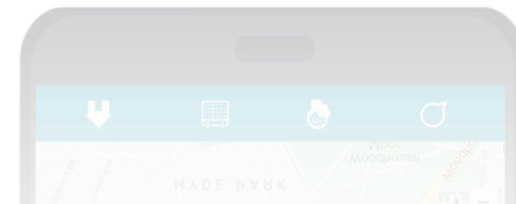
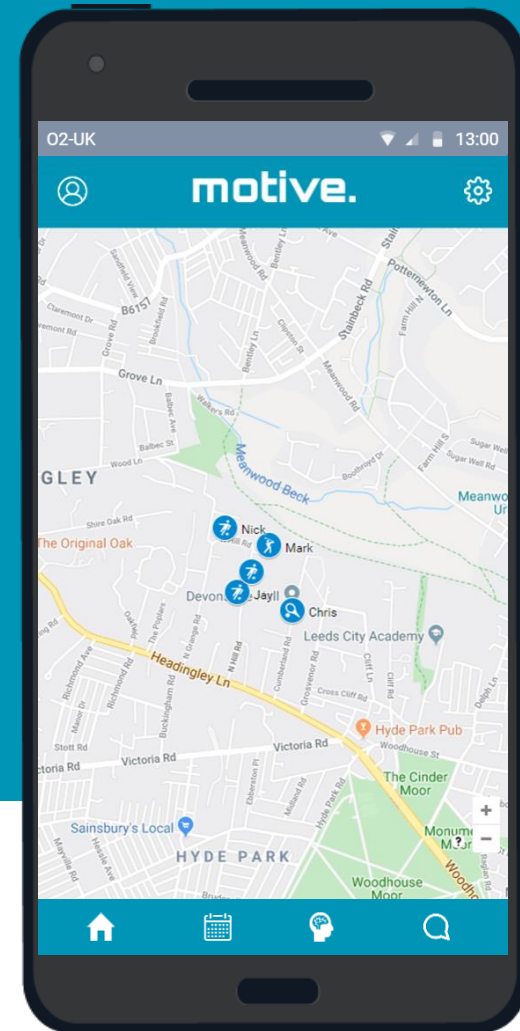


motive.

Jay Franks

201148056
2019



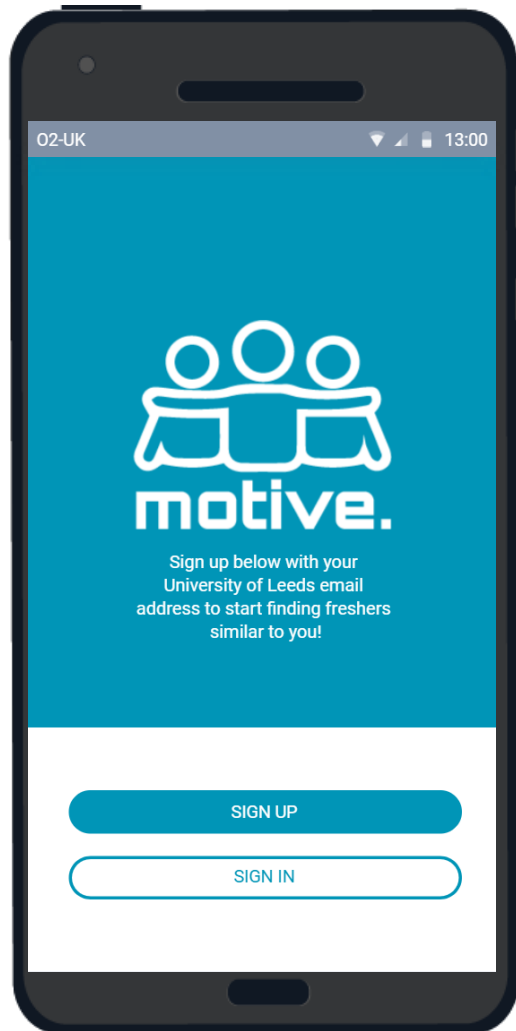
2. CONTENTS

motive.



1. Front cover
2. Contents
3. An Overview
4. Aim and Objectives
5. Key Selling Points
- 6-15. Design and Conceptual Work
- 16-17. Gantt Chart
- 18-23. Risk Assessment
24. Fee Breakdown
25. Competitor Analysis
26. Evidence of Skills and Experience
- 27-28. References and grades
29. Back Cover

3. AN OVERVIEW



motive.

Motive is a free app for University of Leeds first-year students. It allows them to find people with similar motives to them in order to settle in more easily to their new surroundings. The transition from living at home to University is hard and motive enables users to find like-minded people going through the same experience.

Freshers are placed in halls with people and find it hard to venture out of that environment and meet other people. When freshers find out their residence for the year, they can sign up to the app using their University of Leeds email address and enter their home address. This will display themselves on a map along with the other freshers students.

Users will then be able to click on user profiles and this will show what their motives are, and then have the option to add them as a friend and then message, add to a group, create an event and so on. Allowing freshers to pursue their motives in a casual way is a priority in this app, they don't have to join societies and can arrange events with other motive users. This service will enable first-year students to have more fun by making friends more easily. It can be lonely for freshers at times and motive aims to solve mental health issues related to University life.

4. AIM & OBJECTIVES

motive.



Aim

- The main aim of motive is to make the freshers experience more comfortable for first-year students and allow them to settle in more easily.

Objectives

- To meet the demands of the University of Leeds resident life team
- To discover what useful features freshers would find in making their experience easier
- Use a map feature to allow freshers to easily find like-minded people around them
- To display freshers motives in an effective way
- A good user experience that will encourage freshers to download and start meeting new people

5. KEY SELLING POINTS

motive.

Map feature



Displaying users on a map will allow them to easily find other freshers with similar interests. Users will also be able to receive information about local events and activities happening. Motive will promote a friendlier community helping each other to get through university life by pursuing their interests more easily.

1

Find freshers outside your halls



Freshers can find others outside their halls that might be more similar to them. The benefit of motive is that freshers won't feel trapped with the people they are chosen to live with.

2

Mental health benefit



Motive tackles mental health and anxiety issues for freshers students. Motive will collaborate with mental health organisations to provide useful daily tips on the app. Ultimately, the transition from living at home to University will be easier.

3

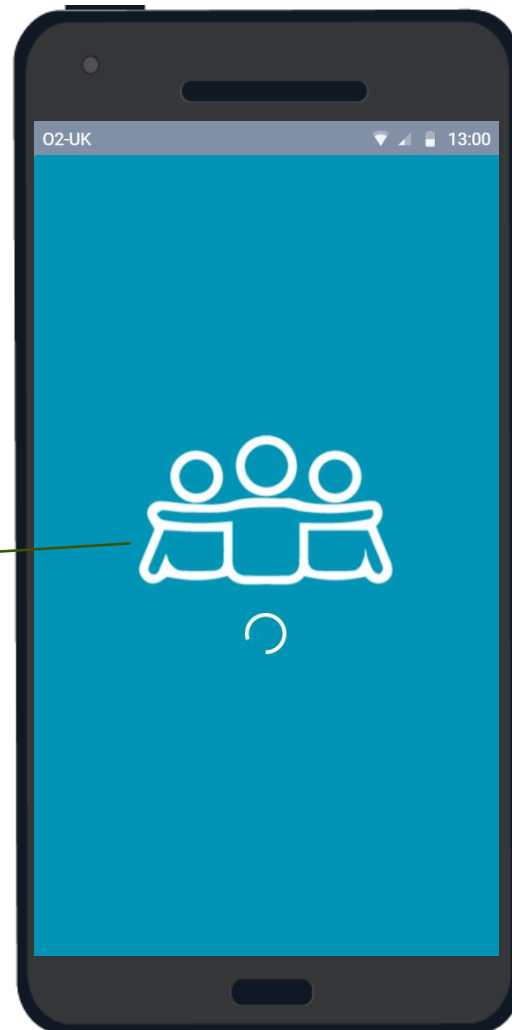
Pursue interests comfortably



A benefit is that freshers don't have to join societies and clubs to pursue their interests. It is daunting to turn up on your own, and freshers question their skill level. Freshers can just find another user and pursue them in a way comfortable for them, as well as joining groups and different events. It is also common that freshers miss out on signing up to societies/clubs in freshers week.

4

Motive logo represents how the platform is about being there for each other and making friends.

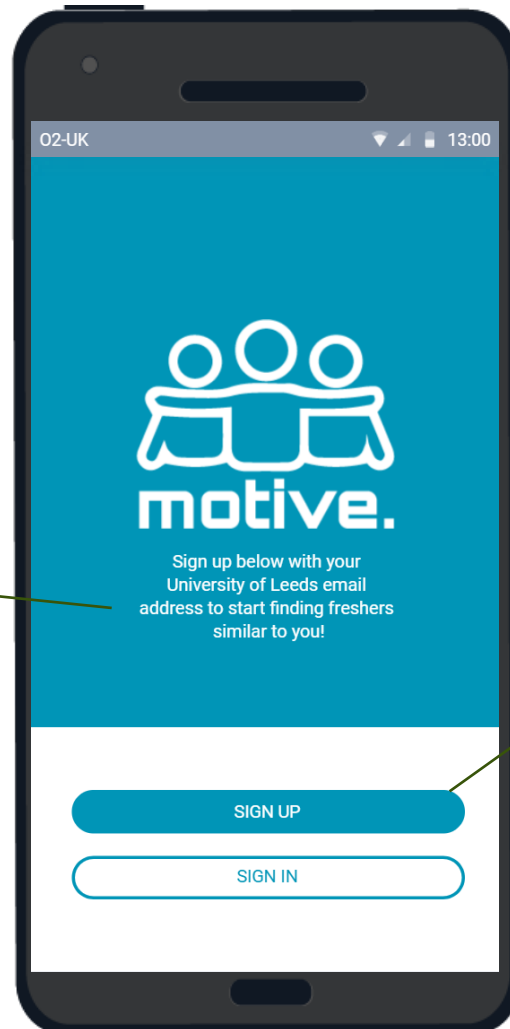


A clean blue and white colour scheme utilised throughout. Portraying that motive is about achieving a clear mental state and promoting positivity.

7. DESIGN AND CONCEPTUAL WORK – SIGN UP/IN

motive.

Motive is for University of Leeds freshers, therefore to be able to use the app users must log in with their university email address.



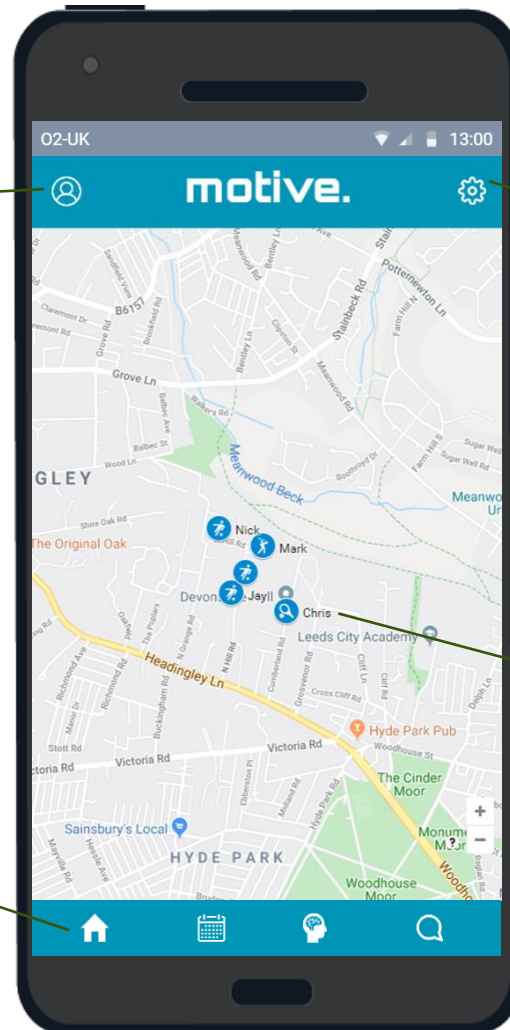
A user friendly sign up page will encourage freshers to use the app. Limiting the amount of details required to sign up will achieve this.

8. DESIGN AND CONCEPTUAL WORK – HOMESCREEN

motive.

Users can access their profile.

Navigation bar that includes a home button, events button, health and wellbeing button and a messages button. These are the main screens for the app.

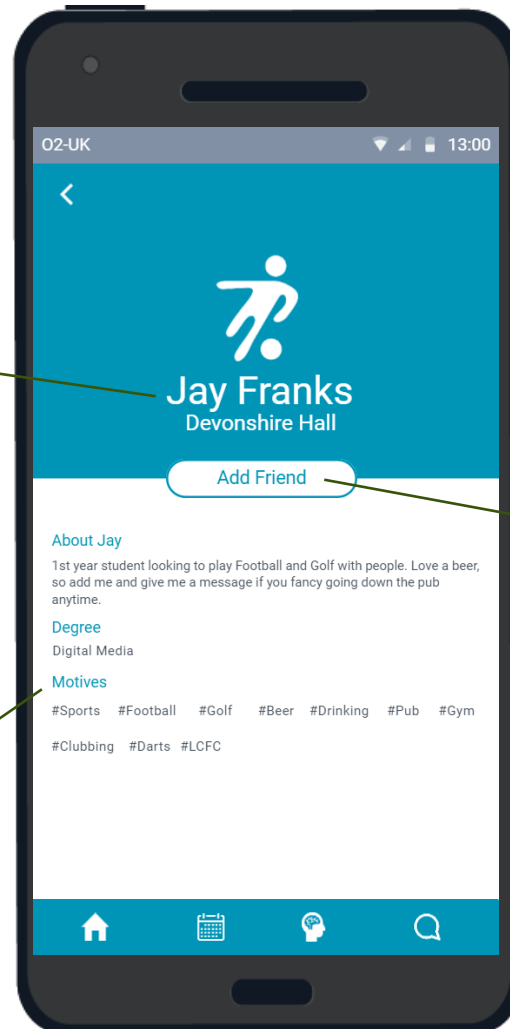


Users can the app change settings, allowing easy access to change map preferences for privacy reasons.

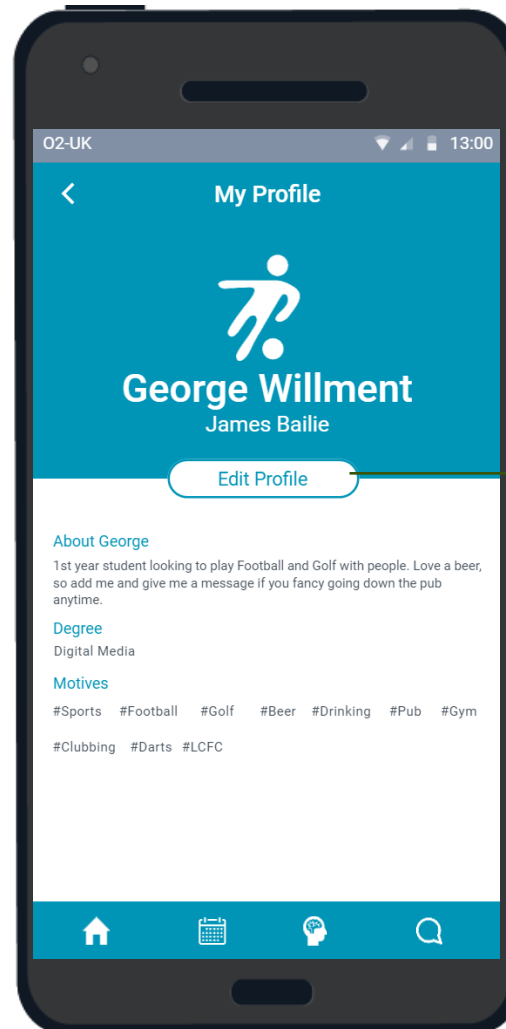
Users can see other freshers on the map. Each user choses an icon that represents their favourite sport. Pictures are restrained for privacy reasons.

User profile consist of their favourite interest icon, their name and their halls.

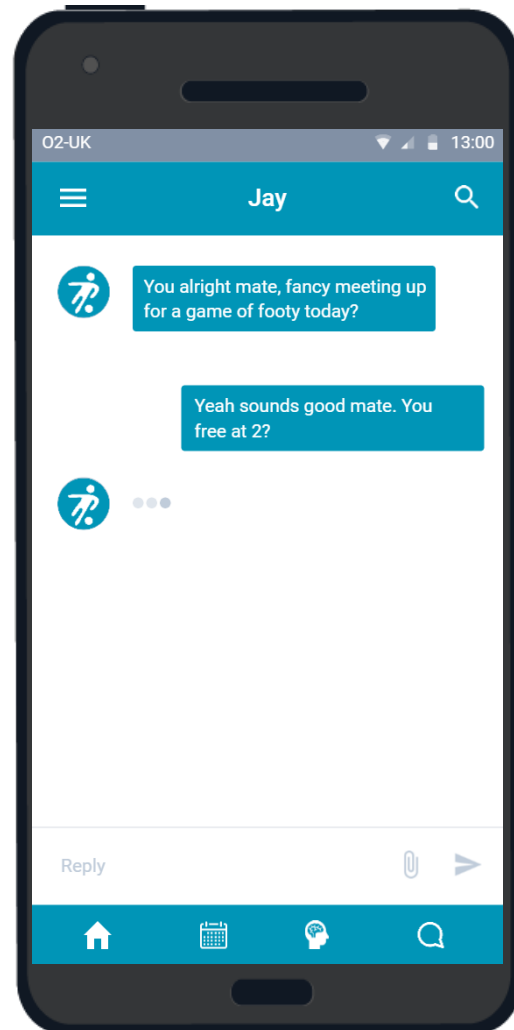
Motive tags allows the map to filter users down to similar motives if preferred.



Users must add other freshers first before being able to message them on the app.

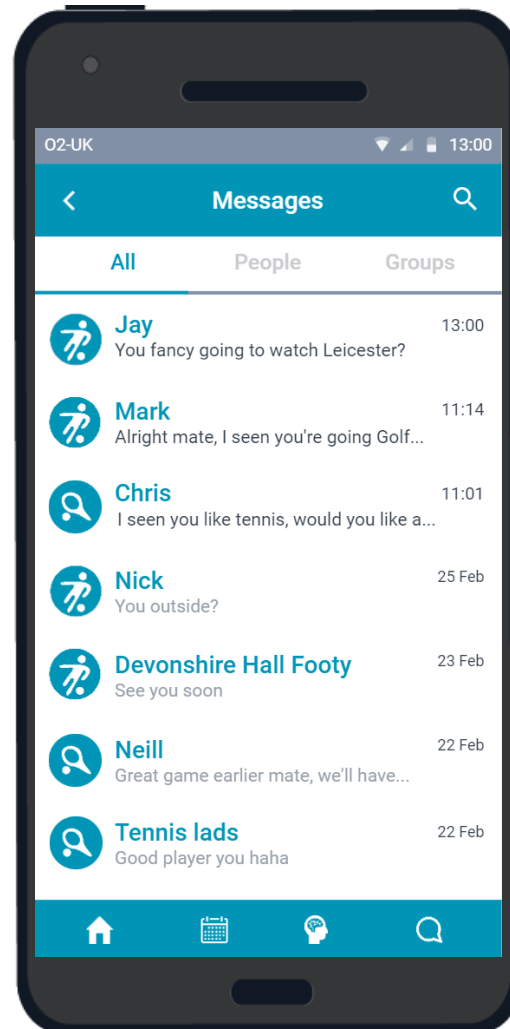


Users are able to edit their profile page that is shown to other freshers.



12. DESIGN AND CONCEPTUAL WORK – MESSAGING MAIN

motive.

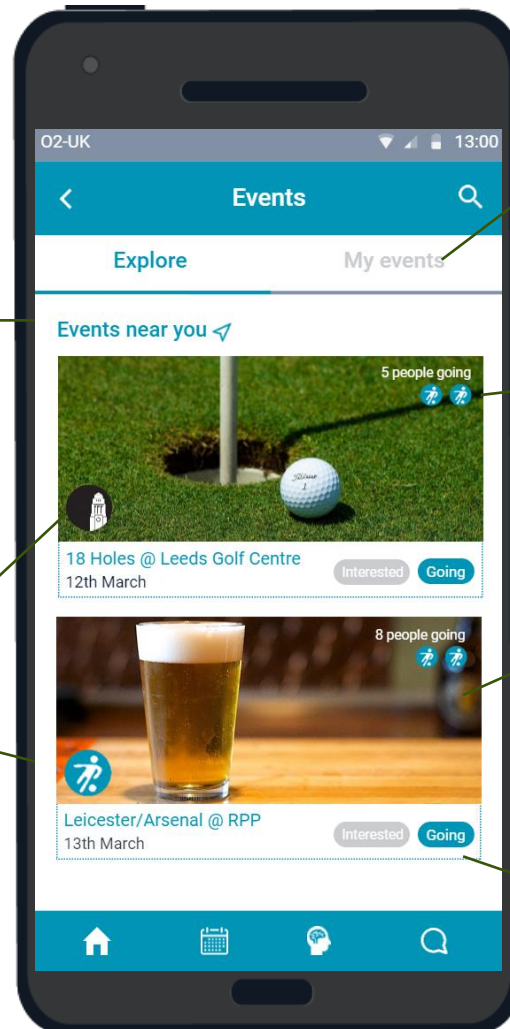


13. DESIGN AND CONCEPTUAL WORK – EVENTS

motive.

Many freshers arrive and don't know what is going on around them. Locational data will filter events to the users location.

Casual events, to socials and University events can be posted to this page.



Events users have clicked going to will appear in another tab.

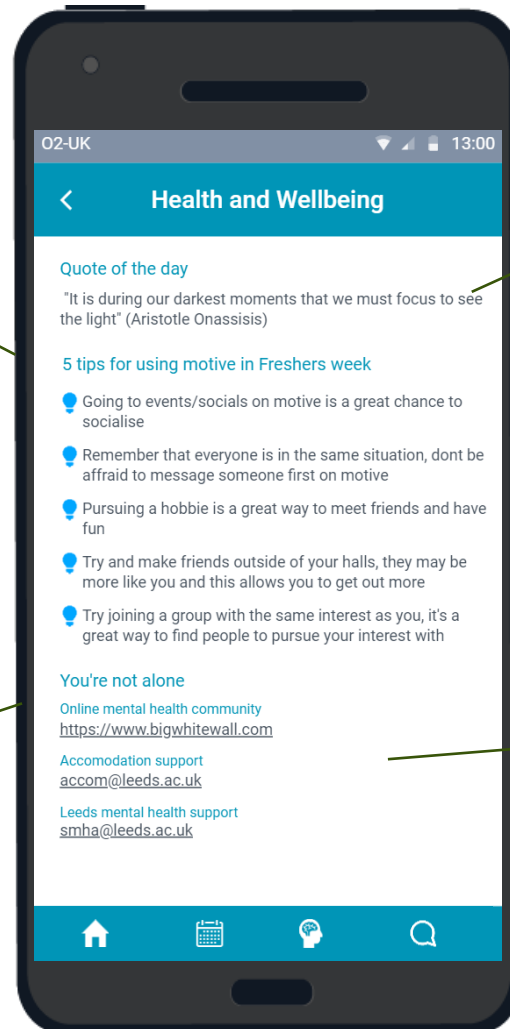
Users are able to see what other freshers are going.

Users can click on the event to find out more info.

Once clicked going, users automatically join the event group chat, this is to reduce anxiety about turning up to events.

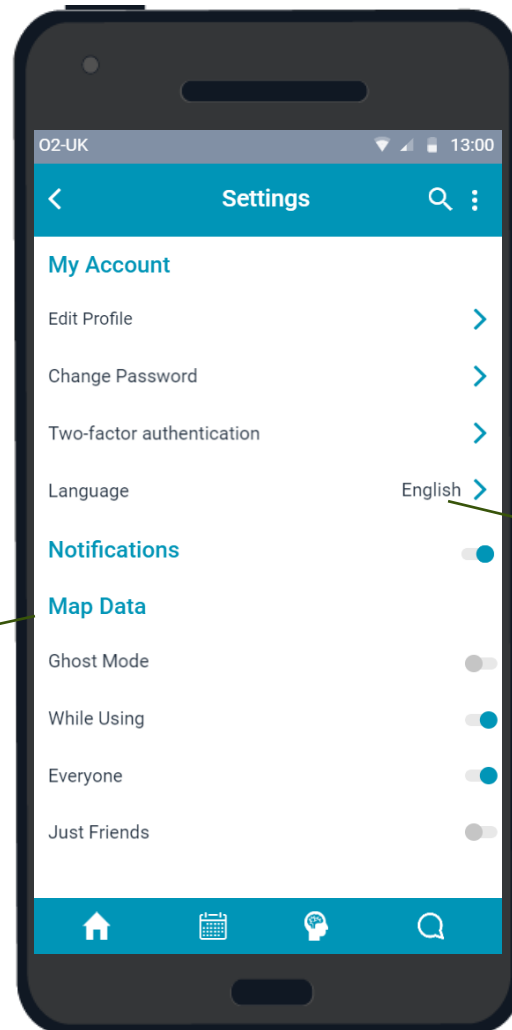
Useful tips for how freshers can make the most of motive to make friends in freshers week.

Useful contact details if users are struggling in freshers week and need some support or advice. Users will find more support contacts once scrolled down.



Daily quotes / tips can be updated daily to inspire freshers to make the most out of freshers week.

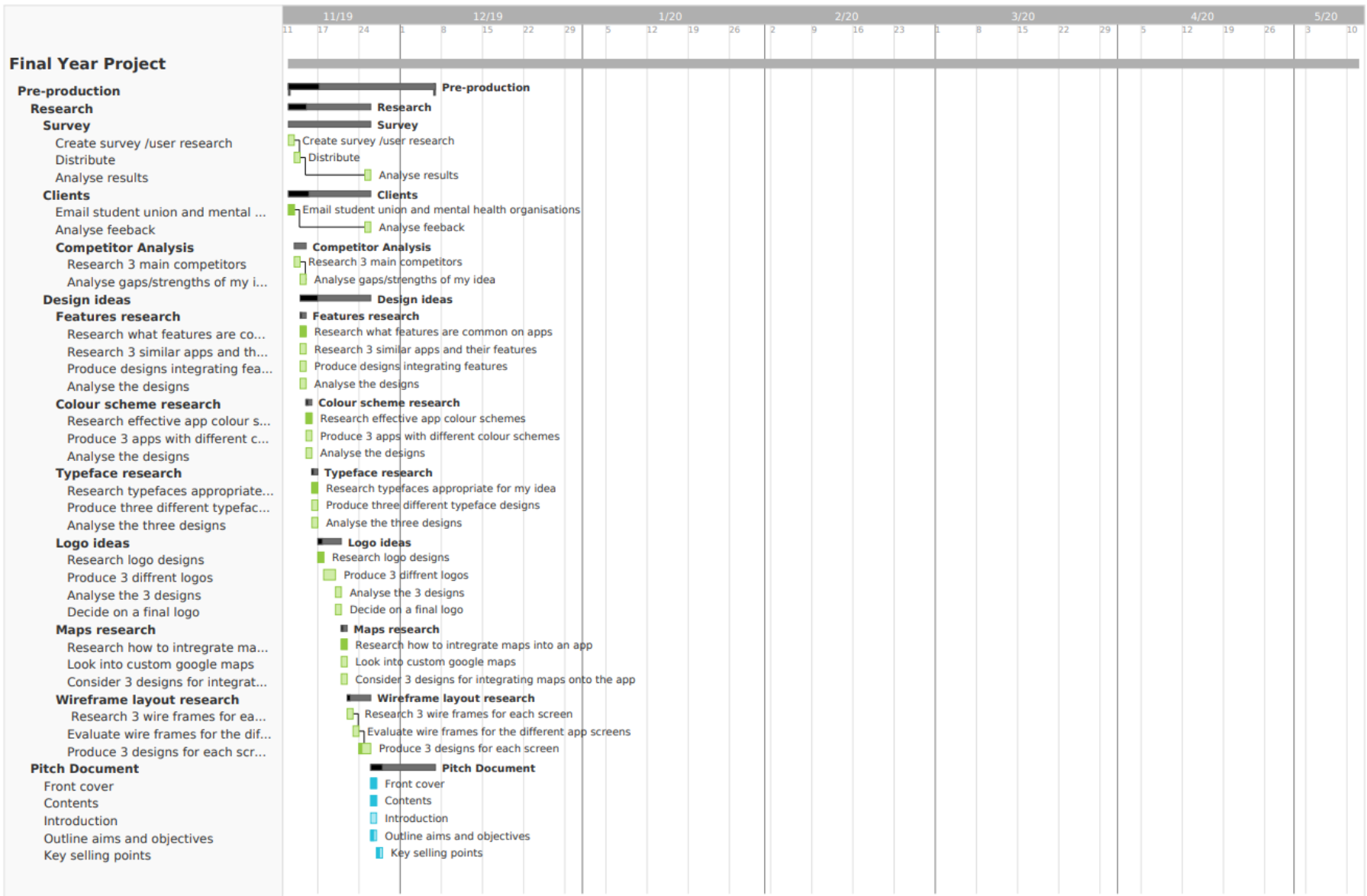
“Have as many sources of support as possible for different issues. It's best to signpost to other people that are specialised in that area as they will provide the best type of support” (Huck, 2019)



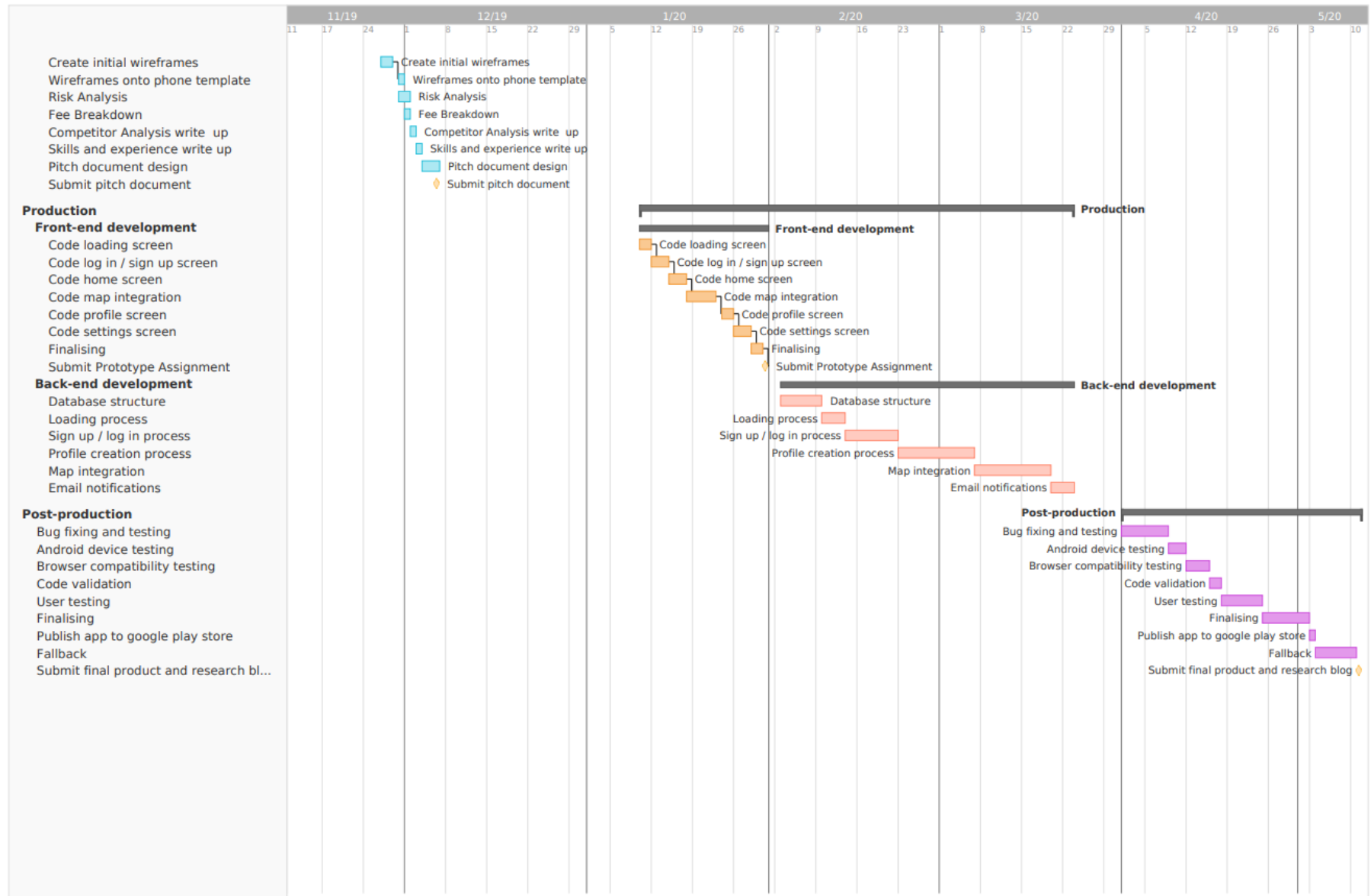
Important map settings so users have control over their privacy.

Important for international students, “many international students come and find it hard to read English” (Huck, 2019).

16. GANTT CHART



17. GANTT CHART CONTINUED



18. RISK ASSESSMENT

PLANNING RISKS	LIKELIHOOD	IMPACT	SOLVING
Clients don't respond in time	Medium	Medium	Send out detailed emails trying to arrange to talk to clients
Gantt chart is unrealistic	Low	Medium	Ensuring time and effort was put in at the start when planning in order to follow the project plan successfully
Tasks take longer than expected	High	Medium	Giving realistic time frames in the Gantt hart will reduce this risk
Unable to complete tasks planned	Medium	High	Receive help and advice on what do to from supervisors if this problem occurs
Inefficient meetings with client/supervisors	Medium	High	Utilise Chris Birchall's booking system

19. RISK ASSESSMENT

RESEARCH RISKS	LIKELIHOOD	IMPACT	SOLVING
Sampling freshers for useful research	Low	Medium	Contacting first year digital media ambassadors to receive insights from first years
Research highlights flaws in my idea	Low	High	Before going ahead with my project idea, efficient research and planning has been integrated into the Gantt chart
Unreliable sources in relation to my project	Low	Medium	Using reliable academic work when pursuing research for my project, and collaborating with mental health organisations to provide reliable information in the app.

20. RISK ASSESSMENT

DESIGN RISKS	LIKELIHOOD	IMPACT	SOLVING
Design is too difficult too implement	Medium	High	Consider my skill set when it comes to developing the app and not develop something too complicated
Design isn't appropriate for the target market	Low	High	Time allowed for research and planning will enable me to design appropriately
Privacy by design isn't achieved	Low	High	Design mechanisms that allows it to be privacy conscious from default
Similar to other existing products	Low	High	Research will enable me to identify competitors, as well as showing a gap in the market

21. RISK ASSESSMENT

TECHNICAL RISKS	LIKELIHOOD	IMPACT	SOLVING
Lack of experience in apps could result in me finding this project hard	Medium	Medium	Use Udemy tutorials and supervisor meetings to complete the project. If found too difficult, create a website as I have previous experience in this and then wrap that into an app.
Features of the app may be hard to implement e.g Map, authorising Leeds students etc	Medium	Medium	Being realistic in what can be achieved will reduce complications in completing the project. Also allowing plenty of time will allow me to solve issues
Unable to find resources to solve coding issues	Medium	High	Udemy tutorials have demonstrated how to effectively find help when solving coding issues
App could look different on various devices / website not responsive	Medium	Medium	Allowing realistic time frames to complete tasks will help me solve issues

22. RISK ASSESSMENT

TECHNICAL RISKS	LIKELIHOOD	IMPACT	SOLVING
Unable to debug elements of the app	Medium	High	Sufficient time allocate to solve issues
Slow internet connection	Low	Medium	Ensure a good working environment is achieved
Hardware and software may impact the development of the app	Medium	Medium	Gantt chart has allowed for issues to limit the impact of these issues

23. RISK ASSESSMENT

USERS RISKS	LIKELIHOOD	IMPACT	SOLVING
Users will find it difficult to use the app	Low	High	Good UX Design through in-depth research
Users wont download and use the app	Medium	High	Good promotion explaining the benefits of the app
Users wont receive the benefits of the app	Low	High	Ensure users can easily find people to pursue motives with
Users wont want to use the app due to map data / personal information collected	Medium	High	Giving the user privacy and security mechanisms will give them confidence in using the app e.g turn off discoverability and pseudonyms
Users will be uncomfortable meeting up with people on the app	Low	High	University of Leeds log in to sign up, users can be reported if inappropriate behaviour is pursued and will receive punishment from the University

24. FEE BRAKEDOWN

motive.

Pre-production:

168 hours = £2520

Production:

616 hours = £12,320

Post-production:

336 hours = £5040

= £19,880 

Equipment:

HP Envy 13 Laptop = £949.00

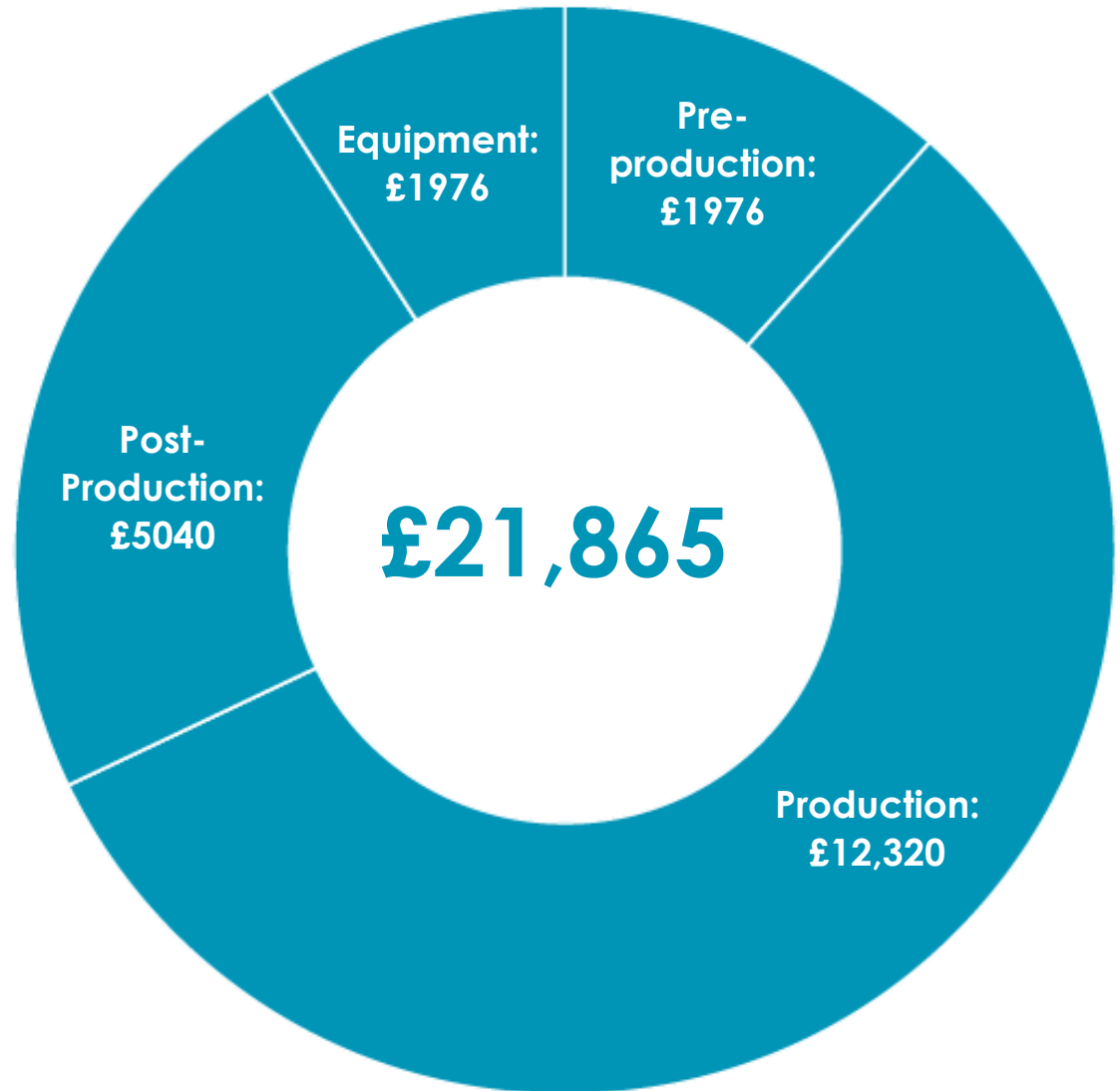
Adobe membership = £186.00

Samsung Galaxy S10 = £581.00

Hosting = £240.00

Domain = £20.00

= £1976 



25. COMPETITOR ANALYSIS

motive.



Freshers would typically use Facebook when trying to find people in their halls, this means they don't meet people outside their halls that might be more suited. Also, profiles don't typically display what their interests are which means it's hard to determine if you would make good friends. People also join society pages, but members can be of all years. motive. allows freshers to find people in a similar situation to them on the map once they arrive. With Facebook, you have to join pages and put effort into talking on group chats to discover if people similar to you. motive. makes this process easier.



Bumble is centred around making friends, with users uploading photos to display themselves. It uses the swipe function and places value on photos in order to find friends which can be concerning for users. Users can only message people, whereas motive. allows users to create events, socials and groups and is tailored in making the freshers experience more comfortable. Although, while I do like the advanced filters feature, it isn't effective enough and is focused on an individual's personality whereas motive is centred around interests. I therefore will ensure freshers can easily meet people interested in the same activities as soon as they arrive.



Panion uses a keyword function to find friends with similar interests and then displays users profiles on a feed. This is a good concept but is poorly executed and produces a frustrating user experience and has a 2.3 stars rating on the app store. Panion consists of various bugs and results in users not wanting to use the service which limits the effectiveness of the app. Motive aims to produce a friendlier design and user experience that allows freshers to enter and display interests in a more effective way on a map. Easily allowing users to find out if they are similar to them or not.

26. EVIDENCE OF SKILLS / EXPERIENCE

motive.

JAY FRANKS

FINAL YEAR DIGITAL MEDIA STUDENT

Throughout my time at the University of Leeds, I have centered my modules around web development and design. I thoroughly enjoy this type of work and had great success in achieving high 2-1's. Going into my final year, I want to learn a new skill in app development as I see this as a potential future career. Through developing a good understanding of coding already, this should help me transition into app development fairly quickly. I am currently taking an online course on Udemy and making good progress in helping me with the completion of my final year project. On the other hand, if making an app is found to be too difficult, I can easily create motive as a website and then wrap this into an app. However, I am determined to learn a new skill to hopefully benefit me in the future.

KEY SKILLS:

Web Development – Design - Adobe Creative Suite

TOOLS AND TECHNOLOGIES:

HTML – CSS – PHP – SQL – Java – Android, Adobe Creative Suite

<https://www.linkedin.com/in/jayfranks99/>



Josh Huck – University of Leeds Resident Life Manager

Franks, J. 2019. *Interview with J. Huck*. 29 November, Leeds.

“I work in the Residence Life team here at the University which our primary role is to support students in residences from the point they arrive to the point they leave through pastoral care and support. Supporting students with mental health issues is one of the more common aspects of our teams role” (Huck, 2019)

“The resident life team would find this app really helpful, and would be really interested in seeing the final product and potentially publishing it” (Huck, 2019)

“Students don’t like talking face to face and find it much easier to initiate friendships from behind a phone. Upcoming students are much more used to interacting on phones and would find this useful” (Huck, 2019)

“Freshers find it difficult to know what’s going on around them, if there’s an app for this outside the University it would be useful” (Huck, 2019)

Website redesign – 72%, 1st

“You have met all of the usability and user experience criteria very effectively. Well done.” (Tom Jackson)

It is impressive that you have managed to maintain such a strong alignment in a responsive website” (Tom Jackson)

Dynamic Web Programming Website – 67% - 2-1

“Your website is good with some attractive imagery in the design” (Chris Birchall)

“The log in system works well, and is well presented, and your comments board works well, is secure and robust... the comment delete is very smooth and the delete account works, as does your password change; you get extra credit for those” (Chris Birchall)

Multiformat campaign – 66%, 2-1

“The logo you have created for your festival is excellent!” (Tom Jackson)

“Your campaign demonstrates that you are able to successfully implement a professional design workflow using the full suite of Adobe design software” (Tom Jackson)

