

Group Report Outline

Group Name: Group B

No Plagiarism Statement

Our group states that this is all original work and none of the report or project is plagiarized. We have checked our submission on Urkund and there is no plagiarised text.

Abstract

As a group, we decided to design an app for party planning. The app's name is PartEasy and will be available on both Google Play Store and App Store. The purpose of designing this app is to help people organize parties and events in a simpler and easier way. In the research stage, we found several similar apps in the existing market. Nevertheless, none of the apps we found have included all functions we intend to add into the software: guestlist, public playlist, food & drink menus, location & times. The app is accessed by Facebook, Snapchat, or Twitter account. Therefore, no additional account is required. Customers can keep control of their guestlist, music, food, and drink all in one app and it will hopefully support multiple languages. A Spotify account is also available to create a playlist and be edited by everybody attending the event. Currently the app supports only English, but the plan is to make it available to as many languages as possible. Our target audience are teenagers and young people between the ages of 15 - 30. In this case, we will focus on how to reach more users for the app. Fun; Like many eCommerce projects, the original intention of developing PartEasy is providing pure fun for people in parties or social events. Better value at a lower cost; the app should be accessible as possible, and the subscription should be a reasonable price. Also, a freemium business model may possibly be applied. Going international quickly; As a result, localizing should be considered in various fields. Social integration: Make sure the app integrates with local popular social media access such as Twitter and Instagram. This makes data collection easier and allows users to register with minimal hassle or problems. We plan to expand the app as far as possible. Customer acquisition: Customers

who pay to subscribe will ultimately help run the app. We should know who to target for our products. One idea is starting a pop-up-pub service where we provide a tent to the client, a barman and they can have their own party in their back garden; food, drink and music included. All these options can be modified and customised in the app. In conclusion, we are incredibly happy with how our app design poster and website turned out. Our idea is a very doable business idea, and we designed a very fitting poster and a website to match along with this idea.

1. Introduction

As a group, we decided to design an app for party planning. The app's name is PartEasy and will be available on both Google Play Store and App Store. The purpose of designing this app is to help people organize parties and events in a simpler and easier way.

2. Background

In the research stage, we found several similar apps in the existing market. Nevertheless, none of the apps we found have included all functions we intend to add into the software: guestlist, public playlist, food & drink menus, location & times. What is more, most relevant products only support English so it is uncomfortable for those who do not speak English as their first language. (Only about 360 million people speak English as their first language). So, an app with multiple languages will have a wide-open market throughout the world. We have implemented a function into our website however that allows it to be changed into a whole variety of languages.

3. Overview of Product

The app is accessed by Facebook, Snapchat, or Twitter account. Therefore, no additional account is needed, which corresponds to the concise user interface. However, there is an option for those who need it to create an account within the app. People can control their guestlist, music, food, and drink all in one app. It will support multiple languages. A Spotify account is also available to create a playlist and be edited by everybody attending

the event. Currently the app supports English. We feel if we allow everyone to make a small contribution to the playlist it keeps everyone happy, making for a better night and better reception. It is however, in the organisers control, either everyone can edit the playlist or only people who are given access.

4. Possible markets

Our target users are teenagers and young people in and around their 20's. Combined with existing supported language, our possible market geographically most are English speaking regions like Ireland & UK and US, as well as some potential markets in other countries such as Canada. We feel there is a large void in the market of party planning apps and the ones on the market are more for formal events or are in the form of a website. Like stated before, similar apps fail to use some key tools that we have utilized, such as guestlist and drink/food menus.

5. eCommerce approach

In this case, we will focus our app to reach as many possible users as possible that it can and maximise the app's success.

Fun:

Like many eCommerce projects, the original intention of developing PartEasy is providing fun for people at parties or social events. Therefore, we put UE (user experience) in the first place. Maybe you cannot really remember the last time you had a genuinely fun experience with consumerism, as nowadays it can be very money making focused. How many times in the past few years have you really been satisfied by what you paid for in terms of online consumerism. For us personally it was only a handful of times each is recent memory and that is the mistake we don't want to happen with our own app.

Better value at a lower cost:

As mentioned before, there are several similar products in the existing market. As we all know, the eCommerce business is a fiercely competitive industry. So how can our app influence the market in a short period? The answer is, to be a cost-efficient app! Functions should be very accessible,

and any subscription should be in a reasonable price range. Also, a freemium business model may be one of the better options for this particular app (Basic services are free, while additional features are offered via paid subscriptions). This will attract more targeted users who want to try for free and then decide if they would pay for the service.

Going international quickly:

As Scottish biologist and philanthropist Patrick Geddes said, “Think globally, act locally”; marketing internationally is the best way to drive growth. As a result, localizing should be considered in various fields such as languages, UI(user interface) even payment methods.

Social Integration: Also, do not forget social integration. Make sure the app integrates with local popular social media access. This makes data collection easier and allows users to register without additional problems.

Customer acquisition: The most important part of the project. Customers who pay to subscribe will ultimately help run the app. We should know who our target audience is for our products and how to make them better for that audience’s needs. Online promotion such as Google ads, Instagram for business could be good ways of strategic advertising.

6. Discussion

When discussing this poster and website, we wanted the viewer to be able to clearly understand what our app was offering but not to be overwhelmed by it either. So, we decided to choose a sectioned view for the poster. Each section describes an important feature of the app in the most concise and succinct way possible. This display helps the viewer not to be overwhelmed by all the information, as it is neatly plotted around the poster.

7. Future Possibilities

The app will support some mainstream languages such as Spanish, Portuguese, French and Chinese in the near future. We plan to expand the app. One idea is starting a pop-up-pub service where we provide a tent to the client and a barman and they can have a party in their back garden, food drink and music included another is even starting a business in this

industry of party planning or even turning the app into a functioning website. All these options can be modified, and custom made within the app.

8. Conclusion

In conclusion, we are happy with how our poster and website turned out. Our idea is a very doable business idea, and we designed a very fitting poster and website to match along with this idea. We believe our idea taps into a large market in the world today, given the demand for quick and effortless apps that make life easier for the consumer, whilst also targeting the key audience (teenagers/young people) that both like to party and are the highest demographic for owning mobile phones and smart devices. Nowadays apps are highly successful businesses that thrive on age or smart devices and technology.

References

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