**206CDE project idea proposal form**

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**What is the problem the group try to address? (50 words)**

The group has identified that charities are lagging behind in technology, both in their adoption and innovation. This is based upon personal experience of the group and sources such as those listed below. Thus the group wants to aid charities in identifying potential areas where they could better invest their resources through technical based analytics.

<https://www.civilsociety.co.uk/news/review-programme-launched-to-help-charity-sector-embrace-digital-technology.html>

<https://www.theguardian.com/voluntary-sector-network/2016/apr/11/charity-governance-digital-technology-trustees>

<https://www.solicitorsjournal.com/news/201701/smaller-firms-lagging-behind-technological-innovation>

**The proposed solution. (100 words)**

This group is hoping to identify patterns in areas based upon given data. An example would be identifying high crime areas within a given city, doing this could allow people to make a more informed decision on what area to move to additionally it could allow government and/or aid organisations to better utilise resource distribution to more troubled areas.

To this end the group proposes using the Google maps API to map data either taken from online sources or those given by companies so as to create a user friendly, easy to read map. It will also feature a background system that can take data and process it into a usable format.

In summary, the group proposes building a web based analytic tool that will present the data on an interactive map for ease of use. This website is envisioned as being free to use.

**Potential competitors. (30 words)**

Competitors of this product could include companies that utilise Google map based technologies like their heatmap based systems. An example company that uses this service would be GDELT (<http://analysis.gdeltproject.org/module-event-heatmapper.html>) who offer global heatmaping soloutions. crazyegg, Clicktale.

**Issues. (50 words)**

The main problems the group face include the following:

* There is a limited time frame for the project so it will not be 100% operational rather it will be a proof of concept based on example data.
* The group has never meet before thus presenting the problem of not knowing each others strengths and weaknesses.
* Also there is differing levels of technical competency as this project is undertaken with the group members never building a website like this before.