

INTERDISCIPLINARY PROJECT

GROUP 3



17/11/15

A presentation showcasing our product,
research, business plan and early prototypes.



Budgie

app development



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Our App

Proposed Logo & Name



PLANOTE

Overview

What is our Product?

An app which:

- Records your class timetable
- Alerts you about upcoming classes
- Take notes
- Upload these notes to the cloud
- Access notes and timetables on multiple platforms
- Share notes and timetables with friends

Background

Real World Application

- Better organization.
- Increases productivity.
- Task & Time management.
- Makes transferring files from phone to PC easier.

Background

Technology - Phone and Web Application

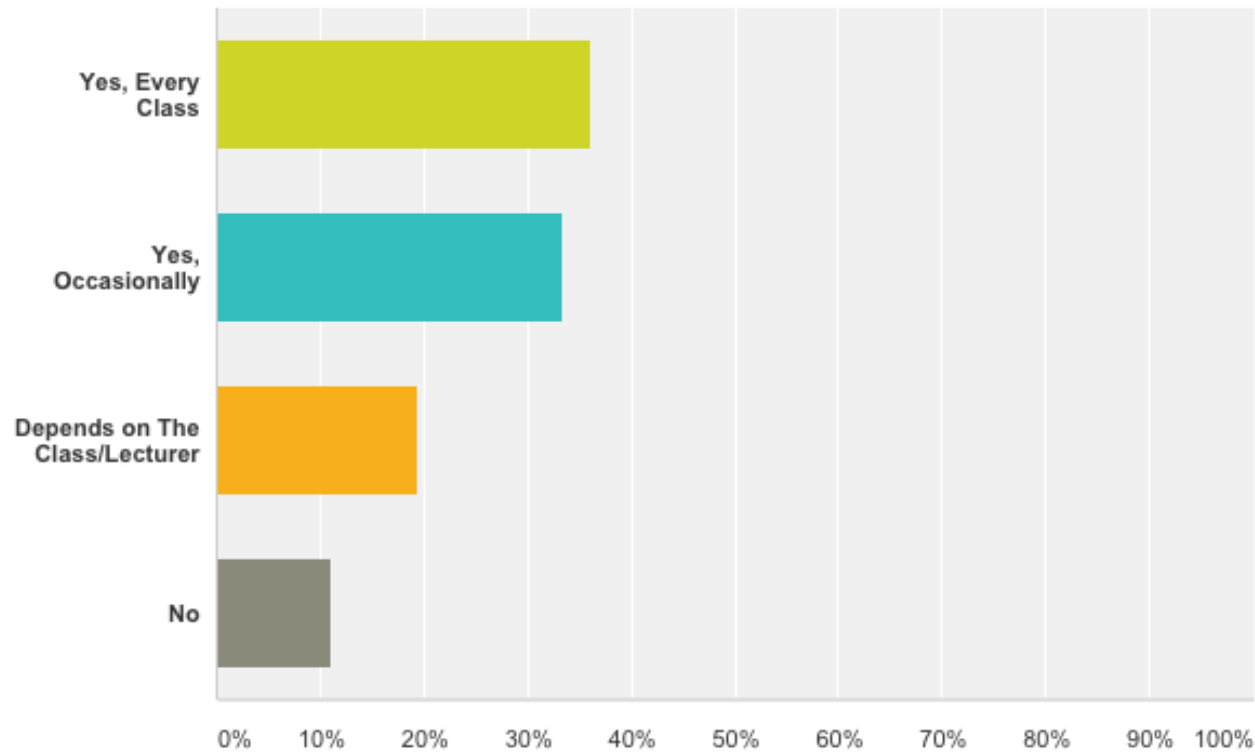
- Phone Apps have a wide range of functions.
- Millions of apps on Google & Apple stores.
- Used by Young and Old.
- Phone is always on hand.
- Easy to monetise and measure success.

Research - Primary

Survey

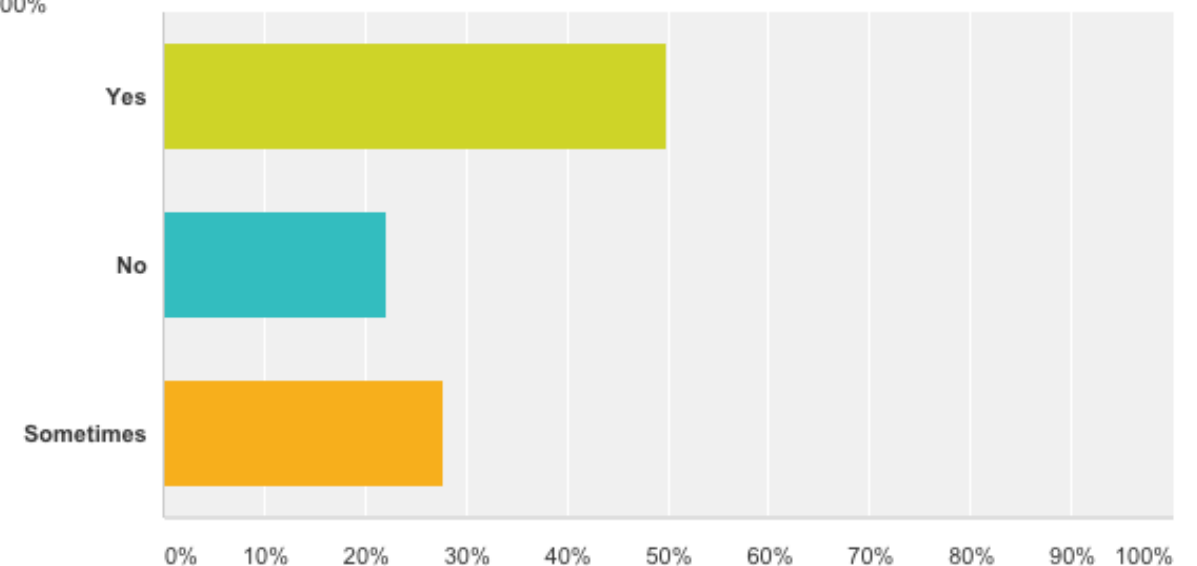
Do you use your phone in class?

Answered: 72 Skipped: 0



Do you ever forget the start/end times of your classes?

Answered: 72 Skipped: 0



Research - Primary

Interviews

- Interviewed two key customer segments.
- College Students & Lecturers
- Got interesting feedback

Research - Secondary

Published Texts and Statistics

- 63% of people surveyed use apps for notes taking.
- 45% rise on tablets and phone use in college year on year
- UK-At the end of 2013, 3.03 million people aged 16 to 24, or 42% of the total, were in full time education.

Research - Secondary

Market Research - Student Numbers

- Second and Third-Level students
- 536,000 of such students in Ireland. (2014)
- UK & America have 38.93 Million students aged 14-24.
- 1% of this market = 390,000 users.

Business Plan

Business Goals

Mission Statement

Born out of a passion for design, app development and problem solving, we are determined to build and deliver functional, beautifully crafted mobile and web applications to students, employees, schools, colleges and businesses.

- Create Quality Products
- Provide great Customer Service
- Release app on both the Apple App Store and Google Play store in various countries.

Business Plan

Pricing Model - Subscription

- Continuous revenue
- Annual subscription 99c

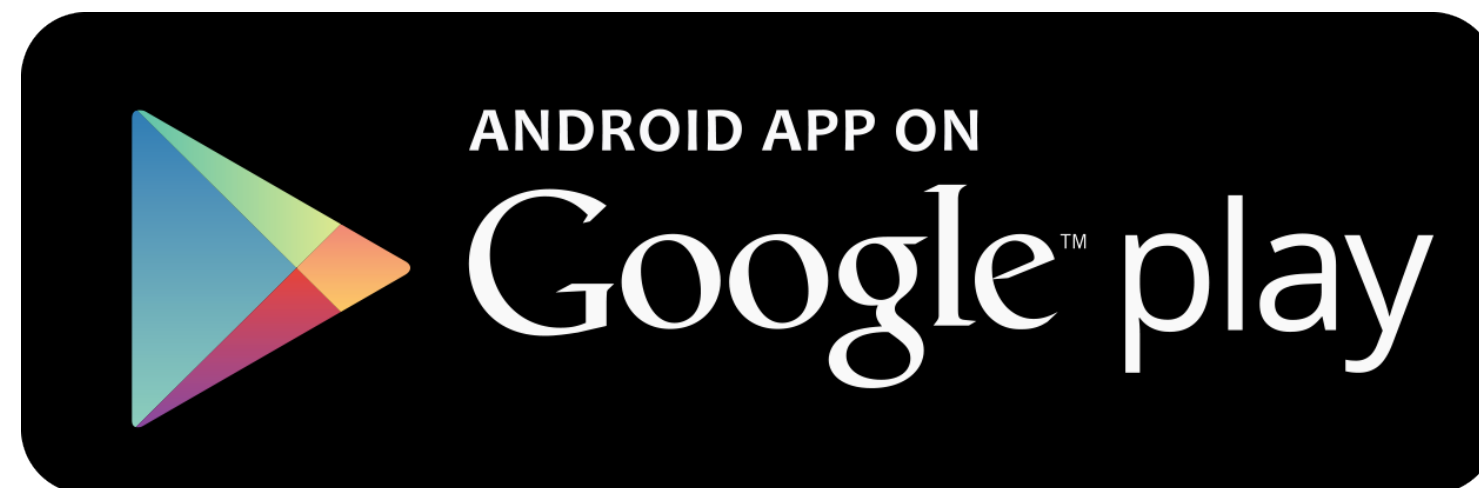
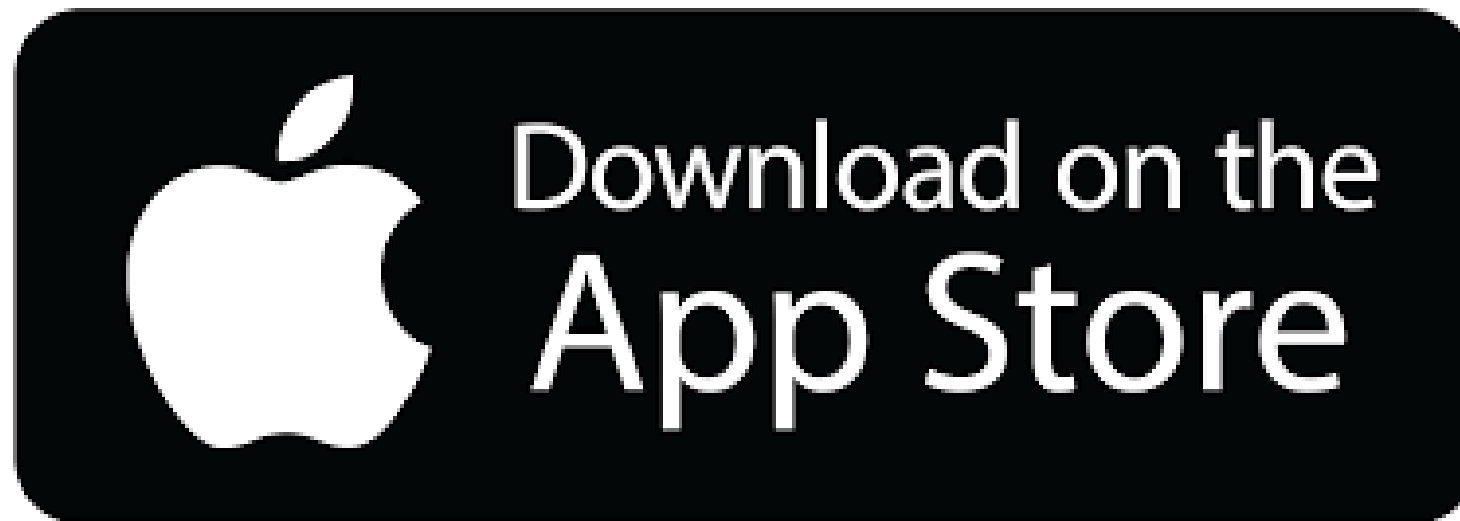
Offering:

- Increased online storage
- Additional integrations
- Customisation of layout through themes
- Shareability
- Widgets

Business Plan

Channels of Distribution

Approx 10 Billion downloads every year.



Business Plan

Financial Projections

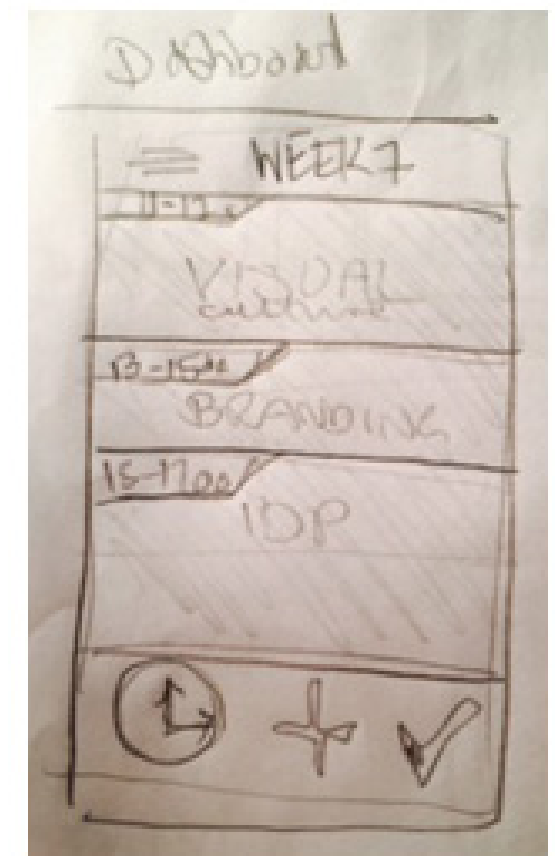
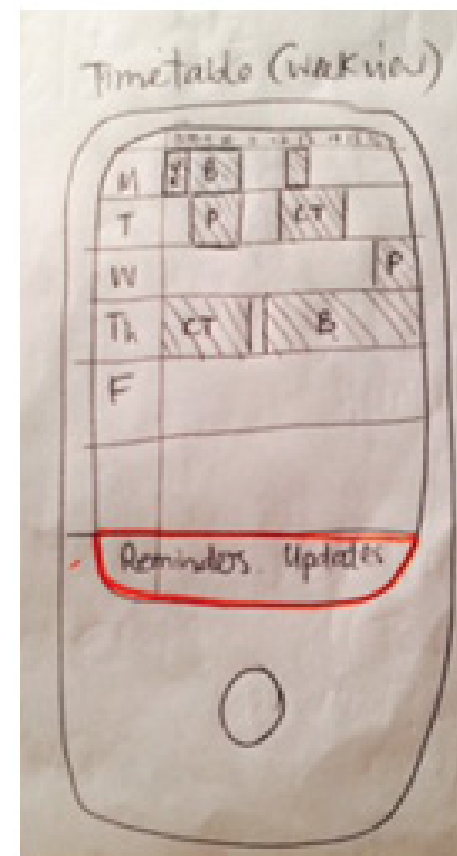
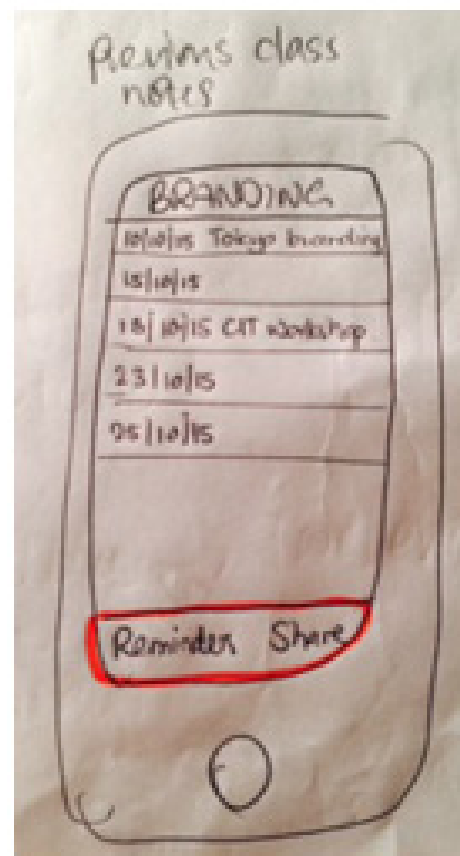
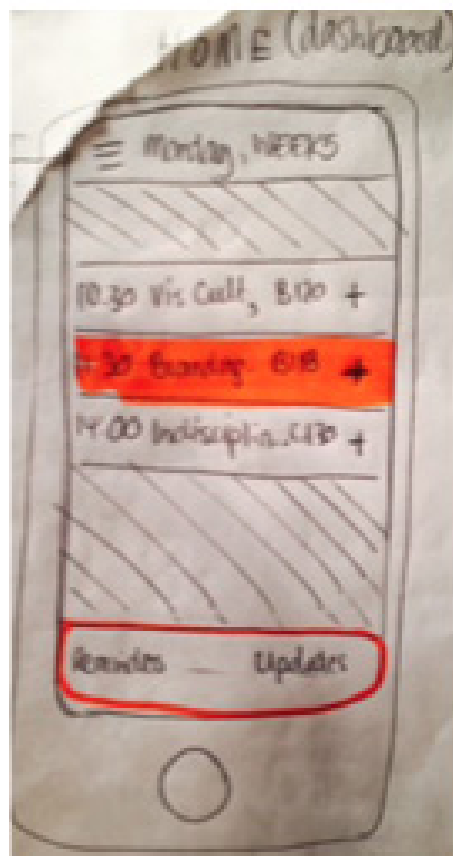
Month	1	2	3	4	5	6		
Sales €	0	0	1400	1700	3000	4,000		
Month	7	8	9	10	11	12	Total	
Sales €	6000	8000	10,000	12,942	15,000	15,000	63384	

Prototypes

Design Ideas

Bries Prototypes

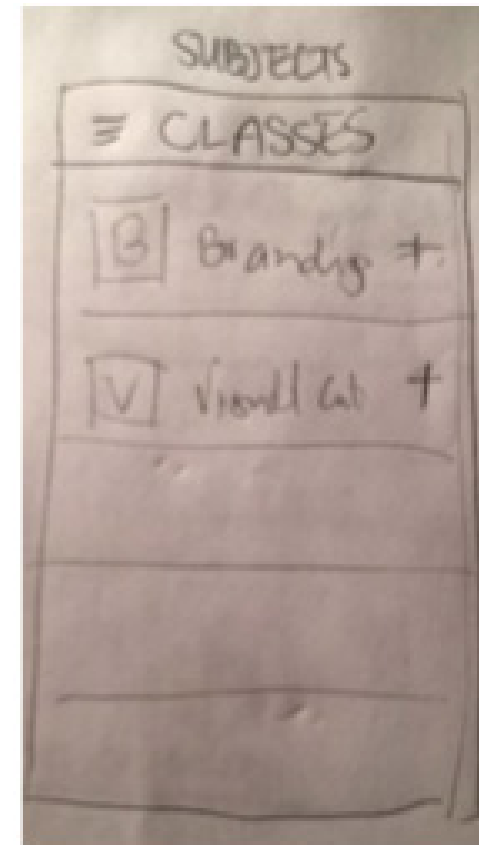
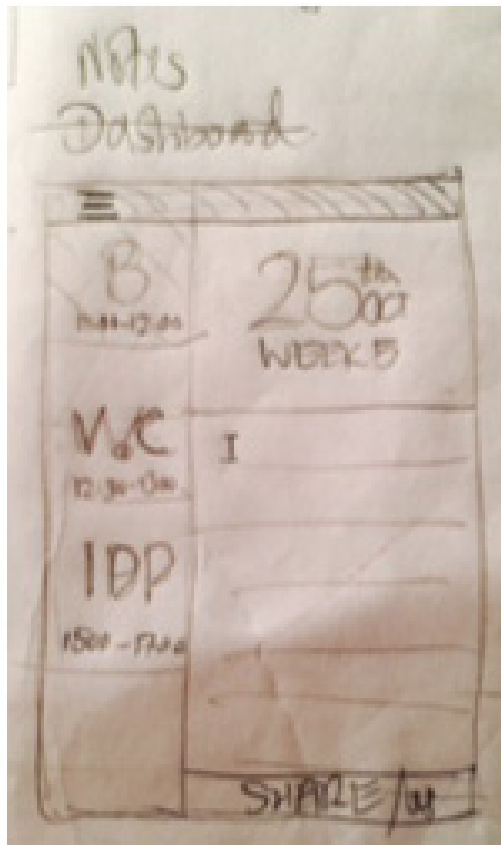
Exploring the generic app layout; class notes, dashboard view, timetable. Started to meddle with different layouts. Too much information being given, could condense.



Prototypes

Design Ideas

Bries Prototype



Researched different ways to show relevant and important information that would create an easy to use interface.

Introduced use of icons to simplify data.

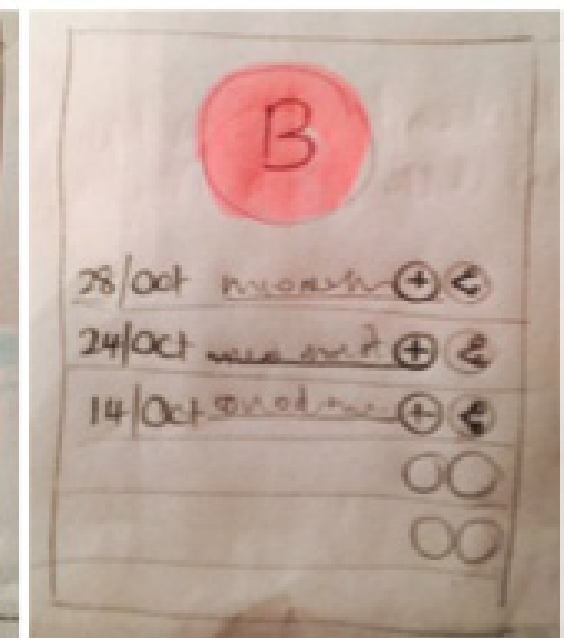
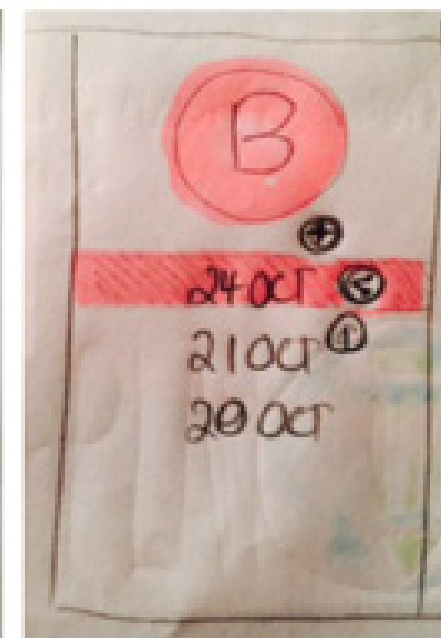
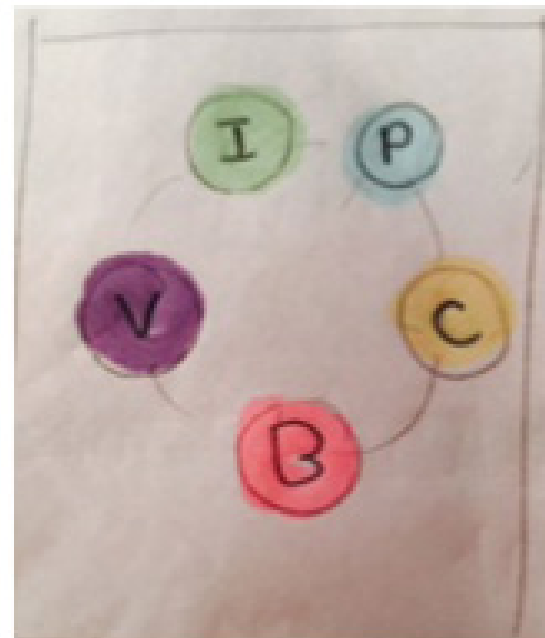
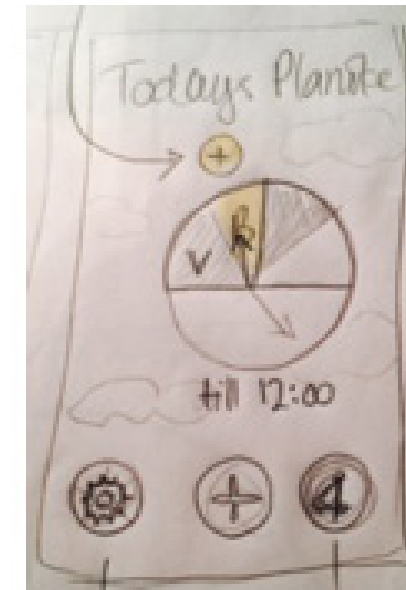
Very geometric in appearance.

Prototypes

Design Ideas

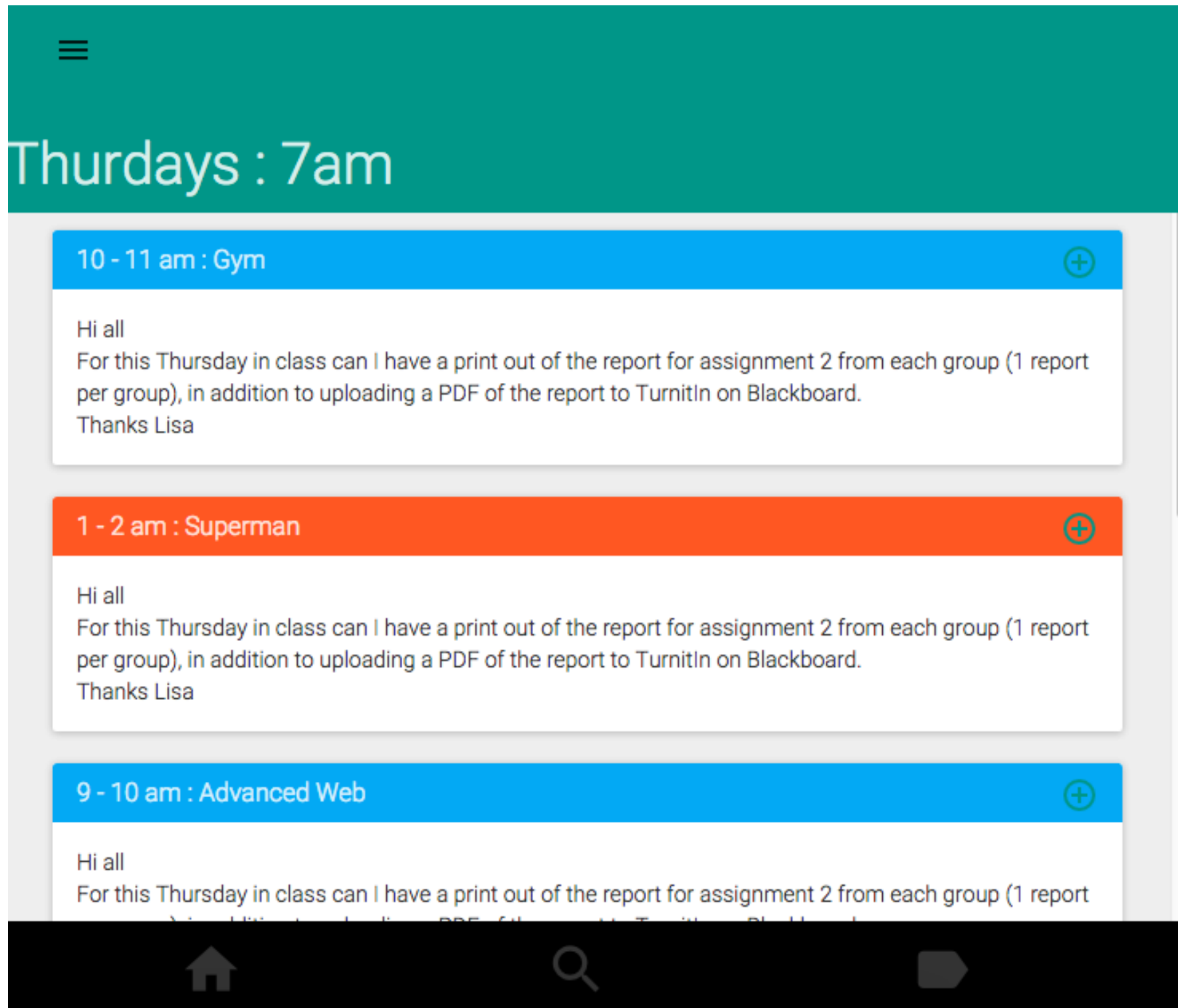
Bries Prototype

Continuing an exploration for a circular theme that relates back to the name 'Planote'. Intuitive links that give you possible shortcuts to the screen you want to get to. Less is best for information.



Prototypes

Design Ideas



Conclusion

- There is no other app like this one.
- Research shows there is a gap in the market.
- Large Target Market
- Loks Profitable and Expandable.
- Design prototypes are being developed.

THE END



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