

# *Tip Calculator (TC)*

BUS 174 Group Project

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# What is *TC*?

- ★ A mobile app that calculates how much tip to leave & total bill with tip included
- ★ This mobile app allows you to input amount of a bill & choose between 0%-100% tip
- ★ Through this app, you can stop breaking your head and enjoy dining out

# Why we chose *TC*

- ★ As young college students, dining out is something we do a lot
- ★ We can all agree that leaving tips is difficult, pressuring, & embarrassing
  - How much do you leave?
  - What if service quality wasn't high?
  - What is the right amount of a tip to leave?
  - Is it based on your bill?
  - What if I don't leave a tip at all?
- ★ Mobile devices (in our hands almost 24/7) would be extremely useful
- ★ Having that type of calculator would make dining out easier, even make a date run smoothly

# What is the purpose of *TC* ?

- ★ To allow the average consumer to easily and conveniently calculate tip(s)
- ★ Give GooglePlay this new utility in smartphones
- ★ Making dining out, ordering take-out, or ordering from home, less of a hassle
- ★ Eliminate guilt feeling that you didn't give enough of a tip (or too much)

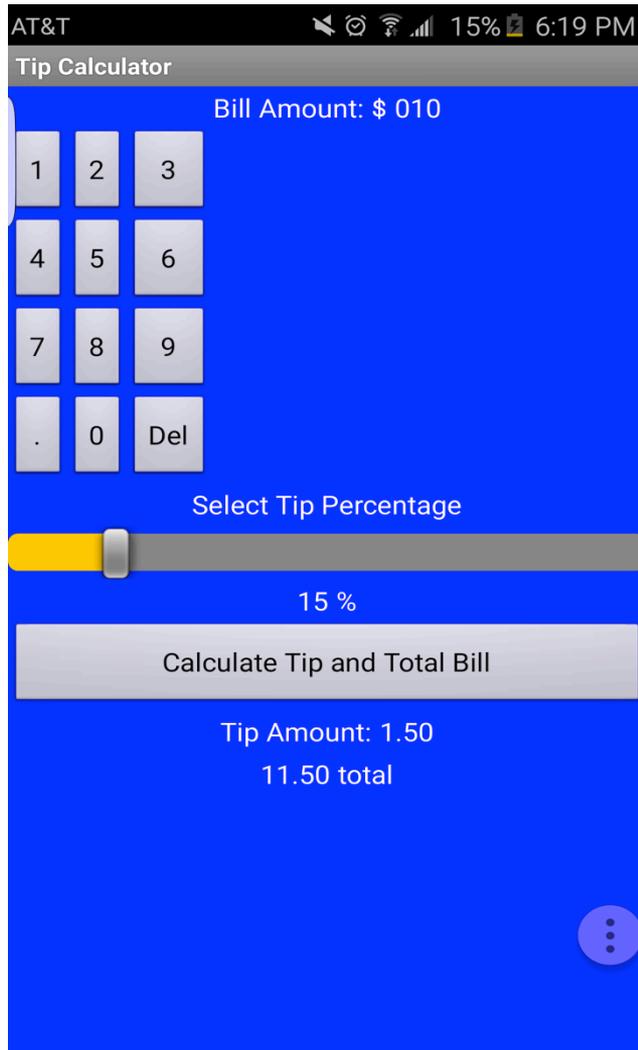
# Why does *TC* matter/Why is *TC* important to someone?

- ★ We want to know what we are doing, or at least look like we know what we are doing in terms of paying
- ★ It matters to waiters, waitresses, and the management of food companies
- ★ They work hard to deliver the service one deserves, and leaving tips is also a way of showing appreciation
- ★ It's also helpful in contributing to where waiters/waitresses make most of their income—through tips

# How did we, as a group, put *TC* together?

- ★ We all made sure to incorporate the diverse skills that we each hold
  - IT/Computer skills
  - Designing skills
  - Writing skills
  - Management skills
  - Marketing skills
  - Business skills
- ★ Group of 4 members, we created two subgroups of 2, splitting most of the work in two halves
- ★ Communication was strongly held through the mobile app GroupMe
- ★ We utilized the powerful technology that Google has to offer
  - Google Docs
  - Google Slides
  - R'mail (Gmail)
- ★ At the end, we all met to put all the pieces of the puzzle together and polished the overall project
- ★ Strong preparation from all 4 members was emphasized to portray our idea (and hard work) clearly

# *Tip Calculator (TC)*



# Appearance & How App Functions

- ★ Royal blue background, white text
- ★ Gray calculator where users can type in their bill amount
- ★ Yellow colored horizontal scroll that allows you to choose the percentage (15%)
- ★ Below scroll, you click “Calculate Tip and Total Bill” where the app will give you the calculated tip
  - “Tip Amount: 1.50”
  - “\$11.50 Total”
- ★ The app has an integrated calculator & responds to chosen percentage, doing all the work for consumer
- ★ It will automatically function once the app is open, and running
- ★ It’s easier and better than a regular calculator

# What else can you do with *TC* ?

- ★ Go to our website at <http://godofwar1134.wix.com/174class>
- ★ Read experiences of other users with *TC*
- ★ Or Comment your experience with *TC*
- ★ Get ideas from our website
- ★ Send us your ideas!

# Webpage

The screenshot shows a web browser window with the address bar displaying "godofwar1134.wix.com". The webpage has a white header with a logo on the left that says "THE APP YOU NEED - TC" and a navigation menu with links for "HOME", "ABOUT", "OUR VISION", "OUR TEAM", "WHAT PEOPLE ARE SAYING", and "CONTACT". A dark button in the top right corner says "Create a WIX site!". The main content area has a dark background on the left and a red background on the right. The red background features a top-down view of a bowl of ramen with chopsticks and a dumpling. On the dark background, there is a bowl of dark liquid. The text "TC Tip Calculator" is prominently displayed in white, with "TC" in a larger font. Below it, smaller text reads "Created for BUS 174 Frank Moss", "UC Riverside", and the names "Alexis Tapia", "Chris Shao", and "Iason Luu".

THE APP YOU NEED - TC

HOME ABOUT OUR VISION OUR TEAM WHAT PEOPLE ARE SAYING CONTACT

Create a WIX site!

"TC"  
Tip Calculator

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# Marketing Plan for *TC*

# SWOT Analysis

## Strengths

- Easy to develop
- Fast & easy access to market
- Better performance
- Convenient to consumers
- On-the-go connectivity
- Rapid function & adaptation
- No internet connection needed to use (except to download app from app store)

## Weaknesses

- Issues on security
- Operating systems (updates)
- Might not function on all operating systems (iOS, Android, Windows, etc.)
- Concerns over user habits
- Cannot reach all segment of market (parents who do not use smartphones)

## Opportunities

- Growing market means huge potential
- Demand for mobile device to do things for humans is increasing day by day
- Levels of engagement might lead to high revenue
- Brings opportunity for increased collaboration and ideation

## Threats

- Fierce competition in mobile app market
- New entrants command a leading position
- Increasing security risks
- IT malfunctions
- Financial risk to potential exposure to unauthorized access to corporate resources
- Knowledge, skills, and understanding of computers, mobile devices, Internet, E-commerce, WIFI, app stores, operating systems, coding, hardware, etc.

# Market Segmentation

- ★ Smartphone users
- ★ As of now, Android users
- ★ College students
- ★ 17-40 year olds
- ★ Men, tend to pay more than women when going out

# Selected Marketing Strategy

## Product

- A mobile app that calculates how much tip to give using bill amount and percentage
- Quality of product would be simple, but high in getting the job done for users
- Features include easy (and free) access, small storage needed, and ease of usage
- Product brand is still being determined whether it will be sub branded or completely new

## Price

- Free from GooglePlay app store
- Ads that will allow app to be free
- Freemium—if you want tax also included in calculation, you have to pay 0.99 (also removes ads)

## Place (Distribution)

- GooglePlay app store
- Mobile devices
- Internet based platforms

## Promotion

- Promoting/Advertising app through other free apps
- Social media such as Facebook news feed, Twitter tweets, etc.
- Maybe even TV commercials
- Word of mouth
- “New apps” category in app store

# Long-Term Projections

- ★ Passive income
- ★ Freemium—if you want tax also included in calculation, you have to pay 0.99 (also removes ads)
- ★ Updates & fixes on any bugs or malfunctions
- ★ Add new features based on consumer requests through marketing research
- ★ Make appearance clearer and nicer
- ★ Link app to other apps such as *Venmo* or even *Yelp*

End

Thank You