Project scope

Description

We are going to develop an Android app for the career fair DatE-IT at Chalmers. The app will be made for the students that will attend the fair. The app will let students find information such as a schedule, who the lunch lecturer will be etc. It will also present all companies participating in the fair and where the companies' showcases are to be found. It will also give students the opportunity to filter amongst the companies depending on what program the student attends and what offer the student is interested in; such as summer job, internship etc.

We aim to make it possible for students to log in to the app to enable all students to have their own home page where they can "save" companies that are interesting for them personally. We also want to develop a function that allows students to take notes from different meetings with the companies.

MVP:

- Have views for different types of information relevant to the students.
- Show all companies and make it possible to filter between them as described before.
- Be able to "save" companies as a user.

Key Partners

To be able to develop an app for the career fair DatE-IT, we need to have a partnership with the organizers. During this project, we will have a continuous dialogue with Arm-IT, who is part of the group that creates the fair. The plan is to have a weekly meeting, to get to know their requirements and opinions. This will lead to an app that will generate value for them and their customer segments.

Key Activities

The production of the app will build on using Scrum when planning for the project and coding the app. The project will also depend on a needs' analysis made in the beginning followed by problem solving through discussions with our stakeholder from Arm-IT.

Key Resources

One key resource for this project is our external stakeholder since she is a super user, which means she is both part of our partnership organization and our prime customer group. We also have access to the data of exhibitors from the fair of 2019 which will help us develop a relevant app. Another resource is the team members' different perspectives and knowledge since our group members study different programs and have different experiences. Time will also be a resource that we have to manage well to accomplish what we aim for.

Value Proposition

The app will generate value for the students visiting the fair, the companies attending and the organizers of DatE-IT. Value is created for the students in different ways. The app gives students easy access to information and also the chance to filter and save the companies that are most interesting for them. We create value for the companies since the information about them gets more easily accessed and reaches a broader group of students. The app will generate value for the organizers since the app offers a smart way for students to get to know the companies. This will make both their main customer segments, students and companies, more satisfied with the fair.

Customer Relationships

Some of our team members are also students from the IT programme at Chalmers, which means that they are a part of a customer segment. In that sense, we already have a relation to the customers. On the other hand, we will not be able to develop the app from the customers' requests. We think the organizers of the fair have enough knowledge about what the needs are since they have information gathered from students that have attended the fair previously years. Therefore, we don't consider it prioritized to have continuous communication with more students for a six week project.

Channels

The app will hopefully be available on Google Play Store for android users. The organizers of the fair will be in charge of reaching the customers with their marketing channels. This is considered the most cost efficient and best way to reach the customer group. Hopefully, the app will also be recommended within the program and will be spread with the word of mouth.

Customer Segments

The most important customers for this project are the students from the Data, IT and Electro programs at Chalmers since they are the users of the app. The second customer segment are the organizers of the career fair since we gather information from them. The third customer segment consists of the companies that are exhibitors on the fair since the information about them will be published in a more efficient way.

Cost Structure

Since the project is done through an university course it won't generate any economical costs. However the project group and the partners will pay in time to make the app useful for the customers.

Revenue Stream

During the course we will not have any revenue streams. Neither are we developing the app to generate revenue but it could be possible in a later stage. If the organizers of the fair decide to further develop the app they could make it possible for the companies attending the fair to promote themselves through ads on the app which could generate revenue.
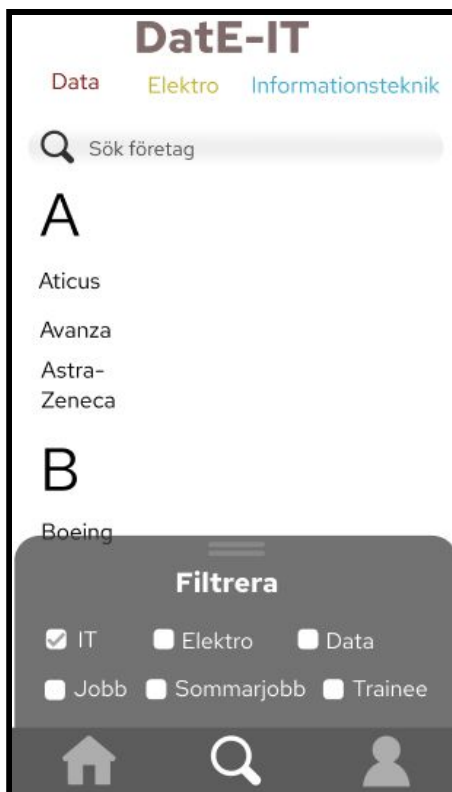
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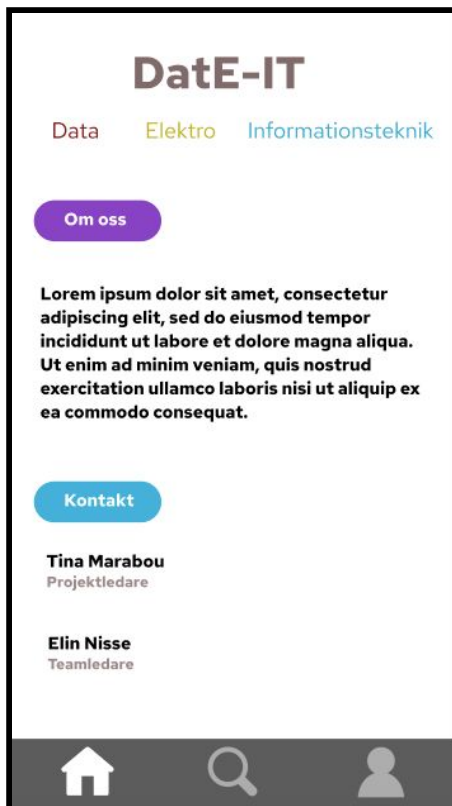
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