

Title

Overview

Situation and problem

Solution and value proposition

Functionalities and screens

CR: acquisition and retention

Market study: users/customers

Market study: competitors

Detailed analysis of users behavior w.r.t. the problem

Users problem and app: conclusion and decision

2b. Appendix overview

4b. BMC

5b. Java code + demonstration

5c. Manual prototype: detailed design

5d. Application (or website)

6b. CR: acquisition et rétention: users list

7b. Interviews: questions, results

7c. Questionnaire: questions, results

7d. Market study (users/customers): sources

8b. Market study (competitors): sources

9b. Users behavior and feedback analysis: manual prototype

9c. Users behavior and feedback analysis: application

10b. Financial plan multi-annual (limited)