SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN

GHOST CELERY

Help

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Section 1: Product Description

Understanding your product:

Our team is made up of 3 people with different capabilities.

We have members who are proficient in the use of basic coding languages (app inventor, scratch). We have members who are able to lead a team and can keep on top of this. We also have members who are able to make our app as aesthetically pleasing as possible. Our different skill sets make it easier for us to get jobs done even though we are a team of 3. Our skill sets are helping us attack all of our goals as soon as possible as we will usually have someone free. Lily is the one who is making all the documents, Faith is creating the app and Molly is the backbone who helps the both of us.

100-word description:

Our app is a service to help anyone struggling with addictions harmful to their health and could be life threatening later in their life. It provides the user with an interface that will help wean you off your addiction. The app is designed for young people usually aged between 12–25 but can be used by anyone of all ages. The app has a calendar that will tell you when you have earned an achievement or reached a milestone. Our app along with the idea of helping our communities will hopefully intrigue people and recommend it to their friends.

Section 2: Potential Market & Research

Our app, Help. is aimed at a young adult/teen audience, but is suitable for most ages. It is used for helping with addictions, whether it be smoking, alcohol and drugs.

We have found apps similar, but they seem to focus on one subject, compared to a range of subjects.

The app will contain tips to helping stop an addiction and a calendar function to keep track of everything and set up checkpoints.

Competitor Analysis:

Features/Competitor	Quit Now: My QuitBuddy	QuitNow! PRO	Quit Tracker: Stop Smoking

Price	Free	$5.55	Free
In-app purchases	No	No	Yes. Contains ads.
Basic/Medium/High Functionality	High functionality	High functionality	High functionality
Ease of navigation	Crowded looking screens, medium ease of navigation	Nice looking screens, very easy navigation.	Nice colour pallets, good navigation
Tracking features with web app	Yes	No	Yes

Trend Research:

According to www.smokefree.org, 6% of youths aged 15-17 smoke and 34% of young adults smoke in New Zealand.

According to www.alcohol.org.nz, 21% of youths aged 15-17 participate in harmful drinking and 36% of young adults aged 18-24 participate in harmful drinking.

http://www.smokefree.org.nz/smoking-its-effects/facts-figures
http://www.alcohol.org.nz/resources-research/facts-and-statistics/nz-statistics/new-zealand-drinking-patterns

Consumer research:

As a team we talked and thought up some questions. We surveyed 23 people and got some intriguing results. Most people didn't have an addiction but said if they did, they would likely use our app. The few people that said that they would use the app if it was kept anonymous and their friends or family who don't know they have an addiction don't know that this is happening. The idea was taken with a grain of salt by some people but that was cleared up as we explained what our plan is.

Target Market:

Our app is designed to help teenagers and young adults who are suffering from addictions. It will be used by both genders and in poorer and will more likely be used in areas with less Europeans as those areas have higher addiction rates. Our app is required as it is hard to find cheap and anonymous help in today's society. The app as it's kept anonymous will be useful for those who are embarrassed about their problem. Our app would be used as a calendar type thing with access from anywhere. It can help those who struggle to go to meetings keep track of their addiction. We'd prefer it if it was used daily but that is up to the person using the app.

Potential Market Size:

The potential market size is a typically small market, as less than half of all youths and young adults in New Zealand abuse substances. The main area that the app is aimed for, are for people who aren't able to get help from people face to face, so our app is a programme that doesn't need face to face help, instead offer the same help right at the fingertips of the user.
The product is available to anyone who searches for it, for free. The use of ads will support the app, but they will be discreet enough to not annoy the user too much. And there will be no in app purchases, or they'll be very cheap if any.

Section 3: Finances
Budget:

The budget per year will cost $2000

Revenue Model:
The minimum hourly wage in 2016 is $12.60, for approx. 7 hours per day, 5 days a week.

If we have 3 employees that are being paid equally, it will cost $617.4 per week, per employee
The cost for putting an app on the apple app store is $99 per year and for the google play store, it is a single fee of $25.
So with 3 employees being hired, that would be $1852.2 for a week's worth of work.
An app would usually take a week's worth with this type of app, and with sufficient skills.

Our computers will be provided by the school, as well as the programmes used.
Everything in total, the rental of space on the app store, as well as the total used for employee's wages, will cost $1976.2.

Our app will be free to download, with subtle in app ads. The user won't have to pay for anything but does have to deal with some ads, as we want to provide a free programme, but want to make a profit for the developers.
If you have around 2000 users, with the use of AdMob, we make approx. $2000, per year.

The price of the product will potentially go up in price, depending on the situation. If the user rate was low, we will put the price at $1, so we can produce an good income, the ads will still stay there, to produce further income.

Section 4: Marketing
Branding & Promotion
We plan to advertise through the use of social media, or through advertising.

Platforms
Our Platform of choice is android, but we hope to make it available on both android and apple as we progress. It will be downloadable in the play store and the google play store until it's ready for the apple, app store.

Launch
Our campaign will be through posters in our school, some ads on popular websites like facebook, and by word of mouth. We will also alert people of it by posting about it on our social medias.

Growth/Future:
Our app will eventually have more screens, as well as more functions like a chat area and achievement system. We also want it to be available on all platforms and app

stores. Our long term goal, is to be able to lower the use of addictive substances in our youth.

APPENDIX

SKILLS MATRIX

Role names	Project Management	Research skills	Design	Document business plan	Pitch & demo presentation	Marketing & branding	Budgets & finance	AppInventor and coding
Faith	2	1	3	2	2	2	2	4
Lily	4	3	2	4	4	3	4	1
Molly	3	3	4	2	4	3	2	3

SCORING
0 - Need not have knowledge
1 - Should have basic knowledge
2 - Should do with support
3 - Should have knowledge & do independently
4 - Should be good in theory and practical and can train others

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
1. We have strengths in coding, and documenting our progress. 2. We work really well together and can get things done without needing to discuss it too much. 3. We have the support of our fellow classmates and a teacher who is constantly pushing us and making sure we get all of the requirements completed, as well as having the school provide us with the necessary components to complete this project. 4. We are a strong team despite the fact that we have fewer members as we have skills from many aspects of this competition.	1. We have skills in most areas but because of our small team, it'll take us longer to get things done. To fix this we can train up one of our other members to help speed things along. 2. Our competitors most likely will have larger teams so they can get things done more efficiently. Also they won't have to wait for other people as they can discuss it with more than 2 other people. 3. We can improve on our time management, we usually need at least all of us to get as much work as possible done. 4. We are a small team so we can't be as efficient as the larger team.
OPPORTUNITIES	**THREATS**
1. If people think about possible effects of their addiction and want to change, or if the effects of using these substances were more devastating and more worrying. 2. Government enforcing stricter laws around these issues. As well as the objects becoming less available. 3. Our weaknesses can become opportunities as people aren't going to be too intimidated by a group as small as ours which means we can slip under their radars and use our efficiency to our advantage.	1. Since it is an app for stopping the use of addictive substances, it may negatively impact the user if significant others find the app 2. As the lack of advertising, and bigger companies making a similar concept, it will be harder to pitch our app. 3. We do not have financial support, so advertising will be hard to manage.

NOTE: Aim for 5 points for each.

PROJECT PLANNING

Feature	Resources to learn how to use	Timeframe	Priority
Calendar	There's not much to go off.	1 week.	medium
Home Screen	Basic setup.	2 days	High
Log in screen	https://www.youtube.com/watch?v=r5wrTmuwhHQ&t=1232s	1 day	High

USER TESTING: COLLECTING FEEDBACK ON YOUR PROTOTYPE

Questions	Notes	Changes that need to be made by the team

Is there anything that is unclear or confusing in the user-interface?	● Font was too large for the phone, it caused the font to disappear into the button.	Font size was too big needed to be made smaller. Changed Font size for the whole app to make sure that it fits.
Would you prefer the app look or behave differently?	We would like it too look more sleek and for the layout to be neatened out, and make the whole thing look more professional. Otherwise it's quite good and looks and functions (with minor bugs) the way we want it to.	Talk to App Inventor and see if they would allow the users more creative freedom over the placements of images and text boxes.
Which features of the app interface and usability are of highest value?	The contact page, as if someone needs to contact helplines, it should be top priority.	We need to add the rest of the pages/screen.
Are there any missing buttons or other content from the app?	The information wouldn't fit on the app pages, so we tried to condense it, but it didn't work. The calendar and forum is a tricky subject to do, as it would most likely need a storage system, which is above our capability.	We are missing most of our screens as we didn't have enough time to implement them all.

Did your expectations differ from the intent of the app?	Sort of. It was different in the sense we couldn't get anything done, with the limitations of app inventor and our skills, so it was sort of condensed into the limited screens.	Work on pour skill set and maybe get a more easier to use app creator website as our coder - Faith got very confused at times.

WIREFRAME YOUR APP