# Proposal for Project

# Group B

Site for logo: HTTPs://logojoy.com/app?l=15062136

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| **Project title:** | Events for OAP (Golden Years) |
| **Group:** | B |
| **Project manager:** | Varies per week. |
| **Team members:** | Charlene Moore, Keith Feeney, Jessica Bankole and Angela Darel. |

## Overview

“Golden Years” is a web based application. We’ve creating it to help elderly people find and participate in events, in Ireland. This Project is a learning experience as there's little knowledge on this topic within the group. On completion of this project, users of Golden Years will be able to find the events they’re interested in, book events of their choice, pay for them (optional) and plan how to get there. The application should be able to make money by selling the events, transport and advertising space.

## Target group

Our main target group for our applet will be old age pensioners. The state pension is paid from the age of 66. (Google.ie, 2017). A lot of people would agree that when you retire it is time to relax and make the most of your free time. We based our Web application around this idea and the fact that due to OAPs not having the commitment of employment anymore they would be the perfect target audience as they will be adjusting to having so much free time. And what better way that getting involved in local activities and meeting new people. As a group we got together and conducted a lot of research on what apps are available for this specific target group. After a lot of research, we personally did not think there is enough out there. There seems to be more for the younger generation, such as night life. For example, NightOutExpert (2017). A couple of other websites are We found that activities that are available are difficult to find. Especially for a specific area. As a group we decided we would like to change this. We have decided to create a web application that will allow older people find activities in their area in Ireland. This web application will be simplified to ensure that our website will be easy to access and book fun activities in your local area as well as transport to help older people who aren’t very mobile attend these fun events. A website, we researched are CrowdComms We found discover Ireland was a great website. But more aimed at Tourists rather than locals/ citizens of Ireland. We would like to be more of help to the citizens of Ireland. And in genera we did not find these websites very helpful for the elderly. They are very complex and aimed more towards fit young people. We think that if we make our website easy and effective to use. We think anyone planning events for older people will certainly use our website. We think with the older generation not being as technical as the current generation, an easy accessible and quick to book events page with transport organised also would definitely be a success.

## Market Analysis

After doing a lot of research for our applet we found that there are similar idea's out there. This was a disappointment at first. At first, we were going to make a basic events page. But after research we discovered that there are not many for the elderly. We decided to break down our idea and target it more at the elderly from this discovery. So, we did more research to discover yes there are some web sites available for the elderly to book events. However, we did not find these websites very helpful and a little too complex for someone who may not have technical experience. We decided to use this as our Unique Selling Point! Our website will have a list of events and activities that older people can use and book through us. We will also offer OAP'S a discount by booking through our web site as they are in fact our Target Market. We hope to have either public transport more accessible or private buses up and running by local bus drivers. This will however be something that we will have to add to our future plans. We think with organised transport for these events it will add to our unique selling point and certainly make events for the elderly far more feasible. By doing this older people can book fun events, such as bingo with the click of a button and not have the worrying of getting there. We noticed that event websites and apps that are available are far too complex and don’t take into account that elderly are not all physically fit enough to do what is available for the younger generation. Transport isn't always accessible for the older generation either. After doing some research, we discovered that there is not much events out there similar to the application to this one. We find most of the similar website that is already out there for elderly people are not easy to use, especially for elderly with no technical background. We have created mock ups of our Web Applet. However, these are only mock ups. We intend on improving these, and making our website as easy as possible to use. We look forward to learning new techniques and developing our technical knowledge whilst working on this project.

## Functionality

The main function of the web app includes tapping the screen. Most especially, user’s registration. It’s not essential for users to register, new visitors can still access the website as much as a member can. Members are able to register and log afterwards. A confirmation email will be sent to their personal email for verification. Members and visitors are able to see previous events, book an event, search for new events. Members only are able to save to wishlist or email to their personal email or share to friends, straight from the web app. To book new event as the member, personal details are not required.

**Payment system**: The payment system will enable the credit cards to be processed. New visitors and members can pay for an event on arrival at the event. The card processing allows cards to be verified. The receipt can be printed or send to personal email address. The app will have encryption for the payment of booking the fee's.

**Accessibility:** Users will be able to access the web applet from their smart phones, tablets and on pc. Unfortunately, user’s will not be able to access the web applet offline, Wi-Fi is required.

**Tracking**: The web applet will have a tracking system to track the location the event and transport to the events.

**Medical Support:** Member who are registered will only be entitle to medical support at the vent in case of any emergency

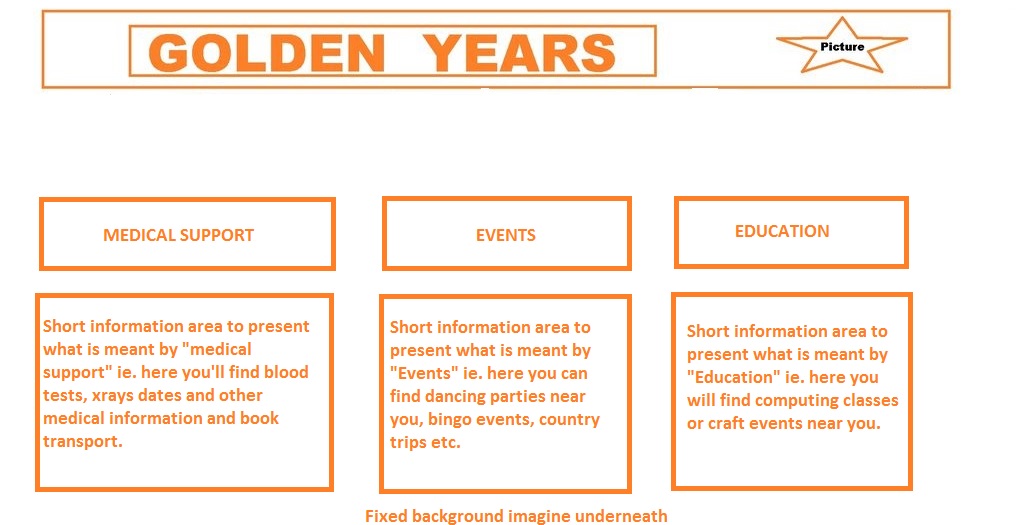
**Golden Year University:** Golden Year University will offer members online short course such as, learning how to use computer, smart phones, how to reply to emails and booking.

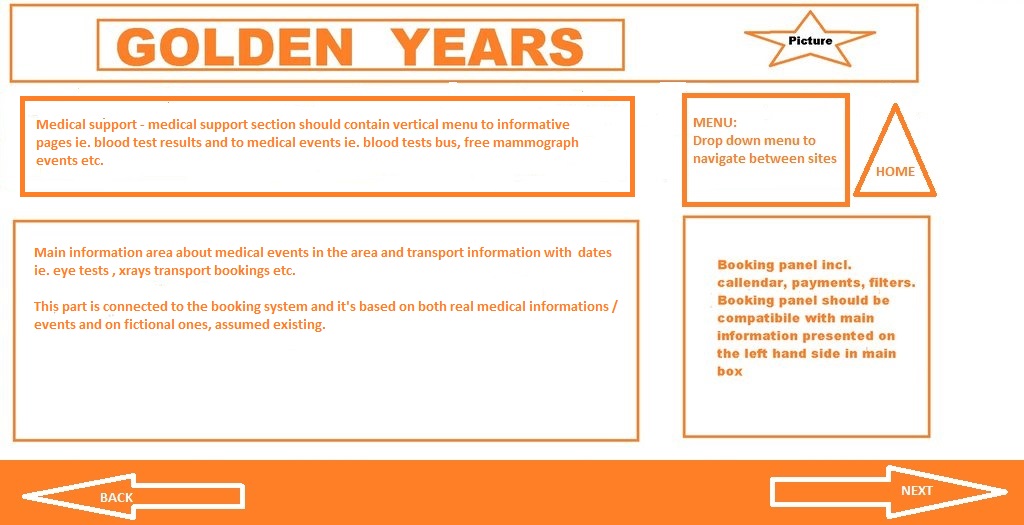
Our Web applet will be able to store any information the user inputs into the system and store it in the database. We aim to keep our applet simple and convenient to use. Our main aim is that events for elderly people will be booked easy and efficiently without any stress. The application will have Google maps for Ireland showing the events of the area on this map. We will allow users to create an account or continue shopping as a user. By creating an account, we will be able to send special offers via email.

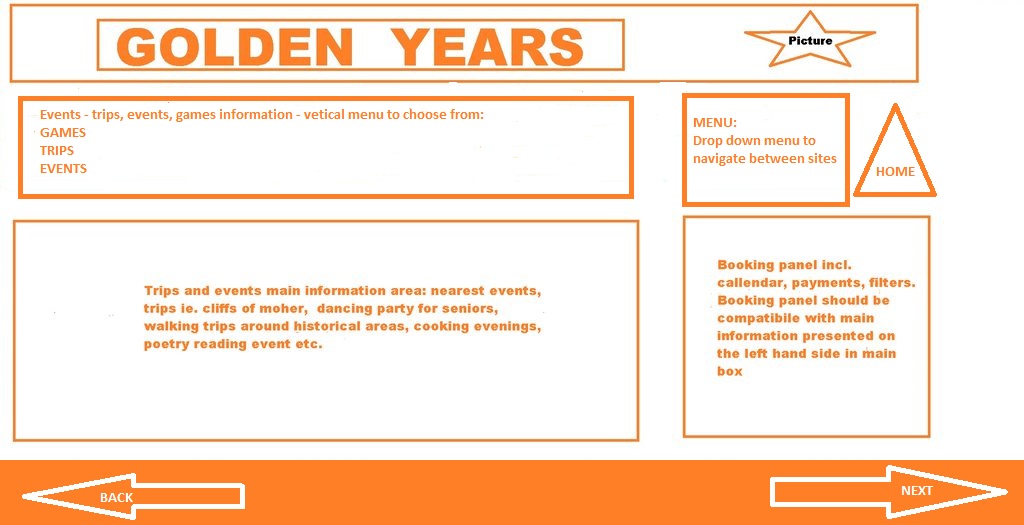
## Mock-up

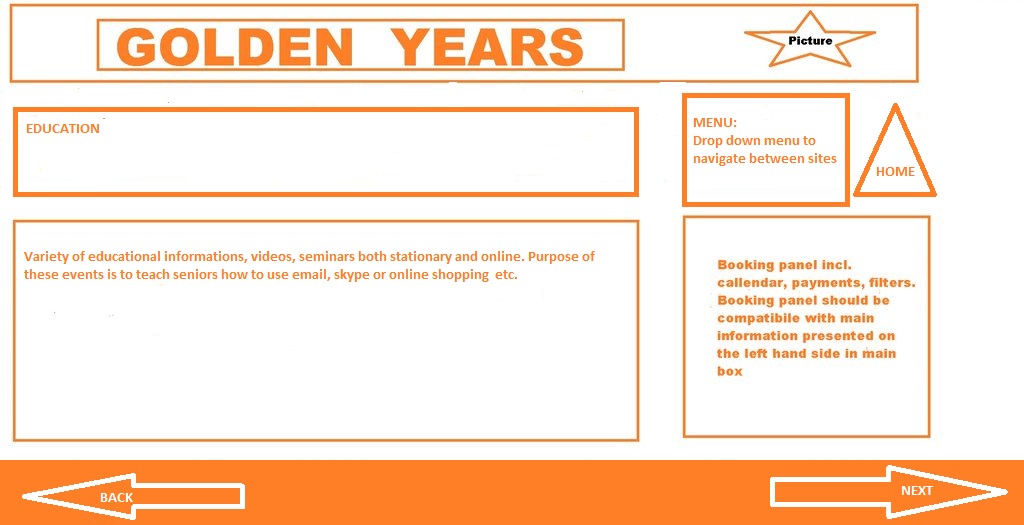
To create wireframe, we've used Paint. As our project aims for elderly people, it needs to be as simple visually as possible and easy to use. The pages mock up looks as follow:











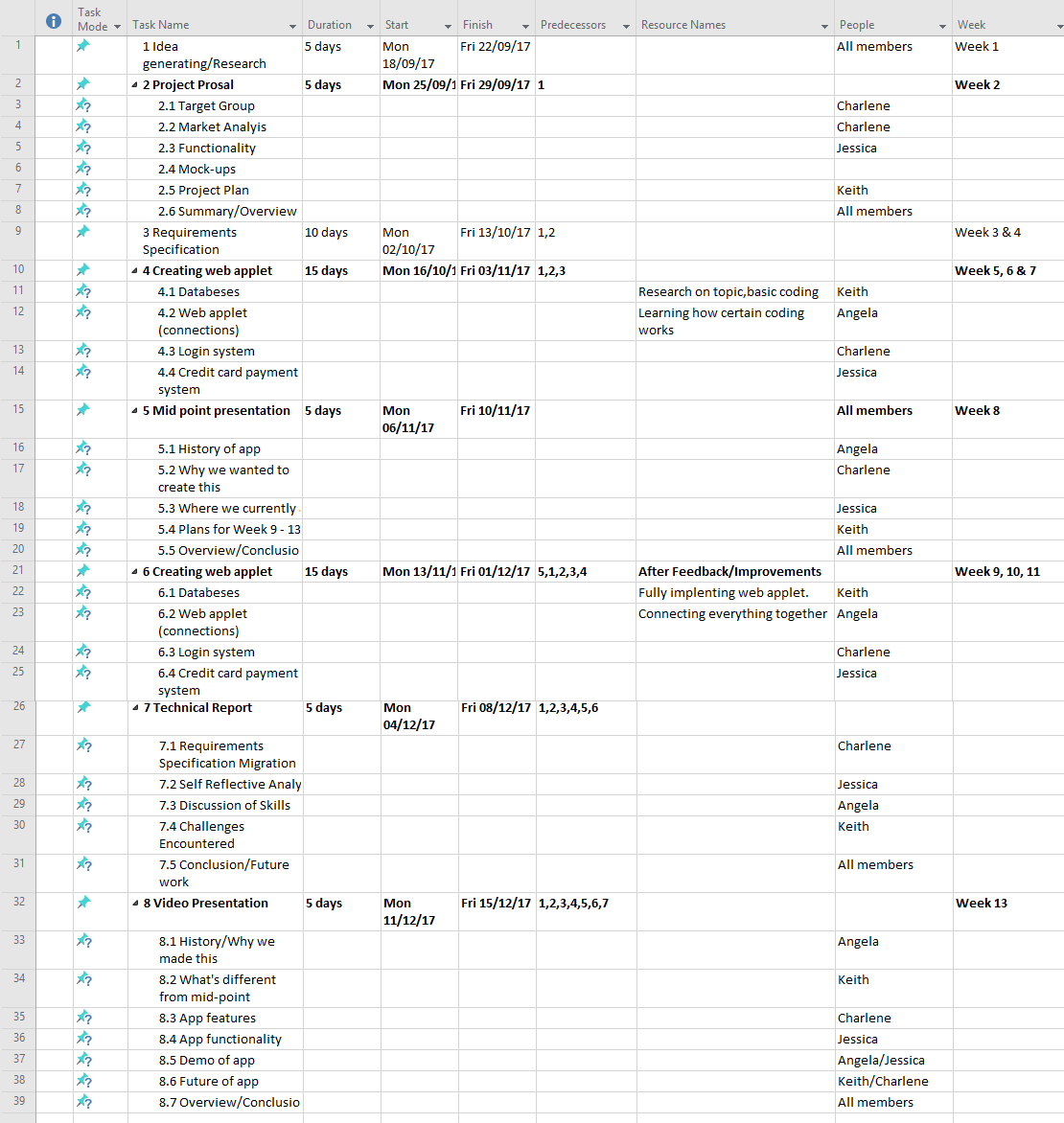
## Project Plan

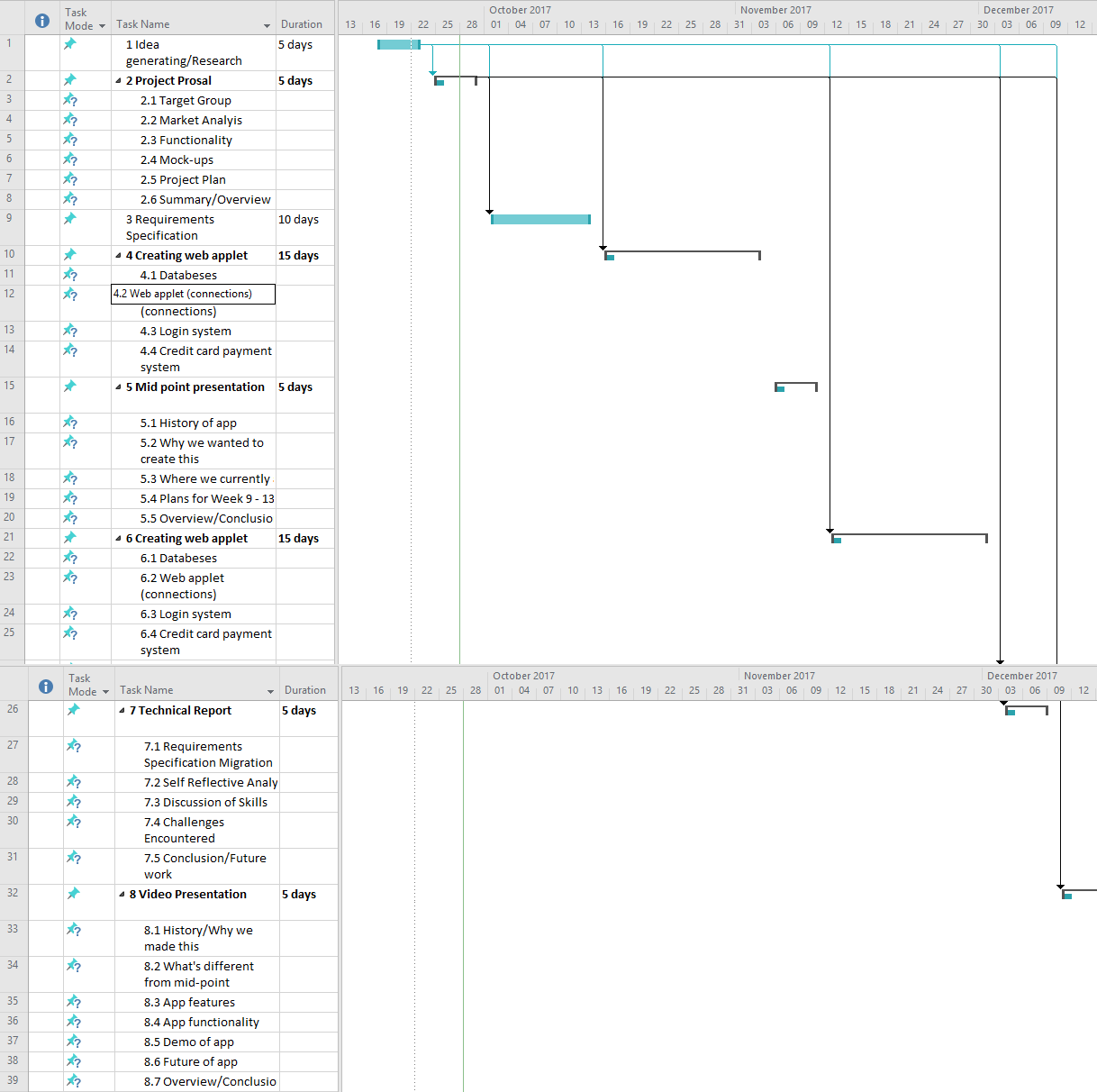
We plan to have a weekly meeting on Mondays to go over what was done the previous week and to discuss what tasks need to be done for the current week. Any issues can be resolved at this time. As we have no lectures Wednesday, additional work will be completed then.

Deadlines:

* Week 2 – Project Proposal
* Week 4 – Requirements Specifications
* Week 5 – Research on given part of the project, view/test samples
* Week 6 – Begin Implementing code
* Week 7 – Test code with other aspects of the applet.
* Week 8 – Midpoint presentation / Review feedback
* Week 9 – Research (if needed) to incorporate feedback, view/test samples
* Week 11 – Implement coding
* Week 12 – Finalise applet / Technical Report
* Week 13 – Final presentation

Project Plan:





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## Summary

The software will be of great benefit to the elderly. It can encourage them to participate in more activities. We hope that our brand name will be encouraging as the golden years. This is to represent the fact that age is only a number. We want to help and not create work.

There are always going to be risks involved. Higher risks for entrepreneur. We can assure you that they are calculated risks. We have undertaken a lot of market research and do think that there is a gap in the market for our application. And with the help of nursing homes, Elderly committees and other organisations we can work as a team to ensure that older citizens get to live the remainder of their life to the full.

**References:**

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