

Abstract

This project set out to create a 1) low-cost, 2) dynamic, and 3) user-friendly small scale ERP software tool. These three key attributes position this product against complex and expensive systems such as SAP or Oracle. While the product still retains the dynamic and financial capabilities any good ERP system should have, the biggest value proposition is its simple and user-friendly interface. The software has a dual product-market fit: for small businesses as a low-cost planning tool, and for universities as a teaching tool. In the design phase, the team kept a primary focus on ergonomic software development while maintaining a subsidiary focus on bringing the product to customers. Through the rapid prototyping process and one scope change, the team was able to meet software functional requirements and develop a go-to-market strategy for this ERP software solution.