

# Social media engagement

Could launch a test version and promote that to users via advertising on social media. Use this honest data to determind if any improvements

Mattheo

Use the reviews and other data on ratings from the app store

Mattheo

We can use social media to feature some of the stories of how the app has helped students. Like for example, Susan says “I never had to guess what my balance is now!”.

Mattheo

Using hashtags or other trending topics to push the number of views the algorithm let's see.

Mattheo

# Feedback From Users

Creating content on social media dedicated to our app where people can comment on how they feel about it.

atalotta47

Release a beta version of the app where we could receive honest feedback. Such as the platform TestFlight.

atalotta47

Checking the app store feedback. With all this feedback we would improve the app based on what users are suggesting.

atalotta47

asking those at booths on campus or other face-to-face interactions what they think of the app and if ay improvements can be made.

Mattheo

# App Design

This app is going to be easy to acess for the college students.

atalotta47

You will be able to create own account with verification for security purposes.

atalotta47

Easy to use and not complicated. Your meal swipes will appear large on the screen so you know how many you have

atalotta47

Color of background the same as the schools’ colors while being still easily readable.

Mattheo

# Marketing

Post the app on social media and could pay for it to reach an audience.

atalotta47

We could call and visit universities around the world and show our app and how it could help you keep up with meal swipes

atalotta47

For marketing, we could contact students from other college campuses to set out booths on campus that will tell people about our app.

atalotta47

For marketing, can put flyers around the campus for students to learn about the app.

Mattheo

# Cost/Expenses

Social media ads 50-500 a month

Mattheo

Offline outreaches. advocating by mouth or with flyers around the campus. 50-500 a month

Mattheo

University partnership/ endorsement. 0-500 a month

Mattheo

Email marketing and viewing analytics. 0-50 a month

Mattheo