**8th International Summer School in e-Business (eBiz2020)**

**University of the Aegean**

# eBiz2020 Description of Assignment

Participants can earn 2 ECTS by participating in eBiz2020 Summer School. In order to earn this ECTS certificate, the participant needs to (i) do the required preparations for the School, (ii) participate in all vis-a-vis sessions of the School, (iii) complete the final assignment after the School.

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## **Assignment Title: “New e-Product Design & Development”**

## Submission deadline: **August 15, 2020**.

## The assignment should be no more than 15 pages (excluding appendices) 1.5pt spaced. The base font should be set to Times New Roman 11, with the appropriate adjustments for section headings.

## Submission is electronic via email. All deliverables (pdf) should be sent at [ddrosos@aegean.gr](mailto:ddrosos@aegean.gr)

## Coursework is undertaken in a team. Teams may have at most 3 members. Only the team leader should submit the assignment.

## Coursework Instructions

**You and your team are in the process of bringing an e-product in front of the consumers, through a structured roadmap that will give your business a clear path to follow. Your task list includes the following:**

* **Identify your company’s value proposition and positioning. How does a company (products and services) differentiate from its competitor?**
  + Tip: Check Geoffrey Moore’s Value Positioning Statement Template
* **Key considerations when incorporating your start-up**
  + Naming, founder(s) shares and equity financing
* **Market information, analysis and segments** 
  + Can you quantify market demand for your product?
  + Who is your target market? Can you create customer personas to define your target audience?
  + Tip: use Google Trends / AdWords Keyword Planner
* **Competition analysis** 
  + What is your competitive landscape? Benchmark your site/app against your competitors.
  + Tip: use similarweb.com, semrush.com
* **Design the user journey**
  + Create use case scenarios and a user flow that show how a user would complete tasks and interact with your product.
    - Tip: Choose a persona.

Identify the stages of the customer journey.

Start with the main touchpoints of each stage.

Add visualizations and interactions with easy to use prototyping tools (<https://www.figma.com/>).

* **Ready for Launch (please remember to check Dr. Coursaris & Dr. Van Osch learning material)** 
  + Do you know which digital marketing strategy you should adopt to boost the growth of your business?
  + Tip: check Dave Chaffey’s infographic
* **Track your performance** 
  + Think about important **Key Performance Indicators** to measure growth and business effectiveness.
  + Tip: check Dave Chaffey’s infographic

