



# Title



# Overview





# Situation and problem





# Solution and value proposition





# Functionalities and screens





## CR: Acquisition and Retention – Strategy, Accounting and Analysis





## Market Study: Users/Customers – Qualitative & Quantitative





## Market Study: Competitors – Qualitative & Quantitative





## Detailed Analysis of Users' Behavior w.r.t. the Problem





## Users Problem and App: Conclusion and Decision Regarding the Project





## 2b. Appendix Overview





## 3b. BMC, including revenue streams, price





## 5b. Java code + Demonstration





## 5c. Manual Prototype: Detailed Design





## 5d.1 Application (Website/Mobile App): Technology Chosen, Team Tests and Team/External Interface Tests





## 6b. CR: Acquisition & Rétention – Users List





## 7b. Interviews: Questions & Results





## 7c. Questionnaire: Questions & Results





## 7d. Market Study (Users/Customers) – Sources & Additional Elements





## 8b. Market Study (Competitors) – Sources & Additional Elements





## 9b. User Behavior & Feedback – Manual Prototype (Team & External)





## 9b. User Behavior & Feedback – Application (Team & External)





## 10b. Financial Plan (Limited): Expenses, Break-even Arguments

