THE AM CRAFT

PROPOSAL

ANKITA SINHA, ADRIAN PRADO FERNANDEZ,
WENDY MAGDAY, & DANIAL TAHIR

OUR TEAM

DANIAL TAHIR

Product Designer

ADRIAN PRADO FERNANDEZ

Product Manager

ANKITA SINHA

Business Analyst

WENDY MAGDAY

Financial Analyst

OPERATIONAL

CHALLENGES

CURRENT STATE: A.M. Craft's revenue is limited to walk-in customers.

CHALLENGE: Many working professionals and students nearby lack the flexibility to wait in line and instead choose larger corporations with order-ahead features.

IIMPACT: Without an order-ahead system, A.M. Craft is losing potential customers to competitors offering more convenient, time-saving solutions.

SOLUTIONS

DESCRIPTION: Develop a custom mobile app for The A.M. Craft to streamline customer interactions and operations

IMPACT: The custom app will boost operational efficiency, expand customer reach, and strengthen The A.M. Craft's competitive edge while maintaining its personal brand and values.
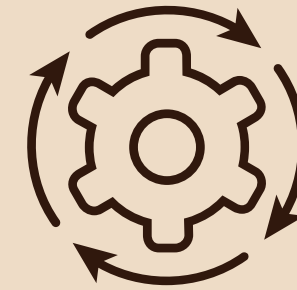
SOLUTION BENEFITS

TANGIBLE

Increased Sales Volume

Reduced Wait Times

Lower Operations Costs

Customer Retention

INTANGIBLE

Customer Satisfaction

Loyalty

Competitve Edge
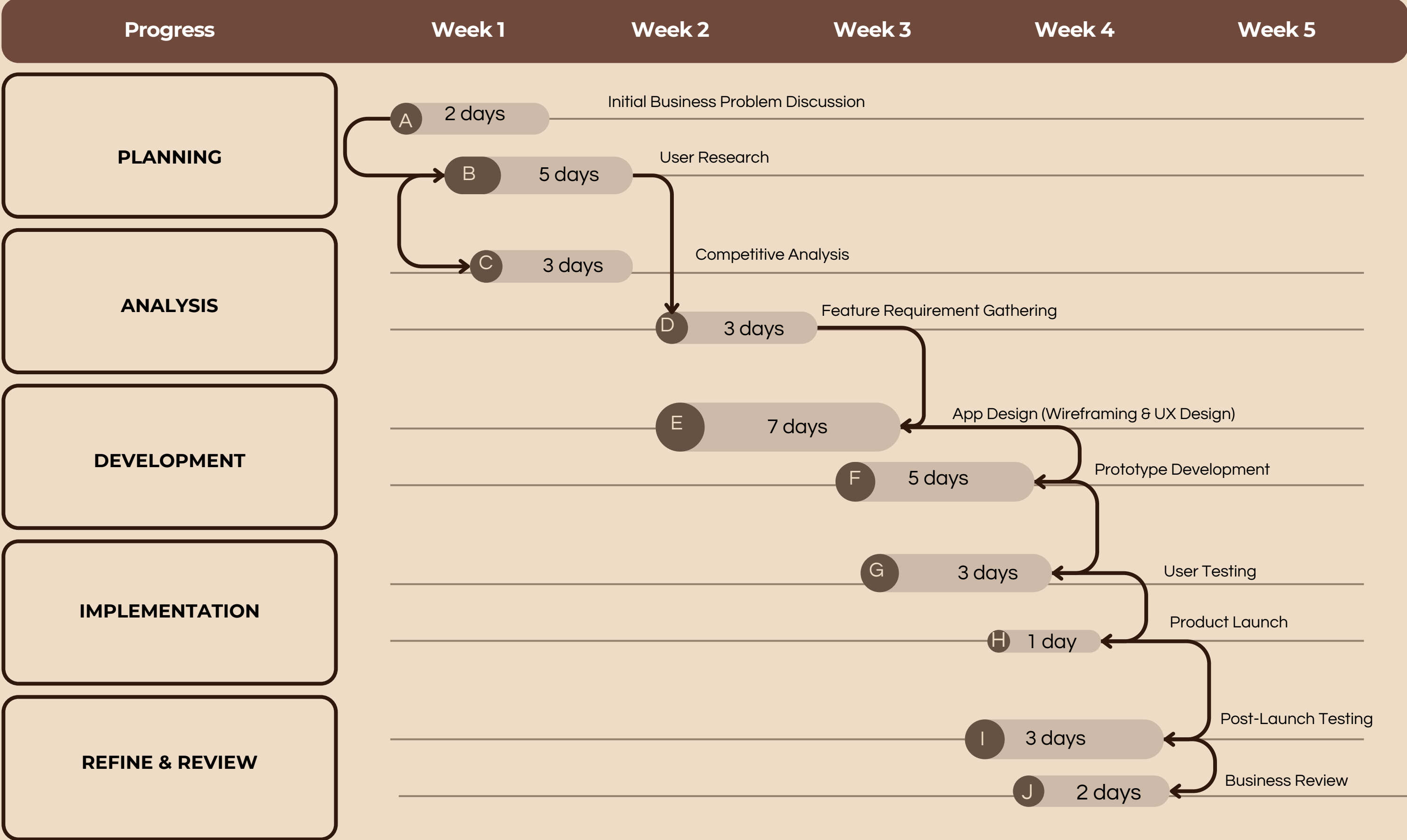
Employee Satisfaction

OVERVIEW

Key Information

- **10** Primary Objectives
- Overall Project Duration: **31 Days**
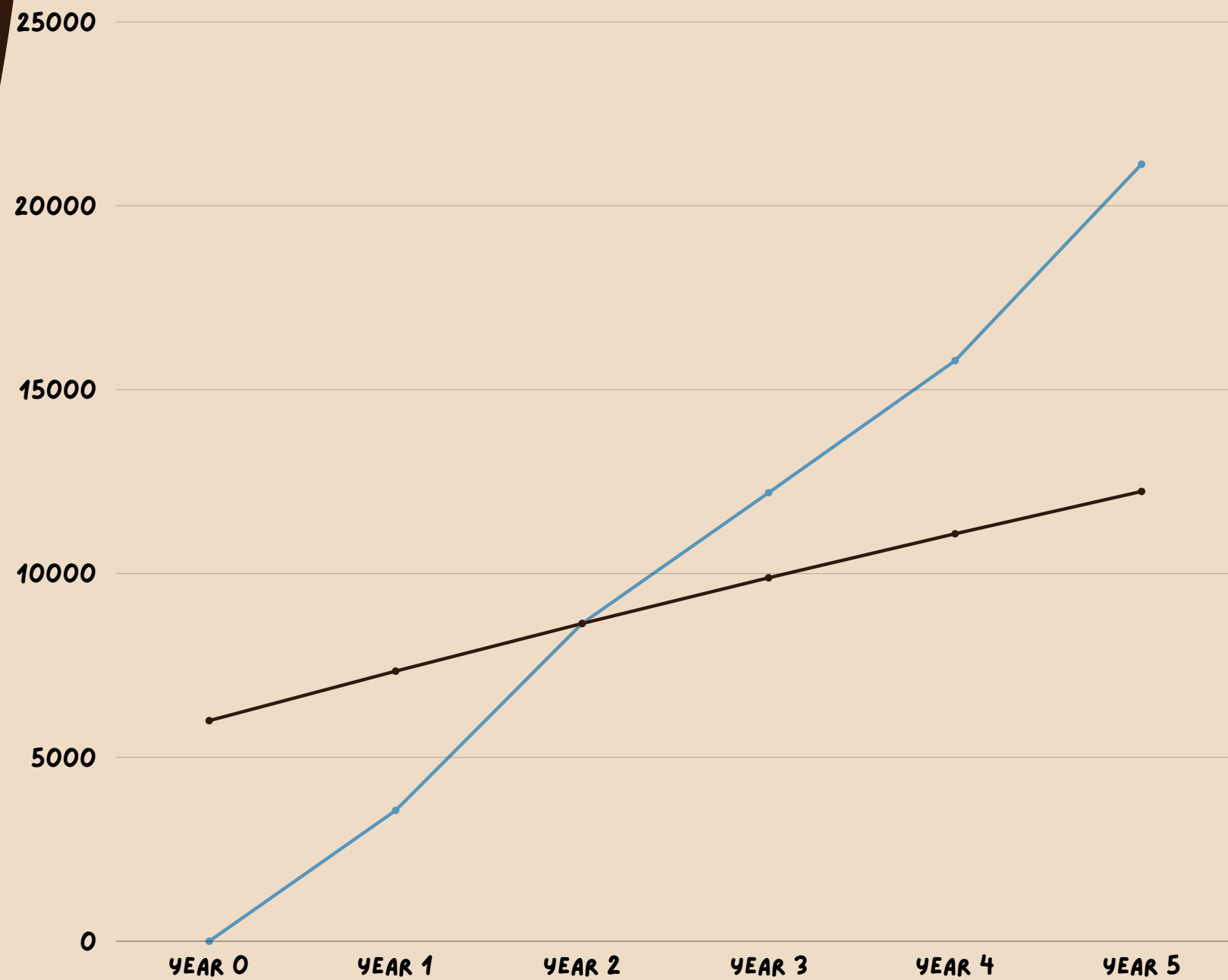- Critical Pathway: **A, B, D, E, F, G, H, I, J**
- **Task C:**

Total Slack: **2 Days**

Free Slack: **2 Days**

GANTT CHART

Progress	Week 1	Week 2	Week 3	Week 4	Week 5

PLANNING

A — 2 days — Initial Business Problem Discussion

B — 5 days — User Research

C — 3 days — Competitive Analysis

ANALYSIS

D — 3 days — Feature Requirement Gathering

DEVELOPMENT

E — 7 days — App Design (Wireframing & UX Design)

F — 5 days — Prototype Development

IMPLEMENTATION

G — 3 days — User Testing

H — 1 day — Product Launch

REFINE & REVIEW

I — 3 days — Post-Launch Testing

J — 2 days — Business Review
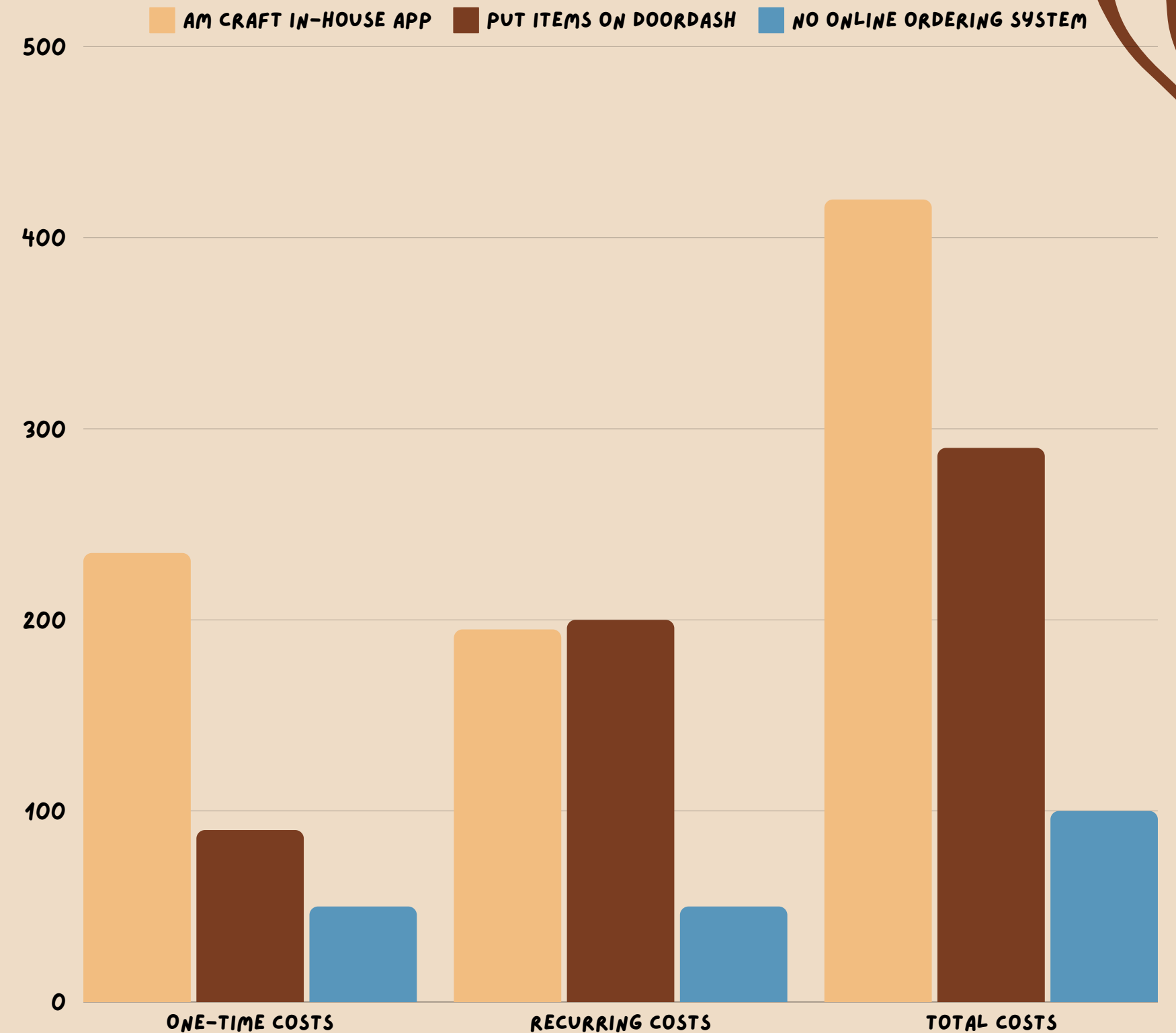
PROJECT FEASIBILITY

Net Present Value (NPV)

$8,898.00

Return on Investment (ROI)

0.73

Break Event Point (BEP)

1.99

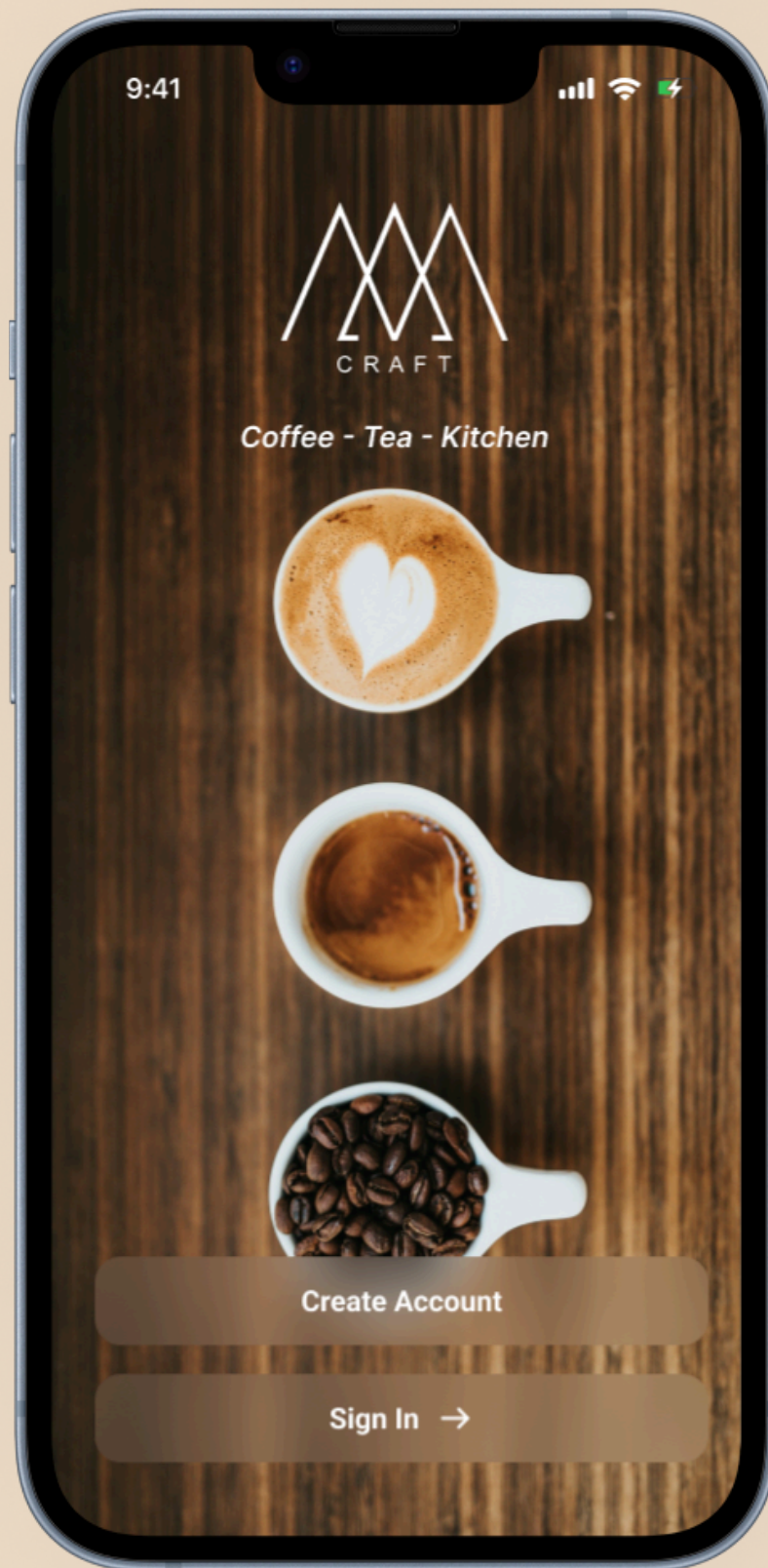# SCORING MODEL

Legend: AM CRAFT IN-HOUSE APP · PUT ITEMS ON DOORDASH · NO ONLINE ORDERING SYSTEM

Categories: ONE-TIME COSTS · RECURRING COSTS · TOTAL COSTS

MOBILE APP PROTOTYPE

Screen 1:

CRAFT

Coffee - Tea - Kitchen

Create Account

Sign In →

Screen 2:

CRAFT

Create Account

Upload Profile Photo

Name...

Email...

Phone Number...

Password...

Confirm Password...

◯ I would like to receive email updates for the AM Craft

Get Started →

Already have an account? **Sign In**

Screen 3:

CRAFT

📍 San Jose, CA

Seasonal Items for Winter 2024

Stay warm with our community favorites!

Gingerbread Latte $5.50
With cinnamon and muscovado sugar
[8 oz] [10 oz]   ♡ ⊕ ⊖

Passionfruit Tea $5.00
Available with black or green tea, either hot or iced
[10 oz] [12 oz]   ♡ ⊕ ⊖

Featured Items

Our best sellers and local favorites

Marshmallow Latte   Everything Croissant   Chai Tea Latte   In House Cookies

🏠 Home   ☕ Drinks   🥐 Pastries   ♡ Favorites   🛍 Order
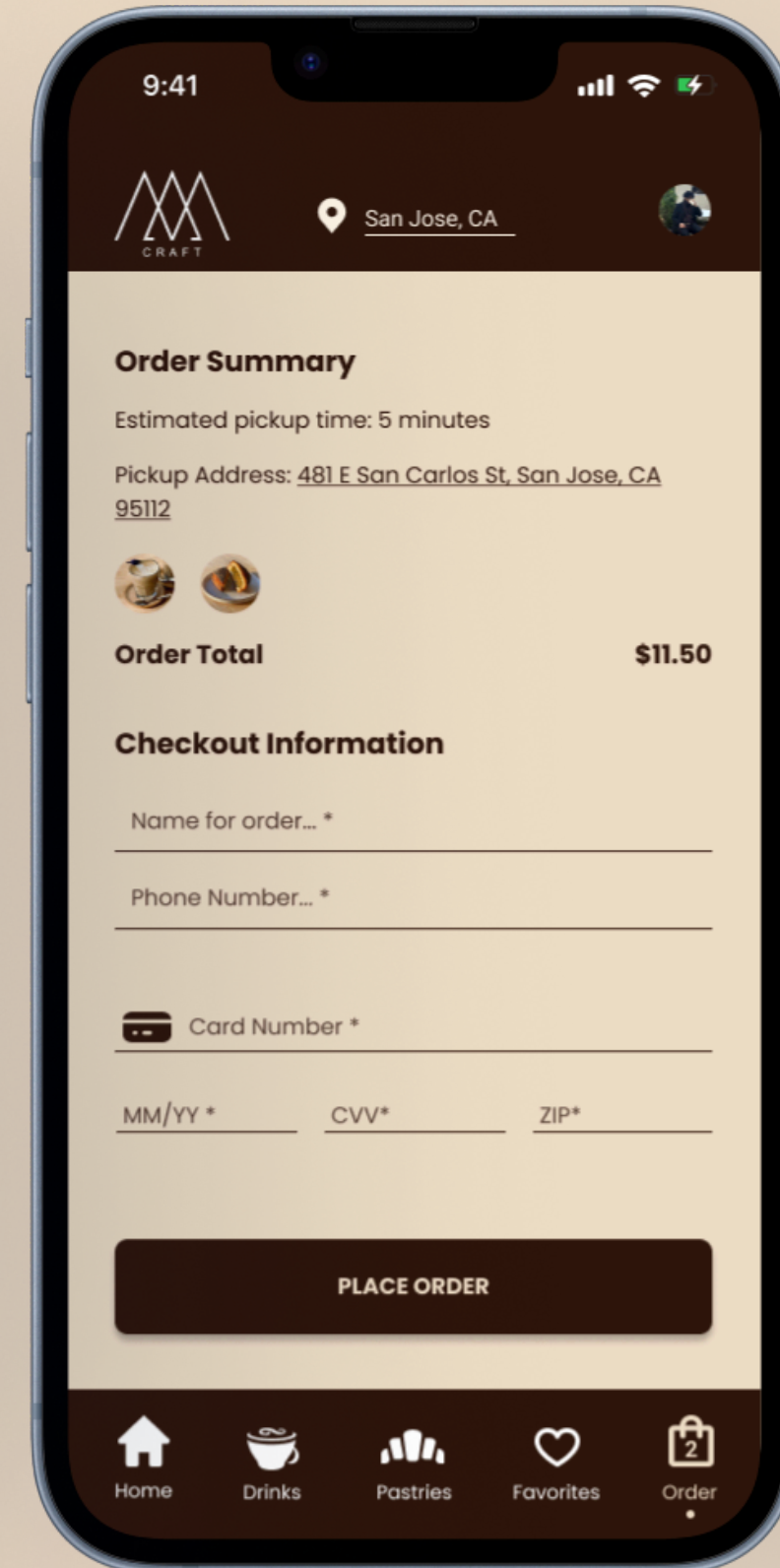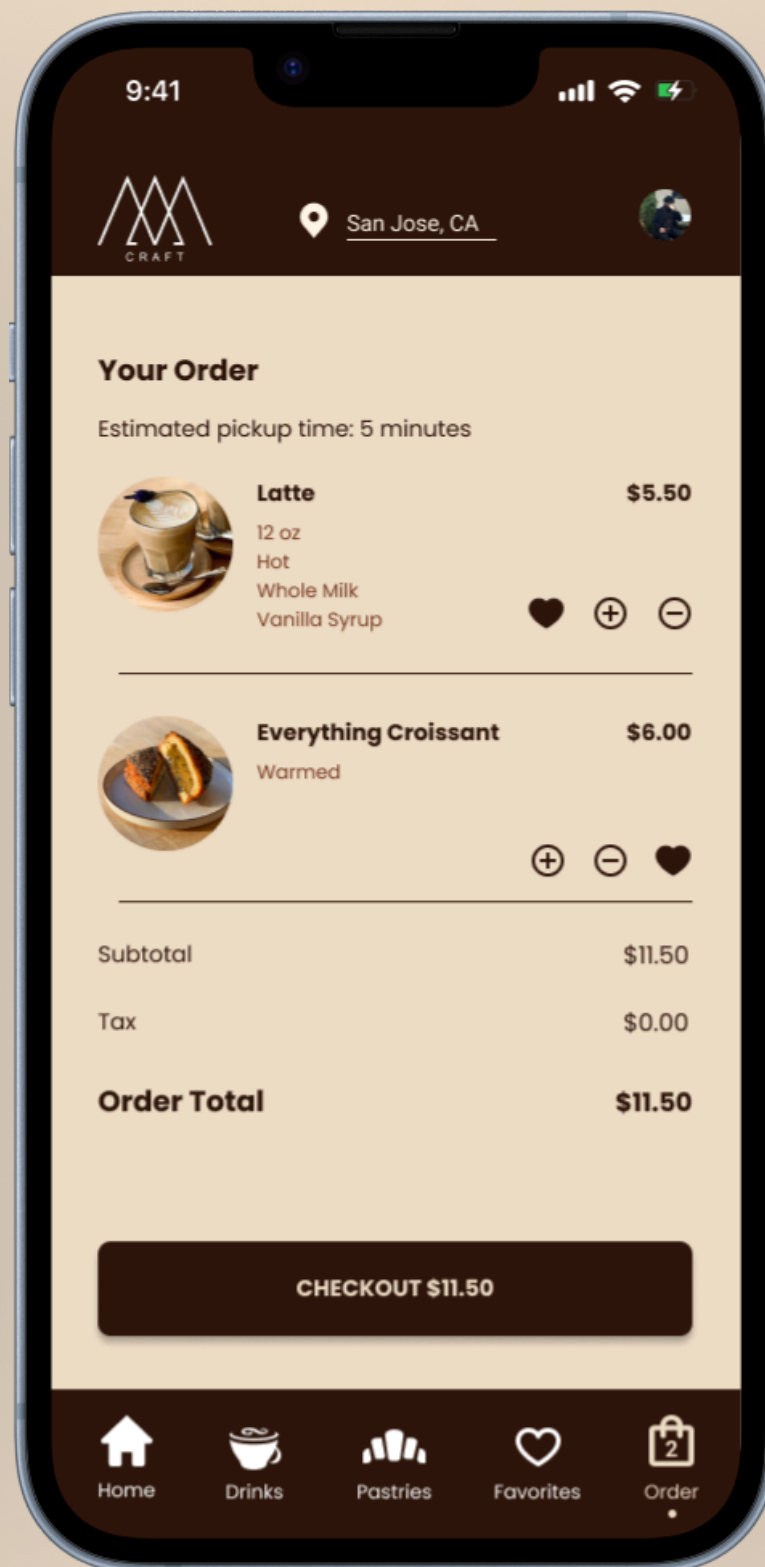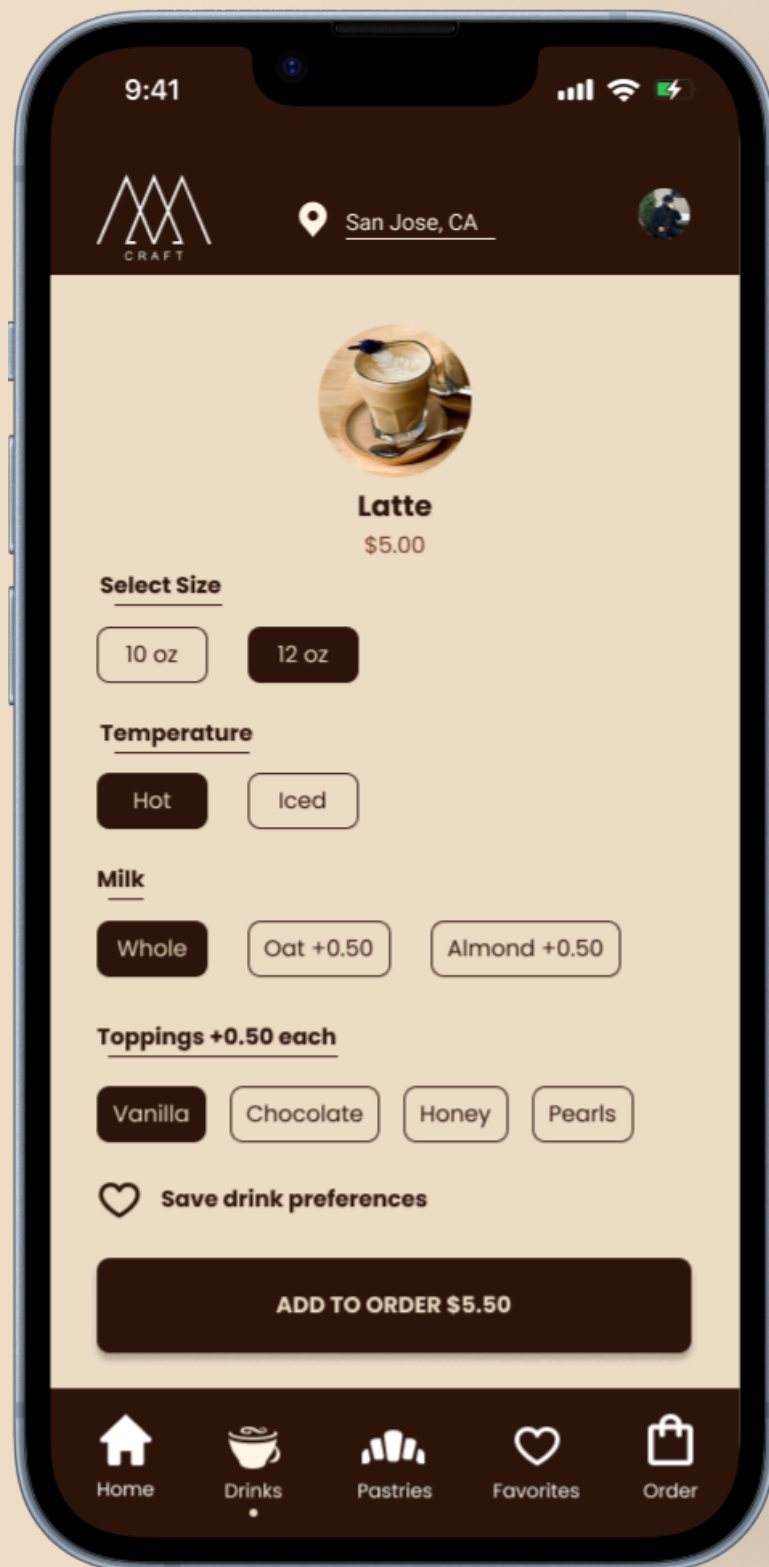
MOBILE APP PROTOTYPE

WHY SHOULD YOU CHOSE OUR PROJECT?

Tailored for A.M. Craft: A custom mobile app that aligns with your brand identity and values, enhancing customer loyalty and strengthening community ties.

Boosts Revenue and Efficiency: Order-ahead functionality and streamlined operations lead to increased order volume, reduced wait times, and lower operational costs.

Sustainable Growth: Short-term gains in revenue and customer satisfaction pave the way for long-term expansion opportunities.

Competitive Edge: Stay ahead of the competition by offering a modern, convenient solution that attracts busy professionals and students.

Proven Feasibility: Backed by comprehensive research, a clear implementation plan, and measurable financial benefits like ROI and NPV.