**1-Problem statement:**

In 2019 there will be around 28 million smartphone users in Egypt, and a total of 2.5 billion users around the world (36% of the population).

So 36% of the world population are having these amazing mobile devices that have a touchscreen interface, Internet access, and an operating system capable of running downloaded apps.

It’s with no doubt the communication revolution at its climax, everyone of course is realizing that, and we can make sure of this by reflecting upon a simple fact that:

**“An average of 6,140 mobile apps are released everyday through the google store, Apple App store reaches a number of 1,434 mobile apps released daily.”**

Although there is a large number of apps that is emerging every day,

A lot of them fail, and we need to ask ourselves a vital question before we proceed, which is: **Why do they fail?**

According to a study made in the **International Journal of Software Engineering & Applications (IJSEA), Vol.5, No.5, September 2014**

By Venkata N Inukollu, Divya D Keshamoni, Taeghyun Kang, and Manikanta Inukollu.

**There are two main reasons for failing of lots of mobile apps:**

***I-Technical Problems:***

According to the top negative reviews and statistics made by the authors of the above study, **“44% verbally express they would expunge a mobile app immediately if app did not perform as expected”**. The numbers clearly point out that there are good apps, and lamentable apps in the app market.

App users not only uninstall the app, but also provide negative reviews on the app when customers do not relish the app.

With social media and word of mouth being so popular negative reviews spread rapidly, which rigorously affects the reputation of developers and poses a threat to their future releases.

Users own a significant role in the success/failure of an app. A Mobile App review survey was conducted on a sample of over 500 American mobile app users, aged 18 years or older.

According to the results of the survey **“96% of the American mobile app users say there are frustrations that would lead them to give an app a bad review”**, including the following:

• Application/system freezes – 76%

• Application/system Crashes – 71%

• Slow responsiveness – 59%

• High battery consumption – 55%

• Considerable amount of ads and promotions – 53%

The survey also has recorded the statistics of the number of users for whom performance matters the most. Without any doubt, the number is 98%, i.e. almost every app user considers performance as his/her main priority.

**When the users were questioned about the type of apps, for which the performance mattered the most:**

* (74%) said banking apps
* Followed by maps (63%)
* Mobile payments (55%)
* Mobile shopping (49%)
* Games (44%)
* Social media (41%).

**Interesting statistics have also been recorded regarding the consequences of poor performance of apps:**

* 44% of the users would delete the app immediately.
* 38% would delete the app if it would freeze for longer than 30 seconds.
* 32% would use a negative word of mouth to inform about the bad performance.
* 21% would post their negative comments on social media (such as facebook, twitter, and blogs.
* 18% of the sample responded by saying that their patience time is only about 5 seconds, i.e. they would delete the app if it froze even just for 5 seconds and this number is expected to increase drastically in the future. Even though the number is small.
* 27% of people said they would keep a paid app a little longer in spite of its poor performance, but the damage is already done which is not easily repairable. The users would not prefer to buy any such apps in the future from that particular developer/brand.

***II-Marketing Problems:***

According to the study With so many developers building new apps each day, it is becoming extremely difficult to acquire/attract, retain and monetize customers and to develop brand equity and loyalty.

Developers and apps are similar to brands who need to be marketed. App marketing plays a vital role in the success/failure of a mobile app. Marketing and social efforts are required to keep consumers engaged after the app is downloaded to their device.

Insufficient marketing efforts and marketing strategies will lead to decline in return on investments and hence will result in disappointments and frustrations. 70% of developers are frustrated with the current state of app marketing

**So are they only the technical and marketing flaws the problems that we have to solve to develop a successful app?**

We think that the answer is no, we think that a successful app needs to be built on an unsatisfied need. This is our core question, which is to find this unsatisfied need.

Even though these astonishing numbers of emerging apps are offering new solutions to everyday problems, and lots of them are mainly about communication, **but** unfortunately there still are lots of communication needs that aren’t satisfied.

If we think carefully we will find that the problem of communication at its heart isn’t completely solved yet.

The problem of communication in its core is not just about reaching others, and it’s not just about the **number** of those others, but rather it’s about Who will you communicate with to satisfy your needs and how will you communicate? It’s not about the quantity but the quality. We don’t need random communication, we need the most suitable and beneficial communication.

So let’s have some examples of real life situations in which we we want to communicate efficiently with others to satisfy a need or service:

1-Ahmed is a visually impaired man, who can’t see well without the aid of others, he wants to communicate with a sighted person to read something for him.

2-khaled is reluctant to choose between different departments in his college, he wants to easily contact students in each department to help him taking a decision.

3-Mohamed is going to get a driving license , but he is too afraid of taking the test. He wants to chat with someone who experienced it before to tell him about the test circumstances, and all the procedures to be taken.

4-Abdelrahman wants to launch his own startup, but he can’t launch it alone as he needs another partners, how could he find trustworthy partners with the right qualifications for the startup, and initiate discussion with them?

5-Doaa makes homemade food and sells it for others online, but she faces a problem of finding someone with a suitable price who can deliver her food to the customers.

6-Mariam is going to get married, she wants someone to move boxes of her belongings from her current home to her future home via a truck. She can’t find one easily.

7-Mona wants to buy a ticket to attend her favorite band concert but she is very busy and transportation is difficult, she just wants to find someone who can buy it for her and receive it from him/her later.

8-Hussein wants to know what transportation to be taken to a certain destination, he googled it but he found outdated information. He wants to quickly contact anyone in this destination to help him figuring the most suitable transportation.

9-Farid wants to rent the football field in his college, he doesn’t want to attend college this day because he and his friends are in vacancy,so he needs to find another student in the college to rent the field for him.

10-Gamal is terribly shy, he can’t make any friends. He wonders if there is any way that he can find friends who share his hobbies and enjoy their time together.

**In all of the examples above in order to find solutions, we find that Timing is very critical, matching people with specific criteria is very critical.**

So the problem is mainly about having a need or request that we want to satisfy but we can’t find the right people in the right place in the right time, in order to satisfy those needs.

We can sum the problem up in the following words:

**Our problem is: “people matching according to service’s type and specific criteria chosen by service requester, plus providing efficient ways of communication after that ”.**

**And we mean by matching here not one to one matching, but how to recommend services to the right people in the right time.**

**And the question is : can technology help us?**

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