

bites



Faculty of Fine Arts - University of Porto

# Bites

Mobile App for Cooking & Food

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## Abstract

In our modern world, smartphones and tablets with the use of mobile apps are occupying large portion of our daily lives. The objective of this project is to present comprehensive idea, design and business plan of a mobile app for the purpose of completion of Master Degree of Graphic Design and Editorial Projects at Porto University. **Bites** is an interactive cooking mobile app, in iOS and Android platforms in mixing between entertainment and learning, targeting the age group between 8 and 12 years old in the US market. The attributes included in this product are: 1. Fresh (a matching game of food types and their names); 2. Cook (how-to attribute with recipes of variety of dishes); 3. Bake (the user's own kitchen and market); and 4. Globe (introduction to international cuisines). **Bites'** design is suitable for the targeted age group, where set of selected colors, attributes organization and content integrated are all carefully considered. The business model builds firm relationships with its customers and partners at the same time. The relations with **Bites'** partners are based on mutual interests and benefits, while a trusted relationship with customer is maintained after sale.

Key words: Mobile App; Apps' design; Children; Cooking; Modern learning.

## Resumo

No nosso mundo moderno, os smartphones e tablets com o uso de aplicações móveis estão a ocupar uma grande parte do nosso dia-a-dia. O objetivo deste projeto é apresentar um plano de ideias abrangente, de design e de negócios, de uma aplicação móvel para conclusão do Mestrado em Design Gráfico e Projetos Editoriais da Universidade do Porto. **Bites** é uma aplicação móvel interactiva de culinária, para plataformas iOS e Android, sendo uma mistura entre entretenimento e aprendizagem. Tem como alvo a faixa etária entre os 8 e 12 anos de idade no mercado dos EUA. Os atributos incluídos neste produto são: 1. Fresh (um jogo de correspondência entre tipos de alimentos e os seus nomes); 2. Cook (um `how-to´ com receitas de uma variedade de pratos); 3. Bake (a própria cozinha e mercado do utilizador); e 4. Globe (introdução à cozinha internacional). O design de **Bites** é adequado para a faixa etária alvo, onde o conjunto de cores seleccionadas, os atributos e o conteúdo integrado são todos cuidadosamente considerados. O modelo de negócio constrói relacionamentos sólidos com os seus clientes e parceiros ao mesmo tempo. As relações com os parceiros de **Bites** são baseadas em interesses e benefícios mútuos, enquanto que é mantida uma relação de confiança com o cliente após a venda.

Palavras-chave: Mobile App; design de aplicações; crianças; Cozinhar; e aprendizagem moderna.

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## Introduction

This document introduces the complete idea, design and business plan of a cooking mobile app, named **Bites**. The project is directed under the purpose of completion and meeting the degree seeking requirements of the Master Program of Graphic Design and Editorial Projects at the University of Porto, in Oporto city, Portugal.

As smartphones and tablets are becoming an essential part of our daily lifestyle, mobile apps market is expanding enormously, especially in developed countries, such as US. The use of mobile apps is not exclusive for adults, on the contrary, the trend to use such tools between teens and children is reaching unprecedented records. In this regard, many studies have proven the massive potentials these apps have in education, especially in the fields of enriching the learning abilities; improve several skills and expanding the knowledge in different areas.

The idea behind of **Bites** is to provide an interactive cooking mobile app, in iOS and Android platforms in mixing between entertainment and learning, targeting the age group between 8 and 12 years old in the US market. The purpose of this app is to make cooking learning fun and joyful and seizing that in order to educate the user and improve several skills; such as visual, language and problem solving.

**Bites'** design is intended to be most suitable for the targeted age group. In order to achieve this objective, the designer focused on keeping the app as much simple, interactive and delightful as possible. The set of selected colors, attributes organization and content integrated are all carefully considered to serve in this direction. It is important to emphasize here that the actual development and programming of this app is beyond the scope of this stage.

When it comes to business, **Bites** business model builds firm relationships with its customers and partners at the same time. The relations with **Bites'** partners are based on mutual interests and benefits, where they are considered as the main channels of distribution. Furthermore, **Bites** intends to maintain a trusted relationship with its customer after sale. A balanced cost-revenue structure is considered in order to achieve the main objective of any investment, profit, with an acceptable payback period. The details of such a structure is beyond the scope of this document.

**Bites** intends to be, similar to its customer, young, enthusiastic, fun and delightful.

|Background

## 1.1. Pain

Since the evolution of the smartphones and tablets with the first iPhone produced by Apple© in 2007 (Arthur, 2012), apps are increasingly becoming significant part of our lives. Touch interaction on such devices has become one of the most prevalent modes of interaction with technology for many users (Anthony, et al., 2015). Some years ago, possessing a portable device, such as a cell phone, used to be for adults only. Nowadays, however, users vary from adults to teenagers and children.

In 1999, the American Academy of Pediatrics had discouraged television viewing for children younger than 2, citing research on brain development that showed this age group's critical need for "direct interactions with parents and other significant care givers." In 2011, the group updated its policy where the new report began by acknowledging that things had changed significantly since then. They mentioned that, for instance in 2006, 90 percent of parents said that their children younger than 2 consumed some form of electronic media. Nonetheless, the group took largely the same approach it did in 1999, uniformly discouraging passive media use, on any type of screen, for these children (Rosin, 2013). The report states that: **"For older children, the academy noted, "high-quality programs" could have "educational benefits"'** (American Academy of Pediatrics, 2011).

In addition, many researchers (for example: Domingo, et al., 2016, Dhir, et al., 2013 and Kinash, et al., 2012) emphasized that mobile technology has become popular worldwide with a broad range of users in classrooms, including students from all levels of education. The success of Smartphone and Tablet computers is one example, strongly related to remarkable growth of Internet applications specially developed for those devices.



Figure 1-1: Bites Welcome Page (1)

Investigating several studies, results showed that school level students are more engaged when learning is performed through mobile technology use (Domingo, et al., 2016) and (Lu, et al., 2014). The level of engagement of students and their interest to accomplish educational tasks had increased in classes that used mobile technology. In addition, since the mobile technology results in high motivational effects, it could be used as a tool in primary schools to reinforce students' learning process (Gerger, 2014) and (Churchill, et al., 2014).

In 2014, out of approx. 319 M American, nearly 46 M were among the age range between 8 and 18 years old (U.S. Census Bureau, 2015). It is important to say here that the percentage of the usage of smart phones by children and teenagers is increasing on average base. According to The AT&T Mobile Safety study: The average age a child is given their first phone is 12.1; while the average age for a child's first smart phone is 13.8, among those with a phone (AT&T, 2012).

What can sum it all up, according to a survey was conducted in 2012 by ORC International for the National Consumers League (NCL), the oldest U.S. consumer organization, nearly six out of 10 (56 percent) parents of "tweeners" (children aged 8-12) have provided their children with cell phones. In addition, the same study clarifies that of those parents, roughly a quarter are facing higher bills than they had expected to pay in order for their child to have a cell phone (NCL, 2012). Indeed, wastage of much time, efforts and money on games or videos without much benefits has always been a wide concern for all parents.

**Bites** aims offering parents a smarter solution to reduce the wastage of time and money for tweeners through having a fun and, at the same time, an educational experience. This is achieved by providing a simple, illustrated and informative app about food and cooking. Studies approved that most children have phases during childhood when baking or cooking is an interest, hence, having such an app will help the tweeners developing their interest and enrich it with further benefits.

## 1.2. Mission

To become the most widespread entertaining mobile-based applications targeting the age range of 8 to 12 years old in the market of the United States, by offering an ultimately comprehensive joyful and educational experience that satisfies both the parent and the child.

### 1.3. Vision

**Bites** helps making the journey of cooking more fun, interactive and fruitful, by providing the tweeners and their parents an application in their smart device with a high level of performance, variety of educational and entertaining options, user friendly interface and remarkable design. The idea is to change the perception about the regular entertaining cooking apps by seizing the time spent on such apps through learning.

### 1.4. Mission

- I. Short-Term Objectives:
  - a. Initial market penetration
  - b. Application development based on users' feedback
  - c. Short term contracting (ads, sponsorships, etc.)
- II. Mid-Term Objectives
  - a. Wider market penetration
  - b. Advanced level of the application development
  - c. Enhancing our market value
  - d. Stronger contracting
- III. Long-Term Objectives
  - a. Becoming one of the most widespread mobile applications in the region
  - b. Branding
  - c. Stabilizing contracts

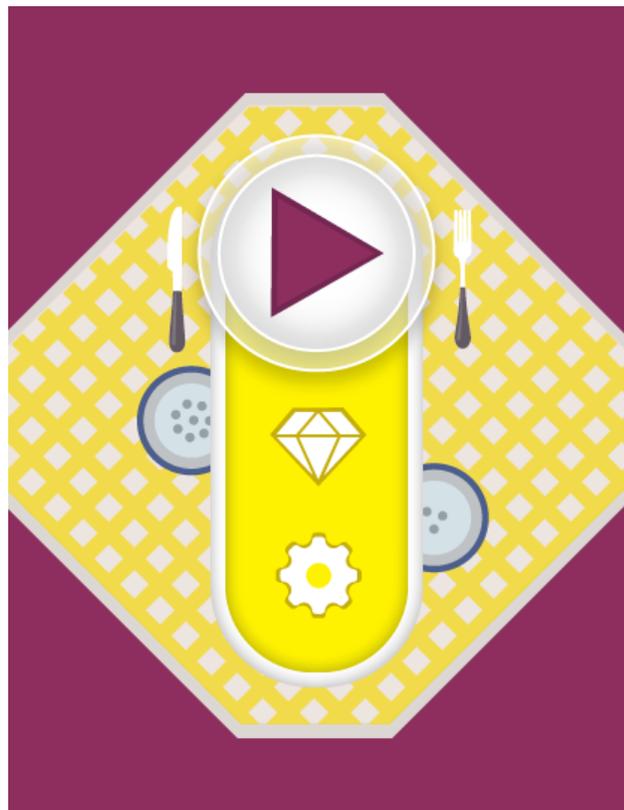


Figure 1-2: Bites Main Menu (1)

### 1.5. Keys of Success

- a. Hiring wisely and building a venture team.

- b. Guarantee quality of applications, service and devices.
- c. Developing a product rollout plan with new releases each quarter.
- d. Operating to a business model and business plan.
- e. Having realistic objectives from the start and managing to them rather than chasing 'cool ideas'.
- f. Keep It Simple & Focused.

|Product

## 2.1. The Name

Before selecting the name of this product, the designer took into consideration the following criteria considering the age of the targeted group: The app's name should be

- Easy to pronounce
- Easy to remember (catchy!)
- Complementing the idea of the applications, which is food and cooking

Based on these criteria, the name **Bites** was chosen.

## 2.2. Market Introductory Remarks

- According to data from the International Data Corporation (IDC), the worldwide smartphone market grew 13.0% year over year in 2015 Q2, with 341.5 million shipments. Android dominated the smartphone market with a share of 82.8%. iOS saw its market share for 2015 Q2 decline to 13.9% with 47.5 million shipments (IDC, 2015).

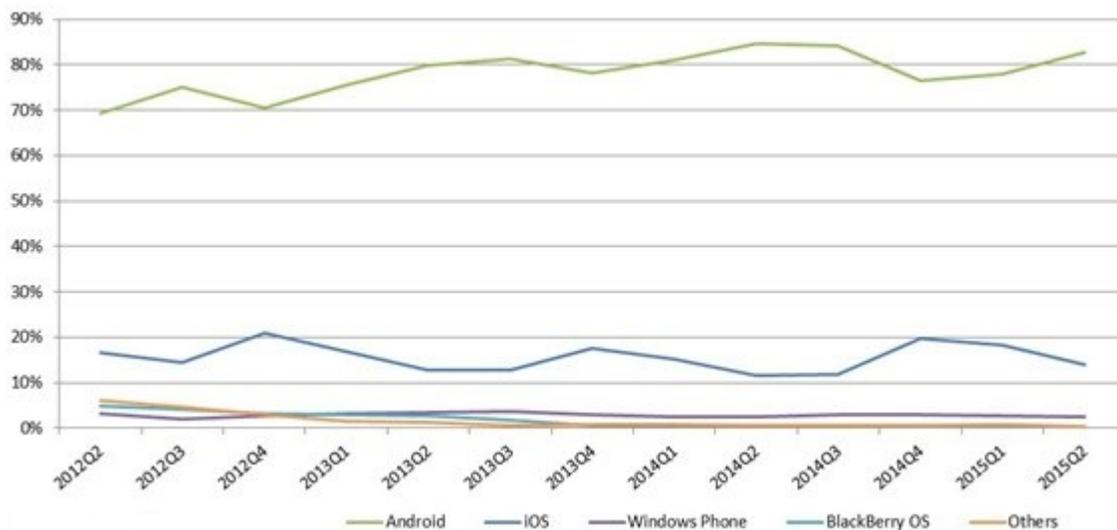


Figure 2-1: Worldwide Smartphone OS Market Share  
Source: (IDC, 2015)

- Relatedly, according to comScore reports on March 2015, in the U.S., Apple ranked as the top smartphone manufacturer with 42.6% original equipment manufacturer (OEM) market share, while, however, Google Android led as the #1 smartphone platform with 52.4 percent platform market share. In total, 187.5 million people in the U.S. owned smartphones (77% mobile market penetration) during the three months ending in March, up 3% since December (comScore, 2015).
- The Product should be available in English and in the following platforms: Android, iOS and (probably Windows Phone depending on the market's variations). The development process will start with iOS then Android. It is expected that the development for each platform to take about 3 months.



*Figure 2-2: Representation of Bites in iOS*

## 2.3. Product Brief Description

- **Bites** is a smartphone/device application and a visualized game about cooking learning.
- **Bites** contains 4 main attributes in the format of competitive mind games that motivate the user to utilize her/his problem solving, analytical and mathematical skills. The attributes are: Fresh, Cook, Bake and Globe.
- **Bites** is available in the following mobile phone platforms: iOS; Android; and maybe at later phases in Windows Phone, depending on the market variations. The application is available in English for the US market.
- **Bites** targets, primarily, the age group between 8 and 12 years old. The features are design to be most effective with this group, however, **Bites** is certainly suitable for much larger margin of users' age.



Figure 2-3: Main Attributes Page

## 2.4. Product Attributes

- Fresh:
  - Fresh, the first gaming attribute of **Bites**, is basically a matching game.
  - The gamer will have to match pictures of different types of food with the name of each.
  - The types of food vary between fruits, vegetables, herbs, red meat and white meat.
  - The more correct answers, the more free coins gained.
  - This attributes aims to improve:
    - User's visual skills
    - User's knowledge about food types
    - User's language skills



Figure 2-4: Fresh Main Page



Figure 2-5: Fresh Pages

➤ Cook:

- Cook, the second gaming attribute of *Bites*, is basically a How-To attribute.
- It provides the user with recipes of variety of dishes and the tools in order to follow these recipes.
- These recipes will be presented in a methodologically motivating way.
- The recipes will include the most famous dishes in the US and some well-known dishes globally.
- The more successfully completed dishes learnt, the more coins earned.
- This attributes aims to improve:
  - User's problem solving skills
  - User's knowledge about food types
  - User's management skills



Figure 2-6: Cook Main Page



Figure 2-7: Cook Pages

- Bake:
  - Bake, the third gaming attribute of *Bites*, is basically the user's own kitchen and market.
  - It provides the user with the option to buy ingredients to make recipes.
  - The user should have enough coins to buy. The user should have also learnt how to make the recipe in the previous attribute, Cook.
  - This attribute aims to improve:
    - User's problem solving skills
    - User's management skills
    - User's mathematical skills



Figure 2-8: Bake Main Page



Figure 2-9: Cook Pages

➤ **Globe:**

- Globe, the fourth gaming attribute of *Bites*, is basically the user's window to international cuisines.
- It provides the user the globe and the option to choose a country from the globe (randomly or selectively) in order to learn something about the food of the cuisine of that country.
- The user should have enough coins to view the country. Country prices vary depending on the popularity of its cuisine.
- Some quizzes will be there to earn coins while learning.
- This attribute aims to improve:
  - User's geographical knowledge
  - User's motivation to learn
  - User's knowledge about international cuisines



Figure 2-10: Globe Main Page

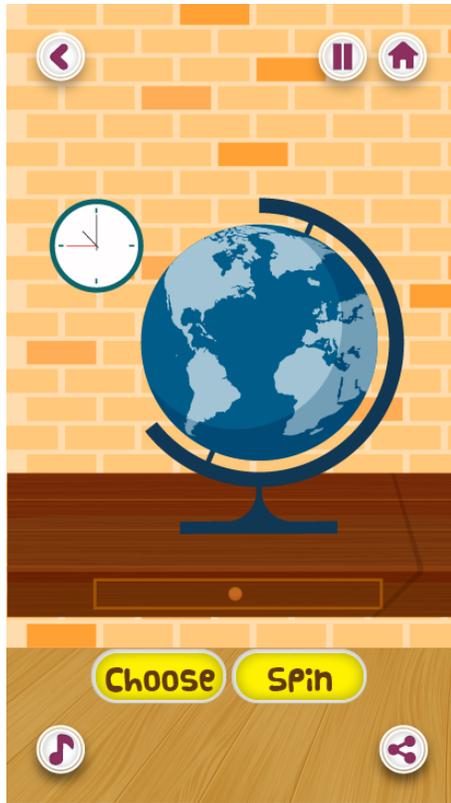


Figure 2-11: Globe Pages

| Design

### 3.1. Logo

For the logo design methodology, the designer considered the same criteria that was considered for the name selection. Since the name is easy to pronounce, easy to remember and complementing the idea of the food and cooking, the designer decided to make the name the core of the design.



Figure 3-1: Bites Logo

The designer used a comic type face to relate to children, in addition, it takes the shape of icing cream for the complementing part. Furthermore in the type face, it was added the effect of a bite to relate to both topic and name of the application. Later, bites effect will be used as part of the application theme.



Figure 3-2: Logo in Greyscale and Black & White

# bites

Font name: coffe shoppe buzzed

Figure 3-3: Logo's Typography

## 3.2. Colors

Within the same context and complying with the same way of thinking, the designer decided on two shades the following main colors of *Bites*:

- Purple
- Yellow

	R <b>142</b>	G <b>47</b>	B <b>95</b>
	R <b>114</b>	G <b>38</b>	B <b>80</b>
	R <b>251</b>	G <b>237</b>	B <b>35</b>
	R <b>243</b>	G <b>215</b>	B <b>13</b>

Figure 3-4: Bites Colors

The reasons behind the selection of these colors are:

- a) These colors contrast with each other, therefore they will get the attention of younger and older children.
- b) Both of the main colors are unisex colors, hence, both genders will feel comfortable using the app.

Moreover, in each of the app's attributes, the designer have used a different color to characterize the attribute itself. This will help the user distinguishing the main pages inside each of the attributes. One of the ideas that took place in order to make the app even more interactive is to choose a unique color for the level completion pages each attribute depending on the main color of the attribute itself.



Figure 3-5: Bites in Android

Example:



Figure 3-6: Fresh Color Theme

### 3.3. Tools

The designer used Adobe© Illustrator CS6 to design the visual identity of Bites, the whole design is simple illustrations and text.



*Figure 3-7: Adobe Illustrator*

Due to the lack of programming expertise nor resources at this stage to program a standalone demo of *Bites* mobile app, the designer made a short illustrated movie clip to demonstrate how the application work using Adobe© Flash CC. It is crucially important to state here that the designer is **no more than a basic user of Adobe© Flash CC.**



*Figure 3-8: Adobe Flash*

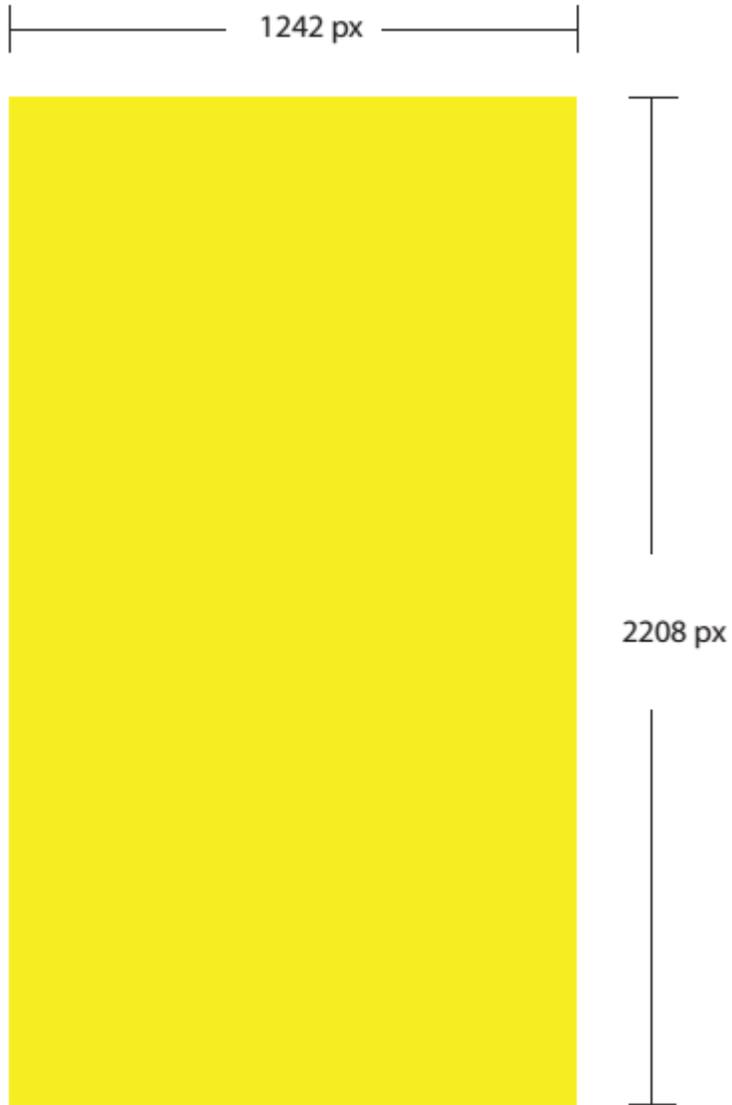


Figure 3-9: Format

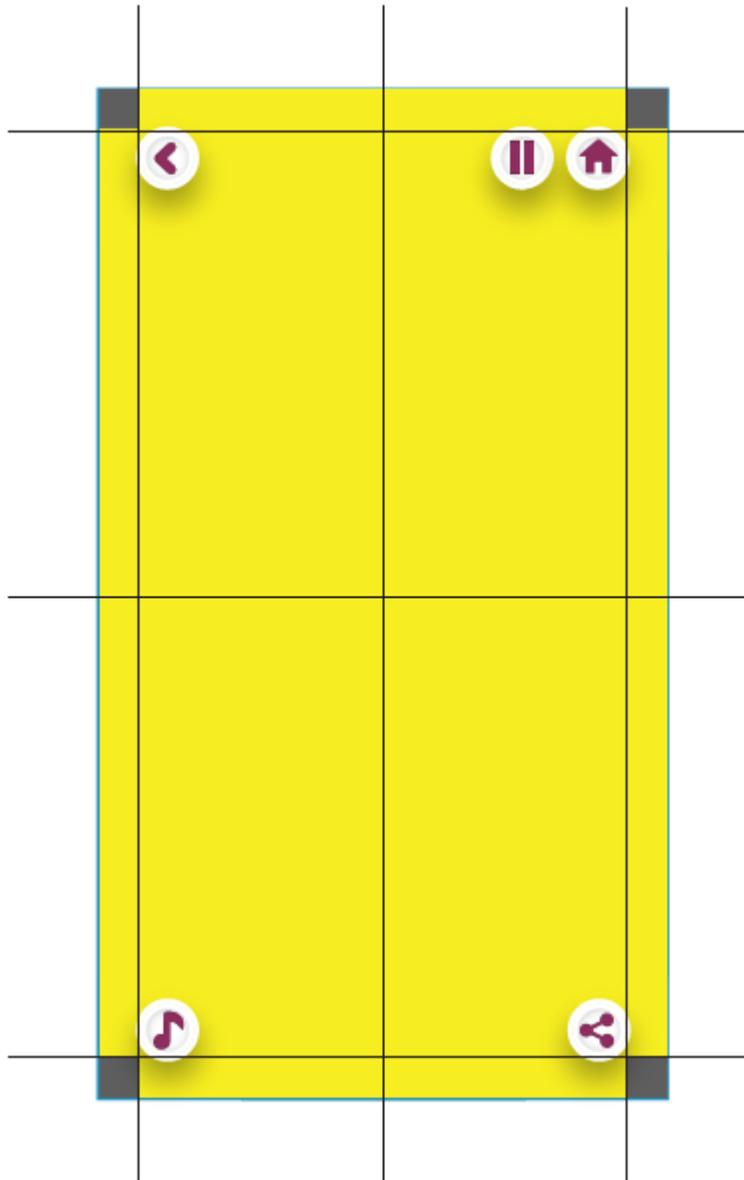


Figure 3-10: Grid

# | Business Model

## 4.1. Overview

**Bites'** business model introduces the main outline for the product's business line and the roadmap for the business holders in addition to any potential investor.

<p><b>Key Partners:</b></p> <ul style="list-style-type: none"> <li>- Healthy food companies</li> <li>- Educational institutes</li> <li>- Sustainable development organizations</li> </ul>	<p><b>Key Activities:</b></p> <ul style="list-style-type: none"> <li>- Application development</li> <li>- Content authorization</li> <li>- Testing &amp; Feedback</li> <li>- Campaigning &amp; Marketing</li> <li>- Market penetration</li> <li>- Partners contracting</li> </ul>	<p><b>Value Propositions:</b></p> <ul style="list-style-type: none"> <li>- Mixing learning with entertainment</li> <li>- Advanced but simple</li> <li>- Reliable performance</li> <li>- Low price</li> <li>- User friendly</li> <li>- Up to date content</li> <li>- Partner revenue share</li> <li>- Targeted Advertising</li> </ul>	<p><b>Customer Relationships:</b></p> <ul style="list-style-type: none"> <li>- Personal assistance (tips &amp; suggestions)</li> <li>- After-sale services (updates)</li> <li>- Feedback</li> </ul>	<p><b>Customer Segments:</b></p> <ul style="list-style-type: none"> <li>- Tweeners</li> <li>- Advertisers</li> </ul>
<p><b>Cost Structure:</b></p> <ul style="list-style-type: none"> <li>- Overhead</li> <li>- Development</li> <li>- Management</li> <li>- Design</li> <li>- Campaigning &amp; Marketing</li> <li>- Consulting</li> <li>- Contracting</li> </ul>	<p><b>Key Resources:</b></p> <ul style="list-style-type: none"> <li>- Application</li> <li>- Human resources</li> <li>- Office</li> <li>- Content &amp; Design</li> <li>- Website</li> </ul>		<p><b>Channels:</b></p> <ul style="list-style-type: none"> <li>- App stores</li> <li>- Website</li> <li>- Social Media</li> <li>- Healthy food companies</li> <li>- Educational institutes</li> <li>- Sustainable development organizations</li> <li>- Ads Agency</li> </ul>	
			<p><b>Revenue Streams:</b></p> <ul style="list-style-type: none"> <li>- Ad-free version sales</li> <li>- In-app purchases</li> <li>- Advertising</li> </ul>	

Table 4-1: Business Model Overview

**Bites'** business model integrates in a way that guarantee customer's satisfaction as a methodology for maintaining satisfying revenues for both business holders and their partners. This methodology is based on indirect marketing through **Bites'** partners, considering them as main channels to reach the customers and to build strong relationships with them.

**Bites** invests in its key resources within a certain cost structure trying to offer an attractive solutions for parents and children through having a joyful pedagogical game; to offer comprehensive features that enrich the user’s experience; and to offer a profitable experience for its partners and advertisers. This complete solution and these comprehensive services include many features, which are described in product attributes section, in order to integrate this journey mentally and entertaining wise. **Bites** relies on such user experience in addition to offering certain features of the application for free to guarantee a high number of users that leads to high CPM rates, hence, offering meeting partners’ and advertisers’ expectations.

**Bites** mobile application is available through all of its channels as free version including all attributes. We earn our revenue by enabling the application users to make in-app purchases to earn more coins. Advertising is the second source of revenue, in addition, a third source of revenue is achievable by providing the user the option to get an ad-free version of the app with some in-app purchases unlocked for 1.99 USD.

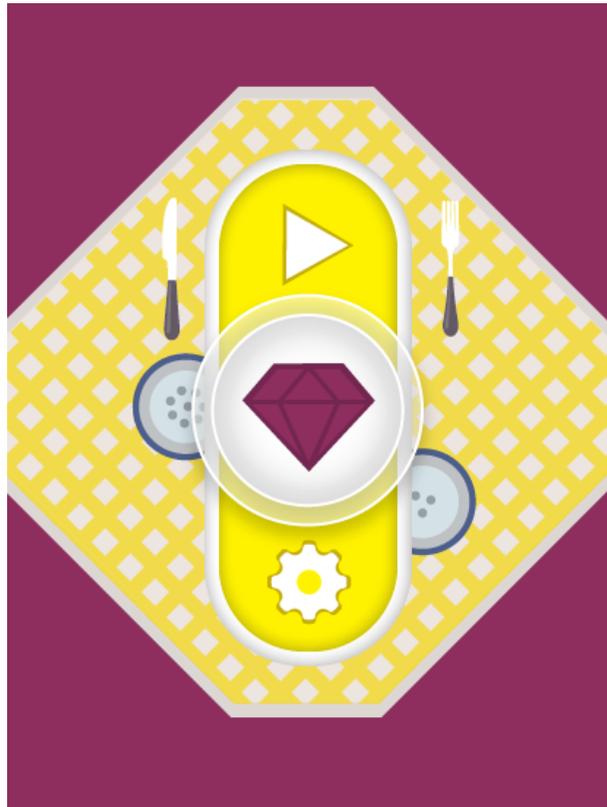


Figure 4-1: Bites Main Menu (2)

## 4.2. Partners-Channels Relationship

**Bites’** partners are the most significant contributors towards the success of this project. Indeed, the integration between the partners’ and the developers’ objectives is crucially important based on the fact that the project is a powerful tool for the partners’ development, while the partners are considered to be the main channels for the distribution of the project.

To elaborate, the project can be a powerful tool for the partners’ development through employing it for the following purposes:

- a) Marketing and promotion: achieved through assuring a permanent place for the partners’ ads, in addition to providing their clients ad-free version for free.

- b) Shares of revenue on the sales achieved through the partners' channel. Rates and allocation means are to be negotiated with each partner independently.
- c) Enriching the educational experience of their clients: the content of the app is design to match the partners' objectives in a way that maintains the exposure over the deliverables they are targeting to convey to their clients.
- d) Expanding their market value: the integration between this project and its partners it is intended to be within a direction in which any success this app achieves is associated directly to the value of its partners. Furthermore, recently, the inclusion of technology into business is becoming something more significant, even crucial in many cases.

On the other hand, the partners are considered to be the main channels of this app considering the following:

- 1. The partners' clients are among the most targeted group.
- 2. All of the partners' branches and points of existence are considered to be points of sales and distribution for the app.
- 3. The app will benefit from the existing reputation and market share of its partners for its market penetration strategy.

The targeted market is wide and the potential partners vary. It is important to consider that any selected partner should represent a real mutual business opportunity for both sides. Based on this fact, the performed market research focused on three main sectors to choose potential partners from: 1. Health food companies; 2. Educational Institutes; and 3. Sustainable development organizations. The following table 1 explains the reasons behind the selection of each sector, in addition to the relationship between *Bites* and its partner.



Figure 4-2: Bites Welcome Page (2)

Sector	Selection Reasons	Expected benefits offered to the partner	Expected benefits from the partner
Health food companies	<ul style="list-style-type: none"> <li>- Shared objective of promoting better cooking practices</li> <li>- Partner's clients are potentially interested in the app's services</li> <li>- Well creditability and reputation that such partners potentially have</li> </ul>	<ul style="list-style-type: none"> <li>- Tools to promote the partner's interest</li> <li>- Expanding the partner's reachability</li> <li>- Expanding market share and value</li> <li>- Revenue share on sales</li> <li>- Advertisement</li> </ul>	<ul style="list-style-type: none"> <li>- Sales and distribution channel</li> <li>- Expanding the app's reachability</li> <li>- Expanding market share and value</li> <li>- Continuous feedback</li> </ul>
Educational Institutes	<ul style="list-style-type: none"> <li>- Shared objective of promoting interactive education</li> <li>- Partner's clients are potentially interested in the app's services</li> <li>- Well creditability and reputation that such partners potentially have.</li> </ul>	<ul style="list-style-type: none"> <li>- Tools and attributes that partner's clients are interested in</li> <li>- Expanding the partner's reachability</li> <li>- Benefiting from tech integration with education</li> <li>- Expanding market share and value</li> <li>- Revenue share on sales</li> <li>- Advertisement</li> </ul>	<ul style="list-style-type: none"> <li>- Sales and distribution channel</li> <li>- Expanding the app's reachability</li> <li>- Expanding market share and value</li> <li>- Continuous feedback</li> </ul>
Sustainable development organizations	<ul style="list-style-type: none"> <li>- Shared objective of promoting eco-friendly cooking practices</li> <li>- Well creditability and reputation that such partners potentially have.</li> <li>- Social responsibility</li> </ul>	<ul style="list-style-type: none"> <li>- Tools to promote the partner's interest</li> <li>- Expanding the partner's reachability</li> <li>- Revenue share on sales</li> <li>- Advertisement and promotion</li> </ul>	<ul style="list-style-type: none"> <li>- Sales and distribution channel</li> <li>- Expanding the app's reachability</li> <li>- Social responsibility</li> <li>- Continuous feedback</li> </ul>

Table 4-2: Reasons to choose and the relationship with the partners

### 4.3. Key Resources and Activities

In order to guarantee achieving the production of a high quality product that satisfies both the developers' and the partners' objectives, an optimized utilization process of key resources has to take place through a certain set of activities. Similar to the development of any mobile app, the main resources needed can be classified into: human; technological; and financial resources. Within the same context, the activities can be classified into: development-related and business-related activities.

Table 4.3 presents the explanation for each activity with the resources needed, while figure 4.3 presents the progress timeline for these activities.

	Activity	Resources		
		Human	Financial	Tech
Development-related	<b>Idea Creation</b> Formulation of the general ideas, objectives and expected outcomes	√		
	<b>Layout Sketching</b> Initially sketching the layout of the entire app and finalizing it; including the logo design, theme color selection and the main features' general production.	√		√
	<b>Content Design</b> Designing the main and accessory features of the app; including the recipes pages, icons, menus, etc.	√		√
	<b>App Development</b> Developing the attributes of the app in the selected programming languages.	√	√	√
Business-related	<b>Data Collection</b> Various related data regarding the scope of the project were collected; including statistics about the target group and smart phones' usage in the targeted market.	√		√
	<b>Market Research</b> Investigation about the current competitors' shares in the market was made in addition to the assessment for the potential demand for such apps.	√		√
	<b>Marketing and Contracting</b> Several tasks performed within this activity, including: looking for partners; creating advertising campaigns; making	√	√	√

	deals with the selected partners; testing a demo version of the app; and modifying the app according to feedback.			
	<b>Market Penetration</b> Penetrating the market and distributing the app through direct sales and the available channels	√		√

Table 4-3: Key Resources and Activities

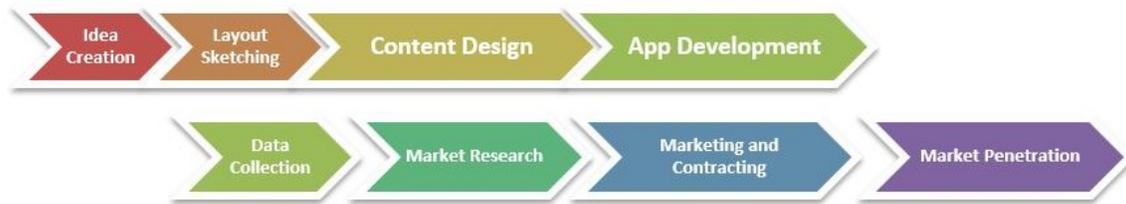


Figure 4-3: Activity Progress Timeline

#### 4.4. Value Proposition and Customer Relationships

The developers of **Bites** have set up the expectations and made the commitment to provide their customers with a top-quality mobile app that maintain the best value of money. The developers utilize all of their skills and resources within the allocated activity in order to assure the proposition of the following values:

##### 1. Merging between learning and entertainment

Although **Bites** is developed as an entertaining game, but the main aim is further more than only that. This app is intended to enrich the user’s knowledge about food types; international cuisines; and global geography. In addition, especially for the targeted age group, playing **Bites’** games is expected to empower the user’s visual; language; mathematical; management; and problem solving skills.

##### 2. Advanced but simple features

The offered features are robust and well designed and developed in order to provide an integrated advanced experience for the users. However, those features are presented in simple and interactive means.

##### 3. Reliable performance

The designed interface and developed algorithm are both integrated with dedication to achieve a satisfactory performance to the level that makes the users’ time spent using **Bites** joyful. Feedback at all stage of the Go-To-Market plan is crucial in this regard.

#### **4. Low price**

**Bites** revenue structure is designed to offer multiple options for its customers. A free version of the app that includes all of the apps' attributes will be available to download for everyone. The in-app purchases are offered in considerably low prices. Moreover, the option to acquire a free-ad version will be offered with some packs of in-app features for a competitive price.

#### **5. User friendly**

The interface design carefully considers the suitability with age of the targeted group of customers.

#### **6. Up to date content**

Content is constantly updated, expanded and delivered to the users within the newer releases of **Bites** versions.

#### **7. Partner revenue share**

Based on independent negotiations with each, partners are offered getting revenue shares on sales achieved through their channels of distributions.

#### **8. Targeted Advertising**

In order to better match the advertisers' and users' interests, **Bites'** ads is targeted in directions that considers the age, interests and geographical location and the users.

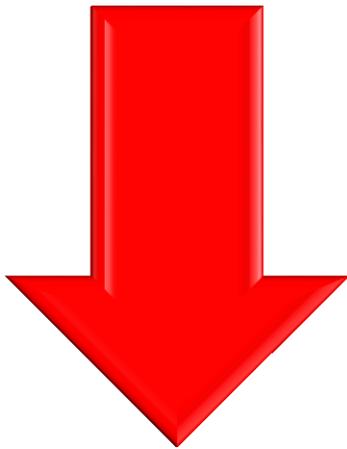
All of these values are maintained with a robust relationship with both **Bites'** customers and partners. The maintenance of this relationship takes place in forms of: a. Inquiring continuous feedback; b. communicating with partners through regular communication means and with customers through tips and hints; and c. continuous updates offered based in the feedback in order to improve the apps features and fix bugs.

### 4.5. Cost-Revenue Structure

The cost-revenue relationship is the most crucial element to the judge the success of **Bites** as a business. In simple terms, the main revenue streams of **Bites'** are from the ad-free version sales; in-app purchases; and advertising. The ad-free version, which includes many of the in-app packs, is for 1.99 USD. In-app purchases rate are considered to be a low rates, while the advertising rates are to be negotiated with the interested agents.

On the other hand, several costs are needed to make **Bites** ready for the market and to run it after that. These costs are varied among overhead; programing and development; design; management; campaigning and marketing; consulting; and contracting.

The critical need in this regard is to approach the break-even point as early as possible in order to reduce the payback period of the investment. The financial analysis is beyond the scope of this document and will be developed later in a separate one.



## Revenue

- Ad-free version sales
- In-app purchases
- Advertising



## Cost

- Overhead
- Development
- Management
- Design
- Campaigning & Marketing
- Consulting
- Contracting



*Figure 4-4: Cost-Revenue Structure*

## 4.6. Go To Market (GTM) Plan

GTM plan is divided into two phases:

Phase I

**Length: 3 months**



Figure 4-5: GTM Phase I

Phase II  
Length: 1 year



Figure 4-6: GTM Phase II

## Conclusion

As the use of mobiles and tablets and their apps is becoming an important part of our daily life style for both adults and children, they are representing a great business opportunity for startups and entrepreneurs. **Bites** will take its place among the competitors in the US market of interactive cooking mobile apps. This market includes 46 Million Americans in the age range between 8 and 18 years old, where studies showed that nearly six out of 10 (56 percent) parents of children aged 8-12 have provided their children with cell phones.

In order to meet the age group of the targeted customers, **Bites** assures maintaining an interactive environment and design. The attributes, name and logo, colors, and visual identity of **Bites** are designed in a way to achieve the objectives of all of the developers, customers, customers' parents and the projects' partners. Essentially, these objectives are achieved through having an entertaining and, at the same time, learning experience while utilizing the features of this app.

The business model of this app is built on the foundations of having and maintaining robust relationships with both **Bites'** partners and customers. If the business plan presented in this document is carefully followed, the developer expects achieving decent results soon. In this regard, good project management is needed to be acquired. For future work to make **Bites** complete, this project lacks: 1. The development and programming of the app; 2. Detailed financial study; 3. SWOT analysis; and 4. Activity breakdown structure.

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