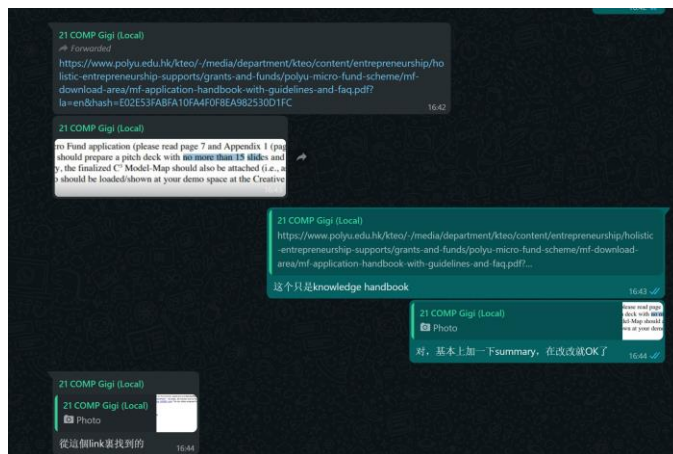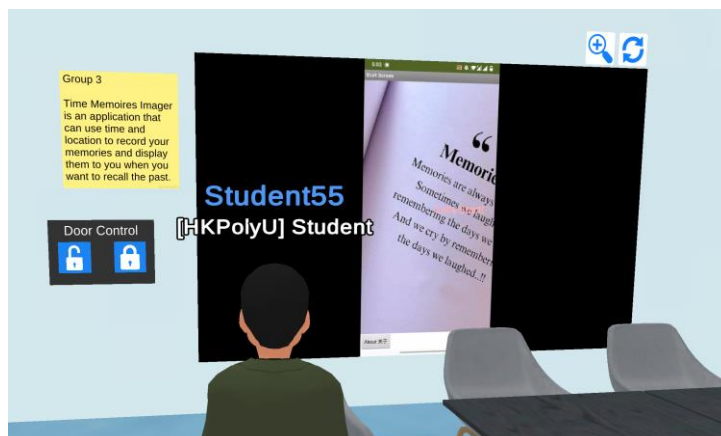COMP1901 PROJECT 3: Business Idea / Plan

COMP1901 Project 3 Individual Report

JIANG Guanlin (21093962D)

In this project, I am a leader of this project. When we got the project, I made some plans about the works for the whole team members, which were divided into parts, talked about our application, C3 business model, team members introduced, and project summary. We have some meetings to discuss the works we need to manage and know each subpart member.

Because I am the application sponsor, I summarized the application and introduced our application to the public in our presentation and some slides. Also created and uploading the demo is the responsibility for me need to do.

After, I worked with one of my group members to make the company profit model to

ensure our application could get interested. The price is suitable for people to pay, and we can make it functionally. When we were pricing our application, we planned to turn our application into service, like adding some cloud storage function and the automatic generate timeline memories function to be the extra payment functions, also advertising need to be help us to make some interest. The primary application we open for free, but users need to see the advertisement, we think that is reasonable for free functions, but after we decide if the user has already paid once in our application, the application will be without advertising forever, which is kind of welfare for the user to insist using our application. Also, group members with me to discuss where we need to put, like App Store, Google Play. The application must put on the platform which have less fee, but more users can download in there to make the large benefit.

Basic Function	Make the Photo Timeline and video	Cloud Storage (Compress) + Timeline Video	Cloud Storage (Original image) + Timeline Video
Free	10 HKD / time	20 HKD / Month	40 HKD / Month
AD	No AD	No AD	No AD

In this enterprise project, I learned a lot. We run a virtual company that has the application we built and developed. We need to drive investment through roadshows that require improving our presentation skills and teamwork abilities. Those skills in the enterprise are very important, not only about managing and showing our company's application to anyone, but also those skills can help our team build, apply in teamwork, and get "profit".