Short Product Description

The SmBC – Smart Business Card

What is it?

The SmBC is a business card, with a NFC tag, which retains a digital copy of all the contact details of the user. The SmBC works together with an app for mobile devices (iOS, Android, Windows) which has the contact details of the user as well as contact details of other people who he/she has connected.

How does it work?

The main purpose of the relationship between the SmBC and the app, is to allow two people (one with the card, the other with the app) to connect instantaneously without having to exchange their business cards. When the card and the app connect, via NFC, the app understands that a person with SmBC #001 is requesting data transfer. As a result, the contact details being held in the card of this person are being transferred over to the app.

Why an app when any text-editor would work too?

The app allows the user to use its product without having the SmBC in hand. What does that mean? We all have had times when we forgot our ordinary business cards at home or in the pocket of the blazer we were yesterday with. The main idea of the app is to provide functionality to the product itself and help the user (whether they have a SmBC or not) to use it without having his/her valuable product anywhere close.

-------------------------------------------------------------------------------------------------------

Feedback section

Name: S. Uddin  
Job Title: Student  
Date: 25th of July 2018

* What are your first thoughts?
* *My first thought is why do you even need a card?   
  You could achieve it without a card just store all contact details on the phone and transfer it vi beam.*
* What possible issues do you think can occur?  
  - *It would mean that the people you want to give your contact details to have to have the app right?* \*Yes   
  - *So you got to make it easy for the people to download the app,   
  maybe if they tap the card and the app isn't in their phone - It opens a link to download the app.*
* Would you become a user if this product existed?   
  -
* Would it be helpful in your professional career?   
  -