

One Page Summary

Our Web Strategy project is to develop an application to facilitate sharing between neighbours.

The aim of this application was to:

- Create social links between neighbours by facilitating sharing
- Create an application transparent on its business model

Study of the existing

First we started by studying which applications were already doing what we wanted, and how. Among them, the ones doing something similar to us were Bonjour Voisin, Un voisin épatant, Je loue tout and Resideclac.

But none of them were like us, because none was about sharing, all were about renting, made to be lucrative for their owner, and some were based on a national scale, where we aim to be hyper-local (a building or a district).

Of this study, we retained what we didn't want to see in our application.

Our results

Architecture

We aimed to make an application centered on social links, that's why we centered our architecture on the communities. All belong to a community, and an user cannot act without being in a community.

Revenue streams

Our philosophy was to be a product free without drowning the visitor in advertisement, or selling his information without telling him. After studying the different revenue streams, we decided to get money through donations, crow funding, or with advertising on demand, for people willing to help us.

Marketing strategy

We needed a propagation vector to launch the application. Because we are students, and we know that students do not own many tools, we thought that this application could have a great success for students. And when they leave the Residence (for Centrale students), they could propagate the application in their new building. To target students, we thought about partnership with the BDE, advertisement in students' magazine, and also to provide them a self-advertisement kit.

Technology choice

Because the client does not specifically have computer competencies, we needed to create a tool able to aggregate a community around it, willing to, and capable of, modify it to make it better. For that we chose CakePHP (a framework that is easier to learn from scratch than a Java framework), and make our code Open Source.