



UOB-SMU  
Asian Enterprise Institute

## Business Consulting Opportunities with UOB-SMU AEI



### **Project 628FY19 – Market Research & Strategies**

#### **Brief Company Profile**

The company is developing an app to help motorists easily record and file motor accident claims, and also make it easy for the insurance companies to retrieve relevant information about the claim.

#### **Objective of the consulting project**

It would like a student team onboard to do a consumer behaviour research on the target audience receptivity to such an app. A beta testing to find out about the app's critical issues, features, suitability and functionality, the target audience's thoughts on the viability on their product, to develop suggestions to enhance the functionality of the app, etc

#### **Project Scope**

- Test receptiveness, readiness of target audience (create end user profiles)
- Evaluate the demand (what other features are the target audience looking for?) Current behaviour patterns & trends towards such accident filing app
- Provide Insights and analysis including:
  - App's functionality, attractiveness, etc
  - End user's preferred & disliked features ranked according to majority & how it would complement their convenience
  - End user's motivations for using the app
- Evaluate and propose an effective marketing strategy for the app
- Develop a suitable and viable plan to tie up with insurers to have a common accident reporting app

#### **Student Requirements**

- **3-member** team

The team will be mentored by a [project advisor](#).

#### **More Information**

Start Date: ASAP

Duration of project: 16 weeks

Stipend: \$3000 per team (excluding incidental expenses incurred during the course of the project)

Working hours: Flexible working hours

Internship filing: Up to 10 weeks