



**DESIGN MEETS ENTREPRENEURSHIP: MOBILE  
TOOLS FOR NEW ENTREPRENEURS**



**BY  
LUHAO YIN**

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LUHAO YIN

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Assoc. Prof. Pisrapai Sarasalin  
Examination Committee Chairperson

Prof. Eakachat Joneurairatana, Ph.D.  
Member

---

Assoc.Prof. Pakorn Prohmvitak  
Member and Advisor

Approved by Graduate School

(Prof.Suejit Pechprasarn, Ph.D.)

Dean of Graduate School

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Luhao Yin

Researcher



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### **Abstract**

In the digital age, mobile apps have become an important tool for young entrepreneurs. This study aims to design and develop a start-up mobile app for young people to support their entrepreneurial journey. Through in-depth market analysis and user research, I identified the key challenges and needs faced by young entrepreneurs. This paper details the functional design of the app, including innovative business planning tools, network building platforms, and resource sharing systems. I have developed an intuitive and easy-to-use user interface using a user-centric design approach. In addition, I explore the technical and commercial feasibility of the app, which has the potential to improve the efficiency and success rate of users' entrepreneurship. This study not only provides a valuable tool for young entrepreneurs, but also provides a new perspective on the application of mobile apps in the field of entrepreneurship education.

(Total 63 pages)

Keywords: Entrepreneurship, Youth Entrepreneurship, UI Design, Market Analysis, Feature Development, Innovative Technologies

Student's Signature..... Thesis Advisor's Signature .....

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# **Chapter 1**

## **Introduction**

### **1.1 Research background**

The State Council pointed out in a policy document released in February 2023: Innovation is the first driving force for development and the strategic support for the construction of a modern economic system. In the policy document released by the Ministry of Education in July 2023, the specific responsibilities of various types of colleges and universities in the educational practice of innovation and entrepreneurship are further clarified, as well as the main role they play in the implementation and management of the country's innovation plans. The introduction of various policies shows the importance the country attaches to "mass entrepreneurship and innovation", and the establishment of innovation and entrepreneurship practice platforms has also been strongly supported and promoted by various policies.

Regarding the concept of innovation and entrepreneurship education, the concept of "design industrialization + entrepreneurship education" has become an inevitable trend in the development of the times. The top-level strategy of design-driven industries and industry-empowering entrepreneurship plays an extremely critical role. It is of great significance and value to promote innovation and entrepreneurship among college students and to break through from the design and technology dimensions to product managers and entrepreneurs.

Recently, entrepreneurship education in Chinese universities still focuses on theoretical teaching and neglects practical entrepreneurial projects. How to use platforms to improve the practical entrepreneurial capabilities of university students

has become an urgent problem. Therefore, further understanding the actual needs and scenarios of innovation and entrepreneurship among college students and proposing adaptive methods are of great value to the future strategic development of entrepreneurship training in colleges and universities in my country.

Against the background of the development of the times and the social environment, the continuous development of the Internet and its increasing penetration into people's lives have also provided new methods and new environments for the establishment of innovation and entrepreneurship platforms. As a carrier, the Internet can effectively help college students practice better. With the help of the "Internet +" thinking model, combined with innovative and entrepreneurial platforms, and building an effective resource sharing platform, the Internet will be able to effectively build bridges between university teachers, students and enterprises.

According to Max's "2023 China College Student Employment Report", the proportion of undergraduate graduates participating in entrepreneurship in 2022 will be 1.6%, while the proportion of graduates from vocational colleges who will start their own businesses will be 3.4%. Looking back at the past, the proportion of college students who started their own entrepreneurial path ranged from 1.0% to 3.0%. Based on the above data analysis, the current effectiveness of entrepreneurship education in colleges and universities is average, and few college students choose independent innovation and entrepreneurship after graduation. After analyzing relevant literature and relevant data, the current status and problems of innovation and entrepreneurship in colleges and universities can be briefly summarized as the following four points:

The innovative consciousness of college students is weak. At present, college students focus more on employment, have insufficient interest in innovation and entrepreneurship education, and lack innovative thinking and awareness.

There is a genetic defect in the entrepreneurial spirit of college students. The innovative and entrepreneurial abilities of college students are weak. my country's entrepreneurship education courses are mainly theoretical, and a large part of the

resources are not effectively integrated with subject and professional resources. College students are hindered to a certain extent.

There is a disconnect between the theory and practice of entrepreneurship education. Nowadays, in entrepreneurship education in colleges and universities, courses such as theoretical books are increasing, while the importance of practical projects is ignored. Although competitions such as "Internet +" and "Challenge Cup" have been established in recent years, more students participate in the competition only on the surface of the project without thinking about the actual implementation.

Insufficient resource allocation for high-quality projects. Innovation and entrepreneurship are inseparable from specific practical projects. However, the cooperation between enterprises and universities in industry, academia and research is not deep, and it is difficult for students to have access to high-quality enterprise project resources and practical projects in universities. High-quality entrepreneurial project platforms should become a bridge between universities, students and enterprises.

Based on the above current situation and problems, the necessity of building a practical platform for innovation and entrepreneurship projects can be summarized into the following three points:

Make up for the lack of theoretical teaching. Building an entrepreneurial project platform allows students participating in entrepreneurship courses and students with entrepreneurial needs to truly participate in actual entrepreneurial projects, providing more opportunities for students to practice.

Reduce the difficulty of obtaining resources. The establishment of an entrepreneurial project platform allows students to use smartphones to quickly obtain entrepreneurial project resources for independent participation in practice, laying a foundation for future entrepreneurial efforts.

Achieve effective resource allocation. The establishment of an entrepreneurial project platform not only allows college entrepreneurship seekers to more conveniently carry out entrepreneurial training, but also enables resource integration and sharing and the creation of a mobile entrepreneurial practice community. The convenience and dissemination of communication software allow entrepreneurs and business mentors to easily follow and share resources, thereby maximizing the organic integration and sharing of entrepreneurial project resources.

## **1.2 Research purpose and significance**

To ultimate goal of this dissertation is to research, analyze and provide recommendations on the use of mobile tools for aspiring entrepreneurs. In particular, the dissertation seeks to:

For existing theories and concepts related to mobile applications for entrepreneurs to identify key aspects of their design and functionality.

To the process of developing and designing mobile applications for entrepreneurial projects, with particular attention to industry history, business value analysis, and user needs research.

For design research on the launch of entrepreneurial projects using mobile applications, including market analysis, product positioning and identification of user needs.

## **1.3 Research content and methods**

This study will start from the current policy environment and social background to clarify the inevitability of innovation and entrepreneurship in colleges and universities. Combining the current status of relevant research at home and abroad, this paper conducts research on theories and cases, and summarizes the design methods of entrepreneurial APPs. Specifically covering the following content:

1) Research topic, proposal and value: Through the research background and current situation at home and abroad, the purpose, significance, content and methods of the research topic are summarized, and the ideas and overall structure of the research topic are clarified.

2) Theoretical research: Through literature and related data research, systematically sort out the theories related to entrepreneurial projects and WeChat APP and extract the core content. Provide theoretical foundation support for subsequent method induction.

3) Case analysis and principle summary: Summarize design experience through actual case analysis and comparison of entrepreneurial project APPs. Establish the design principles of entrepreneurial APPs and provide theoretical basis for the design of entrepreneurial APPs.

4) Design and development process proposed: Based on the theory and principle summary, by analyzing the design and development methods of mobile APP, the entrepreneurial APP development process is summarized.

5) Case practice: practice entrepreneurship APP by proposing principles and processes. This will verify whether the proposed design method is accurate and provide practical cases for related research fields.

6) Work display and improvement suggestions: Display research results and provide suggestions for improvement.

Method: multi-method research induction + demonstration

This study uses literature analysis, case study, interdisciplinary method, experience summarization, survey research and practical demonstration methods to explore the principles and methods of entrepreneurial APPs and apply the research results to cases.



1) Literature research method: This research involves the construction of university entrepreneurship project platforms. This field is relatively new, so there are few targeted literatures. Through the preliminary literature survey, collection and arrangement of relevant keywords, the relevant knowledge context was sorted out to serve the subsequent research on this topic.

2) Case study method: Conduct research and analysis on APP cases similar to this topic to explore the characteristics and formation process of the cases. Through existing APP analysis, comparative analysis, summary analysis and other dimensions, study the development direction and design methods of entrepreneurial project APPs.

3) Interdisciplinary method: The research direction of this topic is the study of entrepreneurial APP design methods. It is necessary to integrate design principles and methods, user research, interaction design, psychology, pedagogy, management and other theories for cross-research and exploration.

4) Experience summary method: summarize literature and cases, summarize the principles and design methods of APPs, explore existing problems in entrepreneurial project APPs, and practice practical application cases.

5) Survey research method: Based on the specific content of practical research, research objects are studied through questionnaires, user interviews and user portraits. After investigation, the research results are analyzed and compared and conclusions are drawn. This method has the advantages of high efficiency, low cost and easy control.

6) Practical demonstration method: Carry out entrepreneurial APP practice based on the proposed theoretical method to demonstrate the feasibility of the principle method.



## **Chapter 2**

### **Literature reviews**

#### **2.1 Entrepreneurship and Entrepreneurship Project Theory**

Since the introduction of the "mass entrepreneurship and innovation" policy, the country has successively issued policy documents related to innovation and entrepreneurship in recent years, continuing to promote the active development and implementation of "mass innovation and entrepreneurship".

National policies related to “mass entrepreneurship and innovation.”

2019 Related documents: "Implementation Opinions of the General Office of the State Council on Enhancing the Driving Role of Mass Entrepreneurship and Innovation Demonstration Bases to Further Promote Reform and Stabilize Employment as a Strong Momentum"

Opinion direction: Support college graduates and other groups to start their own businesses and find employment, and build entrepreneurial bases

2020 Related documents: "Administrative Measures for the National College Student Innovation and Entrepreneurship Training Program"



Opinion direction:Clarify the responsibilities and main roles of universities in the practice of innovation and entrepreneurship education

2021 Related documents:"Opinions of the State Council on Promoting High-Quality Development of Innovation and Entrepreneurship and Creating an Upgraded Version of "Mass Entrepreneurship"

Opinion direction:Accelerate the construction of innovation and entrepreneurship platforms and give play to the guiding role of mass entrepreneurship and innovation demonstration bases

2022 Related documents:"Opinions of the State Council on Strengthening the Implementation of the Innovation-Driven Development Strategy and Further Promoting the In-depth Development of Mass Entrepreneurship and Innovation"

Opinion direction:Promote the in-depth development of mass entrepreneurship and innovation, and systematically optimize the ecological environment for innovation and entrepreneurship

2023 Related documents:"Implementation Opinions of the General Office of the State Council on Building a Demonstration Base for Mass Entrepreneurship and Innovation"

Opinion direction:Promote mass entrepreneurship and innovation on a wider scale, at a higher level and to a deeper extent

Data source: Internet public information

Entrepreneurship refers to entrepreneurs integrating existing resources to create greater economic or social value.

The Lean Startup: How Today's Entrepreneurs use Continuous Innovation to Create Radically Successful Businesses is written by Eric Ries— an entrepreneur and

author. He serves on the advisory board of a number of technology startups, and has been consultant to new and established companies as well as venture capital firms.

In "The Lean Startup", Eric Rice's definition of entrepreneurship is all the responsibilities that entrepreneurs should have after entering the initial stage after establishing a business, and entrepreneurs need to measure progress and methods under extreme uncertainty.

Entrepreneurship by college students refers to the process of starting their own business and opening various businesses of different natures after careful market research and corresponding preparations. Entrepreneurship projects refer to specific operational projects carried out by entrepreneurs to realize their business plans. (Readinggraphics, 2020)

Currently, entrepreneurial projects are broadly classified. According to industry classification, it can be divided into service industry, catering industry, agriculture, digital industry, textile and clothing industry, etc. According to the classification of essential characteristics, it can be divided into Internet entrepreneurship, physical entrepreneurship, online and offline entrepreneurship, etc. According to the classification of entrepreneurial methods, it can be divided into independent entrepreneurship, franchise entrepreneurship, micro-entrepreneurship, etc. At present, the entrepreneurial directions of college students can be divided into three types:

**Leading entrepreneurship:** Entrepreneurs actively organize and deploy various resources, gather core strategic team members, and promote the continuous development of entrepreneurship;

**Participatory entrepreneurship:** College entrepreneurs actively participate in entrepreneurial teams and entrepreneurial projects, serving as partners;

Job-based entrepreneurship: College students participate in a variety of project practices or corporate positions, fully use entrepreneurial thinking to achieve the ultimate in practical work, and lay the foundation for subsequent career development.

As the number of students in colleges and universities in my country increases day by day, students mainly choose to work, start a business, study for postgraduate studies, take postgraduate entrance examinations, and be unemployed after graduation. According to Max's "2023 China College Student Employment Report", only about 2% of college students from 2019 to 2023 will choose to start a business after graduation, while most of the others will work in companies.

From this data, it can be concluded that the current development trend of entrepreneurship in colleges and universities in my country is relatively general, and few students choose to start their own businesses. Today, with the vigorous promotion of the "mass entrepreneurship and innovation" policy, innovation and entrepreneurship among college students has become increasingly important and has become an important factor in promoting the country's continuous development. Therefore, further research must be conducted on the current development of university entrepreneurship education, existing problems and the value of establishing an entrepreneurial project platform.

## **2.2 APP related concepts**

APP refers to system applications and software in the usual sense, and can run on both PC and mobile terminals. As network conditions continue to upgrade, mobile smart terminals have become the main platform for carrying APPs. Among them, mobile phones and tablets are currently the most common smart terminals. In daily life, people generally regard APPs as mobile programs. In the context of continuous technological breakthroughs and innovations, the application scope of APP has also begun to expand, gaining more development and application paths. With the advent of the 5G era, the requirements for mobile smart products to adapt to APP functions have also begun to increase, which has also opened a new round of APP technology

changes. At this stage, APPs are mainly released by developers and downloaded by users through the application store. The two mainstream stores on the market are Android and IOS systems. In the application store, various APPs can display user ratings after use, which provides important information reference for other users to make choices.

Convenience, accuracy and immediacy are the three basic characteristics of APP. Among them, the convenience of APP refers to the fast and convenient usage paradigm. Smart terminal users can download and use the program to obtain corresponding functional services. And in order to enable users to obtain a better interactive experience, APP operators will be committed to providing users with a convenient control experience. Therefore, they will invest in research and development in various aspects such as operation and content. The accuracy of APP refers to relying on positioning means and big data technology to track and collect information, and provide personalized recommendations based on users' preferences and needs based on their usage habits. The immediacy of APP refers to breaking through time constraints and bringing users convenience and immediacy in obtaining information that traditional media cannot provide. In other words, users can use APP 24 hours a day without restriction to browse information or obtain services. At the same time, information can also be updated at any time, whether it is the user's personal data information or social information, it can be updated immediately. APP product functions and service content are the basis for classifying its categories. At present, APPs are very rich in both quantity and function type and have completely covered all aspects of social life. With the continuous evolution of APP function technology, more personalized niche markets are constantly being developed, and many creative and novel APPs have begun to emerge in the market, which has also greatly enriched the types of APPs. This also shows that APP has been deeply integrated with social life, and it is relatively difficult to classify it as an application. Currently, based on the number of developments and downloads, the relatively large categories mainly include games, daily tools, e-commerce and life services, accounting for 57.8%. Outside these four categories, all other categories including entertainment, education, social networking, etc. accounted for 42.2%. This

classification standard is relatively general in theory, but it can still be used as a reference for preliminary research.

Donald Norman, the proposer of user experience, believes that user experience is essentially a psychological feeling, which is generated or changed based on the user's subjective judgment in the process of using products and receiving related services. User experience focuses on the individual experience in relation to the use of a product. Rajanen et al. believed that usability is now an established concept among UX professionals. (Long, 2020).

On the basis of user experience theory, the design of industrial products begins to focus on "people-oriented". That is, the user's feelings and needs are considered, and this is used as the fundamental basis throughout product design, production, innovation, improvement, design, update and iteration. Whether a product design can satisfy people-centered thinking is the key to its success in the market. This requires that all designs should be centered on "people", abandoning the previous concept of "people need to adapt to products". The concept of user experience will continue to change with product innovation and progress. There is no doubt that no matter what kind of experience users get, human-centered thinking will still play an important role in the design process.

User experience can summarize the user's entire experience of using a product, which includes whether the product is easy to use and the good feeling during using the product, that is, ease of use and pleasure. For products, a good user experience will increase the frequency of product use or the probability of repeat purchases. When extended to the brand, it will generate user stickiness, which is the core driving force for products to gain market share and forge ahead. In the APP market, there are countless competitors and substitutes for applications regardless of category or function. Users often only need a few seconds to make decisions among huge amounts of information. So, in this short period of time, whether it can provide users with a good experience will be the key to the survival and development of the APP.



User experience emphasizes people-centeredness. The first thing to consider in product design guided by this concept is user needs. After anchoring the target group, you should focus on how the product functions will make them feel and what behaviors they will perform during the use of the product. At the same time, we should also pay attention to key issues such as whether and what further expectations users have for the product. Wang Yiqi divided the elements of user experience into five levels in order from top to bottom.

1) Strategic layer. This level is the starting point of product design, that is, for what purpose the product is designed, and what needs the designed product can meet the needs of the user group. User experience at the strategic level is a goal of product design, and a series of subsequent work will be launched around the goals set by the strategic level.

2) Scope layer. This level is the architecture of product design, that is, in order to meet the specific needs of users, what functions and content need to be provided. Generally speaking, when users choose to purchase or use a certain product, they will inevitably have certain expectations, and then these expectations can be met. It depends on how useful the product is. In other words, the scope layer is the key to influencing consumers' purchasing decisions.

3) Structural layer. It refers to the concrete information transformed from abstract concepts by the aforementioned architecture and assumptions, that is, information architecture and interaction design in the usual sense. Generally speaking, this is the internal logic of the functions and content that the scope layer can provide, and it belongs to the background content.

4) Frame layer. For APPs, the framework layer is the design level for interface navigation and information systems. The main solution is how to reflect the functions of the product on the interface, how to arrange these functions reasonably, and how to push information.

5) Presentation layer. It refers to the user's visual and psychological feelings during the entire process of using the product. Whether the content you see is attractive or not, and how beautiful the overall effect is, will have varying degrees of impact on your experience. Therefore, the goals at the four levels mentioned above will ultimately be achieved through this level. (Wang, 2024)

## **2.3 Theoretical basis of entrepreneurial APP design**

Entrepreneurship project APP refers to an APP platform that provides a variety of different entrepreneurship projects, entrepreneurship consulting, entrepreneurship courses, etc. Entrepreneurship service is a service method that provides entrepreneurs with relevant entrepreneurial guidance, entrepreneurial consulting and entrepreneurial assistance. The service provider provides entrepreneurs with the services they need by integrating and using different resources and promotes their continuous development and benefits.

Search "entrepreneurship project" in Baidu and conduct systematic research, sorting and classification of such APPs. Entrepreneurship project APPs can be divided into project guidance, entrepreneurship consulting, brand introduction and franchising, intermediary platform and other categories.

These different types of entrepreneurial project APPs all have different product models. We will define, summarize and organize the models for the three largest categories.

Entrepreneurship project intermediate platform APP. This type of APP is aimed at entrepreneurs, providing more types of entrepreneurial projects, entrepreneurial consulting services and entrepreneurial courses, and helping entrepreneurs to grow quickly and obtain projects in a series of ways as comprehensively as possible. For the demand side of enterprises, it provides more opportunities for project display and brand promotion and introduces more high-quality talents who are willing to start businesses and actively participate in project practice to enterprises.

Entrepreneurship project consulting APP: This type of APP serves young entrepreneurs who are confused and confused, and provides them with entrepreneurial direction and guidance. Based on this service model, it mainly adopts the form of information and course content, and its commercial characteristics lie in the consultation fee and registration course mechanism. At present, you can see that the functional content is different, such as consulting services, course services and information services.

Entrepreneurship project guidance category: Part of this type of APP is an APP platform independently developed by universities, and the other part provides targeted guidance services and other content. The university R&D platform is mainly a customized APP established between universities and students to help students carry out practical entrepreneurial projects and provide information guidance. Another kind of guidance service mainly covers different functions such as skills, Q&A, and contacting tutors.

## **2.4 Entrepreneurship APP case analysis**

In the process of researching the design principles and design methods of entrepreneurial project APPs, case study and analysis are an extremely important link. Our clear goals for case analysis are:

First, through the analysis of many entrepreneurial project APPs, the principle of entrepreneurial project APPs is obtained using the method of summary and induction, and the principle basis is established for the proposal of design methodology;

The second is to analyze many cases and compare the positioning, functions, design and operation methods of existing such APPs to avoid the emergence of homogeneous APPs as much as possible;

The third is based on our need to carry out entrepreneurial project APP design practice, and discover the existing advantages and disadvantages by analyzing similar



APPs, so as to learn from the advantages and avoid existing disadvantages, so as to serve better subsequent practice.

We selected several APPs for qualitative analysis and research. Among them, 6 APPs are selected as intermediate platform for entrepreneurship projects, 4 APPs are selected for consulting APPs for entrepreneurship projects, and 5 APPs are selected for guidance of entrepreneurship projects.

The study found that the core functions of APPs related to entrepreneurial projects revolve around seven dimensional functions: entrepreneurial projects, entrepreneurial information, entrepreneurial courses, entrepreneurial consulting, entrepreneurial communities, entrepreneurial services and personal centers.

By comparing and sorting out the core functions of 15 cases, it is not difficult to find that different module functions of different entrepreneurial project APPs have different emphasis.

Combined with the characteristics of the entrepreneurial project APP itself, the functional analysis is roughly summarized as follows:

**Entrepreneurship projects:** The core function is to provide users with high-quality entrepreneurial projects and an entrance to apply to join the project. The essence of the entrepreneurial project function is to serve as an intermediate platform to link the user and the project source. The project source enters relevant content information and project details on the platform, and the user views the relevant content on the APP. Based on the essential situation, this core function usually revolves around sub-functions such as project classification, project details, and project registration.

**Entrepreneurship content information:** The core function is to provide users with relevant information content under various categories. The content is often policies, related services, requirements, applications, etc. that are of interest to start-up users. The basic content comes from the platform operators who collect and organize it and

then upload it to the platform for users to view. In terms of sub-functions, entrepreneurial information function modules often revolve around information label classification, detail lists, sharing collections, user interaction, etc.

**Consulting services:** The core function of consulting services is to provide doubt-solving related services for users who are looking for a business direction and are starting a business. Its specific manifestations vary on different APPs, such as consultation with tutors, customer service consultation, project consultation, etc. Users can conduct detailed communication and exchanges with relevant consulting parties for free or for a fee.

Next, we selected five entrepreneurial project APPs with clear and precise positioning for detailed case studies and analysis (Figure 2.1). Among them are Diwei Entrepreneurship Project APP, Danjie Entrepreneurship Selection APP, Youth Entrepreneurship Network APP, Chuangye Bao+ APP, and Young Entrepreneurship Project Recommendation APP. Through detailed comparison and research on product positioning and architecture, interface design and operation methods, the advantages and disadvantages of this type of APP are summarized. Use the method of summary and induction to derive the construction principles of entrepreneurial project APPs to assist in the proposal of design methods and specific design practices later.

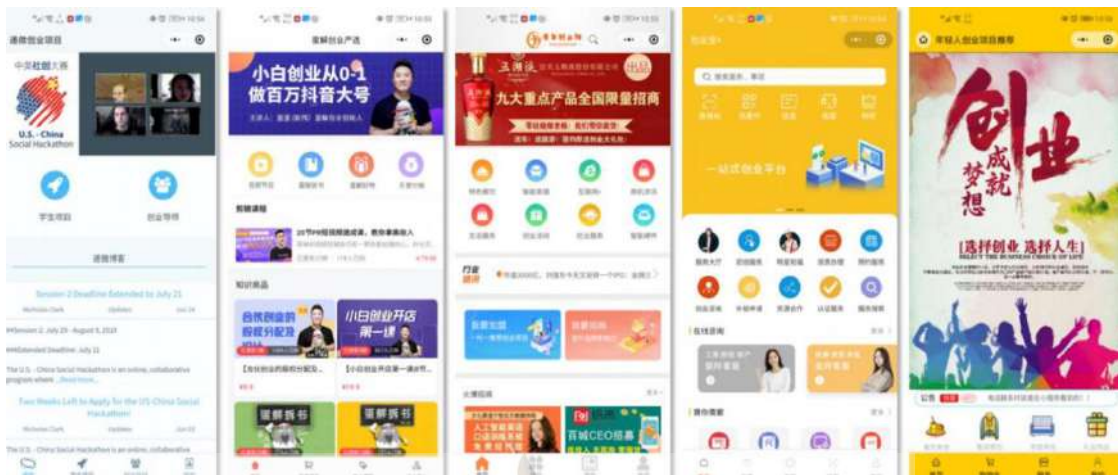


Figure 2.1 Five entrepreneurial project APPs

Source: Micro-entrepreneurship project, Danjie Entrepreneurship Selection, Youth Entrepreneurship Network, Chuangyebao +, Recommended entrepreneurial projects for young people, 2024

### Product and user positioning analysis

Based on five entrepreneurial project-type WeChat APPs, a targeted analysis of the product core was conducted from the APP's product positioning, user positioning and its core functions (Table 2.1). The core positioning and functions of each APP are biased. Through the analysis of product and user positioning, we can better understand the core value points of the five APPs as a whole.

Table 2.1 Analysis of APP positioning for entrepreneurial projects



APP Logo	APP name	APP positioning	User positioning	Core functions
	Micro-entrepreneurship project	International entrepreneurship project platform for universities; providing project and entrepreneurship mentor resources for university students	The core user group is high school students who have participated in entrepreneurial projects and are looking for entrepreneurial mentors.	Student projects Entrepreneurship Mentor
	Danjie Entrepreneurship Selection	A platform that provides project selection and entrepreneurial project courses	Entrepreneurial groups who want to find high-quality entrepreneurial projects User groups who want to learn entrepreneurship-related courses and improve their entrepreneurial skills through courses	Preferred items Online courses Membership service

Table 2.1 Analysis of APP positioning for entrepreneurial projects(Continued)



APP Logo	APP name	APP positioning	User positioning	Core functions
	Youth Entrepreneur ship Network	An intermediate platform between entrepreneurs and project providers	Entrepreneurial user group who want to find high-quality entrepreneurial projects, join the franchise and learn about entrepreneurial information Corporate stakeholders who want to publish their own brands to attract investment	Preferred items Entrepreneurship information Project release

Table 2.1 Analysis of APP positioning for entrepreneurial projects(Continued)

APP Logo	APP name	APP positioning	User positioning	Core functions
	Chuangyebao +	A one-stop entrepreneurial platform that provides entrepreneurial services and consulting services	Users who want to know the answers to a series of questions related to starting a business and establishing a company. Entrepreneurs who are looking for a one-stop solution for registration, trademark application and other services in the early stages of starting a business	Online consultation Start-up services Entrepreneurship information membership service



Table 2.1 Analysis of APP positioning for entrepreneurial projects(Continued)

APP Logo	APP name	APP positioning	User positioning	Core functions
	Recommended entrepreneurial projects for young people	Provide a platform for high-quality entrepreneurial projects for young entrepreneurs	Users who want to find entrepreneurial projects and provide entrepreneurial consultation	Venture Project Entrepreneurship News Entrepreneurship consulting

Source: Micro-entrepreneurship project, Danjie Entrepreneurship Selection, Youth Entrepreneurship Network, Chuangyebao +, Recommended entrepreneurial projects for young people, 2024

#### Comparative analysis of interface design

In interface design, attention should be paid to the use of color and layout to bring corresponding psychological effects to users. It needs to highlight its functional importance through different color layering, and ensure that the text and important primary colors are clear and easy to understand. It also needs to display expressive brand colors to create a sense of brand style. Next, we will further conduct a comparative analysis of the interface design of the five APPs. The interface effect of Diwei Entrepreneurship Project APP (Figure 2.2) is decorated with blue, and light blue is used as the background color. The overall design is simple, with the theme color being light blue, the auxiliary color being white, and the key color being blue. Since the Diwei Entrepreneurship Project APP is overall lightweight and the project

direction is international in nature, the combination of light blue and blue looks clear and has a certain international feel. The overall interface uses a matrix list to display projects and instructors, and the information is clearly presented visually.



Figure 2.2 Visual interface of Diwei Entrepreneurship APP

Source: Diwei Entrepreneurship APP,2024



Figure 2.3 Danjie Entrepreneurship Carefully Selected APP visual interface

Source: Danjie Entrepreneurship Selection APP,2024



The overall interface of Danjie Entrepreneurship Strictly Selected APP has many selected colors (Figure 2.3). The theme color is white, the accent color is blue-purple, and the auxiliary color is light red. The overall visual effect is relatively novel, trendy and energetic. It can be roughly inferred that Danjie Entrepreneurship's carefully selected users are basically relatively young, and it is not difficult to find from its functions. They are basically course-based. The overall interface adopts the form of list and matrix list to display the core content. The visual effect allows users to see the core functions and content parts at a glance. The Youth Entrepreneurship Network APP is different in the selection of accent colors and auxiliary colors (Figure 2.4). Among them, white and gray are the main colors, orange is the accent color, and blue is the auxiliary color. Highlight the core content of your information architecture through the complementary nature of blue and orange. However, the Youth Entrepreneurship Network is slightly lacking in visual design, illustrations and style. The icon element design is not clear, so the user experience is poor. On the whole, the visual pictures are relatively blurry, the overall design is messy, and the overall design is weak.



Figure 2.4 Youth Entrepreneurship Network APP visual interface

Source: Youth Entrepreneurship Network, 2024



Figure 2.5 Chuangyebao + APP visual interface and color matching

Source: Chuangyebao + APP, 2024

The Chuangyebao+ APP and the Youth Entrepreneurship Project Recommendation APP are basically the same in color (Figure 2.5, Figure 2.6). The overall frame color selection and style are basically the same, with the main color being white, the accent color being yellow, and the auxiliary color being gray. Except for the different positioning directions, the two products are very similar in the overall frame and tab area design. The overall combination of yellow, black, and white makes people look very innovative, making users feel relaxed and lively instead of feeling stressed, which is also in line with the impression of the essence of an APP for entrepreneurial projects.



Figure 2.6 Recommended visual interface for young people's entrepreneurial projects

Source: Recommended entrepreneurial projects for young people, 2024

Entrepreneurship project APPs are essentially the transmission of information content. Therefore, when designing the interface style and color matching, more consideration needs to be given to how to quickly transmit information. Through a comparison of the interface designs of the five APPs, Diwei Entrepreneurship Project Chinese style uses large pictures with title information to transmit information. Danjie Entrepreneurship Strict Selection uses a grid-style waterfall information with a list format to display, which is more conducive to displaying key points in terms of visual communication. The different project display methods of the Youth Entrepreneurship Network come from its essentially classified and labeled navigation design of the project list to help users find relevant project content faster, but it lacks in visual effects. The overall design of Chuangye Bao+ takes the flat icon entrance as the core design direction, and the information waterfall is used to carry consultation content. The visual effect is better among the five APPs. Recommended Entrepreneurship Projects for Young People In comparison, the design is rough and lacking among the five models. Overall, Danjie Entrepreneurship Carefully Selected is the best among these five apps in terms of design style and expression of content information delivery. It uses a formalized distribution of different module lists when displaying core

content, and the illustration effect is relatively integrated, making it easier for users to clearly find the relevant content they are looking for.

#### Analysis of ecological operation methods

Table 2.2 Comparison of operation methods of five entrepreneurial APPs

APP		Mode of Operation
Micro-entrepreneurship project	User operation	Guide users' payment behavior through user registration and contact by phone or WeChat.
Danjie Entrepreneurship Selection	Channel operation	Drain traffic through two different WeChat entrance channels, WeChat official account and WeChat video account; other self-media covers Zhihu, Douyin and other media, relying on content for channel operations; promote by inviting celebrities with a certain status in related fields.
	Content operation	Through official channels, it covers public accounts and video accounts, and produces relevant content in a targeted manner. The content maintains a consistent style and creates a sense of brand awareness for users.
	Event operation	Rewards for logging in to the APP for the first time at product events stimulate users to purchase courses.



Table 2.2 Comparison of operation methods of five entrepreneurial APPs(Continued)

	User operation	After the user registers for the course, the user will be invited to enter the relevant course community, and community operations such as answering course questions will be conducted for the user in a targeted manner.
Youth Entrepreneurship Network	Channel operation	Drain traffic through two different WeChat entrance channels, WeChat official account and WeChat video account; other self-media covers Zhihu, Douyin and other media, relying on content for channel operations; publish relevant news and information through the media.
	Content operation	Through official channels, it covers public accounts and video accounts, and regularly produces relevant content.
	User operation	After submitting an application to participate in the project, we will have a one-on-one phone call with the user to communicate and determine their needs.
Chuangye Bao +	Channel operation	Drain traffic through two different WeChat entrance channels, WeChat official account and WeChat video account; release relevant news and information through the media.
	Content operation	Through official channels, it covers public accounts and video accounts, and regularly produces relevant content.

Table 2.2 Comparison of operation methods of five entrepreneurial APPs(Continued)

	Event operation	Log in to the APP for the first time to receive red envelope rewards to stimulate user consumption behavior.
Recommended entrepreneurial projects for young people	User operation	Users join project-related communities after learning about the project, and operators guide and transform behaviors within the community.

Source: Analysis by Researcher

By analyzing the detailed operation methods of the five APPs, we found that the three APPs, Danjie Entrepreneurship Yanxuan, Youth Entrepreneurship Network and Chuangye Bao+, are more comprehensive in terms of overall operation methods and cover a wider range.

Through the early analysis and research on two aspects of the five APPs, it is not difficult to find that among these five core research cases, Danjie Entrepreneurship Strict Selection and Chuangye Bao+ are better than the other three APPs in all aspects. Based on the research and analysis of this type of APP, the advantages and problems existing in it are finally summarized, and the design principles are proposed. Also in the subsequent design practice process, you can refer to the entire design, layout and functional architecture of these two apps.

Generally speaking, the advantages of existing entrepreneurial project APPs can be summarized as follows:

The product structure is simple. Most entrepreneurial project APPs have adopted the lightweight nature of WeChat APP itself and focused on the provision of core functions and resources in designing product functional structures. There are few levels on the page, so users can quickly reach the final page where they want to view the content.

The list layout is clearly designed. Among the high-quality entrepreneurial project APPs we currently survey, you can see that a matrix plus list layout design is used when designing specific project or course information, so that the content is clear and users can quickly view the content of interest.

WeChat's ecological operations are highly relevant. At present, high-quality entrepreneurial project APPs are basically associated with public accounts and video accounts, and arouse users' awareness of their brands by pushing articles on public accounts and regularly updating content on video accounts. Maintain the same design style and layout of content to better awaken users and introduce new users. Its existing problems can be summarized as follows:

Product life cycle is short. Due to the lightweight nature of entrepreneurial APPs, most entrepreneurial project APPs are "dead", that is, they have no substantive content and later maintenance. However, if project resources and course content are not updated in a timely manner, it will easily lead to user loss.

Severe user churn. At present, after APP provides project resources, it requires users to fill in an information application and a series of other actions before waiting for feedback from the platform. However, it is extremely easy for users to give up in this path. Entrepreneurship project APPs can essentially be positioned as tool-type products, used to help users quickly find target projects and participate in projects. Therefore, this path of existing types of APPs still needs to be optimized and improved.

The interface design is rough. Since most entrepreneurial project APP development companies are basically entrepreneurial teams, the interface design is too rough and simple, ignoring the visual effects on the user experience.

## Chapter 3

### Research method

#### 3.1 Entrepreneurial APP development and design process

Currently, user experience is becoming more and more dominant when designing and developing mobile applications. Weber proposed that the rights of user experience have been transferred in the Internet era, specifically "innovation transfer, user transfer and connection transfer". Cooper proposed a "goal-oriented" design direction. This type of approach essentially regards user needs as goals and uses specific solutions to analyze whether the product meets user needs. According to our research on the literature and data on the mobile application design method process, the current mobile APP design method needs to go through eight core processes (Figure 3.1):



Figure 3.1 Mobile APP design method

Source: Nagar,2022

Project confirmed. At this stage, the requirements need to be clarified and analyzed, and the product positioning and design positioning in the requirements must be clarified through some research methods.



**Product Positioning.** The product positioning stage requires user research (covering user surveys, user portraits, user interview focus groups, etc.), product prototype analysis and project feasibility assessment.

Requirements analysis and design, interaction design, UI design. From requirement analysis to interaction and interface design is an interrelated stage. This includes sorting out a series of processes such as product roadmap, product concept map, product architecture map, product flow chart, product prototype, interaction design, style definition, basic specification design, interface design, and design evaluation.

**Product development.** In the product development stage, technical engineers are required for development (this includes front-end, server, and client development).

**Test evaluation.** The testing phase requires various types of testing of the developed products to ensure that the functions and other stable aspects of the APP meet the requirements.

**Online iteration.** To complete the launch, you need to prepare various launch materials. In the subsequent iteration stage, you need to continuously conduct user research and data analysis, accept feedback from different users, and demonstrate the direction of the iteration through data. Finally, the APP iteration is performed, and a new processing cycle begins.

### **3.2 User research and product direction definition**

Conducting user demand research on entrepreneurial APPs can be divided into three research stages:

In the first stage, questionnaire survey and data conclusion analysis are conducted;

In the second stage, further user interviews are conducted, the user groups are summarized through the interview results, and opportunities for designing and developing entrepreneurial APPs are found;

The third stage builds a user demand model. Each stage uses different related research steps, which we will explain in detail below.

The first stage - questionnaire survey and data analysis. At this stage, the questionnaire survey method is mainly used to systematically collect the needs of relevant users and provide more objective data for subsequent product guidance. For questionnaire surveys, firstly, it is necessary to clarify the direction and subject of the research, secondly, determine who is the target of the survey, and thirdly, clarify the survey methods and channels and design relevant questionnaire outlines. After issuing the questionnaire, analyze the qualitative user samples, analyze the indicators of each question, and finally draw the corresponding demand conclusions. Among them, the principles of "directivity", "analyzability", "attractiveness" and "small error" need to be followed when designing the questionnaire.

Phase 2 – User interviews. Based on the conclusions of the questionnaire survey, select some more active and thoughtful users among the users who participated in the questionnaire survey for detailed interviews, and build a user group of the product through interviews with such users. Its purpose is to select target customers for the subsequent construction of entrepreneurial APPs, and it can also provide a basis for products and operations.

Stage 3 - User needs and product direction. The establishment of opportunity points can better help clarify the detailed needs of users and list user needs into a specific needs list. Clear functional directions and user needs will provide a basis for the construction of specific activity scenarios and interaction scenario models.

### 3.3 Scene modeling

Based on previous analysis of related industries, competitive APPs, and users, we will conduct scenario modeling. The so-called scene modeling refers to setting key user usage scenarios and dismantling the functional processes of the product in a targeted manner, thereby assisting in the formation of low-fidelity and visual interfaces for the APP. During the scenario modeling process, it is necessary to consider different dimensions based on the Internet ecosystem, the complexity of product functions, the ease of use of the product, and the degree of effective use of the product.

Among them, scene modeling covers the construction of five elements of APP, scene interaction model construction, functional flow chart design, product functional structure design, product prototype design and final interface style design.

After the preparations related to the basic project launch of the entrepreneurial APP are completed, the development direction and specific product positioning of the entrepreneurial APP can be further clarified. The five elements include "product positioning", "product goals", "demand background", "user groups" and "usage scenarios" (Table 3.1).

Table 3.1 Five elements of APP

Feature name	Element concept
Product Positioning	Introduction: This APP is a certain type of APP that meets the needs of certain types of users.
Product goals	Introducing the APP vision from the perspective of user goals and business goals
Demand background	The market background for the birth of demand
Client	Profile user characteristics in the form of data and tags

Table 3.1 Five elements of APP(Continued)

scenes to be used	User usage scenarios need to be classified, and each scenario must be unique.
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Source: Analysis by Researcher

The definition of the five elements and five dimensions can help clarify the core positioning of the product. On the one hand, it assists in determining the product development direction and value; on the other hand, it provides direction and ideas for brand design and subsequent product determination.

Scene interaction model construction. The construction of the scene interaction model is to build the action correlation between the core business roles of the product and the roles. Among them, it is mainly necessary to clarify the interactions and interactive behaviors that will occur between roles A and B, and to clarify the related businesses that occur when key actions occur. Specific action function points are also generated during the action. Listing the action function points one by one will generate basic core key function events. Combining scene interactions can clarify core user actions, specific task actions, related conditions, and incidental functions, and assist in forming the core user interface.

Organize the user tasks and page processes of entrepreneurial APP accordingly. Among them, the task flow chart mainly needs to sort out the task completion logic of users in the process of using entrepreneurial APPs, and clarify the order of tasks, input and output content. The page flow chart is mainly used to show the functional flow relationship between pages. Its core essence is to show what other pages the user enters after what operations. Through sorting out task flow charts and page flow charts, it can effectively help further refine the design of the product.

Product functional structure design. Product functional structure design is based on the action function points constructed from the early scene interaction model, and further represents the APP functions and information content organization according

to different levels. In this stage, it is first necessary to clearly design the core demand points of the entrepreneurial APP, secondly to clarify the functional modules and divide them into several sub-functions, and then to split and describe the required function points.

Interface style design. Interface style design covers entrepreneurial APP logo definition, color selection, interface component design and APP page design.

### **3.4 Assessment Development**

After the product completes the preliminary design, it is necessary to evaluate the corresponding test plan before making development and launch preparations. Here, functional and emotional testing methods are used to evaluate the usability of the product, and then the corresponding development and launch preparations are carried out.

By recruiting users who have been surveyed or interviewed in the previous stage, the product functional experience and emotional experience are scored (Table 3.2). Functional testing is to set the core test functions of the product for testing, and users will give scores after simulating the product process; emotional testing is to give the keywords expected for product experience, and users will score based on the emotional value after the experience. The final scoring results will be analyzed and used as a reference for subsequent product optimization.

Table 3.2 Functional and emotional test evaluation form

APP	Standard	Score (3 levels of rating)-User rating check		
APP name		X-1	X-0	X+1
Function point/emotional experience word 1	Detailed description 1			
Function point/emotional experience word 2	Detailed description 2			
Function point/emotional experience word 3	Detailed description 3			

Source: Analysis by Researcher

After the test and evaluation are completed, it is necessary to consider whether the results meet expectations. If the large framework is satisfied, the development process can be entered. The remaining optimization details will be optimized in subsequent iterations. If the large framework cannot meet user standards and demands at all, you need to reconsider the problem with the product design and whether there are design deviations in the early plans.

When the current design and other content meet product expectations, APP development can begin. first. After completing the development, you need to prepare the APP's online materials and prepare for the launch.



### 3.5 Operation strategy

After completing the development and launch of the mini program, designers need to focus on two different dimensions: actual analysis of data and the construction of operational strategies such as product optimization iterations and user diversion.

After the APP is launched, the corresponding key data indicators will be displayed, and developers can also customize analysis indicators and other data information. It includes:

Routine analysis: APP key indicator data helps managers quickly and easily understand the data situation after the APP is launched;

Access analysis: retain the number, source, frequency, duration and other data information of user visits related to the APP.

Real-time statistics: real-time access to data;

User data: the gender, age, usage area, type and model distribution of mobile phone users who use the APP to help managers understand the portraits of core users;

Custom analysis: Report custom events according to the needs of managers, help analyze the attributes of various events, and meet the needs of managers for individual observation data.

Through five different dimensions of data analysis, it can effectively help product and operation personnel consider all aspects of product usage and indicators, and assist further product iteration optimization and operation development.

The operation strategy for APP users can be carried out through the following three aspects: community operation, marketing operation, and ecological content operation.

Table 3.3 Fission operation methods of WeChat ecology

Mode of Operation	Describe
Community operation	Carry out community operations for users through the WeChat community created in the APP
Marketing operations	Use various campaign strategies for product marketing operations
Content operation	Attract users to learn about mini programs through the release of relevant tweets and video content

Community strategy: The user community in WeChat can be used as a tool for fission. By cultivating more product KOCs in the community and organizing different operational activities, users will be stratified. Accumulate the first part of seed users of the product through the community, and then conduct fission through these seed users. For users in these communities, character attributes, behavior labels, personal hobbies, demand labels, etc. are used as a way to operate into user groups to build emotional connections with the product and promote user stickiness and fission distribution.

Marketing strategy: A rich set of marketing strategies can be constructed through the WeChat ecosystem to increase users' various usage scenarios and stimulate users to spontaneously share fission behaviors. The methods included include coupons, draws, offline activities, etc. Through various marketing activities, users can be given more sense of participation and interaction. Similarly, when users participate in activities and complete tasks, they can spontaneously share with their friends.

Private domain traffic strategy: The essence of the WeChat ecological environment focuses on private domain traffic, in which the user group is the private domain traffic pool under the WeChat ecosystem. Various scenarios can be grasped in the WeChat ecosystem, including WeChat video accounts, WeChat public accounts, WeChat subscription accounts and other different modes for content output, and the needs of users and their friends can be accurately grasped to achieve fission strategies.



## **Chapter 4**

### **Entrepreneurship project APP project launch research**

#### **4.1 Market research**

In the context of the rapid development of the Internet industry and the continuous evolution of the information technology field, China's mobile network platforms have gained a huge market. This has also led to the popularization of smart terminals such as mobile phones and tablets, allowing China's mobile APP software development market to rise. It has become a trend to join the ranks of mobile APP application software development. Just because mobile Internet has become a reality, many traditional business models have been subverted. More and more daily life, business and other content are being transferred to mobile terminals. Users can complete many things without leaving home, which has also profoundly changed consumers' behavioral habits. In order to better provide more complete services to mobile consumers, mobile APP design and research and development has become a rapidly developing field. This has also attracted a large number of students and flexible workers to enter this field

In China, the entrepreneurial APP market has shown a booming trend, attracting the attention of a large number of users and investors. The following is an introduction to the current situation of this type of APP market in China:

**Lawyer assistance APP:** With the rise of entrepreneurship, entrepreneurs' demand for legal assistance is increasing. There are already some apps on the market that provide lawyer assistance services. These apps provide online legal consultation, contract review, intellectual property protection and other services, providing entrepreneurs with legal support and protection

"New Regulations Express" APP is an APP launched by the Law Library. The "New Regulations Express" APP was launched relatively early. The installation package is 70MB and only contains laws and regulations. The introduction advertises that it contains 30,000 offline regulations, but it actually contains 25,000. The "New Regulations Express" APP is divided into two parts: local database and online database<sup>9</sup> query. It only has a keyword query function and does not include search conditions such as level, classification, and release date by regulatory effectiveness. The search method is relatively simple. The format of the text of the regulations is not standardized, and there is information such as invalid status. The text content cannot be searched and located. The "New Regulations Express" APP can create favorites to collect regulations. The offline data query of the "New Regulations Express" APP is a major feature of this APP, but the 25,000 offline data is small, and online query requires payment, and the total number of laws and regulations<sup>9</sup> is small.



Figure 4.1 Screenshot of "New Regulations Express" APP

Source: New Regulations Express APP, 2024

APP for matching investors and entrepreneurial partners: Entrepreneurs need financial support and help from partners in the process of starting a business. Therefore, some apps provide matching services between investors and entrepreneurs, helping entrepreneurs find suitable investors and partners to promote the development and realization of projects.

Aihehe APP is an application software focused on helping entrepreneurs find partners. The application uses intelligent matching algorithms to connect individuals or teams with similar or complementary entrepreneurial intentions to promote the development and success of entrepreneurial projects. Aihehe APP uses intelligent matching algorithms to provide users with suitable recommendations for

entrepreneurial partners through the information filled in by users about their entrepreneurial intentions, project needs and other information. These matches are based on the user's skills, interests, experience and other factors to ensure that both parties can effectively complement each other and jointly promote the development of the project. Users can create their own entrepreneurial projects on the Aihehe APP and fill in relevant information, such as project description, target market, expected revenue, etc. This information will help the matching system find suitable partners more accurately. Once a match is successful, users can communicate with potential partners through the built-in instant chat function of the Aihehe APP. This way, they can more easily discuss project details, make plans, and even collaborate remotely. Aihehe APP provides some project management tools to help users better manage and track project progress. Users can set task lists, make plans, share files, etc. to improve team collaboration efficiency. The application also provides a wealth of entrepreneurial resources, such as entrepreneurial guides, industry reports, expert sharing, etc.



Figure 4.2 Screenshot of Aihehe APP

Source: Aihehe APP, 2024

**Entrepreneurship video course APP:** Entrepreneurs need to constantly learn and improve their entrepreneurial skills, so a large number of APPs that provide entrepreneurship-related video courses have emerged on the market. These courses cover all aspects of entrepreneurship, including business models, marketing, team building, etc., providing entrepreneurs with rich learning resources.



MOOC APP is committed to providing entrepreneurs with colorful, professional and authoritative entrepreneurial video courses to help them continue to grow and succeed on the road to entrepreneurship. MOOC APP brings together many high-quality entrepreneurial video courses, covering all aspects of entrepreneurship, including but not limited to business models, marketing, innovative thinking, financing and investment, etc. Whether you are a newbie or a seasoned entrepreneur, you can find learning content that suits you here. The MOOC APP invites well-known domestic and foreign entrepreneurial experts, successful entrepreneurs, investors, etc. as lecturers to provide users with authoritative and practical entrepreneurial experience sharing. These lecturers have rich practical experience and professional knowledge and can point out the direction and provide guidance to entrepreneurs. Entrepreneurs can choose the appropriate learning method according to their own time and location, watch video courses anytime and anywhere, and arrange their own learning plans. Whether you are on your way to work, in your spare time, or in your home office, you can obtain the required entrepreneurial knowledge through the MOOC APP. In addition to video courses, MOOC APP also provides a wealth of entrepreneurial tools and resources, such as business plan templates, market research reports, entrepreneurial case analyses, etc. These practical tools and resources can help entrepreneurs better understand and apply the knowledge they have learned, and improve their practical entrepreneurial capabilities.



Figure 4.3 Screenshot of MOOC APP

Source: MOOC APP, 2024

Entrepreneurship information apps: Entrepreneurs need to keep abreast of market dynamics, industry trends and sharing of entrepreneurial experience, so some apps that provide entrepreneurial information are very popular. These apps help entrepreneurs keep pace with the times and increase their chances of success by pushing content such as industry news, expert opinions, and successful cases.

As a comprehensive information APP, Tencent News provides entrepreneurs with rich and colorful information content to help them achieve greater success on the road to entrepreneurship. Tencent News brings together news reporting teams from around the world to provide comprehensive and timely entrepreneurial information reporting. Users can learn about the latest entrepreneurial trends, industry trends, policies and regulations and other information through this application, and always keep up with market changes. Tencent News invites many well-known entrepreneurial experts, industry leaders, investors, etc. to serve as special writers to provide users with authoritative and in-depth entrepreneurial opinions and analysis. The opinions of these experts can provide guidance and inspiration to entrepreneurs, helping them better grasp entrepreneurial opportunities and challenges. The app also regularly publishes

case sharing from successful entrepreneurs, allowing users to learn experiences and lessons from actual cases. These cases cover various industries and various entrepreneurial models, providing valuable reference and inspiration for entrepreneurs. Tencent News provides personalized information push services based on users' preferences and interests. Users can subscribe to different information channels according to their own needs to ensure that they get the most suitable entrepreneurial information content.



Figure 4.4 Screenshot of Tencent News APP

Source: Tencent News APP, 2024

In general, China's entrepreneurial APP market has huge potential. Various entrepreneurial APPs provide entrepreneurs with rich services and resources, and provide strong support for their development. However, due to fierce market competition, entrepreneurial APPs need to continuously innovate and optimize, and improve user experience, in order to stand out in the market and achieve sustainable development.

## 4.2 Questionnaire

Purpose of the survey: To understand the types and functional characteristics of mobile smartphone APPs used by technical students in their daily study and daily life, which will help us understand the usage requirements of target customers. Research and analyze the behavioral characteristics of customers to help us better understand the functional details, steps and characteristics of the product.

Survey form: Using online survey questionnaires, targeted survey questionnaires are delivered through social applications, and finally, through statistical information application tools, relevant data and statistical information are collected and used in research.

Number of questionnaires: A total of 405 questionnaires were collected through the Internet, and 402 were valid questionnaires.

Findings:

4.2.1 Survey analysis of target objects and dispersion: The ratio of male to female target objects in this survey questionnaire analysis is close to 2:1, and there are significantly more male target objects. This may be due to the very small number of questionnaires distributed and strict restrictions on the distribution channels:

Among the target targets of the survey and analysis, there are more sophomore and junior students, accounting for about 56% of the total number of people surveyed and analyzed. A small number of master's students also participated in the survey questionnaire.

4.2.2 Functional requirements: According to the survey and analysis, most of the APP types commonly used by customers in schools are social communication, accounting for 86%. The second is that comprehensive daily life services and learning application tools account for about half. After that are the data and information sharing category, audio-visual image category and entertainment consumption game category,

accounting for nearly 50%. After studying and analyzing its actual situation, it can be learned that even though mobile smartphones have gradually developed into a necessary item in the lives of students, their core basic characteristics and attributes have not changed, that is, they are used for communication, which is their rigid need. Moreover, most of the time that student users spend in school is related to daily life study, so it is not surprising that they often use learning application tools and comprehensive daily life service products. Among them, what we require the core to pay full attention to is how they use the relevant APP in their daily life and study, which is closely related to the comprehensive design of this product.

4.2.3 User needs: Customers' general requirements for entrepreneurial APPs are that they are easy to use, have diverse connotations, fast payment and cash withdrawals, and fast iterative updates of data are important factors that influence their choice of a type of APP. In addition, they hope that the functions of the APP can help them increase their circle of friends, extend their learning channels, and facilitate their work.

4.2.4 Usage time: The time period during which college students use mobile smartphones is relatively fragmented and varies greatly from morning to night. But most people will use it fully during the period after going to the dormitory after class in the evening. And the effective duration of their mobile smartphone network applications is generally within 1-4 hours a day.

4.2.5 After-school life: Most of the after-school life of the surveyed and analyzed people is concentrated in reading, sports and love and making friends. Compared with participating in student clubs and part-time internships, they are more willing to choose a leisurely and relaxing after-school life style.

4.2.6 Views on the entrepreneurial team: Most of the target subjects of the survey and analysis have very little understanding of the APP for comprehensive management of the team of start-ups.



### 4.3 Product Positioning

With the rapid development of smartphone APPs in recent years, compared with general APPs, the StartupSpark APP we are involved in is committed to becoming an all-round partner for entrepreneurs and providing them with one-stop entrepreneurial solutions. The following is an introduction to the product positioning and core functions of StartupSpark APP:

StartupSpark APP is positioned to become the first choice tool for entrepreneurs, aiming to provide diverse support and resources to help entrepreneurs overcome challenges and achieve success in the entrepreneurial process. The APP is committed to building a comprehensive platform that integrates lawyer assistance, investor matching, entrepreneurial partner matching, entrepreneurial video courses and entrepreneurial information to provide entrepreneurs with a full range of services and support.

Core functions of StartupSpark APP:

**Lawyer assistance:** StartupSpark APP provides online lawyer assistance services. Entrepreneurs can use the platform to provide real-time consultation and legal services with professional lawyers to resolve legal issues encountered during the entrepreneurial process and ensure entrepreneurial compliance and protection of rights and interests.

**Matching investors:** This APP uses intelligent matching algorithms to help entrepreneurs find suitable investors, provide financial support and resource docking, and promote the development and realization of projects.

**Matching entrepreneurial partners:** StartupSpark APP provides entrepreneurial partner matching services to help entrepreneurs find partners that are consistent with their projects and jointly build projects.



Entrepreneurship video courses: This APP brings together a wealth of entrepreneurship video course resources, covering all aspects of entrepreneurship. Including business models, marketing, team building, etc., providing entrepreneurs with flexible learning methods and rich knowledge content.

Entrepreneurship information: StartupSpark APP updates entrepreneurial information every day, including industry trends, successful cases, expert opinions, etc. StartupSpark APP helps entrepreneurs keep abreast of market changes and industry trends, and provides a reference for entrepreneurial decision-making.

Through the above core functions, StartupSpark APP aims to provide entrepreneurs with comprehensive support and services to help them realize their entrepreneurial dreams and promote the development and prosperity of the entrepreneurial ecosystem.



## Chapter 5

### Product display and improvement suggestions

#### 5.1 Display of design results

LOGO design for StartupSpark APP. The brand tone positioning of StartupSpark APP mainly focuses on the emotional experience of professionalism, rigor and security. Therefore, in the theme color selection, we choose blue as the main color and orange as the accent color to highlight the vividness. The theme color blue is used in the logo design, and the circle is used as the core logo display, aiming to create a sense of brand and being remembered (Figure 5.1).



Figure 5.1 StartupSpark APP logo design

Source: Researcher

Core functions of StartupSpark APP.

Legal aid function: In the process of starting a business, it is inevitable to face various legal issues. StartupSpark APP provides online lawyer assistance services for

entrepreneurs. This feature is of great and far-reaching significance. The online lawyer assistance service provided by StartupSpark APP provides entrepreneurs with instant and convenient legal consultation channels. Entrepreneurs no longer need to go to law firms in person, which is time-consuming and laborious. They can use the StartupSpark APP to consult with professional lawyers online at anytime and anywhere through their mobile phones or computers to solve legal problems, saving valuable time and energy. The online lawyer assistance service provided by StartupSpark APP helps entrepreneurs ensure startup compliance. Entrepreneurs may be involved in many legal matters such as company registration, contract signing, and intellectual property protection during the process of starting a business, and the handling of these matters needs to follow corresponding laws and regulations. By consulting with professional lawyers, entrepreneurs can understand relevant legal requirements in a timely manner, ensure that their entrepreneurial activities comply with legal regulations, and avoid possible legal risks and disputes. Most importantly, the online lawyer assistance service provided by StartupSpark APP provides important support for entrepreneurs to protect their rights and interests. During the entrepreneurial process, entrepreneurs may face contract disputes, intellectual property infringement and other issues, and these issues may have a significant impact on the development and survival of entrepreneurial projects. By consulting with professional lawyers, entrepreneurs can understand their rights and obligations in a timely manner, take reasonable legal measures to protect their legitimate rights and interests, and ensure the smooth progress of their entrepreneurial projects. To sum up, the online lawyer assistance service provided by StartupSpark APP not only solves legal problems for entrepreneurs, but also ensures entrepreneurial compliance. It also provides strong support for the protection of their rights and interests and is an important tool and guarantee in the entrepreneurial process.

**Matching investors:** Matching investors is an important feature of StartupSpark APP.

Through intelligent matching algorithms, this application can help entrepreneurs find the most suitable investors, thereby providing financial support and resource

docking for their entrepreneurial projects and promoting the development and realization of the projects. StartupSpark APP has established a huge database by collecting and analyzing data on entrepreneurs' project information, needs, investors' preferences and funding status. Then, using advanced intelligent matching algorithms, the application can quickly and accurately screen out investors that best match the needs of entrepreneurs and provide them with appropriate financial support. StartupSpark APP is not just a simple information matching platform, it also provides resource docking services. Once an investor is successfully matched, the application will build a communication bridge between entrepreneurs and investors, promoting communication and cooperation between the two parties. Entrepreneurs can communicate with investors through this platform and show them their project concepts, business plans and development prospects, further ensuring investors' recognition and support for the project. By connecting with investors, StartupSpark APP provides entrepreneurs with broader development space and opportunities. Investors can not only provide financial support, but also provide entrepreneurs with industry experience, network resources, and market channel assistance to accelerate the development and realization of projects.



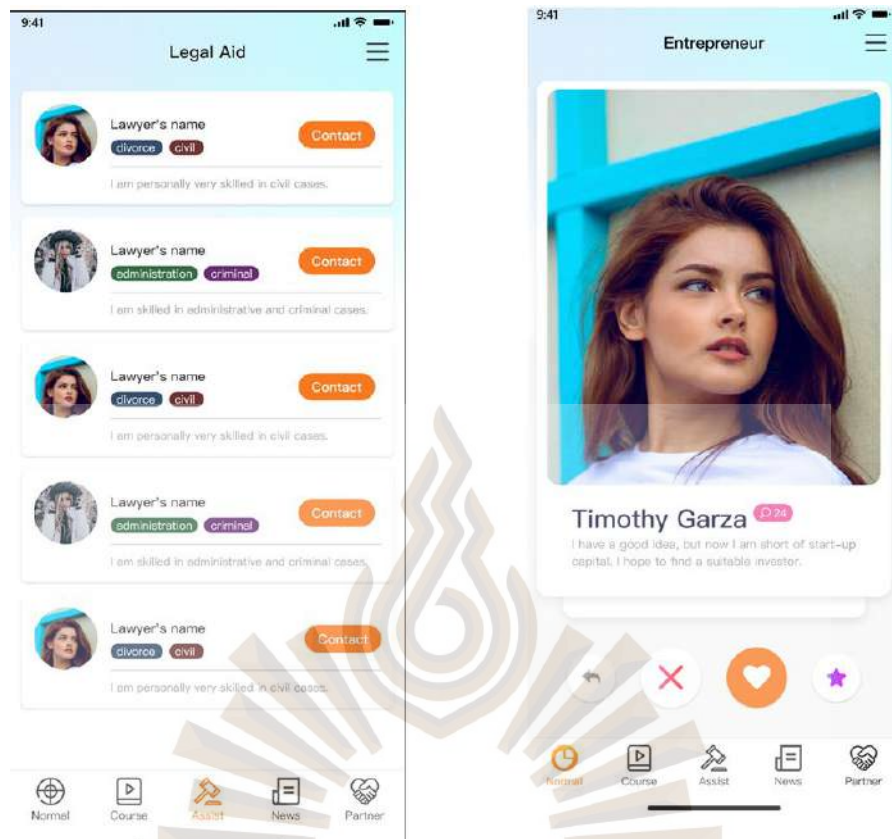


Figure 5.2 StartupSpark APP-Legal Aid and Matching Investors Screenshot

Source: Researcher

Matching entrepreneurial partners: The entrepreneurial partner matching service provided by StartupSpark APP is one of its key functions. It is designed to help entrepreneurs find partners that are consistent with their projects and jointly build projects. StartupSpark APP has established a comprehensive and accurate database of entrepreneurs by collecting their project information, needs, skills and other data. At the same time, the application also collects partners' personal information, skills and expertise, experience and background. Through this data, StartupSpark APP can accurately identify the needs of entrepreneurs and match them with suitable partners. StartupSpark APP uses advanced matching algorithms to intelligently match entrepreneurs and partners. Based on the project needs, skill matching, hobbies and other factors of both parties, the application can quickly select the most suitable partners and provide strong support to entrepreneurs. StartupSpark APP establishes a communication platform between entrepreneurs and partners. Once matched, entrepreneurs and partners can communicate instantly through the app to discuss



project details, make plans, and solve problems together. This convenient communication method can effectively improve team collaboration efficiency and accelerate project advancement.

Entrepreneurship video courses: StartupSpark APP brings together a wealth of entrepreneurial video course resources, providing entrepreneurs with flexible learning methods and rich knowledge content. These video courses cover all aspects of entrepreneurship, including but not limited to business models, marketing, team building and other important areas. StartupSpark APP's entrepreneurial video course resources cover a wide range of topics and can meet the learning needs of different entrepreneurs. Whether you are just starting out or an experienced entrepreneur, you can find course content that suits you here. For example, entrepreneurs can learn how to formulate business plans, assess market demand, carry out marketing, manage teams, etc., to better cope with various challenges in the entrepreneurial process. StartupSpark APP provides a flexible learning method, allowing entrepreneurs to freely choose to learn according to their own time and location. Whether at home, in the office, or on the road, entrepreneurs can watch video courses and learn anytime and anywhere on their mobile phones, tablets, or computers. This flexible learning method greatly improves the convenience and efficiency of learning, allowing entrepreneurs to better use fragmented time to learn and improve. The entrepreneurial video courses provided by StartupSpark APP are rich in content and authoritative. These courses are lectured by well-known entrepreneurial experts, successful entrepreneurs, and industry leaders in the industry, with rich practical experience and professional knowledge. Entrepreneurs can learn the latest entrepreneurial concepts and practical skills through these video courses and provide effective guidance and support for their entrepreneurial journey.

Entrepreneurship information: StartupSpark APP updates entrepreneurial information every day, covering industry trends, successful cases, expert opinions, etc. StartupSpark APP provides entrepreneurs with timely and comprehensive information services, helping them understand market changes and industry trends, and providing reference for entrepreneurial decision-making. StartupSpark APP brings together a



wealth of industry dynamic information, including market changes, policies and regulations, technology trends, etc. This information can help entrepreneurs keep abreast of the latest trends in the industry, understand market demand and competition, and provide important reference for adjusting strategies and optimizing products. This application provides a large number of successful case sharing and introduces the successful experiences and stories of entrepreneurs from all walks of life. These cases can not only inspire entrepreneurs to be bold in innovation and enterprising, but also provide them with valuable inspiration and reference, helping them avoid detours on the road to entrepreneurship and achieve success faster. StartupSpark APP also invites many experts, scholars, entrepreneurs, etc. in the field of entrepreneurship to serve as special writers to share their professional views and insights. These expert opinions involve market analysis, entrepreneurial strategies, management practices and other aspects. They can provide entrepreneurs with high-quality ideas and suggestions and help them make more informed entrepreneurial decisions.

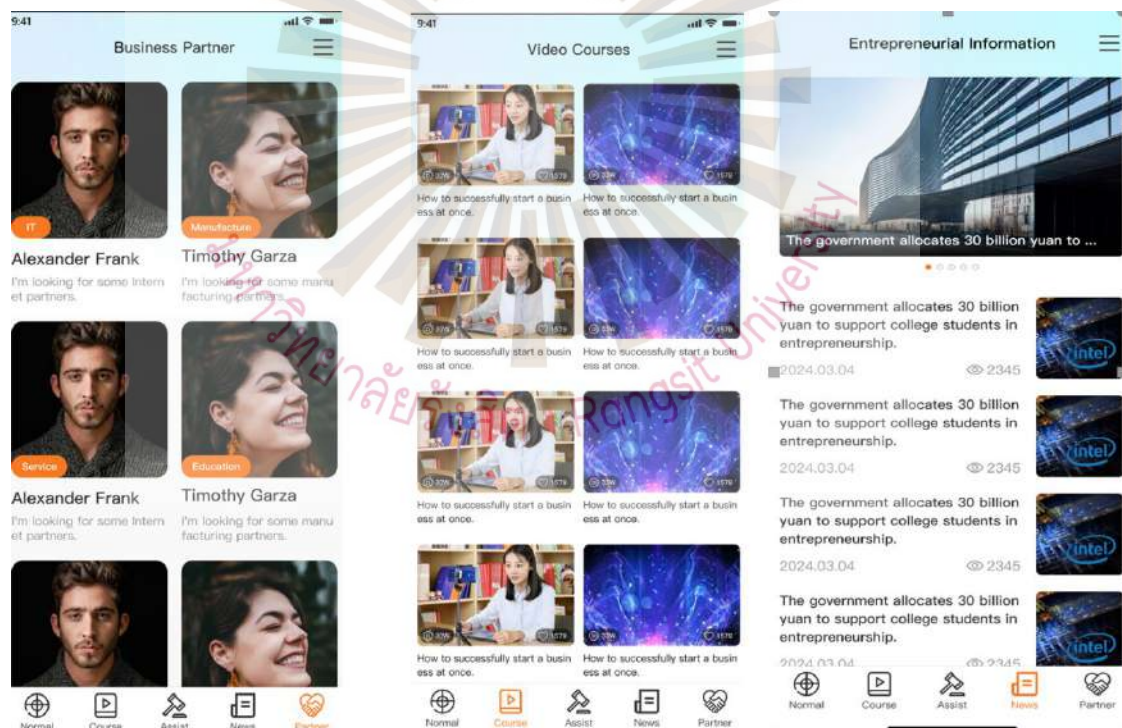


Figure 5.3 StartupSpark APP-matching entrepreneurial partners, entrepreneurial video courses, entrepreneurial consulting screenshots

Source: Researcher

Through these core functions, StartupSpark APP is committed to creating a comprehensive entrepreneurial service platform for entrepreneurs to help them overcome difficulties, seize opportunities, and realize their entrepreneurial dreams. At the same time, this will also help promote the development and prosperity of the entrepreneurial ecosystem, encourage more entrepreneurs to participate in innovation and entrepreneurship, and inject new vitality and power into social and economic development.

## **5.2 Improvement suggestions**

In the bustling landscape of entrepreneurship, having the right tools and resources at your disposal can make all the difference between success and stagnation. Enter StartupSpark, an innovative app designed to provide aspiring entrepreneurs with the support they need to thrive in the competitive world of business.

But in today's rapidly evolving digital age, even the most cutting-edge platforms must continually evolve to meet the ever-changing needs of their users. With that in mind, let's explore some key enhancements that can take StartupSpark to the next level and further empower its entrepreneurial community.

**5.2.1 Community Building: Fostering Collaboration and Interaction:** One of the cornerstones of StartupSpark's success lies in its ability to foster a sense of community among its users. By integrating community-building features such as discussion forums, networking opportunities, and platforms for sharing user-generated content, StartupSpark can create a vibrant ecosystem where entrepreneurs can connect, collaborate, and learn from one another.

**5.2.2 Interactive Learning Resources: Engaging and Effective Education:** While video courses serve as a valuable learning tool, StartupSpark can elevate its educational offerings by incorporating interactive resources such as quizzes, case studies, and interactive workshops. This interactive approach not only makes learning more engaging but also ensures that users can apply their newfound knowledge in real-world scenarios.

**5.2.3 Personalized Recommendations: Tailoring Learning Experiences:** Understanding that every entrepreneur's journey is unique, StartupSpark can leverage data analytics and machine learning algorithms to provide personalized recommendations to its users. By analyzing users' interests, skill levels, and learning progress, the app can deliver tailored content that resonates with each individual, ultimately enhancing the overall learning experience.

**5.2.4 Expert Q&A Sessions: Access to Industry Insights:** Imagine having the opportunity to pick the brains of industry experts, successful entrepreneurs, and legal professionals. By organizing live Q&A sessions or webinars, StartupSpark can provide its users with invaluable insights, guidance, and mentoring opportunities, enriching their entrepreneurial journey and helping them navigate the complexities of business.

**5.2.5 Integration with Professional Services: Expanding Value Proposition:** By forging partnerships with law firms, investment firms, and other professional service providers, StartupSpark can offer exclusive discounts or access to specialized services for its users. This integration not only enhances the value proposition of the app but also attracts more users seeking comprehensive support for their entrepreneurial endeavors.

**5.2.6 Feedback Mechanism: Listening and Responding to Users:** A feedback mechanism within the app allows StartupSpark to collect suggestions, comments, and ratings from its users. By actively listening to user feedback and incorporating valuable suggestions into future updates, the app can continuously improve its user experience and stay ahead of the curve.

**5.2.7 Localized Content: Catering to Diverse Markets:** Recognizing the diverse needs of its user base, StartupSpark can offer localized content and resources tailored to specific regions or industries. This localized approach ensures that the app remains relevant and valuable to users operating in different markets or sectors.

5.2.8 Elements of Gamification: Making Learning Fun and Rewarding: Introducing gamification elements such as badges, achievements, and progress tracking can motivate users and encourage further engagement with the app. By gamifying the learning process, StartupSpark makes entrepreneurship education more enjoyable and incentivizes users to continue their journey of growth and development.

In conclusion, by implementing these improvement suggestions, StartupSpark can further solidify its position as a leading platform for learning and entrepreneurship support. By fostering collaboration, personalizing learning experiences, and providing access to expert insights, StartupSpark empowers entrepreneurs to turn their dreams into reality and navigate the challenges of business with confidence. Together, let's embark on a journey of innovation and empowerment with StartupSpark.





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## Biography

Name	Luhao Yin
Date of birth	February 6, 2000
Place of birth	Shandong Province, China
Education background	Shandong University of Finance and Economics Bachelor of Visual Communication, 2022 Rangsit University Master of Fine Arts in Design, 2024
Address	Dongying City, Shandong Province, China
Email Address	953449671@qq.com

