

Team APN

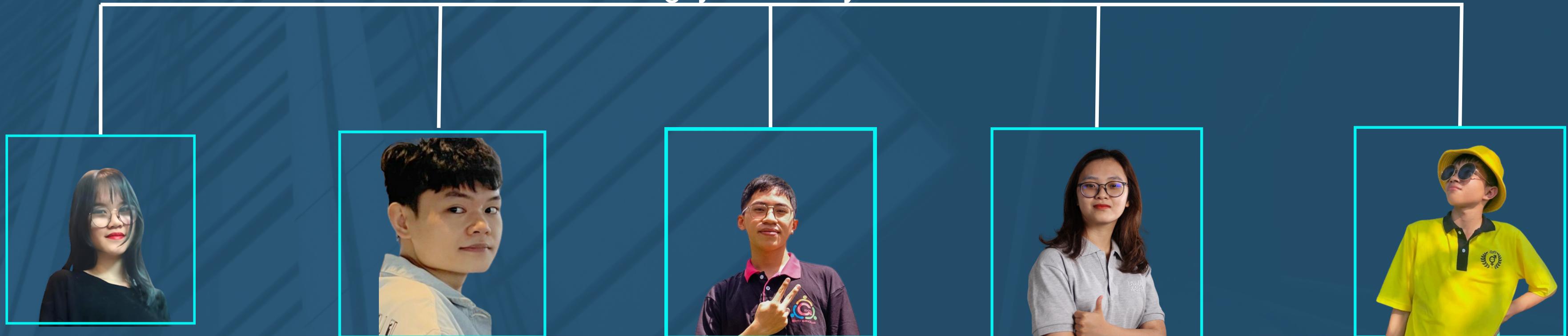
UniProjectHub

STRUCTURE



CEO

Nguyen Thi Thuy An



Hong Ngan
CFO

Nguyen Tuan Anh
CMO

Doan Ngoc Phi
CTO

Duong Binh An
CTO

Tran Van Cong
CIO

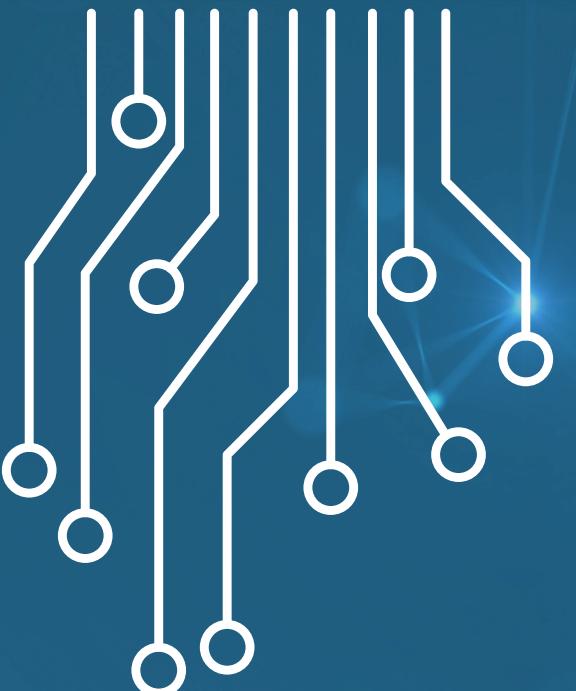


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About What Topic You Will Reveal

Idea, Product Biz Model

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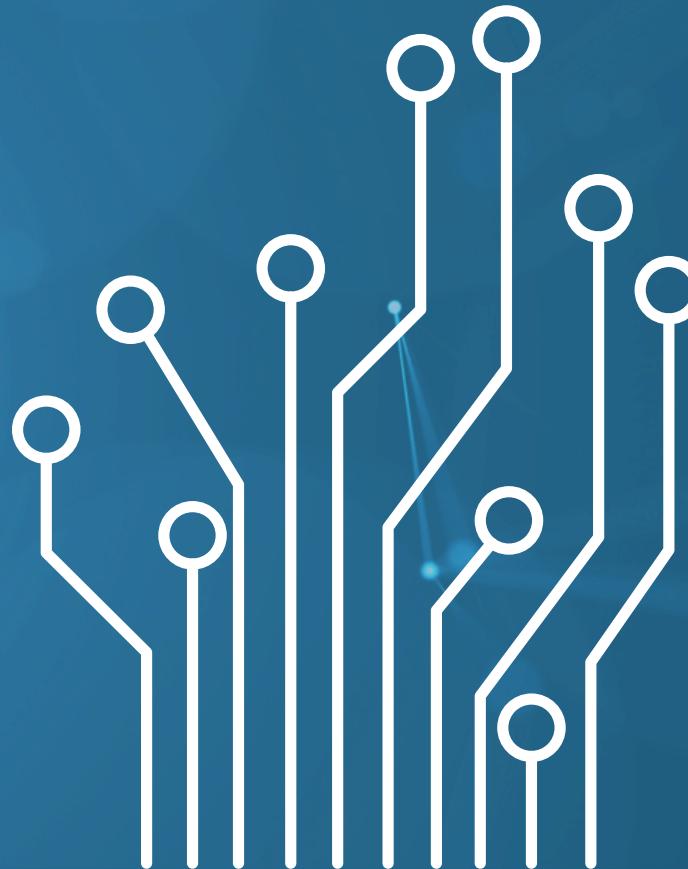
04

Marketing Implementation

Results

Achieve sales, handle
feedback and corrections,
analyze and evaluate results

INTRODUCTION



About Us

APN - Alpha Pulse Nexus

By leading the pulse of innovation, we aim to create a vibrant community where students can thrive academically, foster meaningful connections, and unlock their full potential. Our commitment is to deliver a seamless and transformative digital ecosystem that empowers students to excel in their academic pursuits and succeed in the dynamic world of higher education."

Slogan: "Leading the Pulse of Innovation."



About Our Project



UniProjectHub is an online platform that empowers students to:

- Connect: Seamlessly communicate, create groups, share experience
- Collaborate: Efficiently track progress and manage tasks.
- Explore: Stay updated on lecturers' schedules and attend additional classes.
- Manage: Plan and track projects, enhancing academic performance.

Problem

PROJECTS OFTEN HAVE HUNDREDS OF PIECES OF INFORMATION RANGING FROM PROJECT DOCUMENTS TO NOTES, EMAILS, AND MEETING DOCUMENTS.

PROJECTS OFTEN FACE TIME AND RESOURCE CONSTRAINTS. A PROJECT MANAGEMENT WEBSITE CAN HELP TRACK SCHEDULES, ALLOCATE RESOURCES, AND ENSURE THAT EVERYONE IS WORKING ON THE SAME PLAN.

WITH DOZENS OF TASKS TO COMPLETE. A PROJECT MANAGEMENT WEBSITE CAN HELP ASSIGN, TRACK, AND EVALUATE THE PROGRESS OF THESE TASKS EFFECTIVELY.

A PROJECT MANAGEMENT WEBSITE PROVIDES A PLATFORM FOR COMMUNICATION AND INTERACTION BETWEEN PROJECT MEMBERS. THIS HELPS CLARIFY REQUIREMENTS, DISCUSS PROBLEMS AND RESOLVE CONFLICTS MORE QUICKLY AND EASILY.

MONITOR PROGRESS AND EVALUATE

Solution

THEREFORE, WE CREATED THE PROJECT MANAGEMENT WEBSITE UNIPROJECTHUBTHE WEBSITE SOLVES THE ABOVE PROBLEMS, HELPING USERS CONVENIENTLY AND EASILY MANAGE THEIR INDIVIDUAL GROUP'S PROGRESS, PERFORMANCE, AND COLLABORATION. THE WEBSITE INTEGRATES MANY FEATURES AND PROVIDES AN ENVIRONMENT FOR STUDENTS TO LEARN AND ASK QUESTIONS WITH EACH OTHER.

SEGMENTATION - TARGETING - POSITIONING (STP)

SEGMENTATION

DEMOGRAPHICS

Ages: 18 - 24
Gender: All gender
Occupation: Students
Income: below 5 million VND

PSYCHOGRAPHICS

Concerned with
organize schedule

GEOGRAPHIC

Ho Chi Minh city - Viet Nam

BEHAVIORAL

Frequent planning and
organizing their time

TARGETING

Ho Chi Minh city's students

POSITIONING

Our product provides a user-friendly and optimal
project management solution for students.

INTEGRATED MARKETING COMMUNICATION PLAN

The communication plan will be divided into 3 stages to increase and attract target audience



PRE-RELEASE

Increase web identity through various forms of social media communication, advertising banners, word-of-mouth, etc

RELEASE

Attract audience attention through engaging media content, trending topics, interactive mini-games, etc., thereby increasing the conversion rate from audience to web users

POST-RELEASE

Gather user data and feedback to enhance and upgrade website functionality. Additionally, continuously update trending content to retain current audience and attract new viewers

APN

Giải pháp quản lý dự án tối ưu

Sản phẩm, giá thành, giao diện

- Web quản lý dự án
- Miễn phí sử dụng (nguồn thu đến từ việc bán gói Premium, thẻ thành viên cộng đồng)
- Giao diện tối ưu, dễ sử dụng

Định vị sản phẩm trên thị trường

- Low-end product dễ dàng tiếp cận đến đối tượng học sinh, sinh viên

Truyền thông và tiếp thị

- Cách tiếp cận chính: Nội dung truyền thông trên nền tảng mạng xã hội
- Seeding vào các group, page dành cho học sinh, sinh viên

Địa điểm và kênh

- Đại học FPT cơ sở HCM, Nhà văn hóa sinh viên Thủ Đức
- Hai kênh social: Facebook, TikTok

Người dùng mục tiêu

Học sinh/ sinh viên

Định hướng của doanh nghiệp

Doanh nghiệp hướng tới tạo ra các sản phẩm tối ưu về chức năng, thân thiện về giá

Công chúng mục tiêu

Những người có nhu cầu tìm kiếm một công cụ quản lý dự án thỏa mãn được nhu cầu của bản thân

MASTER PLAN

PHASE	PRE-RELEASE	RELEASE	POST-RELEASE
KEY MESSAGE		APN - From beginning to end	
KEY HOOK	SOCIAL POST	OFFICIALLY LAUNCHING	SOCIAL POST
MARKETING OBJECTIVE		PROMOTE PREMIUM, MEMBERSHIP FEATURE	
COMMUNICATION OBJECTIVE	RAISING AWARENESS	ATTRACT AUDIENCE	MAINTAIN AUDIENCE
KEY ASSETS	SOCIAL CONTENT	TVC, VIRAL CLIP	SOCIAL CONTENT
CHANNEL	FPT UNIVERSITY MEDIA		
	PUBLISH DISPLAY		
	OWN MEDIA		
	WORD OF MOUTH		

CHANNEL STRATEGY

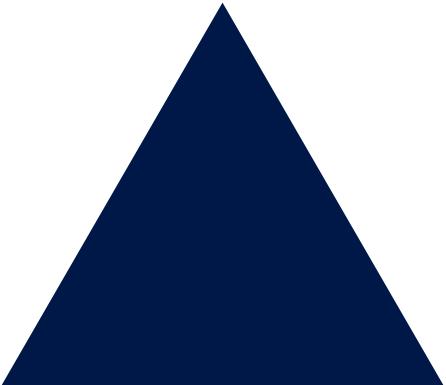
Word of mouth

Collaborate with FPT University lecturers to introduce the project to students

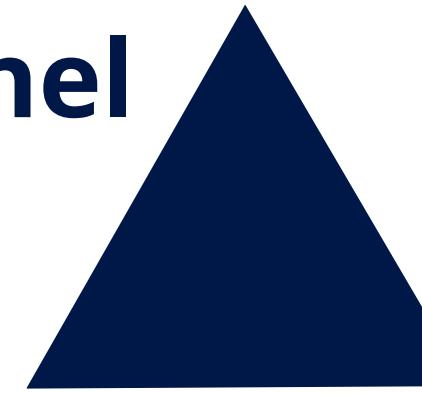


Social media

Set up a series of promotional articles for the project



Channel



FPT University media

Cooperate with FPT University media channels to promote the project



CONTENT STRATEGY

FPTU media

- Information
- Web functionality

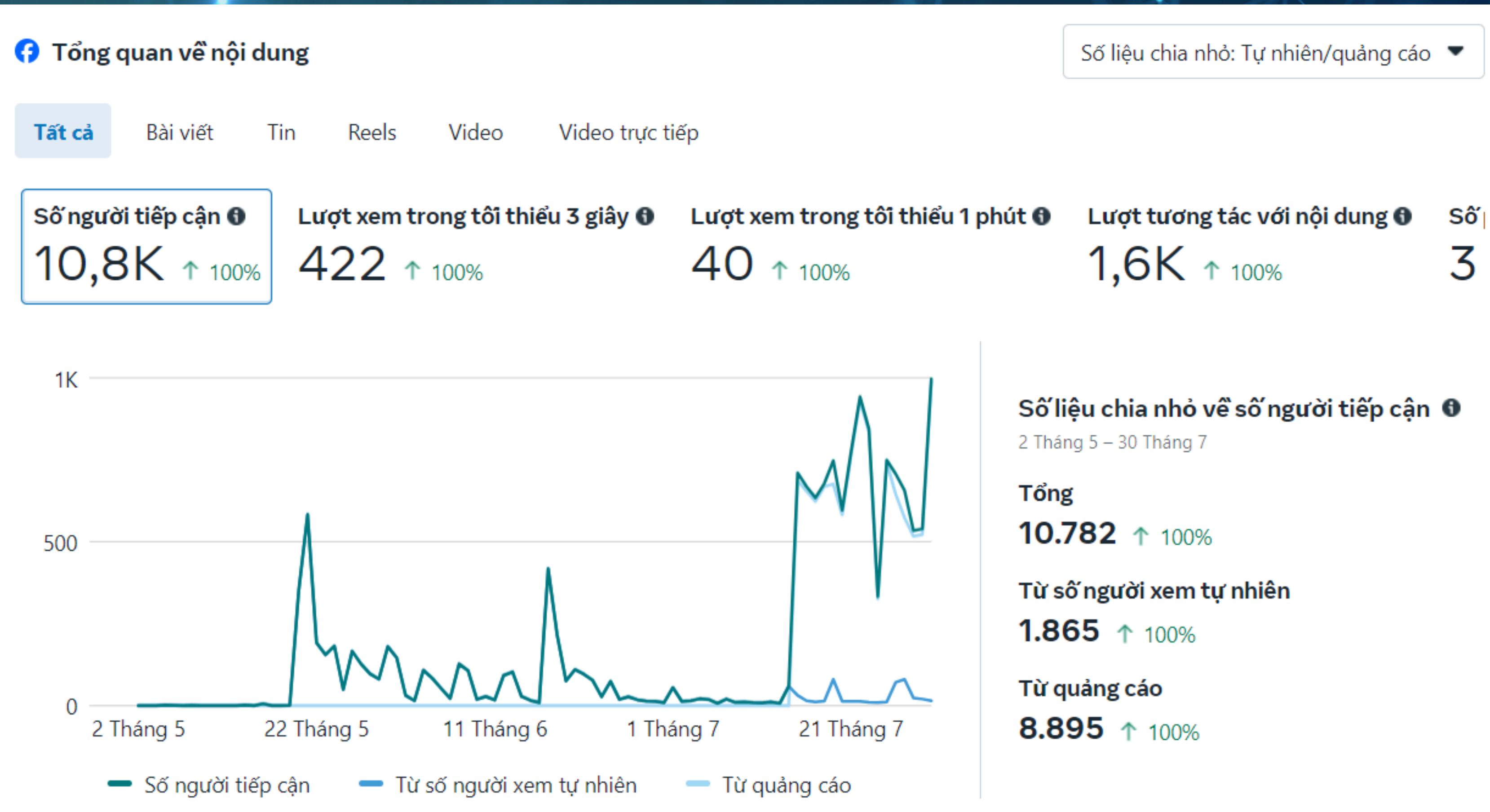
Own media

- Update information
- Trending
- Fun facts
- Meme & quote

Word of mouth

- Information
- Product story
- Web functionality

FACEBOOK ANALYSIS



FACEBOOK ANALYSIS

 Nội dung hàng đầu theo số người tiếp cận

Quảng cáo nội dung

Xem tất cả nội dung



HÈ RỒI MÀ VẪN CHẠY DEADLINE SAO 😱 ...

1 Tháng 7 7:46

~ 8,6K

599

15

1



AI AI, AI SẼ CÙNG BẠN ĐI "TỪ KHỞI Đ...

17 Tháng 6 7:58

~ 1,9K

174

26

6



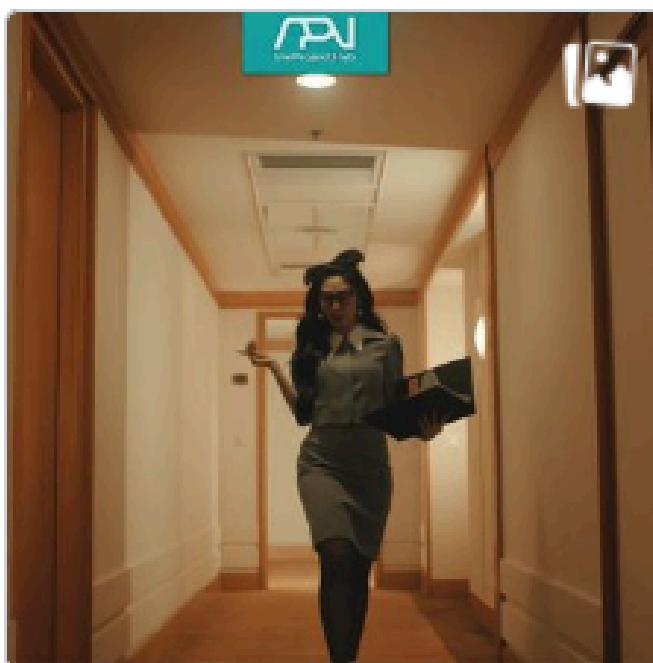
Đây là câu đố mèo: Họ tên đầy đủ của ad là ...

20 Tháng 5 18:54

~ 1,3K

106

6



Tự tin sải bước từ phòng làm việc đến...

21 Tháng 5 7:58

~ 235

28

29

0



Ad là ad iu sếp lăm luôn í 😊 ...

21 Tháng 5 21:14

~ 198

28

29

0



M
lâ

28

~

0

FACEBOOK ANALYSIS

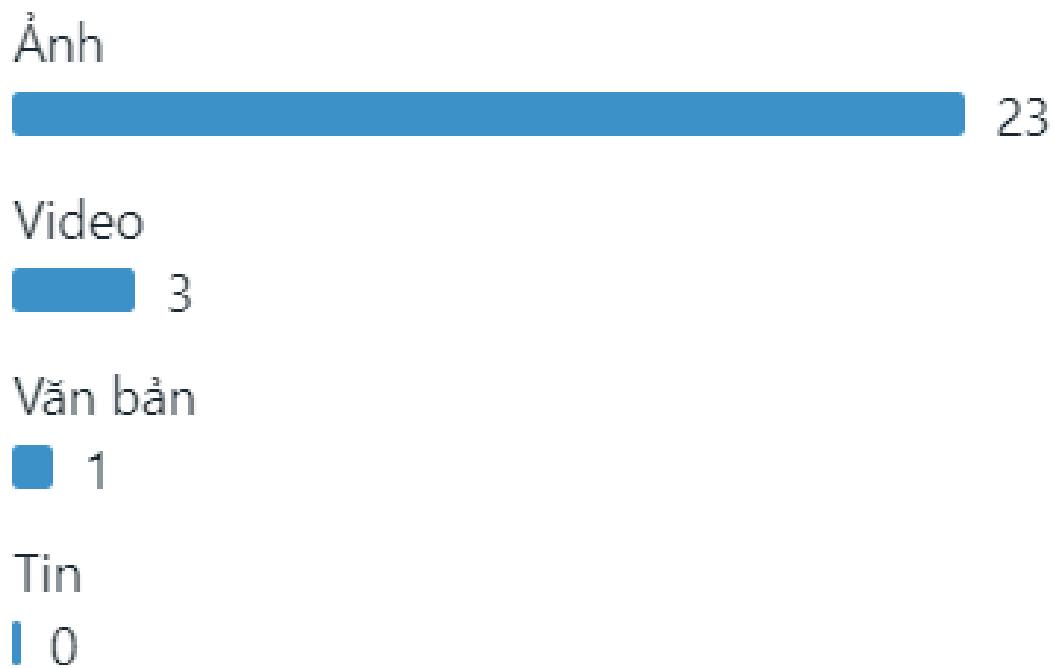
Định dạng nội dung hàng đầu

 Xuất ▾

Nội dung đã đăng ⓘ

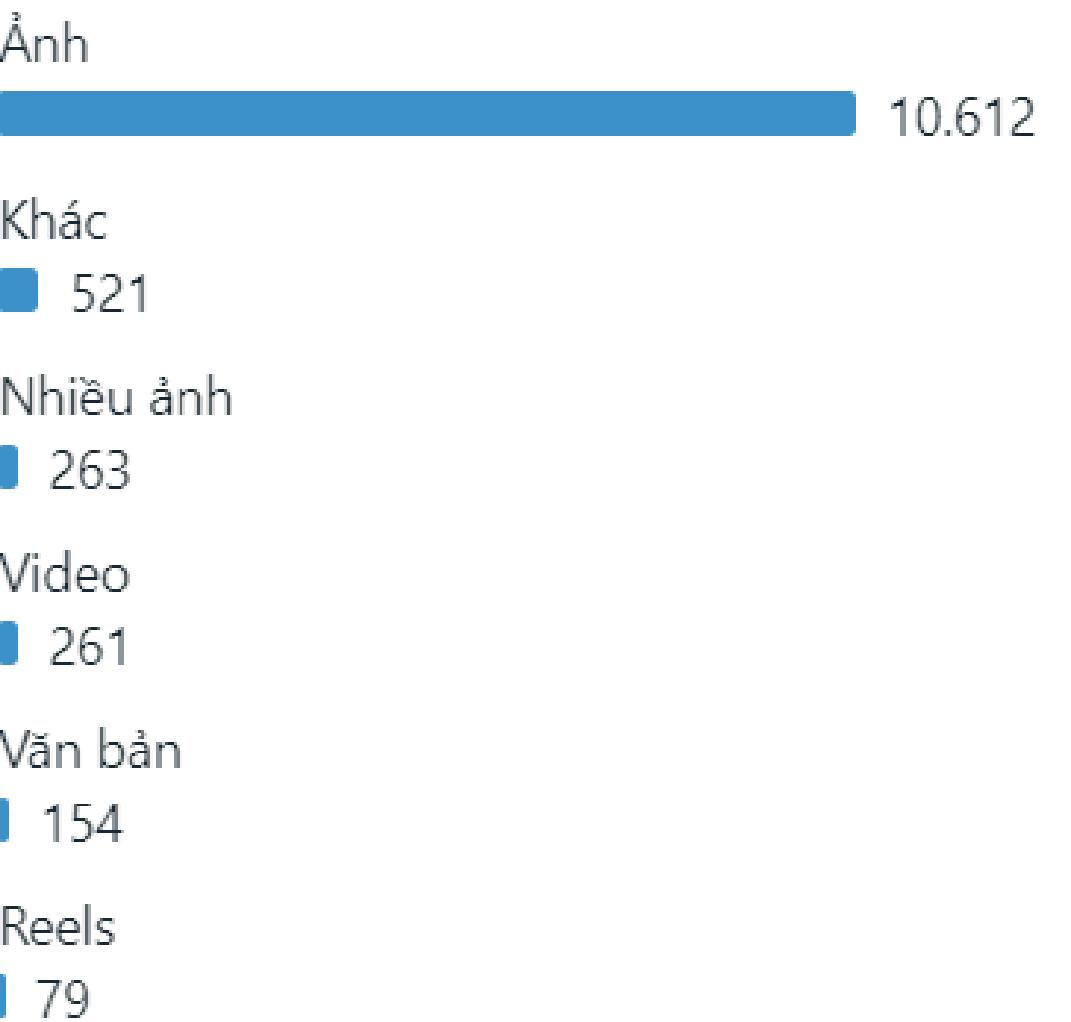
Dựa trên tối đa 200 nội dung

+100,0% so với 2 tháng 2, 2024 - 1 tháng 5, 2...



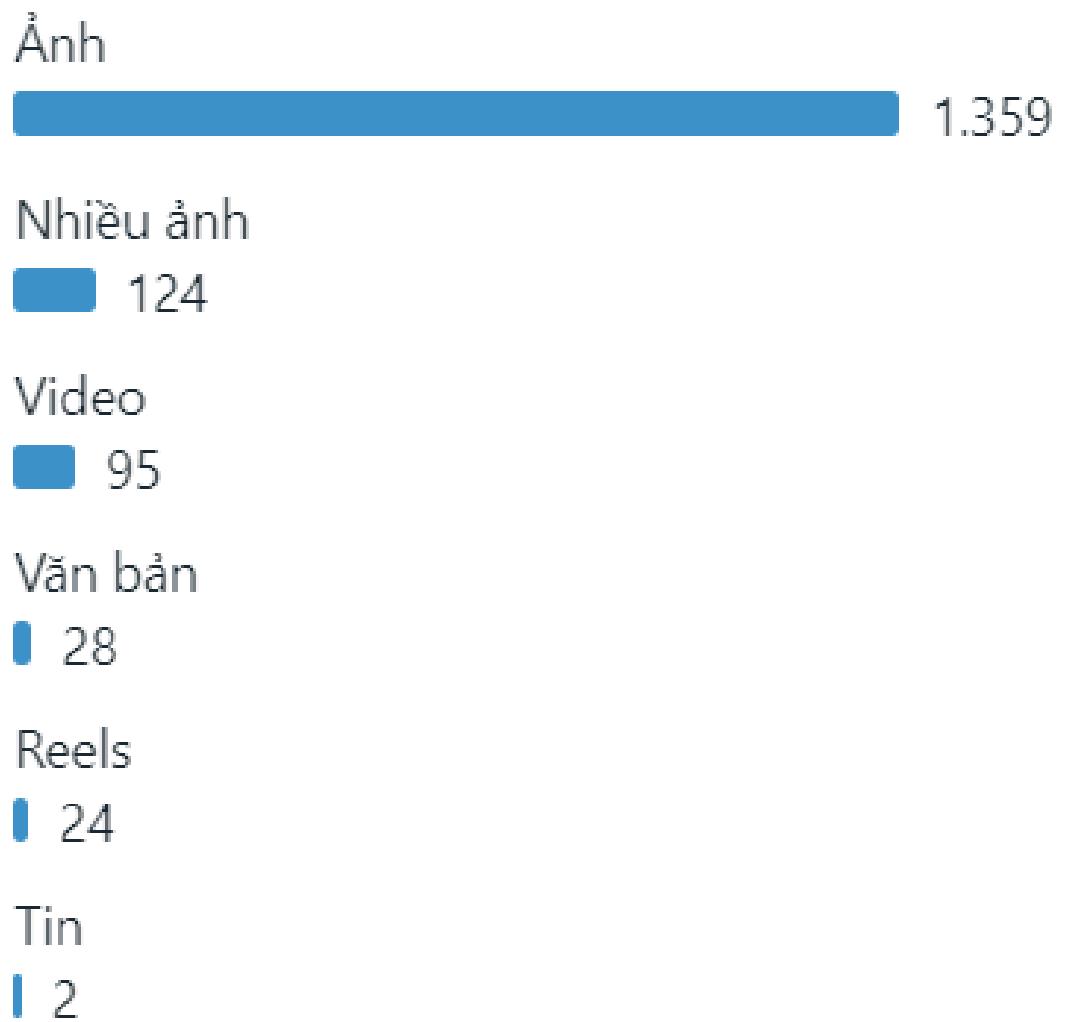
Số người tiếp cận trên Facebook ⓘ

+100,0% so với 2 tháng 2, 2024 - 1 tháng 5, 2...

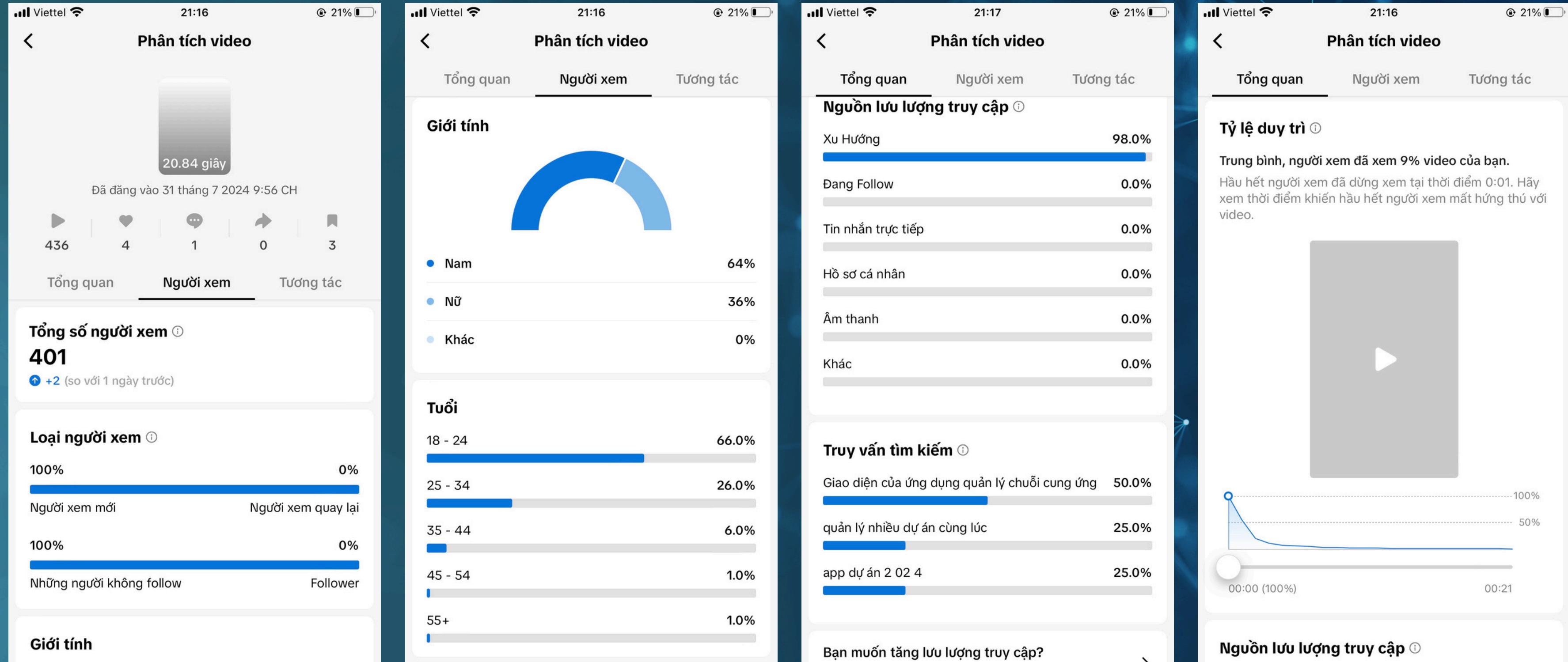


Lượt tương tác với nội dung ⓘ

+100,0% so với 2 tháng 2, 2024 - 1 tháng 5, 2...

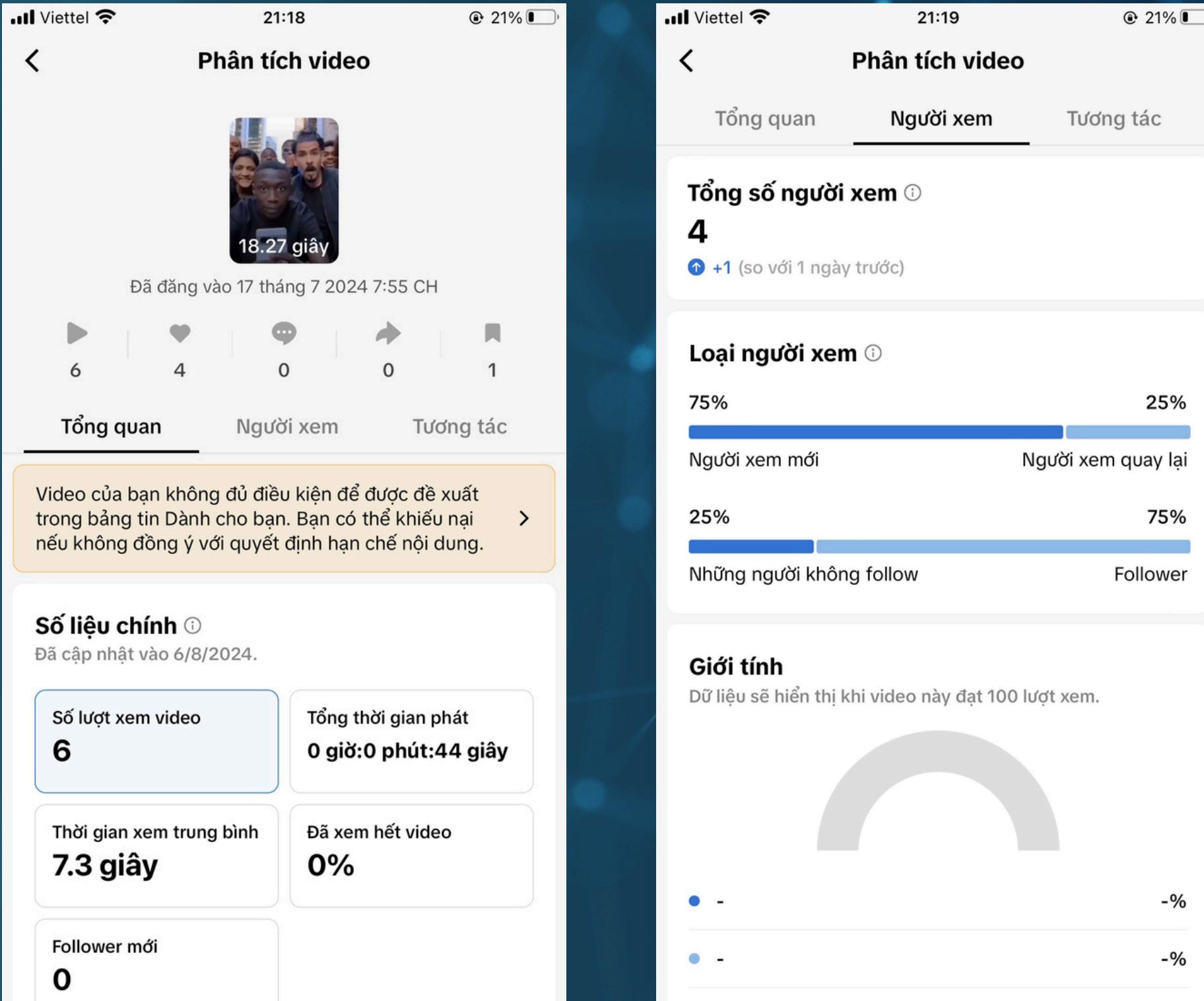


TIKTOK ANALYSIS



Số liệu video thứ hai trên TikTok được tổng hợp bằng công cụ TikTok Studio

TIKTOK ANALYSIS



Số liệu video đầu tiên trên TikTok được tổng hợp bằng công cụ TikTok Studio

Business model - Canvas

KEY PARTNERS <ul style="list-style-type: none">• Sponsor (FPTU)• Supplier (FPTU)• Advertisers.	KEY ACTIVITIES <ul style="list-style-type: none">• Focus on building and developing websites• Communication attracts customers	VALUE PROPOSITIONS <ul style="list-style-type: none">• Bringing optimal project management solutions to FPT university students. Helps minimize steps in project initiation and project control.• Create a bridge for students to easily look up information, contact each other and wish to consult and join other classes.	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none">• Feedback and service reviews.• Promotional programs.	CUSTOMER SEGMENTS <p>FPT HCM STUDENTS</p>
KEY RESOURCES <ul style="list-style-type: none">• Platform: web• Human Resources• Finance	COST STRUCTURE <ul style="list-style-type: none">• R&D• Communication attracts customers and creates connection with the brand	CHANNELS <ul style="list-style-type: none">• Website• Social network (Facebook, TikTok, ...)	REVENUE STREAMS <ul style="list-style-type: none">• Advertisement• Fee for Member Card	

SALE PLAN

Sales Plan (July, 2024)

Sales Plan (July, 2024)			
TOP SALES PRIORITIES	SALES GOAL FOR 1 MONTH		PERFORMANCE MEASUREMENTS
Member card	New customers:	50 customers	<ul style="list-style-type: none">- Sales target (KPI)- Customer acquisition cost (CAC)- Average revenue per user (ARPU)
TARGET CUSTOMER	IMPLEMENTATION PLAN		
Target customers: FPT HCM students ICP: Final year students using project management tools to do their graduation thesis, or students who want to communicate, create groups, share experience, wish to track progress and manage tasks efficiently, consult the instructor's schedule, and take additional classes also.	<p><u>What will we do?</u></p> <p>Setting up a Customer Acquisition Plan (CAP)</p>		
ROLES	<p><u>How do we do it?</u></p> <ul style="list-style-type: none">- Create 2 communication channels to promote the product (Facebook & Tiktok)- Strategize content strategy, channel strategy, IMC plan- Sales through 2 social media channels Facebook & Tiktok- Collect feedback on customer experience to consider and adjust products accordingly- Measuring and analyzing sales performance based on performance measurement indicators.		
Media & Marketing: Tuấn Anh, Thuý An Customer Service: Tuấn Anh Sales: Thuý An, Hồng Ngân Web management: Công, Trâm, Phi, Bình An			

Strategy <-----> Tactics

SALE IMPLEMENT

	Product	July		
		Plan	%	Implement
KPI	New customers (active users)	50	82%	41
	Freemium users (not include member card)	30	47%	14
	Freemium users (include Member Card sales)	20	135%	27
Price	Member Card			49.000 đ
Total Revenue	Member Card			1.323.000 đ

SALE PERFORMANCE

Highlight:

- Achieved 82% of new customers
- Strong growth in the number of free users with member card purchases: 135%
- Revenue from member cards increase

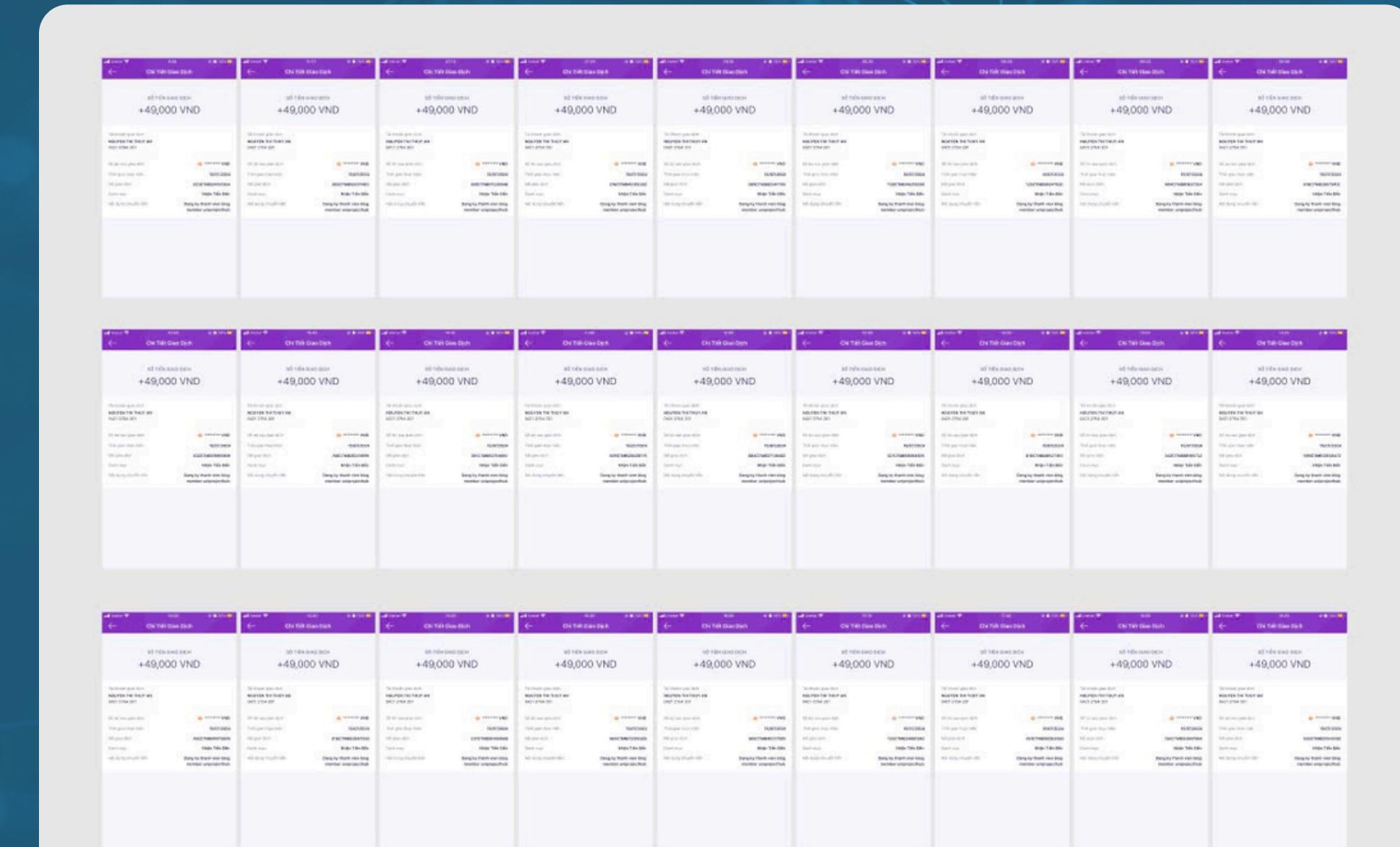
Note:

- The number of new users attracted < KPI
- High Cost of Customer Acquisition (CAC)

Improvement Plan:

- Strengthen marketing
- Personalize the user experience
- Improving service quality
- Optimize the sales process
- Earn advertising revenue as had a certain number of customers

SALE TRANSACTION



INCOME STATEMENT

Revenue:	
Sales	1.323.000
Expense:	
Deploy Sever Expense	4.094.000
Marketing Expense	6.000.000
Trade Mark Register	4.450.000
Rent Office	4.000.000
Utilities	1.260.000
NET INCOME	(18.481.000)

FINANCIAL STATEMENT

STATEMENT OF OWNER'S EQUITY

Owner's Capital - Begining May.1	24.099.956
Net Income	(18.481.000)
Withdrawals	0
Owner's Capital - Ending Jul.20	5.618.956

BALANCE SHEET

Asset		Liability		Equity	
Cash	5.618.956			Owner's Capital	5.618.956
TOTAL ASSET	5.618.956	TOTAL LIABILITY	0	TOTAL EQUITY	5.618.956

UESER EXPERIENCE

The screenshot shows the homepage of UniProjectHub. At the top, there is a navigation bar with links: Giới thiệu, Dự án Teams, Dự án cá nhân, Dự thiình lớp học, and Blog Member. A user profile icon for 'phidn02' is also present. Below the navigation, there is a search bar with placeholder text 'Tim kiếm nội dung...' and a magnifying glass icon. On the left, there is a sidebar with a 'Dự án của tôi' section containing a 'Tạo dự án' button and a 'NestJS' project card. The 'NestJS' card includes a date '31-07-2024', a logo, and two status indicators: 'Danh mục: IT' and 'Mô tả: NestJS'. The main content area is currently empty.

This screenshot shows a task detail page for 'JWT'. The title 'JWT' is at the top. Below it, there are tabs for 'Chi tiết nhiệm vụ' and 'File'. The main content area is divided into sections: 'MEDIUM PRIORITY' (highlighted in yellow), 'TO DO' (highlighted in pink), 'NGƯỜI PHỤ TRÁCH' (with three team members listed: 'tramlu1', 'mannm22', and 'thangnc56'), and 'VIỆC CẦN LÀM' (a list of tasks with due dates and descriptions). A search bar and a 'Thêm việc cần làm' button are located at the top right.

This screenshot shows a task detail page for 'Luyện tập'. The title 'Luyện tập' is at the top. Below it, there are tabs for 'Chi tiết nhiệm vụ' and 'File'. The main content area is divided into sections: 'MEDIUM PRIORITY' (highlighted in yellow), 'TO DO' (highlighted in pink), 'VIỆC CẦN LÀM' (a list of tasks with due dates and descriptions), and 'File: 0 | Việc cần làm: 2'. A search bar and a 'Thêm việc cần làm' button are located at the top right.

This screenshot shows a task list page for the 'NestJS' project. The title 'NestJS' is at the top. On the left, there is a sidebar with categories: 'Task' (selected), 'Bảng' (highlighted in blue), and 'Danh Sách'. Under 'Task', there are four status filters: 'To Do' (red), 'In Progress' (green), 'Completed' (blue), and 'Pending' (orange). The main content area displays three task cards: 'Luyện tập' (Status: To Do, Priority: MEDIUM PRIORITY, Due Date: 23-07-2024, Sub Tasks: 0), 'Mô hình Controller - Service - Repository' (Status: Complete, Priority: LOW PRIORITY, Due Date: 08-07-2024, Sub Tasks: 0), and 'Tổng quan về framework NestJS' (Status: Complete, Priority: LOW PRIORITY, Due Date: 08-07-2024, Sub Tasks: 0). Each card has a 'Xem thêm...' and '+ THÊM VIỆC CẦN LÀM' button.

The dashboard displays a sidebar with 'Tất cả dự án' (All projects), 'Dự án đã lưu' (Saved projects), and 'Tạo dự án' (Create project). The main area shows two projects: 'Lập trình mobile' (Mobile programming) due on 03-08-2024, led by Iuanndm, and 'Web Backend with Javascript' due on 10-07-2024, led by Phuoc. A search bar and a '+ Tạo mới' (Create new) button are also present.

The task management interface for the 'Spring Boot' project shows a list of tasks under 'VIỆC CẦN LÀM'. Tasks include 'Access Modifiers', 'String trong Java', 'Truy cập thành viên tĩnh', 'Các phương thức getter và setter', and '[Bài tập] Xây dựng lớp chỉ ghi trong Java'. A sidebar lists 'Chau Ngoc Tram' as the responsible person. A 'File' section is also visible.

The task management interface for the 'Web Backend With Javascript' project shows a list of tasks under 'VIỆC CẦN LÀM'. Tasks are categorized by priority: 'LOW PRIORITY' (Kịch bản thuyết trình, Javascript), 'MEDIUM PRIORITY' (Responsive, Spring Boot), and 'HIGH PRIORITY' (Spring Security, JWT, clean code, refactor code). A sidebar lists 'phidn02' as the responsible person.

USER EXPERIENCE

- The interface is easy to see, the features are clearly arranged and easy to search.
- Easy to use for both new and experienced users.
- Allows users to easily create and track the progress of tasks.
- Create a space for members to share and learn from each other.
- Need to add an interface on the mobile app for users to use conveniently.
- The class audit page has not been optimized because anyone can upload it. Some users may feel that the interface is not really optimized or not beautiful. Concerned about the security of personal information and project data.

FEEDBACK PROCESSING

ADJUST, IMPROVE

- Expand the project, create more functions and interfaces on the mobile app.
- Check information through the admin to upload tasks to the audit page.
- Conduct a user survey to collect opinions on the interface design. Improve the interface based on these suggestions to increase aesthetics and user satisfaction.
- Ensure that the website complies with security standards, uses data encryption and has a clear privacy policy to protect user information.

EVALUATION

Name	Student ID	Task	Percentage
Nguyen Thi Thuy An	SE161392	Project overview, Customer search	100
Nguyen Tuan Anh	SE161619	Business Message House, IMC Plan, Communication Execution	100
Doan Ngoc Phi	SE161797	Code BE (Project, Task, Blog)	100
Nguyen Thi Hong Ngan	SS160570	Sales (Plan, Implement, Evaluation), Finacial Statement	100
Duong Binh An	SE161205	Code BE(Member, Schedule, Dashboard, Groupchat, Notification, Comment), Deploy sever on VPS, Data normalization	100
Cao Van Cong	SE161869	Code BE(Authen, User, Admin, File, Payment)	100
Chau Thi Ngoc Tram	SE171174	Code FE (Develop the full frontend, including UI and API integration)	100

Thank You!

