VIMI.spec

CUSTOM: SOFTWARE / APP / WEBSITE

HOW TO USE THIS DOCUMENT

The following brief template is designed to help you articulate to our team, in the most effective way possible, your aspirations for your new website. Please consider providing as detailed a response as possible to each of the sections.

THE BUSINESS

GENERAL

- ❤ What are your organization's vision, mission, & values?
- ❤ What are your organization's goals for the next 3 years?
- ❤ What are some insights from your story so far that will help people understand who you are?

Example:

> The "New Normal" is forcing companies and the workforce to transition into more remote and distributed models of employment, and while the pressure to become agile is increasing daily, companies face a growing challenge to maintain the operations and processes that built their success.
>
> Beehave, a startup started in Southeast Asia by Fabrice Teichteil and Yannick Zoccola aims to help companies face this new reality. The founders are operations experts with decades of experience, and Beehave is based on their insights into how SAAS can improve operations for both SMEs and enterprise.
>
> Beehave is developing a Process Automation Platform that streamlines operations by:
>
> - ❤ *Automating repetitive and mundane tasks.*
> - ❤ *Streamlining operational communications.*

TARGET AUDIENCES

Outline your target audience(s). Whenever relevant, include personas based on the people you're familiar with.

Example:

> Beehave works primarily with companies in the following sectors:
>
> - ❤ *Manufacturing*
> - ❤ *Logistics*
> - ❤ *Corporate services: accounting / legal / notaries*
> - ❤ *Insurance*
> - ❤ *Software developers*
>
> The ideal stakeholders to talk to are not necessarily IT dept team members. Better contacts are senior managers such as BU/Country Manager, MD, Department head. E.g.:
>
> *Jon Korslund*
> - ❤ *Danish - 35 years old*
> - ❤ *Married to Sophie + 1 child - 2 year old girl*
> - ❤ *Expat living in Bangkok on a 3-year contract*
> - ❤ *Works for Maersk as an operations executive with a salary of THB 220k*
> - ❤ *Hobbies: golf, running & photography*
> - ❤ *Concerns as related to company's service:*
>   - ☆ *Difficulties overseeing operational aspects of transactions*
>   - ☆ *Time wastage on oversight processes*

CUSTOMER PAIN-POINTS

"Happiness is a state of inner fulfillment, not the gratification of inexhaustible desires for outward things."
Matthieu Ricard

Target audience pain points - Why do they need us?

Example:

Despite the much hyped promises of digital transformation, the reality is that most companies have neither the resources nor the know-how to effectively leverage digitalization's benefits for generating real productivity increases.

Status quo

The current practices of using Excel or even paper forms are labor intensive, impossible to automate and therefore not scalable, and as a result cannot be viewed as sustainable for companies that want to avoid decline and achieve growth.

ERP / Custom development

ERP integrations and custom development projects are notoriously difficult to pull off successfully. In fact according to some estimates upwards of 70% of projects fail. The reasons are commonly:

- ★ *The project is vendor led, rather than needs-driven.*
- ★ *Poor to non-existent planning for implementation.*
- ★ *Lack of flexibility for adapting to changing business needs.*
- ★ *Dearth of in-house expertise in project management, leading to poor buggy execution.*
- ★ *Long go-live times leading to project scope creep and ultimately failure.*

Pricing - The above solutions often have high costs ranging from $10,000's-$100,000's

Hodge-podge of disparate applications

Companies often craft together their working methodology through a process of evolution during which, over time, a wide variety of disparate software solutions are adopted to solve particular bottle necks, however no real integration exists between these solutions, and data is most commonly copy-pasted from one into the other. The issues resulting are:

- ★ *Data corruption and errors - Multiple versions of the truth*
- ★ *Workflow inefficiencies - No true optimization to the needs of the business*
- ★ *Complex, and ever-increasing IT debt - Frustrating experience for users, and complicated onboarding of new staff*

THE SOLUTION/SERVICE(S)

How does your organization support customers with service(s)?

Example:

> *Beehave's solution combines delivery of the software product with a consulting and customization service during which the product is customized to the unique requirement of a particular client's needs.*

THE PRODUCT(S)

What product(s) does your organization offer customers?

Example:

> *The Beehave platform includes all the abstracted building blocks and connectors needed to enable the digitization of any business process:*
> - ★ *Intake forms and connectors*
> - ★ *Custom process & workflow definition*
> - ★ *Tasks: Definition, creation and automation*
> - ★ *Reporting: Definition, creation and automation*
> - ★ *Real-time analytics*
> - ★ *Process automation (CRM, HRM, Project management)*
> - ★ *Chat*
> - ★ *Notifications*
> - ★ *File drive (including versioning)*
> - ★ *A unifying GUI for all apps*

THE UNIQUE VALUE PROPOSITION (UVP)

What is the Unique Value Proposition for your solutions?

Example:

> *Beehave's competitive edge lies in its approach to digital transformation. Beehave offers companies a unique opportunity to embrace the bleeding edge of digital transformation without having to sacrifice their existing culture and operational methodologies.*
>
> ### *Custom and SAAS together*
>
> *Instead of offering a rigid SAAS solution, Beehave offers a versatile toolbox, and the service of customizing it to each customer's unique business case needs.*
>
> *The approach offers the best of both the custom ERP development and SAAS approaches - Customers enjoy rapid implementation, and the solution is fully tailored to their needs.*
>
> ### *Best in class technology*
>
> *The Beehave platform standard modules embody the experience and best practices learned from globally proven organizations and individuals.*

SALES OBJECTIONS

What objections does your team face during sales?

Example:

Beehave's solution is less known than most competitors and customers are concerned about the company's financial backing - They don't want to tie-in with a partner that may not be around for the longer term.

COMPETITION

Who are your direct and indirect competitors, and why?

Example:

Beehave's direct competition are companies and solutions that offer RPA, like:

- ★ *K2.com*
- ★ *UIpath.com*
- ★ *Robocloud.co.uk*

Peripheral competition are companies that offer task management and collaborative working, e.g.:

- ❤ *Quick base*
- ❤ *Trello*
- ❤ *CRM solutions (e.g. Zoho, Zendesk, Salesforce, etc.)*
- ❤ *Slack*
- ❤ *Dropbox*
- ❤ *Etc.*

CORPORATE IDENTITY / BRAND GUIDELINES

Link to your corporate identity brand guidelines.

Example:

Beehave's corporate identity brand guidelines:
https://vimi.co/wp-content/uploads/2020/08/Beehave-Brand-Guideline.pdf

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THE APPLICATION

GOALS

What's your business goal for this app?

Example:

Business Objectives:

- ❤ *Many tier 2 & 3 O&G in Thailand are not aware of the existence or merits of ACME-Pharma high value medical tests. Through a digital channel, RDAP hopes to increase awareness among OBGYNs of the merits and latest clinical development of Women's Health diagnostics and position ACME-Pharmaas the thought leader and the Go-To firm for women's health diagnostics and indirectly promote our high medical value product.*
- ❤ *To enable non-KOL OBGYNs to understand, adapt and apply appropriate guidelines in their daily practices to improve patients' outcomes*
- ❤ *To enable case sharing among OBGYNs to promote overall knowledge of the OBGYNs community in Thailand.*

Project Objectives:

- ❤ *To create a mobile application that serves as a clinician education and engagement digital channel for tier 2 & 3 O&Gs in Thailand. O&Gs can access the latest news and education around women's health diagnostics & quickly assess what tests might be needed when. Everything in the application would be evidence-based and curated by high level clinical leadership.*
- ❤ *The application also enables O&Gs to view, share and comment on interesting clinical cases among themselves (community sharing too*

CREDIBILITY

How do you normally establish your credibility as a provider?

Example:

The app will derive its credibility from:

- ❤ *Client / partner logos*
- ❤ *Case studies & testimonials*
- ❤ *Free tier usage*
- ❤ *Clean crisp and professional design*

APP MARKETING

How do you plan to market your app to your target audience(s)?

Example:

> *Target audiences will be reached through*
>
> - ❤ *EDMs to target list*
> - ❤ *APP SEO*
> - ❤ *PPC advertising: Google, Linkedin*

KNOWN ISSUES WITH EXISTING APP

If you have an existing app, what are the issues with it that are driving you to rebuild it?

Example:

> - ❤ *The existing app is outdated and fails to reflect the state of how the business has evolved.*
> - ❤ *The existing app isn't visually striking and fails to make the first impression needed to win-over the target audiences.*
> - ❤ *The existing app codebase is obsolete.*

USER STORIES

Enter your app's desired functionality from the perspective of the various user-types on your platform. Be sure to include any success/fail criteria according to which you plan to review the resulting development.

Example:

No.	As a	I need	So that	Added Info	FrontEnd/ BackEnd	MoSCoW[1]	Phase
1	Visitor	Browse reference projects NOT classified as being password protected	I can get a good impression of Kirloskar	Project case study - BTS pumps	FrontEnd	Must Have	Phase 1
2	Visitor	to get a print-out of my database query on a nice PDF format of projects I HAVE ACCESS TO: - Industry - Location - Pump type	I can share the PDF with my colleagues in order to support a purchase decision	somelink.com	Frontend	Must Have	Phase 2

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[1]Must-have: No point in delivering on target date without this / Should-have: Important but not vital / Could-have: Desirable, but less important / Won't-have: Can be done later

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3	Admin	I can create pump application library entries that Include for each pump: - Intro text - Application diagram (JPG /PNG) - Tables of pump types used in the application - Links to the pump product pages on other websites - Links to reference cases in the library where this application is relevant For the PDF downloadable version I can create the front page and rear page with contact details = upload images, and enter text to appear in set places in the PDF layout for both the front cover and the rear page	so user can see then details of the application library for each pump	somelink.com	Backend	Must Have	Phase 2

DESIGN REFERENCES

What apps can serve as a reference for the look'n'feel you're aiming for?

Example:

> ❤ *Trello - Good usability - Nice color scheme*
> ❤ *Salesforce - Excellent approach to onboarding*
> ❤ *Slack - Cool design - Fun!*
> ❤ *Dropbox - Love the color scheme and application of the brand.*