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# ADVICE REPORT BUILDING ATTENTION

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## Advice Report for Building Attention

### Abstract

The purpose of this report is to provide strategic advice to enhance project visibility and awareness among students within the TQ building at Fontys University. This advice is based on extensive research, including user interviews, surveys, and competitive analysis. The expected outcomes include improved project engagement, better resource utilization, and enhanced collaboration among students.

### Objectives

The primary objective of this report is to outline strategies that will increase student awareness and engagement with projects. This aims to foster a more collaborative environment and ensure that students are better informed about ongoing projects, which will, in turn, enhance learning opportunities and innovation within the TQ building.

### Methodology

The analysis for this report was conducted through various methods:

- ✚ User Interviews and Surveys: To understand the current level of project awareness and the needs of students and faculty.
- ✚ Competitive Analysis: To identify best practices from other universities and similar institutions.
- ✚ Literature Study: To define what constitutes a student project and to explore the best hardware and software solutions for showcasing projects.

### Current Situation Analysis

#### *Strengths*

- ✚ High level of interest in student projects during events like Innovation Insights and FontysICT Festival.
- ✚ Existing framework for project showcases that can be leveraged for broader engagement.

#### *Weaknesses*

- ✚ Lack of continuous project visibility outside of major events.
- ✚ Limited collaboration opportunities due to poor awareness of ongoing projects.
- ✚ Underutilization of resources and tools available to students.

#### *Opportunities*

- ✚ Implementation of a centralized digital platform for continuous project visibility.
- ✚ Increased use of interactive kiosks to engage students in high-traffic areas.
- ✚ Leveraging modern technologies like AR/VR for immersive project showcases.

#### *Threats*

- ✚ Rapid technological changes that could render current solutions obsolete.
- ✚ Competition from other universities with more advanced project showcase systems.

## Advice and Recommendations

### Overview

The advice revolves around implementing a centralized platform for project visibility, utilizing interactive kiosks, and integrating modern technologies like AR and VR to create an engaging and informative showcase environment.

### Specific Recommendations

- ✚ Technology Stack: Utilize ReactJS for building a dynamic and interactive web platform. Use interactive kiosks as the primary hardware due to their high engagement potential.
- ✚ Architecture: Design the platform to be scalable and modular, allowing for easy updates and integration of new features.
- ✚ Security: Implement strong security practices to protect project data and user information.
- ✚ Performance: Ensure the platform is optimized for fast loading times and smooth interactions.
- ✚ User Experience: Design an intuitive and visually appealing interface that encourages interaction and exploration.
- ✚ Development Practices: Adopt agile methodologies, regular testing, and continuous integration/continuous deployment (CI/CD) practices.
- ✚ Team and Resources: Assemble a multidisciplinary team including developers, UX/UI designers, and project managers.
- ✚ Legal and Compliance: Ensure the platform complies with data protection regulations like GDPR.
- ✚ Budget and Financing: Secure funding for initial development and ongoing maintenance. Consider sponsorships and partnerships for additional financial support.

### Implementation Plan

#### Phase 1: Planning and Design

- ✚ Define project scope and objectives.
- ✚ Assemble the project team.
- ✚ Design the platform architecture and user interface.

#### Phase 2: Development

- ✚ Develop the core functionalities of the platform.
- ✚ Implement interactive kiosks and integrate AR/VR features.

#### Phase 3: Testing

- ✚ Conduct thorough testing with a focus group of students and faculty.
- ✚ Iterate based on feedback.

#### Phase 4: Launch

- ✚ Roll out the platform and kiosks.
- ✚ Monitor performance and user engagement.

## Phase 5: Maintenance and Updates

- ✚ Regularly update the platform with new features and improvements.
- ✚ Provide ongoing support and troubleshooting.

## Risks and Mitigation Strategies

- ✚ Technological Obsolescence: Regularly update the platform and kiosks to keep pace with technological advancements.
- ✚ Data Security: Implement robust security measures and conduct regular audits.
- ✚ User Adoption: Ensure a user-friendly design and conduct awareness campaigns to encourage usage.

## Conclusion

This report highlights the need for a centralized project visibility platform within the TQ building. By implementing the recommended strategies, Fontys can significantly enhance student engagement, collaboration, and overall project awareness, leading to a more innovative and productive learning environment.

## Appendices

- Detailed survey results and analysis
- User interview transcripts
- Competitive analysis data
- Project plan and proposal documents