# Proposal for Interdisciplinary Team Project

**BSHC(E)2, BSHBIS(E)2, HCC(E)2, BSHTM2, HCBC2**

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| **Project title:** | Canvass (working title;presentation software) |
| **Group:** | #7 |
| **Project manager:** | Mark Gaskin |
| **Team members:** | Mark Gaskin, Patrick Moran, Stefan Dworschak |

## Overview

What is this project about?

**Canvass**, is a innovative new presentation platform/service which amalgamates traditional presentation structures with new media applications. Create a new canvas, add charts and new media content, drag, drop, chop and change it until you’re happy and share it with friends/colleagues. CREATE. DESIGN. SHARE.

## Target group

Who will use this software? Are any skills or prior-knowledge required to use this software? Why would users want to use this software? Are there different roles involved (e.g., admin vs. user)?

Possible target audiences:

* **Corporate Businesses/Enterprises** sharing new process flows, ideas, analysis easy and quickly with a new edge
* **Marketing** create new proposal to win business (or Marketing portfolio)
* **“Creatives”** help people celebrate special moments in their lives with loved ones (e.g. Engagement/Weddings, Birthdays etc)
* **Students/Colleges** create interactive content to share for better learning experiences
* **Private Users** express creativity and share with friends & family

## Market Analysis

Are there similar applications? How is your proposed idea and application different?

There are some presentation software packages available on the lower end of the spectrum (easy to use, not much interactive features and not easily shareable - such as PowerPoint, Spark, Prezi etc.) and some software on the higher end (need expert users/designers to create, are very interactive) – however they seem to be targeted to a small niche (Kiosks) – presentation an offshoot of the actual software. Our solution fills the void for business, education and private users that are not experts, but have a want to design bespoke, interactive, creative and shareable presentations to suit their needs.

Similar applications to what we have chosen to develop as our project include:

Canva:

Canva is a design orientated tool, that allows the user to design presentations, social media grahics and layouts for a website. Canva differs from “Canvass”, as although it allows you to design presentations, it does not allow you to develop a presentation and encompass the analytical tools proposed as part of this project.

Prezi:

Prezi allows you to create slides in an animated fashion, it incorporates analytics, to offer the creator a view of who, how long and how often a user has viewed the presentation. Prezi is the next generation of slide generation and is very similar to Linkedin’ “Slideshare”. As Prezi is still a slide generator, it is for this reason it differs from “Canvass”.

Spark:

Similar to Canva, Spark allows a user to create video based slides. It’s target audience is mainly the photography field and travel bloggers. It does not incorporate any analytics and differs from “Canvass” in this way.

Panopto:

Panopto is video presentation software developer, allowing you to record, edit and share video presentations. It is not a replacement for powerpoint which “Canvass” is proposed to be. Panopto allows you to record yourself presenting a powerpoint presentation.

PowToon:

PowToon is a fun, animation based slideshow developer. PowToon​ is an online tool that allows users​ to easily create animated stories for presentations or explainer videos. ​Again PowToon is a slide generator and does not incorporate a drag and drop feature which “Canvas” hopes to incorporate.

## Functionality

What can this software do? What it cannot do?

* User login as admin and/or view
* Create new presentation cavasses
  + Add Traditional Analytics features (e.g. graphs) – will be using Google Charts API
    - From CSV
    - From Google Analytics
  + Add New Media features
    - Youtube, Facebook, Twitter, Linkedin (for the start; to be expanded)
  + Static features
    - Themes
    - Text & Images
  + Sharing features:
    - Share on Social media
    - Share via email
    - Share via link
* View shared canvasses
  + Not editable, but interactive (e.g play video, download analysis, etc.)
* Admin Access
* Create new canvasses and/or view shared canvasses
* View access
* View shared canvasses only

## Mock-up

How will this software look like? Create a mock-up that illustrates the functionality and insert it here. You may use wireframe software (e.g., Balsamiq, FluidUI, etc.), graphics software or presentation software to create an impression of the user interface.

## Project Plan

How will you ensure that you meet the project milestones and successfully complete the project within the allocated timeframe? Add your own deadlines to the milestones provided. Create a Gantt chart illustrating the project deadlines and time line using Microsoft Project or a similar software.

## Summary

Overall, what is the benefit of this software? Are there any risks involved?