

---

---

# Fauna Finder



Tender Presentation

---

---

# What is Fauna Finder?



- Wildlife identification
  - Available as an app for mobile devices
  - For students, researchers and nature enthusiasts
- interested about the wildlife on campus



# Motivations to create Fauna Finder

- Current information available
- Dotted around the lake
- Not up to date





---

# Motivations to create Fauna Finder

- Information for students on campus
- The competing apps are general apps for birdwatching
- Too much information and not specific to university

Merlin Bird Id



iBird



Birda



BirdNET



Birds of  
European  
Field Guide



Birdwatching



GoBird





---

# How are we better than our competitors?

- Application sold directly to the universities being university-specific
- App valuable for students, visitors, researchers and nature enthusiasts of that university



---

# Features









---

# User accessibility

- App format is always at hand
- Vision impairment friendly

HEX codes

	#EFB174		#DFEBEB
	#E89266		#1FC5BD
	#934948		#8A8178



---

---

# Information

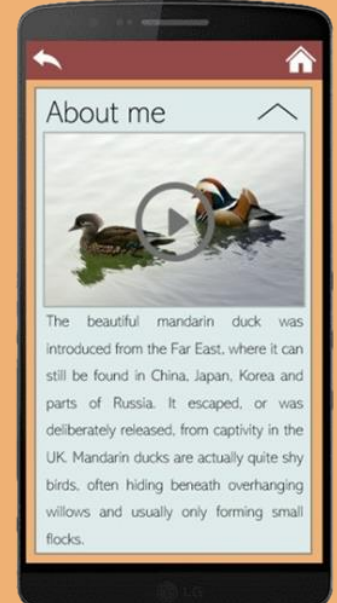
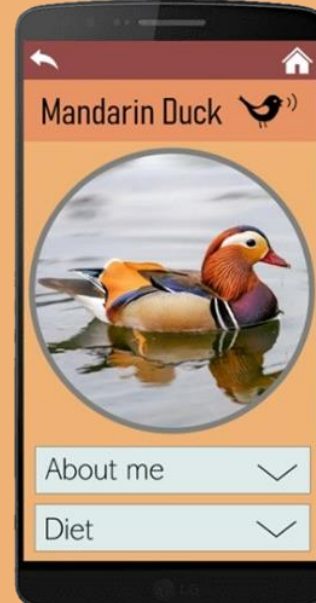
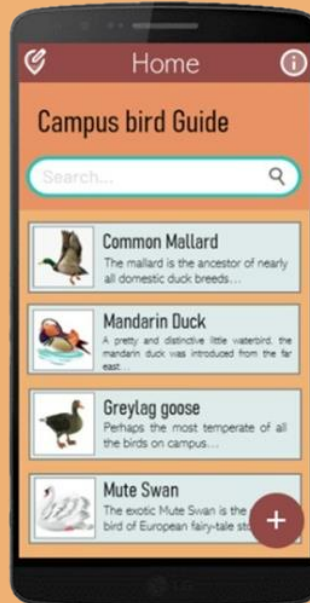
- Tailored specifically to the campus
- Detailed information on local wildlife
- For students interested in their surrounding and visitors to the university.







# Information



---

# Customisation

- Versions unique to customer universities
- Detailed information on the wildlife for the individual campus
- Adds value to increase the appeal to universities





---

# Finance & Marketing

---

---

# Marketing Strategy

The method Penelope will use to make the product appealing to the potential user

**Our target:** Universities with nature areas

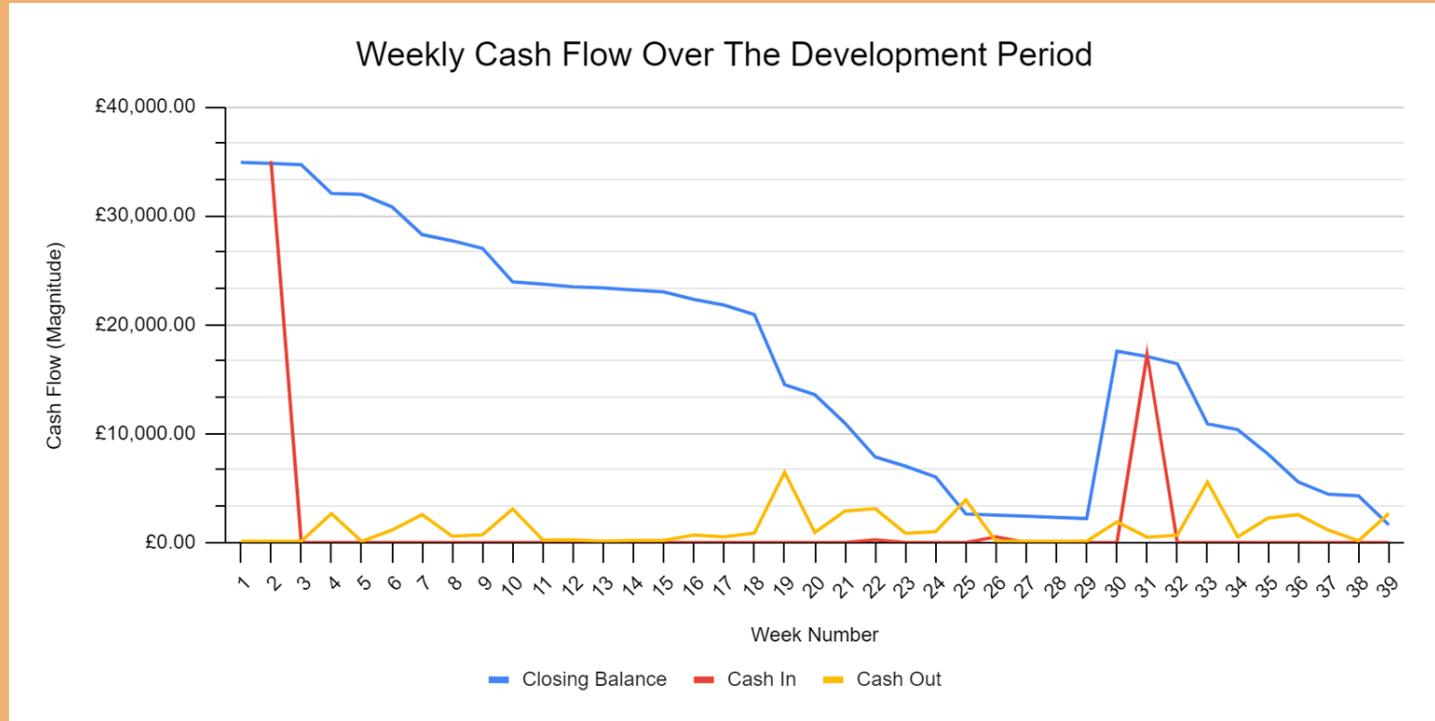
**Branding and messaging:** Designed to be simple and eye-catching, featuring a bright orange colour scheme

**USP:** Customizable to the customer with specific information

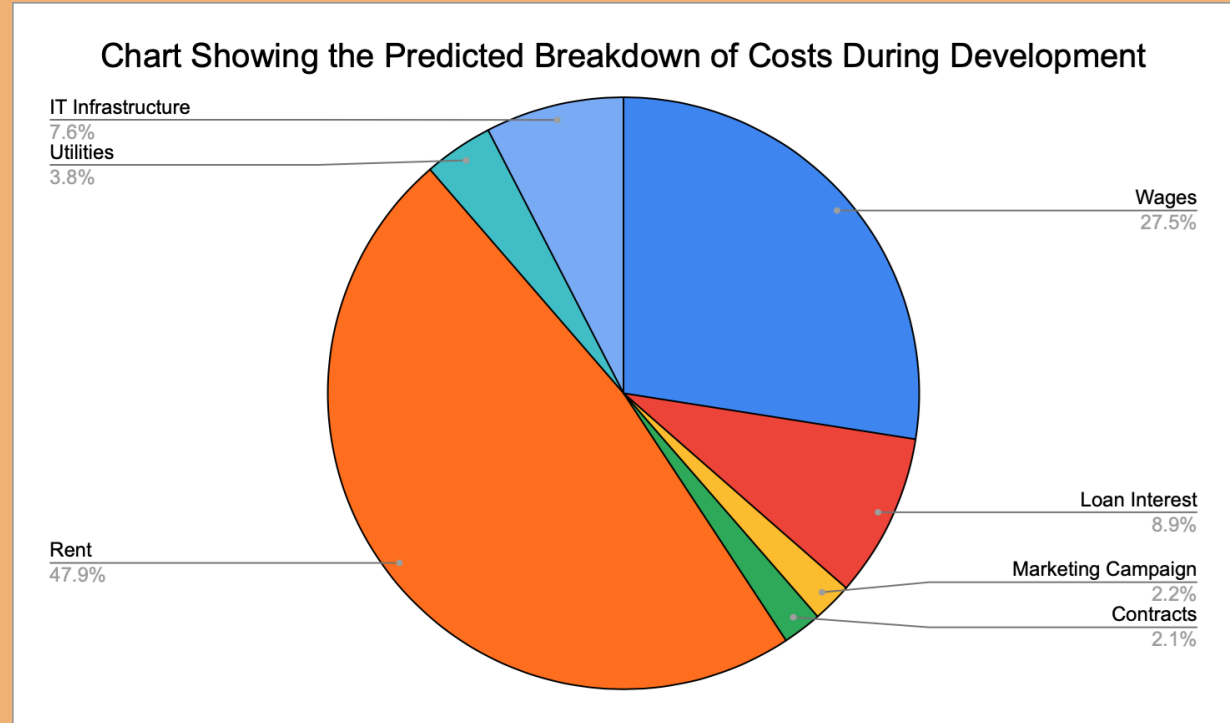
**Advertising:** Promote through university channels to ensure uptake of users alongside traditional methods



# Predicted Weekly Closing Balance



# Predicted Cost Breakdown




---

# Development plan



# Product Development Cycle

- Sprint Focused
- Test Driven
- Continuously Improving

<div></div>		Stages				
		Initiation	Planning	Execution / Control & Monitoring		Closure
Company Teams	Documentation	<ul style="list-style-type: none"><li>• Product Vision</li><li>• Risk Identification</li><li>• Functional Specification</li></ul>	Document Standards	Licensing / Contracts		<ul style="list-style-type: none"><li>• Product Review</li><li>• Product Handover</li><li>• Post-Mortem</li></ul>
	Finance		Financial Business Plan	Financial Reports		
	Marketing		Marketing Strategy	Marketing Templates		
	Design & Media		Initial Design	Source/Create Content		
	Quality Assurance		QA Manual / Testing Strategy	Unit Tests	Integration Testing	
	Software		Software Plan	Test Driven Development		



---

QA



---

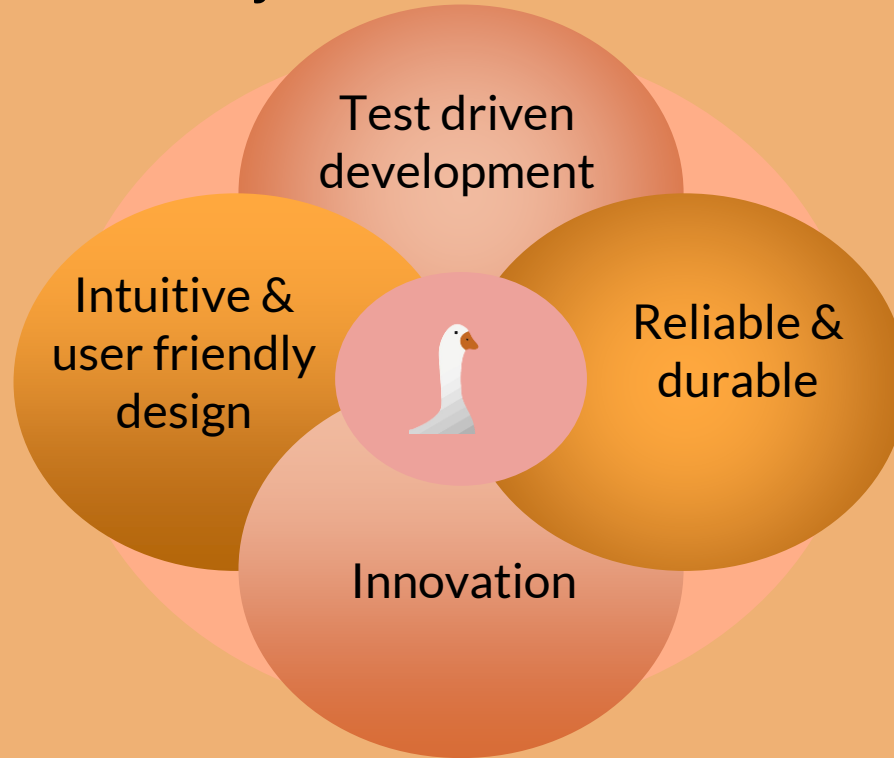
---

# QA operations

- Identifying and preventing defects
  - Maintaining consistency
  - Improving customer satisfaction
  - Minimising risk
-

---

# High Quality Product



---

---

# Quality maintenance strategy

- Regular maintenance and updates
  - Monitor user feedback
  - Customer support
  - Quality audits
-

---

Any Questions?

---

