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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 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