**Brief for Live Project Spring 2014**

**TSM09907 Live Project (Hong Kong)**

**Project Title:** Identify most cost-effective pathways to increase App Usage for *Brand X*

**Participating Organisation:** Organisation Y

**Organisation Contact:** Person P

**Position:** Project Manager

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**Project Tutor:**  SCOPE to allocate

**email**:

**Student Team:** Student 1 (students TBA)

Student 2

Student 3

Student 4

**Aim:** To identify the most cost-effective pathways to increase App Usage for *Brand X.*

**Background/rationale:**

Organisation Y is a not-for-profit organisation registered in country c and (as a charity) in Hong Kong. It aims at bringing together interested parties, with a view to reducing w. It usually works on a project basis. One of the projects it decided to set up was to do s and launch brand X.

s in Hong Kong is not easy to accomplish.

* It is a new concept that is starting to gain momentum in Hong Kong.
* Org Y wanted to create a service that not only makes s easier, but encourages the habit.
* It wished to create a social platform to document s (rather as Strava does for running)
* It wishes to inform users and public about s in Hong Kong, empowering them to discuss how to make improvements.

Organisation Y will launch an app which attempts to do this.

**Objectives:**

* Review –
  + review the services that our product contains and compare it to other successful apps.
  + Look at the ways in which it encourages (or discourages) user interface.
* Research –
  + Who is our target audience.?
  + What are the best methods with which to effectively communicate product value to this audience?
  + What sort of campaigns might be effective for increasing the number of users, and the return of those users to the app?
  + Other aspects which, in the Team’s view, will improve our knowledge of our market and potential solutions to the problems facing it.
* Recommend –
  + Ways to improve the app to encourage user interface.
  + The most cost-effective ways to create sustainable uptake among our target audience.
  + How can we use it to help create long term relationships with our customers, and create a buzz that would increase the number of App users, and time spent using the App?
  + How to improve the Branding (visual/taglines) to appeal to our target audience.

**Notes:**

1. The App is due to launch by March

2. The data will be populated by users – examples.

3. The brand name is x.