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| 90 Day Plan |
| |  | | --- | | WEEK 9   * Use some 3rd party method to let users add money onto website * Convince people to be users. * Find connections with businesses who want to sell scratch cards to top up user accounts or sell them online. * Give out free credit for user accounts. * Users use 3rd party logistics at this stage. * Continue to monitor analytics ( e.g. website and payment platform ). * Try to Launch the actually payment system online as soon as possible. * May launch without credit/debit card facility first if adapting Vietnam banking option is not yet accomplished ( e.g. putting money into user account through debit/credit / bank account transfer ). | | WEEK 10   * Promote SeenPay as much as possible in Asia, especially in Vietnam. * Use social media to establish to promote brand image . * Find a logistics service to partner up with or acquire a logistics service. * Continue to monitor analytics ( e.g. website and payment platform ). * Try to find banks that are interested in promoting out service. * Study the technological issues or customer relations problems carefully | | WEEK 11   * Analyze all collected data and determine plan for future approach. * Continue to monitor analytics ( e.g. website and payment platform ). * If user stats are low, then do more promotion. * Analyze the technological issues or customer relations problems ( week 10 and 11 ) and find an approach/solution. If not enough user usage then include week 12 or week 13 to make sure we have enough data. * Find out more ways to increase brand awareness and to educate the public on the benefits our service and technology. ( enforce this on the target age group ) | | WEEK 12   * Continue with making the payment system run smoothly, clean up bugs . * Ensure there is a good website usage flow - at this point the website should effiective convey what SeenPay is about and it’s features. * Continue to monitor analytics ( e.g. website and payment platform ) * Adjust next 2 month’s plan schedule. * Consult with mentor(s) about SeenPay’s whole week development . * Continue to find ways of improvement. | |