



<div class="title-header">

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

By: Dan Tran and Atsuya Shimokawa

</div>

# 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

<small style="font-size: 25px">

| 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<br>Hotels | Newly Arrived          | Provide tourism discounts and up-to-date              |

# 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 (**client**) 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