**Mobile app concept design (Part 2)**

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**App title: PlovdivAir**

**2. Basic market research - relevant sources, e.g. NSI, Municipality of Plovdiv**

**2.1. Market potential - App target group - BG - pls take a look at the** [**“Fishing Wichita” App Definition**](https://www.spaceotechnologies.com/app-outsourcing-guide/define-the-app-concept/)

**Answer these questions in the most accurate way possible to calculate the market potential for your app.**

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| **How much will it cost to have the app developed by a professional mobile app developer, not including your time, to get the app developed and to market it?** | **The average costs of developing apps for both Android and iOS is around 55k.** |
| **Source for your estimate:** | **Various companies like Rantmedia , Intellectsoft and Promantics.** |
| **What is the number of prospective customers?** | **We expect on average around 60k to 140k customers a month** |
| **Source for your estimate:** | **Using average flight statistics from previous years** |
| **How many of these prospects would actually buy the app and for how much?** | **In our previous report we stated that our app will be free for all customers so we can’t give any information here.** |
| **Explain how you arrived at these figures:** |  |

**2.2 User Feedback & Competition**

**User feedback questionnaire:**

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| **Ad-hoc focus groups (friends, coworkers, etc.)** |  |
| **Questionnaire: Q1 *helpful useful*** |  |
| **Questionnaire: Q2 *buy*** |  |
| **Questionnaire: Q3 *how much*** |  |
| **Questionnaire: Q4 *missing features useful*** |  |
| **Questionnaire: Q5 ………..** |  |

**Information about the competition**

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| --- | --- |
| **Main competitor 1:** | **TripAdvisor- Detailed review of hotels, airports etc.** |
| **Main competitor 2:** | **Tripcase - a more global competitor that however lacks most of our features** |
| **Main competitor 3:** | **TripIt- Trip planner similar to us** |