

# Case Study

## The Amplifier(Business Consultancy & Market Intelligence)

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## Application Overview

There are cases when people crave to own the latest mobile phone or some other gadget which was just launched in the US but not available in their country. Or there could be a deal on some product at an online store but they won't ship it to a non US country. Also the products available in the US could be sometimes much cheaper than other countries.

The Amplifier helps in overcoming these issues by providing freight forwarding features to non US residents. Amplifier gives its customers with their very own US address which they can have their good shipped to and then forward one or multiple consolidated packages to anywhere around the world with super low shipping rates.

## Our Approach

When the client came to SoftProdigy with his idea of developing the application for his package forwarding service, he was not clear on what the end system would behave like and what value will it add to his business besides generating revenue. With the limited and complex application requirements in place, SoftProdigy proposed a phase of Business Analysis to the project before the actual development starts. This was to make sure that both the client and the application developers have clarity on what the product would be and also that it fully meets to the client's business requirements.

With the client agreeing on the proposed approach, the team started with a series of Chat sessions with the company Stakeholders. Once we gained clarity on the client's business objective in the initial few meetings, we started with a complete Business Analysis Plan for the project and in less than 100 hours, we came up with a plan which added a huge value to the solution.

**Brainstorming to Articulate the Vision** – This is one of the first and the most important processes of Business Analysis. A clarity on client's vision is a must. Brainstorming sessions were organized and stakeholders were interviewed to understand the client's expectations from the application. This helped in proceeding with a plan driven approach for the project analysis.

**Enterprise Analysis** – In order to understand the business well, enterprise analysis was done. This helped in getting an in depth knowledge on how the client's system worked and how the application under consideration should be built and would behave. Surveys were done with the organization stakeholders for understanding their practices.

**Market Research & Benchmarking** – In order to analyse the client's application better, we researched on the similar existing systems in the market. We used those systems and analysed them to figure out what value addition can be done to the client's system when compared to the competitors. SWOT technique was used to find out Areas of Opportunity and Strengths along with possible Threats.

**Project Scope Definition** – With the clients requirements in place and market research done, we started with defining the scope of the project. The tasks to be worked upon in the project were listed down and Work Breakdown Structure(WBS) and Data Flow Diagrams were created. This helped in presenting the client with a requirements package and get a sign-off on them.

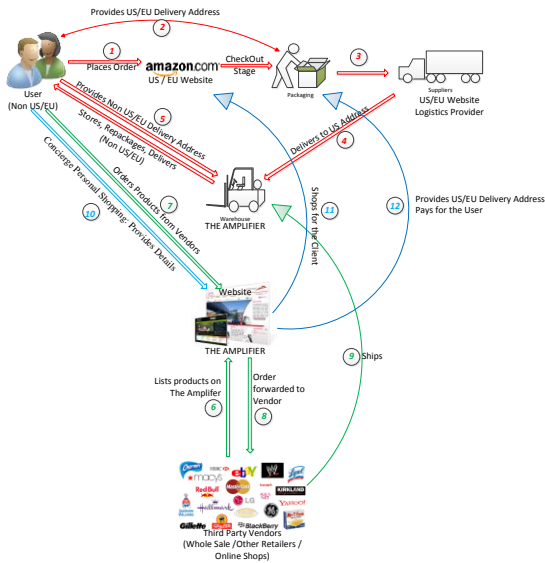
**Prioritization** – We worked together with the stakeholders to prioritize the project tasks using the MoSCoW technique. This helped in reaching a common understanding with the stakeholders on importance they place on the delivery of each requirement. As the client had a fixed budget for the project, high priority tasks were identified and organized to meet the budget limit.

**Prototyping** – After the tasks were clear, prototypes were developed for the project. Prototypes help in reducing the chances of revisions in the application design, structure and flow. Wire-frames helped in saving the time in the long run as we were addressing the problems early and not waiting to make considerable changes in future phases. With the wire-frames it was like virtually viewing the actual application in flow.

**Marketing Analysis** – With progress made, the client also engaged SoftProdigy to research on marketing the project. As there was already a granular level clarity on the project, it became easy for the team to figure out optimum marketing techniques for the client’s project. The research involved both Offline and Online possibilities.

**Documentation** – All this research was documented well to make it pivotal for the project stakeholders, application developers as well as the end users. This helps in referring in situations when the subject matter experts no longer work with the organization.

## Project Scope



## Business Overview: The Amplifier

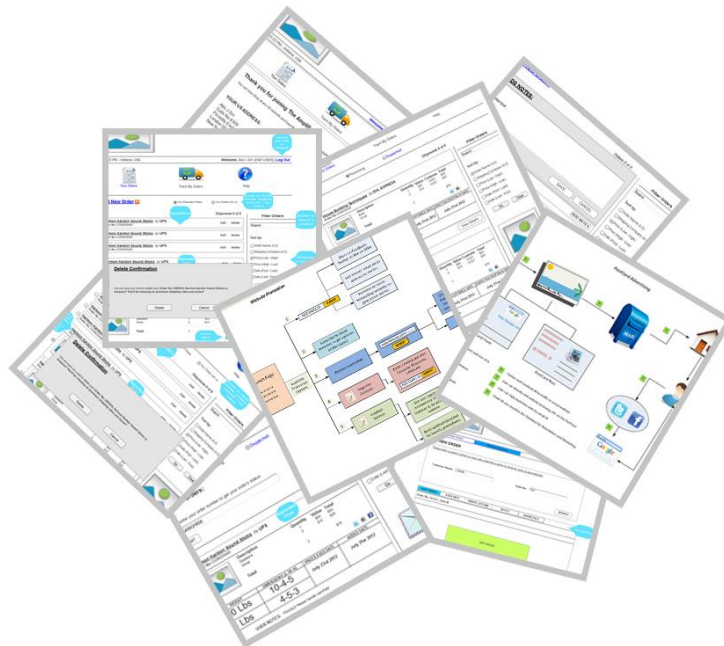
### Color Code:

- Details the process where user can choose to send a product from any website to a US address and then get it delivered to non-US address.
- Details the process where the user can choose to buy a product from the products listed on The Amplifier (partner vendors) and then get it delivered to his own address.
- Details the process where the user can choose to let The Amplifier buy any product on his behalf and then get it delivered to any non-US address.

### Legend:

- 1 User shops for product at a US/EU ecommerce website and places order.
- 2 At checkout user provides the e-commerce website a US/EU address provided by The Amplifier.
- 3 The e-commerce website sends the details to it's logistics solution provider (supplier) for delivery of the product.
- 4 The supplier ships the product to user's US address (The Amplifier's Warehouse) where it is stored.
- 5 The Amplifier repackages, calculates total costs and delivers the product to user's non-US/non-EU address.
- 6 Third party businesses list their products for sale on The Amplifier.
- 7 User shops for products on The Amplifier (partner vendors). The Amplifier receives the order.
- 8 The Amplifier forwards the order to its partner vendor.
- 9 Vendor ships the product to The Amplifier's warehouse. The Amplifier ships the product to the user.
- 10 User provides detail about a product on a non-partner vendor website for purchase on his behalf. The Amplifier receives the order.
- 11 The Amplifier shops for the product on behalf of the user with the details provided.
- 12 The Amplifier provides a US/EU address at the checkout at the concierge personal shopping session.

## Wireframes and Flow Diagrams



## Benefits

Business Analysis is one of the two critical roles in a project, with the other being the Project Management. Business Analysis makes sure the right project is being delivered where right is defined as meeting the objectives.

With the analysis done, SoftProdigy gained overwhelming response from the client and gained his confidence and trust for delivering a successful project.

**Accurate & Frozen Requirements** – Both the client and the company were able to get clarity on the requirements and freeze them to create a smooth development cycle ahead.

**Realistic Expectations** – Wireframes and WBS Diagrams helped in defining the project structure and flow and made sure that the client had right expectations from the solution to be developed. Also it helped the development team in understanding the requirements and making sure that it would meet the objectives trying to achieve.

**Manage, Measure & Control Costs** – With the Business Analysis document in place, one can quickly and easily start with the actual development. Any errors or changes can be foreseen and handled before development to prevent high costs on revisions and changes at later stages. Also the resources required for the project are estimated well.

**Improve Strategies** - Good market research and quality decision making on the facts from marketing research ensures surviving of the business in the market. With quality market research, we were able to find opportunities and at the same time prevent threats which might come from the market.

**Justify Investment** – Besides lowering of costs, Analysis also helped in justifying the investment to the client. With the tasks broken down to granular levels, accurate time estimates could be made for them which helped in justifying the costs to the client, which in turn helped the client justify the investment to the stakeholders of the project.

**Mitigate Risks** - Assessing risk involved in the project helped to understand risk, make better decisions, negotiate fair contracts, create risk mitigation scenarios and improve teamwork. Risk analysis provided with arms needed to deal with the risk in the best way possible manner. As a result, it increased the confidence level.

**360° System Knowledge** – With all the research and analysis documented, the client had complete knowledge of the system and could use it for future references. As the client had to integrate this system with an existing warehouse system, a document like this proves helpful for understanding the system and simplify the integration process.

## About SoftProdigy

Founded in 2006, SoftProdigy is an award-winning organization with expertise in the areas of Web & Mobile Technologies and Consulting services. Over the last few years, the organization has made a reputation for building quality solutions for its clients that helped them get more out of their business. SoftProdigy's customers range from start-ups to Enterprises like: ING, Aviva, Vodafone and Bajaj. The company has worked with entrepreneurs as well as established corporate houses across the globe to put their ideas into inception and take it to the market. It employs over 150 technology and management professionals who work closely with each other. With a consistent growth track record that has surpassed the industry trends year on year since the company's inception, what sets it apart is the philosophy of pursuing, quoted as "measured success".

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