Project Proposal - Pit Stop - 9/11 Jacob Chen, Colby Conish, and Abdul Kabbani

**Executive Summary**

As a student in the age of tech, it becomes confusing and even overwhelming at times of all the different systems you are introduced to as a freshman. Between the stress of trying to understand college, both the different learning styles and simply growing up and living on your own, you also get stress from the lack of unison between all of your classes. College classes all use moodle to â€œpostâ€ homework. This version of a post can be a literal post that you write answers on or a post saying you have homework somewhere. It does not tell you where the syllabus might, but a student has 4 other classes to worry about and to mix together. It becomes overwhelming with 4-5 different classes, using 4-5 different websites/resources and we want to create a one stop hub for all 4-5 classes. A hub that contains links to every website they are enrolled in so that it is just a few clicks away to get to your homework.

Moodle is a good example of this, but honestly it is poorly executed. The concept of moodle is exactly what we are developing but moodle falls short. Moodle is essentially just a calendar that teachers can put due dates on, which in its own regard is very nice, but it can be so much more and this program can improve on the already lucrative system. The idea is to make it simpler to traverse the internet to a student's homework or resources. Instead of having 1-2 websites per class a student takes to remember, instead they can just remember this website to get to the other 5-10 websites that contain their homework.

This will be a very simple website with a big effect, every student will benefit from these veteran students that are used to using different websites to complete their homework and freshmen that are new to the online college and being on their own and having responsibility. This is also expected to help teachers and faculty to keep all of their classes all in one spot. This eases the stress and burden placed on them to check 10 different websites for their homework.

**Gap in the Market**

Currently I do not believe that there is any program that does this, Moodle attempts to do it but falls short. If anything this program fills in the gaps that Moodle has. I have also used Canvas a good bit and it has the same problems Moodles has and this will alleviate those problems.

Schools and faculty that care about their students and want to make it easier for their students to succeed will have our system as an option.

**Meeting the market needs**

School in the modern world plays such a large role in our adult lives, so school is a very important task. It is also not a task but this system is meant to relieve as much pressure as possible.

**Implementation**:

**Management** –

This app will be managed by Colby, Jacob and Abdul

**Development** –

Open source approach –

· Moodle is an open source program that uses a modular collection of APIs to operate.

*Custom APIs* –

· We would create the necessary APIs to support other web interfaces or also create custom interfaces so that teachers and students do not need to use other applications.

· These APIs would be written in php.

Custom application approach –

*Frontend* –

· Bootstrap – HTML/CSS Library for structuring web pages.

· React – JavaScript library for creating responsive websites.

· AJAX – Used to update the page asynchronously.

Backend (Server/Database/Authentication)–

· PHP – A php sever used to host the webpage and the database.

· MySQL – Used to store necessary data for the webpage.

· AJAX – JavaScript technique used to update the page asynchronously.

· Azure AD – Used to authenticate through LSU SSO.

**Marketing and Distribution**

Our app would become a part of Moodle if we took the open source approach. If we created the custom application, our app would have to go through a free beta stage and then into a free for students and teachers but subscribe for institutions (ex. LSU) final production.

**Monetization**

Monetization for our app will be done through subscriptions in semester time increments due to its close association with the education system.

**The Problem and our Solution:**

The problem is: Third-party services are being offered to students on a daily basis and mostly go unnoticed. Students spend a lot of their time seeking helpful tools to help them succeed.

Our solution would be an all-in-one destination for all students, regardless of major, to utilize those ever-changing tools. Tools like new websites for students, new guides, apps, etc.

**Industry Need for Our Technology:**

As technology advances, the educational system is trying to keep up. Students’ needs are drastically different today than they were one year ago, and will change again next year. Numerous solutions are being proposed on a daily basis; technologies including apps, websites, and cloud services are being offered to students to help them achieve success. With our solution students across the US will have a one-stop-shop for all their school needs, and professors will have a better understanding of what technologies and services their students are gravitating towards.

**Market Analysis / Primary Market / Secondary Market:**

Primary Market: US universities are our primary market. We see it as an important jump that needs to be made. Universities in the US have to take the initiative and incorporate our solution to their respective schooling service(LSU - Moodle).

Secondary Market: Universities across the world and even US high schools. Our ambition is for all educational systems to adopt our technology. Focused together.

**Marketing Strategies**

**Overview**

Pit Stop wants to improve on what moodle, canvas and plenty of other sites have already done. Possibly to take over the market or just to implement our methods into their platforms. The goal is to make a one stop hub for students to increase productivity and overall make it easier to accommodate each individual's classes.

**Primary Customer analysis and entry strategy**

The primary customers will be universities that want to make their student’s lives easier. The plan would be to have a beta at one single university, take polls and reviews of usefulness compared to the older methods and eventually have universities pay a yearly/semesterly fee.

**Core Competency**

The core competency of Pit Stop is it’s ease of access to the information the students need to succeed. Pit Stop will do moodle like services but better as to make student lives easier.

**Sales Strategy**

**Pricing**

We do not want the students to have to pay for their all of their homework and resources to be in the same spot. It will be on the universities to supply for the students. As stated before there would be a beta for a university to try out, and from the results from the beta we would move into a yearly or semesterly fee.

**Positioning**

We want Pit Stop to be useful for both the students and the teachers. The ease of access to everything is useful for both parties.

**Promotion**

Pit Stop will be contacting universities individually, in the hopes that universities value our product, and give deals to universities that bring in other universities.

**Place**

Pit Stop is a start up and will be started from home, but eventually will have to expand.

**Competition**

**Moodle**

Moodle is the website that LSU and many other universities use.

**Canvas**

Canvas is the service that BRCC and many other universities use.

**Development Strategy**

Our app would be developed in stages to ensure a smooth development process.

Prototype Stage – We will create the bare minimum functionality for the app to work just to prove that the concept can work effectively.

Beta Stage – We will take the prototype and develop most of the intended functionality, then let users in our consumer scope test the app 2 weeks for free. After the two weeks we will get their feedback to use in the revision stage.

Revised Stage – Taking the feedback from the beta stage we will adjust all things that users thought needed improvements in their feedback.

Production/Launch stage – In this stage we will finish developing all of the intended functionality and go live with a production version of the app.

**Barriers**

Pit Stop will have a multitude of challenges entering the market. Some of these will be:

* Entering an already established market
* Sustaining servers that handle the amount of traffic
* Introducing a new product to students and faculty

**Critical Risks**

A major risk of Pit Stop is that universities will not want to use a different service even if it is easier for their students. If they do not want to reteach faculty or even have students learn a new platform then that could deter universities from using our service.

We also risk that moodle or canvas or any other service that serves the same purpose takes our idea of a one stop hub and implements it into their already existing platform.

**Interviews**

*Interview I*

What is your name:

Prof. Sylvester

What is your occupation?

Computer Science Professor

What percentage of your class material is strictly online?

I am a Computer Science Professor, so I rely heavily on the internet to communicate and share material with students.

Would having most if not all class material and resources in one place increase your chances of success?

According to the initial proposal the app would be superior to Canvas, so I would say yes it would.

Would you feel more involved with classmates and with the university?

The app idea shares what Canvas already does and takes it further by allowing students and faculty to share helpful resources, which results in a more involved community.

In the past, have you had issues locating important documents or helpful material for your classes?

No. But I would imagine students may find it frustrating trying to find supplementary material for some of their classes.

How often would you frequent the app?

Daily.

Would you recommend this app to your friends and classmates?

Yes, I would.

Would you be willing to pay for the app?

I would.

*Interview II*

What is your name:

Caleb.

What is your major:

Computer Science.

What year are you in?

Junior year.

What percentage of your class material is strictly online?

Now with COVID-19, about 95% of my school work is done online. I am constantly searching for helpful guides and other school material online.

Would having most if not all class material and resources in one place increase your chances of success?

Absolutely. That would save me the time and the hassle of trying to find the right material.

Would you feel more involved with classmates and with LSU?

I would say so, yes. I feel if we all have one shared Pit Stop, that would more or less uniform everything.

In the past, have you had issues locating important documents or helpful material for your classes?

Yes of course. I do not think I am the only one.

How often would you frequent the app?

If the idea of the app is having most if not all class resources online, then I would check the app daily.

Would you recommend this app to your friends and classmates?

100%.

Would you be willing to pay for the app?

Yes I would.

*Interview III*

What is your name:

Abby

What is your occupation:

LSU IT

What percentage of your class material is strictly online:

100% of her class material is strictly online.

Would having most if not all class material and resources in one place increase your chances of success:

Yes

Would you feel more involved with classmates and with LSU?

Yes

In the past, have you had issues locating important documents or helpful material for your class:

Yes multiple times

How often would you frequent the app:

Everyday

Would you recommend this app to your friends and classmates/coworkers:

Yes

Would you be willing to pay for the app:

Yes, but the university still should supply

*Interview IV:*

What is your name:

Kiara

What percentage of your class material is strictly online:

100%

Would having most if not all class material and resources in one place increase your chances of success:

Yes

Would you feel more involved with classmates and with LSU?

More involved with classes, maybe not classmates.

In the past, have you had issues locating important documents or helpful material for your class:

Yes

How often would you frequent the app:

As often as classes require

Would you recommend this app to your friends and classmates/coworkers:

Yes

Would you be willing to pay for the app:

It depends on how expensive.

*Interview V:*

What is your name:

Journey

What percentage of your class material is strictly online:

100%

Would having most if not all class material and resources in one place increase your chances of success:

Yes

Would you feel more involved with classmates and with LSU?

Yes it would.

In the past, have you had issues locating important documents or helpful material for your class:

Yes

How often would you frequent the app:

Everyday

Would you recommend this app to your friends and classmates/coworkers:

Yes

Would you be willing to pay for the app:

Only if it is not expensive.