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**FINAL PROJECT PHASE-I**

WRITE A PROPOSAL FOR AN APP THAT YOU INTEND TO CREATE

A proposal is a formal written document containing different aims, the methods on how

these aims can be achieved, and the time frame within which these goals need to be

achieved.

● For the first phase, you have to submit a proposal of the application you intend on

creating/launching.

● Fill in the following sheet with reference to your proposal idea.

PHASE I – PROPOSAL:

In the first phase of writing this proposal, you are required to answer the following

questions that will check the validity and requirement of your product.

PHASE 1 OF PROJECT: Product Proposal

What is your mobile app idea?

1. Get a professional at your door app

2. Lend a book app

3. Find your family tree app

4. App for special kids

5. A gaming app

6. A tailor app

7. Or any other

**Your idea:  *Providing a digital platform for exchange of goods.***

The Product Concept:

1. What problem does your app hope to solve? (70-100 words)

To begin with, my app can solve countless problems as it will provide a road of salvation to goods you don't want. In this app, you will be able to sell your product or even trade it for something with the same value (in the open market within the app) . In modern day, time is of essence so this app can help people save their time as you won’t have to buy but you can exchange your commodities. Moreover, it can also be used for income purposes as people can sell their general goods for real currency. Users will also become more socially responsible by using this app, In addition to this, it will also open job opportunities. Therefore, it will open a new window for futuristic life.

b. What would be the defining features of your app? (70-100)

My app will create a barter system that will enable people to interact with each other. It will provide a detailed description of different categories of possibly everything that has value and accordingly, people will choose their desirable product. Users will be able to enlist their possessions in the sale market, buy from the purchase market and more importantly, trade their assets with something they desire which has equal worth in cash. This app will be easy-to-use and would have no restrictions thus eliminating class differences. It will be supported by an artificial intelligence system which will calculate the value of your product in money and correspondingly show you the articles which have equal worth allowing you to buy them or exchange them at your ease.

c. How will your app change or enhance the current market of apps? (70-100)

Without a doubt, it will revolutionize the current market of apps because although bartering is an age-old form of trading, introducing this to the digital world will create a new market for interested users. For example, during the crisis of COVID-19, if this app was available at that time, you would have been able to exchange your used sanitizer bottles with new face masks which you needed. This app will efficiently help in resource management and will create a helpful environment where nothing goes down the drain e.g; food. It will also establish the idea that every app cannot be only about your own gains but instead can be environmentally friendly.

Audience Analysis:

In order for your start-up to flourish, it is important to first analyze your target audience. The most important part of conducting an audience analysis is to identify and delimit your target audience.

a. Who is your target market/audience (teenagers, adults, men, women, children, NGOs, NPOs, Government bodies). Specify.

Targeting the audience is greatly consequential so it should be pre-planned. It decides the future of any app. Our app will mainly target students, middle-class and low income individuals. It will provide products, services and marketing campaigns for a specific, well-defined group of people. The ones who are in need of new products and have some useless items at their disposal which could be useful to others would be able to connect to each other via my app and get their desired product eg; food, book, furniture.

b. Why have you targeted this group of people?

Answer the above-mentioned questions. (50-70 words)

The target audience mainly consists of youth who are generous, are literate and are the most socially responsible. Processing through this app would result in no wastage of resources. Moreover, this target audience is the one closest to technology therefore, it will be easiest to attract them and thus expand our product because in today's world, it takes less than a minute for word to spread from one corner of the globe to the other.

Name and Tagline:

a. What name would be suitable for your mobile app?

b. Frame a catchy tagline for your app.

Both name and tagline should be original.

**Name : Charting Bartering**

**Tagline:** Bartering at your fingertips!

Promotion Strategy:

A successful promotion strategy is extremely important for any product that you are launching; keeping this in mind, answer the following questions.

a. What would be your promotion strategy?

The target audience has a lot to offer to the general public so the promotion strategy of this application will be niche marketing because the target audience is a small segment of the population. The promotion strategy will include distributing brochures to university students and TV commercials which would help us gain the interest of our audience. Furthermore, our app will be advertised through social media.

b. Why have you chosen this strategy?

[Answer the above-mentioned questions in 50-70 words]

If you want to stand out in the current mature marketplace, you need to develop a solid app promotion strategy. Out of all the methods that’ve been used in the past, our marketing strategy will be outstanding. Our strategy will be based on leveraging our website. Blogging could be a great asset for any application promotion strategy. It creates brand awareness and increases its visibility to the targeted audience. Leveraging website could be done through SEO(Search Engine Optimization)

which means you don’t just have to rely on word-of-mouth but instead your app banner should also be visible to the search engines as well.