

## **Business Requirements**

### **Product Description:**

A messaging application that focuses on creating new connections with people via IM, maintaining existing connections with friends with mutual interests via GPS, while allowing the user to post statuses and pictures of their daily lives. Our product is a combination of several existing messaging/social media apps such as Facebook Messenger and SnapChat.

### **Primary Market Research:**

Through the survey given out to social media users of differing age groups that consisted of age demographics, preferred features among different age gaps, communication through instant messaging, and social media that uses GPS location as one of its features, the results can be analyzed and summarized.

With the results found, they can be summarized as:

#### *Age Demographics*

- 41% of users are of the age 13 - 17
- 45% of users are of the age 18 - 25
- 14% of users are of the age 26 - older

#### *Preferred Features Among Different Age Gaps*

- Teenagers prefer entertainment, messaging, and posting statuses
- Young adults prefer messaging and posting statuses
- Older adults prefer news and messages

#### *Communication Through Instant Messaging*

- Teenagers tend to message friends a lot
- Young adults prefer to message friends, families, and, in some occasions, connections (strangers)
- Older adults tend to message families a lot

### *Social Media That Uses GPS Location As One Of Its Features*

- Teenagers doesn't know much about the GPS features on social media
- Young adults prefer making new connections and friends through GPS related social media
- Similar to teenagers, older adults don't know much about the GPS features on social media

### **Secondary Market Research**

#### *Competitors*

There are several competitors in the market today. The main competitors are SnapChat, Facebook, Instagram, Pinterest, LinkedIn, WhatsApp, and Twitter.

#### *Players*

There are many players in the market for this kind of product. They range from competitors, customers, and influencers.

#### *Instant Messaging (IM)*

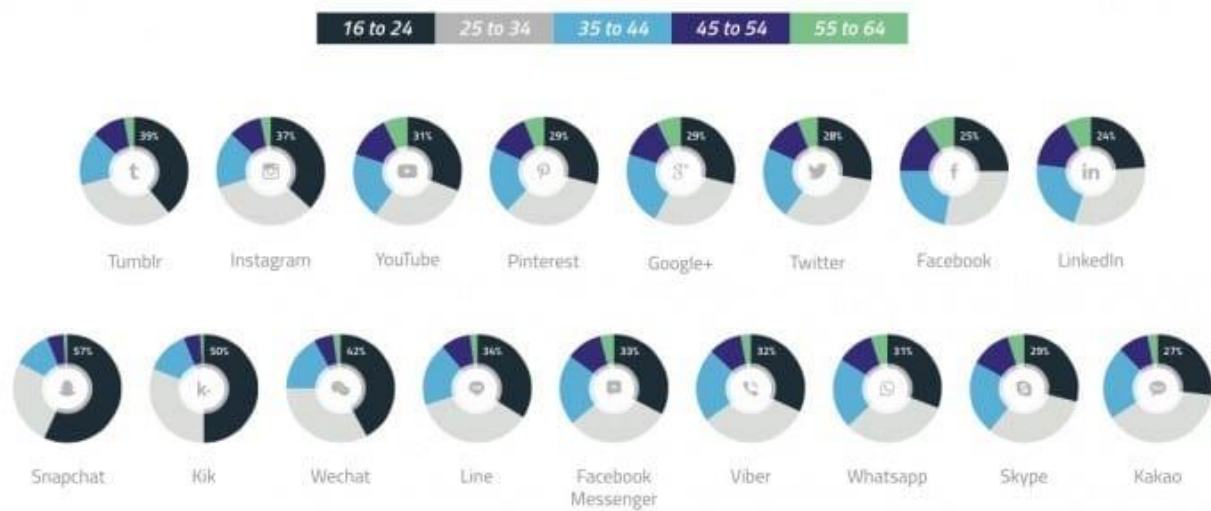
- IM allows users to maintain contact with friends and family members regardless of location via visual/textual messages, and allows real-time-talk with an easy-to-read record of user-to-user/user-to-group message history
- There are over 1.6 billion monthly active users of mobile messenger apps that use IM. Of those 1.6 billion active users, there are about 186 million active users that use IM that can send a visual message.
- On average, approximately 80% of US internet users between the ages of 18-65 use communication platforms with IM functionality such as Facebook Messenger, WhatsApp, SnapChat, etc.
- Of those 80% of US internet users between the ages of 18 - 65, the majority age group spans between ages 13 - 29 years old.
- Approximately 2 billion mobile phone messaging app users worldwide from 2018 show projected growth of 3 billion users by 2023 for apps that use IM.
- As of July 2019, there is a growth market for apps that use IM, demonstrating the necessity and importance of its implementation in communication platforms, spanning the next 5 - 10 years.

- Growing demand for communication and social media platforms expected to drive market for products utilizing IM.
- Messaging apps have the most users

#### *Preferred Mediums of Communication Between Friends*

- 75% of teenagers own cell phones, and 25% use them for social media, 54% for texting and 24% for instant messaging (Hinduja & Patchin, 2007).
- Social media sites provide children with the opportunity to stay connected to friends and family, make new friends, share pictures and exchange ideas.
- Facebook and other similar sites allow students to gather outside of school and exchange ideas about assignments or collaborate on group projects (Borja, 2005).
- 88% of Americans ages 18-29 use social media
- In 2015, the number of worldwide Instant Messaging (IM) accounts, not including Mobile Messaging, totals over 3.2 billion. This figure is expected to grow at an average annual rate of about 4% over the next four years, and reach over 3.8 billion by the end of 2019.
- FB messenger is the 2nd highest in social media platform penetration

Chart 26: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE

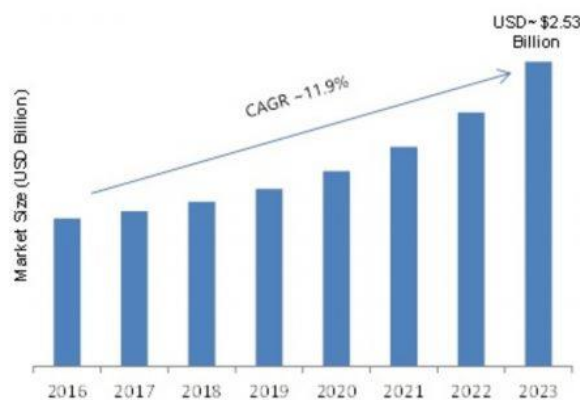


Question: Which of the following services have you used or contributed to in the past month using any type of device? e.g. PC/laptop, mobile phone, tablet, etc. / Which of the following mobile/tablet applications have you used in the past month? (on any device) // Source: GlobalWebIndex Q4 2014 // Base: Active social network and active app users aged 16-64, exc. China

## Global Positioning System (GPS)

- The key factors contributing to the growth of the global GPS market include increasing demand of GPS enabled devices, rising adoption of GPS technology in transportation and logistics, a growing number of a multifunctional mobile devices such as smartphones and tablet, and low cost and easy integration into other technologies
- Electronic data retention and privacy concerns serve as a barrier to the growth of the market.
- North America is estimated to hold a dominant position in the global GPS market attributed to the increasing demand for GPS enabled devices and rising adoption of GPS technology in transportation and logistics.
- Some of the key players operating in the global GPS market include Google Inc., MiTAC International Corp., Garmin Ltd., Starcom Systems Ltd., and others
- As the manner of primary data collection, the collection of GPS data is more advantage than other methods of data collection.

- According to market survey, 900 million mobile phones that incorporated GPS were sold globally in 2012.
- For example, it could track people's movement thus obtaining accurate information on their everyday habits, including shopping habits, driving habits and so on
- Market Research Future (MRFR) has published a report asserting that the global GPS Tracking Device System Industry is marked to expand remarkably at a CAGR of 11.9% during the forecast period of 2017-2023 and reach the market valuation of USD 2.53 Bn by the end of the forecast period.



### *Making Friends as Adults*

- 62% of adults in the U.S. have 2 - 5 close friends
- 1 in 5 adults feel lonely
- 42% of adults make their friends in the workplace
- 35% of adults meet their closest friends through other friends
- 29% of adults meet their friends in their neighborhood
- Most people become friends with those who are like them
- 81% of teens (13-19) interact with those who do not share the same beliefs
- 76% of teens believe that their friends contribute to their sense of self more than their family
- 86% of teens meet their friends in class at school

# AMERICANS ARE FRIENDLY BUT LONELY

Barna

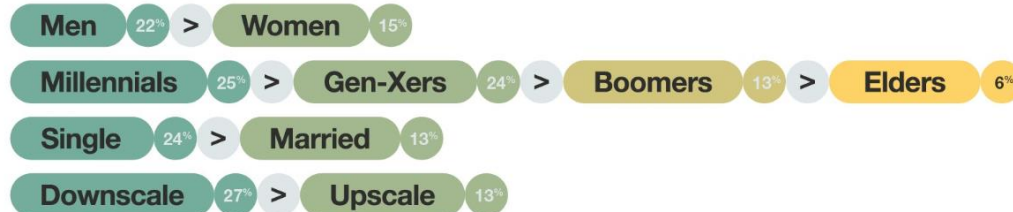


1/5 adults  
regularly  
or often  
feel lonely



On average,  
people have  
five close  
friends

## Who are the lonely?



n=1,025 | April 29-May 1, 2015

© 2018 | barna.com

## Sources

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

<https://newyorkbehavioralhealth.com/the-impact-of-social-media-use-on-social-skills>

<https://www.reuters.com/brandfeatures/venture-capital/article?id=99884>

<https://mpk732t12016clusterb.wordpress.com/2016/04/18/does-gps-technology-bring-value-on-marketing-research/>

<https://www.marketwatch.com/press-release/gps-market-global-industry-analysis-size-share-growth-trends-and-forecast-2019---2023-2019-02-25>

<https://www.barna.com/research/friends-loneliness/>

## Authors/Contributors

Jamil Khan, Benjamin Seo, Christine Duong, Brandon Le, John Him, Chaz Del Praro