Third year students at the University of Auckland

Entering the Microsoft Imagine Cup, a business case competition based on technology and innovation

Our solution is targeted towards businesses such as <INSERT BUSINESS NAME HERE> and so we hope you could give us some advice and feedback

We aim to address productivity in the workplace and methods to improve worker efficiency

Our solution would monitor which computer application is currently being used by each employee, throughout the working day. If this application were to be a web browser then the website name will also be logged.

This data is uploaded in real time to a mobile/windows application which would allow a supervisor to see in real time what each employee is currently doing, and the time that they have spent on each application over a certain time period.

Each application / website can be added to customisable “groups” of applications, each classified as ‘productive’, ‘unproductive’, ‘distracting’ etc. The supervisor would be able to see graphs displaying the percentage of time each employee spends on these groups of applications.

Additionally the supervisor would be able to see trends for the entire company, such as total productivity percentages over long term periods.

If you could reply with partial or full responses to the following questions it would be much appreciated. If you feel like there is somebody that can answer these questions better, from your business, then we would be grateful if you could give us an email address for them.

Do you think this solution would be useful to a business such as <INSERT BUSINESS HERE>? Why/Why not?

What improvements do you think would make this solution more useful or desirable to a business such as <INSERT BUSINESS HERE>?

Do you think that this it would be viable to build a startup company around this solution? Why/why not?

* 2degrees, telecommunications
* Spark New Zealand
* Vodafone New Zealand
* Eurekster, search engines
* SilverStripe, software
* SLI Systems, eCommerce solutions, search engines
* Snakk Media, advertising software
* Vend, retail software
* Vista Group, cinema industry software
* Xero, accounting software
* IAG (New Zealand) Ltd
* KPMG Ltd
* Warehouse group (and financial services)
* Vero Insurance New Zealand Ltd