



SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN

TEAM NAME: Famous 5

APP NAME : Water Warriors

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www.techgirlsmovement.org
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Section 1: Product Description

Understanding your product:

Our group’s strength is that we have confidence about talking in front of people and we know lots about apps. We gather information about anything easily and can put it in a piece. We know how it feels to be on level 3 water restrictions and it makes making our app easier.

100-word description:

Water crisis is a local issue in our community so we designed an app to help people be waterwise. The homepage of our app has links to five different pages, including a page where people can store their data from their water meters so that they know how much water they are actually using. There is also a fun game designed especially for kids. Teachers/adults can use the quiz and water saving tips to teach kids how to be water wise. If you are having trouble looking after your garden this app will help you do it while saving water.

Section 2: Potential Market & Research

Competitor Analysis:

Name of the app	PCS	Save my Water	158 save water escape2
Price	Free	Free	Free
In-app purchases	no	no	no
Basic/Medium/High Functionality	basic	medium	basic
Ease of navigation	easy	easy	easy



Trend Research:

The Ross River dam is currently at 14%, people are using too much water in household areas causing water restrictions to rise higher. We use about 60% of all household water in the kitchen also in the laundry we use around 16% of household water. If we stop using a lot of water in these areas then it may fix this problem.

Consumer research:

We have all learnt from our interviews/surveys that our app can be helpful in some ways and everyone wants to help save water and improve on their water wise skills.

Target Market:

We hope that kids in Townsville, either boys or girls, can learn off this app it also can be water saving app also this app can be for adults. The need for this app is teaching people (mainly kids) to be water wise and save water in their house. It would be used in a fun way to help kids be water wise and smart in saving water. People could use it every day to help them see how much water they have saved.

Potential Market Size:

Any people in Townsville that are suffering with water problems will use our app they will probably use it every day to check how much water they have saved.

Section 3: Finances

Budget:

Our app is free. We hope that people will use the 'donate' link to donate money to the Water for Townsville Action Page



Revenue Model:

Business Model

FREE

Section 4: Marketing

Branding & Promotion

Write your strategy for promoting your app here.

- The app is good for kids as it is designed for them. It is all about saving water and having fun while doing it. We can put up some posters for our app in android stores or link the app to Townsville city council water. People can tell their friends and family about the water saving app. It will also grow in popularity if we put it in app store. Over time, our water saving app will get more popular so more people will want to use it

Platforms

We will build our app for android. We can put it on app store and people can get it for free

Launch

We can put up posters and on Instagram and YouTube we can show a video of our app and how it works. We can ask people to use the app and ask them what they think. We can contact the Water For Townsville Action Group and ask them if they could put a link to our app on their page.

Growth/Future:

In the future we will add on our game a scoreboard and time limit by using a timer or '3 strikes and you're out' function. There is not enough questions and we still have to research the answers for our quiz. We will also, in the future, put it on app store when our app is completely finished and in good shape with a fantastic game.



APPENDIX

SKILLS MATRIX

Role names	Project Management	Research skills	Design	Document business plan	Pitch & demo presentation	Marketing & branding	Budgets & finance	AppInventor and coding
Arielle	1	2	3	1	3	3	1	4
Lauren	2	2	2	1	3	3	2	2
Amy	2	3	4	2	4	3	2	0
Eden	3	5	3	4	4	4	4	0
Rose	3	5	4	4	5	3	3	0

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

<p>STRENGTHS Our group's strength is that we have confidence about talking in front of people and we know lots about apps. We gather information about anything easily and can put it in a piece. We know how it feels to be on level 3 water restrictions and it makes making our app easier</p>	<p>WEAKNESSES The Weaknesses in our group Is some people have difficulties in coding. This is our first time doing tgm so we could've done better if we knew what to do. Other people may have thought of helping Townsville this way as well which was a disadvantage. Our competitors might have more experience with coding. We can do it again and watch more tutorials to do better next time.</p>
<p>OPPORTUNITIES In Townsville there is a need of water in this area which helps us understand the meaning of our app. There was a junior engineering teacher that gave us ideas on what is best for our app. We can get ideas off other apps to inspire us.</p>	<p>THREATS Our threats to create this app was having busy things on which interfered with having time to create the app. There are people thinking about this issue already. Townville city council provides tips already.</p>





WIREFRAME YOUR APP

Draw out each of your screens here or use index cards. Think about how your screens will interact with each other, and draw arrows to indicate the flow of your app.

Water Warriors

Water meter	Take the quiz	
Game	Donate now	Links

Water_meter

Date

Enter your water meter reading

Save Clear

Open table



Links

Water for Townsville action group	Back
TCC Water Meters	

The quiz

Next question	Choose answer
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Donate Now

WATER FOR TOWNSVILLE
Find us on F (Facebook)
0419 713 242

WATER FOR TOWNSVILLE ACTION GROUP
\$6,079 of \$10k goal

Donate Now!

Share on Facebook

Game Page

Score

Reset

Home



USER TESTING: COLLECTING FEEDBACK ON YOUR PROTOTYPE

Ask potential users about your prototype. Take notes on the feedback you receive here. Answer the Usability Testing questions and add some of your own before you begin if needed. Consider asking your peers (or mentor) to complete the table below as well.

Questions	Notes	Changes that need to be made by the team
Is there anything that is unclear or confusing in the user-interface?	No it is clear	-no changes need to be made.
Would you prefer the app look or behave differently?	Yes, we need the game to have a scoreboard.	None.
Which features of the app interface and usability are of highest value?	The water meter and homepage are most valuable	We can ALL learn to code
Are there any missing buttons or other content from the app?	No	none
Did your expectations differ from the intent of the app?	yes	None



Glossary

Distribution channels

We are going to put our app on app store. If we put posters up it can tell people about the app and that it's free. Ask Water For Townsville Action Group to put a link on their page.