

# **Project: Build App**

## **“Instructions for planting and caring for ornamental plants”**

### **Danh sách nhóm:**

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### **1. Customer Segments**

- Smartphone users (android).

### **2. Value Propositions**

- Knowledge of trees.
- Experience exchange forum.
- Information on where to sell trees.
- Video instructions on how to grow, mix fertilizer for plants.

### **3. Channels**

- Facebook Ads, create group facebook, App ads.

### **4. Customer Relationships**

- Community (create groups, the page is a place for customers to comment and receive notifications of new information about the application)
- Build together: create surveys of the application.

### **5. Revenue Stream**

- In-app advertising.
- Donate.

### **6. Key Resources**

- Human: 3 members.
- Physical: personal laptop.
- Financial: 3 members.
- Intellectual: Knowledge of android programming.

### **7. Key Activities**

- Improve and build the application.
- Data center development and construction.
- Update new information of trees.

### **8. Key Partnerships**

- Facebook, CHPlay.

### **9. Cost Structure**

- Research and application development.
- Management and administration
- Marketing
- CHplay's app developer account creation fee.