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| **Application Name** | IT Ticketing System |
| **Type of business model** | Freemium, Subscription |
| **Target audience of external users**  **(Customer Segments)** | * For companies who are developing software for their customers but want to fix bugs and keep track of known defects before release. * For companies who employ a large number of computer users. The users would be able to request technical help via the ticketing system and be redirected to appropriate assistance, should they need to troubleshoot their computer. |
| **Groups of internal stakeholders, users** | We need a product development group, a sales group, a customer support team, and an advertising management group. |
| **Value propositions** | **What value do we deliver to the customer?**   * Our IT program would deliver value to companies by resolving issues with the workflow of its employees. If an employee has a technical problem that needs to be dealt with, a speedy method of requesting a fix would increase productivity. This would increase the efficiency of the enterprise organization that uses our system. Our bug tracking system would also be useful to software development companies who need a reliable way to share progress on developmental issues they face.   **Which one of our customer’s problems are we helping to solve?**   * We are helping businesses with technical troubleshooting. By having a direct line to the IT department with a simple ticketing system, employees with technical problems would get them resolved more quickly than by phoning the IT department. The bug tracking solution would also increase team cohesiveness in a software development environment.   **What bundles of products and services are we offering to each Customer Segment?**   * We offer 30 days free trial to customers which means they can access all the features of our product 30 days for free and if the customers are not satisfied with our products, they will receive a popup window to ask for suggestions about how to improve our products. All the customers who send us the suggestion might have a chance to win a 25 dollar Amazon gift card. If customers are willing to keep using our products after 30 days, then they will have three options to pay the membership: monthly, half yearly and yearly (the most valuable option) to unlock all the features of our products.   **Which customer needs are we satisfying?**   * We are satisfying the need for a communication between the IT department of a medium/large size company with the general employee base. Every employee has the potential to need technical assistance, and not all companies have easy means in place to request technical help. Not all software development workflows account for bug tracking and resolution either. |
| **Key resources** | **What Key Resources do our Value Propositions require?**   * Physical resources such as computers for developers to develop our products, and an office space for our developers to work. * Human Resources such as smart software engineers, salesmen, customer support team, advertising management team. * Intellectual resources such as our company brand, copyrights, partnerships with media which can evaluate our products and make our products known by more people, and customer databases so we can keep serving our customers our best quality service. * Financial resources such as revenue streams which means we will open a bank account to deposit company funds. When we distribute the salary to the employees, we take money from this bank account. |
| **How the system is used** | **What are the main business use scenarios?**   * If an employee has an issue with their computer or tech, they can request assistance via a support ticket system. Printers not working correctly, account lockouts, virus infections, or failed software installations are all potential issues that our system could assist with. The speedy resolution of these issues would improve company morale and efficiency, resulting in better financials. |
| **Revenue generation, Revenue streams** | Subscription fees |
| **Key Partners/Suppliers**  **(Stakeholders)** | Buyer-supplier relationships. We will build a reliable relationship with a buyer who has a large number of potential customers and is able to sell our products to other customers. We can seek to bundle our free trial with other free software development solutions in order to increase exposure to our product. |
| **Expected Benefits** | Increased market share, faster turnarounds for product development, higher sales numbers for new or existing products. |
| **Known Prototypes** | Samanage, Minecraft Bug Tracker, ZenDesk |