

CHILLPILL

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For enthusiasts in one field or the other who want an opportunity to collaborate with people having similar interests, "ChillPill" will give them a platform to interact with each other to collaborate and build something great or just enjoy together by spending their time for a shared hobby. It does not just stop there, ChillPill helps you create events or join events in the nearby area for the respective desired hobbies/activities. Want to indulge in your passion but don't have a company? ChillPill is the solution and it's just a click away.

Motivation

Customer Segments

Creative People:

Many working-class people, who are so tied up with their regular work schedule and are unable to pick some time out for indulging in their hobbies and activities. Most of their time is distributed to their work life. They do not even have time to search for activities around if they wish to spare some time for themselves. Our hypothesis says if we make this easy for people then they will flock to our application and have a good work-life balance.

Unhappy People:

Around more than 50% of working professionals are unhappy with their job and want to do things that they like doing as a pastime or hobby to cut down the stress in their daily lives.

By using this application, they will get to meet different people sharing the same hobbies or are willing to do the same activities, it only helps this particular customer segment to have some happy time from their unhappy work-life.

Retired People:

Similarly, Elderly people who have a lot of leisure time after their retirement, they lose opportunities to socialize frequently to spend time following. ChillPill provides a chance for the senior citizens as well for the retired professionals to get in touch with interesting desired people who are willing to pass their time doing the same activities together.

Unmet Needs:

I believe the people who are not happy with their jobs tend to be less productive at work. It deteriorates the quality of work as well as the business. It is always observed that people who are happy are more creative, more productive and give out best results in their work hours.

The retired people have enough time after retirement, but they do not find company to pursue group activities with. Or if sometimes, they want to do something with high end technology, they either need to hire someone or keep asking their children/ grandchildren to help them out. They don't really find proper resources to pursue their hobbies.

Creative projects need input and feedback from other creative people. They also need a group for certain activities like movie making, website designing, etc. It is always a task to find like-minded people, and you almost never really find one. But, if you have more options, you can at least agree on one. Hence, this app will help the creative people find other creative people.

Students do not earn so much that they join various clubs and take various memberships to perform activities in their free time. It is not just financially challenging but also an unnecessary expense apart from regular expenses. This App will help them connect with the people all over the world to perform several activities, form teams, develop projects and explore their talents while they are still studying.

Existing Solutions

MeetUp is a service used to organize online groups that host in-person events for people with similar interests. MeetUp promotes local gatherings and therefore limits the category of people. Our platform aims to go global by letting people collaborate with each other online as well, in activities such as building projects together, playing online games, etc. MeetUp's most popular categories are adventure, career and business and parents and family. Whereas, from the market survey we conducted we found out that our most popular categories were outdoor activities, art, reading/writing, and tech enthusiasts. So, with the market survey, our application and our hypothesis let you have the categories which MeetUp provides and also many more popular categories. And this has led into not gaining popularity amongst people for the application.

Evidence validating the Hypotheses:

1. A survey implied that just 2 out of the 23 people knew about the MeetUp Application.
2. Another survey brought us the results that most popular activities amongst the people were not able to be satisfied by the MeetUp application.
3. MeetUp is just about meeting people through events, but our application will help people pursue these interests by collaborating with different people by joining different groups

Competitor feature Matrix:

Features	MeetUp	ChillPill	Description
Paid Subscription to start using the services	Yes	No	ChillPill is free of cost for the public and can use almost all features. We launch a version of ChillPill Premium at a very later stage for the people to enjoy the additional features, if needed.
Revenue	Maximum from the	Advertisements and	The most revenue for

	Pro version of the application	partnerships	MeetUp comes from people paying for the pro version
Ability to start your own group	Not possible with the unpaid version of the application	Possible with a limit	MeetUp doesn't let its users to start their own activity groups, while our application aims to let users administrate a limited number of groups
Communicating with people from different groups	Not possible if they are not a part of same groups	Not possible if not a part of the person's friend list	For security reasons, random communication with strangers won't be included

Storyboarding

Use Cases: Alissa and Paul

Alissa is an Interior Designer from New York. She is 25-years old. She just moved to Boston, to pursue her career. In her part time she enjoys painting, writing, reading and photography. So, whenever she gets a chance, she engages herself with her hobbies.

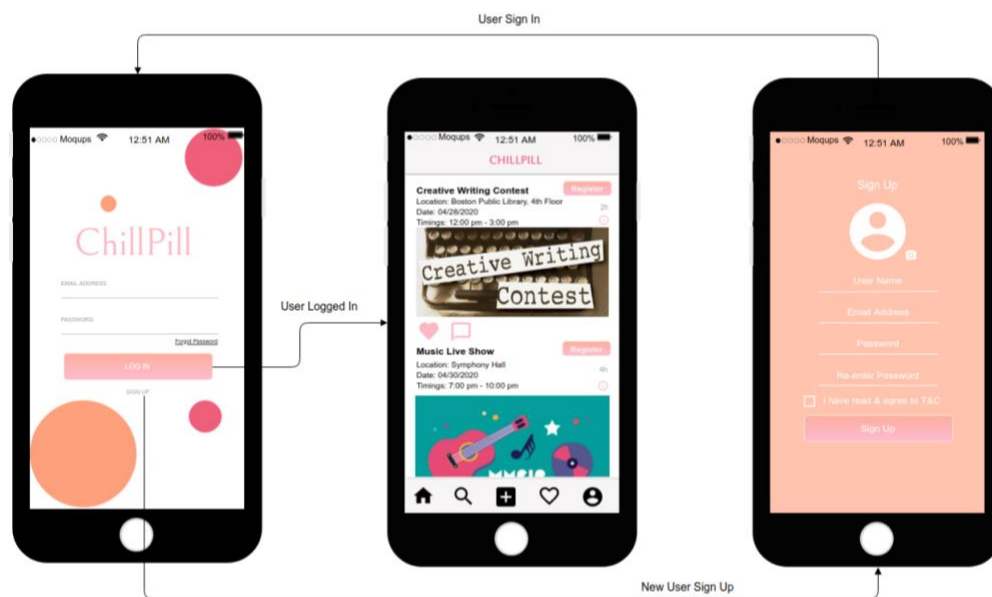
On weekends, since she is new in town, she doesn't know many people, so she is constantly on the lookout to do new things. Alissa was constantly hearing about this application in the market called ChillPill and wanted to know what all the buzz was about and decided to install the application on her smartphone.



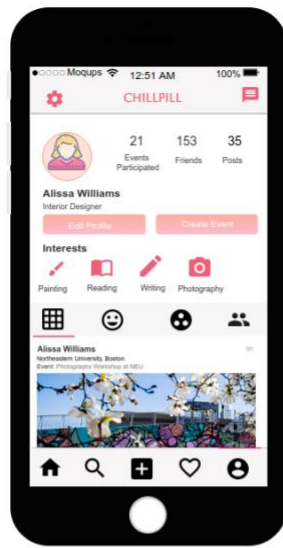
ChillPill



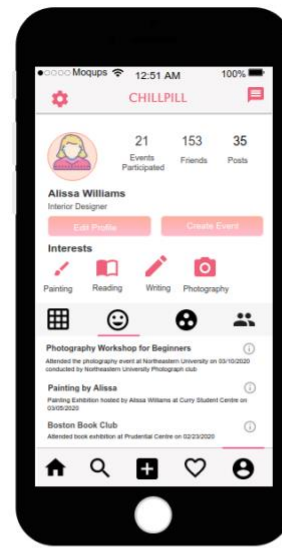
Alissa signs up for her ChillPill account and starts using the application. Few months into using



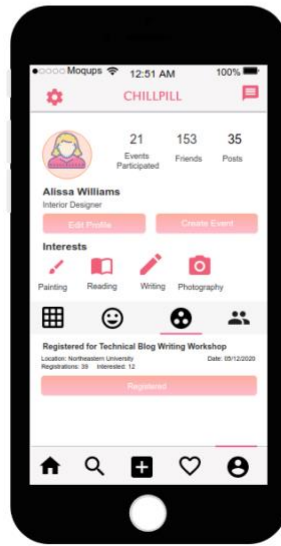
the application, Alissa had already participated in 21 events and had made 153 friends through the application.



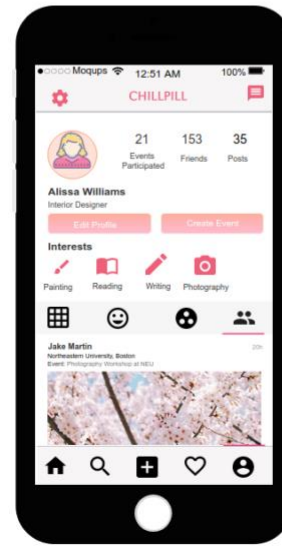
Posts regarding events attended by the user



Events attended by users tab

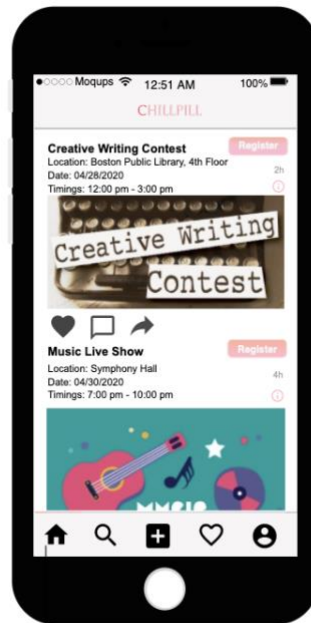


Registered Events tab

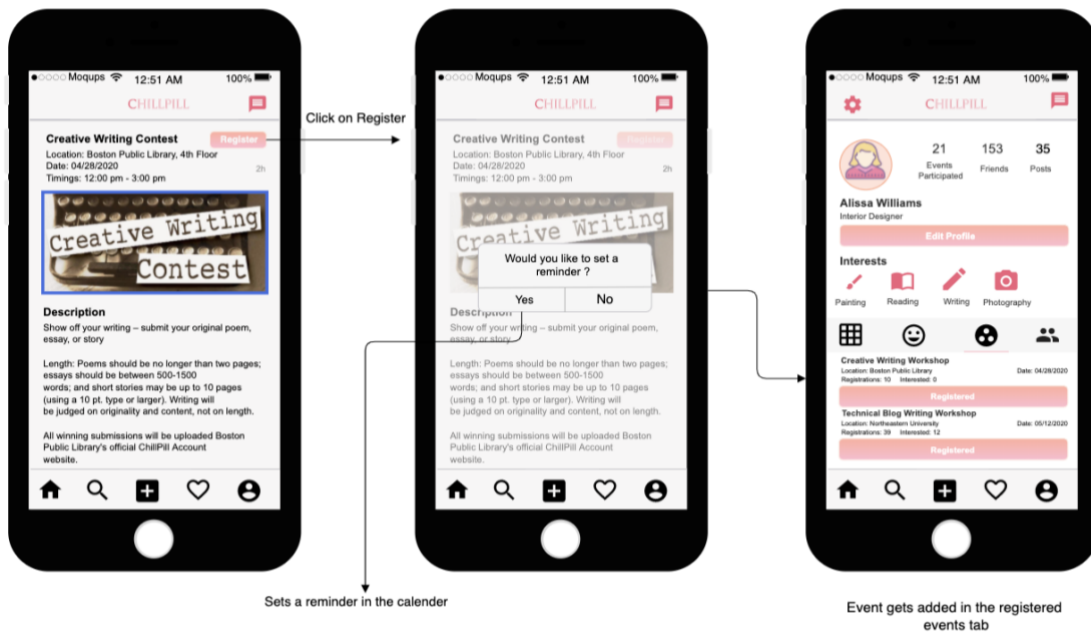


Tagged events

Alissa, had added her hobbies and the application would usually recommend her events as per her interests happening around her which kept Alissa occupied and help her connect with many people. She would usually browse through her application to look for events around her and would register on days she would be free to engage in musical workshops, photography sessions.



Clicking on home button brings you to your feed

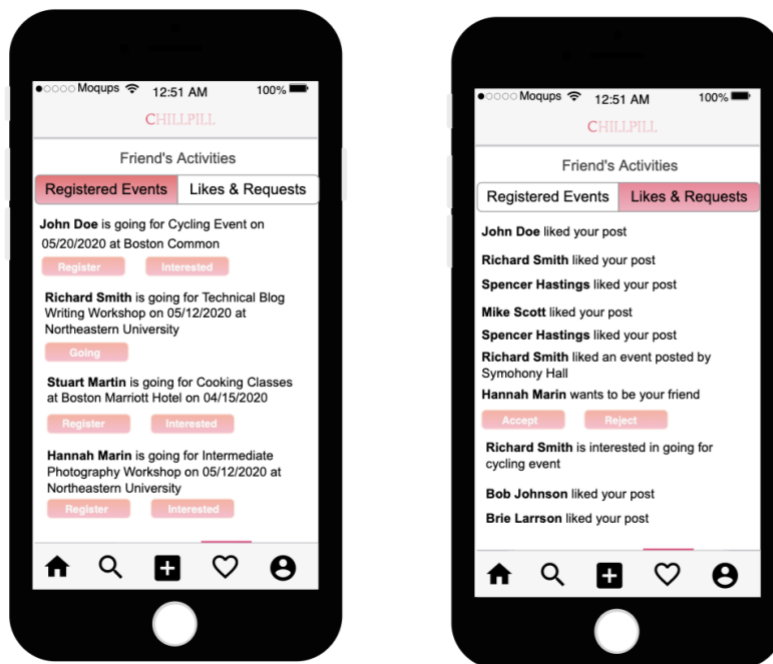


Alissa would usually set reminders for the events she RSVP'd on and on the plus side her friends could also see her activities and would register for the event with her if they were interested in it.

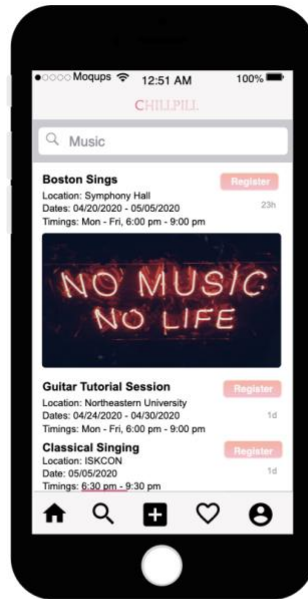
ChillPill



Alissa could now stay in loop with what her friends were up to with ChillPill's activity tab.

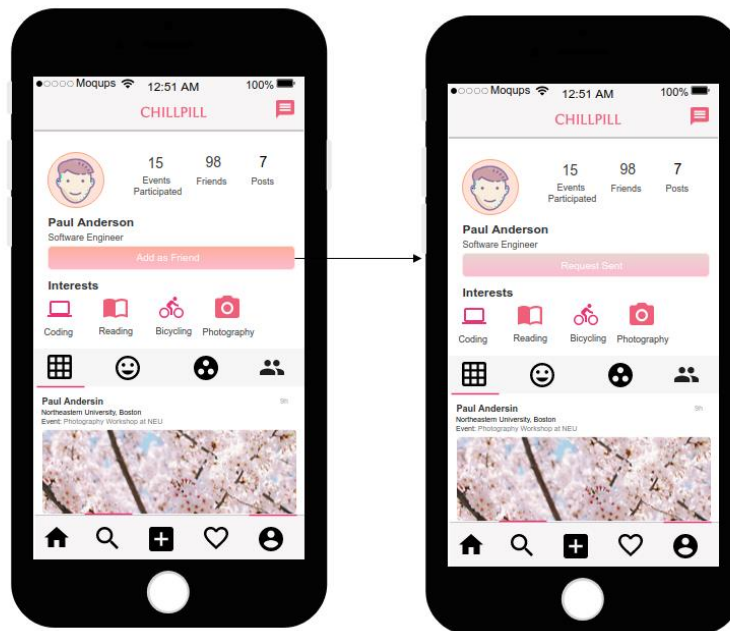


The search tab on ChillPill let Alissa search for specific events or people

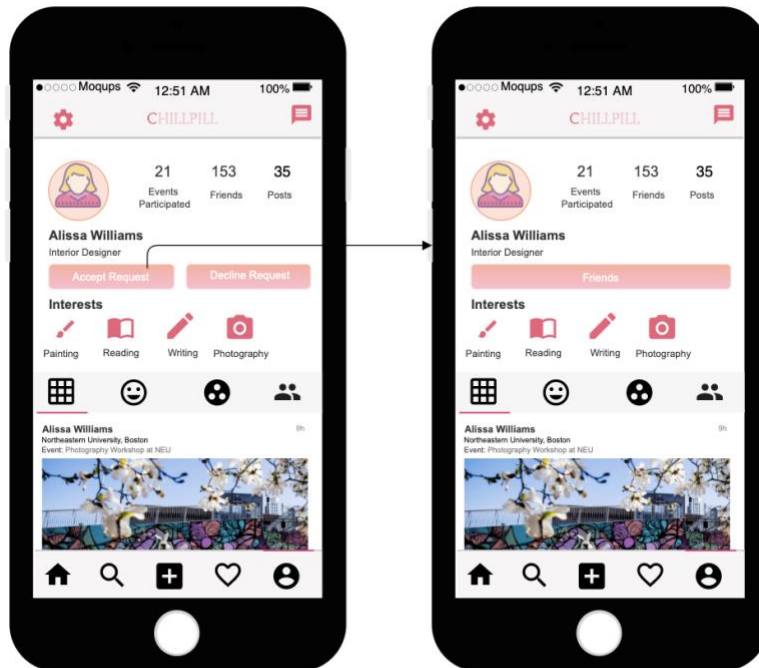


Clicking on search tab, brings you to the search event page where you can search by category

Alissa met Paul at one of the Book Club events she attended in Boston University. They connected with each other on ChillPill and thought they could collaborate for writing a technical blog for Paul.

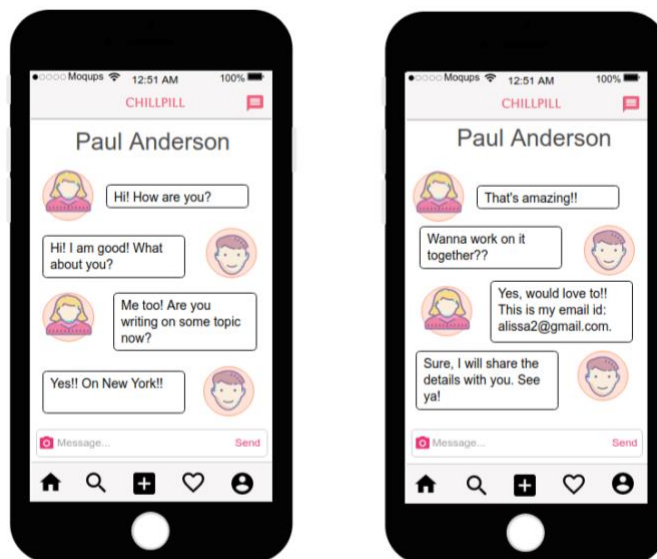


Alissa sends friend request to Paul to connect



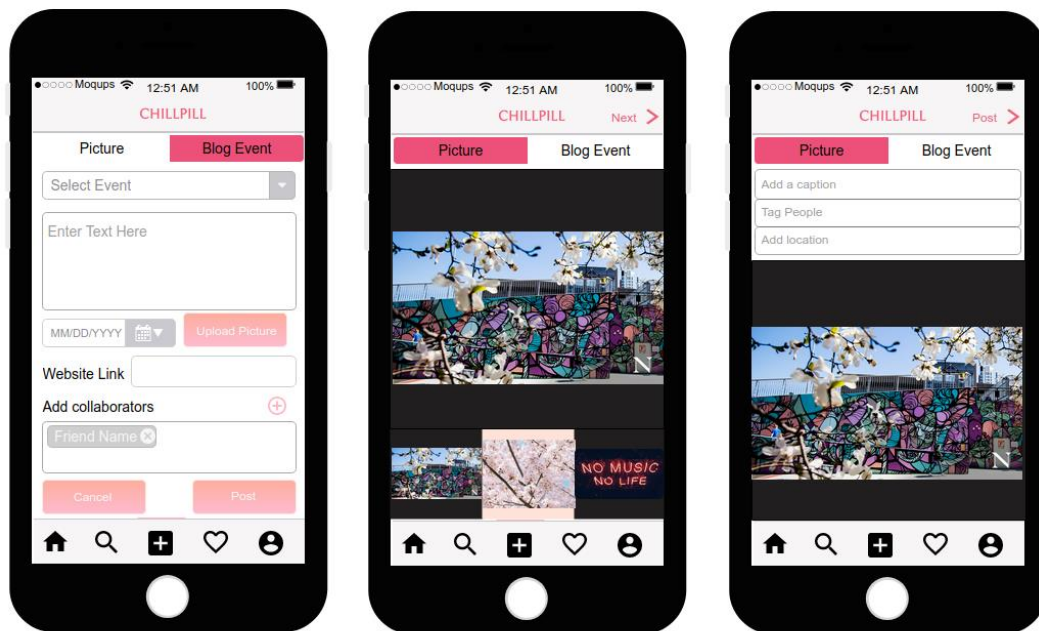
Paul accepts Alissa's Friend Request

Alissa now helps Paul and learns more about technology in the process. Besides, she made a really good friend while doing something she absolutely loved. They started writing more blogs together in their free time.

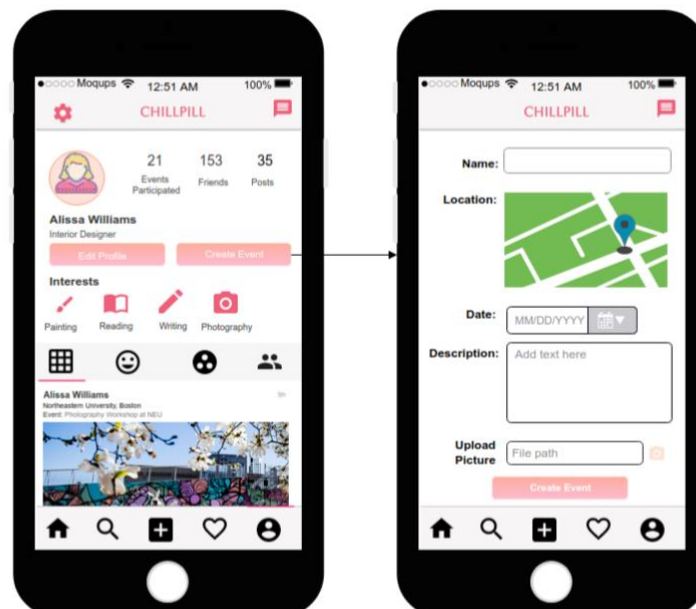


ChillPill

Alissa would also usually post about the events she attended or the new things she learnt or a new blog she worked on ChillPill. This encouraged her friends to attend these events if hosted again.



A few months into using ChillPill Alissa events started organizing her own Creative Writing Workshop sessions and got a fantastic response to the event from her friends.



Detailed Design and Feature description

	Feature	Description	Dependency	Priority
1	Login	Authorized entry and access to individuals' profile	Username and password	1
2	Search by People	Allows the user to search and connect to others ChillPill users.	GPS location should be enabled, Stored cookie, browsing history	1
3	Chat System	Allows users to connect and indulge in secured conversation.	People should be connected.	1
4	Search by event	Allows users to check nearby events and be able to register to nearby events	GPS location should be enabled, Stored cookie, browsing history	1
5	Creating event	Allows users to upload events and access required databases.	GPS location should be enabled	2
6	Payment	Allows users to access premium services like ChillPill Plus	Registered through authorized payment	2
7	Upload Work	Allows user to publish their work	Allowable size limit and file format	2
8	Contact Us	Allows user to directly connect to a service team agent	Should have an email and phone number registered.	1
9	ChillPill Plus	Allows user to	To subscribe ChillPill	2

		access premium services	Plus, registered through authorized payment	
10	Refer a friend	Allows user to refer to friends and earn ChillPill credits	Register ChillPill user	2
11	Events and People Recommendation	Allows users to see recommendations of people and events around them.	Cached browsing history	2

MVP: Minimum Viable Product

Priority 0 – Critical Features

- Can login to ChillPill
- Can create profile selecting the desired hobbies(photography, music jam, sports,etc)
- Location
- User can view people and events based on their GPS location
- Users can connect to people or register to the events based on their category, location, and availability
- Users can have multiple hobbies
- Users can view another people's profile and event info for connecting/registering
- Users can accept or decline another people's request to connect

Priority 1 – Nice to have features

- Users can change their location while in list view
- Users can designate a default location for their profile
- Post work on user's profile

vNext

- Users can have multiple connections
- Users can create multiple events mutually exclusive
- Users can register to multiple events created by other users.
- Users can have multiple locations in profile

vLong term

- Inbox filters

vPremium

- Push Notification for nearby events or people with same hobbies if the user is in the area
- Users get a preference to register
- Recommended people
- Recommended events

Metrics

Our primary metrics for success will be:

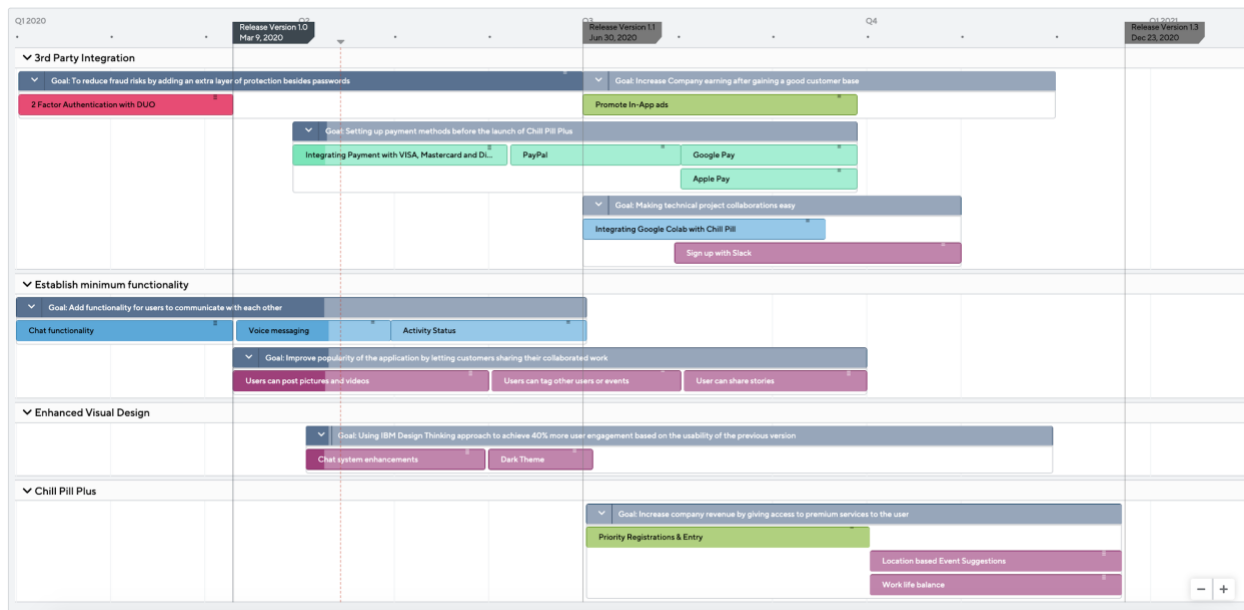
1. **Customer Stickiness :** Customer Stickiness gives an estimate of how much time our users spend on our application. This is based on 2 dimensions: Daily Active Users (DAU) vs Monthly Active Users (MAU). The DAU vs MAU ratio can help us tell how good our Customer Stickiness is. A higher value of DAU is an indicator of good Customer Stickiness.
2. **User adoption :** How many times has the app been downloaded, and how is this number trending over time across quarters. This metric is for persistence.
3. **Churn Rate :** This metric gives the knowledge of how many users have stopped using the app or have uninstalled the app annually.

Churn Rate Formula :

$$\frac{\text{Users at the beginning of the period} - \text{Users at the end of the period}}{\text{Users at the beginning of the period}}$$

4. **User engagement** - Once installed, does the app become a critical tool for users, and how deeply are they utilizing the app's capabilities? Specifically, we can measure it and have an addition to the feature usage.
5. **Features usage:** which feature of the app is used frequently? According to this knowledge, we will have to examine and increase the other capabilities of the app so as to enhance the usage of the user over other existing apps. This includes a result in user engagement as well.

Roadmap



Link to Product Roadmap:

https://app.productplan.com/p/mAgLTHHxLP9RQqRICWpsCkKb5f_3d8ZL

Title	Lane	Themes	Description	Strategic Importance
Goal: To reduce fraud risks by adding an extra layer of protection besides passwords	3rd Party Integration	None	Goal	Priority - High
2 Factor Authentication with DUO	3rd Party Integration	Security Improvement	For consumers, the aftereffects of targeted hack or identity theft could be devastating as they could be used to steal bank information. Therefore, in Q1 of our release, our application plans on	Priority - Medium

			launching the application with a 2-factor authentication while signing in to secure customer information.	
Goal: Setting up payment methods before the launch of ChillPill Plus	3rd Party Integration	None	Goal	Priority - High
Google Pay	3rd Party Integration	Internal Optimization	Expanding our Payment Horizon further by partnering with Google Pay	Priority - High
Apple Pay	3rd Party Integration	Internal Optimization	Google Pay and Apply Pay will be integrated at the same time in our application	Priority - High
PayPal	3rd Party Integration	Internal Optimization	Expanding our payment horizon by partnering with PayPal	Priority - High
Integrating Payment with VISA, Mastercard and Discover	3rd Party Integration	Internal Optimization	We are planning to launch ChillPill Plus in Q3 and therefore want a payment service integrated in the application before the launch of ChillPill Plus	Priority - High
Goal: Making technical project collaborations easy	3rd Party Integration	None	Goal	Priority - Medium

Integrating Google Colab with ChillPill	3rd Party Integration	Enhance Product Performance	Partnering with more third-party companies to improve our product efficiency	Priority - Large
Sign up with Slack	3rd Party Integration	Increase Customer Satisfaction	Partnering with slack in the later versions of the application for easier sign ups	Priority - Medium
Goal: Increase Company earning after gaining a good customer base	3rd Party Integration	None	Goal	Priority - Medium
Promote In-App ads	3rd Party Integration	Increase Revenue	Partner with third party relevant companies to place their ads in our application with help us increase our revenue exponentially	Priority - Medium
Goal: Add functionality for users to communicate with each other	Establish minimum functionality	None	Goal	Priority - High
Chat functionality	Establish minimum functionality	Enhance Product Performance	An option for messaging is added with the first release of the application	Priority - High
Voice messaging	Establish minimum functionality	Enhance Product Performance	We plan on adding a voice message functionality to the application with the	Priority - Low

			release of our 2nd version	
Activity Status	Establish minimum functionality	Enhance Product Performance	An Activity tab will be added to the application, where customers will be able to view the recent activities of their friends	Priority - Medium
Goal: Improve popularity of the application by letting customers sharing their collaborated work	Establish minimum functionality	None	Goal	Priority - Medium
Users can post pictures and videos	Establish minimum functionality	Increase Customer Satisfaction	A new tab for users to post pictures and videos will be added to the application	Priority - Medium
Users can tag other users or events	Establish minimum functionality	Increase Customer Satisfaction	With the post feature added, the next feature our application intends to add is to allow users to tag other users or events	Priority - Low
User can share stories	Establish minimum functionality	Increase Customer Satisfaction	We intend to add another update where our users will be able to post stories visible for 24 hours for their friends	Priority - Medium

Chat system enhancements	Enhanced Visual Design	Increase Customer Satisfaction	The already existing chat system will be getting different iterations of enhancement throughout the next updates like ability to send gifs, stickers, emojis.	Priority - Low
Dark Theme	Enhanced Visual Design	Increase Customer Satisfaction	Users will be able to switch between light and dark mode as per there preference	Priority - Low
Goal: Increase company revenue by giving access to premium services to the user	ChillPill Plus	None	Goal	Priority - High
Priority Registrations & Entry	ChillPill Plus	Increase Revenue	Benefits offered with the launch of ChillPill Plus	Priority - High
Location based Event Suggestions	ChillPill Plus	Increase Customer Satisfaction	Benefits offered with the launch of ChillPill Plus	Priority - High
Work life balance	ChillPill Plus	Increase Customer Satisfaction	Can be able to track the time spent on each activity on an analytics dashboard to achieve a work life balance	Priority - High

Key Milestones and Rollout Plans:

Milestone	Timing	Notes
First launch - Version 1.0	March 9, 2020	Initial version of the application consisting of minimum functionality such as the events feed, chat functionality and friend's activity incorporated in the application
Analyze metrics and incorporate feedback	April 9th, 2020	Make changes as necessary to prep for the next launch of the application
Analyze metrics and incorporate feedback	May 9th, 2020	Make changes as necessary to improve the metric value and incorporate minute changes to from the feedbacks provided
Second Launch - Version 1.1	June 30th, 2020	Incorporate posting about events, tagging friends and enhanced chat functionality in the application. 3rd Party collaboration with Payment companies and integrating with the application's UI
Analyze metrics and incorporate feedback	July 9th, 2020	Make changes as necessary to improve the metric value and incorporate minute changes to from the feedbacks provided
Analyze metrics and incorporate feedback	September 9th, 2020	Make changes as necessary to improve the metric value and incorporate minute changes to from the feedbacks provided
Final Launch - Version 1.3	December 23rd, 2020	Introduce ChillPill Plus after having established a good foothold of the customers with some premium benefits for the customers and 3rd party collaboration with Slack

Expansion into International Market

Our idea is to connect as many people as possible based on their location, interests and timings. With the current market in hand, we wish to expand internationally as and when time progresses, and more people start recognizing our App. Our focus at present is on New York city. Having been said that, it will be a considerable amount of thought, before moving outside the US.

Projected Cost

So, this project will require a considerable amount of initial effort, to set up teams and get them running. Large scale recruitments needed to be made in order for ChillPill application to be realized and launched. They will be requiring application developers and software engineers to manage the technical aspect of the application all the time before and after launch. Marketing personnel has to be on their toes in order all the time while devising strategy for the launch and advertising it to the public platforms. To maintain the flow of development, product managers need to hire, so they can always have stats on progression, and apply required trade-offs. IT personnel needed to support the facilities which require IT support. There should be a customer service team placed in order to address the queries and provide consultation service. Definitely, a small legal team is a must, for any organization doing business, at least to keep check on IP's. Finally, the sales team both on field and in office, to leverage the prospect of ChillPill, to potential stakeholders and customers. Overall, the estimated cost for the first year will likely be 1.5 Million approximately.

Below is break-down only on human resources excluding assets based on assumptions made office in Boston location :

Position	Qty	Cost	Total
Developers	2	\$80,000	1,60,000
Engineers	3	\$95,000	1,90,000
Marketing	2	\$1,00,000	2,00,000

Product Managers	2	\$1,05,000	2,10,000
IT Support	2	\$70,000	1,40,000
Customer Service Team	4	\$80,000	1,60,000
Legal advisors	2	\$90,000	1,80,000
Sales Team	4	\$1,00,000	2,00,000
Total Cost			1,440,000

Operational Needs

For ChillPill to be fully functional, support is needed from any many areas, including:

Development Team

- Application Development: For developing the application, we need a group of developers/engineers for building an application.
- Testing: Once the application is built, a group of testers will be required to perform iterative testing.

Design Team

- UX Design: The UX Design team will work to improve user experience, making ChillPill visually more appealing and easier to use. Effective user experience in later phases will reduce service costs and will improve user engagement and adoption.
- Graphic Design: A graphic design department will focus on how to make the ChillPill visually pleasing.

Marketing Team

- Marketing/Promotion: Marketing efforts will build awareness about the product after ChillPill app is fully functional. Required to recruit someone to manage the overall marketing techniques by making improvements to reach a wider range of customers.

Legal advice and approval

- To get legal advice and consent for the terms and conditions we will need to work with third party legal teams. We will also need to know about the privacy laws that we need to obey to retain all recorded customer information in our database.

Caveats /Risks/Dependencies

Market risk is the risk that the market won't accept your product after it is launched. Not getting a good market adoption or failing to generate sales will be a serious problem for the survival of the product.

Strategic Risks

1. Not being able to out-market the competition, will lead to figure out new or alternate the market strategies, keeping our unique proposition in mind
2. Target customer doesn't like the product: The best way forward is to work on the feedback received over the course of quarters and adopt according to customer requirements
3. Competition: Losing ground on competition, always have an eye on competitors and a periodic quarterly analysis is must
4. Revenue fluctuations: Most of our product revenue is majorly dependent on three factors: Advertising, commissions & consultation . Since most of our assets are tied to limit source of cash flow, any fluctuations in these factors can lead to dramatic swings in performance

Feature Risk

1. User Privacy : Every user expects that his/her data is secured and protected and not open to third parties for accessing. User information will not be provided to third parties without any consent. Methods to tackle the issue is by using complex passwords, keeping software up to date, server-side validation.
2. App Crash : Preventing server crashes and service interruption. This can be solved by having a 24-hour development and IT team to ensure data integrity and protection.
3. Insecure Data Storage : Developers depend upon client storage for the data. But it has a possible threat of security breaches where data can be easily accessed, manipulated and used. Best way to resolve this is to build an additional layer of encryption over the base level encryption provided by the OS providing app security.

Dependencies:

1. **User Growth, Retention and Revenue:** Ability to retain users so they spend more and more time on the site.

Mitigation: Increase Site revenue engagement per user per time rather than squeezing more revenue out of each user through aggressive monetization tactics.

2. **Reliance on Mobile Platforms:** Our Product's good prospect is tied to the stability of Apple's iOS, Android, Windows, etc.

Mitigation: ChillPill application should always evolve and develop, with respect to these above platform functionalities.

Group members

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2. <https://help.meetup.com/hc/en-us/sections/360000208171-Meetup-Pro-Basic>