Memory

Here we are going to explain all the details of the app Ursite. First of all, Ursite is an app for drivers, for anybody that owns a car. It's an app designed for finding park in any moment you want. Is for all the drivers who don't have a private parking. Ursite is the solution for all the problems you could have finding park in the street. In the following pages we are going to explain how we have made this app and how it works.

Name

The name Ursite has emerged from the idea of an app especially for finding parking places, so you can find your car place, shorter, your site, which we have created the name Ursite. It's a name that fits with our project goals, and describes perfectly a first idea of what the app is going to do.

Logo

Our logo represents a city map, because Ursite is an app exclusive for cities. Our corporatives colours are blue, white and black.

App screens

Before creating the app, we used a program called Balsamiq Mockup to desing the screens that our app would have.

Website

The website is the most important thing, because all the work we have done is going to be there.

This is our website: **ursiteapp.weebly.com**

The first screen is the main page, where you can see a brief description of what is our app and how it works. Also you can see a slider that shows you images of the screens of the app and the posters. Above there are six buttons:

Ursite: The main page where you can find general information.

Poster: This is where you can see with detail our poster.

Video: Clicking that button you will find a promotional video explaining what does Ursite do and how it works.

Presentation: If you enter here you can find a prezi presentation that explains with more details how works the app.

Memory: Inside this section there are three subsections. Memory, business canvas and mockup.

Download the app: This button lead you to a page where you can download the app if you are interested

Poster

The poster was made with Piktochart, a website were you can create inphografies easily. The poster takes the corporative colours of Ur-site, the main idea and how it works and combine them to create a visual poster with it you can understend what the app can do.

Video

The promotional video of Ursite was created using Adobe Premier and icons along with voices that explain you what is Ursite and how it works.

Here you can watch the video:

https://www.youtube.com/watch?v=ZBmYtlZibiU

Presentation

The presentation explains with more details the funtionality of the app. It’s made with Prezi.

APP

We created the app using MIT app inventors, a site where you can create apps without too much troubles and with tutorials included on the web that helps you.

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Government companies</td><td>Key activities

Program the app</td><td rowspan="2">Key activities

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Car companies

Will be used by

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Adverst from the city council</td></tr>
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Adverts
A programmer for the app</td><td colspan="3">Revenue streams

We are going to sell our app to the city council at onee</td></tr>
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Business canvas

Customers segments

The people that are going to use our app are the drivers. Our app is made especially for the drivers. The city councils and the car companies are going to be the ones who promote our app.

Value propositions

The values we are giving to our customers are finding walily parking and saving time.

Channels

The cannels we are going to use are the adverts from the city council and the car companies.

Key partners

The key partners of our app will be the govertment and the car companies who are going to put the money for developing the app.

Key activities

We will have to program the app for making improvments and for making it work.

Key resources

We will have to find a programmer for our app

Cost structure

The money we are going to spend is mainly for advertising and paing a programmer that will make our app run.

Revenue streams

The revenues will come at once, when we sell our app the the city council and from the adverts of car companies