

Gabor Jonas - EIGP Report

by Gabor Jonas

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University of Wales Trinity Saint David

Faculty of Architecture, Computing and Engineering

School of Applied Computing

MyScibbles Report

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Module: Enterprise & Innovation Group Project

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1.Introduction

The purpose of this report is to present the marketing analysis and strategy of an Educational Augmented Reality Game for Autistic children called MyScibbles.

Team RRG members:

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2.Market Analysis

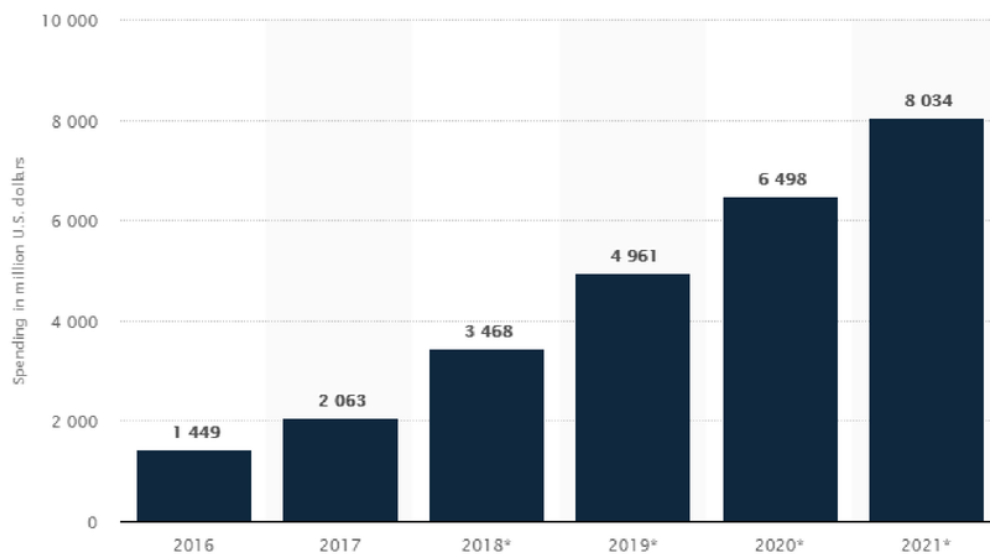
2.1 Potential Customers

According to a study by CDC (Centers for Disease Control and Prevention) nationally, 1 in 59 children had diagnosis of autism in 2018 [1]. Estimated number of people with autism in the United Kingdom is about 700000. [2]

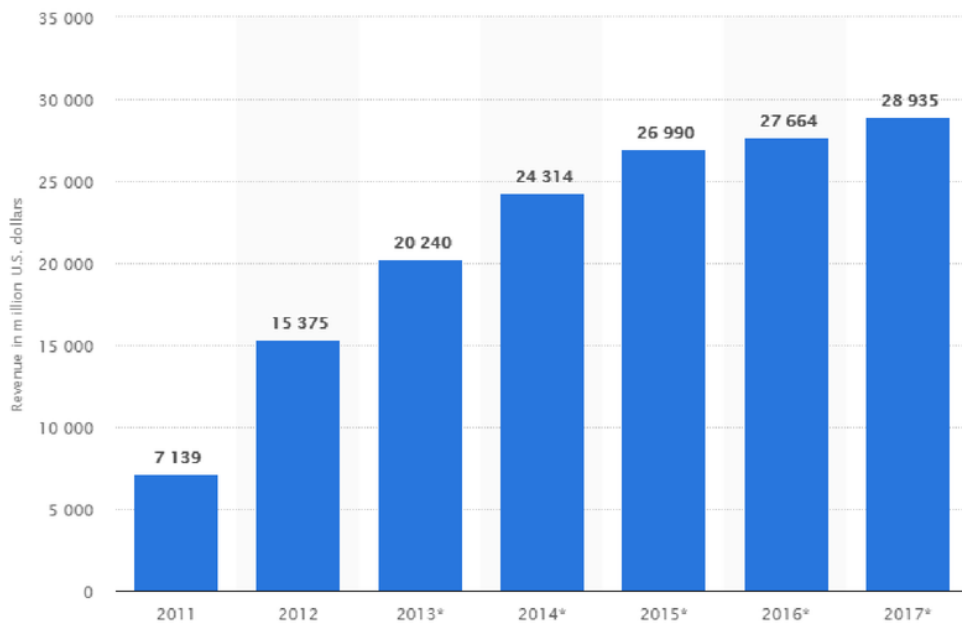
The National Autistic Society lists more than 1600 educational institute and more than 400 training and research organisation in the United Kingdom. [3]

2.2 Market Value

Statics show customers money spent on augmented reality content in 2018 reached 3.5 billion US dollars and surpass 8 billion in 2021.



Forcecast consumer spending on aurmented reality content worldwide. [4]



Paid mobile app revenues worldwide between 2011 and 2017. [5]

2.3 Competitors

Moments

Developer: Color Black

Description: *"Application uses augmented reality that helps children with autism to learn social skills"* [6]

Key features and USP:

- Using merge cube
- Helps children with autism to learn language skills

Price: unknown

The project has been acquired by EQtainment, the application is unreleased yet or the project is dead.

Augmented caRer

Developer: University of La Rioja

Description: *"A therapeutic technology for patients with Autism Spectrum Disorder"* [7]

Key features and USP:

- Using cards to display characters

Price: Unknown

Empowered Brain

Description: *"The Empower Me system aims to empower children and adults all along the autism spectrum to teach themselves practical life skills and assess their progress numerically."* [8]

Key features and USP:

- clinically validated
- uses google glass
- real time session report

Price: £205

Currently there is only one product on the market to buy (Empowered Brain) and one being developed by University of La Rioja (Augmented caRer).

2.4 SWOT Analysis

With SWOT analysis, we can explore the market viability of a product and find out which tasks are most important from a strategic perspective. [9]

Strengths (internal, positive)	Weaknesses (internal, negative)
▪ Developing solution for real problems that are and will exist in the future ▪ Expanding market	▪ Lack of funding ▪ Low work experience
Threats (external, negative)	Opportunities (external, positive)
▪ New competitors on the market ▪ New technologies on the market ▪ BREXIT impact on cash flow	▪ Possibility to develop hardware for the application ▪ Possibility of using new technology

2.5 PEST Analysis

For the macroeconomic analysis of the company, the PEST analysis helps to examine the business environment along four dimensions. [9]

Political

No deal BREXIT can have potential impact on cash flow

Economic

No deal BREXIT can cause economic narrowing and inflation

Social

- Difficulty to find skilled workforce for the development of the application
- Customers will choose a product with different technology (Empowered Brain)

Technological

- Piracy
- New technologies for example VR/ AR without glasses/ equipment
- Customers might not have smart device that capable of running the application

3. Marketing Plan

3.1 Marketing Mix

Combination of marketing tools called marketing mix, that is used in different market situations to maximise the effectiveness of the marketing plan. The most popular mix is called 4P which was developed by E Jerome McCarthy. [10]

Product

MyScibble is an augmented reality memory game. Interactive AR allows the illusion of that the virtual object are in the same physical space with the user. The application is aimed at children with autism. Cards required for the game that can be printed by the user or high-quality cards bought on the website.

USP:

- A game that develops autistic children
- Only smart device with camera needed

Pricing

The application has a free feature limited version that displays a pop up every few minutes. The full version can be bought in App stores. The price of the full version costs £4. The additional card pack costs £4 as well.

Place

The application will be distributed on Google Play Store and Apple App Store.

The additional card pack can be bought on the website.

Promotion Strategy

The product can be promoted physically on autistic society meetings and in education.

3.2 Digital Marketing Strategy

The meaning of digital marketing is all the marketing activities that are done online.
[11]

Target audience is parents with autistic children aged 5 to 8.

Facebook Ads campaign

Location: English speaking countries

Age range: 20-50

Target people: Interest in autism and related disorders

Estimated daily reach: 2300-14,000 people

Price: £150 per month

Google Ads campaign

Location: English speaking countries

Target people: Interest in autism and related disorders

Potential monthly audience:

- 1,439,937 people
- ~2,700-4,500 impressions
- 100-170 clicks

Price: £150 per month

YouTube ads campaign

Location: English speaking countries

Target people:

- Interest in autism and related disorders
- Families with children

Potential monthly audience:

- 120,000 – 370,000 impressions
- 3,000 – 7000 views

Price: £150 per month

Email campaign

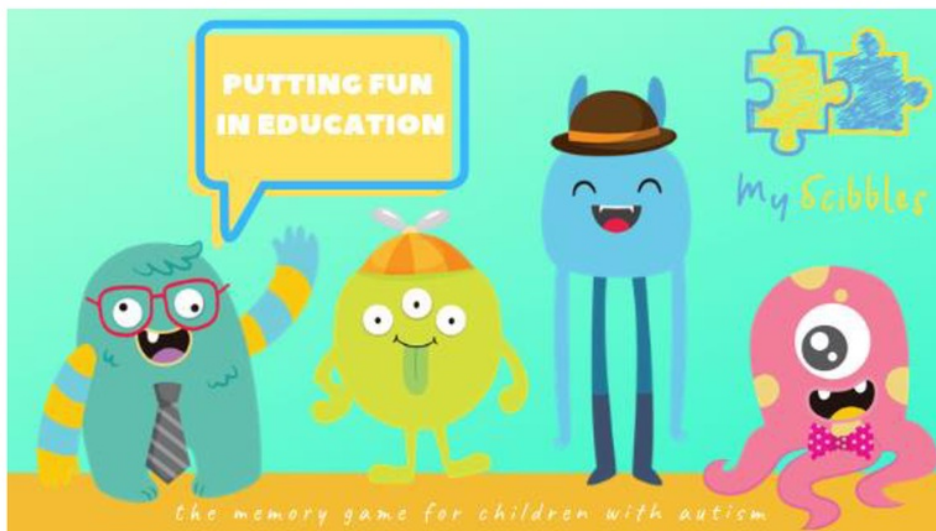
Monthly emails for subscribers, using built in application in Wix.

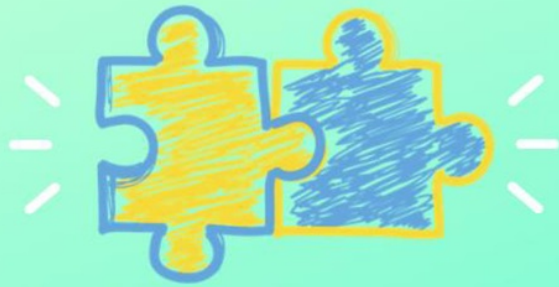
3.3 Brand Advertising

Logo:



Banners:





My Scibbles



PUTTING **FUN** IN EDUCATION

The memory game for children with autism

3.4 Online presence

Website

<https://myscibbles.wixsite.com/myscibbles>

Facebook

<https://www.facebook.com/MyScibbles/>

Twitter

<https://twitter.com/Scibbles3>

Instagram

<https://www.instagram.com/myscibbles>

YouTube

https://www.youtube.com/channel/UCBk-5Rv8e3VISqLmM70UoNA?view_as=subscriber

Social media sites are managed with Hootsuite. Using "Professional" package, one-month costs £25

4. References

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GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

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1. RESEARCH LITERATURE

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



+ Good use of citations to support report content. - additional multiple citations could be used in places to enrich analysis. + Good, well-formatted relevant reference list.

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2. KNOWLEDGE AND UNDERSTANDING

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



+ Market analysis. + Good use of relevant statistics. + Market and business analysis tools. + Marketing knowledge and understanding. + USP.

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3. ANALYSIS

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



+/- Market analysis could be related to the Tech Start-Up prototype. + Good clear Competitor analysis. + SWOT analysis. + PEST analysis identifies some useful points, Good, - however it could be more comprehensive and include validating and supporting citations throughout. - How can the potential problems identified in the SWOT/PEST be overcome? + Marketing Mix identifies some key considerations, Good. - Promotion strategy could be extended to include 3.2 DMS. + Digital Marketing Strategy (DMS), Excellent overview.

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4. PRACTICAL APPLICATION

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



+ Logo. + Banners. + Online presence listed. - no statement or evidence that the author has created these in report. Note: Include screenshots of design and development environments with accompanying description for additional marks.

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5. PROFESSIONAL PRACTICE

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



+ Submission on time. + Good report format structure and presentation. - No conclusion. - No Team collaboration reports.

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