

Swansea Freshers Connect

by Nyakamha Bright

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INITIAL PITCH

The Team

Bright Nyakamha- Project And Research Manager

Course : Computer Networks and Cyber Security

Sam Wattis- Design, Development and security Manager

Course :Computer Networks and Cyber Security

Ethan Richards- Testing & quality Control

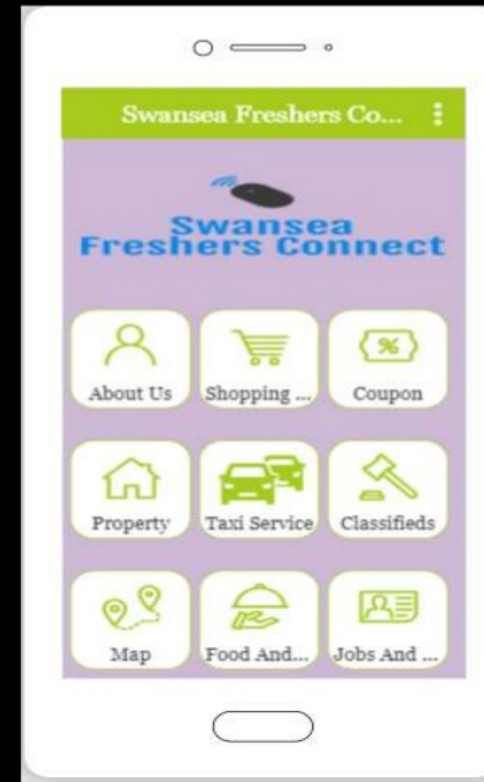


IDEA ?

- To create a mobile app
- The target Market – Business community
- End users – tertiary students & Freshers

DESIGN ILLUSTRATION

- Easy to use interface with navigation icons to business interest area
- A point of interest map of business interest
- Rating system for users for experience
- Sign in/up process
- Make text readable and legible
- Make navigation simple





UNIQUE SELLING POINTS !

- idea differentiation?
- The app will be specifically tailored to promote only products and services for tertiary institute students.
- All in one platform for tertiary students in Swansea.
- Classified peer to peer business
- Real time communication for business

INITIAL REQUIREMENTS

Initial Requirements

- Logo
- Sign up and login
- App analytics
- Navigation Menu
- Content material
- UI
- Native map
- Device hardware and access
- Roadmap



DESIGN SPECIFICATION

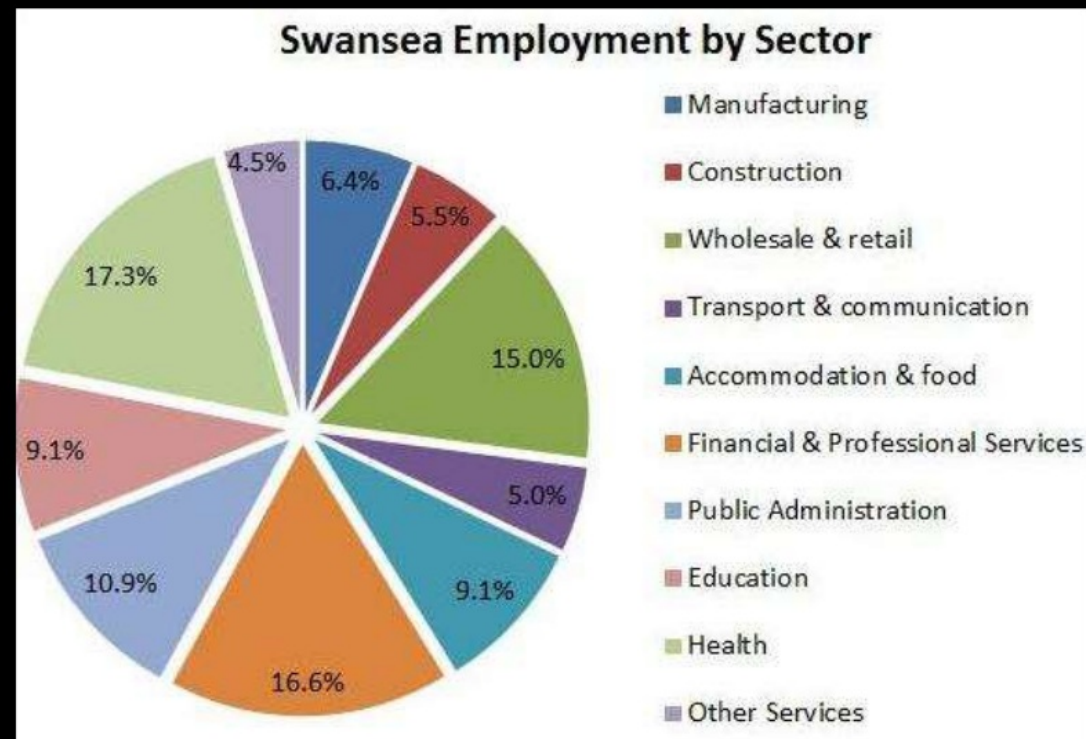
- High Definition Quality images and right aspect ratio
- Design for fingers not cursors
- Design for an accessible interface aware of colour blindness.
- Make app fast and responsive
- Make clear when loading is occurring
- Optimise push notification
- Secure app through encryption and obfuscation
- Implement strong authentication



MARKET IS THERE MARKET ?

- The estimated knock on effect of students on the Welsh economy is estimated over £5 billion.
- Swansea is home to over 24,000 students studying at Swansea University or University of Wales Trinity St David.
- Swansea's population is 244,500 (2016), and is projected to grow to 270,000 by 2036.
- There is a niche market open for exploitation that can provide an all in one service that is provided through different competitors
- There are 107,700 people in employment in Swansea. Swansea's status as the regional retail, leisure, educational and[1] administrative centre for South West Wales is reflected in the high proportion of employment in the service sectors

EMPLOYMENT PIE CHART



MARKET

Competitor analysis?

- There is competition from platforms such as Gumtree, Zoopla, Universities and Colleges web sites [2]
- Swansea myuni arrival app.
- UWTSD Hub /MYDAY.
- Students Beans .
- Save the student .
- National union of students .



PLANNING AND PRODUCTION

- Hardware resources – computers and mobile phones.
- Software –PhoneGap, visual studio.
- Programming languages –HTML , CSS & JS .
- Cloud server to host the app .
- Microsoft project for project tracking .
- Human resources- Web Developer, Tester, Project manger .

BUSINESS

Trading Name

Swansea Freshers Connect(LLP)[5]

Logo



BUSINESS

Slogan

Making Students business make sense !

Legal Classification

App will be designed to adhere to the GDPR requirements

Freshers Connect is a Limited Partnership Co (LLP)

Freshers connect will trademark logo and name.

Will use copyright to protect the apps source code.

User generated content will be screened through correct categorisation

Digital millennium copyright act – it exempts Fresher's connect from direct and indirect liability of internet providers and intermediaries.



MISSION STATEMENT

Our mission is to bridge the gap between Swansea students and business community. Empower local business and promote student savings.



OBJECTIVES

- To create build an interactive mobile application that provides a platform to companies by which they can engage with students in real time.
- To provide a classifieds section to enable private sale of goods and services.
- To create and students accommodation sharing and renting services within the app.
- Services provided by students including fitness training, language tuition and IT help.
- Create opportunities for companies to advertise voluntary work, placements and internships
- We plan to charge for advertisement? We propose to have a 2 tier system, free and small charge for priority adverts



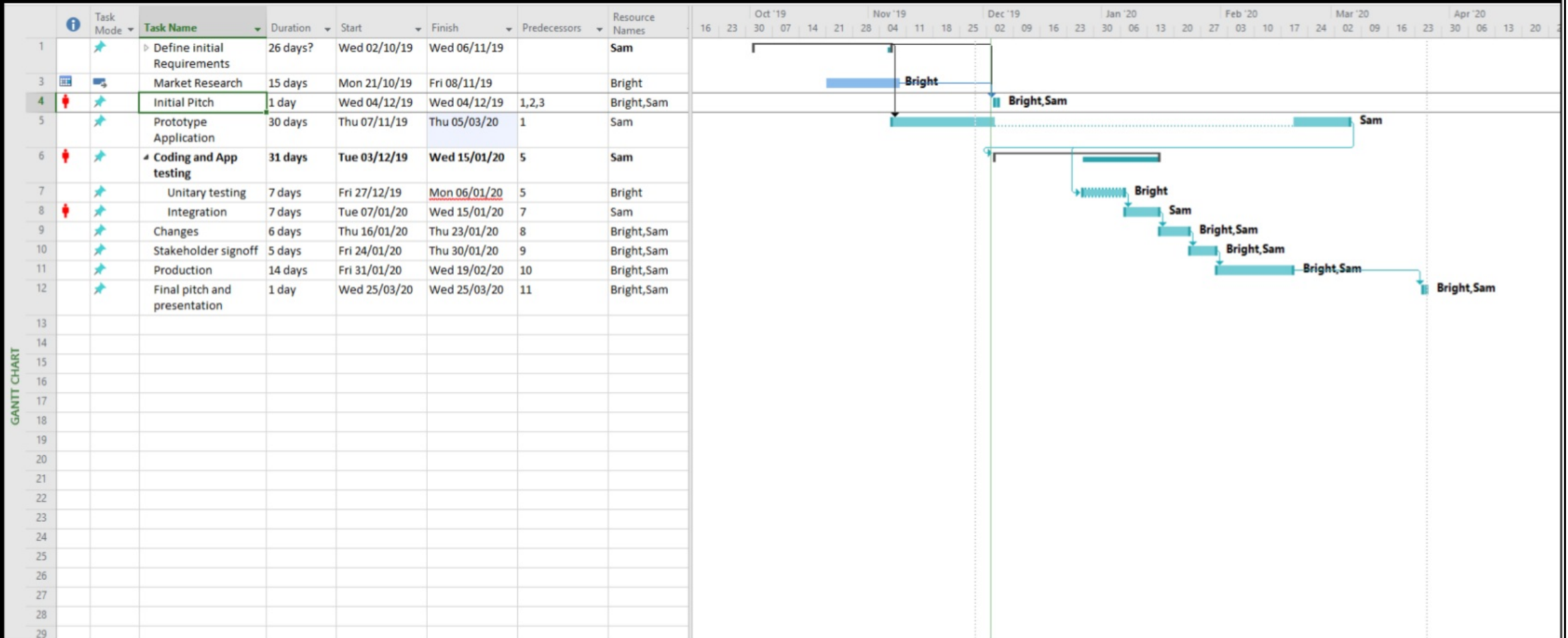
TEAM WORKING AND MANAGEMENT

- Utilise interactive services of WhatsApp, Microsoft teams, email and mobile telephone.
- Weekly team progress reviews.
- Share documentation over google drive with read and write rights.
- Peer to peer review of tasks. [4]

REFERENCES

1. Swansea.gov.uk. (2019). *Swansea - Key facts and figures about Swansea*. [online] Available at: <https://www.swansea.gov.uk/businessfactsandfigures> [Accessed 25 Nov. 2019].
2. Porter, M. (2004). *competitive strategy*. New York[etc]: The Free Press.
3. Swansea.gov.uk. (2019). *Swansea - Key facts and figures about Swansea*. [online] Available at: <https://www.swansea.gov.uk/businessfactsandfigures> [Accessed 25 Nov. 2019].
4. Teamwork.com. (2019). *Project Management Software for Higher Performance | Teamwork Projects*. [online] Available at: <https://www.teamwork.com/project-management-software/> [Accessed 1 Dec. 2019].
5. Lothian, N. (1984). *How companies manage R & D*. London: Institute of Cost and Management Accountants.

GANTT CHART



TEAM PROGRESS REPORT SHEET

TEAM PROGRESS SHEET

Team Name: First Step Fresher

Team Member Names & Roles:

BN. Bright Nyakamha- Marketing and - Research

SW. Sam Wattis -Security and Development

ER. Ethan Richards-Designer/Tester

Product Idea

To produce a mobile web application for freshers students to help them navigate around swansea city with point of interest, local services with the clintile being local businesses that benefit from selling their products to students.

The platform can and may be used by businesses to promote offers and discounts

Initial Requirements

- Logo
- Sign up and login
- App analytics
- Navigation Menu
- Content material
- UI
- Native map
- Device hardware and access
- Roadmap
- Feasibility studies

FINAL GRADE

GENERAL COMMENTS

Instructor

66/100

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GRADING FORM: UWTSD GRADING FORM

NYAKAMHA
BRIGHT

66

1. RESEARCH LITERATURE

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

 C: /. - Research could be extended to include additional citations. + Good, reference list adheres to standard format.

3

2. KNOWLEDGE AND UNDERSTANDING

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

 Legal considerations. Strategy. Analysis and Design.

15

3. ANALYSIS

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

 Production Tool analysis. Team working analysis.

14

4. PRACTICAL APPLICATION

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

 Planning and production. Name and logo. Legal considerations applied. Good. Mission and objectives. Team working methods. Gantt chart.

20

5. PROFESSIONAL PRACTICE

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

 Good clear delivery. Good clear slides overall. – Be careful red text on black bg. Greater contrast would improve the slide design here.

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