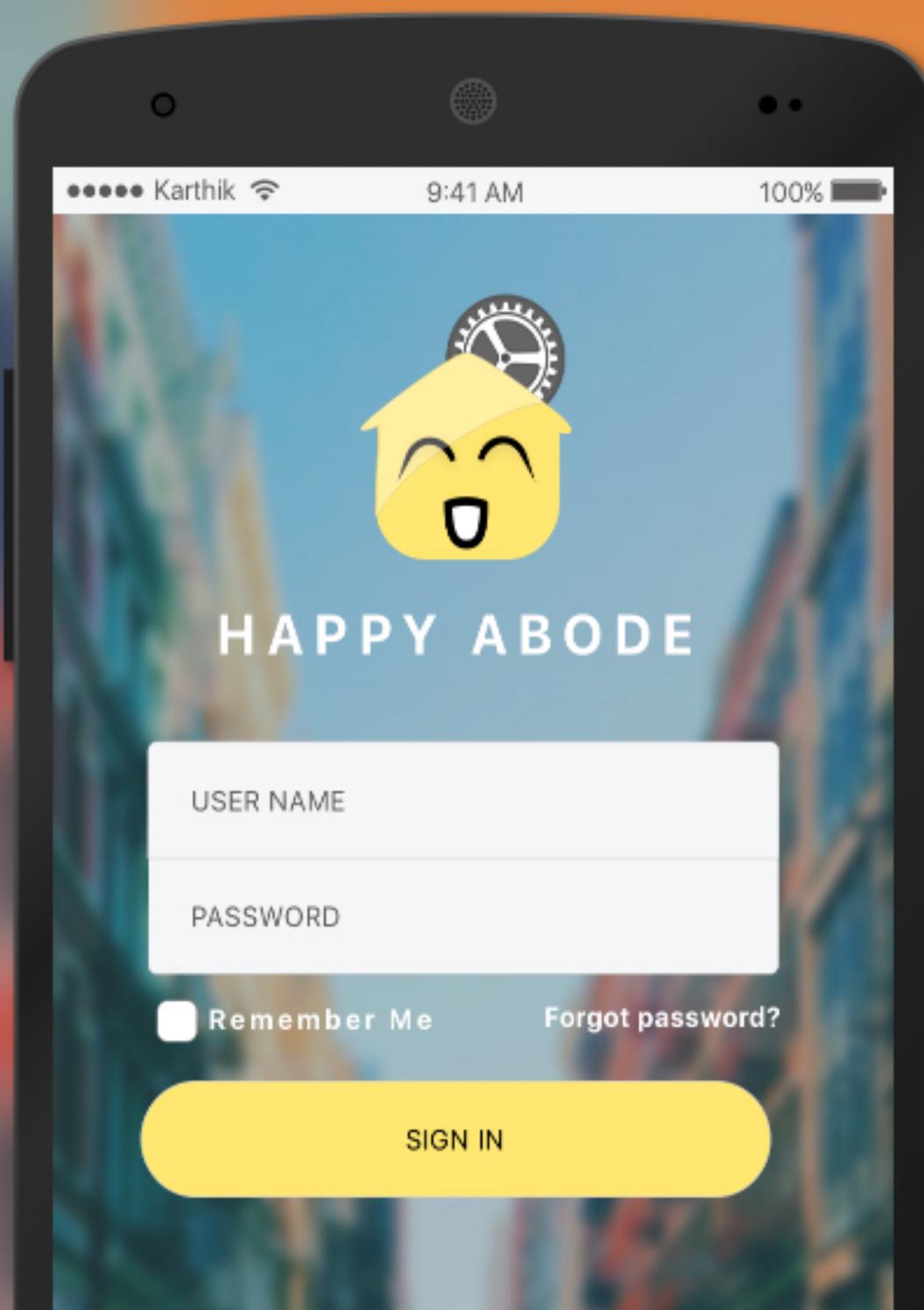




HAPPY ABODE



MOBILE APP DEVELOPMENT - CONCEPT TO MARKET

TEAM FURIOUS FIVE



AISHWARYA



KIRAN



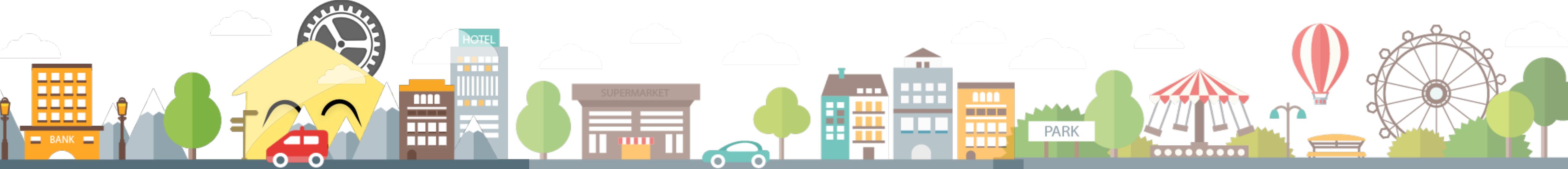
BEETHOVEN



KARTHIK



MARUTHI



AS A TEAM

	Aish	Plaisir	Maru	Kiran	Karthik
Project Management	C	R	R/A	I	I
Requirements Analysis	C	A	I	R/A	I
System Design and Development	R/A	C	C	R/A	R/A
User Interface and Experience Design	A	C	A	C	R
Software Quality Assurance	R	I	R/A	C/I	C/I

Legend:

R – Responsible; A – Accountable; C – Consult; I – Inform



PROBLEM STATEMENT



**COMMUNICATION GAP BETWEEN
TENANTS & LANDLORDS**



TIME CONSUMING PROCESS

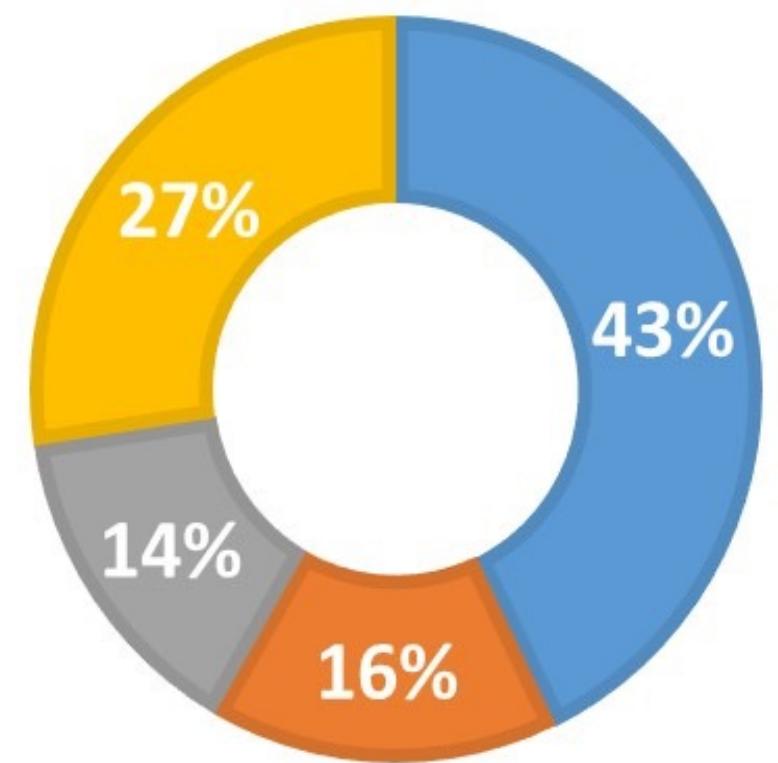


**EXTREMELY HARD TO
ESCALATE THE ISSUE**



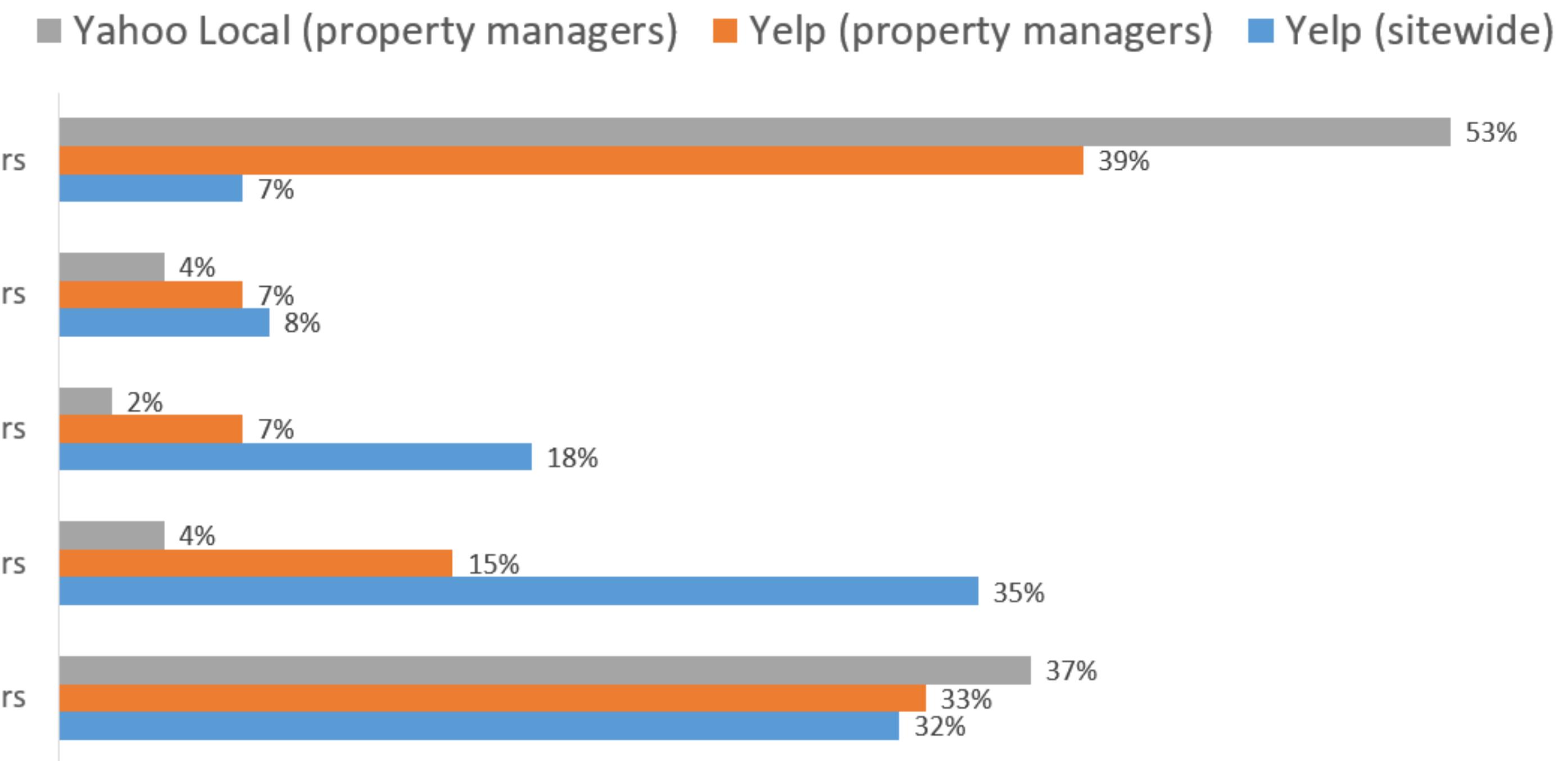
MARKET

WHAT TAKES TO RUN AN APARTMENT



■ Building Services ■ Utilities ■ Repairs & Maintenance ■ Management

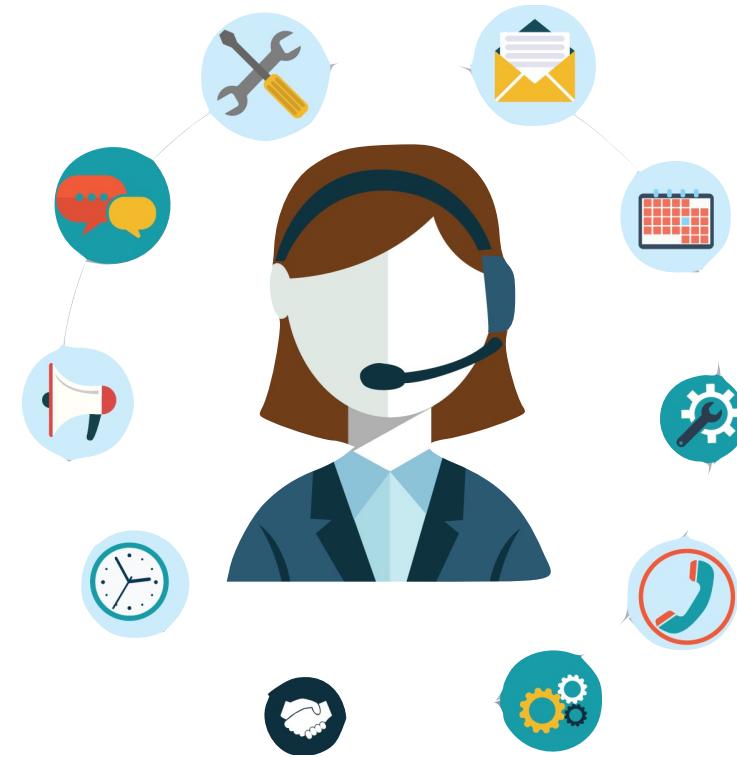
COMPARISON DISTRIBUTION OF REVIEWS BY SITE



WHO IS IT FOR



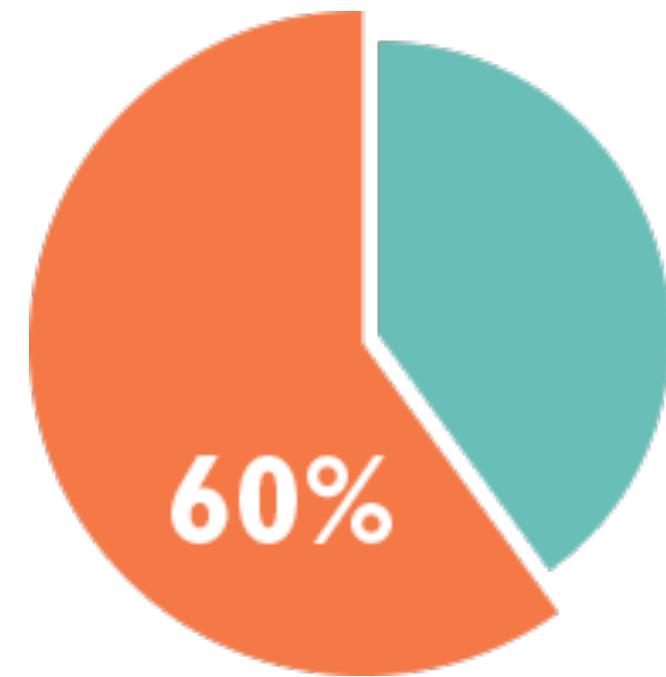
TENANTS



APARTMENTS, DORMS, COMMUNITY
MAINTENANCE PEOPLE



WHY IS IT IMPORTANT

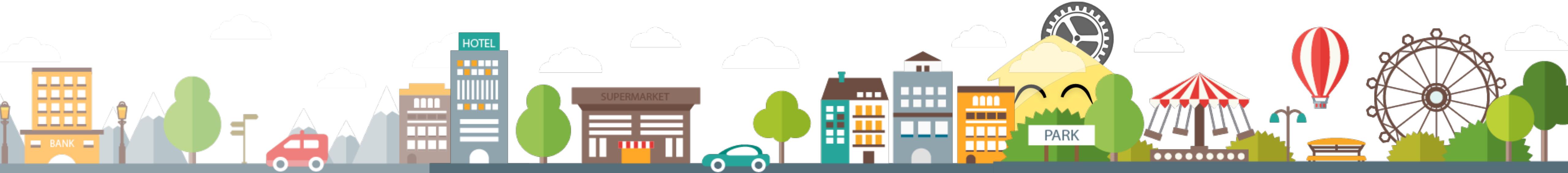


**60% OF POPULATION LIVES IN
DORMS, APARTMENTS,
COMMUNITIES WHICH ARE
MAINTAINED BY SINGLE SMALL
OFFICE**



**EVERYDAY HOUSE PROBLEMS
AND THEIR PROCESS ARE HIGH**

**TENANT SATISFACTION
TOWARDS MAINTENANCE IS
VERY LESS**



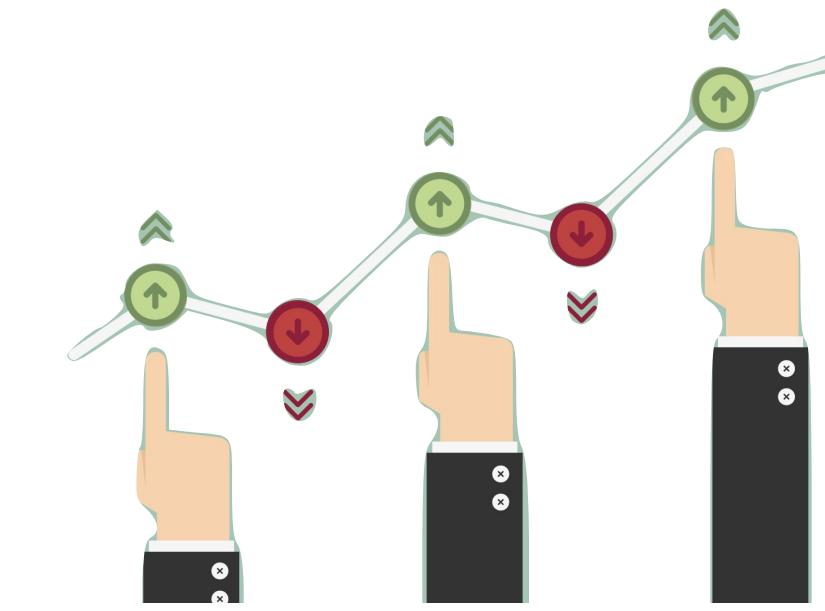
GOALS



QUICK SUBMISSION OF
MAINTENANCE REQUESTS



SEAMLESS FOLLOW-UP

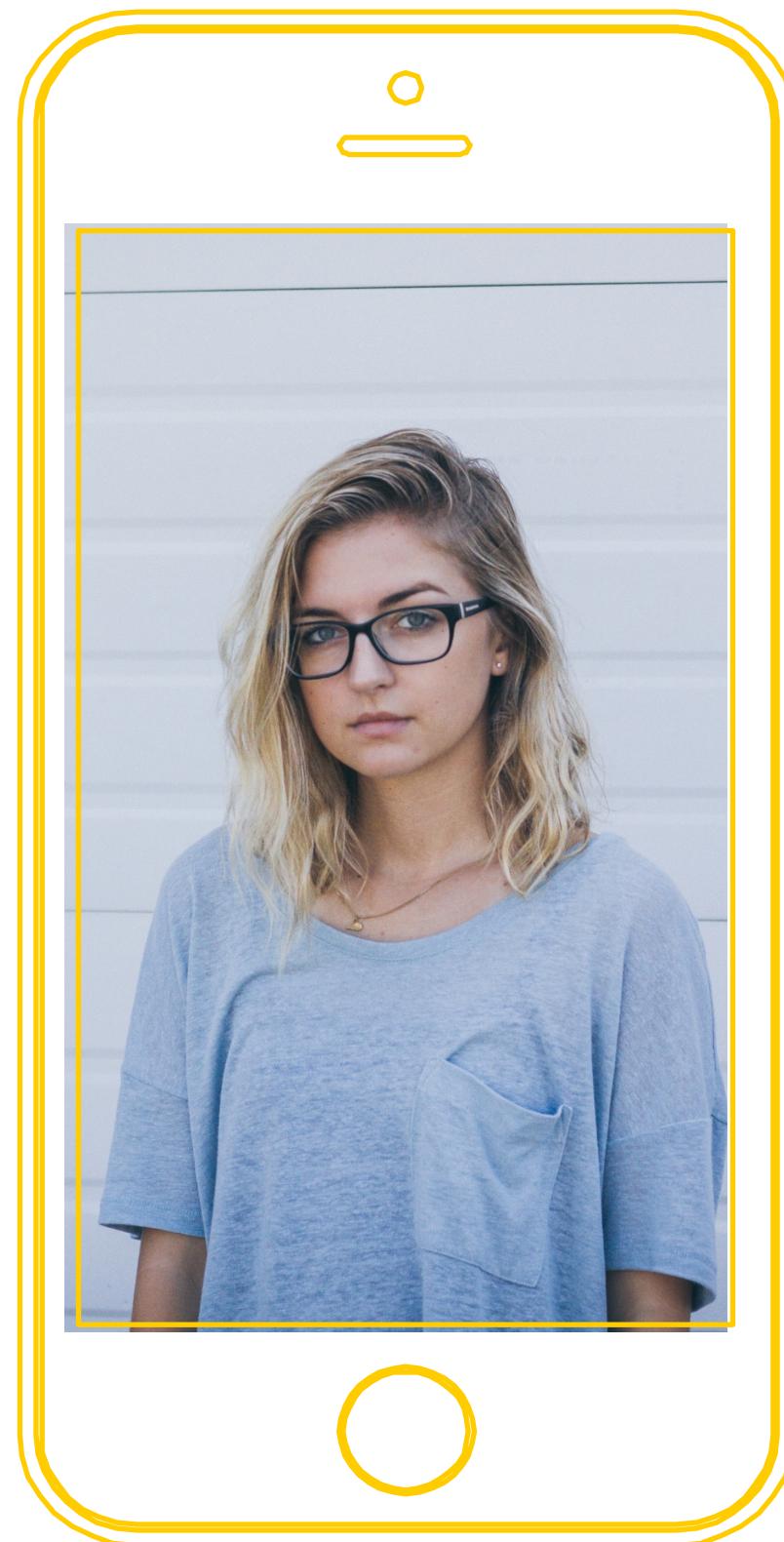


ACCESSIBLE MAINTENANCE
HISTORY



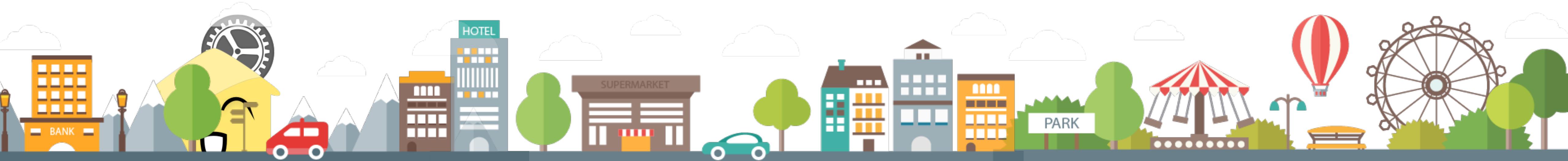
PERSONAS

Juliet



Age is 23
Student
Part time employee
lives in an apartment

Goals
Use her time productively
never spend on house issues

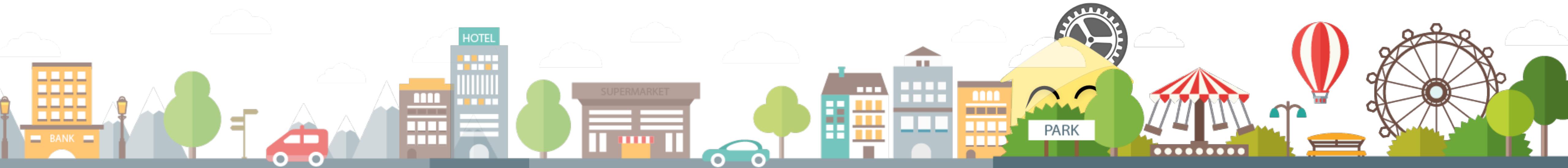




Kate

Age is 32
concierge for a gated community
Full time employer

Goals -
Eliminate paper work
organize all her work
easy access



JOURNEY MAP

Juliet - Student

Before

After returning from work, finds that heater is not working

Maintenance office unavailable at that time

- Tired
- Irritated

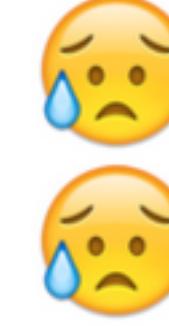


During

Wait in the call queue takes time to convey the problem

Feelings

- Anxious
- Inconvenient



After

Service provider visits when she isn't available at home

- Frustrated



Opportunities

Raise request immediately - clearly explain the issue, - Provide available time



Kate

- concierge for a gated community

Before

Comes to office

Listens to voice messages

Reads all the e-mails

During

Assigns services to solve the issues

Handles the calls

Call back the people incase of insufficient details

Prints hardcopies of announcements

After

Finds out that she missed some paper work

Misses responding to few requests

Feelings

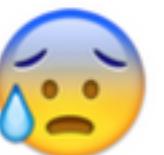
Stressed



Tensed

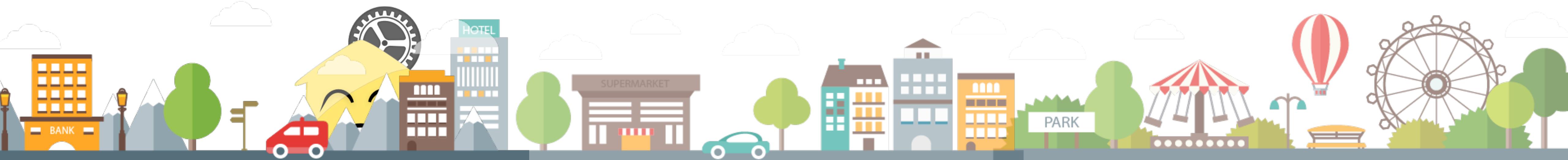


Stressed



Opportunities

Maintain Request - Send Announcements - organize one work in one place



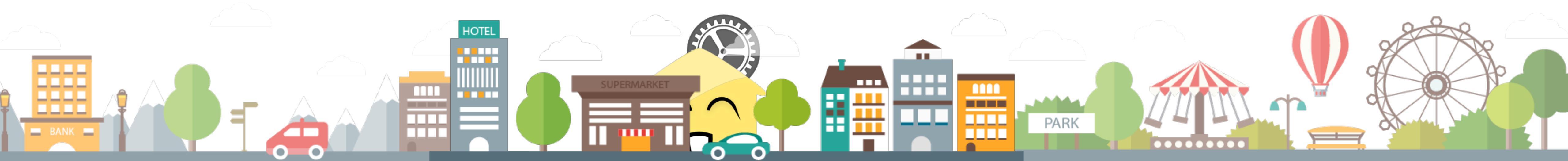
FUNCTIONAL REQUIREMENTS

TENANT – STANDARD

- LOGIN
- RAISE A REQUEST
- MY REQUESTS
- ANNOUNCEMENTS

APARTMENT SUPERVISOR - STANDARD

- LOGIN
- VIEW REQUESTS
- ADD ANNOUNCEMENTS
- REGISTER



DEVELOPMENT APPROACH

Android Studio 2.1.2

Target SDK version KitKat

API level 19

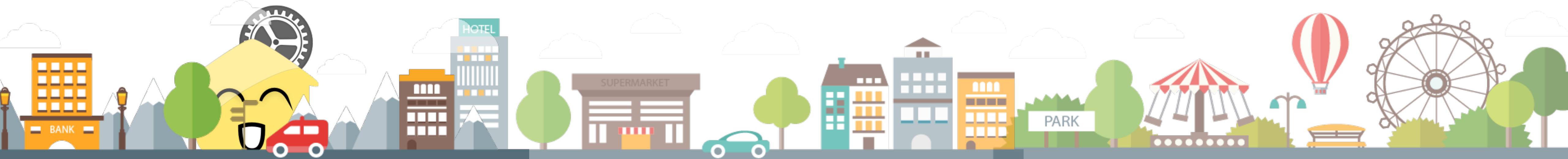
SQLite database

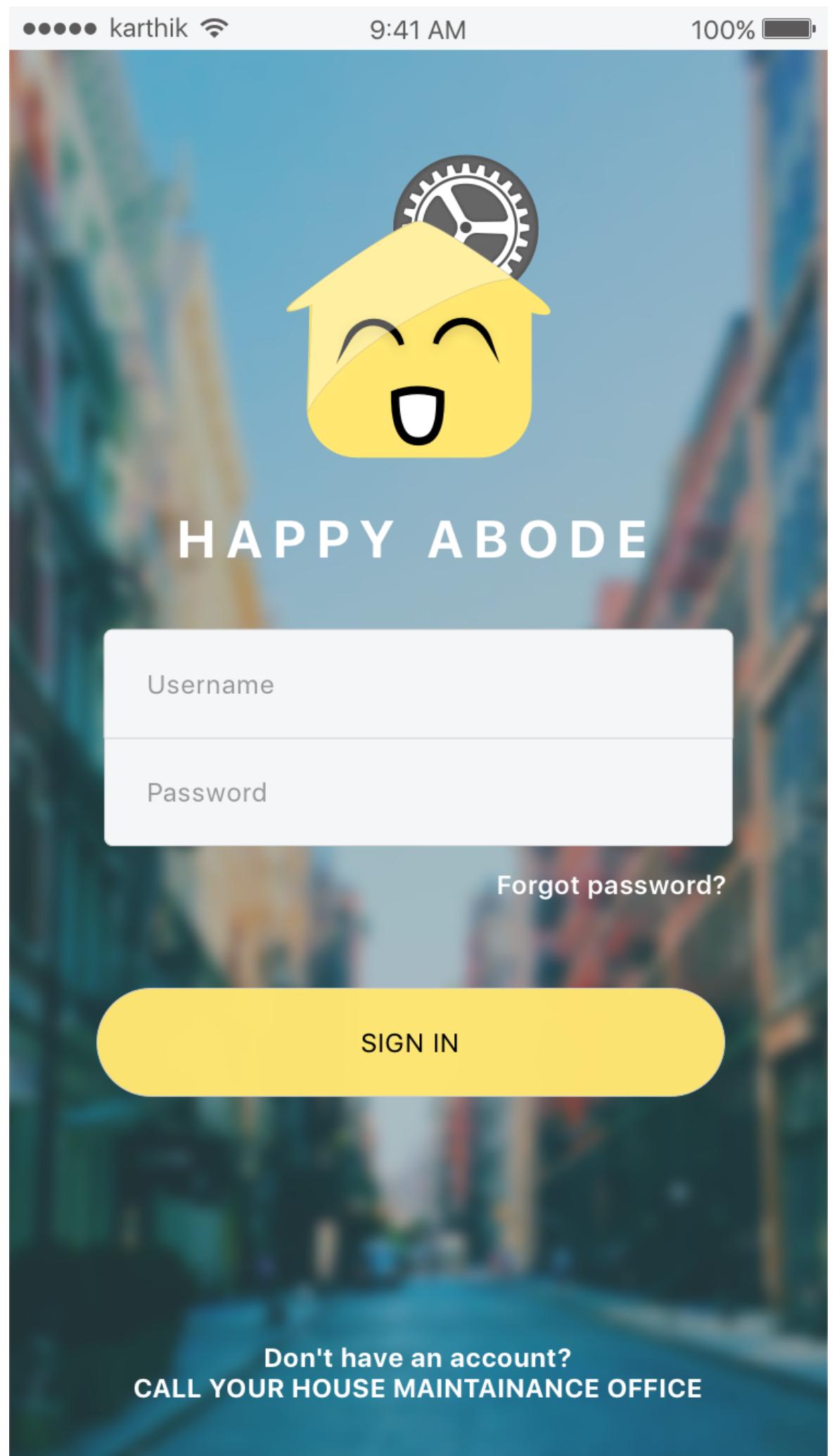
JAVA

DESIGN

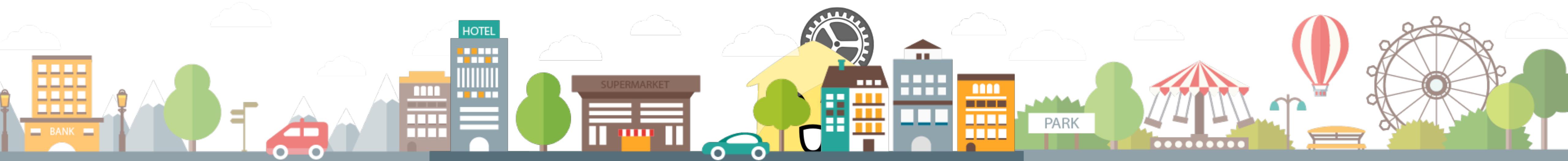
Wireframes, prototypes and UI design - Sketch 40

Working Prototyping - Marvel



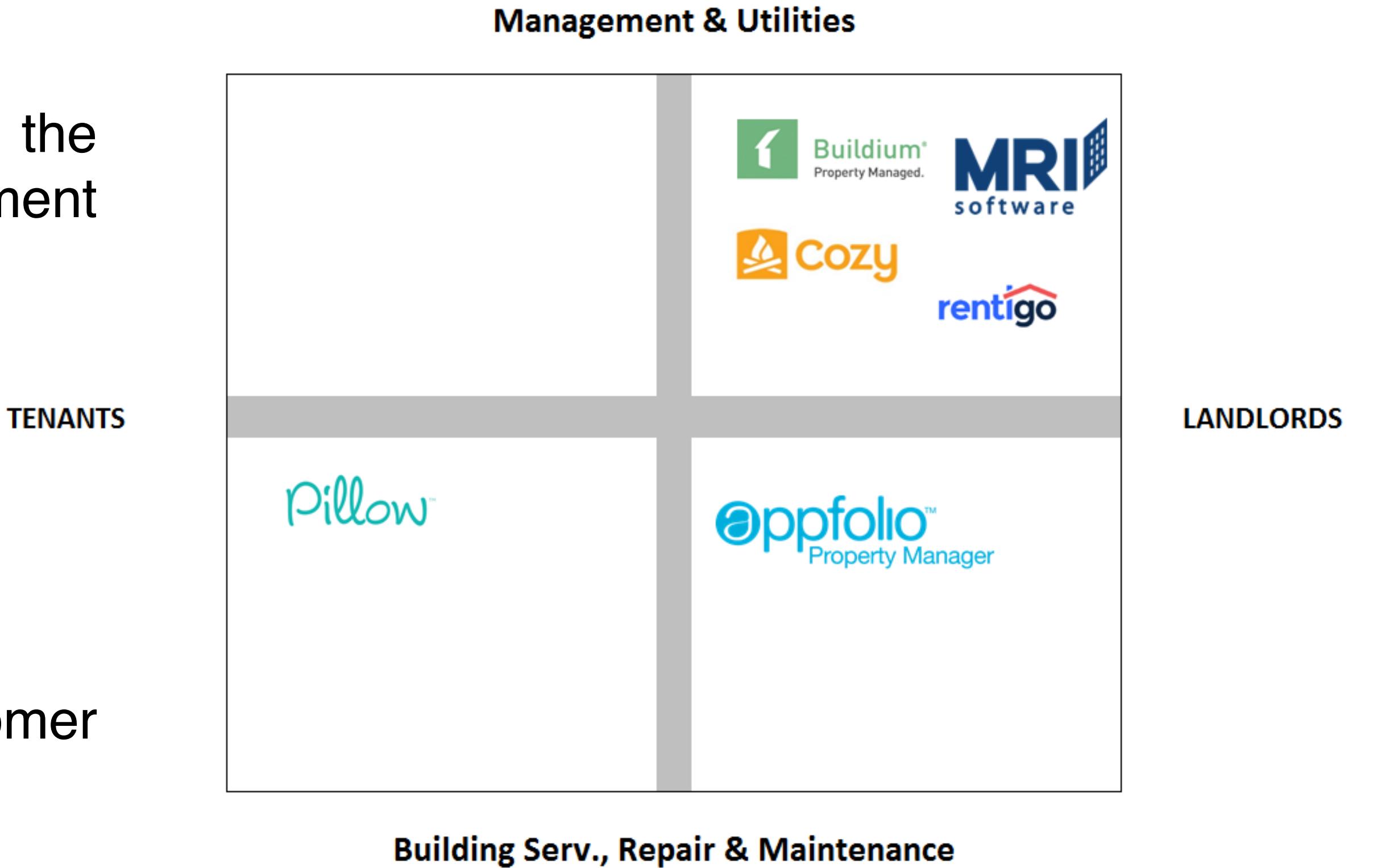


APP DEMO



COMPETITION LANDSCAPE

- All existing offers in the market are targeting the Landlords (owners) and the property management agencies.
- Quasi – nonexistent solutions and great customer services for the tenants.



CAPITALIZE / MONETIZE

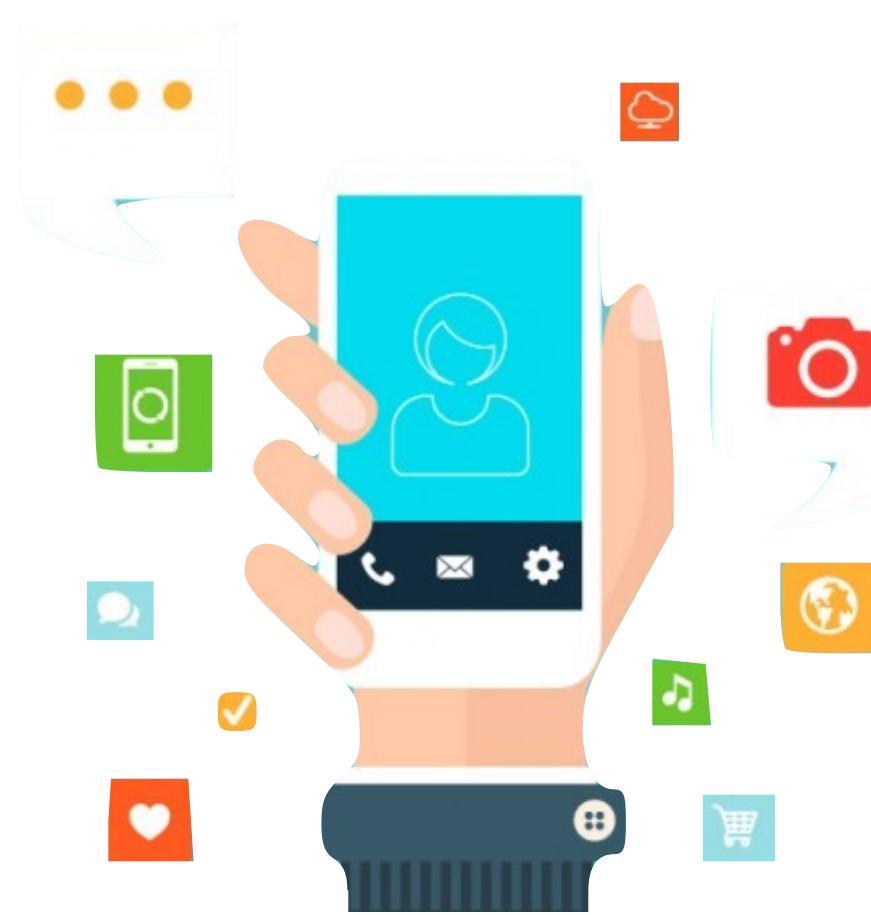
REVENUE MODEL



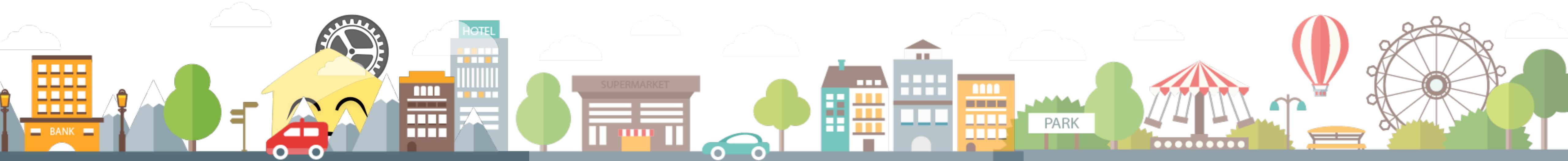
Pay per tenants(



Freemium MODEL



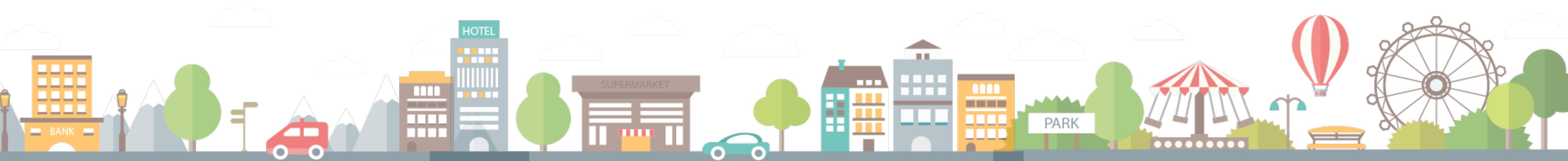
In-app community message



TRILLION DOLLOR APARTMENT INDUSTRY

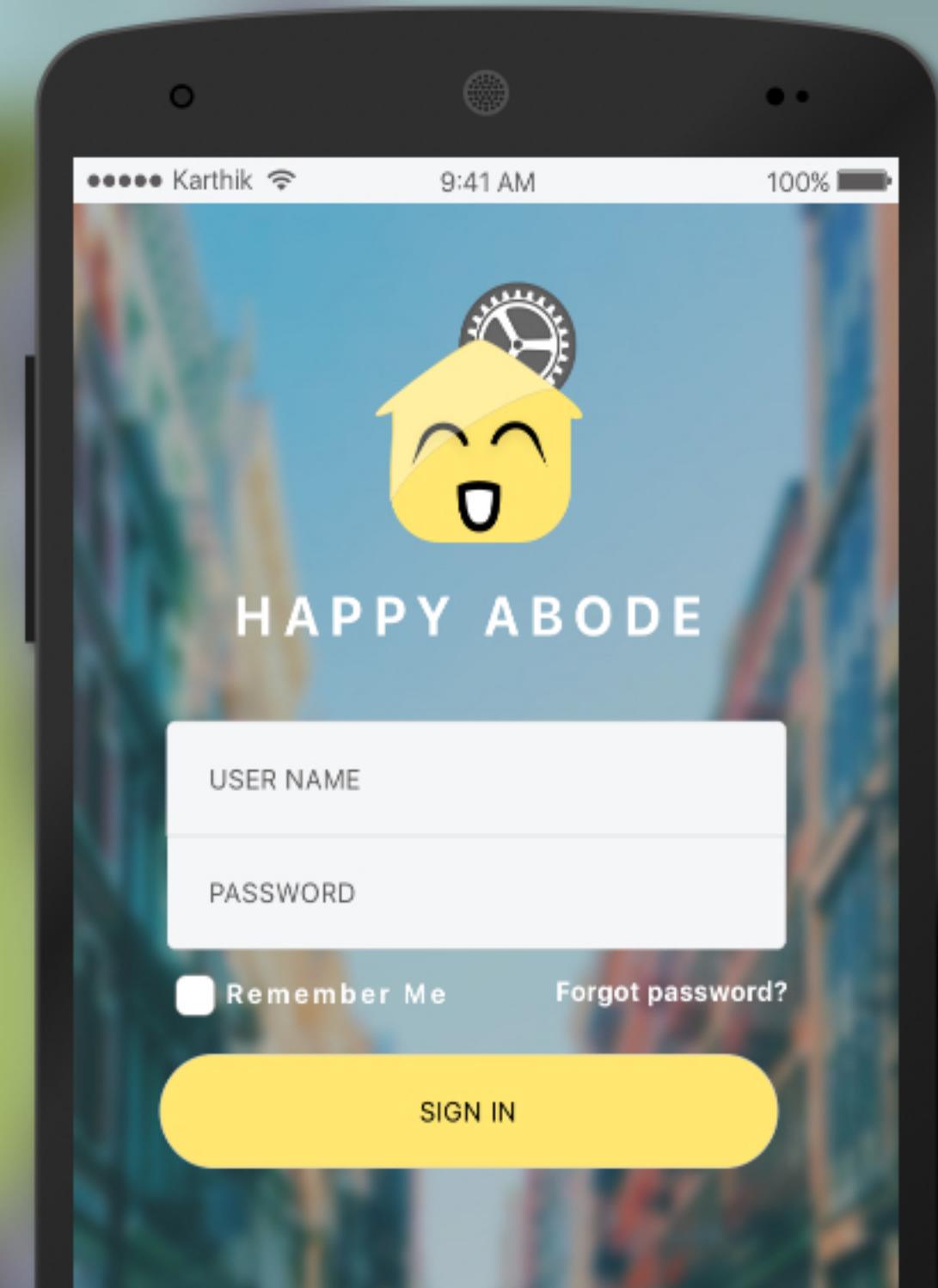
- 35 MILLION RESIDENTS
- 36% ARE LESS THAN 25 YEARS OLD
- 35% ARE BETWEEN 25 AND 44 YEARS OLD

PENETRATION TARGET : 10%





HAPPY ABODE



THANKS!