

fave

Executive Summary
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Emerging Media
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The Roles

YOU



You are on the marketing and PR team for Amazon, the largest e-commerce company that includes spaces for people to buy books, movies, clothes, music, electronics, groceries and so much more. Your company, which is growing in huge leaps in varying verticals, has a gap in

the social market which, if properly tackled, could be hugely beneficial for sales growth across its platforms.

You have tasked several agencies to develop an app that could drive traffic to its online streaming and download platforms (Amazon Prime Video, Kindle, Amazon Music) while also serving a greater purpose in the social media market.

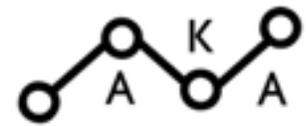


ME



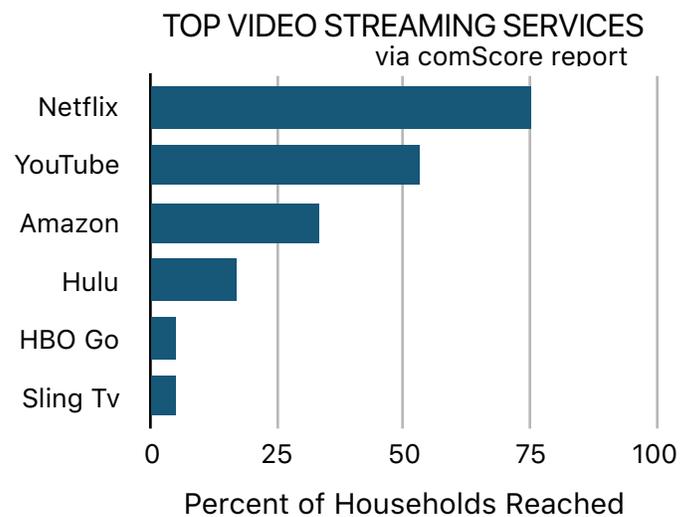
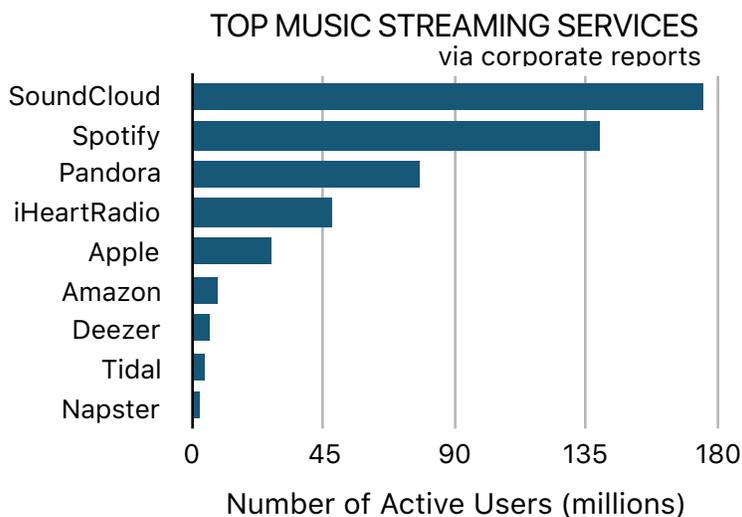
A project manager for a digital creative agency that specializes in developing interactive designs, products and experiences for companies across industries including entertainment, retail, B2B and nonprofit. I am pitching my agency's plan and demo for the app in hopes to win the account for further development.

EXECUTIVE SUMMARY



Fave is a social recommendation and list-making app consumers use to share their favorite books, movies, music, restaurants and travel destinations and find new favorites through their network. The app will drive traffic to Amazon's streaming platforms by providing direct links to the products. The app will fill a gap in the social media market, raise awareness about Amazon's streaming services and earn Amazon extra revenue via new Prime memberships and contracts with other organizations featured on the app.

CURRENT MARKET



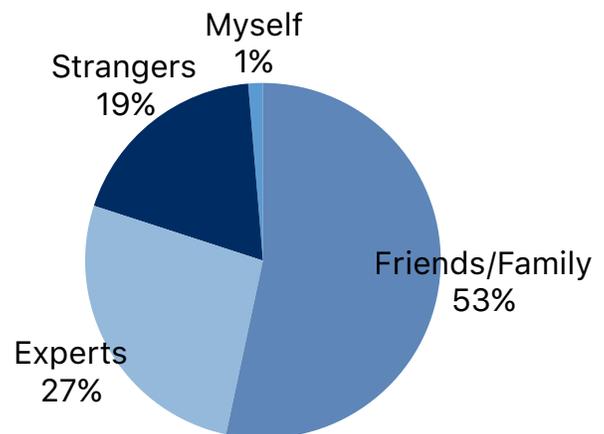
-18.7%

e-book industry sales in early 2016
via [CNN](#)

60%

conversion to sales of on-site
recommendations
via [fortune.com](#)

WHO DO YOU TRUST FOR RECOMMENDATIONS?
via Reddit survey



PROJECT GOAL

Increase Amazon's market share in online and streaming services and give the platform a greater presence against direct competitors

CONCEPT

Consumers want to find the next best thing. They don't want to crawl the entire web to find it or rely on a complete stranger's opinion.

Fave is a social app that consumers use to share, discover and access their favorite books, movies/TV shows, music, restaurants and travel destinations.

fave

With the app, users rank their top ten favorites ("Faves") in various lists and see their friends' Faves and recommendations.

Fave bridges the gap between top ten lists and real action (purchasing a book, movie, album) which drives traffic to Amazon and raises awareness of the site's streaming capabilities.

FEATURES

Top Ten Lists

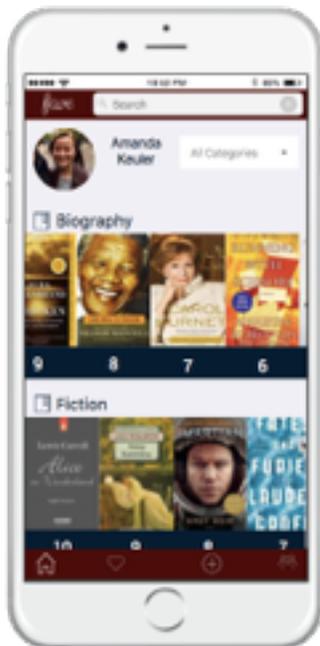
Each user has their own profile page within the app. On this profile page they can list their top ten favorites (called Faves) within pre-designated categories (books, movies, music & TV, restaurants and travel) along with any categories they want to add. Fave lists are limited to ten so that users share only their true favorites and best recommendations for each category. The ranked Faves are displayed in a gallery that slides horizontally so users can view the entirety of the list by swiping left and right.

Short Reviews

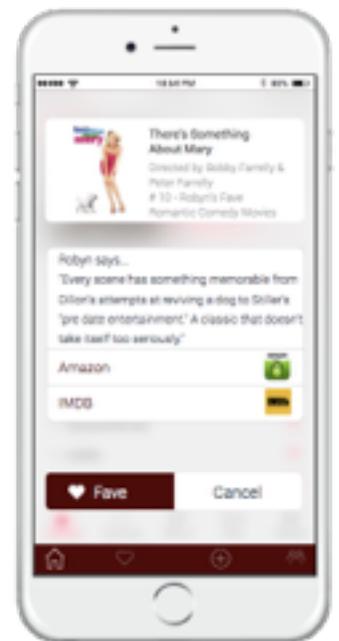
When a user taps into a Fave item, the app displays a pop-up window that provides extra details such as authors, directors, locations and photos. This window also includes a short review from the individual that added the Fave. These succinct reviews (approximately 40 words or less) encourage users to get straight to the point when offering their recommendation to further improve task efficiency.

Direct Links

Fave is all about helping people find the best things. Part of this process is letting users actually try the Fave right away. Fave offers direct links to websites where people can take action or learn more about an item their friend has added. A few examples of these links item pages on Amazon, Netflix, Spotify, iTunes, restaurant menus and tourism websites.



Top Ten Lists



Reviews & Direct Links

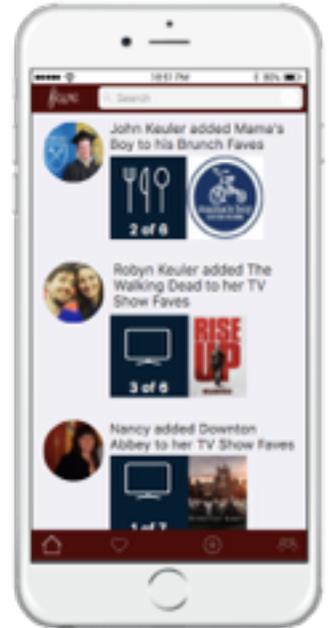


Add a Fave: Step 1

Add a Fave

The app is driven by crowdsourcing. Therefore it was important that users find the process of adding a Fave to be simple and enjoyable. Fave lets you add a Fave to your own lists in two ways. If you find something on a friend's Fave list you also consider a favorite you can click the "Fave" button on the details page to begin the process.

Additionally, users can click the plus button on the bottom menu to add a Fave. The app takes users through six easy steps that take only seconds to move through. These steps include picking a category, selecting a sublist (if applicable), naming the Fave, ranking the Fave, adding a review and uploading a photo.



Fave Feed

Fave Feed

Whenever a user adds a new Fave, their friends will see the ranking and review on their Fave Feed. The feed orders adds with the most recent new adds appearing at the top of the home page. This feed is great for discovering new things from friends and inspiring further exploration within profile pages and categories.

COMPETITION

We will experience a healthy dose of competition when launching Fave mostly from the app, Rex. While Rex has a similar goal, we believe Fave presents a simpler and more effective outlet. Fave cuts through clutter that quickly develops with other recommendation apps all while directing traffic to and raising awareness of Amazon and its subsidiaries.

A [survey](#), conducted by our agency in November 2016, revealed that app users want more from the recommendation apps like Rex. Users feel overwhelmed with their current apps with close to 27% of survey participants responding that they have to sift through too many negative reviews to find what they are looking for. Surveyed users also wanted the ability to interact and connect with others based on shared interests (25% of participants) and ask questions (32% of participants). Finally, 37% of participants responded that they wanted a one-stop shop to look at reviews.

According to [Priori Data](#), an online intelligence tool that tracks mobile apps, Rex has been downloaded only 587 times globally. Developed by Rex Labs, Inc., the app also uses social networks for trustworthy recommendations across a wide



Rex Home Page

range of genres. Rex Labs, Inc. was developed in 2014 and received investments from founders and partners at Binary Capital, Founder Collective, Lowercase Capital, DIY.org and Vimeo.

Rex allows people to share recommendations with others, save posts from others that they want to review later in their Vault, tap posts to take action, and filter trending content by category and location.

Rex does not have a corporate partner and, with so few downloads, has failed to capture the public's attention. The app's greatest weakness is its marketing activity. The app has a Twitter account but activity stalled in November 2016 its presence has all but disappeared. With intentions of spreading pop culture, Rex is noticeably lacking in being part of the pop culture.

Other Competitive Services/Apps

Competing Service	Threat to Fave
Rex	<ul style="list-style-type: none"> • No ranking associated with sharing recommendations • Similar to Pinterest or Reddit • Minimal buy-in from public • Cluttered interface
Pinterest	<ul style="list-style-type: none"> • Popular with fashion retail and food bloggers • Lack of male users
Facebook Recommendations	<ul style="list-style-type: none"> • Focuses on localized and one-time needs (ex: plumber or dentist) • No area to review previous recommendations from friends
Yelp	<ul style="list-style-type: none"> • Reviews for businesses and restaurants only • Highly detailed reviews • Users rely mostly on opinions of strangers
li.st	<ul style="list-style-type: none"> • No categories • Lack of actionable links • Not directed at collecting reviews of products or experiences - just creating lists of anything and everything

EXECUTION

A recent survey of developers conducted by [AYTM](#), a market research firm based out of San Francisco, found that it takes [approximately 18 weeks](#) to build the first version of a mobile app for a single platform. This knowledge was taken into consideration in drafting the below timeline. The budget is in line with a recent [Clutch.co survey](#) of 12 leading mobile application development companies in regards to development costs and budget breakdown for low, medium and high involvement apps.

Process	Time Required	Details
Architecture & Planning	2.5 - 3 weeks	<ul style="list-style-type: none"> • Requirements Gathering • Review Best Practices • Developing Stakeholders • Competition Research for Marketing Plan • Finalize Brand Identity • Identify Potential Team Members
Front End Design	3 weeks	<ul style="list-style-type: none"> • User Feedback • Front End Coding
Backend Development	4 - 8 weeks	<ul style="list-style-type: none"> • Develop API • Develop back-end architecture • Confirm Requirements & Permissions (Facebook/Twitter Logins)
Testing	1 - 1.5 weeks	<ul style="list-style-type: none"> • Functional Testing • Integration Testing • User Testing
Debug & Reiterate as Needed	2 weeks	<ul style="list-style-type: none"> • Fix Bugs • Tweak Designs
Deployment to App Store	1 - 1.5 weeks	<ul style="list-style-type: none"> • Create App ID • Distribution Certificate • iOS Provisioning Profile for Distribution • Build Settings • Submit for Review
Marketing Plan & Execution/ Maintenance	Continuous	<ul style="list-style-type: none"> • Promotional Website for App • Social Media Accounts • Finalize Partnerships with Stakeholders • Server Management (Back-up database, source code, server configurations, etc.) • Infrastructure & Scalability • Performance Optimization (Caching, file compression) • Technology Integration Management (Facebook/Twitter Login, Google Maps, etc) • Marketing Performance (Metrics in acquisition, engagement, retention, quality and behavior) • Introduce New Features/Pivot as Needed

TOTAL PROJECT TIME: 20 WEEKS

TOTAL PROJECT BUDGET: \$485,000
4,850 working hours at \$100/hour

MARKETING

- Follow the Pinterest path: Start small and focus on user base and influencers
 - Meet with early adopters and ask for feedback
- Promotional App Website with demo prior to launch
- Early demos with tech-specific blogs and national publishers and social media influencers: Mashable, New York Times, Reddit influencers, Instagram influencers, etc.
- Recruit restaurants, movie theaters and record stores to display marketing materials (posters) at point of purchase
- Pop-up reminders from Amazon to add a finished or purchased e-book, movie or album to Fave
- Online ad campaign with 30- 60 second long trailer
 - Clips of users struggling to discover new things to try
 - Clips of users enjoying new Faves with the app
 - Background music: Outkast's "My Favorite Things"
- Fave icon integration with Amazon website and other third-party sites for quick adds to lists
- Integration with Amazon's Influencer Program - influencers make commission off sales converted via their Fave lists
- Integrate (icons, ads, special Fave lists) with related Amazon subsidiaries Amazon Music, Amazon Video, Goodreads, IMDb, and Audible.com.

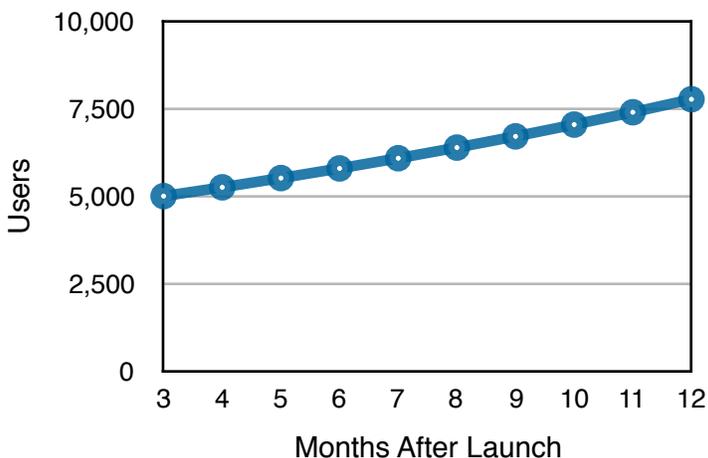
GROWTH & ROI

Engagement Goal

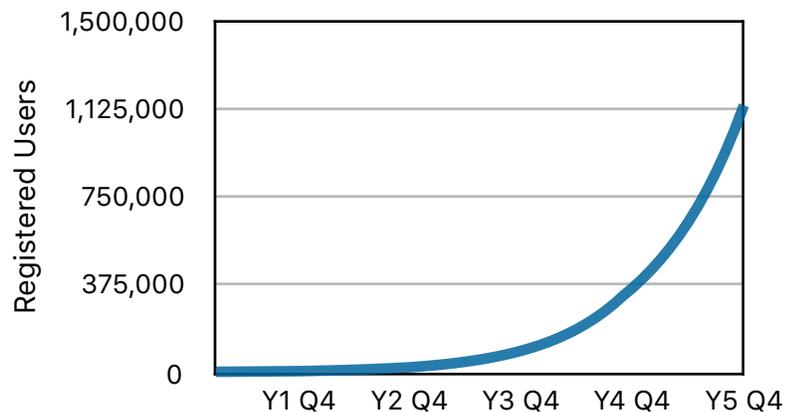
Register 7,750+ users by end of year 1

- 5% growth month over month in Y1 (steadily plateaus at 12% month over month by Y5)
- Facebook early growth = 15% month over month
- Pinterest early growth = 50% month over month

Expected User Growth in Year 1
(5% Month Over Month)



Expected User Growth Over 5
Years



Revenue Goal 1

Gain approximately 155 NEW Amazon Prime members via Fave in Year 1 (2% conversion rate of 7,750+ users)

- Average mobile e-commerce rate = 1.18% - 2.52%
- 155 Prime Membership + Music Unlimited accounts = $800(\$99 + (\$7.99*12)) = \$30,206$

Revenue Goal 2

Partner with 2 third-party organizations through CPC (costs per click) contract

- Similar to Amazon's online retail, third-party providers can lease space on the app in areas Amazon does not have product (ex: certain songs or movies are not available through Amazon, restaurants, travel, etc)
 - Possible Contracts with Spotify, Netflix, Yelp, Travelocity, tourism websites or airlines
- Third-party Partnership = \$5,000 one-time fee + \$2.14/click
 - Expected participation from 2 third party orgs = $\$5,000(2) + (2*)(\$2.14) = \$10,333$

Years After Launch	Net Income (Includes cost of maintenance & marketing)	Yearly Costs ROI	Development Budget ROI
1 year	-\$106,460	-72%	-22%
2 years	-\$41,046	-28%	-8.5%
3 years	\$239,050	163%	49%
4 years	\$1,322,530	882%	267%
5 years	\$5,547,086	2,967%	899%



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