

TeckStack Presentation - Jonathan Davies

by Jonathan Davies

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Legal Research, Target
Market, RFID Software
Research

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Table of Contents:

- ▶ Legalities Surround Biometric Information
- ▶ Floor Regulations
- ▶ Target Market
 - ▶ Identify the Market
 - ▶ Why would a customer want this product
 - ▶ Segment the market
 - ▶ User Analysis
- ▶ RFID Software Technology



Introduction

This section of the presentation will cover various aspects of the project relating to marketing, legal research and software



TechStack

Legal Research into Biometric Information

What is facial recognition?

Facial recognition is a relatively new technology that allows the operators of the software to scan a person and mathematically mark the physical structure of their face and store the results as biometric information/sensitive personal information [1]

GDPR and how it affects us

The main legislation that governs the use and storage of personal information is the recent General Data Protection Regulation (GDPR). Specifications regarding what constitutes personal information is outlined in this act and some of the key features can be found on the next slide.



Personal Data & Biometric Data

1. Automated or partially automated means of storing information in a filing system.
2. Personal data includes any information that can allow an entity to identify persons directly from said information, or indirectly from said information when merged with outside data.
3. The entirety of Article 6 [2] and various elements from Article 9 [3] need to be adhered to before a biometric system can be implemented.
4. With regards to storage, all biometric data should be stored as securely, if not more so, as standard personal data. Should a breach occur, the authorities must be informed within 72 hours. Should a company fail to provide adequate protection for the stored information, huge fines can be imposed [4].



Fire Door Regulations

Having consulted both the Regulatory Reform (Fire Safety) Order 2005, Part 2, Article 14, "Emergency Routes and Exits" [5] and the Code of Practice for Hardware for Fire and Escape Doors [6], the hardware aspect of the FaceSafe product complies with current laws and regulations in place surrounding the placement of additional hardware in the immediate area of a fire door frame.



Target Market

Brief Introduction

- ▶ The product will be aimed at large corporations, universities and hospitals. The reason for this is that the idea relies on facial recognition and RFID scanning. Employing RFID and facial recognition technology is a step that not all businesses will need to introduce.
- ▶ Small companies may not have enough employees to warrant the use of the new technologies whilst larger organisations may already use them. Many organisations are hesitant to incorporate RFID due to the financial expense and privacy issues [7].



Identify the Market

Why would a customer want this product? [8]

- ▶ The FaceSafe system aims to automate roll calling systems in the event of a fire emergency in a building. It provides an instant way of establishing exactly how many people are currently still inside the building, a figure that can be directly passed onto the relevant authorities.
- ▶ Once in place, FaceSafe takes pressure of fire marshals and those responsible for performing physical head counts on personnel, which in itself can be confusing and inaccurate, allowing them to direct and organise the large volume of people leaving the building.
- ▶ Integration with the fire service ensure that emergency service personnel know exactly what to expect in terms of casualty numbers and can plan accordingly.



Identify the Market (cont.)

Segment the market [8]

- ▶ This section refers to particular customers that would benefit or otherwise be interested in this product. Each point from the list on the next slide that applies to a business adds to the compatibility between the product and the company. Should the business comply with each of the four points, they are considered to be within the target market.



Identify the Market (cont.)

1. Buildings with employees entering and exiting at all times of the day.
2. Large company buildings with a staffing level of over one hundred people.
3. Companies that already incorporate RFID technology.
4. Buildings that operate 24/7.



Identify the Market (cont.)

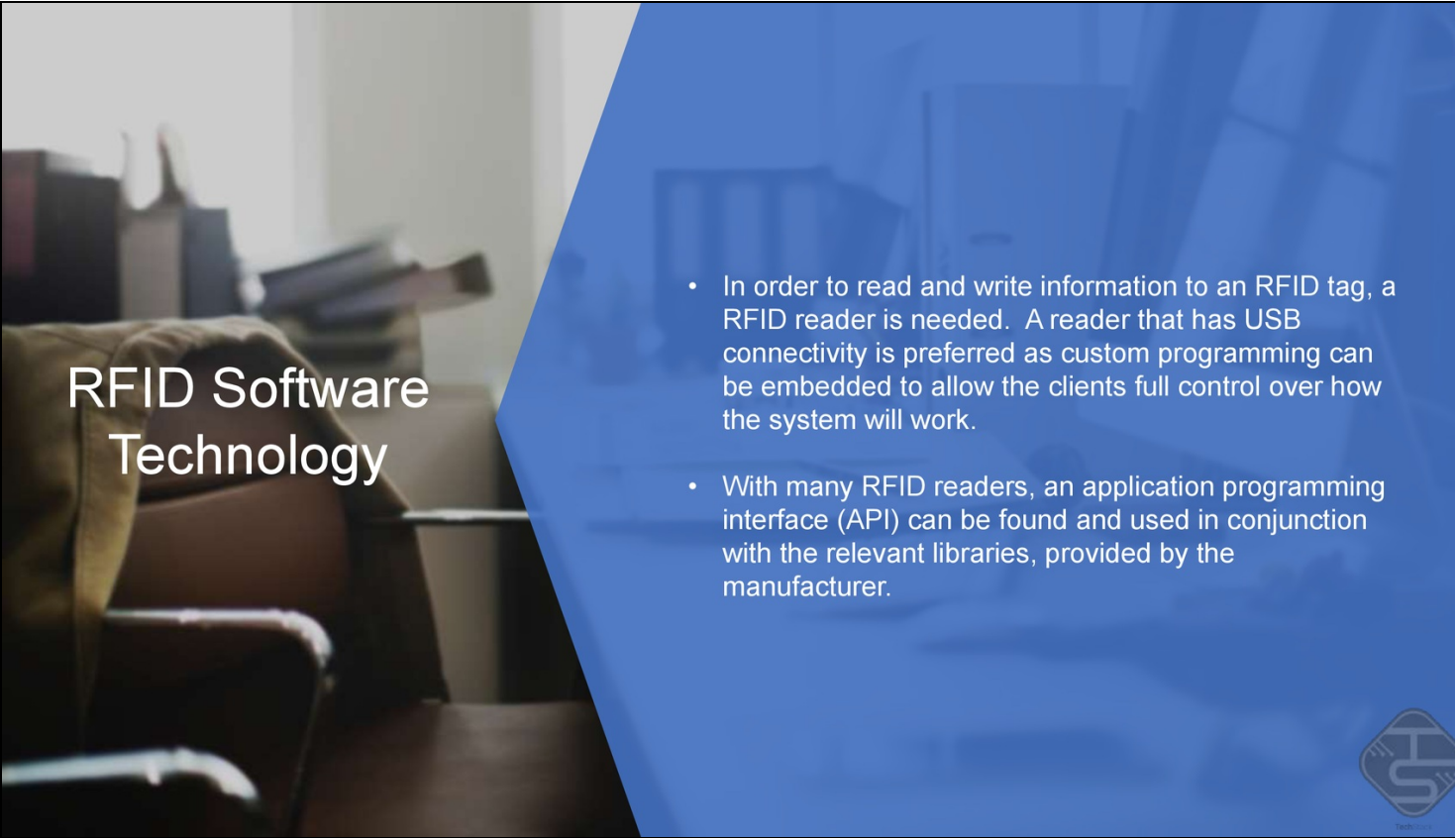
User Analysis

Listed below are two examples of organisations that meet all four points outlined in section 2.2.

Attribute	Observation
Business Name	DVLA
Industry	Government Agency
Size of Organisation	Approximately 5000 staff
Location	Swansea
Annual Revenue	Approximately £6 billion - 2017
Points Attained from Slide 9	4

Attribute	Observation
Business Name	Admiral
Industry	Insurance
Size of Organisation	Approximately 10,000 staff
Location	National
Annual Revenue	£2.96 billion - 2017
Points Attained from Slide 9	4

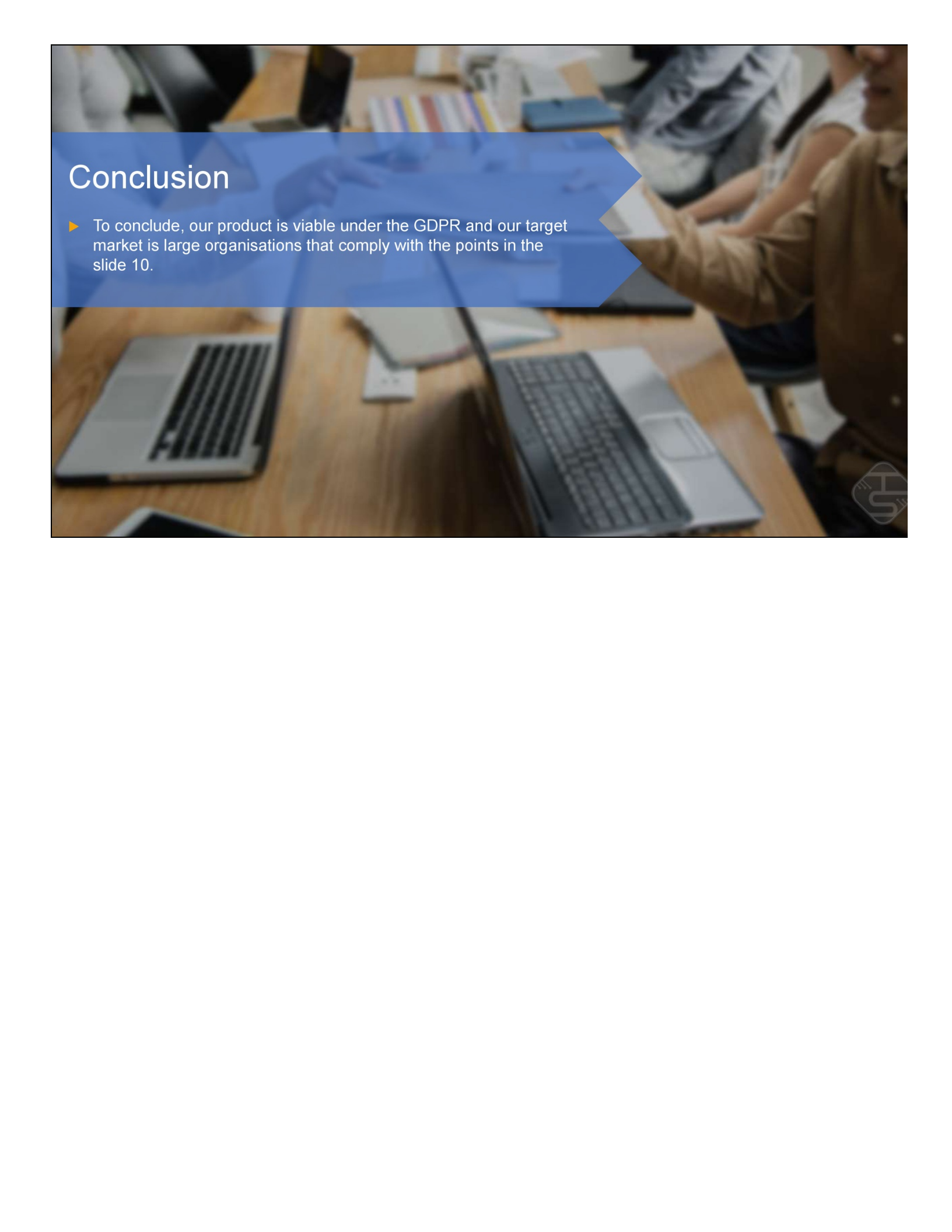




RFID Software Technology

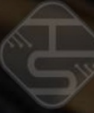
- In order to read and write information to an RFID tag, a RFID reader is needed. A reader that has USB connectivity is preferred as custom programming can be embedded to allow the clients full control over how the system will work.
- With many RFID readers, an application programming interface (API) can be found and used in conjunction with the relevant libraries, provided by the manufacturer.



The background of the slide is a blurred photograph of a meeting. Several people are seated around a wooden table, with their hands and arms visible as they interact. Two silver laptops are open on the table in the foreground. The overall atmosphere is professional and collaborative.

Conclusion

- ▶ To conclude, our product is viable under the GDPR and our target market is large organisations that comply with the points in the slide 10.



References

Reference Table
[1] Symantec, "Norton," Norton Security, 01 January 2018. [Online]. Available: https://us.norton.com/internetsecurity-iot-how-facial-recognition-software-works.html . [Accessed 28 November 2018].
[2] PrivazyPlan, "Article 6 EU GDPR "Lawfulness of processing"," EU, 25 May 2018. [Online]. Available: http://www.privacy-regulation.eu/en/article-6-lawfulness-of-processing-GDPR.htm . [Accessed 28 November 2018].
[3] PrivazyPlan, "Article 9 EU GDPR "Processing of special categories of personal data"," EU, 25 May 2018. [Online]. Available: http://www.privacy-regulation.eu/en/article-9-processing-of-special-categories-of-personal-data-GDPR.htm . [Accessed 28 November 2018].
[4] Gemalto, "Biometric data and the General Data Protection Regulation," Gemalto, 20 August 2018. [Online]. Available: https://www.gemalto.com/govt/biometrics/biometric-data . [Accessed 28 November 2018].
[5] Secretary of State Office of the Deputy Prime Minister, "The Regulatory Reform (Fire Safety) Order 2005," The National Archives, 7 June 2005. [Online]. Available: http://www.legislation.gov.uk/uksi/2005/1541/signature/made . [Accessed 02 December 2018].
[6] Door & Hardware Federation, "Code of Practice: Hardware for Fire and Escape Doors," Firecode, November 2012. [Online]. Available: http://firecode.org.uk/Code_of_Practice_hardware_for_fire_and_escape_doors.pdf . [Accessed 02 December 2018].
[7] N. A. Abdulbaqi Badru, "Adoption of RFID in large-scale organisation," IEEE Xplore, 30 May 2017. [Online]. Available: https://ieeexplore.ieee.org/document/8102394 . [Accessed 29 November 2018].
[8] S. Magee, "How to Identify a Target Market and Prepare a Customer Profile," Edward Lowe Foundation, [Online]. Available: https://edwardlowe.org/how-to-identify-a-target-market-and-prepare-a-customer-profile/ . [Accessed 29 November 2018].



FINAL GRADE

GENERAL COMMENTS

94/100

Instructor

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

GRADING FORM: UWTSD GRADING FORM

JONATHAN DAVIES

94

1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.

 Citations: // // // // // + formatted reference list 7.

14

2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.

 Legal considerations. Personal and biometric data. Fire regulations. Target market. Target market segmentation.

20

3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.

 Legal analysis. Personal and biometric data analysis. Fire door reg. analysis. Target market and need analysis. **20**

4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.

 Key legal implementation requirements. Fire door implementation consideration. Clear Target Market identification. Product implementation and technical analysis. Excellent. User analysis. **20**

5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.

 Good Team introduction. Clearly spoken. Excellent clear balanced and consistent slides / graphics. **20**