

Changemakers - Assignment 1

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Changemakers: Creativity and Value Creation (ACCA5033)

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2003859

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Welcome!

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Introduction

Introduction

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In this e-portfolio, I will be analysing how innovation shapes the world, identifying a research topic that would be developed whilst identifying the benefits and consequences. Below there are three tasks, in which it will contain 2/3 tasks with a reference list.

Task 1 –

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Welcome!

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Mindmap

Mindmap

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LINK - <https://www.mindmap22114302647h1v8500dy>

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Welcome!

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Reference List

Reference List

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1. The Importance of Innovation for Productivity. Ahmad, Ashfaq. March 2001. https://d1whtxts1xzie7.cloudfront.net/31459344/raq-un-e-with-cover-page-v2.pdf?Expires=1647036030&Signature=G910K%22yB3Tz100%22Hqg4mSvO6R6ik9Pso%22s8ghEQQy5FgWf0S09JHG98aop34qCkOYckeSWZNYUaaB6EJWZL5QI54XNkxy9J3ydeB95r0FsHOT2JiyCnzigdBh3KvklmCRuqG4S8-36xXzTWo4oMiiPvFwFoE6YZNix7E5FWuU9QxwlnBrlHnkT6CAZvLinXQQ6avxM8PHGZZeQJHCm1awNfswQoWU1xANDeWpD8T3SA-VftGef76AgGw1bl2P7eJaW0EbDaZ6F-vyikw8JlMr9f9QhKpJedTzc204AnilOCy4rF1-7QCUE68XMSYg4Aag61lulKzGw__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA
2. MasterClass, "Why Innovation Is Essential for Business Success," MasterClass, 2020. <https://www.masterclass.com/articles/why-innovation-is-essential-for-business-success#what-does-innovation-mean-in-business> (accessed Mar. 4, 2022).
3. J. Kylläinen, "The Importance of Innovation – What Does It Mean for Businesses and our Society?," Viima.com, Apr. 26, 2019. <https://www.viima.com/blog/importance-of-innovation> (accessed Mar. 4, 2022).

Task 2 –

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Aims and Objectives

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Aims and Objectives

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Aim
To develop an app that will combine the fundamentals of two apps to make a more efficient app.

Objectives
Research and investigate two successful apps and combine the two to create a productive app.
Analyse the number of GPS Satellites to create a successful application.
Evaluate qualitative data to examine the success.
There are many constraints as we have limited resources, such as money. This is because it is very expensive to increase the number of GPS satellites.

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Aims and Objectives

Research

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Research

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There are already apps out there that allows someone to track their friends/family, such as find my friends, and an app that directs you places, such as google maps. However, it could be a good idea if they were able to combine the both. If a person had to pick up their friend and had sent their location, but that location does not work in live time. Therefore, having an app that constantly updates their location and directions would be beneficial. This is not only good for safety concerns, but also security concerns.

This is an app that uses GPS constantly, with it updating their location every time they move. An example of this is, if someone vulnerable was to get kidnapped, then the police could use this system to follow the victim discreetly, even when the route is changed, due to the urgency of the kidnapper. Find my friends is a way of seeing where the person is and is updated constantly. And google maps is a good way of getting to the desired location. However, the desired location is a set place, and is not on the move. Therefore, creating an app that can do both is an essential safety measure for many people out there, particularly the vulnerable.

Creating this project would be beneficial to myself as it would allow me to fully understand the fundamentals of GPS and how it works. It is not only the GPS of the end user, it is also the GPS of the primary user, which makes it a lot more complex. GPS works via codes broadcast by a satellite so that a receiver can see exactly when the time signal was broadcast. [1].

GPS is an essential part of business as it allows them to track their shipments, plan routes, and enhance their customer service. [2]. Therefore, having this new system would be beneficial for them to track their lorries and shipments at all times. It would be interesting to see how businesses already use GPS, and with the enhanced performance of the new idea, then they are able to pinpoint their exact location, even when there are multiple of them around.

This new app would be particularly helpful for myself as I had a previous struggle that included GPS. My father had gone for a bike ride and was in the middle of nowhere, he had called me saying that he had a puncture and if I would pick him up. At the time I had an approximate location of where he was and had to estimate my journey on google maps. As he was attempting to find me, it took longer than needed to find each other. Therefore, I believe that having this new app would be beneficial to many people. If I had that app on the day then I would have been able to see his exact location, even when he was on the move, whilst also updating the directions for myself, and allowing him to see where I was at all times, which would then cut the time in half.

Research suggests that in the 2013 Pew Research Center survey, they identified that 12% of adult smartphone owners used the app to track their friends, however has not been checked since. [3]. This is a very low percentage, which was much less than expected. Least surprisingly, 70% of smartphone users utilise google maps [4]. which is a massive percentage of people who are using it daily. My hypothesis is combining the two apps will have at least 75% usage from smartphone users, which is a massive percentage. I believe this due to the fact that people believe that find my friends can be rather "creepy", therefore combining the two allows people to track their friends, whilst getting the real-time navigations.

Doing this would better the technology used for Data Analysis. Having more GPS towers around the world ensures that even when people are out in the middle of nowhere, they are trackable which then ensures their safety.

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Reference List

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- [1] "Satellite Navigation - GPS - How It Works | Federal Aviation Administration," Faa.gov, 2022. https://www.faa.gov/about/office_org/headquarters_offices/ato/service_units/techops/navservices/gnss/gps/howitworks#:~:text=GPS%20satellites%20carry%20atomic%20clocks,time%20the%20signal%20was%20broadcast. (accessed Mar. 5, 2022).
- [2] "What Are the Benefits of Using GPS in Business?," Small Business - Chron.com, 2016. <https://smallbusiness.chron.com/benefits-using-gps-business-25324.html> (accessed Mar. 5, 2022).
- [3] J. Beck, "The Atlantic," *The Atlantic*, Aug. 20, 2019. <https://www.theatlantic.com/family/archive/2019/08/why-people-use-find-my-friends/596386/> (accessed Mar. 5, 2022).
- [4] R. Williams, "Google Maps rated as No. 1 navigation app, survey says," *Marketing Dive*, Jul. 11, 2018. <https://www.marketingdive.com/news/google-maps-rated-as-no-1-navigation-app-survey-says/527525/#:~:text=Google%20Maps%20is%20six%20times,app%2C%20Google%20Downed%20Waze.> (accessed Mar. 5, 2022).

Task 3 –

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Research Strategies

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When doing my own independent research, I conducted interviews on my housemates. They had their own opinions on the matter, with some thinking it was a great idea, whilst others had some reservations on the privacy concern. In particular, the females thought it was a great idea for nights out, for example, when someone walked off to go to another club or to go home, then they can track them to ensure they get to their destination safely. Or to allow them to direct them to their friend in order to form a group again. On the other hand, the males thought it was a massive privacy concern as they would feel as if they were being followed and their every step was being analysed. Both responses are perfectly acceptable as they have valid reasons.

From secondary research I have conducted, it shows that a lot of people have had bad experiences with google maps, where it would show they have arrived at their destination but was actually out by a couple hundred metres. [1]. This is a massive issue, especially when people are using these services in a completely foreign area for them. So, having more GPS satellites in the world will help solve these issues. The consequences of this are time and money. There are not enough resources available to facilitate these improvements. If we were to approach apple and google maps, proposing this new app then I believe that they would be interested in helping as it would mean more exposure and an increase in the number of users, if all went to plan.

There are many limitations to find my friends, first and foremost, only apple users are only able to use this app. This is because it is only apple compatible and not available on android devices. Users are able to use find my friends on iPhone, iPad and Mac, but the only issue is that they are not able to share location with any friends or family that do not have apple. There is also a limitation for apple users as if they have iOS 12 or earlier, then it is not accessible. Hence, having this new app will allow apple, android and old OS are able to use it. [2].

It is interesting to discover in my research that since the UK left the EU, the satellite navigation has struggled massively. They wanted to disregard Galileo and to create a UK Global Navigation Satellite System (GNSS). However, this did not go to plan and have therefore stuck to Galileo. [3]. I propose they use the money they were going to invest should go into adding more satellites to the UK to better expand their reach, especially in rural areas.

In hindsight, research suggests that developing this new app will benefit the UK, and all of its users. I do believe that the app will be more popular between females, and if promoted fully then would also get the males on board. In conclusion, I believe this app will be a success if it is given the right number of resources, time and dedication.

Reference List

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- [1] "How accurate is the location when using Google Maps location sharing with friends?," Quora, 2021. <https://www.quora.com/How-accurate-is-the-location-when-using-Google-Maps-location-sharing-with-friends> (accessed Mar. 6, 2022).
- [2] Apple, "Find friends and share your location with Find My," Apple Support, Jan. 21, 2021. <https://support.apple.com/en-gb/HT210514> (accessed Mar. 6, 2022).
- [3] J. Foust, "Paris Space Week 2022: The International event of the Space sector," *SpaceNews*, Aug. 24, 2021. <https://spacenews.com/britain-charts-a-new-course-for-satellite-navigation/> (accessed Mar. 6, 2022).

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GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

40/100

Instructor

Total:	Late: 40% -59%.
1. Engagement with Literature Skills	
T1 Mind Map: + Some use of citations and references included. – could be extended. T2 Aim & Objs, Res. Phil., Dbs & search strats: + Some good use of citations and references included. T3 Res. strats: + Some good use of citations and references included.	15
2. Knowledge and Understanding Skills	
T1: + Good coverage of come relevant concepts/topics, supported by some citations, could be extended in 1/2 nodes. T2: + Very good project idea. - A research philosophy has not been documented. T3: + Some relevant research strategies for data collection are indirectly documented. – The task answer could be more directly answered, and some additional methods mentioned.	10
3. Cognitive and Intellectual Skills	
T1: + Evidence of relevant concept and project idea analysis is documented. T2: + A single Aim and several Objectives have been documented. – Mind Map idea, and project Aim and objectives do not appear to be related. + Relevant background and rationale to the project idea	12

documented. T3: - Relevant strategies to enhance validity, reliability, and generalisability are not documented.	
4. Practical Application Skills	
T1: + Good use of software to create the Mind-map. – 1/2 additional category nodes could be added to enhance the map structure. T2: - Appropriate search tools and databases have not been identified and use of search strategies to identify relevant research related to the project area has not been documented. T3: - Design of data collection method could be documented. + A method has been used to acquire some feedback for the project.	8
5. Transferable Skills for Life and Professional Practice (10 marks for participation.)	
T1: + Good clear presentation. – 1/2 additional category nodes could be added to aid readability. T2: + Project rationale is clearly documented and structured. – Task2 Q2&3 has not been documented. OneNote Research portfolio: Accessible, clearly structured and easy to use. On-time/Late: Late.	14