

Assessment 1 - Interim Presentation.

by Shay Friel

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Team Valiant

Valiant

Roles

- Website/Project Development – Dan
- Market & Research Analyst – Imran
- Planning Management – Tom
- Operation Management - Shay



Project Idea

DanWadham (1704227)
Networking & Cyber Security

Contents

1. Introduction
2. Core Idea
3. How it works
4. Basic Design
5. USP
6. Conclusion
7. Appendix

Introduction

This section of the presentation will be covering the following:

- Main initial idea
- How it works
- Initial design
- Unique selling point

Project Idea



Core idea:

- Job search website targeted at gamers
- Increase in gaming popularity results in more young adults struggling to decide on a career path
- Most would rather play games all day
- Our project will help merge their interests into the working world

How it caters for gamers specifically

- Sign up process will ask for preferred game genres
- Using the genres, the site will match the types up with suitable jobs

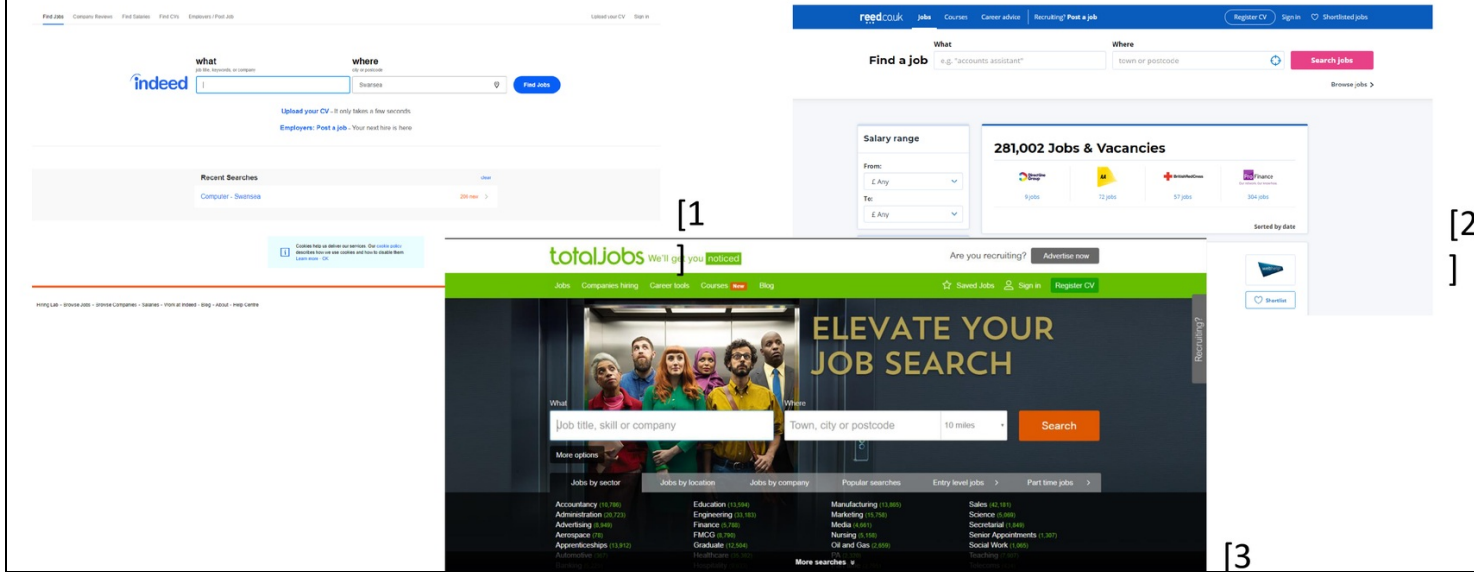
Example:

A user who enjoys fast-paced, action filled, FPS games would not suit a simple office desk job

They would be better suited for a more hands-on job that stimulates the brain, even something as simple as a warehouse job

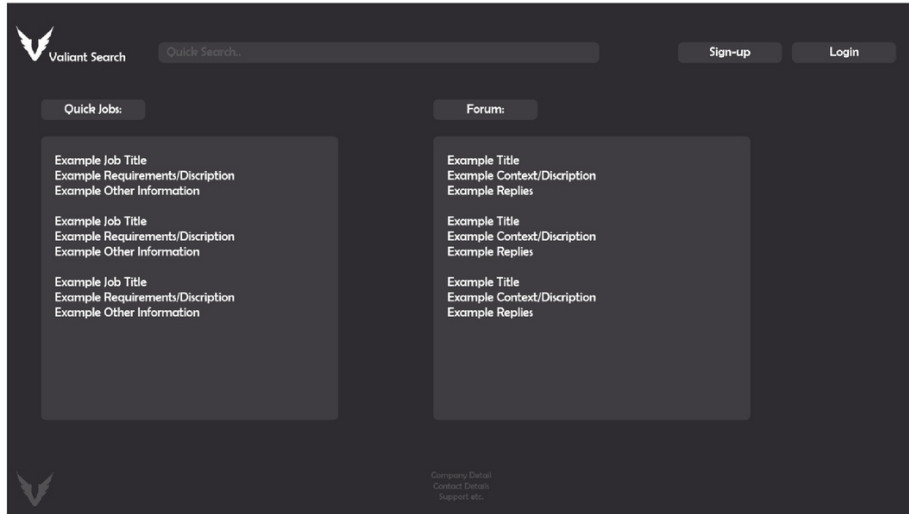
Design Referencing/Inspiration

Most other search websites use a clean, simple interface making it easy to understand



Basic Prototype Design

The design followed a clean design but with a dark mode twist which appeals more to the gamer market whilst also making it easier on the eyes for longer periods of time



Dark mode could be made an optional toggle in the final design should a white background be preferred

Unique Selling Point (USP)

- Game industry is constantly growing/evolving
- More people getting hooked on gaming
- Struggling to get into the working world

Our product will differentiate from the competitors by targeting a specific and growing audience using their interests to find a job best suited to their tastes

The product will also include a forum section for the community to talk and share ideas with the possibility of game developers joining to ask the gaming community for help testing their games or even offer jobs

Conclusion

To conclude:

- Our project will target the growing gaming community
- Help get struggling gamers a job in the working world
- Will find jobs suited for the individual based on favourite game genres
- Will feature a community forum section for discussion/help
- Game developers can join looking to hire help for their games

Appendix

Please refer to the speaker notes for relevant links to used information



Market

Imran

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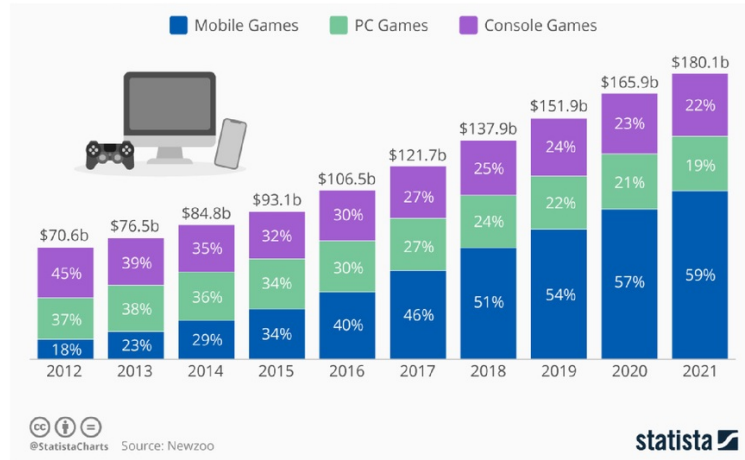
- Introduction
- Current Market Climate
- Competition
- Differentiation To Competition
- Employment Sector Statistics
- UK Video Games Industry
- Franchise Sales Stats
- Target Market
- Conclusion

Introduction

- This segment will enclose information on the current market situation within gaming and employment perspectives
- Market statistics and figures will display the importance of our chosen innovation and why there is a market for our service/product

- There is currently a boom in occupations related to all aspects in gaming, furthermore a worldwide desire for applicants with strong experience with “.NET” applications (1)
- People of all ages have a desire for video games, franchises are forever expanding and adding new titles due to popularity from players
- The gaming industry is continuously growing and is expected to surpass a worth of \$138bn by the end of the year (2)





(3)

- This chart displays the growth of the gaming industry in the last 6 years, the industry worth is projected to almost double at the end of 2018
- Stats also show that console games were the highest provider to the industry worth but is now being rapidly overtaken by mobile games

Competition

- The top five most used job sites in the UK are: Indeed, Reed, TotalJobs, Monster and Universal Jobmatch
- These sites display all types of generic job opportunities and do not cater towards the applicant in terms of interest, experience and relation to games
- These sites receive heavy traffic on a daily basis due to offering services to mass markets and uncountable job fields



Differentiation to Competition



- The website will be catered towards a niche market in a type of way as it is catered towards applicants interested in the gaming sector but after further improvements other sectors may be considered
- Direct contact to corporations for job opportunities, applicants will be able to talk with potential employers regarding employment
- Applicants can search for jobs by using key words regarding games, roles or companies
- Ability to link social media accounts (YouTube) that will display prospects gaming interests, abilities and understanding of gaming

Differentiation to Competition

- Allow users to input their preferred console and will link jobs regarding the console/company/game, vice versa for companies looking for prospects
- The website will link to forums where users can network with employers and other open prospects



Employment Sector Statistics

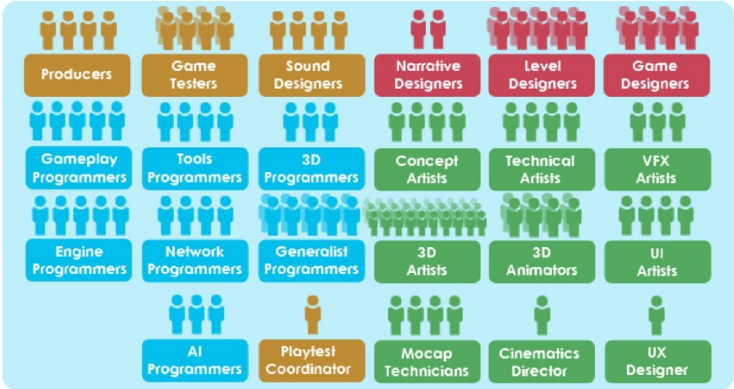
- Employment website usage has increased drastically from 2005 onwards & employers now favour online job applications in comparison to handing in a CV (4)
- Experience with a service/product is favoured by employers when applying for jobs, this displays the applicants knowledge as well as experience



UK Video Games Industry



(5)



(6)

Typical Jobs in Video Gaming Industry

Franchise Sales Stats

- GTA V – Rockstar Games, 90m+ Sales, \$6bn+ revenue
- Call Of Duty Franchise – Activision, Surpassing 200m+ Sales across all games



CALL^{OF} DUTY

Target Market

- Potential Employee - our website is aimed at graduate prospects as well as apprenticeship scheme offerings to anyone with a desire or experience within gaming
- Potential Employers - employers that are willing to enclose job applications that aren't placed anywhere else on the internet as well as job applications catered towards a specific market



Conclusion

- Upon concluding research the discovery is that the video gaming industry is forever expanding in terms of jobs and technology as well as growing in terms of revenue and usage
- The use of online websites to discover jobs has increased drastically in the last decade, employers are continuously looking for experienced individuals and individuals that are hands on and know what they are working with



References

- References can be found noted on each PowerPoint slide



Planning & Production

Thomas Myers

Contents

1. Introduction
2. Members
3. Roles
4. Resources
5. Conclusion

Introduction

In this section the following topics will be discussed:

- Members- Project members and introducing their roles.
- Roles - In depth description of each team members role.
- Resources - What resources are needed for a successful project.

Members

Within our group holds four members:

- Dan Wadham
- Imran Ali
- Shay Friel
- Thomas Myers



Between ourselves we had to decide what roles will be individually undertaken within our project moving forward for the next few months.

Roles

After lengthy discussions and considerations the group finally decided on individual roles for each team member.

- Website/Project Development - Dan Wadham
- Research & Market Analyst - Imran Ali
- Planning & Production Management - Thomas Myers
- Business Operation Management - Shay Friel

Website/Project Development - Dan Wadham

As our project is specifically based online, Dan's role is highly important due to our project being run off an online website. Dan will use the online application wordpress.com [1] to develop the website. Furthermore, Dan was involved in the overall project design due to the project being web based.



WORDPRESS

Research & Market Analyst - Imran Ali

Imran's role as Research & Market analyst includes:

- Researching the current market climate of the gaming sector
- The competition within the sector & how to overcome the scouted competition with new innovation.
- Statistics in terms of the industry
- Franchise sales
- Employment sector statistics.

Planning & Production Management - Thomas Myers

As Planning & Production manager. Thomas' role includes:

- Implement project idea
- Deciding number of team members
- Assigning remaining roles to other team members.
- Deciding what resources the project will need.
- Budgeting
- Creating a project plan and displaying tasks and duration etc.

Business Operation Management - Shay Friel

As Business Operating Manager, Shay will be looking into:

- The creation of our business slogan
- Researching the legalities in terms of the creation of our business,
- The creation of our business mission statement
- Our groups aims and objectives to make our innovation a competitor within the gaming market

Resources

Despite the project having a large number of tasks needed to be completed, there are only a few resources needed to complete this project. These include:

Hardware:

- PC
- Internet Connectivity

Software:

- Google Chrome
- Google Drive
- WordPress

Hardware - PC

For this project to be a success it is critical that the group each has a PC each (4 PC's). Every group member needs a PC to contribute to their assigned role.

Furthermore, It is essential that we have 4 PC's so each member of the group can contribute to the project while sharing their ideas on an online collaborative tool (google drive) [2].

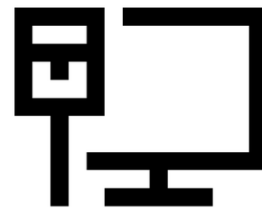
There are no particular PC specifications needed to complete this project as every piece of software gathered is very easy to run.



Hardware - Internet Connectivity

While a PC is essential to our undertaken project, internet connectivity is just as important. This is because the chosen online collaborative tool 'Google Drive' only runs over internet connectivity.

Furthermore, the chosen web design tool is also only available online which determines that internet connectivity is essential.



Software - Google Chrome

Google Chrome is arguably the most popular internet browser due to the browser being 'fast, safe and secure' [3] according to the creators. Our group will use this browser for every task that requires internet access.



Software - Google Drive

Google Drive is a very important web based software to our project development. This is because the project members all needed an online collaborative tool to brainstorm ideas for the project when all project members are not within access of each other.

Google Drive offers a number of tools such as:

- Google Docs (Word processor) [4]
- Google Slides (Powerpoint) [5]
- Google Sheets (Spreadsheets) [6]



Software - Wordpress

For the creation of our website we have chosen the software 'wordpress'. After researching different website production software, Thomas and website development manager Dan both decided that wordpress was the best web production software to use. The criteria for a good website production tool was a combination of what was free of charge and what was the best quality tool to use.

“WordPress.com allows you to build a website that meets your unique needs. Start a blog, business site, portfolio, online store, or anything else you can imagine.” [7]



Conclusion

To conclude, As planning and production manager the following tasks have been completed:

- Gathered resources needed to complete the project.
- Ensure each team member is capable of using particular hardware/software
- Assigned Team member roles.

This now ensures that the planning and production of the project is on schedule.

Appendix

All reference information can be found in the speaker notes of this powerpoint.

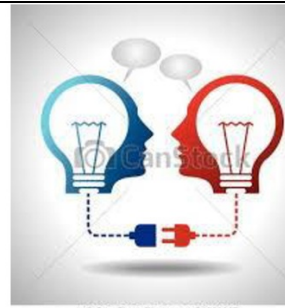


Business Operation Management

Valiant Job Search

Business Idea

- ▶ Valiant Job Search
- ▶ Valiant is a job search engine, providing a reliable service to an open market
- ▶ This business model was designed in order to make the task of finding a job easier for applicants and also easier for the employer by listing numerous jobs on our website
- ▶ Valiant is different to any other job search engine because it provides a clear layout in order to seek and find relevant jobs to your search description [1]
- ▶ 'Don't just search, search valiantly' – Valiant Job Search



Mission Statement

- ▶ Valiants vision/mission is to provide a reliable service for a niche market which will develop into a huge market in the future



Values

The most important values to Valiants business are;

- ▶ Reliability
- ▶ Dependability
- ▶ Commitment
- ▶ Loyalty
- ▶ Open-mindedness
- ▶ Honesty
- ▶ Happiness

- Valiant promote creativity & innovation [2]
- We value open-mindedness & learn from our mistakes
- We treat everyone fairly and equally with respect
- We are honest and strive for everyone to be open and clear about
- Make sure everyone is comfortable in work and are happy with the roles that they are given



Legal Classification – Private Sector Business

- ▶ Valiant Job Search will be classed as the private sector
- ▶ Will be owned and financed by 4 partners

Reasons behind becoming a private sector: [3]

- ▶ Profit
- ▶ Not state controlled or operated by the government

Partnership advantages: [4]

- ▶ All partners receive an agreed share of profits
- ▶ Shared responsibility
- ▶ Partners can combine expertise

Partnership disadvantages: [5]

- ▶ All partners are liable for the debts of the business
- ▶ Unlimited Liability
- ▶ More people to share in the profits



Business Objectives



Objectives for People [6]

- Provide an easy platform/website to work with
 - Customer satisfaction
 - Productivity
 - Provide all the tools necessary for users to find what they are looking for
 - Provide a user friendly web page
 - Brand - superior customer service slowly builds brands value
 - Provide a helpful service that can be used and appreciated by all
-
- Have a good working infrastructure to motivate and keep our employees happy
 - Provide good working environment, comfort, efficiency etc.
 - Provide all tools necessary so that the employees can work efficiently
 - Provide opportunities to progress within the company

Business Objectives



Production Objectives; [7]

- keep up to date with advances in technology so we don't fall behind
- Update our website every so often so we continue to provide a professional and up to date platform
- Carry on improving and innovating to continue to provide quality
- Define IT strategies
- Stay ahead of the competition

Profit Objectives;

- Maximise profits for the partnership
- Reinvest the profits to innovate the business and expand to a bigger market
- Use profit to innovate the business by advertising online and television[7]

Planet Objectives;

- A new business acts as a injection of money into the local area and boosts the local economy
- A new business creates opportunities to employee people in the local community

Bibliography

- [1] Review July 2018, the best job sites
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- [2] LinkedIn September 2015, why are core values so important to your company?
<https://www.linkedin.com/pulse/core-values-why-so-important-your-company-nicolas-schoenlaub>
- [3] Investopedia , The Private Sector
<https://www.investopedia.com/terms/p/private-sector.asp>
- [4] AaronHall 2016, Partnership Advantages
<https://aaronhall.com/advantages-and-disadvantages-of-business-entities-mn-business-lawyer/>
- [5] Commercepk 2016, Partnership Disadvantages
<http://www.commercepk.com/advantages-and-disadvantages-of-partnership/>
- [6] Michael Duckworth, Oxford University 1997, Business Objectives
https://books.google.co.uk/books/about/Business_Objectives.html?id=N87nnAEACAAJ&source=kp_book_description&redir_esc=y
- [7] George N. Root III, June 2018, Business Objectives
<https://smallbusiness.chron.com/10-important-business-objectives-23686.html>



Team Working

What Makes A Good Team?

- The ability to take risks
- Understanding each goal/task in depth with success always in mind
- Successful communication, listening and understanding of ideas, problems and solutions
- Individual skill set, creativity and ability
- Successful decision making (1)



Successful Group Work

- We intend to work together by assigning each other roles and forming a team with strong skills
- Collaborating with ideas and research undertaken individually and help each other overcome any problems with viable solutions
- Understanding each others personality and work ethics
- Keep each other updated with task completion via social media or working together when possible



Plan

- Create a project plan detailing individual and group tasks with the ability to assess the completion in terms of success and viability
- Each task will have a period where testing will take place to see if requirements are met and from there any changes required can be noted and made
- Any documents required for the project will be collaborated between each member via google drive



Assessment 1 - Interim Presentation.

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

86/100

Instructor

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GRADING FORM: UWTSD GRADING FORM

SHAY FRIEL

86

1. RESEARCH LITERATURE

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



Engagement with a range of relevant and credible literature. Consistently accurate application of referencing.

15

2. KNOWLEDGE AND UNDERSTANDING

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



Knowledge is reasonably detailed and accurate. A good critical understanding of the well-established concepts and principles and the main methods of enquiry, with minor gaps in the selection of material. note:

18

3. ANALYSIS

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

-  Some critical evaluation and analysis of concepts and principles, though descriptive in parts. note: logo mission statement – slogan- Product and Target Customer analysis **17**

4. PRACTICAL APPLICATION

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

-  A good and appropriate application of established methods, materials, tools and/or techniques. Clear appreciation of the context of the application. note: creating objectives, webpage, branding **18**

5. PROFESSIONAL PRACTICE

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

-  Can work very well autonomously and/or as part of a team, with very good contribution to group activities. **18**