Week 2: The User Journey and User Involvement in the Project

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| **To Research:** | **Requirements:** | **Date due** |
| 1. Introduction | A short synopsis outlining the business, who we are targeting and why we are targeting those consumers. | 17 October 2017 |
| 1. Market Research / Competition | Market research on tutor figures, pricing of tutors, look at old tutoring models to see how they worked. | 17 October 2017 |
| 1. Technical Requirements | What are the technical requirements needed in order to implement the idea. | 17 October 2017 |
| 1. Investment /Sustainability | How will the project be financed (charitable status, sponsorship from supermarkets etc.) | 17 October 2017 |
| 1. Pros / Cons | What are the pros and cons | 17 October 2017 |

**INTRODUCTION**

**Halls social media platform.** The idea is that many people move to university accommodation knowing no one, and sometimes may feel isolated and lonely, and struggle to reach out to make friends within their accommodation. The idea is to create a mobile application / web site which, alongside university accommodation offices will be spread to all new people moving into accommodation. It will create groups to share text / images and a group chat for the whole accommodation. On top of this users will fill in their profiles with information such as their course, hobbies and interests allowing them to make friends with similar hobbies, or find people to attend lectures alongside. It can also sync with Facebook events to see who is attending events within halls, and allow people to go together.

**MARKET RESEARCH / COMPETITION**

A Royal College of Psychiatrists report, The Mental Health of Students in Higher Education, found that as many as 60% of first-year students experience homesickness. (<https://www.theguardian.com/education/2012/sep/19/lonely-in-freshers-week)>

Psychologists surveyed 454 undergraduates from across the UK over a year and found that the greater their feelings of loneliness the more likely they were to experience an increase in anxiety, stress, depression and general mental health problems over that time.

(<https://www.southampton.ac.uk/news/2017/05/student-loneliness.page)>

A recent AXA PPP poll found that 18-24 year olds are four times as likely to feel lonely “most of the time” as those aged over 70. It follows a summer ONS report that found Britain is the loneliness capital of Europe. Back slaps all round.

(http://www.telegraph.co.uk/women/womens-life/11312075/Generation-Lonely-Britains-young-people-have-never-been-less-connected.html)

**PERSONAS**

**Persona**:

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| --- | --- |
| **Persona** | University Fresher |
| **Photo** |  |
| **Fictional name** | Corbin Wade |
| **Job title /major responsibilities:** | University student moving into halls |
| **Demographics:** | * 18-25 |
| **Goals and tasks:** | A student has just moved away from home and is moving into halls for the first time. They are probably in an unknown area and know little to no other people. They may be suffering from anxiety, and are anxious about their move to university. |
| **Environment** | The environment is social, with 6 people living in a flat, they may feel like they are not included, and do not know how to reach out and make friends. |

**TECHNICAL REQUIREMENTS**

* Mobile platform (iOS / Android)
* Website
* SQL Database to store details
* Webserver to host app

**INVESTMENT/SUSTAINABILITY**

To get funding, we could approach Universities, alongside private accommodation companies and pitch our idea to them. We could also approach mental health charities, who aim to try and reduce mental health problems in students.

**PROS/CONS**

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| **Pros** | **Cons** | **Solutions** |
| Help bring people in accommodation together | Some may not have smart phones / access to the website, or may just not sign up to the service | By approaching university accommodation offices, we can make it easier to let new students know of the service |