

Idea Improving Process

PERFORMANCE SOFTWARE

Performance Software

- Our policy
 - High performance Software which satisfies customers



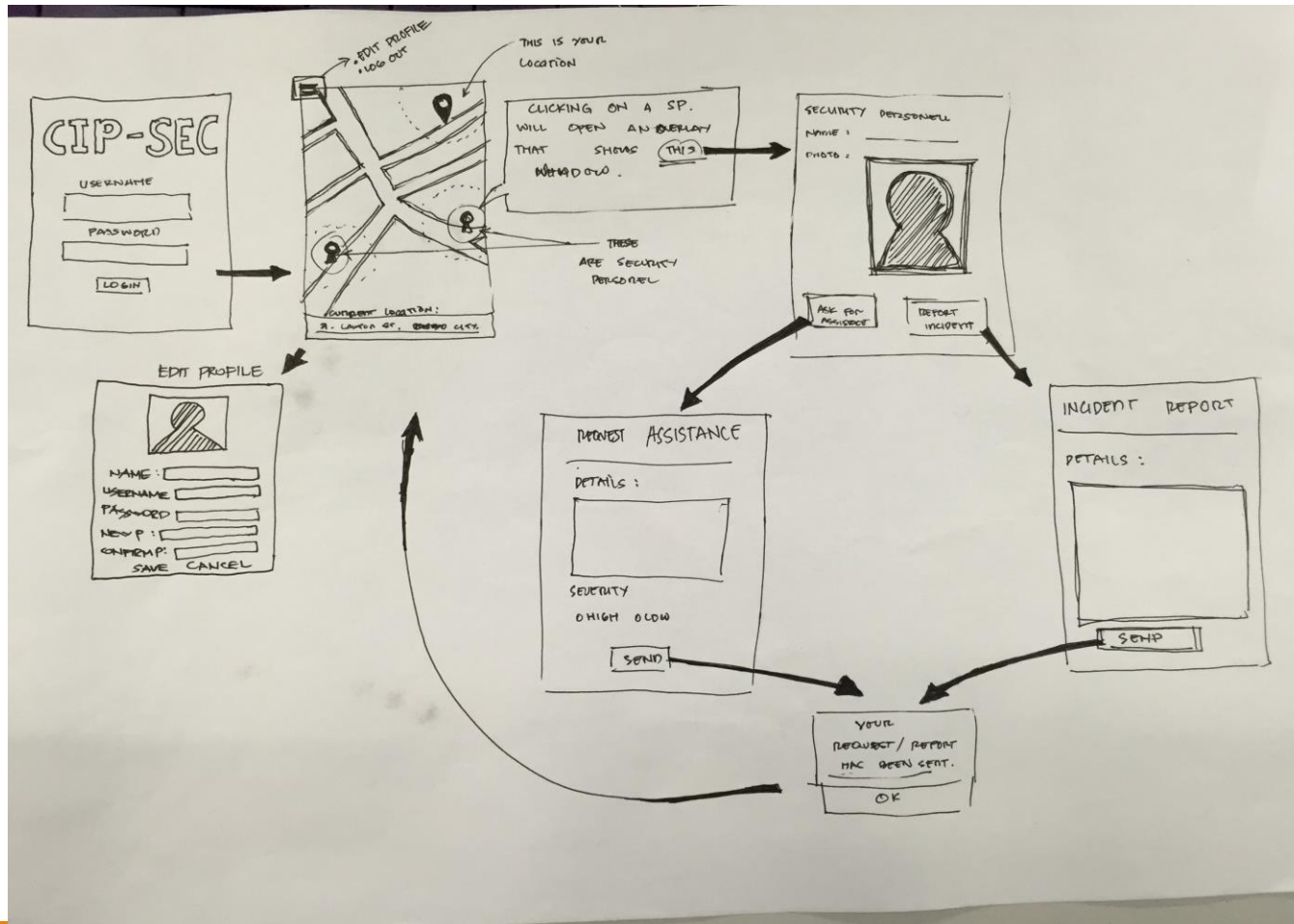
Our First Assumption

- Problem for people in Cebu is Traffic or Security at night
- Traffic
 - Locations of traffic jams
- Security
 - Visibility of security personnel

Interviews in IT park

- Traffic
 - Congested Exit Points
 - Few traffic lights
 - Congest on Friday
 - Ticketing for parking
- Security
 - Visibility of security personnel
 - Difficulty to contact to security personnel

Our paper prototyping



- Client
 - Login
 - Show all close locations of security personnel
 - Know profile of security personnel
 - Click the icon, then send message to security personnel
- Security personnel
 - Know the location of Client who needs help
 - Know the profile of the Client
 - Know the route to the Client

Interviews in Ayala

- Needs
 - Easy access to security personnel
 - One tap access for help
 - Problem about the internet connection
- Impression
 - Very useful
 - Easy access is better

Minimum Viable Product

- Client
 - One tap access to security personnel
 - Call nearest security personnel
 - Send location
- Security personnel
 - Know the location of Client who needs help
 - Know the route to the Client

Lean Canvas

PROBLEM <small>List your top 1-3 problems.</small> Visibility of S.P. Difficulty of communication to S.P. Difficulty to know the location of S.P.	SOLUTION <small>Outline a possible solution for each problem.</small> An app to make contact to S.P.	UNIQUE VALUE PROPOSITION <small>Single, clear, compelling message that states why you are different and worth paying attention.</small> Find, Contact to S.P. quickly.	UNFAIR ADVANTAGE <small>Something that cannot easily be bought or copied.</small> S.P. can know the location of customers through Google maps. FREE API FROM GOOGLE Able to estimate time to arrive.	CUSTOMER SEGMENTS <small>List your target customers and users.</small> The person who want to make a contact to S.P. who have an incident. who work till late at night.
EXISTING ALTERNATIVES <small>List how these problems are solved today.</small> 117, Police Helpline SKC!	KEY METRICS <small>List the key numbers that tell you how your business is doing.</small>	HIGH-LEVEL CONCEPT <small>List your 3 key analogies e.g. YouTube = Flickr for videos.</small>	CHANNELS <small>List your path to customers (direct or indirect).</small>	EARLY ADOPTERS <small>List the characteristics of your ideal customers.</small>
COST STRUCTURE <small>List your fixed and variable costs.</small>			REVENUE STREAMS <small>List your sources of revenue.</small>	