

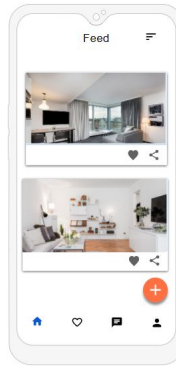
# Abacus - Project Scope

We will develop an Android-app, where you as a student can find another student to switch apartments with, if you both live in a SGS student accommodation. This could be useful if a student would like to try out another area of Gothenburg, or if they need more/less square meters. The platform gathers all exchange possibilities, and there students can find each other. Contact can then be made between the two or three parties/users, and they can apply on the SGS website as usual, as we don't facilitate the exchange process itself. The app's purpose is to make for an even playing field for students looking for a switch in accommodation, and makes it a smooth process having all options at one place. Our stakeholder is Lisa, who wanted to find a solution for switching SGS apartments in a better way.

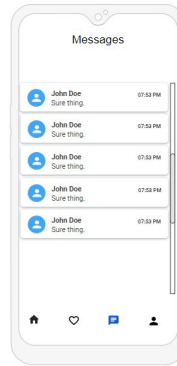
# Business Model Canvas

<b>Key Partnerships</b> <ul style="list-style-type: none"> <li>- Students work as suppliers, as they are the ones supplying the apartment to the website itself.</li> <li>- SGS can be seen as suppliers, as they make these exchanges possible between students, however, they are not partners, since they have no interest in the product itself.</li> <li>- Our main partner and stakeholder is Lisa Eskilson, a student who confirmed the need for our service/product. Lisa supplies knowledge and interest in the product. A key activity which Lisa performs is feedback in the development process.</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>- The app will be developed during 4 weeks so this will be the main activity during that period.</li> <li>- Communication with the stakeholder Lisa Eskilson is important to make sure the project scope is on track.</li> <li>- Weekly meetings with supervisor to guide the team and discuss problems.</li> <li>- Weekly planned meetings with the team, where tasks are distributed.</li> </ul>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>- Value is created for both parties involved, as they both are suppliers and buyers in this scenario. Therefore the value is created by connecting the two individuals and it is done by supplying the platform itself</li> <li>- The most important customers are the students who have a curious mindset regarding their housing situation, someone who likes to experience new city areas or types of accommodation, as well as the ones in need of switching apartments.</li> </ul>
<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>- The app is free of charge. And since it is a school project without contact with a company no money is to be earned.</li> <li>- One future edition could be that SGS buys the application from the developer team.</li> </ul>	<b>Key Resources</b> <ul style="list-style-type: none"> <li>- The most important asset required is the posts supplied by the students, as more posts generates more opportunities.</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>- Lisa Eskilson is our stakeholder and we will communicate with her during the development of the app to make sure that we satisfy her needs and to get feedback on our accomplishments.</li> </ul>
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>- The main cost for the app is developing it, as the service is only based on the platform itself, and doesn't provide any other features.</li> <li>- If the application would be launched, it would implicate costs from the launch itself, databases and maintenance</li> </ul>	<b>Value Propositions</b> <ul style="list-style-type: none"> <li>- The platform may create a new marketplace and new opportunities, as students can upload their apartment to find out whether it garners interest from others. Otherwise, you may miss out on opportunities which you never knew existed before.</li> <li>- Value is created in the connection between the customers, as they both are interested in each others' offerings.</li> <li>- The problem which is solved by our app is a need or want for different accommodation, and our service facilitates a better platform for the matchmaking process.</li> </ul>	<b>Channels</b> <ul style="list-style-type: none"> <li>- Word of mouth will be the starting strategy for the service, as student ambassadors can reach other students and garner interest, but it also creates trust for the service.</li> <li>- It is the customers themselves who will reach out to the platform, as it is in their interest to find a greater audience for their requests.</li> <li>- The service will become a standard when looking for another living space, and will therefore be implemented in the searching experience.</li> </ul>

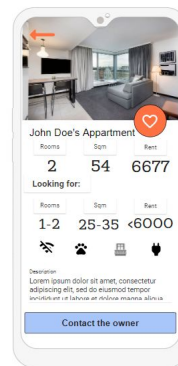
# Mockup



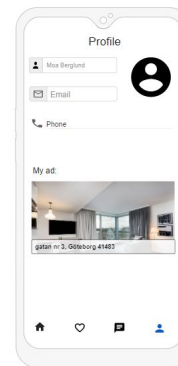
Home screen



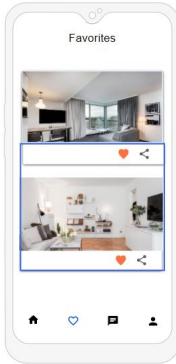
Messages



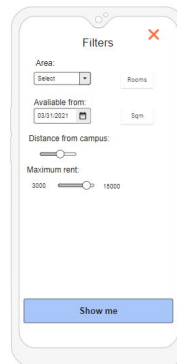
Ad



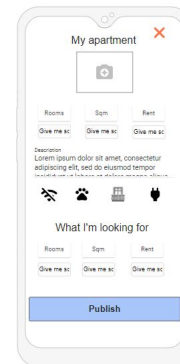
Profile



Favorites



Filter



Creating an ad