Program Model

Assumptions

- Users/Drivers prefer using mobile payment over a cash transaction.
- People trust mobile payment systems.
- Valet companies prefer mobile payments over cash transactions.
- There isn't already a similar competitive functionality in other existing applications.
- SnapValet indeed speeds up facilitation of valet service.
- A noteworthy amount of customers often do not carry cash for valet.
- Our users would rather prefer using an android phone over other platforms.

Who?	What?	Why?	For Whom?
• Developers • SnapValet	• Develop system • Market campaign - End user: social media • Direct Sales • Networking - Conference/Trade shows	• To speed up the process of valet. • Improve cashless valet experience for customers. • Expand potential customer base for valet. • Better valet account / transaction management. • Enable direct advertising. • Increase revenue / profits.	• Drivers / users • SnapValet clients - Valet companies - Restaurants - Hotels • Sponsors / Investors

Cost

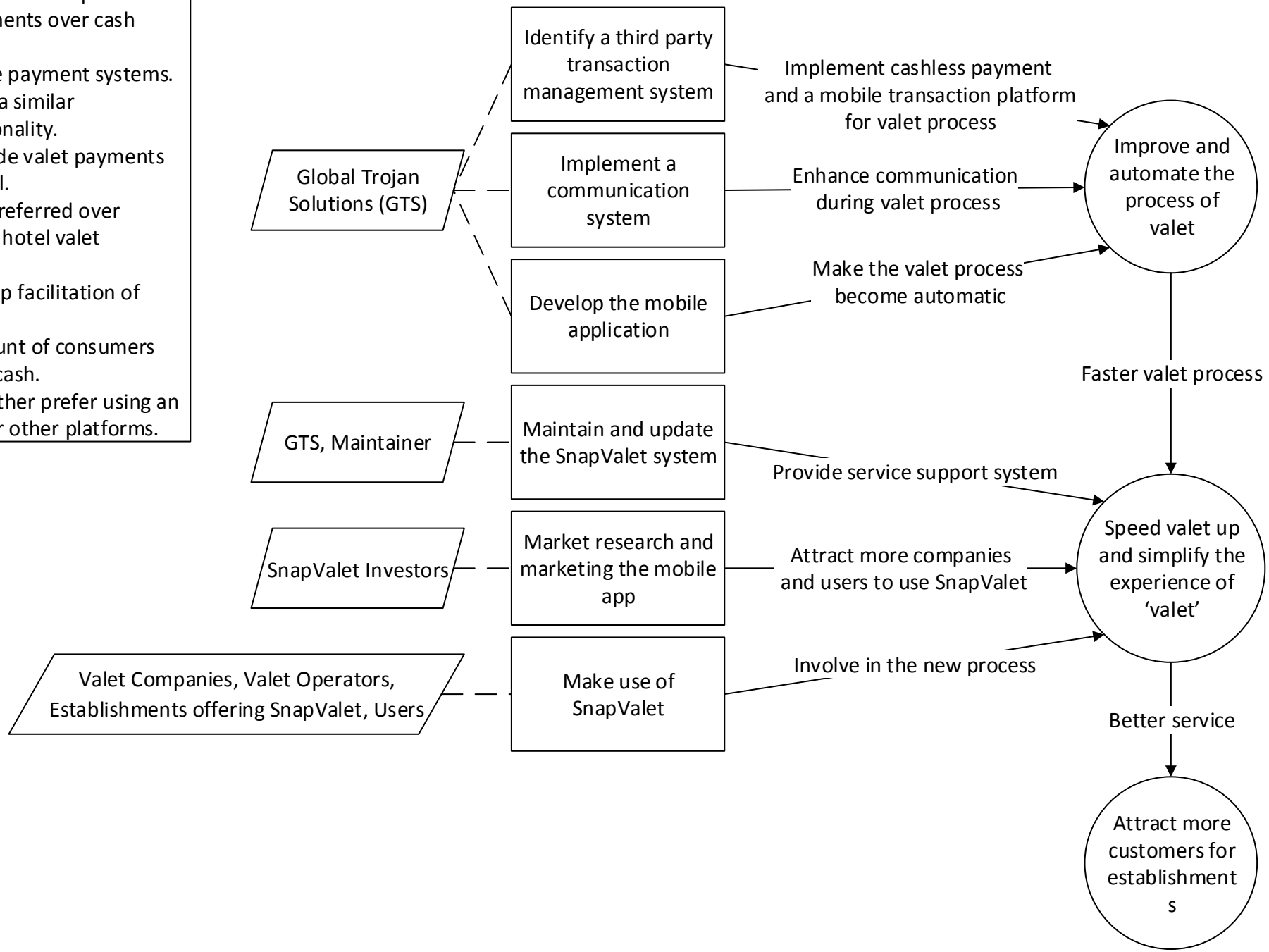
- Time.
- Marketing Costs.
- Maintenance Costs.
- Team building.
- Infrastructure:
  Web server,
  Third party transaction management.

Benefit (Metrics):

- A faster, more convenient way to valet park.
- Increase market share to include non-cash-carrying customers.
- 3% revenue / transaction.
- Prestige for developing a successful, popular mobile app.
- A reputable grade in CSCI 577a.
- Experience developing mobile apps.
- Experience working with a highly diverse, interdisciplinary team.

Assumptions:

- Users/Drivers and valet companies prefer mobile payments over cash transactions.
- People trust mobile payment systems.
- There isn't already a similar competitive functionality.
- Hotels do not include valet payments in the aggregate bill.
- SnapValet will be preferred over already automated hotel valet payment systems.
- SnapValet speeds up facilitation of valet service.
- A noteworthy amount of consumers often do not carry cash.
- Our users would rather prefer using an android phone over other platforms.



Current Business Workflow: Swimlane Activity Diagram