

Members: Cañete, Maryruim C.
Date:

Section: BSCPE401
Score:

CASE STUDY

The Jebea Dilemma

JEBEA educational App is a brainchild of Jess and Bea Conrador. They gave up their teaching positions in a public school to set-up a technopreneurial venture. As former computer teachers, they knew that teaching students about technology is important, especially the marginalized kids. In six (6) months, they have created Jebea, an online application that teaches kids how to read, how to do simple arithmetic, and basic science to elementary students. It was nothing too fancy; it was simple to use and effective. The Department of Education tapped them to provide Philippine elementary schools a platform of Jebea that is playable on desktop, which will be used in select science schools. It was a success and more investors, mostly big schools here and abroad, asked for their product.

Not long after, a student, who was using a tablet, complained that a certain video appeared on the screen when it accessed a certain lesson in science. The video showed a dummy that looked like a boy asking the user to do several tasks, which are downright dangerous. The technopreneurs dismissed the incident and said that it was just a glitch and a virus has just infected their system.

Days go by, and news broke out in Singapore, that an eight (8) year old girl attempted suicide by ingesting twelve pills of paracetamol. The Singaporean authorities investigated it and they found out that the girl was watching the same video reported in the Philippines, which appeared on the Jebea application. The Department of Information and Communications Technology alongside the Department of Science and Technology and the Department of Education conducted a thorough investigation. The results were identical with Singapore, and it was traced to Jebea. Further investigations concluded that the Jebea App was attacked by a hacker, trying to sabotage the couple's enterprise. The hacker asked for a fee, and if they did not comply with its demand, it would bring the enterprise in a bad light. The couple fought back but failed to inform the authorities and tried to handle it themselves. The hacker then embedded the video to the application.

The government charged the couple and has then shut down the application.

Answer the following questions: (3 items x 10 points)

1. What could have been done by the owners of Jebea to prevent the situation from happening?

The owners of Jebea are using encryption to prevent this from happening. One vital step they can take to secure their data is the use of encryption. They need to ensure that they use as much encryption as possible while saving user data in any local database. It is a simple process of translating plain text into cipher or unreadable text with the help of certain algorithm-based keys. So, in order to access the data, the hacker must first get hold of the decipher key, thereby securing their confidential data.

2. How can SWOT, TOWS, and PESTEL analyses address the threats that befell on Jebea?

SWOT, TOWS and PESTEL analyzes address the threats posed by Jebea by working through each of the points, identifying any internal disadvantages or advantages that could benefit or hinder the outcome of the planned project. In addition to assessing the state intern

3. Think of one (1) technopreneurial enterprise that gives prime value on the safety of their client's purchases, data, and privacy. How do you think your chosen technopreneurial enterprise protect its clients' information?

According to PLDT Enterprise, they would like to know that your personal data will be kept in their records for as long as you continue to use their products and services and for a maximum of one (1) year thereafter. The Data Privacy Act of 2012 (Republic Act No. 10173) gives them rights in relation to the personal data we collect about them, including the right to object to certain ways in which we may use their data, the right to access our data at their

request, the right to correct any incorrect or outdated data, and the right to delete or delete your data from their records. PLDT Enterprise respects their right to privacy, and they commit to take great care in safeguarding our personal data.

ally, this method is also capable of identifying external factors which could also make a difference to the success or failure of the project.

Rubric for grading:

| CRITERIA | PERFORMANCE INDICATORS | POINTS |
|------------------------------|---|---------------|
| Content | Provided specific related answers with related details | 5 |
| Grammar | Used correct grammar, punctuation, spelling, and capitalization | 2 |
| Organization of Ideas | Expressed the points in clear and logical arrangement of ideas in the paragraph | 3 |
| TOTAL | | 10 |

