



UTS

# MOBILE APPLICATION PROPOSAL

31285 MOBILE APPLICATION DEVELOPMENT

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## Executive Summary

This document is to propose the development of the mobile application (tentatively named “Whose Treat”). The functions that the application will provide are 1) the random selection of the person and the shop, 2) the suggestions for the menu and 3) saving the user preferences of the shops. The initial version will support Android smartphones (minimum SDK of API 15). The target market of the application is young adults aged between 18 to 35. The initial application might include the web board function that can be used as a communication channel between the local business owners and the users which can possibly be a value creation model.

## Project Description

### 1.1 Functionality and Use Cases

This Project is aiming for making a new mobile application (tentatively named “Whose Treat”). The main function of the application is showing the optimal place to have lunch or spend time with friends or by own. The features that will be included in the initial version are:

- Random choice of the person who will treat for the group
- Random choice of the shop user can try
- Shop suggestions based on the choice
- Saving the favourite stores of the user

If the time and resources allow, the application might also demonstrate other functionalities. One is web posting function that users can update information regarding promotion. Also, the notification function informs the hot deals based on the users’ location. Another function would be included to the application is meeting function that users can arrange instant and short meeting such as coffee break based on their location or organisation.

The use case diagram of the application is shown in Figure 1. At the launching activity, the user will choose either ‘My Treat’ or ‘Sb’s Treat’; if the latter one is selected, the user is asked to input the number of people so that the app return the random result. The menu choice screen appears afterwards, and if the user selects one of them, the application will show the list of the shops in which they can have lunch, coffee or drinks. Alternatively, users can select several shops to pick randomly. The mock-up of the detailed flow reference to the Appendix 1.



Figure 1 Use Case Diagram of the Application

## 1.2. Target Market

The target market of the application is young adults aged between 18 to 35 who wants to get relevant information regarding the menu choice for lunch or drinks easily and quickly without disturbance of the excessive data. Also, this application would attract the people indecisive or overwhelmed by too many choices for lunch. The target population will mainly be comprised of the college students and young labours. In addition, if the application is expanded further so that the users can update the promotion information to the database, it can be functioning as a revenue model; the local shop owners would also actively advertise their business on the app by updating the promotion or forming a strategic alliance with the adjacent businesses.

## 1.3 Platform and Devices

The initial target platform and devices for the application are Android smartphones, and the minimum SDK is API 15 which can embrace 97.4% of all users; Android tablets could be supported at the first release. The supports for other platforms are not considered at this stage, however, would be considered in the future.

# Appendix 1

Mock up flow of the application

