



San Stefan  
mall

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# SAN STEFANO MALL APP

**By Cyber Tree**

Presented by Yara Hisham



# PRODUCT VISION

We are in **Cyber Tree company** building a brane new product for **San Stefano Mall** called **San Stefano Mall App**. It's a mobile application for mall visitors to ease and elevate the customer experience aligned with the Mall business strategy for efficient , appealing and satisfying Mall experience.

**Cyber Tree company** vision for the product is to create a digital map of all the available stores in the mall that visitors can use to navigate the mall as well as it gives directions leading up to the targeted store. Now visitors can easily search the app for the target store without the normal complication of getting lost within the mall trying to find the target store. Also, the app will contain the availability of finding parking spots and in-app online payment for the parking ticket. The app will give the visitor the community they want by making them able to rate the store and write/read a review about each store experience.



# PRODUCT GOAL & METRIC

**GOAL:** Track the visitor movement within the mall to identify the hotspots and bottlenecks

**METRIC:** Heat-map Data Metric

**Goal:** Capture the number of all visitors arriving and exiting the mall per time period

**METRIC:** Footfall Traffic Metric

**GOAL:** Measure the number of visitors in the mall to the number of visitors that passes close or entering the store to reorganize the positioning of stores for maximum visitor distribution, convenience, and to drive traffic into low traffic zones

**METRIC:** Zone-to-Zone Conversion Metric

# PRODUCT GOAL & METRIC CONT.

**GOAL:** Measure repeat visit patterns. As retailers could use this to their advantage by identifying the users who have visited their store and use their app profiles to deliver targeted promotions.

**METRIC:** Loyalty Metric

**GOAL:** Calculate the overall visitor appeal

**METRIC:** Satisfaction Matric

**GOAL:** Measure the visitor loyalty

**METRIC:** NPS Metric

**GOAL:** Measure how hard it is to use the product

**METRIC:** Usability Metric

# PRODUCT STRATEGY (PRIORITIZED LIST OF FEATURES)

Priority	Feature	Request From	Request From (Details)	Category	Theme	Urgency	Impact	Effort	Total Score
1	Basic mall map with shops location that is not interactive	Product	Mohamed Ahmed	New feature	Core Feature	5	5	4	546
2	Search	Product	Mohamed Ahmed	New feature	Core Feature	5	1	3	507
3	Interactive path drawer from current location to target location	Product	Mohamed Ahmed	Optimization	Interactive Map	4	5	5	445
4	Voice navigation from current location to target location	Product	Mohamed Ahmed	Optimization	Interactive Map	4	5	5	445
5	Available Parking spots	Sales	Donia Tarek	Disruptor	Interactive Feature	3	5	5	345
6	User profile	Product	Mohamed Ahmed	New feature	Improve UX	3	3	1	329
7	Shop rating	Sales	Donia Tarek	New feature	Interactive Feature	3	2	1	319
8	Shop reviews	Sales	Donia Tarek	Disruptor	Interactive Feature	2	4	5	235
9	Shop website link	Sales	Donia Tarek	New feature	Interactive Feature	2	3	3	227
10	In-app payment for parking ticket	Product	Mohamed Ahmed	Optimization	Interactive Feature	2	3	4	226
11	Favorite list	Marketing	Adham Mustafa	New feature	Improve UX	2	2	1	219
12	Mall news	Marketing	Adham Mustafa	New feature	Improve UX	2	2	4	216
13	Mall location	Marketing	Adham Mustafa	New feature	Core Feature	2	1	3	207
14	Mall status	Founder	Ahmed Aly	New feature	Improve UX	1	1	1	109
15	Shops status	Founder	Ahmed Aly	Distraction	Improve UX	1	1	1	109

# THEME & METRIC

THEME	METRIC
Core Feature	Satisfaction Metric NPS Metric Usability Metric
Interactive Map	Footfall Traffic Metric Zone-to-Zone Conversion Metric Loyalty Metric
Interactive Feature	Footfall Traffic Metric Zone-to-Zone Conversion Metric Loyalty Metric
Improve UX	Satisfaction Metric NPS Metric Usability Metric



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**THANK  
YOU**  
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