

TREEHOLE FORUM

EXECUTIVE SUMMARY



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TEAM OVERVIEW:

- We are team #15 Happy Game.
- We are going to develop a web-based project to help people share their problems and moods during Covid-19 period.
- We provide a platform that people can share feelings anonymously. Also we provide local news of COVID-19 to people on our website.



PROBLEM:

- Covid-19 doesn't stop its step but keeps disturbing everyone's life around the world.
- Some factories and companies are going out of business due to this virus, which makes some people are losing their jobs.
- People feel anxious under this environment. There are more and more people suffering from depression.



SOLUTION:

- Since there is few websites focusing on both work and virus, we provide a platform to share anxiety on work anonymously.
- Powered with up-to-date developing tools to provide an user friendly forum.



PRODUCT DEVELOPMENT ROADMAP:

- Design UI, APIs and database table.
- Implement the back-end part of our project.
- Implement the front-end part of our project.
- Integrate the front-end and back-end.
- Test every use-case defined in PRD.
- Optimize user experience.



TARGET MARKET:

- Currently, we focus on the market of people suffering from the virus. In future, we decide to focus on staffs from Internet Companies.
- Potential customers are employees suffering from the virus and the WFH policy.
- We are solving a global problem related to mental health.



COMPETITION:

- ● Reddit(Worldwide), Quora(Worldwide), Weibo(China)
- Reddit and Weibo focus on sharing stories; Quora focus on asking a problem.
- TreeHole focus on stories and problems related to mental health during work.



BUSINESS MODEL:

- Similar to famous forum, it is free to use for customers.
- For advertisers, they need to pay to place ads.