

Project Scope

The project scope consists of a description of the product together with a business model canvas for the project group and a mockup showing a concept of the final product.

Description










Our solution is an android application for the company Touch&Tell. The application will be a new way for companies to collect information from their employees, by letting the employees, through their phones, individually answer questions in a simple way. The questions are decided by the company, which might focus on how satisfied the employee is with their workspace. The new application will complement the family of platforms the brand is already established on, while also providing new functionality allowing individuals to record their well-being and analyze as well as reflect over it in a chosen period of time. A goal of the application is to increase the answer rate from employees on surveys, by making it more simple to answer.

Possible functions to include in the application might be:

- A streak function.
- Push notifications (daily, weekly).
- Feedback about the answer rate, or specific moods over time.
- Locally storing data of personal identification, which the Touch&Tell Collect backend interface does not allow at its current state.
- A way to see a report of how the whole company is answering the survey, it might also be interesting to do a more individualized report for employees to see.

Business model

When creating the business model canvas the group used the canvas shown in figure 1 below (The business Model Foundry, n.d). The customer is Touch&Tells and the company is our project group.

Business Model Canvas		Designed for: Startup Name	Designed by: Name1, Name2, ...	Date: DD/MM/YYYY	Version: X.Y	
Key Partners  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities</p>	Key Activities  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production, Problem Solving, Platform/Network</p>	Value Propositions  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability</p>	Customer Relationships  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p>	Customer Segments  <p>For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform</p>	Key Resources  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial</p>	Channels  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>
Cost Structure  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope</p>		Revenue Streams  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising</p> <p>FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market</p>				

Designed by: The Business Model Foundry (www.businessmodelgeneration.com/canvas). PowerPoint implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: CC BY-SA 3.0

Figure 1: The business Model Canvas used by the group

Key partners

Our key partner is Touch&Tell. They provide us with a REST API and an already existing web app named Touch&Collect, which our app will wrap over. Touch&Tell might also provide us with customer data from their database and an interface.

Key Activities

We are working with the agile model to ensure Touch&Tell's satisfaction. We keep close contact with Touch&Tell by demoing and delivering an increment to the product every sprint. By having Touch&Tell continuously be part of the development process we can ensure that the product aligns with what brings value to them. As a team, we also independently follow the scrum methodology.

Key Resources

Our team consists of two disciplines; six second-year students from software engineering, and two third-year students from business management at Chalmers University of Technology. Both competencies will be used to develop this application. We will spend five weeks on this project. Most of the group members have experience with local databases and Android Studio, which is the framework we will use for the project. The programming language we will utilize is Java, since it's supported by Android Studio and all team members have prior experience with it. Additional tools that will be used are Git for version control, Figma for design and Jira for user stories and scrum board.

Value Propositions

Touch&Tell collects data via a web application and the user reaches this application via a link from an SMS or a stationary tablet at a set location. The value for Touch&Tell is to be able to connect the collected data to specific individuals and hopefully, by offering additional ways to collect data, increase the response rate. Our goal is to satisfy our client's values by providing a complementary channel for collecting data for Touch&Tell. We want to provide an Android app that the user can easily utilize on their phone to answer the clients' questions. Furthermore, a local app on the user's phone can increase the brand awareness for Touch&Tell since the user obtains a more personal connection to the brand.

Customer Relationships

We are going to have weekly meetings with the CEO of Touch&Tell, Ola Hofmiller, where he will be a part of the development of the product. We had two meetings, one virtually and one face-to-face, where he had the chance to explain the problems they have today. Throughout the rest of the product development, Hofmiller will be a part of the process and have direct contact with the product owner. He will be a part of the whole process and weekly be presented with what we have established with the product. During this meeting, he will get the chance to comment and clarify the value of Touch&Tell. By doing this the relationship will be close to the customer and he will be involved in the whole process.

Channels

We communicate with our key partner through its executive. Our main ways of interacting with our client are physical meetings, zoom calls as well as mail. Principally the product owner conveys the company's opinions by being the central source of communication.

Customer Segments

The customer, Touch&Tell, is a small company who is working in a B2B market, with a focus on creating value for their customers through surveys. These surveys can be implemented both internally for the employees or externally for the customers. Our application aspires to make for a more smooth experience in the survey takings. This may lead to more customers taking their surveys. There is not so much competition for our customers in their market yet, which also makes the idea quite unknown.

Cost structure


The development of the application itself will require an investment of time in educating the team members on the topics related to the project, reducing our overall weekly velocity. One way to initially increase our productivity is to outsource the visualization of data to the key partner, through Touch&Tell Reports.

Revenue Streams

Since this is a school project there will be no revenue. But if this would have been a consultant project, the customer would have to buy the solution from us. Since the solution will include a customized app, the customer would pay a one-time fee for the application and then they will pay a fee for each hour that the consultants work on the project. If the customer wishes to include the service of the application in the future, there will be an extra one-time cost which will act as insurance for the customer.

Mockup

Authentication


 Mail

How did you feel today?

Did you feel any stress today?

Yes


No

 **Your streak is 5!**
Keep taking you surveys

Great work today!

Thank you for taking the survey

Show Reports

 You are 2 surveys away from 🏆

References

The Business Model Foundry. (n.d). *Business Model Canvas Template*. Neoschronos. PDF file. <https://neoschronos.com/assets/business-model-canvas.pdf>