

Let's Ho Dala

– The world best website of Drinking Games –

GROUP 2



Infomation
Management
Yung-Hsin Chang
(Cindy)



Chinese
Ching-Chen Chiu
(Sunny)

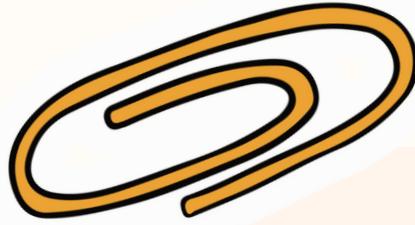


Computer Science
Chieh-En Li
(Andrew)

OUTLINE

- 
- 01. Product Background**
 - 02. Personas, Scenarios and Stories**
 - 03. STP Analysis**
 - 04. 4P Analysis**
 - 05. SWOT Analysis**
 - 06. Business Model Canvas**

Product Background



Individuals with higher social anxiety may find drinking games appealing, as they promote social connection and divert attention from unstructured individual conversations at the start of a social event.

(Mulligan et al., 2016)

In Taiwan, we usually play drinking games while gathering with friends.



I don't want to play "Truth or Dare" any more!



Feel a bit awkward during the party.



LETSHoDALA



Personas, Scenarios and Stories

STP Analysis

We will introduce some Personas, Scenarios, and Stories, as well as analyze the product's STP.



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John

Age: 18

Identity: College students

He is a student from Taipei, and he often **attends gatherings with friends.**

Objective

- Make the gathering more fun and exciting.

Challenge

- Not sure how to liven up the atmosphere, often leaving everyone embarrassed at gatherings.

Scenario

- He can start a "room" and invite members to join the gathering, allowing everyone to play games together.
- According to the game's results displayed to all members, decide who has to drink.

User Story

“ As a student who enjoys attending gatherings, I want to find many fun activities so that my gatherings can be more enjoyable. ”



Jack

Age: 20

Identity: Exchange student

He is a student who went abroad for exchange, but he

hopes to participate in gatherings in Taipei.

Objective

- Participating in gatherings with friends.

Challenge

- The distance is too far, making interaction difficult.

Scenario

- He can use his phone to enter the room number and join the room, playing games together with everyone.
- Turn on his camera to see everyone.

User Story

“ As an exchange student, I want to join my friends' gatherings and games so that we can strengthen our bond. ”



Ben

Age: 33

Identity: Bar owner

He **opened** a
new bar in
Taipei.

Objective

- Make more money.

Scenario

- Place advertisements in the app.

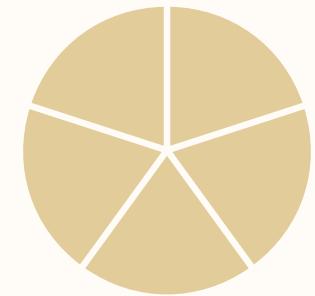
Challenge

- Lack of promotion.
- Lack of visibility.

User Story

“ As a bar owner, I would like to place advertisements in the app to increase the exposure of the bar. ”

STP Analysis



Segmentation

Age :

Infant/Child/Youth/Middle-aged/Elderly

Type of Gathering :

Physical Gathering/Online Gathering

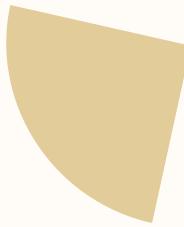
Needs :

food/entertainment/health/clothing/housing/education



Targeting

Physical gatherings specifically for teenagers, for those who want to join in more entertainment.



Positioning

Unlock the Fun at Your Table Gatherings with Our Game Selection!

4P Analysis

Product : Functions/Features of our software

Price : Form Short-term to Long-term

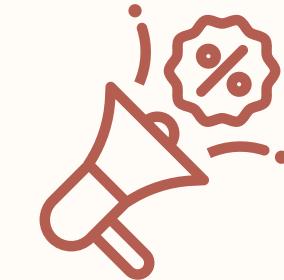
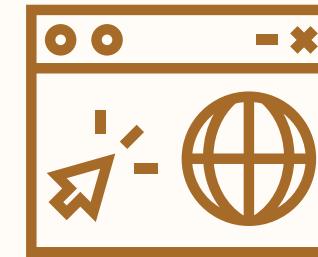
Place : The platform that we choose to deploy

Promotion : The connections we want to build to help us reach more users



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4P Analysis



Product (Functions)

MVP Version

4 games
create play room

Full Version...

more games !!
membership system
socialize functions
Business model

Price

Short-term

Free for everyone with
no limit

Long-term

Free version
&
premium version for
NT\$10~NT\$50 / 1game

Place

WEB



APP

User experience
enhancement

Promotion

Social Media FanPage
Instagram official account

Advertisement
Social Media ad.
KOL unboxing video

**Collaborate with
restaurants or bars**
stand / flyer / qrcode

SWOT Analysis

We show our Strengths, Weaknesses, Opportunities, Threats of this application.



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SWOT ANALYSIS

Strengths

1. Incorporating trending games into the product at all times.
2. Design with "room", where users won't play games with strangers.

Weaknesses

1. The web version may be less convenient than the app.
2. The level of innovation in games may not be high.

Opportunities

1. The interest in drinking at gatherings remains enduring.
2. There are fewer game apps designed specifically for physical gatherings.

Threats

1. Other companies can easily replicate it.

Business Model Canvas

Development Three Phases

We show a future business model canvas, and expanding through three strategic phases.



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Business Model Canvas

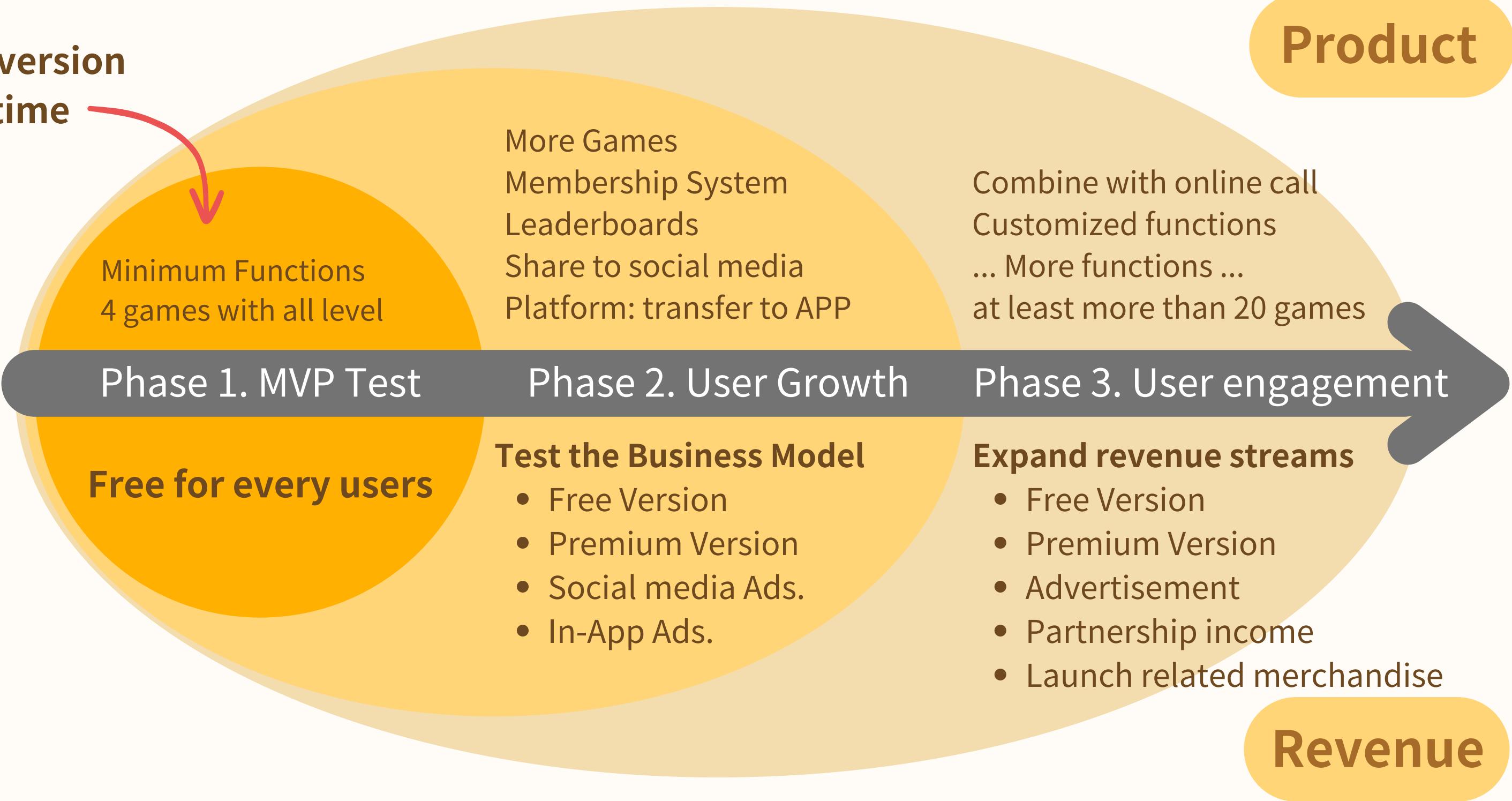
Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Restaurants (food provider) Bars (food provider) Taxi Company Social media KOL (marketing partner) 	<ul style="list-style-type: none"> Plan more games WEB dev & maint. Marketing & Ads Business Develop with restaurants/bars users behavior analysis 	<p>Game Players :</p> <ul style="list-style-type: none"> Convenient and fast fun and simple online game, no more distance limit <p>No more “Socialphobia”</p>	<ul style="list-style-type: none"> Digital platform Online customer support Brand through SM Restaurants/Bars recommended 	<ul style="list-style-type: none"> office workers Students Party organizers Family Gatherings Gaming Enthusiasts Restaurant and Bar Owners
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"> Technology platform costs Development and maintenance Data update and maintenance Marketing & Ads 		<p>Restaurants/Bars :</p> <ul style="list-style-type: none"> more exposure more food order 	<ul style="list-style-type: none"> Premium features Advertising (Social media / In-App) Partnership income Offline campaign Launch related merchandise 	<p>Long-term revenue streams</p>

Development Three Phases

our release version
for this time



HoDaLa



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Thanks For Your attention

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