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| **Research Proposal Form** | | |
| **Student name: Muhammad Kemal** | | |
| **Student ID: BDSE-0922-084** | | |
| **Centre name: EduClaas** | | |
| **Mentor: Arvinder** | | |
| **Unit:** 13 Computing Research Project | | |
| **Date: 30th Aug 2023** | | |
| **PROPOSED TITLE: "Enhancing Features and Revitalizing Jumpstart Website to Fit Post-COVID-19 User Preferences"** | | |
| **Section One: Objective, responsibilities** | | |
| **Objectives:**  In the context of initial business design supported by a new model approach, the main objective of this study is to explore business innovation opportunities that can be applied to Jumpstart. The focus is on identifying new opportunities that can lead to innovative and effective business models, with the aim of driving Jumpstart's progress. In the early stages, we will explore the potential of customized and innovative business models, which can be customized to reflect user preferences. This aims to ensure that Jumpstart provides an optimal and satisfying experience for each of its users.    **Responsibilities:**   1. **Defining the project scope:** You will need to define the scope of the project in collaboration with Jumpstart's management team. Identify key deliverables, milestones, and any constraints that need to be considered during the project. 2. **Developing a project plan:** Create a comprehensive project plan detailing tasks, timelines, dependencies, and resources required.   Establish a clear roadmap for the project's execution, including assigning responsibilities to team members and setting realistic deadlines.   1. **Managing the research team:** You will need to oversee the research team and ensure that they are meeting the project goals and timelines. This will involve providing guidance and support to the team, tracking their progress, and addressing any issues or concerns that arise. 2. **Managing project risks:** Identify potential risks that could impact the project's success, such as resource shortages or unforeseen challenges.   Develop a risk mitigation plan outlining strategies to minimize or address potential risks as they arise, ensuring the project stays on track. This will involve monitoring the risks and taking appropriate actions to minimize their impact.   1. **Ensuring data quality:** Establish accurate data collection protocols and measures to ensure the accuracy and reliability of information collected on project research.   Monitor and review the data collection process on a regular basis, immediately address any matters that include monitoring risks and their impact on problems to maintain data integrity. | | |
| **Section Two: Reasons for choosing this research project** | | |
| **Enlist Assumptions:**  **Technology Assumptions:**  Technology assumptions refer to fundamental beliefs about the availability, capability, and integration of certain technological tools and resources that will support the successful implementation of a project or initiative. These assumptions guide the planning and decision-making process, ensuring that the selected technology is aligned with project goals and requirements.  Availability of Latest Technologies: In designing a new business model for Jumpstart, it is assumed that the latest technologies such as ReactJS and Spring Boot will be available to support the implementation of this model. ReactJS will be used to create dynamic and interactive user interfaces, while Spring Boot will facilitate efficient backend development.  Hardware:   * Laptop/Computer: * Processor: Intel Core i7 or AMD Ryzen 7 (or equivalent) * RAM: Minimum 16GB (32GB recommended for optimal performance) * Storage: SSD with at least 512GB capacity for high data access speed   Software:   * Operating System: Windows 10 (depending on preference) * Text Editor/IDE: Visual Studio Code (recommended) or JetBrains WebStorm for frontend and backend code development * Browsers: Google Chrome, Microsoft edge (for testing and debugging responsiveness) * Version Control: Git for managing code versions and team collaboration * Frameworks and Libraries: ReactJS (frontend) and Spring Framework (backend) as per project requirements * Database: MySQL or PostgreSQL for storing application data * API Development: Postman for API testing and documentation * Design Tools: Figma, or Draio for designing user interface layouts wriframe   **Facility Assumptions (Infrastructure Assumptions – Supporting Tools)**  The facility assumption maintains the expectations and beliefs regarding the availability and functionality of the physical resources and tools necessary to enable the smooth execution of the project. These assumptions include the hardware, software, and tools needed for effective collaboration, development, and testing within the project scope.   * Robust Hosting Infrastructure: It is assumed that a reliable hosting infrastructure will be available, equipped with capable hardware and software resources. This infrastructure will ensure the availability, performance and security of the Jumpstart website. * Secure Network Environment: This assumption involves implementing security measures such as firewalls and encryption protocols. This approach will protect sensitive data during the development and testing stages of the website. * Backup and Recovery Solution: This assumption includes the existence of a well-defined backup and recovery system to protect against data loss. Periodic backups ensure that data can be recovered in the event of unforeseen technical problems. * Integrated Version Control: This assumption involves using a version control system such as Git to manage code changes and facilitate team collaboration. This approach ensures that the code stays organized and allows for conflict-free collaboration. * Efficient API Testing: It is assumed that a dedicated tool like Postman will be used to test and document the API. This simplifies the process of verifying functionality and API integration.   **Need of Solution:**  Solution Needs refer to the specific challenges, requirements, and goals that drive the search for a suitable solution. This indicates a compelling reason or gap that needs to be addressed to achieve the desired result or improvement. Recognizing the need for solutions helps guide the development of effective strategies and approaches to meeting those needs.   1. **Look for Growth Opportunities:** We need to find new business innovation opportunities so that Jumpstart continues to grow and develop in a market that has many competitors. 2. **Make User Experience Better:** By finding a suitable and innovative business model, we want to make the experience of people using Jumpstart better, according to their own choices and make them happy. 3. **Be First with Innovation:** In order for Jumpstart to remain at the forefront of this industry, we must actively seek and use new and innovative business models so that we can be different from the others. 4. **Keep up with Trend Changes:** The solution is needed so that Jumpstart can adapt to changing market trends and changing user expectations, so that the business stays in line. 5. **Keep up with Trend Changes:** The solution is needed so that Jumpstart can adapt to changing market trends and changing user expectations, so that the business stays in line. 6. **Keep up with Trend Changes:** The solution is needed so that Jumpstart can adapt to changing market trends and changing user expectations, so that the business stays in line. 7. **Have a Competitive Advantage:** We want to have an advantage over other competitors by offering a unique experience that suits each user through an innovative business model. 8. **Ensure Sustainability:** In order for Jumpstart to last a long time in the market, we must find ways to continue to innovate and change its business model according to developments. | | |
| **Section Three: Literature sources searched** | | |
| **Journal article:**   1. Bocken, N. M. P., & Short, S. W. (2021). Unsustainable business models – Recognising and resolving institutionalised social and environmental harm. Journal of Cleaner Production. <https://www.sciencedirect.com/science/article/pii/S2212827123005449> 2. Assumption surfacing and monitoring as a tool in project risk management   January 2014International Journal of Project Organisation and Management 6(1/2):179 – 196  <https://www.researchgate.net/publication/264816975_Assumption_surfacing_and_monitoring_as_a_tool_in_project_risk_management>   1. Ssegawa, J. K., & Muzinda, M. (2021). Feasibility Assessment Framework (FAF): A Systematic and Objective Approach for Assessing the Viability of a Project. Procedia Computer Science. <https://www.sciencedirect.com/science/article/pii/S1877050921002210> | | |
| **Section Four: Activities and timescales** | | |
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| **Milestone one: Research Proposal** | | |
| **Target date (set by tutor):** | | |
| **Milestone two: Project Implementation** | | |
| **Target date (set by tutor):** | | |
| * **Primary Research** * **Survey**   Conducting surveys among potential users, stakeholders, or target audience to gather quantitative data regarding their preferences, needs, and expectations related to the Jumpstart platform. This data will provide insights into user preferences and help shape the business model accordingly.   * **Quantitative Research**   Employing statistical analysis and data collection methods to quantify various aspects of the business model innovation. This could involve analyzing numerical data from surveys, user behavior patterns, and other quantitative sources to inform decision-making.   * **Secondary Research** * **Case Study**   Analyzing existing similar businesses or platforms to understand how they have approached business model innovation. This involves studying their successes, challenges, and strategies to extract valuable insights for implementing innovative models for Jumpstart.   * **Literature Review**   Conducting a systematic review of relevant literature to gather insights, best practices, and trends in business model innovation and user-centered design. This will help identify key factors and methodologies to consider while crafting an effective business model for Jumpstart.   * **Qualitative Research**   Conducting in-depth interviews or focus group discussions with users or experts to gain qualitative insights into their experiences, expectations, and pain points related to Jumpstart. Qualitative research can provide rich contextual information to complement quantitative data. | | |
| **Comments and agreement from tutor:** | | |
| I confirm that the project is not work which has been or will be submitted for another qualification and is appropriate**.** | | |
| **Agreed:** | **Name:** | **Date:** 30 August 2023 |
| **Comments and agreement from project proposal checker (if applicable):** | | |
| I confirm that the project is appropriate. | | |
| **Agreed:** | **Name:** | **Date:** 30 August 2023 |