

## **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	<b>Target User</b>	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	Νρινίν Δrrived	Provide tourism discounts and un-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