

StairKaze

Our Team

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DEFINING OUR PROBLEM:

Everyone in today's ever-developing and ever-advancing world uses various technologies, be it a student of primary school or our old grandparents. They encounter multiple issues concerning different new and existing technologies. These issues range from privacy, language, interpretation, advertisements, security, cognition and many more such problems. So we decided to tackle this problem that everyone, including ourselves, faces quite frequently in our daily lives.

BACKGROUND:

Technology is something that is gaining importance in the world today. Wherever you look, there is technology. The increase in the use of technology in our day to day lives and the introduction of many new technologies causes difficulties for older adults and the people who don't have any background to use them. Examples of such issues are Paytm payments, Using Zoom or Google Meet, etc.

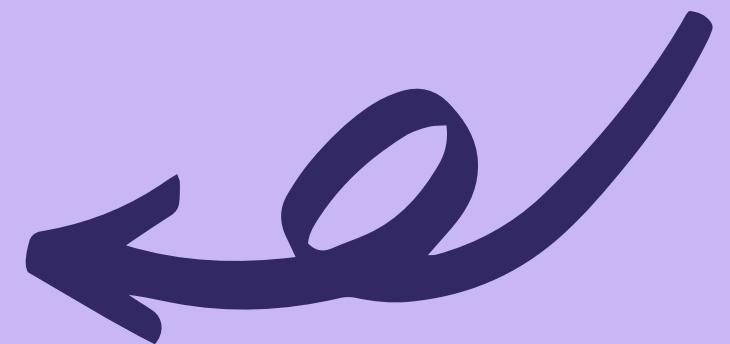
So our primary goal is to resolve problems faced by those sections of our society by providing them with relevant tutorials and links to help them.

HOW DID WE REACH HERE???

So the motivation for our IHCI group project, i.e. stairKase, comes from an internal survey conducted by our group through a mind map on an app called Miro, where we all wrote our problems that our family members or we face. So after writing our problems, we picked the most common problem among them, which was facing some technological issue. But as we all know, technological point consists of a broad spectrum of topics, and no one can make a successful solution that resolves all technical problems. So now onwards, our next goal was to narrow our problem into something that comes under technological issues that our family or we faced.

We conducted our first survey involving many people to help us know what kind of technical issue they were facing. Finally, we got an overview of people's significant problems regarding technology. This overview will help us kickstart our idea since we will know the primary issues for which we can provide tutorials initially.

Link to our Mind Map:



"Click on the logo"

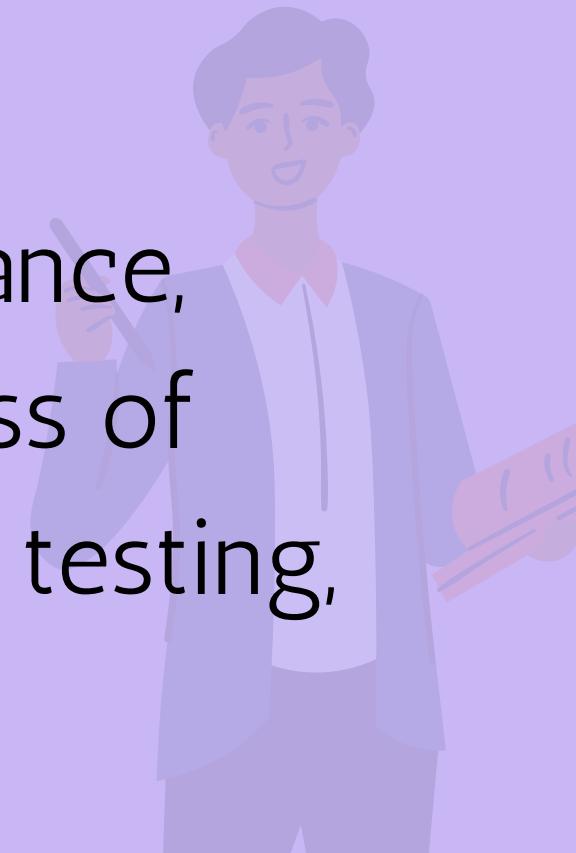
OUR STAKEHOLDERS AND THEIR ROLES:

Classmates And Friends

They will play a vital role in being the primary level of testing our solution and gaining feedback and suggestion for the necessary iteration of our product.

Teachers and the Institute

They will act as influencers by providing pivotal mentorship and guidance, which can play a prominent role in determining the shape and progress of our product. Also, they can help provide a larger platform for product testing, marketing and investment.



Freelancers and Experts

They will be the providers in our venture. They will provide the solutions and tutorials for StairKase, which will be identified through repetitive large-scale surveying and observation and personalized queries.

Investors

If we can set up the base of our product at a considerable level at a later stage, we can raise public/private investments, and hence the investors play an essential role in the expansion of our product.

Our Group

We will also play an essential role in constantly developing, promoting, maintaining and enhancing the quality and scope of our product.

WHAT OTHER PRODUCTS EXIST WHICH
ARE TRYING TO SOLVE SIMILAR
PROBLEMS?

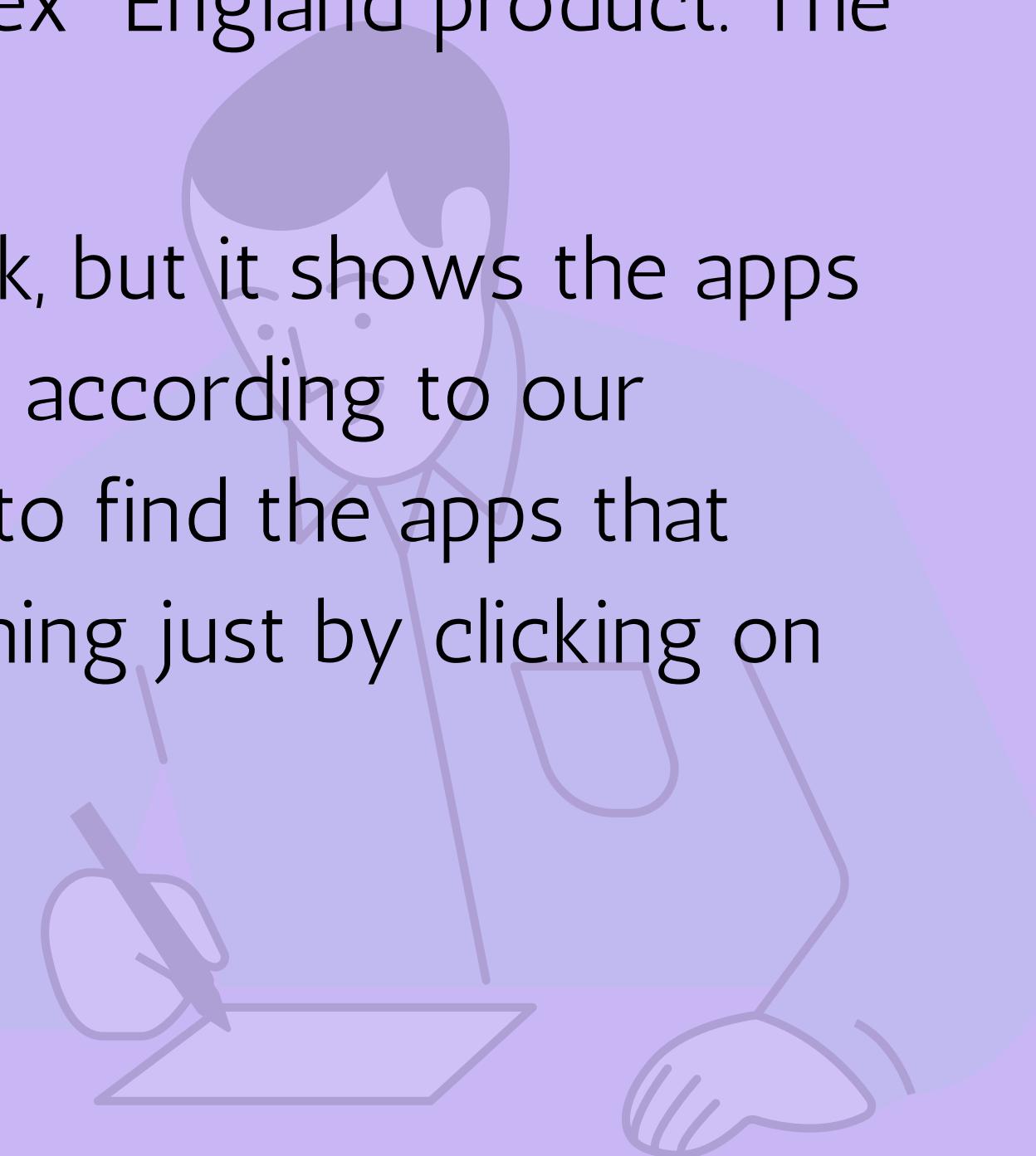


To address this issue, Drashy writes...

I have been searching for a product that is similar to our product. I have found only 3 to 4, of which only 1 to 2 are certified and genuine. First, I would like to tell you about the "University of Sussex" England product. The Product name is A-Z of apps.



This app is similar to our work, but it shows the apps that can be good for learning according to our genre. It helps every person to find the apps that are good for learning everything just by clicking on some of the checkboxes.



Platform:

Android iOS Web

Type of :

Audio Blogging Creation Curation Collaboration Communication
 Flipped Infographics Images Mindmapping Notes Podcasting
 Productivity Referencing Social Media Storage Text Video
 Quizzes

Blogger

Google's blogging platform. It is easy to use on the web or with mobile apps. Blogging is a good way of developing writing skills and spreading word about your work to a wider audience (iOS, Android, web). Another option is Wordpress.

Blogging Writing Web Android iOS Social Media

Book Creator

An app that lets you create your own ebook. Add text, images, video, sound and links to create your very own multimedia ebook (available for iPad £2.99 or online).

Images Video Text Audio iOS Android

Just like that. Just by clicking on it we can find and sort out our preferable apps to learn something. These apps or web have many major issues which I will cover in the next topic.

Then after it shows that similar activity, we can learn to form the app or web, at first, it takes the data about the device we use, IOS or ANDROID, so that by filtering, it can easily suggest people according to their convenience.

This option enables more people to connect with their organization, and many people can easily access it. After clicking on the blogging, it redirects me to the blogging website, which looks aesthetic and incredible. I mentioned the Blog part below this page. But when it turns to another website, the users will be concerned about privacy and sign in once again in another web or app, which can be suspicious.

I didn't find anything related to our app; Only the A-Z app is there. I found other similar apps, but their only focus was on some specific streams, just like "Course era". It provides deep learning and machine learning courses, but it doesn't teach anything except ML. The same goes for Udemy, which is only related to tech and coding based courses. But our vision is all general and professional technologies, just like if a person wants to learn video editing or if a person faces trouble with font size in Facebook. We want to cover many things whether it is small or big.

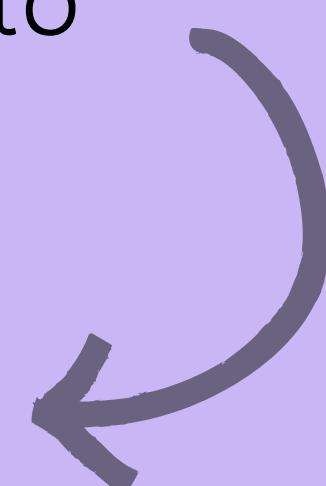
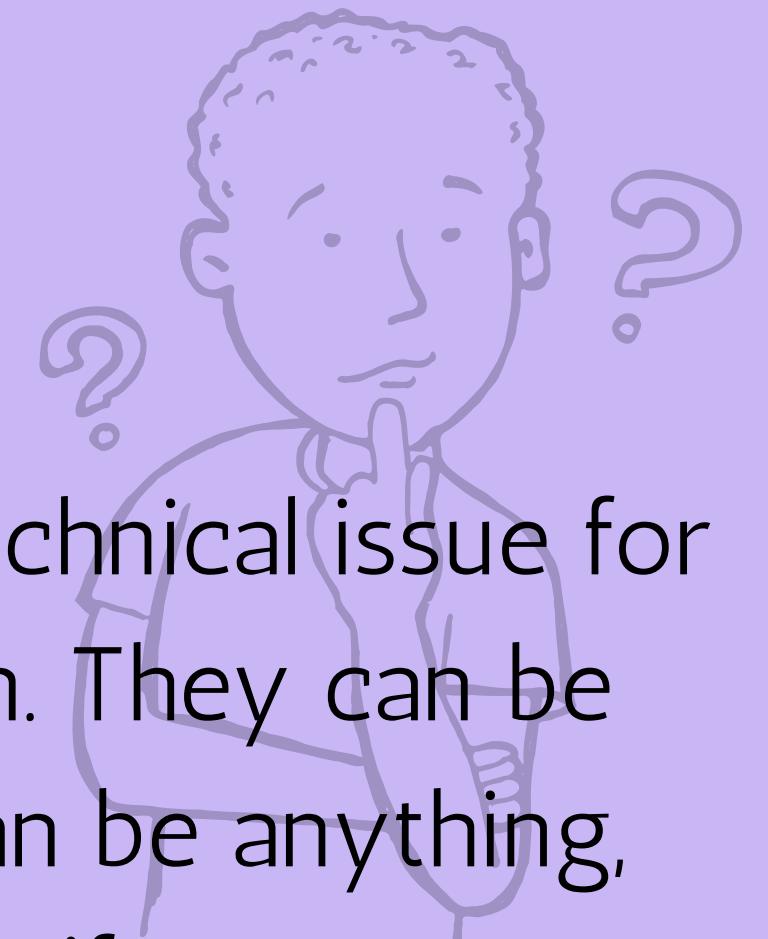
Now I came up with the cons of the present application. (A-Z)

This application-focused only on learning things, not solving the problem. If the person faces issues in sending the links on Facebook, it will not be helpful. Yeah, you might think, what a silly question, but in India, many people are illiterate, and many are of old ages and cannot understand basic things. Still, if we can put the tutorial, it will be helpful to many people. And when you click on the website and find your genre at the end, it redirects you to the next page, and you have to fill the data in that site also, which will be a hectic process if we do it again and again. The next point I want to include is that if the problem is bounded to some basic things, they are not teaching how to handle the items or issues while using the technologies.

If some people didn't know how to increase the text size in google docs or didn't know how to add the next page in google docs, then how can they overcome and get familiar with these technologies. If some people get stuck on how to start the mail or do CC and BCC in the mail, it will not be helpful. It is a great app, but it doesn't overcome the minor doubts in technologies and some major ones. If some people want to overcome the trackpad issue in the win11, then we have to download the driver and update the pc. This kind of information also comes under the daily basis of life for some people. So we aim to solve all these problems also.

HOW OUR SOLUTION IS NOVEL:

Our primary focus on the project is how to overcome the technical issue for any age group person, whether he is an adult or older person. They can be anyone who is facing the problem in any technical case. It can be anything, whether deep technical or just minimal technical. For example, if a persons want to upload the pdf in the classroom or another person has a problem troubleshooting the pc/laptop. So our app shows the related tutorial to solve the problem. Our vision is also to help Special people they can also know to solve their technical issues. Some of the apps are redirected into some videos links, which contain a lot of cookies and malware.



Some dangerous ads are not secure if you accidentally click on them, and some older people will get confused. After some time, we will add the technical masters that can help them in any specialised area via voice or video call according to stakeholder requirements. They can also solve their problem by seeing posts on that problem, and below of that, masters have answered their questions in the text. So it will make our app customer-friendly and flexible according to the customer's problems.

CHALLENGES:

Market

- There are some apps/websites that do some similar things in some ways.
- There are many tutorials on the internet on how to fix some issues regarding the hardware how to perform some operations software(wikiHow)

Capital

- Getting tutorial videos and solutions from experts and freelancers can cost a great deal if and when the app starts expanding in future

Social Engagement

- Some people might prefer tutorial videos on youtube, yahoo, forums, etc.
- There can be people who prefer quick google queries.
- An app that will contain information about multiple apps could cost a considerable amount of time and space on the device, and this can make the same app obsolete when in a set of 100 apps, the user only uses one or more.

Technical Issues

- Problems of similar types can overlap among categories and lead to poor filtering based on the data submitted by the user.

GATHERING OUR REQUIREMENTS:

We aim to help those people who have technological problems. According to the first survey, 20.8% of people have app-based issues, 18.2% have website-based problems, 16.9 hardware-based problems, and most people have all these problems. And some people have another problem, for example:

- Some older adults have a problem with the tiny font of some apps/websites.
- Poor visibility of an app because sometimes it is challenging for users to find something.
- They have trouble downloading some apps.



After the first survey, we found that our results were almost equally distributed since we had kept the questions entirely open-ended. So we decided to conduct another subsidiary survey to narrow down the results and get to know the major issues people face.

In the next survey, we found most people also have problems like technical issues (30.9%), privacy issues (36.4%), excessive visual distraction (12.7%), ads/redirects (72.7%).

Link to our 1st Survey: <https://bit.ly/3qghPOP>

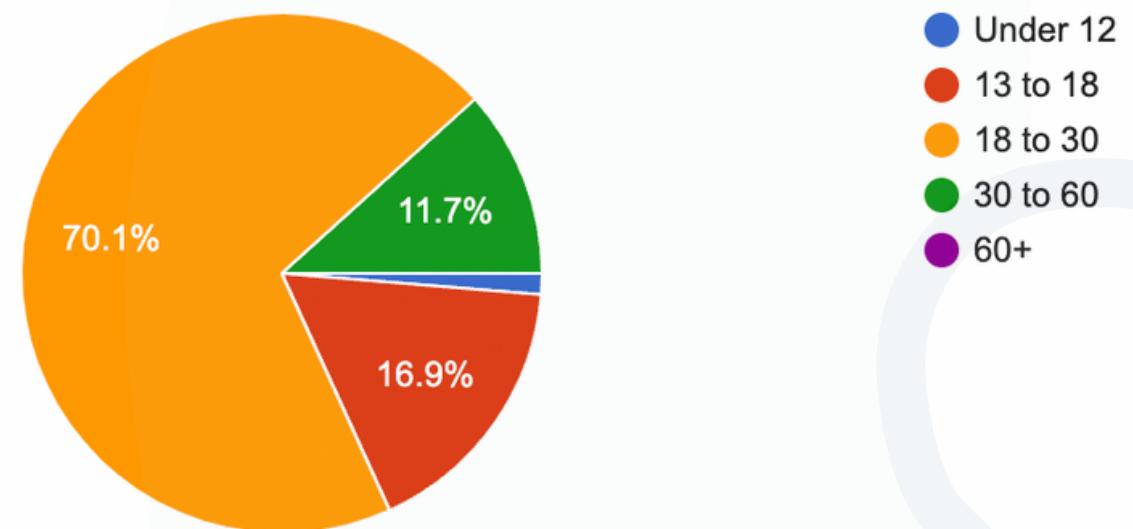
Link to your 2nd Survey: <https://bit.ly/3Jw88CY>



Our 1st Survey Results:

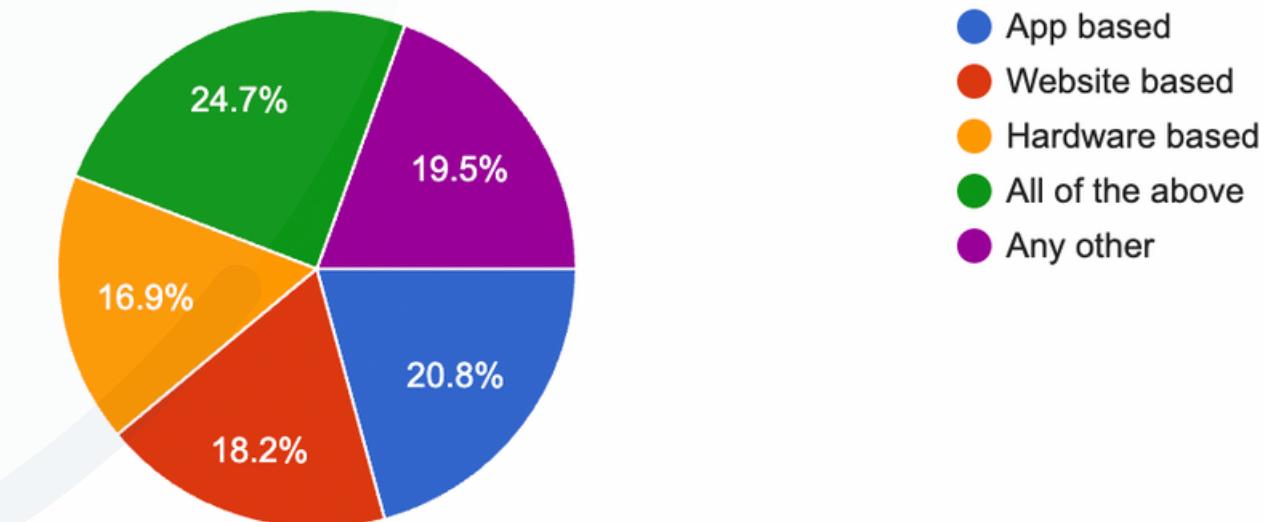
What age group do you belong ?

77 responses



Which area does your problem lies?

77 responses



Feedback

27 responses



You should invest in mobile responsive design, so your visitors have a better user experience.



It's good if we can get something out of this as a learning process



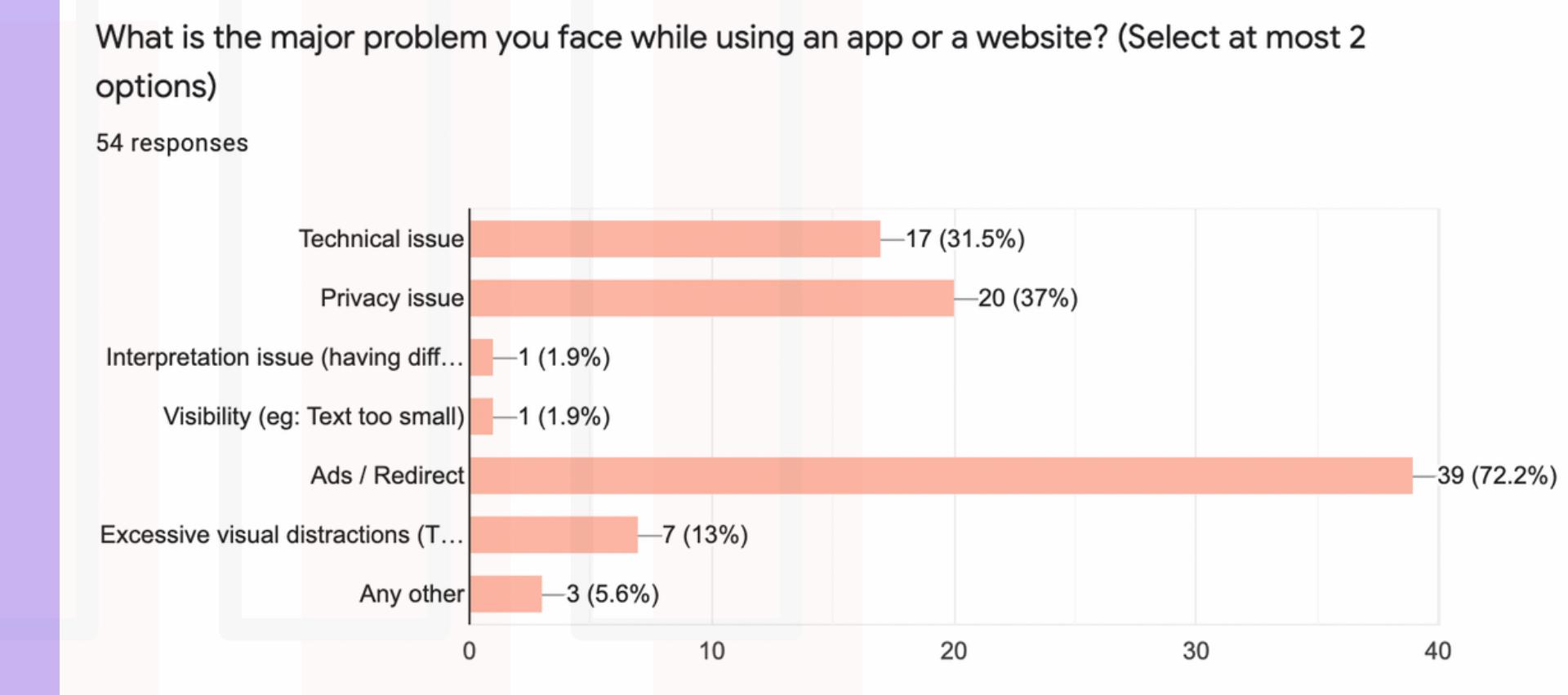
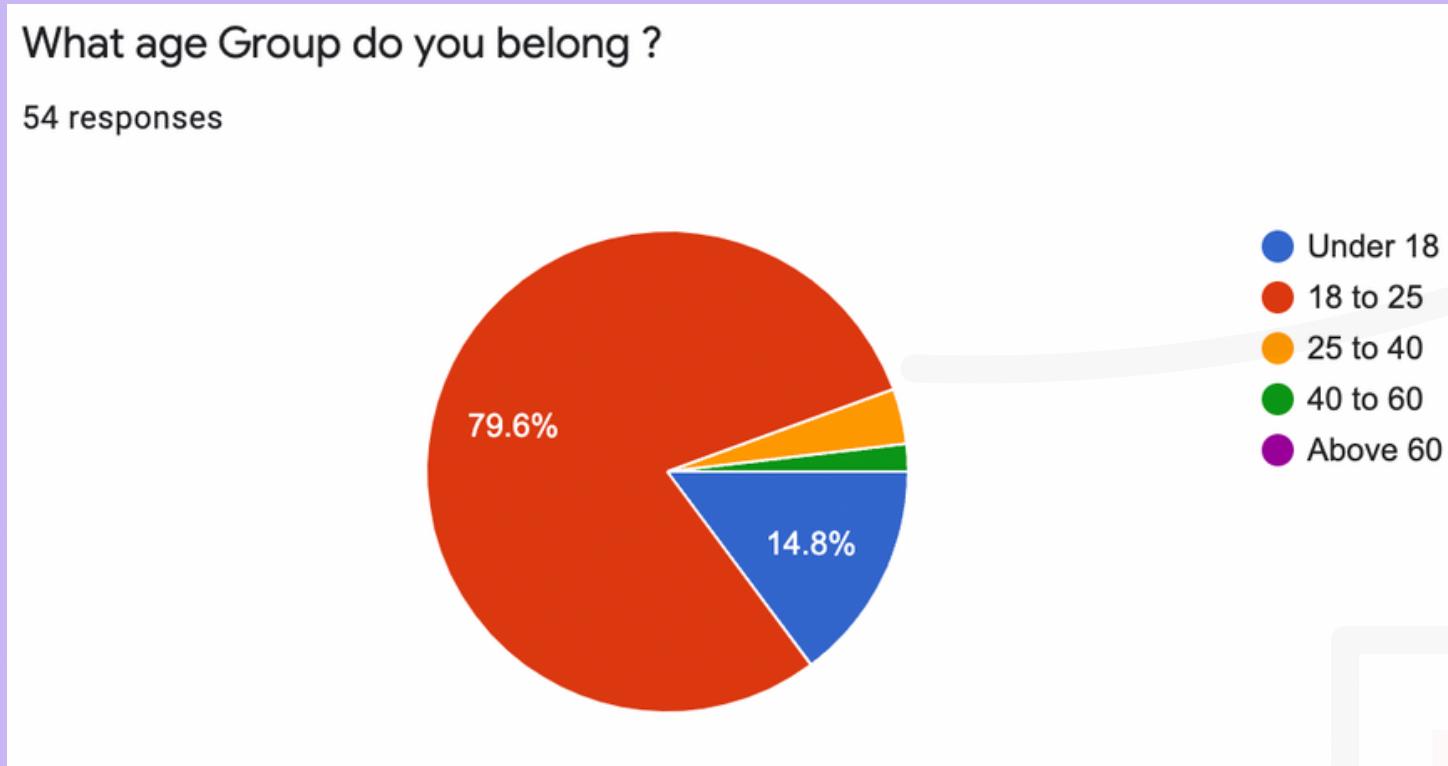
unique survey hope my problem is solved

This is good

they should add a short tutorial and should an option to enable the tutorial whenever they want so that if they get stuck or is confused the tutorial can help them find a way out of the confusion

I chose all the cases above due to the fact that currently the way in which young people communicate, among the way they speak and write on the internet and beyond, is very different from the way our country spoke, so they feel excluded in a way. I advise you to make more use of techniques that will help taking into account the way they communicated

Our 2nd Survey Results:



CONTRIBUTION BY EACH MEMBER:

Aditya

Content managing & editing, defining our problem, stakeholders and their role, mind map, Google form survey 2.

Lakshay

Mind map, Google form survey 1& 2, background and motivation, PDF for the 1st deadline.

Drashy

Products that exist and trying to solve similar problems, mind map, Google form survey 2, Limitations of the current product.

Samar

Google form survey 1, mind map, how our solution is novel?

Sadaf

Requirements gathering, Google form survey 2, mind map.

Luzia

Challenges, mind map.

**Sadaf faces irregularities in her internet connection, so she couldn't do as she wanted to, but what she did was enough for us.*

**Luzia joined our project late, so she couldn't participate in the earlier phases of our project.*

REFERENCES:

Miro app logo:

<https://worldvectorlogo.com/logo/miro-2>

A-Z logo and clips from their website:

<http://www.sussex.ac.uk/tel/learningtechnologies/apps>

**All Graphics, illustrations and fonts have been taken from canva.*

Thank you!