

EIGP Assignment 2 - P131560

by Helen Louise Frey

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Enterprise & Innovation Group Project

Assessment 2 – Individual EI Report
ACDA5003

New Product Business Innovation Plan

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Introduction

This report will set out a new product business innovation plan bringing together various aspects of creating a company called L.I.F.E APPS. It will examine trading names, classification and associated branding graphics together with a marketing plan. The mission statement, objectives and values, the market research and competitors will be investigated. A PEST analysis will be made, and the results will be set out. Intellectual Property Protection will be explored.

An evaluation of the primary research conducted at the Stroke Foundation will be made.

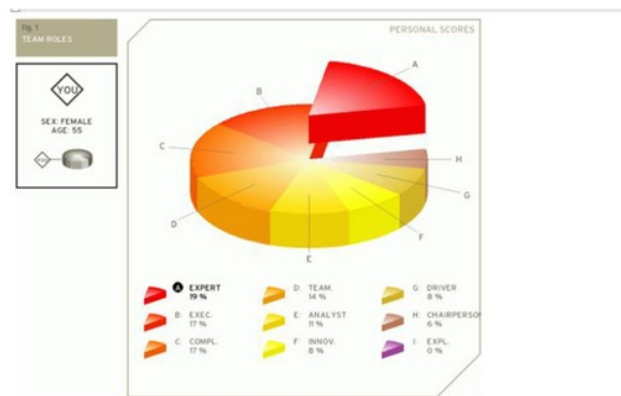
L.I.F.E. APPs will design and take to market an app for stroke victims, using smart watches. The idea behind the app is that the wearer will wear the device for one week to allow baseline parameters to be recorded. The current measurements will be checked every 60 seconds to measure against the baseline measurements and if a deviation of n^1 is registered then an alert will be sent via text to a pre-defined contact. The app is specifically designed to do this automatically so should the wearer be unconscious, the alert would still be sent. There would also be a GPS tracker on the app should the user not be at home when an alert was sent out.

Ideation

Various ideas were investigated: (1) a microchip for pets that had GPS; (2) an RFID chip in pets that would bounce off lampposts or people's cell phones, however after some research this was impractical due to the battery and various other factors [41]–[46]. (3) a medication holding box that was 'smart' and would alert people if medication had not been removed at the correct time (4) similarly a device that alert users if they have not drunk enough water in a 24-hour period [47]. However, these ideas are readily available with no obvious differentiating factors.

Team Members

Julie Millard and Helen Frey². Roles were assigned based on the results of a Belbin Test (please see Appendix 1 for full test result).



Expert

The expert has the skills and expertise required for the specific task at hand. He or she has a strong focus on the task and may get defensive when others interfere with his or her work. The expert prefers to work alone, and team members often have a great deal of trust and confidence in him or her.

Figure 1: Belbin Test result

¹ n will depend on each individual parameter as, for example, blood pressure readings can fluctuate plus or minus 10 or more without any problems, whilst a temperature reading with the same fluctuation would be significant.

² The team originally included Nicholas Jones but due to unforeseen circumstances he was unable to join us. Other team members who changed teams are Rubina Khatun and David James.

Roles:

Helen Frey: (1) Business Description, (5) Marketing Plan and (4) jointly with Julie, Market and Competitors.

Julie Millard: (2) New Product Development, (3) Production and (4) jointly with Helen, Market and Competitors.

Team Reports were made and can be found in Appendix 6.

1. Business Description

1.1 Company Name vs Trade Name

A company name is the name of a company that is registered at Companies House and protected by law meaning that no other company can use it. However, business and trade names do not have to be registered at Companies House and as such are not protected by law meaning that should someone else register the name you are using in Companies House they could do so, enjoy the benefits of any 'goodwill' accumulated and require you to stop using the name. Despite business and trade names being allowed for commercial purposes the company name (legal name) is used for contracts [1], [2].

The company name for this module is L.I.F.E. APPS (L.I.F.E. stands for Liberty, Independence and Freedom, there for you in an Emergency) with the first product called The LIFE App.

The Companies' House register was accessed to ascertain whether the company name was available. Figure 1 shows that no exact company name matches were found so this would be possible.

Figure 2 - Companies House Company Name Check

1.2 Legal Classification

UK partnership types were examined:

1.2.1 General Partnership

A general partnership is defined by the Partnership Act 1890 [3] as two or more people "trading in common with a view to profit" [4].

with both partners being taxed individually on their share of the profit. The disadvantage is that partners are personally liable for business debts and obligations (should the business fail).

1.2.2 Limited Partnership

For a limited partnership there must be at least one general partner and one limited partner that have separate responsibilities and liabilities. All partners are taxed

individually but the liability for debts rests solely on the general partner(s). It is not possible to be a general and a limited partner at the same time in the same company [5].

1.2.3 Limited Liability Partnership

A limited liability partnership requires two or more members (defined as either a person or a company). All parties pay tax, but no-one is personally liable for debts [6].

The company would be run as a general partnership as this was considered to be the most pertinent option.

1.3 Business Description

The product is an app. This will be used in conjunction with a smart watch which may or may not be connected to a mobile phone. The user would wear the watch for a week and have their biometrics monitored to establish a baseline. Depending on their condition the choice of parameters would be inserted to determine at what point the change in biometrics would need to be reacted to. If the parameters were reached, then a text would be sent to a pre-defined contact to notify them. This would work even if the user were unconscious. If the user were to leave home a GPS could be used to locate them.

This app would initially be targeted at stroke victims using pulse and temperature sensors. An accelerometer would also be used to monitor any falls. As the idea developed it has become apparent that the app could be used for a plethora of different conditions.

1.5 Mission Statement and Slogan

A mission statement is the company's written declaration of purpose. It clearly defines why the company exists and what it intends to accomplish [13], [14].

The idea behind The LIFE App is that currently people with health conditions can lead quite limited, challenging lives and can have their independence threatened. To enable them to retain their independence whilst being just a text away from having help could have a profound impact on their lives. Unlike apps connected to, for example, Alexa, which forces the person to be within a specific distance to either the hub or the dot, the smart watch would be connected to either a mobile phone or the cloud which would allow them to be independent whilst out of the home environment and make them more confident to leave their house.

Our mission statement is 'Promoting independence and peace of mind through innovative technology'. With a slogan of 'texts a friend'.

1.6 Aims, Objectives and Values

A company's aims are what the company wants to achieve, the objectives are what is used to have a sense of direction to get there and the values are what the company wishes to use to guide the way that business is done [15], [16].

L.I.F.E. APPS' overarching objective is to allow people with medical issues freedom and independence in their daily lives [17]. The objectives used to achieve this have been developed using the SMART system (Specific, Measurable, Achievable, Realistic and Time Specific) as follows [18], [19]:

1. create an app and get to market before any competitors;
2. survive the first year and in the second year sell the app worldwide;
3. learning the required marketing skills to achieve sales;
4. as neither team member has coding skills, the aim is to keep the learning process as simple as possible to achieve the creation of the app; and
5. to get the app ready by June and marketed over the summer period with sales starting by Christmas 2019.

4. Market and Competitors (Julie and Helen)

4.1 Analysis and Statistics: Competitors

In September 2018 Apple launched their Watch Series 4 [20] which allows users to have an ECG reading. This could allow abnormal heart rhythms to be detected and stored to share with specialists. Apple has also included an accelerometer and gyroscope in their Watch to monitor hard falls which will trigger a notification and ask if help is required. If the user is immobile for 60 seconds after the fall the emergency services will be called automatically.

Future possibilities allow for biometric authentication as used in the Nymi band [21] in collaboration with Microsoft, using unique rhythmic patterns of cardiac biometrics to unlock Windows 10 PCs. This allows users to be logged into the machine by tapping the band, and having the PC automatically turn off if the device is not detected in the vicinity.

The idea of monitoring biometrics for medical use is also used by Epilepsy Action Australia and they have a variety of medical products [22]. Their revenue (in Australian Dollars) for 2016 and 2017 is shown in figure 2.

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2017

	Note	2017 \$	2016 \$
Revenue			
Operating revenue	4	4,152,627	5,236,292
		4,152,627	5,236,292

Figure 3 - Epilepsy Action Australia Income Statement [23]

Another similar idea can be found in the International Journal of Telemedicine and Applications [24] where the schematics were laid out for a biometric system to detect and respond to incidents in real-time for cardiac patients and can be found in Appendix 4. This does not yet appear to have gone to market.

International Journal of Telemedicine and Applications

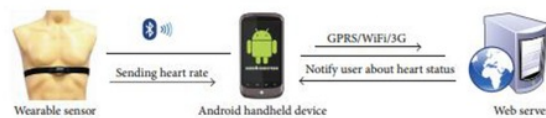


FIGURE 1: System architecture for remote patient monitoring system.

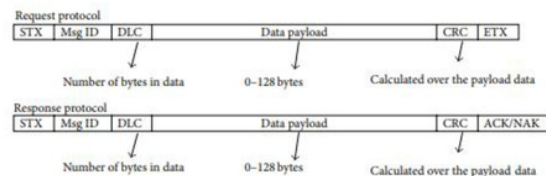


FIGURE 2: Message format for communication.

Figure 4: Cardiac System for Communication

4.2 PEST Analysis

4.2.1 Political

Whilst there is a certain amount of unrest with Brexit the main issue would be the European Union General Data Protection Regulations (EU GDPR) [25] which came into force in May 2018. Britain has had to bring their existing rules for the Data Protection Act [26] in line with the EU GDPR. This could potentially cause an issue for holding personal data with members of the EU. In reaction to this, the LIFE APP is designed so that no personal information is held by the company and that all personal data is to be held on the wearer's watch/phone (app).

4.2.2 Economic

The current trend, according to Reuters [27], is that Britain's economy is declining and is, according to Pricewaterhouse Coopers, likely to become the seventh largest economy which is a drop from the current position of the world's fifth as France and India overtake it [27].

"Britain's economy slowed and the value of the pound slumped after the 2016 Brexit referendum decision to leave the EU." [27]

Focus Economics backs up Reuters and Pricewaterhouse Coopers predictions by stating that:

"... both the services and manufacturing PMIs dropped, with the services PMI hovering only just above the 50-threshold separating expansion from contraction."[28]

4.2.3 Social and Technological

As can be seen from research, current trends are on wearable health devices [20]–[22], [24], [29]–[32]. Health and technology are becoming synonymous so it is considered that now would be a good time to launch such a product.

4.3 Intellectual Property Protection

According to the World Intellectual Property Organization, Intellectual Property (IP) is defined as follows:

"Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce."[7]

IP can be sold, licensed, belong to more than one person or belong to a business. In the UK IP rights can last from 25 to 70 years depending on the type of IP [8], [9].

4.3.1 Brands and Trade Marks

A trade mark is a name or logo that is associated with your business. It must be unique and non-descriptive. It should not include *"geographical names"* or *"anything implying royal patronage"* [9]. Once created it is put on the Intellectual Property Office database which is searched when any new trade mark or logo is applied for.

4.3.2 Intellectual Property and Software

A patent is used to protect an invention from being copied and taken as another person's invention. It is the backbone of any legal action taken who uses the invention. To obtain a patent there are 3 main criteria:

- *"something that can be made or used"*
- *new*
- *inventive - not just a simple modification to something that already exists"* [10]

Without going through the patent application it is currently unclear whether this product could be patented because under the list of “*What you can’t patent*” on the IP Government website is “*some computer programs or mobile apps*” [10]

4.3.3 Non-disclosure agreements

A non-disclosure agreement is a contract between one or many parties that will allow the idea/concept to be discussed without the recipient being able to use or discuss the confidential information with any other party without the express permission of the discloser [11]. An example one-way non-disclosure agreement can be found at Appendix 3 [12].

4.4 Primary Research from some of The Stroke Foundation Members

A meeting was set up with Karyl Carter, the local Support Co-ordinator from the Stroke Association (Bridgend Branch). A questionnaire was created, and members were asked for their input on the potential of the product. The screenshots of the emails and original questionnaire can be found in Appendix 4.

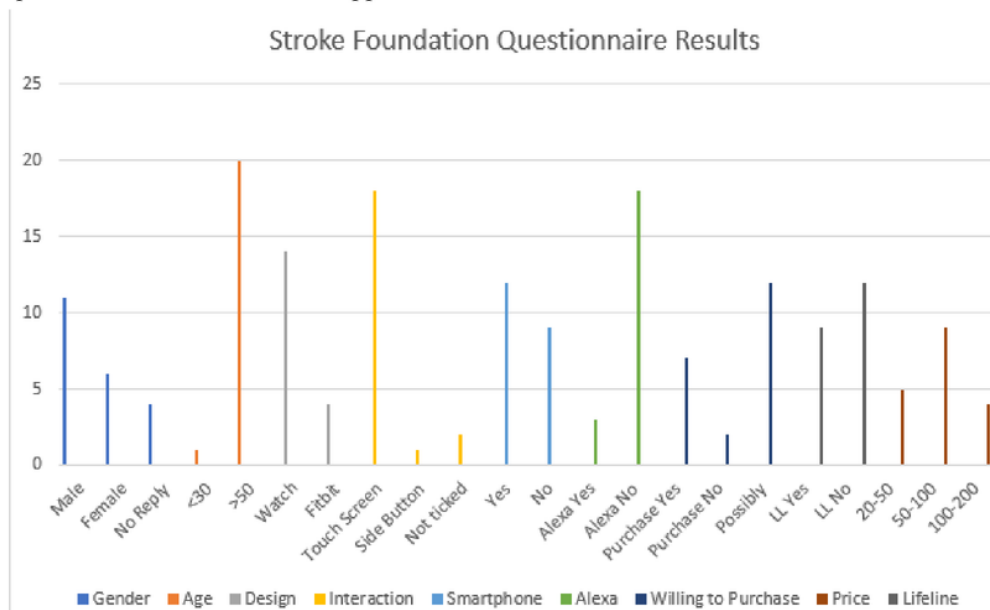


Figure 5: Questionnaire Results

The results from 21 Stroke Foundation members show that they are interested but it would depend on the price.

Discussions were had with members and many stories were told about how incident response (from initial contact to help arriving) took between 4-8 hours with paying companies such as Telecare [33] Bridgend which has a £39 start-up fee and costs £12 per month. LifeLine is currently charging £112 annually for one device and monitoring. The Stroke Foundation members were delighted with the idea that this app would give instant access to a loved one with the potential for swifter response times.

5. The Marketing Plan (Helen and Julie)

5.1 Target Audience

15 million people have a stroke each year and approximately 9 million survive [34]. The survivors are the initial target audience as 1 in 4 victims will have a second stroke within 5 years [35]–[37]. However, as the project has progressed it has become apparent that the market is open to vulnerable adults, children and anyone living on their own.

5.2 Marketing / Distribution

Marketing is the process of identifying customer needs and finding a way of showing them that the product that you have is the one that will satisfy that need [38].

A website has been created via Wix (led by Julie) where the L.I.F.E. App can be purchased.

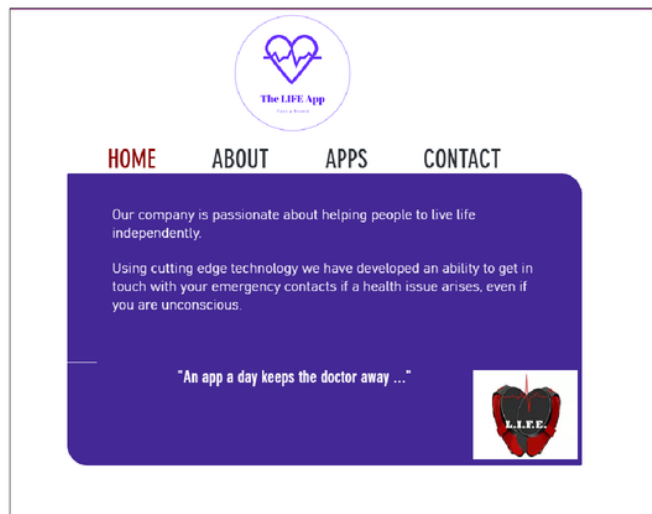


Figure 6: Website Homepage

A video demonstration has been created (jointly with Julie) with the assistance of Catrin Lewis and Hei Jo Shin Ju Jitsu club and this will feature on the website and be on You Tube. Distribution methods: customers will be able to purchase and download the app and will be given instructions on its use.

However, the biggest marketing tool that will be used is live demonstrations with the opportunity to purchase on the spot.

Posters will be placed in hospital waiting areas and the Stroke Foundation agreed to allow them to be put in their locales. Clinics and General Practitioners' surgeries will also be targeted. Facebook, Twitter and Instagram accounts have all been created (jointly with Julie -please see Appendix 6).

5.3 Brand Advertising Graphics

A logo, banner and website were also created (*both Julie and I worked on this at the same time, on the same machine*). The design concept was for 2 watches to be communicating health data to each other.



Figure 7: First iteration of logo

Following a meeting with Llinos McVicar, the University's branding specialist, it was pointed out the inherent faults with the logo and banner (eg would not look good smaller or in black and white) so the logo has been changed.

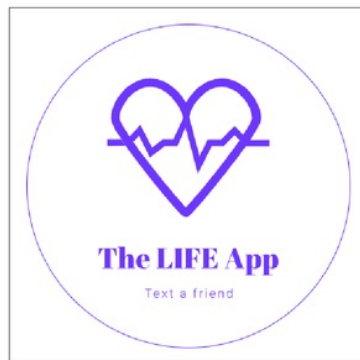


Figure 8: Second iteration of logo

5.4 Price

Although there does not appear to be this type of device currently on the market, the prices of health/pseudo-medical apps range from \$2.99 monthly subscriptions to \$12.99 to one-off prices of \$79.99 [39]. 9 Stroke Foundation members are currently prepared to pay between £12 per month and £119 per year [33], [40].

The price of The LIFE App is currently considered to be a one-off payment of £9.99 although this may be subject to change.

Conclusion

As a result, the company name will be LIFE APPS and it will be a general partnership with 2 equal partners. The first product will be the LIFE App - a wearable smart device app that monitors some health parameters and sends an alert to a loved one if they are outside the acceptable limits. The logo is going to be more simplistic with just a heart and a heartbeat going through it in purple. Mission statements, objectives, aims and values were incorporated into the company ethos. Market research was conducted and has shown that health product smart apps are becoming ubiquitous so now is the time to get into the market. A PEST analysis was conducted and intellectual property was considered.

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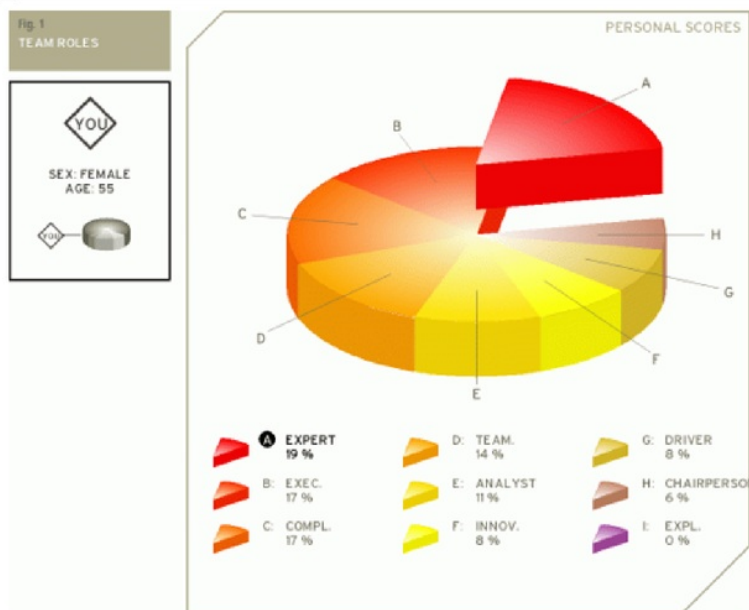
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Appendix 1: Results of the Belbin Test (Helen Frey)

Background: a series of questions were answered and analysed and used to identify what type of team role is the most suitable. "The nine team roles are the Executive, Explorer, Innovator, Analyst, Driver, Chairperson, Completer, Team player and Expert and are expressed as a percentage. After the graph, each team role is explained in detail, in the order of its importance to you.[48]



Expert

The expert has the skills and expertise required for the specific task at hand. He or she has a strong focus on the task and may get defensive when others interfere with his or her work. The expert prefers to work alone, and team members often have a great deal of trust and confidence in him or her.

Executive

The executive is sometimes also referred to as the organizer. The executive is generally disciplined and eager to get the job done. He or she is efficient, practical, and systematic. Executives are well organized and diligent, and quickly turn the ideas of a team into concrete actions and practical plans.

Completer

The completer is very conscientious and feels responsible for the team's achievements. Completers are concerned when errors are made, and they tend to worry because of their controlling nature. The completer is also known as the finisher because they are most effectively used at the end of a task, to polish and scrutinize the work for errors, subjecting it to the highest standards of quality control.

Team Player

The team player is caring, avoids conflicts, and fosters harmony. Being someone who likes to help other people, the team player is generally considered agreeable and friendly. He or she is diplomatic and emphasizes solidarity and team cohesion.

Analyst

The analyst has a tendency to be reserved and critical. The analyst will also react to plans and ideas in a rational and sensible way. He or she will favour a prudent approach to matters and will evaluate them according to their accuracy before acting.

Innovator

The innovator is often the creative generator of a team. He or she has a strong imagination and a desire to be original. The innovator prefers to be independent and tends to approach tasks in a scientific way. As a creative individual the innovator may play a crucial role in the way a team approaches tasks and solves problems.

Driver

The driver is generally very ambitious and energetic. He or she may appear as impatient and impulsive. The driver is a strong motivator and will challenge others at crucial times. Although the actions of the driver may sometimes seem somewhat emotional, they do play a crucial role in pushing the team forward to succeed.

Chairperson

The chairperson has a strong coordinating role. With an emphasis on procedures, the chairperson will try to bring and keep the team together. He or she is communicative and deals with the members of the team in a respectful and open-minded way.

Explorer

The explorer is generally an extrovert by nature. He or she is cheerful, gregarious. The explorer is also investigative, interested and curious about things. Because explorers like to improvise and communicate with others, they will have little problem presenting ideas to the team and developing new contacts.”

Figure 9: Belbin Test Results

Appendix 2: Example of a One-Way Non-Disclosure Agreement

An Example of a **One-way** Non-Disclosure Agreement

Date: 2011

Parties:

[NAME OF INDIVIDUAL RECEIVING INFORMATION] of [address of individual]

OR

[NAME OF COMPANY RECEIVING INFORMATION], a company registered in [England] under company number [number on Register of Companies] whose registered office is at [address of office on the Register of Companies]

(the Recipient)

and

[NAME OF INDIVIDUAL DISCLOSING INFORMATION] of [address of individual]

OR

[NAME OF COMPANY DISCLOSING INFORMATION], a company registered in [England] under company number [number on Register of Companies] whose registered office is at [address of office on the Register of Companies]

(the Discloser)

1. The Discloser intends to disclose information (the Confidential Information) to the Recipient for the purpose of [insert details e.g. discussing the possibility of the Recipient and the Discloser entering into a joint venture] (the Purpose).
2. The Recipient undertakes not to use the Confidential Information for any purpose except the Purpose, without first obtaining the written agreement of the Discloser.
3. The Recipient undertakes to keep the Confidential Information secure and not to disclose it to any third party [except to its employees [and professional advisers] who need to know the same for the Purpose, who know they owe a duty of confidence to the Discloser and who are bound by obligations equivalent to those in clause 2 above and this clause 3].
4. The undertakings in clauses 2 and 3 above apply to all of the information disclosed by the Discloser to the Recipient, regardless of the way or form in which it is disclosed or recorded but they do not apply to:
 - a) any information which is or in future comes into the public domain (unless as a result of the breach of this Agreement); or
 - b) any information which is already known to the Recipient and which was not subject to any obligation of confidence before it was disclosed to the Recipient by the Discloser.

5. Nothing in this Agreement will prevent the Recipient from making any disclosure of the Confidential Information required by law or by any competent authority.
6. The Recipient will, on request from the Discloser, return all copies and records of the Confidential Information to the Discloser and will not retain any copies or records of the Confidential Information.
7. Neither this Agreement nor the supply of any information grants the Recipient any licence, interest or right in respect of any intellectual property rights of the Discloser except the right to copy the Confidential Information solely for the Purpose.
8. The undertakings in clauses 2 and 3 will continue in force [indefinitely.] [for [insert number] years from the date of this Agreement.]
9. This Agreement is governed by, and is to be construed in accordance with, English law. The English Courts will have non-exclusive jurisdiction to deal with any dispute which has arisen or may arise out of, or in connection with, this Agreement.

If the Recipient is an individual

Signed and Delivered as a Deed by:
[name of Recipient] in the presence of:

Signature

Signature of witness

Name of witness

Address of witness

Figure 10: Example Non-Disclosure Agreement

Appendix 3: International Journal of Telemedicine and Applications

Figures 5-10 show how the cardiac systems would work [24].

International Journal of Telemedicine and Applications

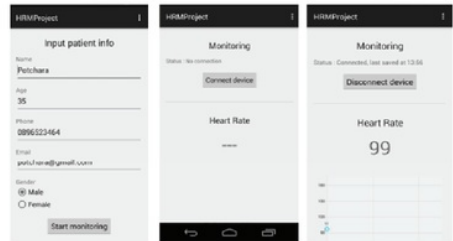


FIGURE 3: Application interface of listening port: patient basic information, connection notification, and real-time monitoring.

Figure 11 - Cardiac Interface

International Journal of Telemedicine and Applications



FIGURE 4: Patient data interface in web application.

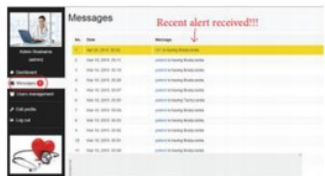


FIGURE 5: Alarming interface of remote patient monitoring system.

Figure 12 - Cardiac Messaging Interface

TABLE 1: Threshold values for alarming mechanism.

Sinus rhythm type	Threshold value of heart rate, blood pressure, and temperature
Normal	$60 \leq \text{HR} \leq 100$ (beats/minute), $\text{BP} = 100\text{--}140/60\text{--}80$ mmHg, and temperature = $36.5\text{--}37.5^\circ\text{C}$
Bradycardia	$\text{HR} \leq 60$ (beats/minute)
Tachycardia	$\text{HR} \geq 100$ (beats/minute)
Hypertension (Stage 1)	Blood pressure = $\text{Systolic} \geq 140/90$ mmHg
Hypertension (Stage 2)	Blood pressure = $\text{Systolic} \geq 150/95$ mmHg
Hypotension	Blood pressure = $\text{Systolic} \leq 90/60$ mmHg
Fever	Temperature $\geq 37.8^\circ\text{C}$
Hypothermia	Temperature $\leq 35.0^\circ\text{C}$



FIGURE 6: Location record of remote patient monitoring system.

Figure 13 - Cardiac Threshold Values and GPS

TABLE 2: Age-wise threshold values for adaptive alarming mechanism.

Parameters/age	18–35	36–64	Above 64
Normal heart rate	72–75 (BPM)	76–79 (BPM)	70–73 (BPM)
Bradycardia	HR $\leq$ 55	HR $\leq$ 60	HR $\leq$ 65
Tachycardia	HR $\geq$ 110	HR $\geq$ 120	HR $\geq$ 100
Hypertension	BP $\geq$ 150/100	BP $\geq$ 145/95	BP $\geq$ 140/90
Hypotension	Systolic BP $<$ 85 mmHg	Systolic BP $<$ 96 mmHg	Systolic BP $<$ 117 mmHg
Fever	Temperature $\geq$ 37.2°C	Temperature $\geq$ 37.5°C	Temperature $\geq$ 36.9°C
Hypothermia	Temperature $<$ 35.5°C	Temperature $<$ 35.1°C	Temperature $<$ 35.0°C

BPM represents beats per minute.

Figure 14 - Cardiac Age Alarm Thresholds

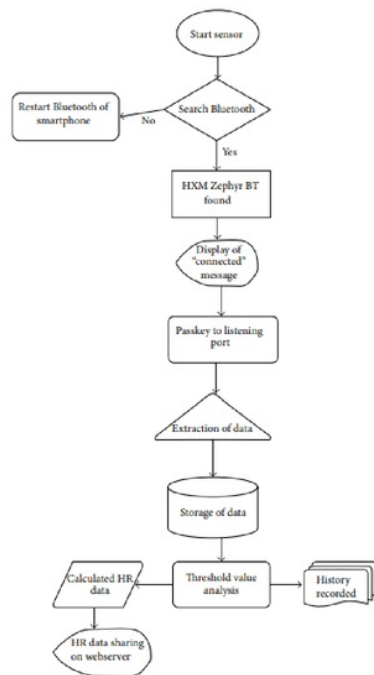


FIGURE 7: Flowchart of the remote patient monitoring system.

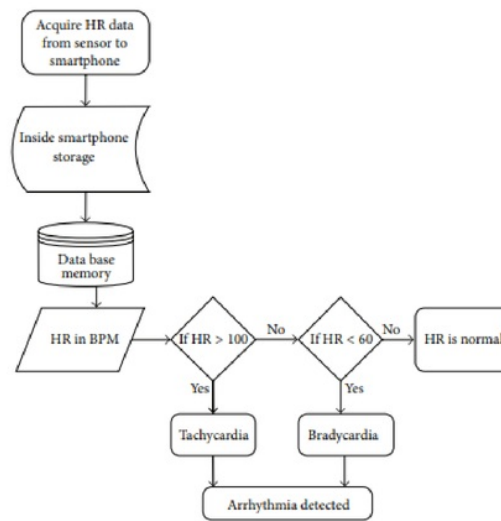


FIGURE 8: Flowchart of alarming mechanism.

Figure 15 - Cardiac Flowcharts

Appendix 4: Meeting with The Stroke Association

Setting up a meeting with Karyl Carter, the Support Co-ordinator of the Stroke Association in Bridgend to discuss the project and get some input from a professional in the field. A reply was sent that we would attend the Monday session at 10am (26 November 2019).

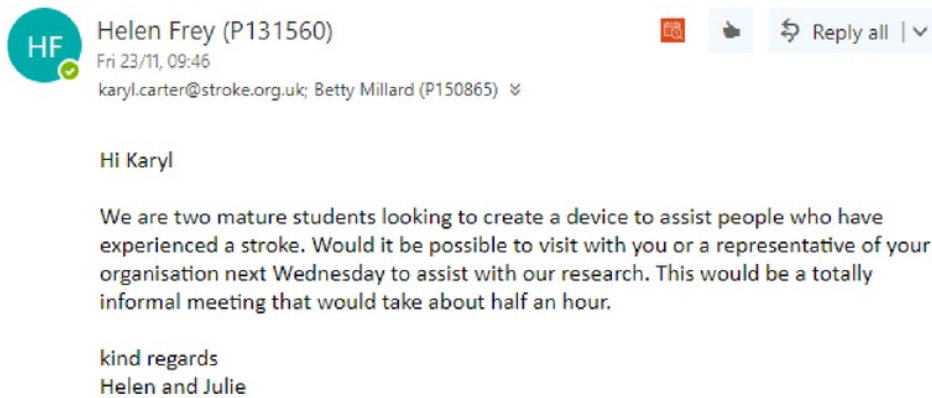


Figure 16: email to Karen Carter of the Stroke Foundation

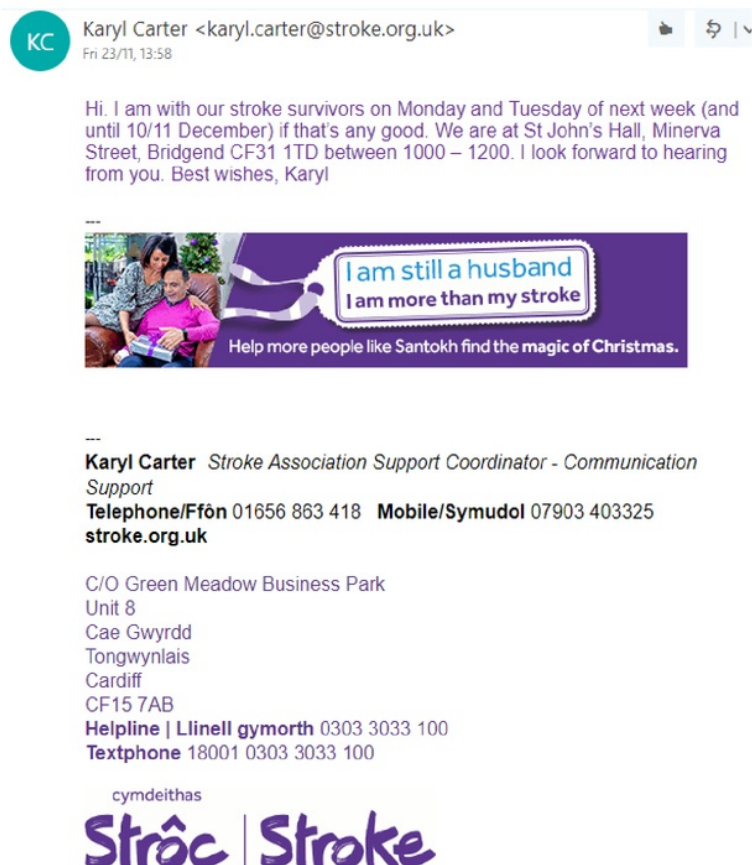


Figure 17: Email reply from Karen at the Stroke Foundation

Questionnaire

Questionnaire for LIFE Device presented to Bridgend members of the Stroke Foundation on 26 November 2018.

We are researching the possibility of creating a device at the University of Wales Trinity Saint David in Swansea. The device aims to assist people in the event of an accident which would result in a significant change in pulse rate/temperature. For example, should someone have a fall and is unable to move, the device would give off an alarm and vibrate and if it continues for more than a minute, a call would be made to a pre-arranged contact enabling them to take any necessary action.

To go further with this project, we are asking for your thoughts on this device. The following questionnaire has been created with this in mind. Please do not write your name on the paper so questionnaire remains anonymous. Please circle your choice.

Gender	Male	Female		
Age	Under 18	19-30	31-50	Over 50
Not answered: 3 Would you prefer the device to look like a watch or a <u>fitbit</u> ?	Watch 		Fitbit 	
How would you prefer to interact with the device?	Touch screen	Side buttons	Not answered:	
Do you own a smart phone?	Yes	No		
Do you own an Alexa?	Yes	No		
Would you be interested in purchasing?	Yes	No	Possibly	
Price you would be prepared to pay.	£20-£50	£50-£100	£100-£200	
Do you currently use <u>Lifeline</u> or other similar service?	Yes	No		

Figure 18: Questionnaire for the Stroke Foundation

Appendix 5 – Graphics/Marketing

Banner

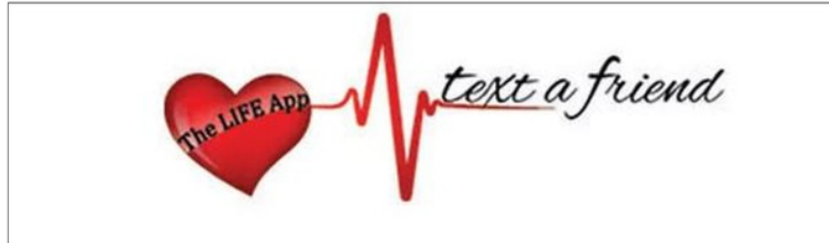


Figure 19: Original Banner

Poster

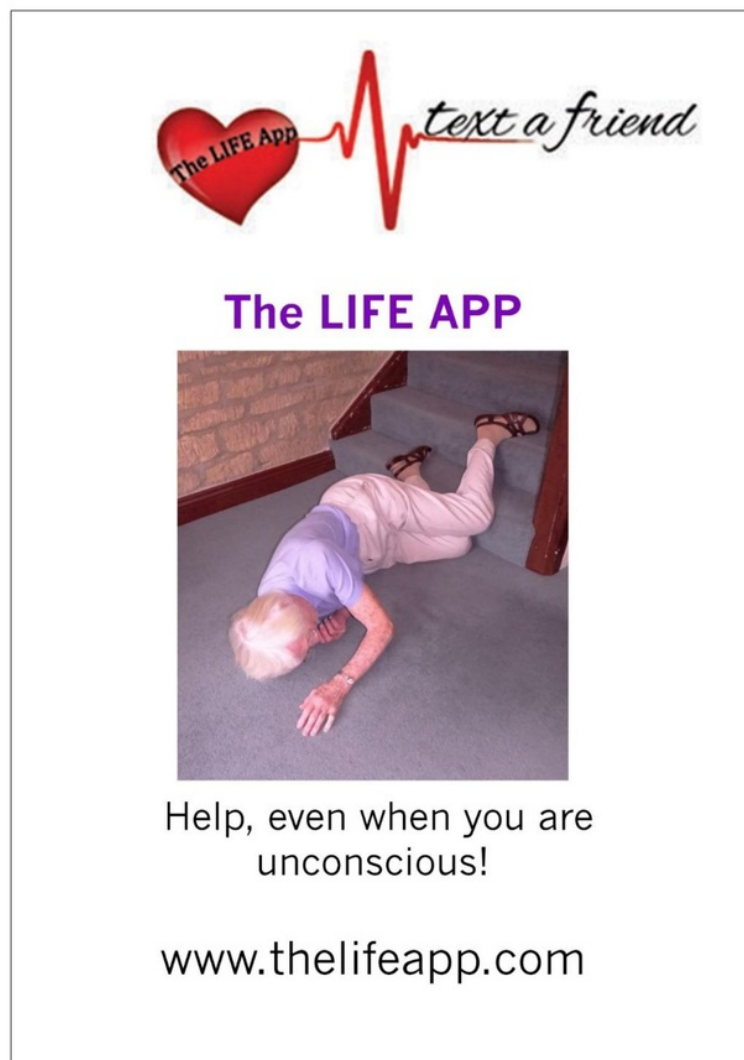


Figure 20: LIFE APP Poster

Website



ABOUT US

ABOUT US

Our company is passionate about helping people to live life independently. Using cutting edge technology we have developed an ability to get in touch with your emergency contacts if a health issue arises, even should you be unconscious.

EDUCATION

- University of Wales Trinity Saint David

Figure 21: Website - About Us Page

CONTACT US

We aim to respond to your email within 2 working days.

PHONE
123-456-789

ADDRESS
PO Box
Wales

E-MAIL
student.uwtsd.ac.uk

Name

Email

Phone

Type your message here...

Submit

Figure 22: Website - Contact Us Page

Appendix 6: Team Progress Reports

TEAM PROGRESS SHEET / COLLABORATIVE WORKING

Team Name: LIFE

Team Goals: Produce the LIFE App

Team Member Names & Roles: Julie Millard and Helen Frey

JM: Idea, Market, Planning and Production

HF: Competition, Statistics and Business

Weekly Progress report 1:

Date: 13/11/2018

In-Attendance: JM and HF

> Individual Updates:

Team to discuss individual roles and responsibilities, delegate tasks.

> Team discussion:

Notes: Look through the tasks and decide who is most suited to each of the different contributions required.

> Individual Actions:

JM: Decide on a name for the product and how it will look.

HF: Start Power Point presentation with slide outlines. Keep everyone on track and decide what is required for next week.

TEAM PROGRESS SHEET / COLLABORATIVE WORKING

Team Name: LIFE

Team Goals: Produce a Heart Rate 'Smart' Monitor

Team Member Names & Roles: Julie Millard and Helen Frey

JM: Idea, Market, Planning and Production

HF: Competition, Statistics Business

Weekly Progress report 2:

Date: 23/11/2018

In-Attendance: JM and HF

> Individual Updates:

Name has been decided as LIFE. PowerPoint presentation has been set up. Belbin profiles were carried out, individual roles, responsibilities and tasks were agreed.

> Team discussion:

Notes: research to be undertaken on device possible designs. How to produce – in depth discussion on what exactly is being included in scope and currently out of scope but desirable in future.

> Individual Actions:

JM research basic coding of smartphone.

HF research competitors. Contact Stroke Association for background research.
Keep everyone on track and decide what is required for next week.

> Meeting set for next Friday 9 am

|TEAM PROGRESS SHEET / COLLABORATIVE WORKING

Team Name: LIFE

Team Goals: Produce a Heart Rate 'Smart' Monitor

Team Member Names & Roles: Julie Millard and Helen Frey

JM: Idea, Market, Planning and Production

HF: Competition, Statistics Business

Weekly Progress report 3:

Date: 30/11/2018

In-Attendance: JM and HF

> Individual Updates:

> Team discussion:

Notes:

Following Companies House check the name LIFE has been changed to The LIFE App.

Logo design was discussed.

> Individual Actions:

JM research basic coding of smartphone.

HF to make logo. Consider how app will work.

Keep everyone on track and decide what is required for next week.

> Meeting set for next Friday 9 am

|TEAM PROGRESS SHEET / COLLABORATIVE WORKING

Team Name: LIFE

Team Goals: Produce a Heart Rate 'Smart' Monitor

Team Member Names & Roles: Julie Millard and Helen Frey

JM: Idea, Market, Planning and Production

HF: Competition, Statistics Business

Weekly Progress report 4:

Date: 31/1/2019

In-Attendance: JM and HF

> Individual Updates:

> Team discussion:

Notes:

Slogan has been created

Logo has been created

> Individual Actions:

JM research how to make an app

HF research how to make an app

Keep everyone on track and decide what is required for next week.

> Meeting set for next Friday 9 am

TEAM PROGRESS SHEET / COLLABORATIVE WORKING

Team Name: LIFE

Team Goals: Produce a Heart Rate 'Smart' Monitor

Team Member Names & Roles: Julie Millard and Helen Frey

JM: Idea, Market, Planning and Production

HF: Competition, Statistics Business

Weekly Progress report 5:

Date: 8/2/19

In-Attendance: JM and HF

> Individual Updates:

Some research has been undertaken for the app but as neither of us have coded before this seems outside our current abilities. We are in the process of finding an outside team member to assist / looking into learning a new skill.

> Team discussion:

Notes:

> Individual Actions:

JM continue individual report

HF continue individual report

Keep everyone on track and decide what is required for next week.

> Meeting set for next Friday 9 am

TEAM PROGRESS SHEET / COLLABORATIVE WORKING

Team Name: LIFE

Team Goals: Produce a Heart Rate 'Smart' Monitor

Team Member Names & Roles: Julie Millard and Helen Frey

JM: Idea, Market, Planning and Production

HF: Competition, Statistics Business

Weekly Progress report 6:

Date: 15/2/19

In-Attendance: JM and HF

> Individual Updates:

N/A

> Team discussion:

Notes:

A challenge has been issued for branding and social networking.

> Individual Actions:

JM social media

Facebook

Twitter

Instagram

Hootsuite

HF design challenges

Slogan needs to be re-created

Logo needs to be re-created

Keep everyone on track and decide what is required for next week.

> Meeting set for next Friday 9 am

TEAM PROGRESS SHEET / COLLABORATIVE WORKING

Team Name: LIFE

Team Goals: Produce a Heart Rate 'Smart' Monitor

Team Member Names & Roles: Julie Millard and Helen Frey

JM: Idea, Market, Planning and Production

HF: Competition, Statistics Business

Weekly Progress report 7:

Date: 22/2/19

In-Attendance: JM and HF

> Individual Updates:

N/A

> Team discussion:

Notes:

We discussed using a video to showcase the app at the final demonstration. This video would also be used to market the app online.

The video content was outlined, and we will be contacting Catrin Lewis and Paul Newman to carry out the enactment.

The price of the product was discussed, and we agreed more research need to be carried out before reaching an outcome.

> Individual Actions:

JM research price

HF research video

Keep everyone on track and decide what is required for next week.

> Meeting set for next Friday 9 am

TEAM PROGRESS SHEET / COLLABORATIVE WORKING

Team Name: LIFE

Team Goals: Produce a Heart Rate 'Smart' Monitor

Team Member Names & Roles: Julie Millard and Helen Frey

JM: Idea, Market, Planning and Production

HF: Competition, Statistics Business

Weekly Progress report 8:

Date: 1/3/19

In-Attendance: JM and HF

> Individual Updates:

N/A

> Team discussion:

Notes:

|

> Individual Actions:

JM: continue with app and continue writing report

HF: change logo and continue writing report

Keep everyone on track and decide what is required for next week.

> Meeting set for next Friday 9 am

TEAM PROGRESS SHEET / COLLABORATIVE WORKING

Team Name: LIFE

Team Goals: Produce a Heart Rate 'Smart' Monitor

Team Member Names & Roles: Julie Millard and Helen Frey

JM: Idea, Market, Planning and Production

HF: Competition, Statistics Business

Weekly Progress report 9:

Date: 18/3/19

In-Attendance: JM and HF

> Individual Updates:

N/A

> Team discussion:

Notes:

A change to the price has been made and is now a one-off payment of £9.99 for the App.

> Individual Actions:

JM: continue with app and continue writing report

HF: continue writing report

No more meetings required until after the assignment hand-in.

EIGP Assignment 2 - P131560

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

92/100

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GRADING FORM: UWTSD GRADING FORM

HELEN LOUISE FREY

92

1. RESEARCH LITERATURE

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



Good reference list format. very strong evidence of a research lead approach

15

2. KNOWLEDGE AND UNDERSTANDING

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



Introduction provides a clear overview.. well engaged with the literature

20

3. ANALYSIS

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



Product features. Very Good.. includes a summarize statement aka conclusion Analysis and understanding of technical features documented.

20

4. PRACTICAL APPLICATION

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



no full implementation . full detailed description. very good design and

17

5. PROFESSIONAL PRACTICE

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



high standard report. Submission on time. Team sheets: Good consistent individual progress and team collaboration.

20

