**Brainstorming**

**Mobile part :**

Two proposals: an application or a mini program on WeChat:

* Application :

The service also applies to foreigners wishing to settle in Shanghai. However, the latter do not necessarily have access to WeChat if they start the process before arriving in Shanghai so an application can be a good alternative.

* WeChat:

The strong point is that it is very well known and used by a very large number of people.

On the other hand a lot of functionality and maybe not enough skills to make this mini program

🡪 Instead, start with a mobile application

**User Part :**

This application is intended for foreigners of different nationalities (French, English,...)It must therefore be in English.

How many Western come every year in Shanghai? (250000) this application will therefore concern a very large community ++++

There are several categories at the user level: students, couples, families

**Target :**

Western People (students, couples, families) who come to Shanghai for the first time. It would be best to choose only one category for the moment 🡪 Student. Then we can then extend it to more categories

**Problem to solve :**

Ideal district to feel like Home

How to define the “Ideal district”?

**Functionalities of the application:**

* Filters for the user to define their preferences and expectations:

-School

-Transport(subway or bike)

-Green Space

-Activities

-Facilities

-Architecture

We must look at the different data at our disposal to choose the most relevant criteria (air quality, green space,...) to put in the application. The user will then come back to select the criteria that interest him most. Based on his selection, the most appropriate district will be proposed to him.

* Once the district has been found, a list with a certain number of contacts (agencies...) will be proposed to the user to find the accommodation.
* Once settled in Shanghai, propose ideas for activities (restaurants, cinema,...) according to their preferences and location
* Map

**Summarize:**

What is the pain point ?

* How foreigners maximize their happiness?

How to chose the district will being you more happiness ?

Keep people on the application

-2 Part: Advices (Restaurants,…)

District Profile

Target ?

* Student for the moment

Stakeholders ?

* Agencies
* Restaurants
* Mobike
* Students
* Event Organizers

Business model ?

…..

Feedback ?

After proposing a district, the user is given a time interval and then sent a notification to answer the following question:

Have you finally chosen this district for your accommodation?

We will add these answers to our data in order to adjust our prediction and be even more relevant.

Data selection ?

-Price

-POI(+dianping)

-Mobike

-Shanghai Events

-Quiet Roods

-Subway

-Taxi speed position