



PROJECT PROPOSAL

SMARTUMPAY – NEXT LEVEL

1. INTRODUCTION

Welcome to develop one of Finland's largest platforms!

There are around € 60 million untapped wellbeing benefits on the market. There are also about 27 thousand service providers in the network all around Finland where these benefits can be used. All these service providers and their venues can be found in the SmartumPay application. SmartumPay is used by hundreds of thousands of people and is one of Finland's most used wellbeing apps. So, the potential of the unused saldo is significant.

Based on customer interviews, the need for a fast, easy, cost-effective and an intelligent marketing platform is more than needed. Currently Smartum does not actively enough promote its venues to its users. Therefore, users do not necessarily know where to use the 60 million Euros laying on their Smartum accounts. To solve this problem, it has been decided to start a project, that is going to solve the partner and beneficiary problem. The purpose of the project is to combine the need and the supply in a modern way. This means connecting the 28 000 venues with the hundreds and thousands of users with unused money on their accounts.

2. PROJECT GOALS

The main goal for this project is to design and build a smart data-driven campaign publishing platform for SmartumPay -application; think about this as a sustainable development base that can recommend where to use a wellbeing benefit, like Spotify recommends music or Netflix what to watch.

Our overall goal is to create a system entity, that allows the partner to create and launch these campaigns through a Partner Platform for Smartum's mobile application SmartumPay, where it is presented to beneficiaries. This entity will be launched to the market.

3. TECHNOLOGIES

Main technologies: **React JS, GCP, Golang**

Would be great if someone from the team know or have interest for: React Native.

Development tools: Jira, Confluence, Bitbucket, Miro, Slack.

All our developers can help with the technologies especially with Golang

Smartum is working against sustainable development with agile methods. In the project you will work in a Scrum model, have a specified Lead developer, Mobile developer, Product manager and a Lead designer to guide your work. Project team is also continuously validating our product with customers, so you can get involved to this valuable process too. You will be able to do this from clean table with no legacy tech.

4. REQUIREMENTS FOR THE STUDENTS

Special skills desired: Experience from mobile developments, React Native or Flutter experience, teamwork, communication, and good self-management skills.

Topic difficulty level: Moderate

5. LEGAL ISSUES

Intellectual Property Rights (IPR):

2. The client gets all IPRs to the results.

Confidentiality:

1. The client will share some confidential information with the students.
 1. Signing the NDA included in the Smartum's contract template is required

6. CLIENT

Smartum Oy as a company offers fringe benefits for people who want to be and feel healthy and live their life to the fullest. Smartum creates multifaceted well-being for individual needs. Customer can offer for their employee's exercise, exercise and culture, lunch, massage, and commute benefits as a saldo and all of them are tax subsidized.

Smartum offers strong leadership as well as use in various areas of the project. It is also possible to start to work as an hourly worker alongside the project for Smartum.

PROJECT REPRESENTATIVES

Product Manager, Emilia Majuri

Strong skills and experience to lead complex products and projects in an agile way with a multi-expert & multicultural team.

Lead developer, Duy Le Nguyen

Senior developer for the team.

Mobile developer, N.N.

Lead designer, Jere Valkonen

CX Lead: Experienced professional working in the digital platforms and branding. Main field work is user strategies (CX) and usability (UX) and concepting those into digital platforms and products.

Smartum is providing working room in the city center of Helsinki, Cloud environment and all needed softwares.

CLIENT REPRESENTATIVES

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- Partner Network Director
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7. ADDITIONAL INFORMATION

- Working method: Scrum
- Documentation language: English
- Project language: English
- Work model: meetings through Teams or at the Smartum office
- Communication channel: Slack