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Progress Report: Feasibility Study of Nickle-Byte a new phone application projects

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Project Background

Project: Design and launch a nationwide mobile and web application for the Australian Education Market.

Organization: Nickel-Byte Pty Ltd

Project Director: Mel Wisdom

Objective: Link **users/customers** (international education providers and individual international students) with the latest information, experiences, and services of **owners/sponsors** (Australian businesses and government departments).

Sample Features

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Feature	Target User	Description
Employment Ads	Business Owners	Advertise casual, short-term employment
Skill Offerings	International Students	Offer their labour skills per hour and location.
Discounts	Services owners	List cafes and accommodations with special discounts.
Tourism and	Newly Arrived	Provide tourism discounts and up-to-date

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Current Progress and Future Tasks

Current Stage: Early concept stage. The go-ahead or ultimate design features will depend on further information to be gathered.

Task: Conduct a **feasibility study** into the potential usefulness and viability of the proposed application.

Timeframe: 2 weeks for the feasibility study

User Classification

Two major groups, with different needs:

- Business or Services **Owners** and **Sponsors**
  - Increase **popularity**, and generate **revenue**
  - **Broadcast** information
  - **Analyse** market, workforce and business trends
- International Students (**Customers** / **Users**)
  - Find **information** (lifestyle, news, etc.)
  - Student **benefits**
  - **Opportunities** (employment, events, education)

User Base - Customers and Users

International students in Australia:

- January 2024: 582,636 enrolments

- **Multi-culture**: China, India, Nepal, Philippines, Vietnam

- **Sectors**: Vocational Education and Training (VET), Higher Education, English Language Intensive Courses

Can track arrivals to better understand growth and needs.

User Base - Business Owners and Sponsors

- Small and Medium-sized Enterprise:
    - Local businesses, service providers, employers

- Big Corporates
    - Finance, Insurance

- Public Sector:
    - Government departments, Education agents, accommodation agents, Healthcare, Transport

Interests - Customers and Users

Extremely wide range of interests:

- **Lifestyle**: Discounts and deals; Accommodation; Public transport; Marketplace; Healthcare; Emergency services; etc.

- **News**: Legal and regulatory updates

- **Employment**: Job-listings; Educational resources; Finance management

Not feasible to have **all-in-one** app.

Interests - Business Owners and Sponsors

Common business interests:

- **Marketing**: Increased visibility; Products / services promotion; Brand association
- **Analysis**: Data insights (number of users, education, employment data, etc.)
- **Engagement**: Gets feedback; Publish news

Ultimate goal: Positive Return on Investment (ROI) through increased sales, customer acquisition or brand equity

Solution - Integration Hub

Inspired by **Centrelink**, provides an authentication system:

- Allows other services / product owners (c**lient**) to **integrate** their own app

- Users can connect using **social account** (Facebook, Google, etc.)

- Provides a **news platform** for each client

Business model:

- Yearly **subscription** for business owners and sponsors (for API access)

- **Free-of-charge for students**

Potentials

Large user base:

- 582,636 enrolments as of Jan 2024

- Could **grow** or **decrease** year by year

Hard to predict uptake before development and release. Factors:

- Market needs and promotion strategies

- User experience (ease of use, features)

- Incentives for business owners (early adopters)

First year **conservative** estimate 5 - 10% of potential user base: 25 - 50k

Popularity Boosting Strategies

Major categories:

- **Marketing**: Social media ads; Blogs and Videos & Referral Programs

- **Relationship Management**:
  - **Users**: Reviews and ratings; Events and Webinars
  - **Sponsors**: Partnership programs; Sharing feedback and insights; Success stories

- **Performance**: User-friendly & frequent updates