



# INFO 5001 Final Project

# Digital Market Application

Northeastern University - Information System

Jiading Zhou





# Suppliers and Products

- SamSung
- Apple
- Microsoft

Phone, Tablet, Laptop, Repair Service



# Digital Market App Design Logic Flow

Market: (Group of People)

- College Student (student)
- Business Officer (white-collar)
- Construct Worker (blue-collar)

Channel: (Method connect to Market — Ways to send Ads)

- YouTube
- Email
- SMS Message

-----> Market Channel Combination



## Solution Offers (Bundles)

### College Student:

- Tablet and Laptop
  - Easy to make notes, develop the homework assignments and projects

### Business Officer:

- Phone and Laptop
  - Save time, easy to communicate with other colleagues. Convenient to use on multiple places (Starbucks, AirPlane)

### Construct Worker:

- Phone and Electronic Repair
  - Get protect on their electronic devices, since easily damaged.



# Ads and User Input

Ads:

- Title
- Ads Contents (Slogan)
- Market Channel Combination

User Input:

- Input String, in Market and Chanel.
- Compare the Input String with the Market Channel Combinations



# Potential Customers

5 Customers

- 2 College Students
- 2 Business Officers
- 1 Construct Worker



**Thanks.**