

Problem Definition: What is the problem you are looking to solve?

**We are looking to solve the issue of too many occupants and guests mostly for our Friday prayers at the local mosques. With limited space and social distancing guidelines, it is very difficult to manipulate traffic and regulate attendees.**

Customer Segments: Who experiences this problem and is likely to use your solution (Who is this for?)?

**Most Muslims who are coming in for Friday prayers are experiencing these issues in almost every mosque. Our solutions are likely to be used by major names mosques in the city.**

Solution: What is our MVP solution to this problem?

**The minimum viable product is to release an app that can allow users to register for their seat based on the appropriate sermon times available without the headache and panic of finding a spot to pray. It will be a first come first serve ticket based system allowing registered users to place a reservation for a spot in the mosque.**

Key Metrics: How will we know if our solution is effective?

**We will know our solution is effective once we see enough people registered and reserving spots that can occupy the mosque at least 70% capacity alone through the app. Also, we will know our solution is working if we are able to speed up traffic around the parking lot and waiting lines outline the entrances.**

Unique Value Proposition: What makes our solution different from other solutions solving the same problem?

**Other solutions revolve on google firms which can be messy and unorganized. It requires new links to be made and sent out for every week. The apps calendar will automatically adjust accordingly and notify users as a reminder to reserve their spots.**

Channels: How will we get our solution into the hands of those that can use it? Will it be downloaded/is it free? Will you need to train people on how to use it? Etc.

**It will be available for free download. New users have the options to use their own referral codes to entice other family and friends to use the app for their own in app credits which can be used to purchase premium membership packages. The app does not require any sort of training.**

Unfair Advantage: Is there a factor that makes your solution more effective than other solutions by the nature of a structural advantage either of the product or of your team (for example, do you have access to data that others don't?)?

**Our product is the first of its kind so we have an unfair advantage from the get-go. Asking side this, we have tight community member who will be more than happy to beta test the app and provide feedback.**

Cost structure: What is the base cost it takes to create and maintain your solution? What is the cost of serving one person? The 100th person? The 1000th person?

**The cost of serving one person is a fraction of a monthly cloud database maintenance fee. Using AWS, we can store thousands of user information by paying monthly service fee to Amazon. The fee for one user will be a fraction of a cent at the thousand range.**

Revenue Structure: How will your solution make revenue so it is able to fund itself and consistently provide the service?

**The revenue will come from monthly based membership options, in app purchases, and in app advertisements.**