

Mobile Coorperation App

Vordiplomarbeit - HF Uster

Version [0.0]

[Date]

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PlexByte.com

# Mobile Coorperation App

# Management Summary

# Solution Description

## Develop a plan

### Mission and goals

[Describe your company's mission and goals.]

### Questions for consumers

|  | Questions |
| --- | --- |
|  | [List questions that you can use in your target audience profile.] |
|  |  |
|  |  |
|  |  |
|  |  |

### Audience and market

|  | Audience and Market |
| --- | --- |
|  | [Identify who makes up your target audience and your market.] |
|  |  |
|  |  |
|  |  |
|  |  |

### QUESTIONS TO NARROW DOWN YOUR TARGET AUDIENCE

|  | Questions |
| --- | --- |
|  | [List questions that you can use to help you narrow down who your target audience is.] |
|  |  |
|  |  |
|  |  |
|  |  |

## Test the plan

### Consumer perceptions

|  | Consumer Perceptions |
| --- | --- |
|  | [List consumer perceptions about your product or service.] |
|  |  |
|  |  |
|  |  |
|  |  |

### Quantitative metrics

|  | Quantitative Metrics |
| --- | --- |
|  | [List quantitative metrics that you will use to evaluate the effectiveness of the plan.] |
|  |  |
|  |  |
|  |  |
|  |  |

## Adjust the plan

|  | Plan Changes |
| --- | --- |
|  | [List the changes that you need to make to your plan so that it will be more successful.] |
|  |  |
|  |  |
|  |  |
|  |  |

## Put the plan into action

| Step | Action | Due date for completion | % complete |
| --- | --- | --- | --- |
|  |  | [Date] | % |
|  |  | [Date] | % |
|  |  | [Date] | % |
|  |  | [Date] | % |
|  |  | [Date] | % |
|  |  | [Date] | % |

# Test