Info 6215: Summer 2-2020

**W2-Individual: Three Product Ideas**

**Idea 1: [PICCSA: Push Integrated Credit Cards Security App]**

**PROBLEM**

United States record to Whooping 38.4% of all credit card fraud cases that happens around the globe, around $24.6 Billion is lost worldwide due to credit card fraud, This amount is set to rise and with given economic conditions this amount can increase extensively. To solve this problem the product PICCSA Is proposed which uses push-type notification similar To “DUO App” which NEU uses to authenticate an account with students.

The given app can be set to give notification only if the amount is above a certain threshold (say 100$).The system used in INDIA is of OTP(one time password ) which can be hectic for avg Americans so the app will have a feature to disable push notification in case the user doesn’t have a phone.

**Target customer segments**

To Start with Northeastern international students and other universities international student can be starting customer for the app as they are already familiar with the concept of OTP the push notification is comparatively much simpler than OTP and save time.

**Potential Market Size**

The potential market size is enormous for the card as it can be used nationwide in the US and Other countries where credit card fraud is on the rise and OTP is too much of a hassle. The feature can also be integrated into online money transfer like TransferWise.

**Idea 2: [SOLAR ECONOMY MANAGER APP]**

**PROBLEM**

With Developing Countries like India Getting more and more modernize the energy consumption is increasing and most of there Energy come from Fossil Fuel which causes Greenhouse effect Too counter This Government OF India Is investing Massively on Solar energy, But the same kind of enthusiasm is not shown by the common public as until a few years ago Solar Panels Were out of Reach of Common people.

The proposed app will manage and show daily energy Produce By solar Panels and how much electricity is saved furthermore showing electricity bill thus increasing more transparency that currently the renewable system is lacking. Also, the user will have the option to sell his excess electricity produced by solar panels to Private or Government Company That provides a good price. This would be useful for Landlords as it generates income from their property even if there is no tenant.

**Target Customer Segments**

Current Target customer For This APP is Middle-Class People With sufficient saving and above In Region where there is ample sunlight. And the lower Middle-class People who live in colonies can provide joint funding for the installation of solar panels. **This app will further split bills btw the colony members easily.**

**Potential Market Size**

The potential market size is enormous for solar panels and this app. With improving Living Standards and Cost of renewables coming down. This app can be used in the future by Lower Middle Class.

Furthermore, the app is useful for farmers with Large land who has canals for irrigation to their field the solar cover over water supply will provide electricity as well slow evaporation the farmer can sell this electricity and use it for farm activity.

**Idea 3: [VIP NO. APP]**

**PROBLEM**

There Is a Massive Market for VIP and VVIP no. In India, the Field is not properly researched as how big of a market is but based on info collected by VIP no. seller, they estimate the market to be anywhere BTW $15 million to $150 million.

The most expensive VVIP no. has officially sold for $21,333 The current market of VIP no. is mostly comprised of Rich people and upper middle class (yearly income $20,000 plus). The Proposed app will have notification UI and Notification Similar “True Caller” App. So authentic Unique no. is Given to Customer on a rental basis. Such that customer can use it for a certain amount of time

**Target Customer Segments**

The targeted customer segment is middle class and poor as they can rent these no. at very low cost and even for a weekly basis. And will include rich and uber-rich as VVIP numbers can also be purchased.

**Potential Market Size**

Potential market size would be directly proportional to the popularity of the app for an estimated true caller app that works on a similar principle but shows name instead of no. has 250 million users worldwide.