Business Case

Business case information can be structured by completing the table below.

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| **Application Name** | QuickFeed |
| **Type of business model** | Freemium, Advertising and Brokerage |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  *We are giving value to the Service providers and Consumers.*  *Every service provider must be get feedback about their services,*  *and every consumer must be able to get feedback for their behavior. A consumer can also place an order if the provider is selling some goods.*  **Who are our most important customers?**  *Our most important customers are Service providers because they are ones who would provide an initial stage of using our product by registering their product/services.* |
| **Groups of internal stakeholders, business users** | *Indicate who will be using the system.*  **Do we need a product development group?**  *Yes we need Front-end and Back-end developers for development of our application.*  **Do we need a sales group?**  *For making our product available to users we need a sales and Marketing group.*  **Do we need a finance group (accounts payable, receivable)?**  *No, initially we are not charging much and making it free for promotion purposes, so we don’t need a finance group.*  **Do we need a customer support team?**  *We may need a customer support team so that if there are any queries that cannot be resolved by the FAQs/common questions on our website.*  **Do we need an advertising management group?**  *Yes we will need an advertising management group so that our product can be launched successfully in the market and the target audience is aware about it.* |
| **Value propositions** | **What value do we deliver to the customer?**  *We will deliver an acknowledgement about the business owner or service provider to get the feedback about their work from their consumers. On the basis of feedback, once can place an order or book a service directly by our platform.*  **Which one of our customer’s problems are we helping to solve?**  *We are trying to make a service provider aware of how their services are performing by getting feedback and ratings from consumers who have used them. Also a direct selling from our platform.*  **What bundles of products and services are we offering to each** **Customer Segment?**  *Initially we are offering customer management tool,*  *View and Reply to customers on a feedback,*  *for free.*  *Order management tool.*  **Which customer needs are we satisfying?**  *We are providing a consumer, details about the best service providers in their area and we are also providing a way where a service provider can get to know feedback of their customers. Also a direct order placement from our website.* |
| **Key resources** | **What Key Resources do our Value Propositions require?**   1. *Informing a business owner to update information in their details, if there is any change.* 2. *Content management for new places added.* 3. *Verifying the business and services.*   **Our Distribution Channels?**  Our application is mostly available on the web and can be accessed anywhere from any device with a web browser.  **Customer Relationships?**  *Customer relationships can be maintained by replying positively to the feedback and queries.*  **Revenue Streams?**  *Subscriptions, commission on every order and ads on our platform.* |
| **How the system is used** | **What are the main business use scenarios?**  *A user will be taken to our home page where he/she can search for a particular place.*  *They can also search a place by its category.*  *After finding the place, if they have visited that place, they can give a review.*  *If they want to use the services of that business, they can check the reviews and make their decision.* |
| **Revenue generation, Revenue streams** | Main revenue will be generated by paid subscriptions and features a user wants to use. It would be limited to only business owners or service providers. |
| **Key Partners/Suppliers**  **(Stakeholders)** | Advertising platforms |
| **Expected Benefits** | We will charge after 1 or 2 months of promotional period for our premium services like customer management system and replying to customer’s feedback on service.  We can charge monthly, yearly for the above premium features. |
| **Known Prototypes** | Yelp.  Google Reviews. |
| **Front-end Technology** | We will use React.js as our front-end development library. |
| **Back-end, Database Technology** | We will use Django as our server side language and for Database we will use MySql. |