

TechHub Final Pitch Josh Ford

by Joshua Ford

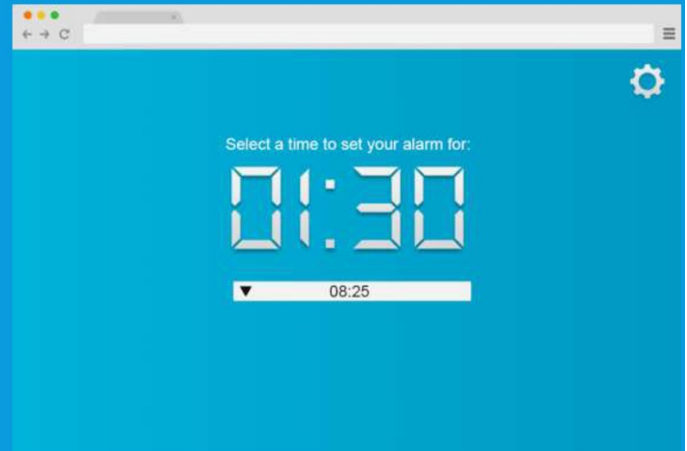
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TIME SUBMITTED	08-MAY-2019 07:40PM (UTC+0100)	WORD COUNT	402
SUBMISSION ID	106687813	CHARACTER COUNT	1692

ALARM CLOCK PUZZLES AND GAMES

- Group: Orion studios
- Josh Ford – Market research, Developer
- Daniel Newman – Project manager, Developer, designer
- Scott Mainwaring – Visionary, developer
- 'A visionary is someone with a strong *vision* of the future'[1]

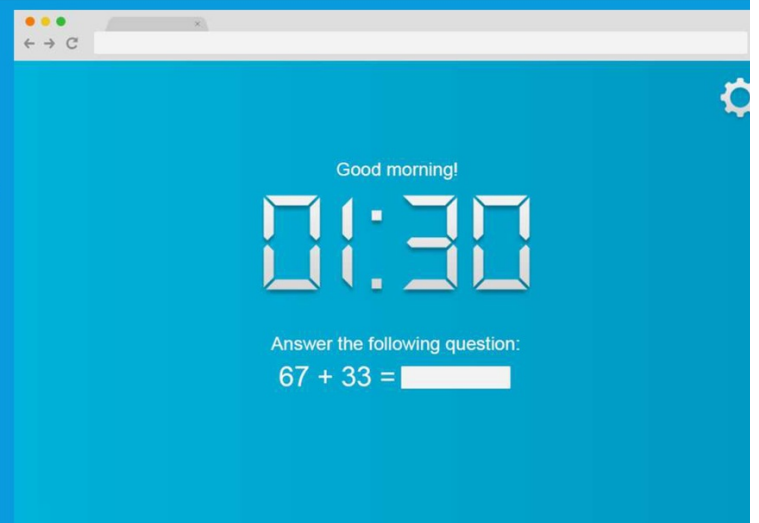
2. THE IDEA

- The idea was to create an alarm clock app that people wanted to use.
- It is designed to look easy and good to understand
- Simple design
- Easily set the alarm



2. THE IDEA

- This is an early idea of what we wanted it to look like.
- Answer a number of questions to stop alarm.



2. THE IDEA

- The current prototype looks slightly different to the early designs.
- The current prototype allows the user to :
set alarm.
Stop and cancel alarm
Play game that is integrated into the alarm.

2. DIFFERENTIATING FACTOR

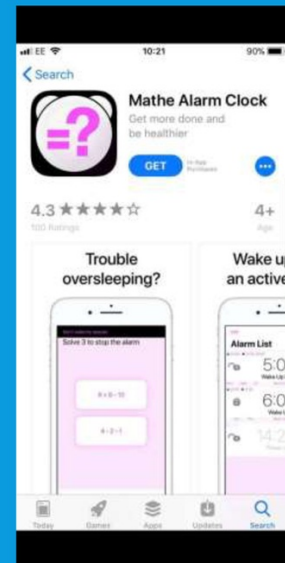
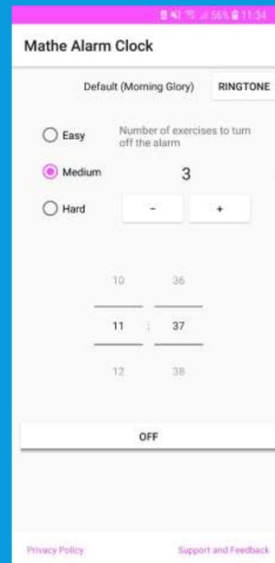
- There are a number of similar apps available but not many that are on the same route as we want to take ours.
- We want the game to help the user not just to get up but to help their brain.
- Our USP, ('differentiates a product from its competitors'[2]) is that we want our app to help the user get up more efficiently in the mornings.
- We aim to help to user with the game, the game being something that will help the user think.

3. MARKET

- There is a market for our product because there are a few apps that have games and puzzles in what we want to get to.
- This being similar to what the early illustrations are similar to.

3. SIMILAR APPS

- Lets the user set an alarm
- Stops the alarm by solving a puzzle
- Lacks catchy design



3. SIMILAR APPS

Similar colour to ours, as blue is known to keep you awake [3].

Easy to set alarm



3. HOW IS OURS DIFFERENT

- Ours is different because we intend to have a good and catchy design
- Suitable games and puzzles
- Simple but effective design

REFERENCES

- [1]- Merrian-webster <https://www.merriam-webster.com/dictionary/visionary>
- [2]- Tech target <https://whatistechtarget.com/definition/unique-selling-point-USP>
- [3]-university of oxford <http://www.ox.ac.uk/news/2016-06-09-lighting-colour-affects-sleep-and-wakefulness>

FINAL GRADE

GENERAL COMMENTS

65/100

Instructor

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GRADING FORM: UWTSD GRADING FORM

JOSHUA FORD

65

1. RESEARCH LITERATURE

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

 C: ///

3

2. KNOWLEDGE AND UNDERSTANDING

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

 Ideation. Differentiation. Market research.

9

3. ANALYSIS

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

 Idea analysis. Product functionality. Competitor analysis.

8

4. PRACTICAL APPLICATION

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

 Analysis applied. **10**

5. PROFESSIONAL PRACTICE

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

 Very well spoken and delivered. **35**