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| **Questions** | **Your answers:** |
| 1.1 Mobile app idea in a nutshell: | An app for booking tickets, Information about the airport, tourist courses ,  taxi/bus reservation to and from the airport.  rt |
| 1.2 App working title (you can finetune it later): | The name of the mobile app is - **PlovdivAir** |

**Mobile app concept design (Part 1)**

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**1. App description/definition**

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|  | **Example:** | **Your app:** |
| **“Fishing Wichita” App Definition** | **PlovdivAir** |
| **1. What does the app do? *(Summary)*** | The app will gather weather/water conditions and fishing reports from popular fishing lakes and rivers in a 150 mile radius of Wichita and combine them into one easy to read and scroll display. | * The app allows its customers to purchase tickets for upcoming flights to and from Plovdiv. It provides information about the flight, the airport and the city in general. The app will also allow customers to order rides to and from the airport to the customer’s hotel of choice. The app will also show the schedule of regular tourist courses, allowing the customer to opt in and explore the natural beauty of the city. |
| **2. What exactly does the app do? (Technical Description)** | Using available on-line data or information, it will collect conditions and then consolidate them into an easy to read display. The app will update conditions to user settings, such as every morning or every Saturday morning. Conditions can also be updated upon request. Users can enter set-up information to customize the app in terms of update frequency, and site categories (i.e. favorites, complete list, ignore). | * The app will collect up-to-date information about the weather conditions, flight schedules and tourist bus information. All the needed information will be accessible through an easy-to-use user interface (UI). The app will also have notifications about specific information (eg. schedule changes, weather condition changes or any app related technical problems). |
| **3. Why would someone want the app?** | It is time consuming to gather current conditions information about area lakes and rivers, but without information choosing the best place to fish is just a guess. Time is precious when leaving to fish, especially in terms of getting an early start. Having quick and easy access to all the area lake and river conditions would have value for people who like to fish. | * PlovdivAir will be useful for everyone that wants to know more about their flight. For example, which plane they are assigned to, class, seat, when the plane takes off and of course when and where it lands. Another feature that will be included in the app will be the information about weather conditions. It is going to be useful for everyone, we assure you that. |
| **4. Who would want the app?** | The market or audience would be people in the Wichita area who fish regularly in area waters. | * People that are living in Plovdiv or nearby can easily download the application and check everything they need. We’re positive that our app will be vastly used due to our low prices and high quality trips. However, if there are people that are not living in Plovdiv, for example somewhere else, they still can download it and use it for their own purpose. |
| **5. When would they use the app** | This would be particularly important for fishing day trips, where there is only a morning or a day to go fishing, and going an hour north versus an hour south could be the difference between a great fishing outing and a lousy one. Spending 30 minutes on-line checking conditions wastes valuable fishing time. With regular daily/weekly updates you have the information at your fingertips. Or update conditions manually, and by the time you load your gear or get a cup of coffee, you have the information you need to make an informed decision about the best place to fish that day. People would tend to use and buy the app during spring, summer, and fall with little demand over winter months. | * Each time a person needs to plan a trip, they can trust our app to book flights, arrange transport and reserve a tour through the city they’re visiting. The customer can also track in real time where their plane is and how long it takes until it arrives. Also there are no last minute cancelations, the user will be notified if there are any issues with the flight. |
| **6. When is the app needed?** | No pressing need or deadline. Overarching goal would be to have the app complete and available to buy in 6 months. | * It will be useful whenever someone has a flight from the Plovdiv Airport. They can easily check the information about the flight and the plane, where it goes and lands. Of course, if there are any special offers, we will include them in our application. |
| **7. How would they find and get the app?** | Since it is an Apple device they would purchase and download the app from the Apple App Store. Marketing would be through the App Store, an app website, using regional on-line/Google ads, and through local merchants, events, and word of mouth. | * We will run ads for the airport on regional television , radio and via billboards. Also recommending the app on Google Play and the Apple Store. |
| **8. How would they use the app? (User Description)** | They would enter set-up information (i.e. select a favorite list, select places to ignore, select update intervals). (Default settings would be no favorites or ignored, update manually.) They when they open the app the starting Screen would display two options:  1. Sites displayed: Favorites list, complete list, particular site  2. Conditions Displayed: Display conditions from the latest update or update the conditions then display.  The last selected will be the default selection on this screen. The user will then press a Display or Cancel button. Cancel closes the app. Display does just that: a Display Screen with an easy to read and scroll format using clear titles and labels with proper/appropriate color and shading schemes. An [X] in the upper right corner closes the app, and a back arrow [<-] will take users back to the selection screen. | 1. After making a profile. The customer will be led to the main page of the app showing popular outgoing and ingoing flights, and a search filter to let them find the flight they are looking for.  2. After picking the flight of their choice the customer will be led to a screen giving detailed information about the flight. Basic data such as: time of departure, flight duration, time of arrival, terminal number, pricing, seat number, and general information about the destination.  3. It is here where using an integrated map the customer will be able to order a ride to the airport. to a destination of their choice. The customer can also order a ride from their destination airport once they land.  4.Scrolling further down will reveal any scheduled tourist trips that may be organised around the area of their destination. Allowing customers to freely join at their discretion.  5. Finally at the bottom of the page is the payment method booking and confirmation. When you finally select a flight it will lead you to a secure page where you can enter your credit or debit card information. |
| **9. How much would prospects pay for the app?** | TBD – depending on how well the app works, between $4.99 and $19.99. | * It's important that an app for booking flights, tourist courses and taxi or bus reservations be free, so that anyone would use it in order to plan their trip. We will run ads in order to compensate for the free product. |
| **10. Concerns?**  ***Questions?*** | 1. Finding/communicating with an outsourced programmer to get the app envisioned actually produced  2. Overpaying for the app development or development overruns  3. Putting a lot of time and effort into the app only to lose money  4. Losing more money than I could afford to lose  5. Automatically retrieving condition information | 1. Not finding good advertisers to compensate for development costs. 2. The risk of failing due to the low popularity of the airport and/or the app. 3. Low security measures due to lack of funding. 4. Low quality of service due to lack of funding. 5. Is it safe to fly during the COVID-19 pandemic ? 6. Will the anti-epidemic measures stay intact during our flights ? |