Our android application project which is named Timetable.

As its name, this project aims in developing an intuitive and user-friendly scheduling app that helps users manage their daily tasks and appointments efficiently.

There are 3 advantages that our app has. That are seamless integration which means sync with popular calendar services like Google Calendar and Outlook, customizable reminders which means users can set personalized reminders with various notification options and user-friendly interface which means a clean, intuitive design that is easy to navigate, with both light and dark modes.

The target population we lock is mainly 2 kinds of people. That are Marketing Manager and University Student. We found it that Marketing Manager usually struggle with managing multiple meetings and deadlines. So, they need a reliable tool to keep track of tasks. And we also found University Student have a major trouble that is to balance study, part-time work, and social activities.

For this reason, we try to develop a tool to manage/organize all of the tasks in order to maintain a balance schedule or finish the works efficiently.

There are some channels to sell our app. That are social media advertising which means utilize platforms like Weibo, Tiktok, and bilibili to reach potential users through targeted ads, Content Marketing which means create blog posts, tutorials, and videos on productivity tips and how to use the app effectively, App Store Optimization (ASO) which means optimize the app listing on App Store with relevant keywords, engaging descriptions, and high-quality screenshots, email marketing which means build an email list to send newsletters, updates, and promotional offers to users and referral programs which means encourage existing users to refer the app to friends and colleagues by offering incentives.

All in all, our Android app designed to help users efficiently manage daily tasks and appointments. Our app boasts seamless integration with popular calendar services, customizable reminders, and a user-friendly interface with light and dark modes. Targeting marketing managers and university students, our app aims to address their specific scheduling challenges. Marketing strategies include social media advertising, content marketing, App Store Optimization, email marketing, and referral programs. We highlight the app’s features and target audience, while also mentioning potential marketing channels and future development goals.