Web-app development for start-up

Name 1: Completed courses relevant for thesis work: 
<list here all the relevant courses>

Name 2: Completed courses relevant for thesis work:

Keywords:

1 Introduction

ClimateSaver is a start-up working at Chalmers Ventures, developing a tool for supporting individuals in everyday choices to increase their environmental awareness and provide incentive for real change towards a more environmental friendly society. In a first stage the product is to be sold to companies who wants to engage their employees in contributing to environmental awareness and company brand. Once a sufficient amount of users have been reached, it will be launched to the general public. The tool will have two main parts:

1) A web-app interface towards users
2) A back-end reporting function generating statistics and reports for customers

The challenge from a software development perspective in developing the tool combining elements of:

1) Environmental research, data comes from cooperation with Chalmers researchers
2) Behavioral sciences, through a cooperation with Handels psychology and nudging elements will be introduced through a gamification approach
3) Lean start-up methodology, focusing on measurable metrics and using the MVP (Minimum Viable Products) cycles to continuously increase learning about the users through quick development loops of the tool

Lean start-up methodology is in many companies worldwide taking agile to the next level, this is a unique chance to become familiar with it in a context of product development in a socially important area.

2 Context

Scientific research in environmental area shows that a majority of people want to know more, are willing to act and that if we do act we have a large potential to improve our foot-
print/environmental impact. Still this does not happen, as we lack communication devices/tools for realizing the potential. This potential can be addressed by this tool.

3 Goals and Challenges

The goal of the thesis has to be defined together with the student, the target is to participate in the lean-start up cycles and continuously improve the product based on user learning and actionable metrics.

4 Approach

To be defined together with the student(s).

The thesis should ideally be executed by two students that can split responsibility from a development perspective; one in charge of the back-end and one of the front-end.

On a high level the approach is to baseline the existing definition of a MVP and the list of hypotheses that are to be tested, then design the prototype in such a way so that hypotheses can be validated through user interaction with the prototype. The prototype work will follow a ‘nail it then scale it’ philosophy where initially it is more important to validate hypotheses and create retention rather than to quickly scale it, therefore this testing will become the vital part of the thesis.

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5 References

Reference all sources that are cited in your proposal using, e.g. the APA1, Harvard2, or IEEE3 style.