TRACKIFY APP

INTRODUCTION TO PRESENTER

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Roll no	36
Topic	Unique Bussiness model
App Name	Trackify

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INTRODUCTION

INTRODUCTION

A universal tracking app is a tool designed to help individuals keep track of different aspects of their daily lives. This type of app typically allows users to monitor a wide range of data, such as their location, moods, health, wealth, appointments, posture, nutrition, and more. By providing a comprehensive view of these various metrics, users can gain valuable insights into their habits and behaviors, and make more informed decisions about how to improve their well-being.

One of the key features of a universal tracking app is the ability to track location. This can be useful for a variety of reasons, such as monitoring travel patterns, keeping track of workouts or outdoor activities, or simply keeping tabs on children or loved ones.

KEY FEATURES

LOCATION TRACKING

PROPER TASK BASE WORK OPPORTUNITIES

PERSONAL FINANCES AND WEALTH

HEALTH AND FITNESS

DESIGN

Here is my app design it is currently under designing but some of it is completed which I'm showing you guys here 😊
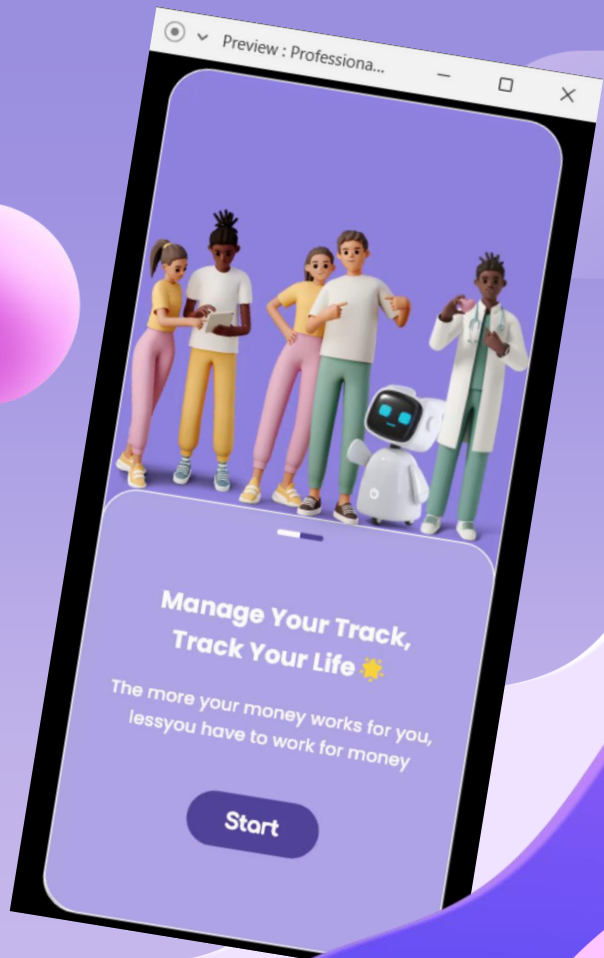
ORGANIZATION CULTURE

INNOVATION

- We have integrated ai for the automated tracing of a user

- We have also integrated deep learning and image scanning models that can help you out in daily life.

COLLABORATION

- We have already collaborated with DinoLogix and web tech technicians

FLEXIBILITY

- Our application will be flexible throughout user age

BUSINESS EXTERNAL ENVIRONMENT

CUSTOMER

- Institutes, individuals, professional personals, etc.

COMPETITORS

- Evernote, Trello, Google Sheets, Strava ,Mint.

SUPPLIERS

- Domain hosting and play store for sourcing for proper application

PRESSURE GROUPS

- Any policy maker organization regarding apps like pemra for bans and other for different aspects

INDUSTRY GENERAL ENVIRONMENT:

ECONOMICALLY

Our tracking app industry is expected to grow as more people become health-conscious and seek to develop healthy habits. We will capitalize on this trend by providing a product that meets the needs of health-conscious individuals.

SOCIALLY

The societal shift towards health and wellness is driving the demand for habit tracking apps. We will leverage this trend by providing a product that helps people achieve their health and fitness goals.

INDUSTRY GENERAL ENVIRONMENT:

TECHNOLOGICALLY

Technological advancements in mobile app development and data analytics will enhance the functionality and features of our tracking apps. We will stay up-to-date with the latest technological advancements to provide our users with the best possible experience.

DEMOGRAPHICALLY

The increasing adoption of smartphones and mobile devices among people of all ages will drive the growth of tracking apps. We will design our app to be accessible to users of all ages and backgrounds.

INDUSTRY GENERAL ENVIRONMENT:

POLITICALLY

Government regulations and policies regarding data privacy and security may impact our business practices and operations. We will comply with all relevant laws and regulations to ensure the security and privacy of our users' data.

LEGALLY

We will also comply with all relevant laws and regulations related to mobile app development, data protection, and intellectual property rights. This will help us avoid any legal issues and ensure that our app is safe and secure for our users.

ACHIEVEMENTS

LOCATION & ACCIDENT TRACKING

We have already builded a system that records your mobile phone microphone and deniability to check weather you have any accident or record your location for fitness and other features

DESIGN & DEVELOPMENT

Our Design is 70% completed and now it is in in development phase we have already created database and user login with encryption and other feature now working on the app's front end design

ACHIEVEMENTS

LOCATION & ACCIDENT TRACKING

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ACCIDENT TRACKING

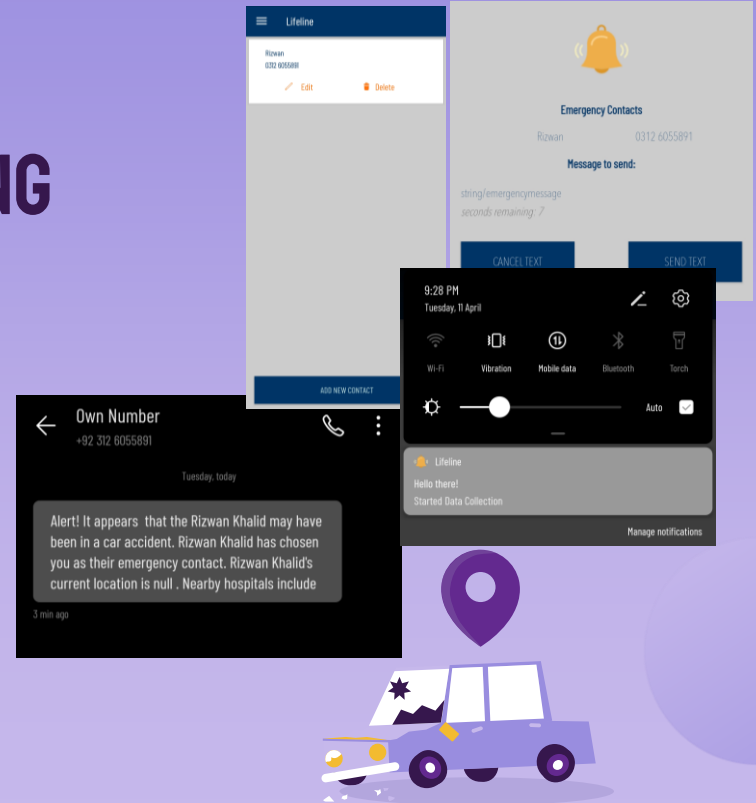Here is my accident tracking which detects the movement of mobile to alert nearby hospitals and emergency contacts here's demo: 😊

MY TARGET MARKET

100
80
60
40
20
0

20XX   20XX   20XX

TARGET MARKET

I'll choose Undeferential market type because I can provide variations of tracking to my app like accident tracking, fitness tracking , maps, task based work tacking etc.

MARKETING STRATEGIES

SAHIWAL

DESTINATION (PAKISTAN)

MARKETING STRATEGIES

- Identify your target audience: To effectively market your app, you need to understand who your ideal customer is. Think about the features of your app and which group of people would benefit most from them. For example, if your app includes features for fitness tracking, your target audience might be people who are interested in working out and staying healthy.

- Create user personas: Once you have identified your target audience, create user personas that represent the different types of people who might use your app. For example, you might create personas for a busy working mom, a fitness enthusiast, and a health-conscious retiree. Each persona should include information about their demographics, interests, and pain points.

- Tailor your messaging: Use the information from your user personas to create messaging that resonates with your target audience. For example, if your app includes features for accident tracking, you might create messaging that focuses on safety and peace of mind.

- Leverage social media: Social media is a powerful tool for reaching your target audience. Identify which social media platforms your target audience is most active on and create content that engages them. For example, if your app includes features for nutritionists, you might create content about healthy eating tips and share it on Instagram.

STRATEGIES REGARDING MARKETING

- Offer incentives: To encourage people to try your app, offer incentives such as free trials, discounts, or exclusive content. For example, you might offer a free consultation with a nutritionist for users who sign up for your app's nutrition tracking feature.

- Partner with influencers: Partner with influencers who have a following in your target audience to promote your app. For example, if your app includes features for fitness tracking, you might partner with a fitness influencer to create content about using your app to achieve fitness goals.

- Measure your success: Use analytics to measure the success of your marketing efforts. Track metrics such as app downloads, user engagement, and social media engagement to understand what's working and what's not. Use this information to adjust your marketing strategy as needed.

FIVE-YEAR CAPITAL BUDGETING

To conduct a five-year capital budgeting analysis for the Trackify app with a starting investment of 200,000, we need to consider the cash flows, discount rate, and evaluate the profitability of the investment over the specified period. Here's a step-by-step approach to performing the analysis:

1. Estimate Cash Flows:
                     Determine the projected cash flows for each year over the five-year period. This involves forecasting revenue, operating expenses, taxes, and any other relevant costs. Make sure to consider both inflows (revenues) and outflows (expenses).

2. Calculate Net Cash Flows:
                     Calculate the net cash flows for each year by subtracting the operating expenses and taxes from the projected revenue. The net cash flow represents the actual cash generated or lost during a specific period.

3. Determine the Discount Rate:
                     Determine an appropriate discount rate that reflects the risk and opportunity cost of the investment. The discount rate represents the required rate of return or minimum acceptable return on the investment.

FIVE-YEAR CAPITAL BUDGETING

4. Perform Discounted Cash Flow (DCF) Analysis:

Apply the discount rate to the net cash flows of each year to calculate the discounted cash flows. This step accounts for the time value of money, as cash flows in future years are worth less than cash flows received today.

5. Calculate Net Present Value (NPV):

Sum up the discounted cash flows from step 4 to obtain the Net Present Value (NPV). NPV indicates the profitability of the investment by considering the present value of future cash flows. A positive NPV implies a profitable investment, while a negative NPV indicates a loss.

6. Evaluate Return on Investment (ROI):

Calculate the Return on Investment (ROI) by dividing the NPV by the initial investment and expressing it as a percentage. This metric provides an indication of the investment's profitability relative to the initial capital invested.

By following these steps, you can perform a comprehensive capital budgeting analysis for the Trackify app over a five-year period with a starting investment of 200,000. Remember to adjust your cash flow projections and discount rate based on market conditions, industry trends, and any other relevant factors.

SWOT ANALYSIS:

Strengths:

- Comprehensive Tracking: Trackify offers multiple tracking features, including location tracking, doctor appointments, and task-based work management. This comprehensive approach provides users with a versatile tool to manage different aspects of their lives.

- User-Friendly Interface: The app boasts an intuitive and user-friendly interface, making it easy for users to navigate and access the various tracking features. This simplicity enhances user experience and ensures widespread adoption.

- Customization Options: Trackify allows users to personalize their tracking preferences, such as setting reminders for doctor appointments, creating task lists, and customizing notifications. This flexibility enables users to tailor the app to their specific needs and preferences.

- Integration Capabilities: The app can integrate with other popular platforms and services, such as calendar apps, health tracking devices, and productivity tools. This integration enhances the app's functionality and convenience, providing users with a seamless experience across multiple platforms.

SWOT ANALYSIS:

Weaknesses:

- Privacy Concerns: As Trackify deals with sensitive personal information, such as location data and health-related details, privacy concerns may arise. Users may be apprehensive about sharing their data with the app, potentially limiting its adoption rate.

- Technical Issues: Like any software, Trackify may experience technical glitches, such as bugs, crashes, or connectivity problems. These issues can frustrate users and impact their trust in the app's reliability and performance.

Opportunities:

- Growing Demand for Tracking Solutions: With the increasing reliance on smartphones and digital tools, there is a growing demand for tracking solutions that can help individuals manage their daily activities more efficiently. Trackify can capitalize on this trend by offering a comprehensive and user-friendly app.

- Partnerships with Healthcare Providers: By establishing partnerships with healthcare providers, Trackify can enhance its doctor appointment tracking feature. Integration with electronic health records (EHR) systems and direct communication with healthcare professionals can streamline the appointment booking process and provide more accurate and up-to-date information.

SWOT ANALYSIS:

Threats:

- Competition: The market for tracking apps is highly competitive, with numerous established players and new entrants constantly emerging. Trackify needs to differentiate itself from competitors by focusing on its unique features, user experience, and integration capabilities.

- Data Security Regulations: Changes in data protection and privacy regulations can pose a threat to Trackify's operations. Compliance with evolving legal requirements, such as General Data Protection Regulation (GDPR) or Health Insurance Portability and Accountability Act (HIPAA), may require significant resources and expertise.

- Overall, Trackify has the potential to provide a valuable tracking solution for users, but it needs to address privacy concerns, ensure technical stability, and capitalize on market opportunities to stay ahead in the competitive landscape.

WRITE THE MISSION STATEMENT FOR YOUR BUSINESS:

"Our mission at Trackify is to empower individuals, teams, and businesses with a seamless and intuitive task management platform. We are committed to providing a user-friendly app that enhances productivity, organization, and collaboration. Through constant innovation and customer-centricity, we aim to simplify life's complexities, enabling our users to achieve their goals and aspirations efficiently."

ENLIST THE BUSINESS'S HUMAN RESOURCE REQUIREMENTS:

TOP-LEVEL:

Chief Executive Officer (CEO),
Chief Technology Officer (CTO),
Chief Marketing Officer (CMO).

MIDDLE-LEVEL:

Product Manager, Marketing
Manager, Operations Manager.

ENLIST THE BUSINESS'S HUMAN RESOURCE REQUIREMENTS:

WORKFORCE-LEVEL:

Task Managers, Location Tracking Specialists.

CONDUCT JOB ANALYSIS FOR EACH POSITION IN THE HIERARCHY

Top-level Positions:

Chief Executive Officer (CEO):

- Responsibilities: Overseeing the overall business strategy, setting goals, and making high-level decisions. Representing the company to stakeholders and maintaining its vision and mission.

- Skills and Qualifications: Strong leadership, strategic thinking, excellent communication, business acumen, and a proven track record in executive roles.

Chief Technology Officer (CTO):

- Responsibilities: Leading the development and implementation of the app's technology strategy, ensuring technological innovation, and overseeing the technical team.

- Skills and Qualifications: Extensive experience in software development, technical expertise, project management skills, and a deep understanding of app development technologies.

CONDUCT JOB ANALYSIS FOR EACH POSITION IN THE HIERARCHY

Chief Marketing Officer (CMO):

- Responsibilities: Developing and executing marketing strategies, creating brand awareness, managing customer acquisition and retention efforts.

- Skills and Qualifications: Marketing expertise, knowledge of digital marketing trends, data analytics, and the ability to build and execute marketing campaigns.

Middle-level Positions:

Product Manager:

- Responsibilities: Defining and prioritizing app features, coordinating with development teams, analyzing market trends, and gathering user feedback.

- Skills and Qualifications: Product management experience, market research skills, strong project management abilities, and understanding of user needs.

CONDUCT JOB ANALYSIS FOR EACH POSITION IN THE HIERARCHY

Marketing Manager:

- Responsibilities: Developing marketing plans, implementing promotional strategies, managing advertising campaigns, and monitoring marketing performance.

- Skills and Qualifications: Marketing experience, digital marketing expertise, analytical skills, and creativity in developing marketing materials.

Operations Manager:

- Responsibilities: Overseeing day-to-day operations, ensuring app functionality, coordinating customer support efforts, and managing resources efficiently.

- Skills and Qualifications: Operations management experience, problem-solving skills, ability to handle multiple tasks, and strong organizational abilities.

CONDUCT JOB ANALYSIS FOR EACH POSITION IN THE HIERARCHY

Lower-level Positions:

App Developers:

- Responsibilities: Developing and maintaining the app's codebase, implementing new features, fixing bugs, and ensuring app performance.

- Skills and Qualifications: Proficiency in app development languages (e.g., Java, Swift), knowledge of mobile app frameworks, and problem-solving abilities.

Customer Support Representatives:

- Responsibilities: Assisting users with inquiries, troubleshooting app-related issues, and providing timely and helpful responses.

- Skills and Qualifications: Strong communication skills, customer service experience, and the ability to handle diverse user queries.

CONDUCT JOB ANALYSIS FOR EACH POSITION IN THE HIERARCHY

Workforce-level Positions:

Task Managers:

- Responsibilities: Managing and organizing user tasks, categorizing and prioritizing them, and ensuring tasks are completed on time.

- Skills and Qualifications: Organizational skills, attention to detail, and the ability to manage multiple tasks simultaneously.

Location Tracking Specialists:

- Responsibilities: Utilizing GPS technology to track user locations accurately, developing location-based services, and improving location tracking features.

- Skills and Qualifications: Knowledge of GPS technology, geolocation tools, and a strong understanding of location-based service implementation.

Note: The specific qualifications and responsibilities mentioned above are general and can vary depending on the company's needs and the complexity of the app. Actual job analysis should be performed with input from subject matter experts within the company to ensure accurate job descriptions and qualifications

IDENTIFY THE BUSINESS'S PROCESS INGREDIENTS:

- **Input:** User tasks, appointment data, location information, user preferences.
- **Activities:** Task creation, appointment scheduling, location tracking, collaboration features.
- **Resources:** Technology infrastructure, software development tools, human resources.
- **Output:** Organized task lists, scheduled appointments, tracked locations, user notifications.

Specify each business process or activity under the headings of managerial, operational, and supportive:

- **Managerial Process:** Strategic Planning and Market Analysis.
- **Operational Process:** Task Creation and Appointment Scheduling.
- **Supportive Process:** Customer Support and Technical Maintenance.

THANKS!