

FOR FUN(๗)

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Project Phase #2

By

Mr. Peerawat	Sorosthunyangpong	6388104
Mr. Poomrapee	Wareeboutr	6388113
Miss. Pitchaya	Teerawongpairoj	6388133
Mr. Pawin	Khamlaksana	6388189
Miss. Sasima	Srijanya	6388196

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Project Phase 1 Revision

Customers' Pain point

- Parents who want to take care of their children's teeth do not have dental caries or disease in their children's mouths.
- Parents who want their children to have a correct behavior of taking care of teeth.
- Parents who don't know which dental clinic should take their children to check their dental health.
- Babies who have a problem with their teeth which are dental caries or diseases that need to be treated.

Solutions

- An application for taking care of the babies' teeth until children's teeth, including giving information, finding a dental clinic and consulting with dentists.
- We will take care of babies' first primary tooth until the last primary tooth which is babies aged around 6 month until 7 years old.
- Nowadays, people have a lot of problems with their dental health which is from their behavior of taking care of their teeth. If people have corrected their behavior since they were children, they will have good dental health. And before the children have the correct behavior of taking care of their teeth, their parents should have correct knowledge and time to teach their children.

The features and services of For Fun(พล) application

- History of teeth care – Sometimes, parents cannot take their children to the same dental clinic and a new dental clinic wants to know what children do before coming to this dental clinic.
- Booking - Sometimes parents don't know which dental clinic near their home. So, they can look in our application and book from our application.
- Notification – Parents will get daily notifications to finish daily tasks of taking care of children's teeth and taking children to see a dentist to check regularly dental health.
- Information about dentists and phone consultation – Our application will show the education and work history of dentists to make parents trust dentists. And parents can make a phone call to ask the dentist a question.
- Information about teeth - If parents want to find more knowledge about teeth, our application will have E-books, video, and research for giving information.

Customer Information

Parents' Persona

- Parents aged 25 - 40 years old who have babies aged between 6 months until children aged 7 years old.
- Parents' readiness for being parents to taking care of babies includes being ready to pay money to treat their children's teeth, having time to take care of their children's teeth, and having time to gain more knowledge.
- Parents who stay in Bangkok and are able to take their children to the dental clinic.

Application Interfaces

We offer an application which provide solutions to customers. This below is a minimal prototype that we implemented to illustrate the appearance of our program which customer able to use to solve the pain point.

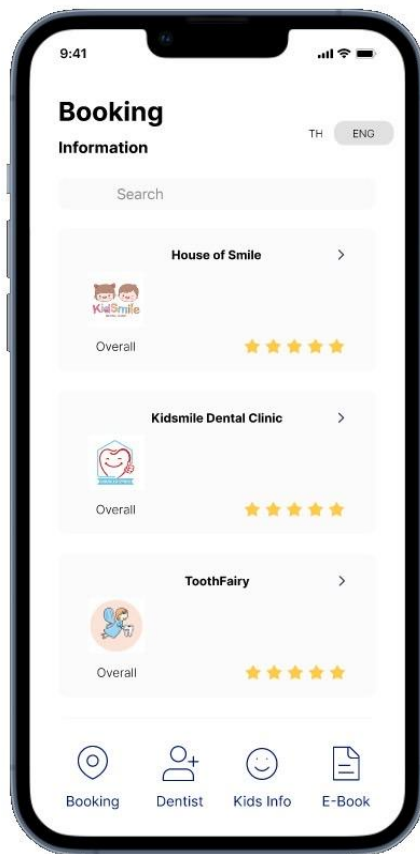


Figure 1: Booking System

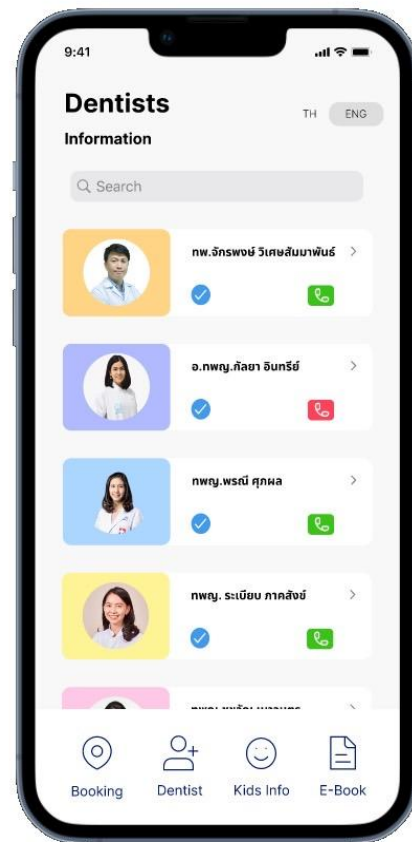


Figure 2: Dentists Appointment

Booking System

The booking system is used to let a user find and select the specific child dental clinic after the user chooses the favorite clinic, the user can reserve the queue to get a child dental treatment easily.

Dentist Appointment

This page offers the user to find a dentist to get a consultation or appointment, the user can see the dentist profile that consists of work experiences and certifications the dentist had.

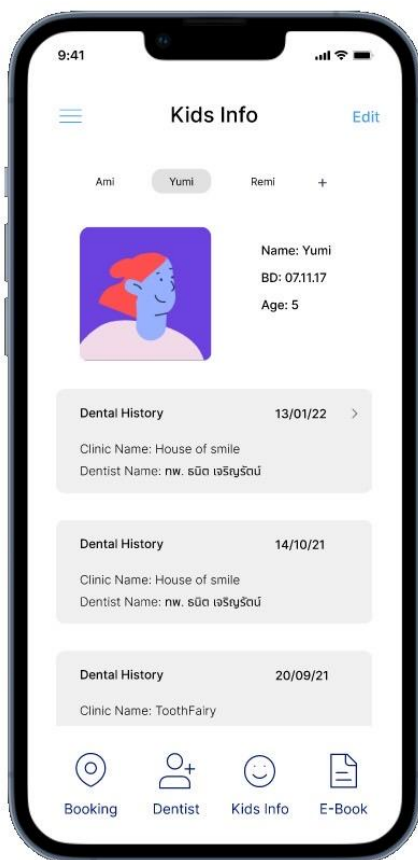


Figure 3: Kids Information

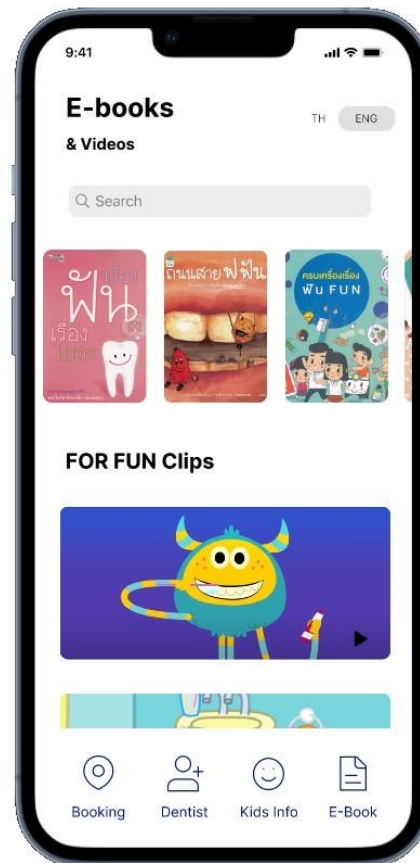


Figure 4: E-books & videos

Kids Information Page

Kids' information to keep track of personal information for each kid, gather all of the dental histories, and keep all of the records about the treatment plan for each kid to make it easier for the dentist to plan for the following treatment when the kids change the clinic.

E-books & Videos

This page is used to gather all of the knowledge that is related to teeth, such as through E-books, articles, and videos.

Customer Interview

Our group interviewed three people including Chayanis Teerawongpairoj, Tathata Panich, and Jinjutha Kiattisaksri.

Customer's information

1. Chayanis Teerawongpairoj career: Dentist
2. Tathata Panich career: Dentist
3. Jinjutha Kiattisaksri career: Housewife

The summary of what we got from interviewing customers including

1. Our application is very useful if it is possible to make it.
2. For the google map part, nowadays it has many clinics in Thailand. It may have some clinic that we didn't show in our application.
3. It is very hard to collect all the dentist's information.
4. If the clinic uses our application, the clinic will have to separate the booking system between our application and walk-in customers which will make staff at the clinic work harder and more confused.

Financial Plan and Strategy

1st year

- For the first month (April), we will release only a trial application in order to test a system and receive a feedback from our customers. Also, we will invest on advertising and promoting on social media platform e.g. Youtube and Facebook. These two platforms have a lot of users as a parent which is our target customer.
- In the next two months (May-June), we will improve the application based on customer feedback and prepare to release real application.
- We will release the real application to app store in July, and we will keep promoting on the same platform until August and look for other new platforms and hiring family or kid influencer as well.
- In September, we will fully promote and invest for advertisement as much as possible because this month have highest number of birth rate in Thailand. Therefore, we have to upgrade the cloud web server in order to support a need of many customer beforehand.
- For the rest months, we will keep periodically provide some promotion to customer to maintain their retention and loyalty.

2nd and 3rd year

- We will use the same plan and strategy as the first year, but it's not include advertising and promoting in the first month (April).

Future Plan

- **Expanding the customer and partner base**

Presently, our actual target customer is children in the range between 6 months and 7 years old. Therefore, we will increase the customer range to teenagers around 18 years old. Also, we will look for some new partners related to dental and oral health e.g. dental product manufacturers, and private hospitals in order to generate more income.

- **Focusing on a new service area**

Currently, we're now focusing on providing service in Bangkok only, so we will expand our service to new areas in Thailand which are affordable to most parents in order to meet the needs of customers in other areas. For example, we might expand to other major cities of Thailand such as Chiang Mai, and Pattaya where customers have high purchasing power.

- **Providing a new service**

Now our major revenue source is commission fees from the dental clinic, so it's very unstable due to depending on customer health. Thus, we might provide some new services in order to diversify the risk of our revenue and income. For instance, we might provide a service to buy dental products from our partners in the application and receive them at a clinic.

- **New feature in the application**

We might add some new features to our application to be more interesting and attractive to customers, especially for children. For example, we will let a dentist verify children's dental health and give a point to them if it's healthy. Then, children can use these points for exchanging kid's toothbrush or other dental product to encourage them to maintain dental health regularly.