Jens Kaminsky & Waleed Al-Hubaishi

IP5

“Swiss engineering event app” PVC

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| VISION  *What is your purpose for creating the product?*  *Which positive change should it bring about?*  Book your event at a glance!   * The “Swiss Engineering Event App” is here to book events on user’s smartphone instead of using the website, as we realized that the website’s mobile usage is not as smooth and intuitive as it is intended to be. * We want to build an app with a simple modern design that is not overloaded with too many features that the user does not use on a regular basis or even at all. * “Make It Simple To Use” is the core objective that we aim for while building this app, using the UX guidelines while also keeping in mind that there will be no tutorial are the fundamentals and the base that “Swiss Engineering Event App” will be built on. * The end-user does not have time to spare; that is why the “Swiss Engineering Event App” will require less steps than the website to book events and edit event’s reservations. * The core functions of the “Swiss Engineering Event App” should be visible at the top and easier to access than the extra features, which the user can still access using a logical sequence based on the user’s previous experiences of dealing with smartphones apps. | | | |
| Target Group  *Which market or market segment does the product address? who are the target customers and users?* | **Needs**  *What problem does the product solve?*  *which benefit does it provide?* | **Product** *What product is it?*  *what makes it stand out?*  *is it feasible to develop the product?* | **Business goals** *How is the product going to benefit the company? what are the business goals?* |
| * The Market Segment that the app targets, are the “Swiss Engineering” members. * The Target users are the members (mostly engineers) who want to book their events. * The registered students are also considered to be an important targeted users as they are future engineers and potential members who will be paying the membership fees in the near future; so the app is designed to retain them. | * Using the website on a relatively smaller screen size raise the risk of unintentionally messing up the layout, especially with a huge number of tabs and navigation menus, such as the number contained in the website; thus the app is needed. * Less elements per screen on the app, compared to a laptop, will keep the user fully focused and never distracted. * The app will always be easier and more intuitive to use than a website, especially on a smartphone. | * The “Swiss Engineering Event App” is a smartphone cross-platform app that runs on both iOS and Android natively. * The “Swiss Engineering Event App” is the only app developed to work with the “Swiss Engineering” platform. As there are no competitors, we believe that the success of the app will depend   solely on the member’s willingness to make the switch from using their laptops to reserve their events to using their smartphones instead. We are confident that they will never look back to use their laptops for reservations ever again, due to the easiness of use and the better experience that the app provides. | * Because of the impressive app, new members will join the association which would potentially increase the amount of reservations, and therefore the revenue from the hosted events. * The reputation of the association will improve as the number of event visitors increases. |