

POS MALAYSIA MOBILE APP MODIFICATION

Prototype Pitch

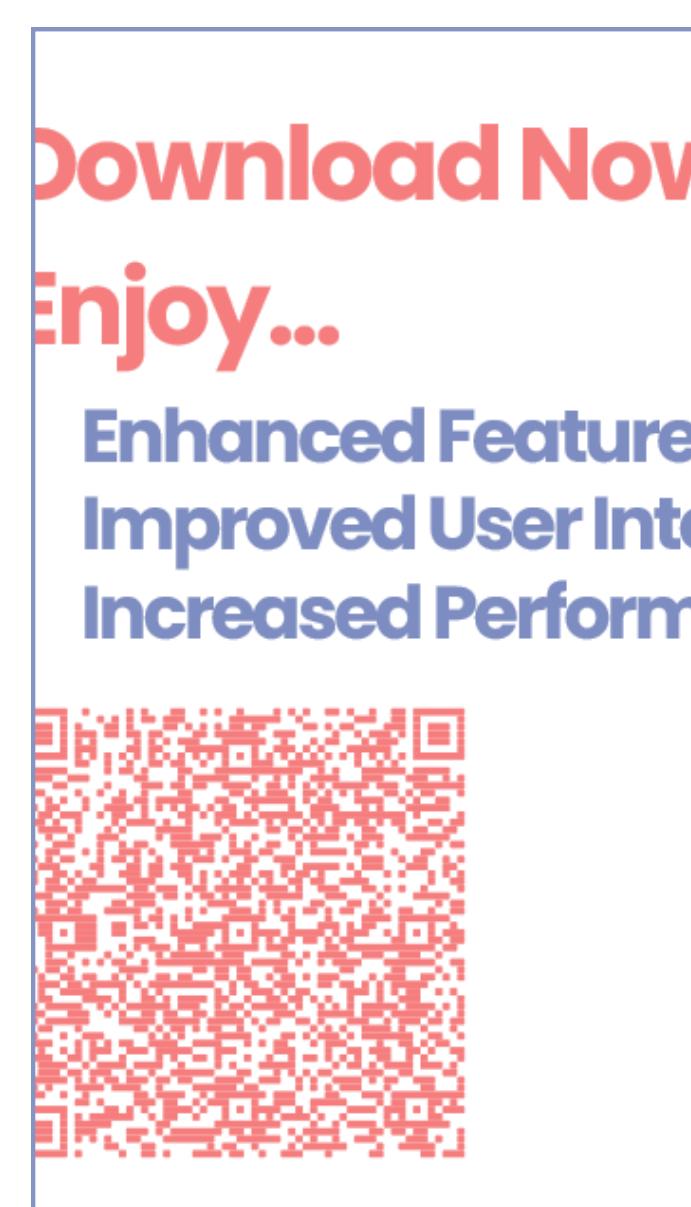
ISAD BIS2-2 2024

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1. Company Profile



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1. COMPANY PROFILE



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KEY TAKEAWAYS

- Purpose of Project
- Color Scheme
- Research Process
- Duration of Project (22/4-28/7)

2. PROTOTYPE VIDEO

**Download Now and
Enjoy...**

- Enhanced Features
- Improved User Interface
- Increased Performance



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KEY TAKEAWAYS

- Problems with POS Malaysia App
- Solutions (OTP Verification, Additional Rate Filters, Easier Account Management)
- Call to Action

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3. POSTER

The poster is titled "POS Malaysia Mobile Application Modification Project" and is presented by "Team: BIS2-2". It includes sections for Introduction, Methodology (Iterative Model), Problem Statement, Objectives, Prototype, Value Proposition, Benefits to Users, Benefits to Society, and Commercialisation Potential.

- Introduction:** POS Malaysia is the national postal service provider. Its mobile application, launched on 13th May 2016, now offers both online and in-person postal services. With over 1 million downloads, it has significantly expanded its digital services to enhance user convenience. The app offers several features such as Send Parcel, Outlet Finder, and Track & Trace. However, persistent issues have caused user frustration and dissatisfaction, risking customer loss. To address this, we have enhanced the app to improve its functionality and user experience.
- Methodology:** Iterative Model
 - 1) System Planning: Objectives & Goals, Porter's Five Forces, SWOT Analysis, Feasibility Study
 - 2) System Analysis: Gantt Chart, Critical Path Method (CPM), Fact-finding (interview & observation)
 - 3) System Design: Context Diagram, Data Flow Diagram, Activity Diagram, Use Case Diagram, Sequence Diagram, Transition Diagram
 - 4) System Implementation: Prototyping, Use Case and Heuristic Testing
 - 5) System Support & Maintenance: Ongoing monitoring
- Problem Statement:**
 1. Troublesome Account Verification Process
 2. Lack of location & dimensions filters in Rate Calculator
 3. Limited Profile Management Functions
- Objectives:**
 1. To improve usability with enhanced OTP Account Verification
 2. To enhance user satisfaction with improved Rate Calculator features
 3. To optimise interaction with upgraded Account Management functions
- Prototype:** Screenshots of the modified application interface showing OTP Account Verification, Rate Calculator, and Account Management.
- Value Proposition:**
 1. Fast and Easy Verification Process with OTP pins
 2. Accurate Shipping Rates with Additional Location and Dimension Filters
 3. Easy Profile Access for Password and Profile Picture Modification
- Benefits to Users:**
 - Reduced Frustration
 - Transparent Pricing & Informed Delivery Decisions
 - Immediate Profile Access
- Benefits to Society:**
 - Enhanced Economic Activity
 - Increased Security
 - Reduced Workload
- Commercialisation Potential:** Sell to POS Malaysia for RM600,000 to increase its app's user base & boost revenue.

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KEY TAKEAWAYS

- Value Proposition
- Benefits to Users and Society
- Commercialisation Potential

A photograph of a modern architectural structure, likely a glass-enclosed building or conservatory. The facade is composed of a grid of white structural beams and glass panels, creating a geometric pattern. The perspective is from below, looking up at the building's corner.

THANK YOU