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win win negotiation notes.

@SGM226

by Alex

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| **Assumptions**:   * People using iPhone and have internet. * The project should have incentive for user to join in. * Students are interested in knowing and joining activities that happen around them * Activity holders have incentives to post their activities to the App * Users would like to show their life * Users would like to challenge their friends | | | |
| **Who** | **What** | **Why** | **For Whom** |
| * Frontend developers * Backend developers * Clients * Maintainers * Users | * Develop the challenge part of the app * Maintain the app * Keep using the app and give feedback * Post activities * Challenge their friends | * Attracting more people to join the activities * To promote activities * To help students to find out what is happening around them | * Users * Clients |
| **Cost** (Cost factors)   * Maintenance costs * Development costs * Advertising/Marketing costs | | **Benefits** (Key performance indicators - KPIs)   * Increase the number of users in “Populic” * Increase the revenue in the future * Increase the posts | |