp was the first day we took a breath of fresh air in all that time.

Finally, we have reached the main goal of the application. This app can help the manufacturers for managing subcontractors and motivating customers for giving feedbacks. The issue we confronted in the presentation day took couple of hours of work and the problem leads to unsuccessful presentation, but we completely fixed the problem. We agree that we have learned new methodologies and programming language participating in this code camp, even the issue before mentioned proved us that we should be more prepared before beginning final presentation. At last, using new environment (C9.io), frameworks (phone Gap, JQuery Mobile), relational databases (MySQL) showed us a different programming approach

Group Experience

We have learnt to work with new technologies like Phone Gap and JQuery Mobile, and using peer-programming for collaborative development. Using the PHP and MySQL for back-end design, the team has developed a simple application where the customer can improve their experience when giving feedbacks.

It is an old saying "Sharing is caring". When we work with a team, we experience same, it was great experience working with the bunch of people who has expertise in different fields, platforms, set of knowledge and ideas. It was great to work with different people and learn from them.

Future improvements

- Making management board and customers application separate

- Adding form validation to management board

- Making administration page more detailed

- Contact Center Optimization: Branches

- Sales force transformation: e.g. Life insurance

- Mobile sales automation: Salesperson

- Social Monitoring: adopting social technology

- Concentration on digitalization of CRM

Conclusion

This code camp is easy and beneficial way of learning new technologies, experiencing new platform and work intensively in such a short time to complete tasks. it is also great opportunity to work different people and learn new skills from them, analyze and try to adapt good skills.

Beyond that learning of new technologies like PhoneGAP, Cloud 9, Jquery Mobile and much more.