FindIt

Helping Users Reconnect With their missing Items

MARKET STUDY

OPPORTUNITY STUDY AND PARTNERSHIPS

1. **Market overview**

   - Some services exist in Cameroon to manage lost and found items but **MTC Lost Property Office** in Yaoundé, Cameroon stands out, when someone loses an item (e.g., keys, passports, certificates), they report it to the MTC Lost Property Office. The office maintains a comprehensive database of lost articles. Trained staff use a systematic method to search for lost items.

   - We see that the solution above need train Staffs to be able to recover the missing items and the only place to report a found item is in Yaoundé. Who will want to spend his money to deposit a found item in Yaoundé? Also, very few people know about this solution as it is inefficient!!

   - What if there was a mobile Application that allow the user to capture and upload found items into a centralise database then take it home or deposit at the closest public institutions(school, police station, hospital, council , radio station, etc.)? And the person whose item got missing simple search for the item from the database of found items with the help of computer vision for more and natural language processing for accuracy? Findit do just this!!

2. **Target market and needs**

   Survey Data Analysis

   Based on the survey data collected, we can identify the target market segments and their needs. The data highlights both the geographical distribution of respondents and their

specific challenges and preferences regarding lost items and the use of the proposed mobile application.

Respondent Distribution by Location

LOCATION	NUMBER OF PERSONS
Buea	28
Yaounde	1
Kumba	1
Dschang	1
Nigeria	2
USA	1

Respondents Facing Difficulties Finding Lost Items

LOCATION	NUMBER OF PERSONS	PERCENTAGE
Buea	25	89%
Yaounde	1	100%
Kumba	1	100%
Dschang	1	100%
Nigeria	2	100%
USA	1	100%

Respondents Willing to Use the Application

LOCATION	NUMBER OF PERSONS	PERCENTAGE
Buea	25	100%
Yaounde	1	100%
Kumba	1	100%
Dschang	1	100%
Nigeria	2	100%
USA	1	100%

Desired Functionalities (Survey Responses)

- Ability to upload an image
- Easy navigation
- Section providing tips to reduce the probability of losing regular items
- Feature ensuring that the matched object actually belongs to the user
- Progress tracking
- Minimal search delays
- Inclusion of a taxi drivers' union

Notification Preferences (Survey Responses)

NOTIFICATION PREFERENCE	NUMBER OF PERSONS
Email	17
Push Notification	14
Both	2

Interview Data Analysis

Additionally, interviews conducted in Buea provided further insights into the specific needs and preferences of potential users.

Interview Respondents in Buea

- Number of persons interviewed: 13
- Number of persons that have lost an item and faced difficulties: 13
- Number of persons willing to use the app: 13
- Total percentage of people willing to use the app: 100%

Desired Functionalities (Interview Responses)

- Feature showing where the item is located
- Progress tracking
- Suggestions for potential locations based on the last known location
- Notifications
- Ability to upload the barcode of a specific object
- Space to log in various credentials

Notification Preferences (Interview Responses)

NOTIFICATION PREFERENCE	NUMBER OF PERSONS
Email	6
Push Notification	5
Both	2

Summary of Target Market Needs

Based on the collected data, **the target market comprises individuals who have experienced losing items and faced difficulties in retrieving them with a starting point as those residing in Buea Town.** The willingness to adopt the proposed mobile application is high, with 100% of respondents expressing interest in using the app. The primary locations with potential users are Buea, Yaounde, Kumba, Dschang, Nigeria, and the USA.

Key User Needs

1. Image Uploading: Users want the ability to upload images of lost items for easier identification.
2. Easy Navigation: The app must be user-friendly with seamless navigation.
3. Tips Section: Users appreciate a section with tips to prevent item loss.
4. Ownership Verification: A functionality to ensure the matched item belongs to the user is crucial.

5. Progress Tracking: Users want to track the progress of their search.

6. Fast Searching: Minimal delays in searching for items are essential.

7. Integration with Taxi Drivers Union: Including this feature can aid in finding lost items in transit.

8. Location-Based Suggestions: Suggesting potential locations for the lost item based on the last known location is highly valued.

9. Barcode Uploading: Users want to upload barcodes for specific objects.

10. Login Capabilities: The app should provide a space for users to log in with various credentials.

Notification Preferences

- A significant number of users prefer email notifications (17 respondents).

- Push notifications are also popular (14 respondents).

- Some users prefer both email and push notifications (2 respondents).

By addressing these identified needs and preferences, the proposed mobile application can effectively meet the demands of its target market, providing a robust and user-friendly solution for the archival and retrieval of missing objects using image matching technology.