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Assessment 1

Innovation & Research.

MODULE NAME: CHANGEMAKERS, CREATIVITY AND VALUE CREATION

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Assignment 01: Project Proposal

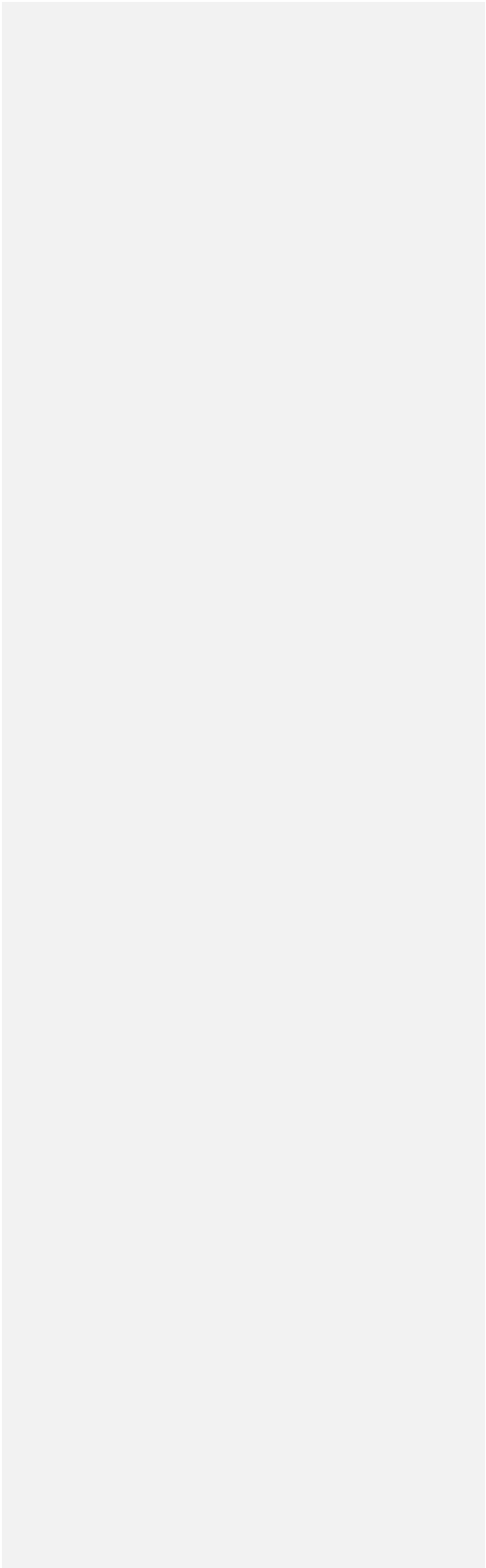
Introduction

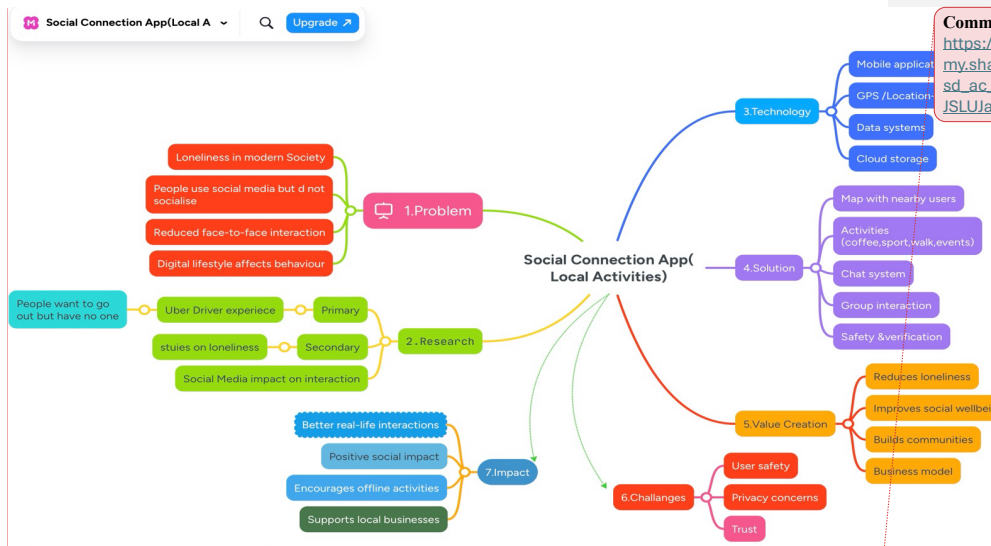
Main Body

Task 1

Ideation and Innovation

Figure 1 of mind map creativity and innovation





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Innovation

➤ Summary of key concepts

Innovation is about finding new ways to solve problems and create value. It involves creativity, but also logical thinking and research.

In design thinking, innovation starts by understanding real problems and user needs, then developing practical solutions can Be applied in real life.

Innovation is not only about creating something completely new. It can also improve existing systems or processes to make them more efficient and useful. It plays an important role in society by improving how people live, work, and interact each other.

➤ How innovation shapes the world

Innovation has significantly influenced modern life, especially through digital technologies. Mobile applications and online platforms have changed how people communicate and interact daily.

However, this change is not always positive. Research shows that even though people are more connected online, they may feel less connected in real life. [1]Many people spend time using social media, but this often involves watching content rather than interacting with others. [2]

Because of this, real-life communication sometimes is reduced, and it can lead to feelings of loneliness or isolation even anxiety or depression.[1]

As a result, there is a growing gap between digital communication and real-world social interaction.[2]

I. Example of innovative technology in the industry:

A relevant example of technology in this project is location-based mobile applications combined with data-driven systems.

This technology is already used in different areas:

- Transport applications booking a ride, connecting driver and passengers
- Social media platforms: connecting users based on interests
- Event apps where we can find nearby events

Those systems are using GPS [3] and user data to connect individuals based on location and preferences in real time. While they are effective for online interaction, they are less focused on encouraging real-life social engagement.

This project aims to use same technology in a different way to help people meet and interact in real life.

Ideation:

Project Title:

Social Connection Application for Local Activities

Aim:

To design and evaluate a mobile application that connects people through shared activities and improves real-life social interaction.

Objectives:

- To understand the causes of social isolation
- To analyse how digital platforms affect social behaviour
- To design a solution that encourages real-life interaction
- To evaluate the benefits for users and communities
- To identify possible challenges in implementing

A Brief description of the Project Idea

The proposed project is based on developing a *location-based social application* that connects people who are nearby and interested in similar activities.

Users will be able to:

- See other people on a map
- Join activities such as coffee, sports, walking, or events
- Chat box and organise meetings
- discover of local events
- use safety features such as profile verification

The main goal is to help users move from online interaction to real life meetings.

Analysis

1. Location-based services started with GPS systems and developed into mobile technologies.[3]
2. It's now used globally in different industries such as transport, social media and event platforms.
3. It improves user experience by offering real-time and personalized services.[4]
4. This project contributes by encouraging social interaction and reducing loneliness.
5. Positive impact: better wellbeing and stronger communities.
Negative impact: privacy concerns and possible miss issue.
6. Challenges include trust, data protection, and user adaptation
7. Stakeholders include users, local businesses, and communities

Research

This project is based on both **primary** and **secondary** research.

Primary research comes from real-life observations, including conversation with people during ride-sharing experiences.

Many people mentioned that they would like to go out for activities, walk events or just socialize in pub, but they did not have someone to join them, and sometimes I feel the same too. Can works for people who love holiday's travel.

Secondary research includes academic studies and reports from sources such as Google Scholar,[5] WHO, and NSH[6]. These sources show that loneliness is increasing and that digital behaviors influence how people interact socially.[7]

Task 2 -Project Planning

This project focuses on the social networking industry, with the aim of improving real-life interaction using digital technology.

The main technology used is a location-based mobile application. This type of system uses GPS and basic data to connect users based on where they are and what activities they are interested in.

Inside of organization, this system would involve several areas and technique MoCoW [8] :

- The interface is important because the application must be simple and easy to use
- Data management is required to store user information and activity details
- User interaction is essential, as people need to communicate and organize activities
- Security must be considered to protect personal data and ensure safe use

Benefits:

- Allows people to connect in real time

- Improves user experience
- Supports local communities

Limitations:

- Users may be concerned about privacy when sharing their location
- Risk of misuse if the platform is not tested before to be launched or controlled properly
- People may not adopt immediately.

Could have:

- Smarter matching features
- Connecting with local business such as social club, cafe, etc

Proposed Solution

- The solution is a mobile network that helps people to connect through shared activities such as going for a coffee, playing sports, or attending events.

Logical Research

- This project uses a mixed approach. It combines real-life observation with information from existing research. This helps to understand both practical behaviour and theoretical ideas.

Motivation

The motivation comes from real-life situations. Many people want to socialize but do not have someone to go out with. I felt that also in my experience as Uber Driver, but also, I been observed during everyday interactions, especially in conversations with different people and mentalities.

Even in a long trip train, nearly 80% of people are in their phones avoiding new people interaction.

There is a clear gap between online communication and real-life connection.

This project tries to reduce that 'gap'.

Expected Outcomes results:

- Better social interaction
- Reduced loneliness
- Stronger local communities
- A system that creates both social and financial value

Research Tools, Technologies and Resources:

- Google Scholar
- Public reports
- General studies about behaviour and social interaction

Search Strategy:

Keywords such as: "loneliness; digital behaviour; social interaction" were used to find relevant information

Credibility

Sources selected are based on relevance; reliability; recognized organizations

Technologies used 4 this project:

Mobile application systems

GPS local services

Cloud storage for data[9]

User authentication systems

We could use Active Directory Domain for Admin[10]

Task Schedule WBS

This project[11] includes the following steps:

1. Identify the problem
2. Collect information
3. Analyze findings
4. Develop the idea
5. Desing the system
6. Evaluate the results

Project Timeline

A build a Rapid Application Model (RAD) where high performance software is not required reducing cycle time can be good for a short, long life software app [12] but it can fail easily. I would like to start up each steps required to build my own app and maybe will take several weeks:

- Week 1-2 research
- Week 3 analysis
- Week 4 design
- Week 5 writing
- Week 6 final review

Risk Assessment:[13]

- Privacy issues -> can be solved by data protection
- Safety concerns -> solved by verification systems
- Low user interest -> make a simple mode design
- Technical problems -solving by testing app features

Task 3 -Development and Design

Development Method

In software development, different methods can be used to build a system.

The Waterfall [14] model is a structured method where each step is completed before moving next. It is simple to follow, but it does not allow changes easily.

The Agile method [15] is more flexible. It allows the project to be developed step by step, with feedback at each stage. This means that the system can be improved continuously.

We will choose the Agile method because:

- The project depends on user behaviour
- Feedback is important
- The idea may change during development
- It allows improvements

This makes it more practical than rigid approach

1) Design:

I will choose System Flow [16] because it works in simple ways :

User-> creates account -> opens map-> selects activity -> chats -> meet Maria in the real life

2) Functional Design can include:

- Account creation and log in
- Map showing nearby users
- Activity options (such as coffee meet, sport, walk)
- Messaging system
- Safety features

3) Data Design

The system uses different types of data:

- User details
- Location data
- Activity information
- Messages

Where the data are stored securely and used to connect users.

4) Interface Design where can include simple screens available for everyone to use:

- Home map view
- Activity
- Chat
- User profile

Conclusion:

This project has analysed the issues of reduces real-live social interaction in modern society and identified a gap between digital communication and physical connection. Technology has made communication easier; it also contributed to social isolation in some cases.

By using both research and real-life observation, the project proposed a practical solution in the form of location-based social application. This idea focuses on helping people connect through shared activities and encouraging real-world interaction. This project demonstrates that innovation is not only about creating new technology, but also about using existing technology in more meaningful way. The proposes solution has the potential to improve social wellbeing, support local communities and create for users.

This project shows a clear link between problem identification, research, and solution development providing a logical and realistic for a relevant issue in modern society

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