SUPINFO Academic Dept.

SUPINFO International University

INSTITUTE OF INFORMATION TECHNOLOGY

Group Project – Survey
2PROJ

Contents

Subject
Grading

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1 PROJECT CONTEXT

You are members of the marketing team of Big Brother, a professional software company.

You are working on the development of a new product: « ONLINE SURVEY » because it is imperative for you that your company:

- Responds to market demands
- Remains competitive and innovative
- Diversify its range to reduce risk

Here are some requirements about the project that must be an online software:

- **Survey Editor**:
  - This editor must have all the classic functionalities (simple answer, multiple answers, open question, numeric answer, etc.).
  - All fields can be optional or not, depending on the willingness of the survey creator.
  - An efficient user interface is required.
- **Survey Analyzer**: this tool must allow for the survey creator to summarize all the responses to his survey (statistics, charts, etc.).

As with any product launch, your team will write a product launch plan.

The aim is to formalize:

- the assets of the new product in its market, its differentiation elements
- the launch strategy and communication actions;
- the return on investment.

What will be the steps for your team?

2 FUNCTIONAL EXPRESSION

2.1 START WITH THE INFORMATION SEARCH PHASE:

The idea is to be able to answer the 3 following questions:

- Who are your target consumers?
- What do they need?
- Who are your competitors and what are their offers?

Look for products like yours, especially products that are already known by the public. Take a look at the trade journals, competitors' websites and all the other sources of information you can find about products. Use this information to guide the launch of a product that will be different, better than the competition.

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2.2 ANALYZE YOUR MARKET SITUATION.

Here the idea is to establish a market diagnosis to develop a product suitable for this one:
Thus, you will need to identify, after the first phase of information gathering:

- The strengths of your company (Today what are your company's strengths? A good reputation among its customers and prospects? A loyal clientele? A wide range of products? A specific know-how? A healthy financial situation? ... etc)
- Its weaknesses (Products perceived as expensive? A budget advertising less substantial than its competitors? Customer service to improve?)
- Market opportunities (a competitor losing market shares? Strong demand for a type of product, technological innovation....)
- Its threats (What do your competitors do better? What are the negative trends? What are the risks to you?) (example: very strong competition, unfavorable economic conditions, a binding legislative framework, rising production costs....)

Of course, on this project, the market opportunities and threats you will set out will be the result of your investigations, while the strengths and weaknesses will be assumptions chosen by you.

2.3 IDENTIFY YOUR TARGET.

Which companies are likely to buy your product? (Size? Turnover level? Business sectors? Geographical location?... buying methods etc.)

2.4 SET YOUR PROMISE

What will be the characteristics of your new product, the added value brought to users and which message will you convey in communication and arguments?

2.5 MANAGEMENT, COSTS AND PROFITABILITY

Assess the cost and potential of developing your new product.
Concerning the technical costs, you should use for your estimations:

- a GANTT Analysis (using excel)
- a SWOT Analysis

For assessing your technical costs, you should take in account the fact that the CEO of the firm has fixed the following constraints to the CIO for this year:

- a whole budget for new projects for the entire IS department of 500.000 euros.
- the entire workforce is limited for the whole DSI to 1000 man/days.
- two other projects presented by other Business Units are supposed to be required 250 man/days as a whole. They are supposed to have a ROI respectively of 4% and 2%

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- each computer specialist in the IS Department necessary as an average cost of 100 euros man/days and each middle management member as an average cost 160 euros man/days

Try to justify your assessment presenting some scenario.

- a GANTT of GANTT to help the CEO to compare the different time path for the entire projects (yours and the two others) and comparative cost analysis
- a GANTT of your specific project

All this analysis should be aimed at answering to these questions:

- What will you put in place to ensure a return on investment?
- Which offers/options/paid services could you deploy to ensure the profitability of your product?
- Which will be your price positioning compared to your competitors? Why?
- Why your project could be chosen? is it compatible with undertaking one of the other projects at the same time?

2.6 FIND A WAY TO GET YOUR PRODUCT TESTED.

One of the best ways to advertise your offer and identify what people like most about your product is to let them test it for you. You can use their feedback to help you advertise your product, for example by adding consumer testimonials

2.7 DESIGN AN ATTRACTIVE VISUAL IDENTITY FOR THE PRODUCT.

Create a visual identity for your survey company.
This will consist of several creations:

- 1 efficient logo. Think about colors and typeface choices. Do your watch to know what your competitors are doing; remember you are different from the other. Think about readability of your logo in a small size, especially for use on smartphones. Decline your logo in a favicon, you need to create simplified version.
- 1 landing page, which express your skills and the clearness of your project. You can use photography, icons, illustrations, videos etc... For that create an attractive layout.

- 6 Icons (minimum) for intuitive navigation. They can be created, adapted or downloaded. They must make sense and will help to understanding and will amplify your message. Think about graphic consistency, that must be harmonious (colors, style, thickness...)

2.8 CREATE THE PERFECT SLOGAN FOR YOUR PRODUCT.

Choose a slogan that captures the essence of the product and will talk to your target customer. Clarity and creativity will make your slogan impactful.

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2.9 SET YOUR DISTRIBUTION POLICY

How will the product be distributed? On the internet? With dealers? With a sales force? Other?

The choice of your distribution channels depends on the type of product offered and the intended target.

2.10 DEFINE YOUR COMMUNICATION POLICY

What do you plan to make your new product known by your target?

Many actions are possible!

Mailing, e-mailing, sending brochures, internet communication, trade shows, newspaper articles, press releases, events...

3 METHODOLOGY AND TIPS

Key factors that have led to successful launches include:

- Good identification of the market and the players in place
- Right differentiation of the new product from existing solutions

Make sure you have the answer to all the following questions:

- Which customer problem does my product address?
- What needs will I meet?
- Is there enough demand or market?
- What are the barriers to entry?
- What's my goal?
- How will I be able to help my prospects?
- What's my offer?
- How much are the prospects willing to pay?
- How do I hit my target?

Think about your overall strategy

The aim may be to differentiate itself, to fight against a competitor, to increase your added value, to sell more complementary products, to exit a market, to attack a new target, to promote a new range of products...

The overall consistency of the project is of paramount importance:

- Consistency between market information and your product proposal
- Consistency between the product and your discourse with prospects and customers
- Consistency between your product positioning and your choices in terms of price, distribution, communication
- Consistency of your business model with the rest of the project

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4 GRADED ITEMS

4.1 MARKETING RATING (150 POINTS)

Market analysis, competitive analysis, information gathering: 15 points
Target definition: 15 points
Definition of promise: 15 points
Costs, price policy and profitability: 15 points
Product test: 10 points
Slogan: 10 points
Distribution policy: 15 points
Communication: 15 points
Overall project consistency: 20 points
Creativity: 20 points

4.2 GRAPHIC DESIGN RATING (150 POINTS)

1 logo: 50 points (color choice: 10 points, Typeface choice: 10 points, Favicon : 10 points, relevance: 10 points, aesthetics: 10 points)

1 landing page 50 points (layout: 20 points, iconographic choice: 10 points, aesthetics: 10 points, relevance: 10 points)

5 Icons for intuitive navigation. (50 points, 10 per icon)

4.3 MANAGEMENT RATING (150 POINTS)

1 SWOT analysis: 30 points

2 GANTT analysis: 100 points (25 for the GANTT of GANTT, 25 for the specific GANTT of the students' project, 25 for the network diagram and PERTH diagram used to create the GANTT, 25 for the critical path of the project)

3 ROI: 20 points

4.4 TECHNICAL RATING (200 POINTS)

Survey Editor: 75 points
Data transfer between the editor and the analyzer: 50 points
Survey Analyzer :75 points

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