

Community Mobile Application

Brief Concept Plan / Scope of Work

August 2017



OneHub Saigon Mobile App

Scope of Work



1. Based on the proposed modules, advise on their individual capabilities in developing each module within the mobile application
 - We have a base platform to work from, but the team must be able to work from it – To check with IT
2. Proposal of an internal layout and feasibility of the mobile application
 - Each module must be able to capture data points
3. Cost breakdown for the development of the mobile application (by phases)

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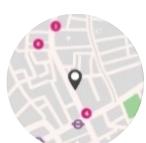
App development by phases – A roadmap



Phase 1



Daily Quotes



Maps



Public Transport

Phase 2



Promotions
@ OHS



Activities
@ OHS



Photo-sharing

Phase 3



Interest Groups

Phase 4



Facility Booking

Growing with OHS

Focus: Creating a sense of identity

Life at OHS

Focus: Creating hype

Growing Communities

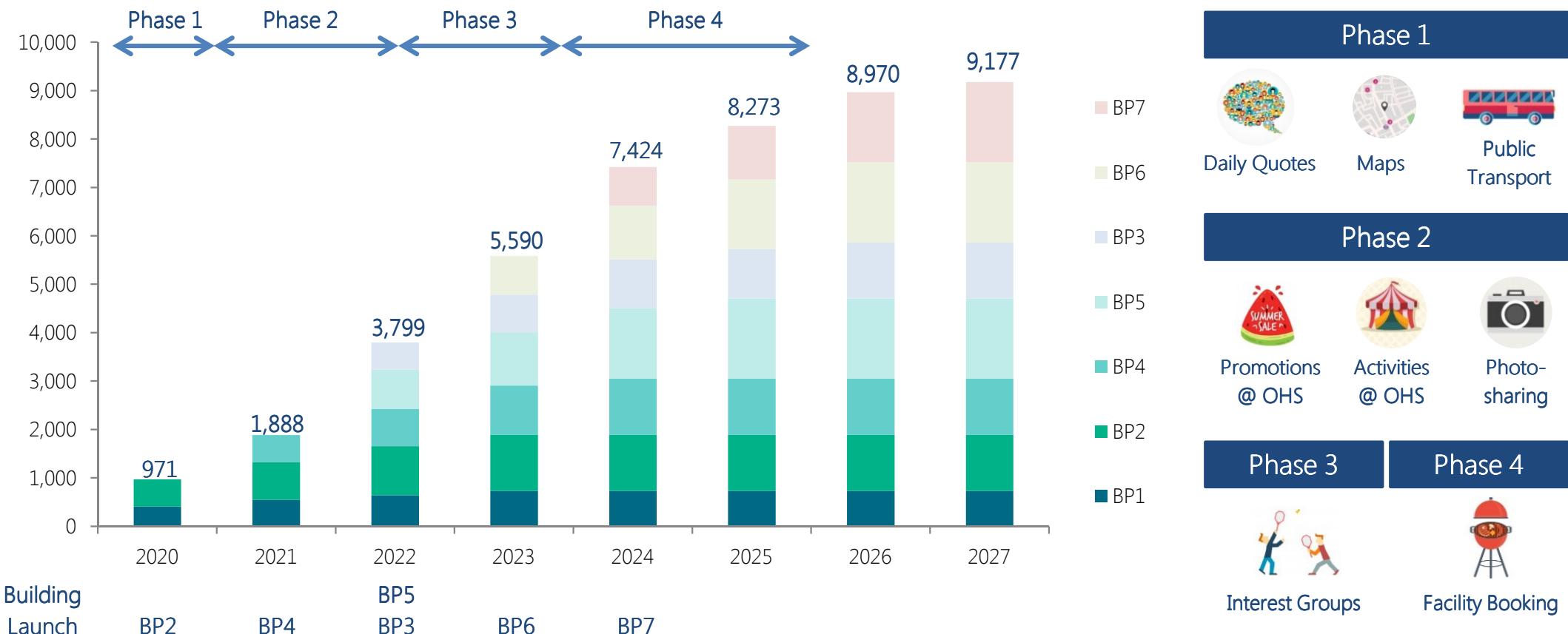
Focus: Creating communities
for people

Interaction with Spaces

Focus: Connecting people
with spaces

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Mobile App Development Phase



Note: Projected user base is based on BP 1 to 7 only

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User Journey by Application – Sign Up Phase



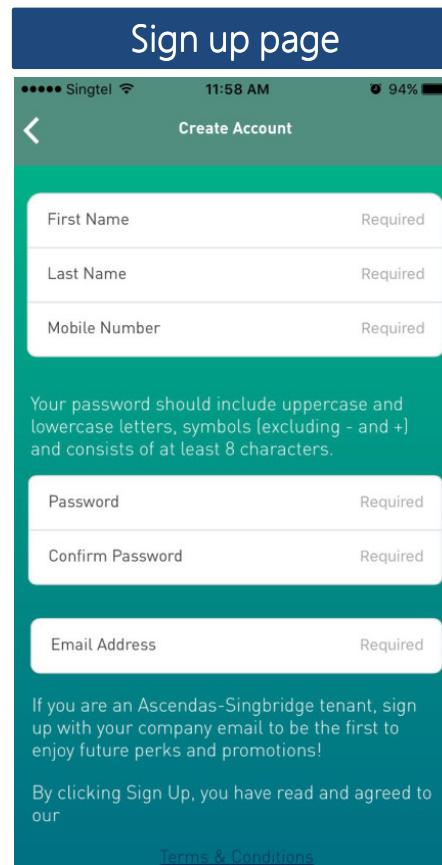
Sign Up

Key information to collect during sign up

- Name
- Date of birth – To sort by age
- Gender – To categorise data by gender
- Company – To categorise data by company
- E-mail address – To send out EDM and OTP for reset

Creation of username and password

- **Username:** Handphone Number (to send OTP/Find your friend via contact list etc.)
- **Password:** Min. 7 characters, mix of numbers and letters etc.



Option for Push Notification

- Updates of events within OneHub Saigon
- To tie in to different modules on the mobile app (e.g. Events notification, daily quote of the day, reminder of upcoming facility booking)

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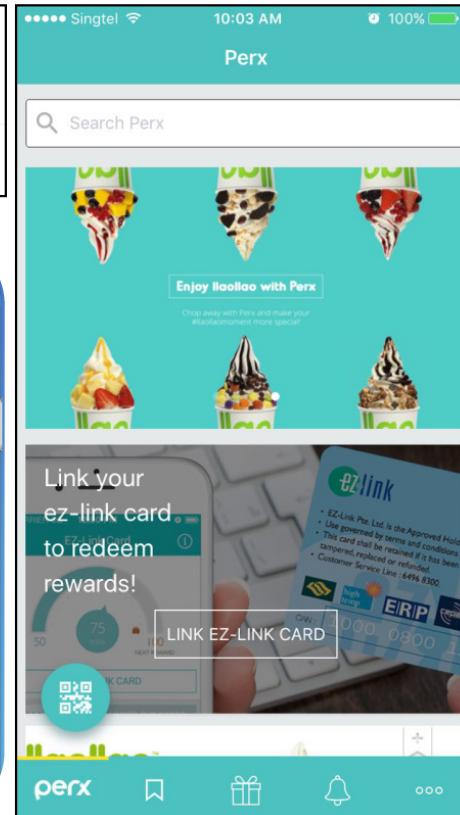
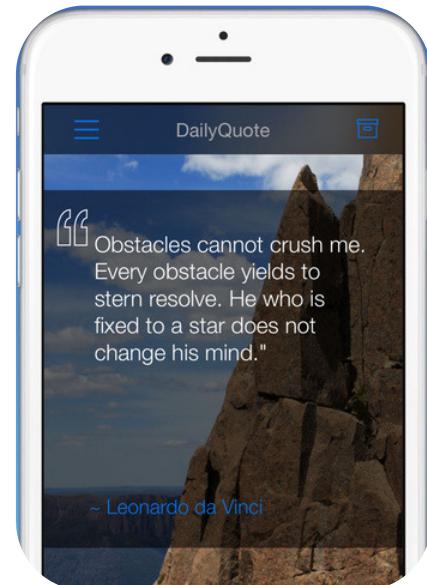
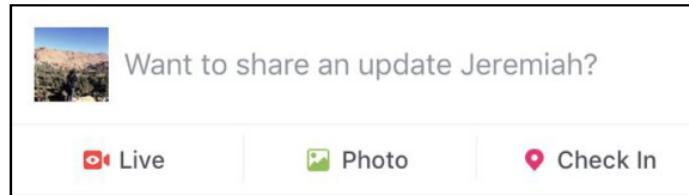
User Journey by Application – Daily Quotes



Daily Quotes

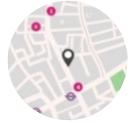
Daily Quotes

- Pulled from a compiled list of daily quotes
- Just a daily source of motivation
- Delivered to the users' mobile application every morning
- Users can also contribute their own quotes
- First thing that the reader will see when they open the application
- Top half of the screen can be a rolling events promotion EDM



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User Journey by Application – Maps + Public Transport



Maps /Upcoming Developments



Public Transport Module

Maps Format

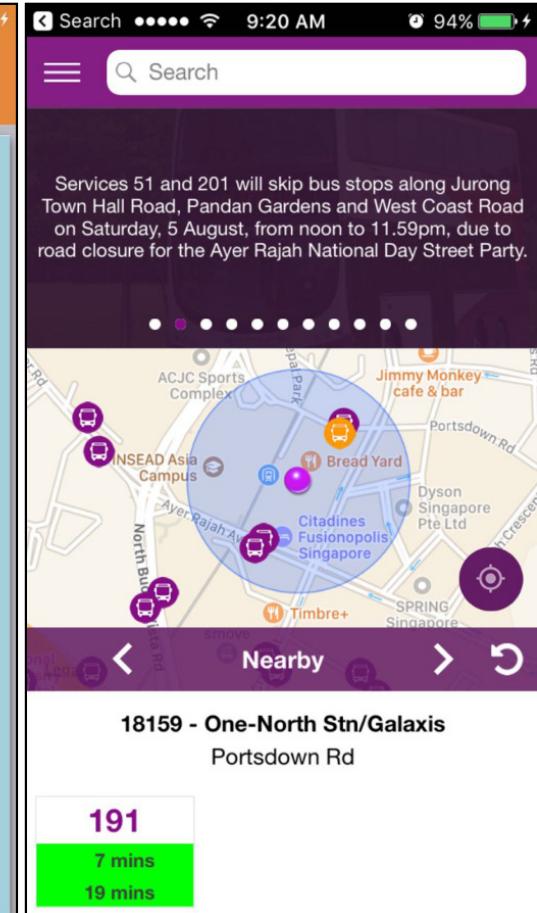
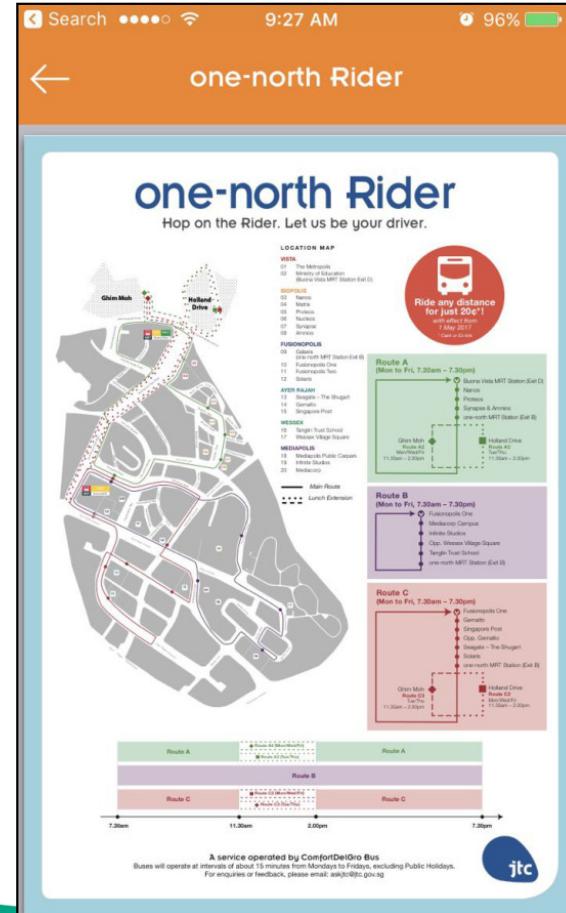
- Overview of the OHS map
- Each buildings will be clearly defined and marked on the map (2D format)
- Including mark outs of upcoming developments and est. time of completion
- Demarcate all the bus stops, MRT

EDM

- Put in EDM form the different bus and MRT routes
- Along with the timing of bus pick ups

Live Timing

- Show all the buses and the departure timing of each bus (refer to image)



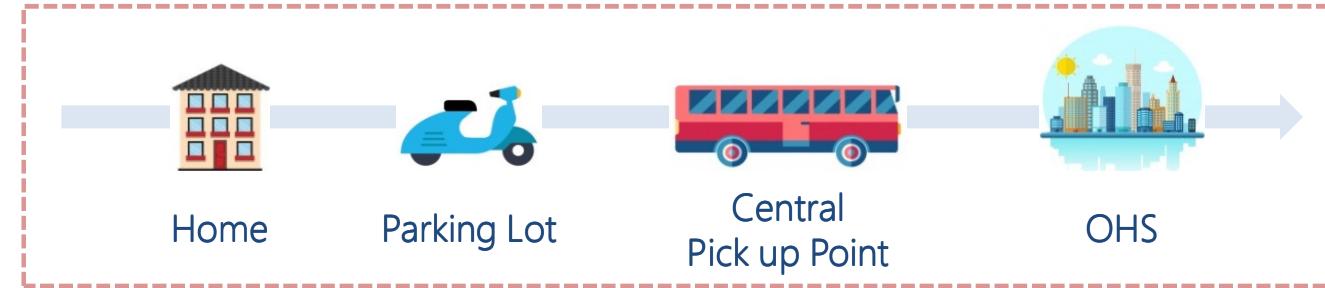
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User Journey by Application – Public Transport



Public Transport Module

Optional – Dedicated Bus Services



Capture Data

- Users interested in this service will be required to first sign up via the mobile app
- Tenants will choose their desired pick up/drop off point

Using Data

- Easy to retrieve data on interest from users
- Able to estimate correctly number of buses to provide

Check Bus Arrival Timing

- Show all buses available and the departure timing of chartered buses
- Note: Alternatively, we can decide not to put this in the app
- Make it simple by catering 2-3 buses to fixed locations everyday at a specific time

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User Journey by Application – Activities at OHS



Activities @ OHS

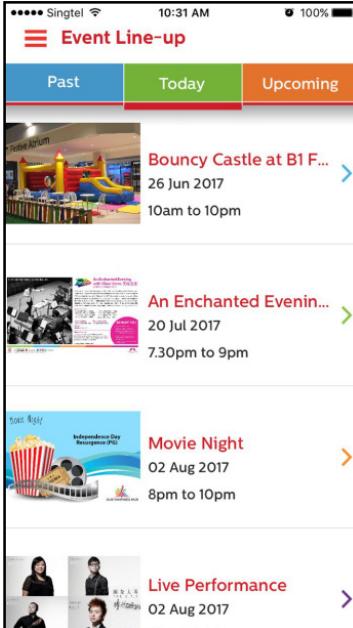
Events page

Purpose: Easy notification of upcoming events

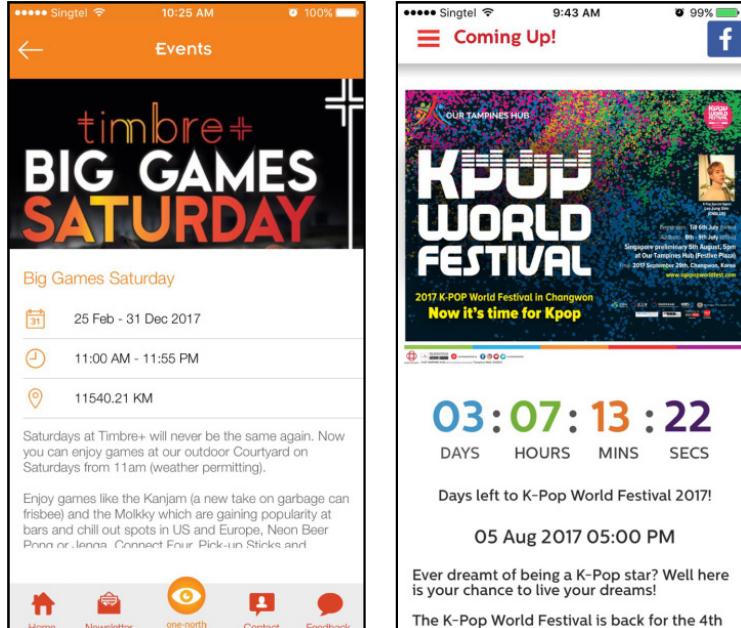
Layout:

- Scroll format by date
- Stage 1: Key information shown at first glance (e.g. Company logo/EDM, Name of event, Category, Day and Date)
 - Inclusive of "Sign Up" now option
- Stage 2: More detailed information (e.g. Date, Time, Location, Short write up, Category, Sign up now button)

Stage 1



Stage 2



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User Journey by Application – Activities at OHS



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UPCOMING EVENTS

AUG 1	AUG 15	AUG 17
connectedlife	emporio analytics	CITY.AI ENABLING PEOPLE TO APPLY ARTIFICIAL INTELLIGENCE
Lunchtime Talk: The future of FMCG - Making IoT a Reality for Brands FOR: UNILEVER ONLY Connectedlife shows you the future of healthcare, highlighting the importance of IoT, data collection and data analytics in contributing to an effective future of fast moving consumer goods (FMCG). Aug 1, 2017	Lunchtime Talk: Decoding Shopper Behaviour with Big Data FOR: UNILEVER ONLY emporio analytics supports world-wide brands and retailers to build actionable knowledge from shopper big data, and talks about how to achieve sustainable growth in an existing industry. Aug 15, 2017	Model Bias in AI You're invited to City.AI's third event in Singapore, where the importance, implications and handling strategies for Model Bias in AI will be discussed. Aug 17, 2017

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User Journey by Application – Promotions at OHS



Promotions @ OHS

List of EDM promotions

- Tenants or store operators within OHS can tap on the application to roll out seasonal promotions (e.g. 1-for-1 coffee for first 500 customers)
- Stage 1: Key information shown at first glance (e.g. Product/EDM, Title, Shop/retailer)
- Stage 2: More detailed information (e.g. Duration, Conditions/Short write up, Category)

The image displays three screenshots of the OneHub Saigon Mobile App interface, illustrating the user journey through different promotional stages.

- Screenshot 1 (Perx):** Shows a "SUMMER SALE" promotion for "1 Salad or Wrap (U.P. \$6.90)" from "Salads And Wraps". The offer is located 6.9 km away at Icon Village, #01-86/87, 12 Gopen... The retailer is MERELY. The app interface includes a QR code and navigation icons for Perx, bookmark, gift, bell, and more.
- Screenshot 2 (Festive Mall Promotions):** Shows a "SPEND & REDEEM- Ex..." offer for "Festive Mall @ Our Tampi..." featuring a clear water bottle and a black pouch. It also includes a "TAKE NOTE" section for "Festive Mall @ Our Tampi..." and a "Bento Box Plus Match..." offer for "QQ Rice #01-82".
- Screenshot 3 (OTH Passion Card):** Shows a "SPEND & REDEEM- Exclusive Water Bottle" offer for "Festive Mall @ Our Tampines Hub" valid from 15 Jul 2017 to 31 Aug 2017. It features a large image of a clear water bottle and a black pouch. The offer details are: Spend \$88 to Redeem an EXCLUSIVE Water Bottle. Valid for same-day original single receipt per redemption. Promotion is limited to the first 100 shoppers per day. Limited to 1 redemption per shopper per day, while stocks last.

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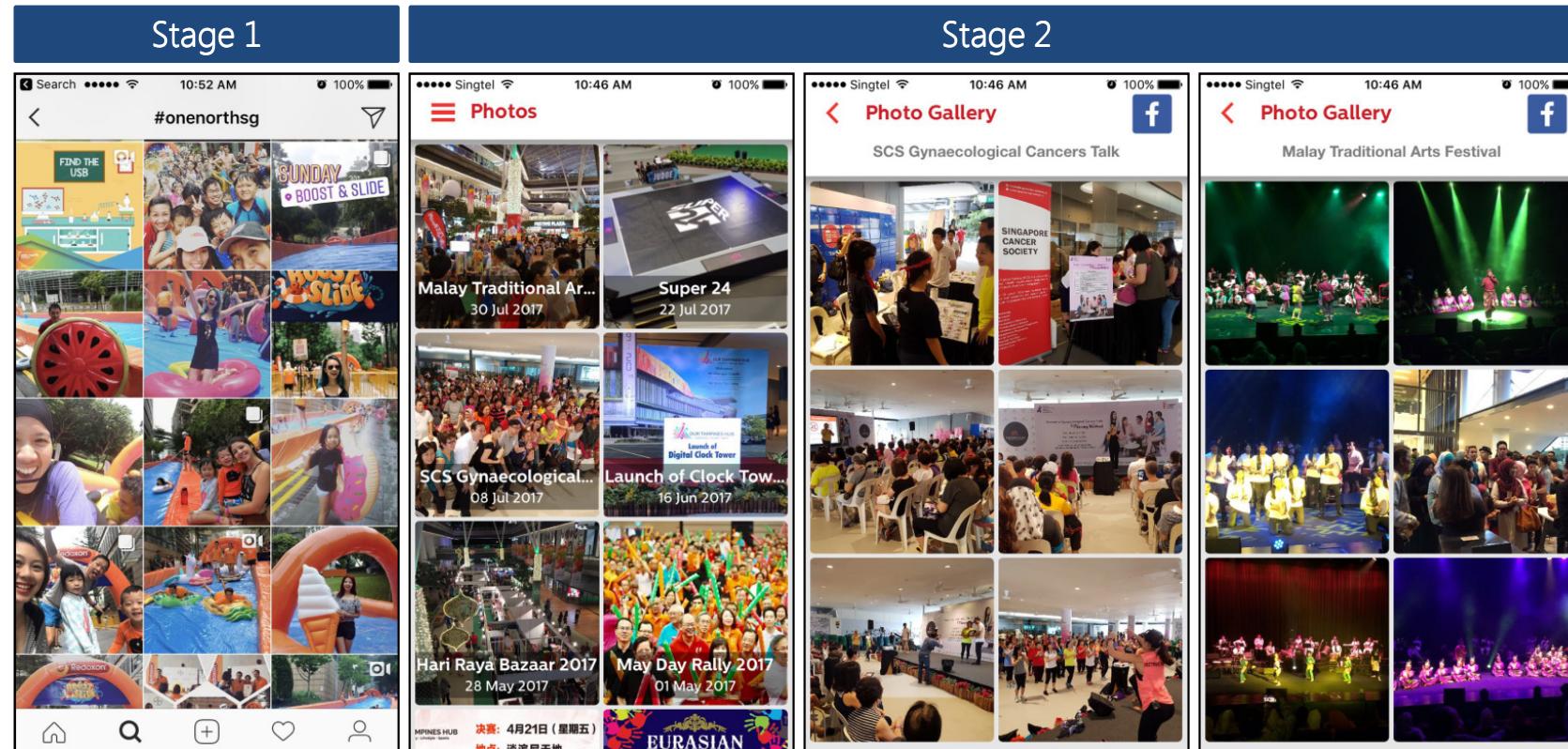
User Journey by Application – Photo-sharing/clawing



Photo-Sharing / Clawing

Photo stream of photos uploaded by tenants' to document life at OHS

- Step 1: Encourage users to post on instagram/facebook via hashtag (e.g. #OneHubSaigon)
- Step 2a: Claw images from hashtags can categorise into events
- Step 2b: Upload photos of events onto photo gallery



OneHub Saigon Mobile App

User Journey by Application – Activities at OHS



Interest Groups

Part 1 – Pre-created interest groups (for users to join)

- Pre-created interest groups with a set timing and venue (e.g. Every Tuesday night, 630pm - 830pm will be our futsal match at OHS)
- Ability to join group for weekly updates of venue
- Weekly indication of interest/participation or we can track based on location
- A chatgroup/chat board for people to post any questions or comment?

The image displays three screenshots of the OneHub Saigon mobile application interface, specifically focusing on the 'Interest Groups' section.

- Interest Groups Page:** Shows a welcome message: "Welcome to Carousell Groups! Buy & sell with friends, people of similar interests, and communities that you care about." Below this, there are sections for "Featured Groups" (Rolex Club and Chelsea FC) and "My Groups". A central message encourages users to "Find a group to join now".
- Recommended Groups:** Displays a large search icon. A message reads: "You are not part of any groups yet! Find a group to join and start buying and selling with friends, people of similar interests, or communities that you care about." It includes a "Find a group to join now" button and a "Discover Groups" section featuring "Handmade Crafters" and "All Things Minimalist".
- Discover Groups:** Shows a search bar and sorting options ("By Latest Activity"). It features a group named "Gugudan(dan-jjak)" with 30 members, a photo of the group, and a "Join" button. Another section shows "Carousellers @ Tiong Bahru" with 829 members, a photo of the building, and a "Join" button.

OneHub Saigon Mobile App

User Journey by Application – Activities at OHS



Interest Groups

Part 2 – Friends on OHS function (for users to invite friends)

- Check your phone contact list to immediately identify who you know is on the OHS app
- Option to invite your friends to join your interest groups

The screenshots illustrate the 'Interest Groups' feature of the OneHub Saigon mobile app:

- Browse Groups (pre-join):** Shows a search bar and a group card for 'Rolex Club' with 4128 members. Buttons for 'Join', 'Invite', 'Share', and 'More' are visible.
- House Rules:** A modal window displays the rules for the Rolex Club, stating it's for Rolex watch collectors to buy and sell genuine Rolex watches. It includes a 'Continue to join group' button.
- Option to invite friends:** Shows a search interface with filters for 'COUNTRYWIDE' set to 'Singapore', 'CATEGORY' set to 'All', and 'SORT/FILTER' set to 'Popular'. It displays a group card for 'Rolex Club' with 4130 members, along with 'Joined', 'Invite', 'Share', and 'More' buttons. A callout box suggests adding a new listing or existing listings to the group, with a 'Sell in Group' button.

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User Journey by Application – Activities at OHS



Facility Booking

Ease of checking on availability of facilities for booking

- Two most important functions here are "Book" and "Calendar"
- Book – Immediate options of facilities available for booking are shown
 - Preferable to have an extra page on images of facilities before the "fill out the form" page
- Calendar – Shows a list of upcoming booking and booking history

The image displays three screenshots of the OneHub Saigon mobile application:

- Booking Page:** Shows four main buttons: FIND (red), BOOK (teal), CALENDAR (green), and TOOLS (grey). The FIND button has a magnifying glass icon, the BOOK button has a chair icon, the CALENDAR button has a calendar icon, and the TOOLS button has a wrench icon.
- Booking Form:** A form titled "Make a Booking" with fields for Room type (Meeting Room), Date (Thu, 03/08/2017), Start time (09:00), End time (10:00), People (3), and Location. A "CHECK AVAILABILITY" button is at the bottom.
- List of Available Options:** A results screen titled "Results" for Singapore. It shows a list of locations:
 - Singapore, United Square:** 2.94 mi, Opening Hours 08:30 - 18:00, From SG\$ 67.50, Includes 10% room discount, with CALENDAR and BOOK buttons.
 - Singapore, Paya Lebar Square:** 3.04 mi, Opening Hours 08:30 - 18:00, From SG\$ 45.00, Includes 10% room discount, with CALENDAR and BOOK buttons.
 - Singapore, Duo Tower:** 3.87 mi, Opening Hours 08:30 - 18:00, From SG\$ 45.00, Includes 10% room discount, with CALENDAR and BOOK buttons.All results include icons for opening hours, address, distance, and room types (desk, car, person).

OneHub Saigon Mobile App

User Journey by Application – Activities at OHS



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The image displays two screenshots of the OneHub Saigon mobile application. The left screenshot shows the "Calendar of Bookings" screen, which includes sections for "New Booking" (with a location pin icon), "Booking History" (with a calendar icon), and "Upcoming Bookings" (with a calendar icon). It also features a message stating "You have no upcoming bookings". The right screenshot shows the "Upcoming Bookings" screen, which lists a booking for "Your room in Hongdae" in Seoul, followed by a listing for "Ho Chi Minh" with a photo of a room and the text "2 homes". The bottom of both screens features a navigation bar with icons for EXPLORE, SAVED, TRIPS (highlighted in red), INBOX, and PROFILE.

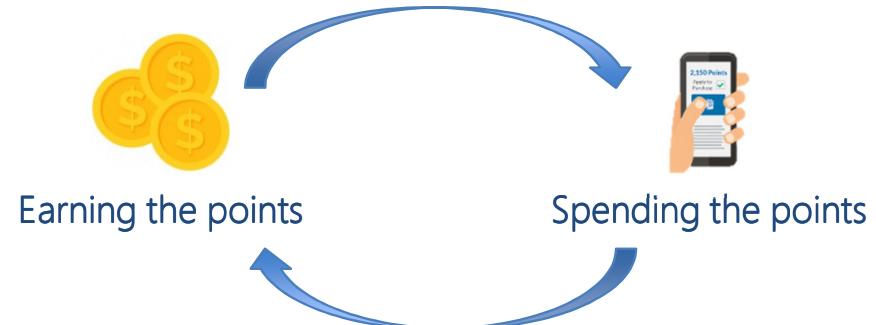
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Gamification to increase user base and participation



Gamification

An online marketing technique to encourage engagement with a product or service



Monthly Lucky Draw Spins

- Based on the amount of points accumulated each month, the user is entitled to a prorated number of lucky draw spins
- The prizes can be small and practical office gifts

Gift Redemption

- Every quarter, OHS can roll out gifts for redemption
- Household products (e.g. rice cooker)
- Consumer goods (e.g. rice)
- Vouchers
- Trial gym membership
- Free facility bookings

Annual OHS event

- An annual carnival / lucky draw event will be held
- The event is open to the public and park users
- To participate in the activities or purchase of food, users can 'pay' with their accumulated points or pay in cash (optional)
- For the lucky draw event, based on the number of accumulated points in the year, you stand a higher chance of winning (e.g. Every 10 points = 1 lucky draw ticket)

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User Journey by Application – Gamification



Gamification

Incentivise app usage through a point system

- For every event participated in, facility booked, or survey participated in, users will be able to generate points
- Similar to credit card points or flight miles that are accumulated and can be traded for other benefits in return
- Points can be credited to the account via scanning of QR code when the turn up at an event, or when they book a facility via the application

