UNI App
By:NIMarketeers

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Objectives:

- Create a marketing Strategy and Plan for UNI app
- Create useful content that may help NIAEFEUP

About NIAEFEUP

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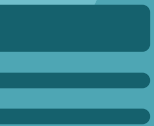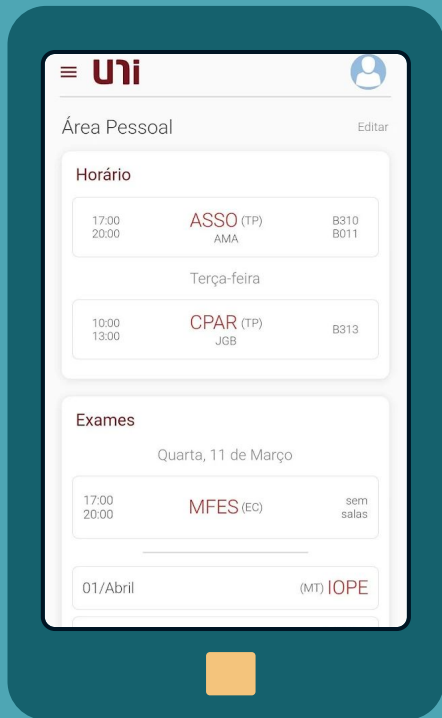
About NIAEFEUP

- NIAEFEUP is a student association based in FEUP.

- Students of the Informatics and Computing Engineering course (L.EIC + M.EIC).

- Motivation:
  - to gain experience and essential skills for the world of work
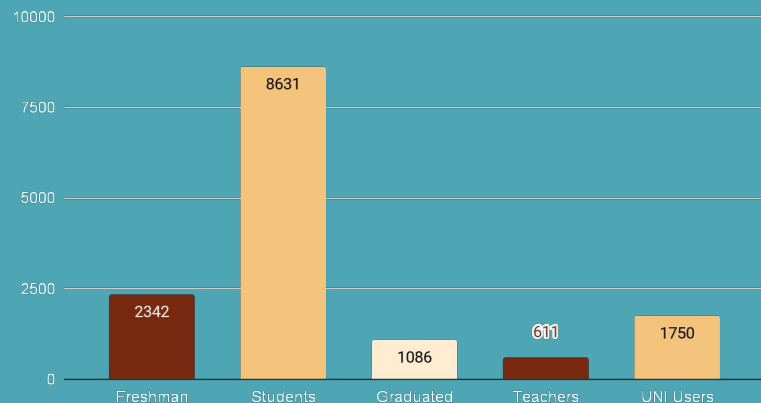 - cultivate motivation to learn languages and new technologies.

About UNI

- Mobile app
- Facilitates access to information related to the Daily Academic Life.
- Mobile-optimized access to students' schedules.
- Available for free at Play Store and App Store.

FEUP Community

FEUP in Figures 2020

UNI in Figures

- 1 908 Downloads* in Play Store with 1760 active users

- 1400 Downloads in App Store

Only 35% of the community uses UNI

*Download numbers as of 13/04/2022

Environmental and Marketing Analysis

Successful environment analysis can highlight the outside actors and forces that could affect the successful path towards a healthy relationship with customers.

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PESTEL Analysis

Political:

- Bureaucracy with the University of Porto.
- Hostile Reaction from FEUP. Lack of support.

PESTEL Analysis

Political

Economical

Economical:

- Limited financial resources.
- Cost of maintaining the app.

PESTEL Analysis

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Social

Social:

- ○ Only target students and not staff.

PESTEL Analysis

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Social

Technological

Technological:

○ Still in development

○ It relies on SIGARRA to gather information.

PESTEL Analysis

Political

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Environmental

Environmental:

○ Usage of phones for an app, negligible in terms of the environment

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Legal

Legal:

- ○ User privacy laws are becoming more strict

PESTEL Analysis

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Understanding customer needs

Students want a centralized place to look up information related to various aspects of their academic life:

Find courses

Find rooms and schedule

Exam Calendar

Have a visual exam calendar

User friendly

Interactive platform easy to use

Because the other option is Sigarra.

Competitors offerings (I/II)

U. PORTO

FEUP **FACULDADE DE ENGENHARIA**
UNIVERSIDADE DO PORTO

SIGARRA

Competitors offerings (II/II)

Market Segmentation (I/II)

Geographic	Demographic	Psychographic
Market in Porto	Age	Technology acceptance

Market Segmentation (II/II)

FEUP

Teachers

Techy Students

Technologic Conservative Students

Freshmen

Mobility Students

Other Universities

Market Positioning (I/II)

Teachers

Geek Students

Technologic Conservative Students

Freshmen

Mobility Students

Other Universities
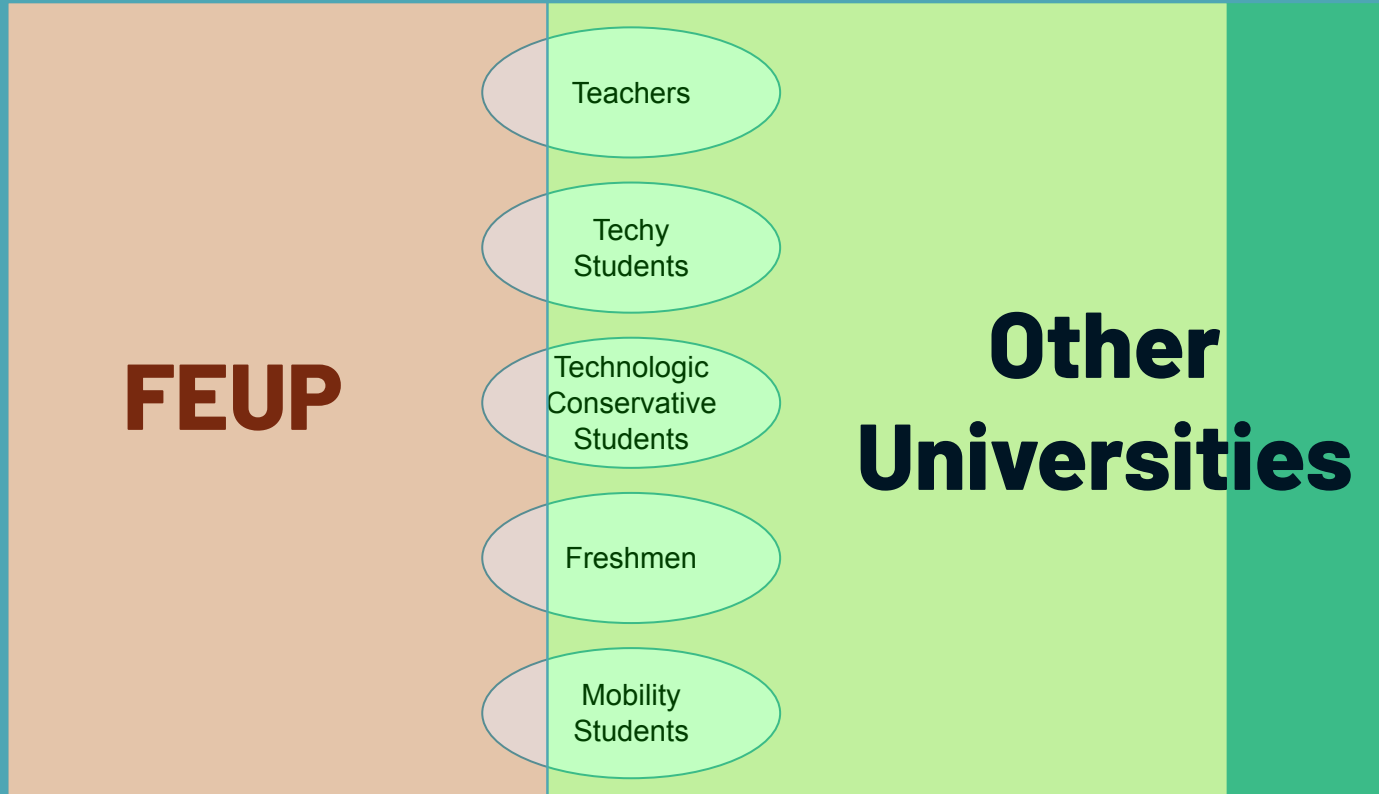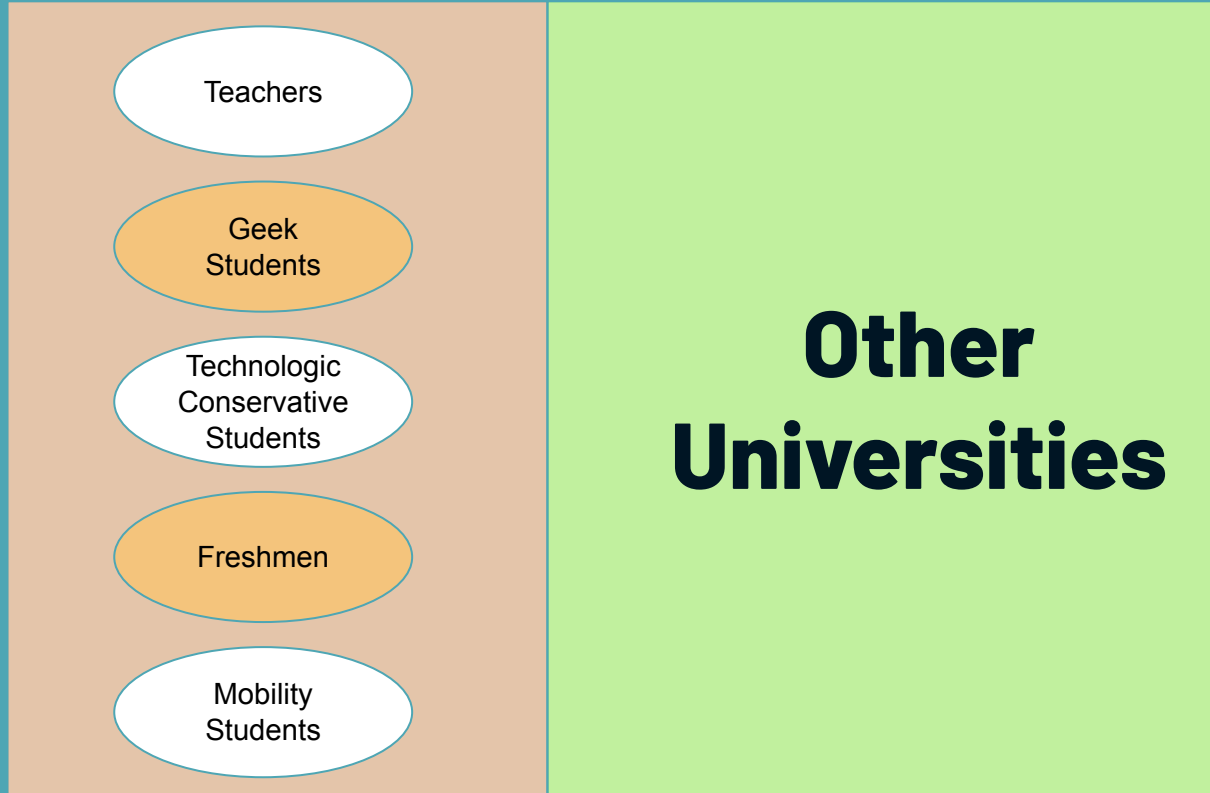
Market Positioning (II/II)

- **Positioning on FEUP Community:**

  - Since NIAEFEUP has restricted resources. It isn't realistic to target all the segments of students at the University of Porto and even less the all segment of University Students Worldwide.

  - FEUP is a good starting ground for UNI to be sustainable.

- **Positioning on Freshmen and Geek Students:**

  - Again, the limited resources of NIAEFEUP are a restriction to a robust growth of UNI.
  - Freshmen and more Geek Students are the easiest students to target in our marketing campaign.

    - Geek Students - Most Engineering students are Geeks. Furthermore are typically people always willing to accept the innovations.

    - Freshmen - Highly Influenceable due to its inexperience

Brand Positioning

Value Proposition	Enforce a comparative with the existent competitor
"FEUP in your pocket"	SIGARRA

Brand Positioning

Points-of-Parity	Points-of-Difference
Offer the same services as SIGARRA	Mobile Optimized Layout
Use the same Color Scheme of SIGARRA	

Market Targeting

- **A Niche Marketing Example:**

    - By targeting only freshmen and geeks inside FEUP, we are evolving towards a Niche marketing phenomenon in UNI study case.

    - A niche because it covers only the particular needs of FEUP students.

- **A Market Specialization Example:**

    - By offering solutions to the academic community, UNI can be clustered into a Market Specialization example.

- **From Niche to Mass Marketing:**

    Niche

    Mass Marketing

Market Strategy

- **Special focus on Classical Printed Marketing:**

  - Social Media doesn't allow a fine targeting of our selected segments.

  - Usage of Billboards.

  - Establish partnerships with other students associations at FEUP.

- **Advertise UNI in FEUP Events and facilities:**

  - Advertising at Integration week and Semana da Profissão Engenheiro to reach to freshmen.

  - Post printed indoor billboards at FEUP hall and flyers at FEUP snack bars.

Market Strategy - SWOT

Strengths

- Innovation in terms of design and user experience.
- Lack of Competitors
- Friendly Relationship with Faculty decision makers

Weaknesses

- Designed by non professionals.
- Not well publicised, even with its release.
- Lack of features to capture the attention of the consumers

Opportunities

- End of the pandemic, more student are coming to FEUP, which gives UNI more use cases and users
- Mobile Apps are one of major IT trending

Threats

- Cut of information or possible future changes to Sigarra
- End of friendly relationship with faculty decision makers

THANKS!

Do you have any questions?