

Assignment - Scott Mainwaring

by Scott Mainwaring

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ALARM CLOCK: PUZZLES & GAMES

Team Orion

Josh Ford
Daniel Newman
Scott Mainwaring

SCOTT MAINWARING

- Student Number: 1701633
- Course: Web Development
- Team roles and Idea

1 – TEAM ROLES

Project Manager / Idea Creator: Daniel Newman

Market Researcher: Josh Ford

*Visionary: Scott Mainwaring

Designer: Daniel Newman

Organiser: Josh Ford

Development Team: Josh Ford, Scott Mainwaring, Daniel Newman

**[1] “visionary is someone that thinks about the future or advancements in a creative and imaginative way.”*

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2 - IDEA

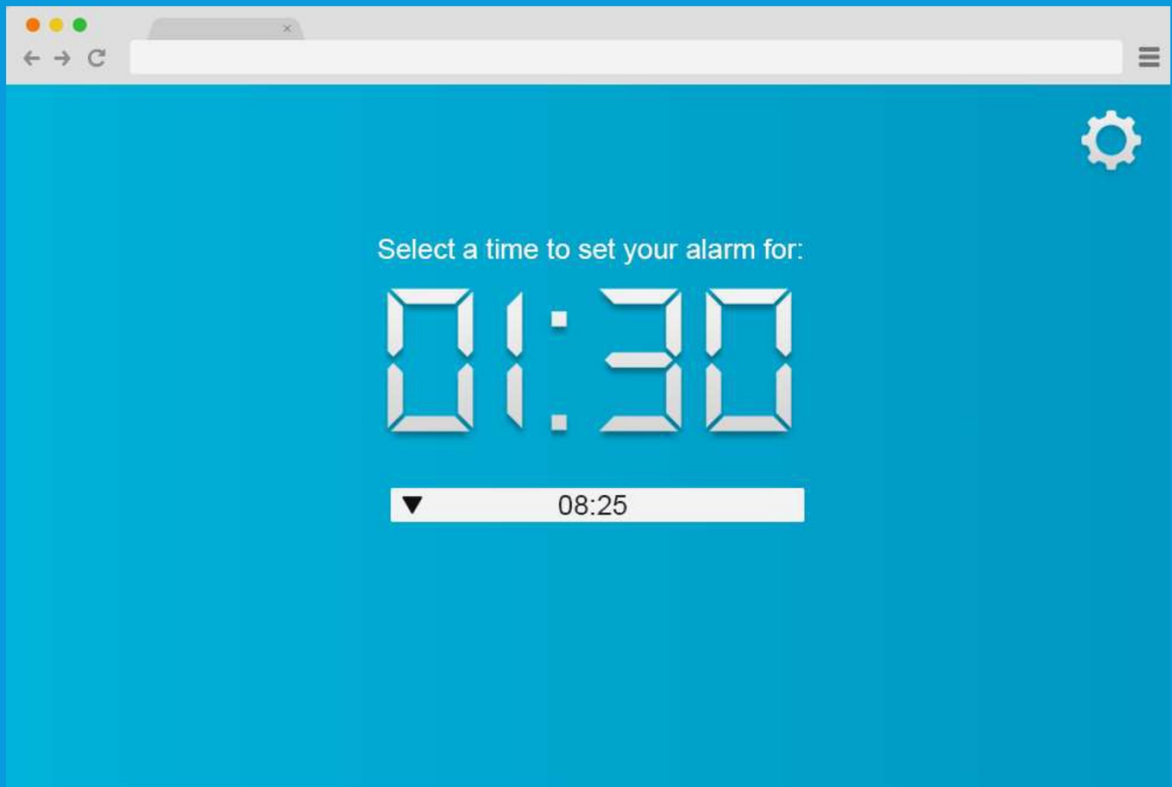
An alarm clock application which requires a small activity to be completed in order for the alarm to turn off.

Activities will be in the form of a small game/puzzle/quiz to complete and will vary in difficulties.

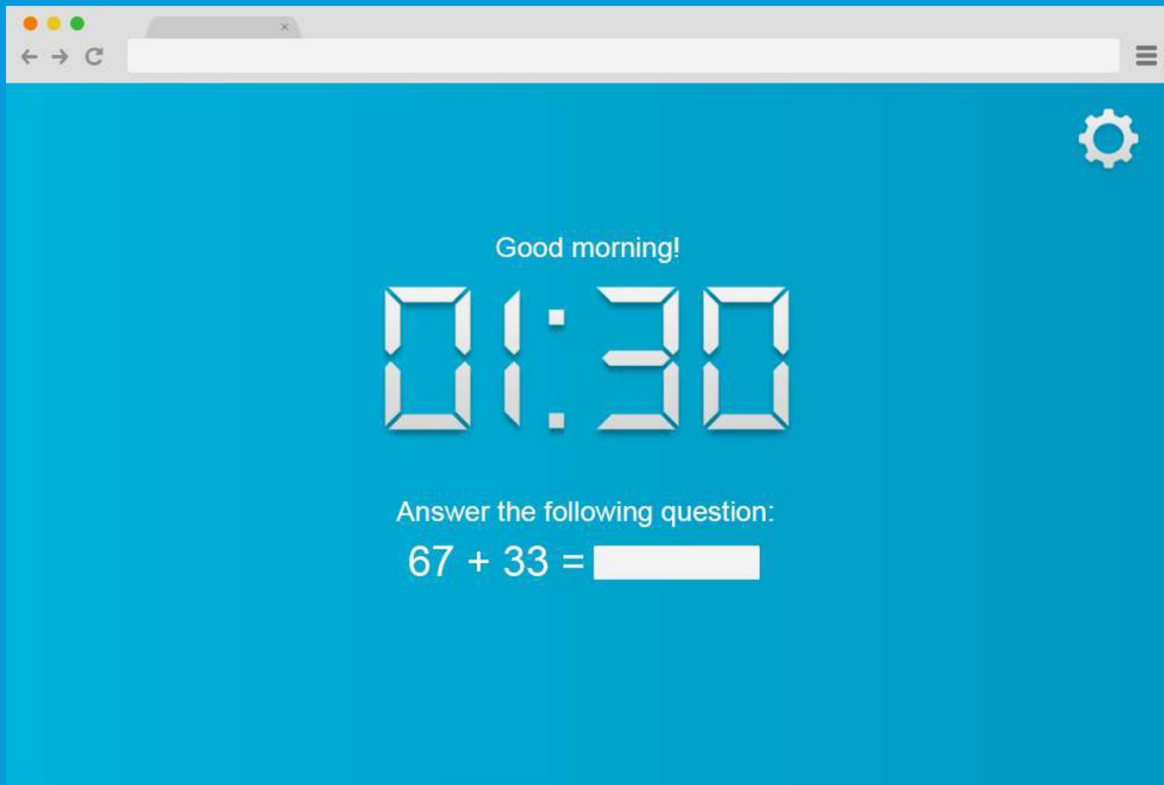
Digital timer which will allow the user to set times for the alarm which will alert the user



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2 - IDEA

Our Unique Selling Point

The application will engage the user to focus on the puzzle/game that they've been given making the users brain work harder.

The application will mainly consist of the colour blue which according to PsychologyToday [1] *"People exposed to blue light during the day reported less sleepiness than those exposed to green light during the same daytime period."*

[2] *"EEG tests showed alterations to brain activity that indicated heightened alertness among people exposed to blue light during the day."*

[1] YourDictionary, <https://www.yourdictionary.com/visionary>

[2] PsychologyToday, <https://www.psychologytoday.com/us/blog/sleep-newzzz/201403/blue-light-hazardous-sleep-helpful-while-awake>

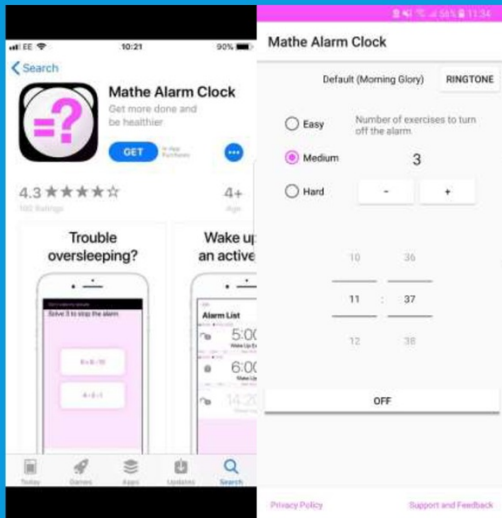
JOSH FORD

- Student Number: 1701602
- Course: Web Development
- Market Research and Planning and Production

MARKET

- A number of apps exist but all of them vary, each of them had different priorities.
- Both apps are missing something and we find that we could take advantage of this.
- There is a lot of competition in this market but each one is different and we feel we could take advantage of this!
- Our app is different because we find that we can find a medium between a good design and a good puzzle and game.

EXAMPLE 1



- This example was focused on the puzzles and not so much the design. The puzzles were good but lacked a variety of puzzles and games.
- Lacked a catchy design which would make it look good and attract users.

EXAMPLE 2



- This second app has a more variety in puzzles and has a better design but has not been updated in a number of years.
- Has a good design and a decent number of games.
- Is quite an old app and hasn't been updated for a while.

HOW THIS CAN HELP US

- The examples of current alarm clocks show that one of them is missing the design and the other one missing up to date puzzles and games.
- We are going to make our game attractive to look at, will use the colour blue for the background for reasons explained.
- "Subjects exposed to blue light were able to sustain a high level of alertness during the night when people usually feel most sleepy"[1].
- We find that we could find the ground between having a design which will suit the alarm and will keep the user awake and not snoozing off.
- Have puzzles and or games that will not be too difficult but will get there brains working

TARGET MARKET

- People who struggle to get up in the morning
- People who are looking to get the brain active in the morning.
- For general use of people who think this could help them in the mornings.

PLANNING AND PRODUCTION

- The prototype will be made as a web application.
- Made using html, css and JavaScript.
- Made on visual studio.
- Using these skills because this is where our main skills are based.

REFERENCES

- [1] - <https://abcnews.go.com/Health/story?id=1563029> , sourced from ABC news.

DANIEL NEWMAN

- Student Number: 1702330
- Course: Web Development
- Business and Team Working

5 - BUSINESS

- Business Name: Orion Studios
- Application Name: Alarm Clock: Puzzles & Games



Blue colours
are shown to
keep the user
awake [1]

Daniel Newman

5 - BUSINESS

- App Mission Statement
- To prevent the use of the snooze button by waking up more engaging and relaxing.

5 - BUSINESS

- Slogan
- “Waking up is like a game. You hit snooze, you lose.”

5 - BUSINESS

Objectives

- To prevent the use of the snooze button by stimulating the brain instead.
- The app should train the user to wake up straight away rather than going back to sleep to repeat a cycle of waking and sleeping. Hitting snooze and falling back to sleep actually harms your body's natural wake time and will make you more exhausted throughout the day. [1]
- To make waking up fun instead of an annoyance.
- To lead users into a healthier lifestyle and increase their productivity. The faster you wake up for the day ahead, the sooner you can begin your busy schedule.

6 – TEAM WORKING

- Team Orion has been working very closely together to bring our ideas to life.
- The team frequently meets up to work on projects and to discuss about the details of our business idea and application.
- When we meet up we often brainstorm Ideas using the “Brain Writing” brainstorming method. [3]
- Working together frequently in the same room allows us to provide instant feedback to our peers.
- If we hit a snag, as a result of working together in the same room we are able to communicate concerns and provide ideas for solutions on the spot.

REFERENCES

- Sources.
- [1] Use of blue in app logos <https://abcnews.go.com/Health/story?id=1563029>
- [2] Snooze exhaustion <https://thethirty.byrdie.co.uk/snooze-button>
- [3] Brainstorming <https://www.wrike.com/blog/techniques-effective-brainstorming/>

THANK YOU

Assignment - Scott Mainwaring

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

62/100

Instructor

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GRADING FORM: UWTSD GRADING FORM

SCOTT MAINWARING

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1. RESEARCH LITERATURE

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

 Citations: // + 2 References – could be extended and adhere to standard format.

4

2. KNOWLEDGE AND UNDERSTANDING

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

 Ideation. USP. Product description.

12

3. ANALYSIS

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

 Product analysis. Colour analysis.

12

4. PRACTICAL APPLICATION

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

 Logo creation. Prototype example and features. Very good.

17

5. PROFESSIONAL PRACTICE

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

 Good introduction. Well spoken. Good clear consistent slides.

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