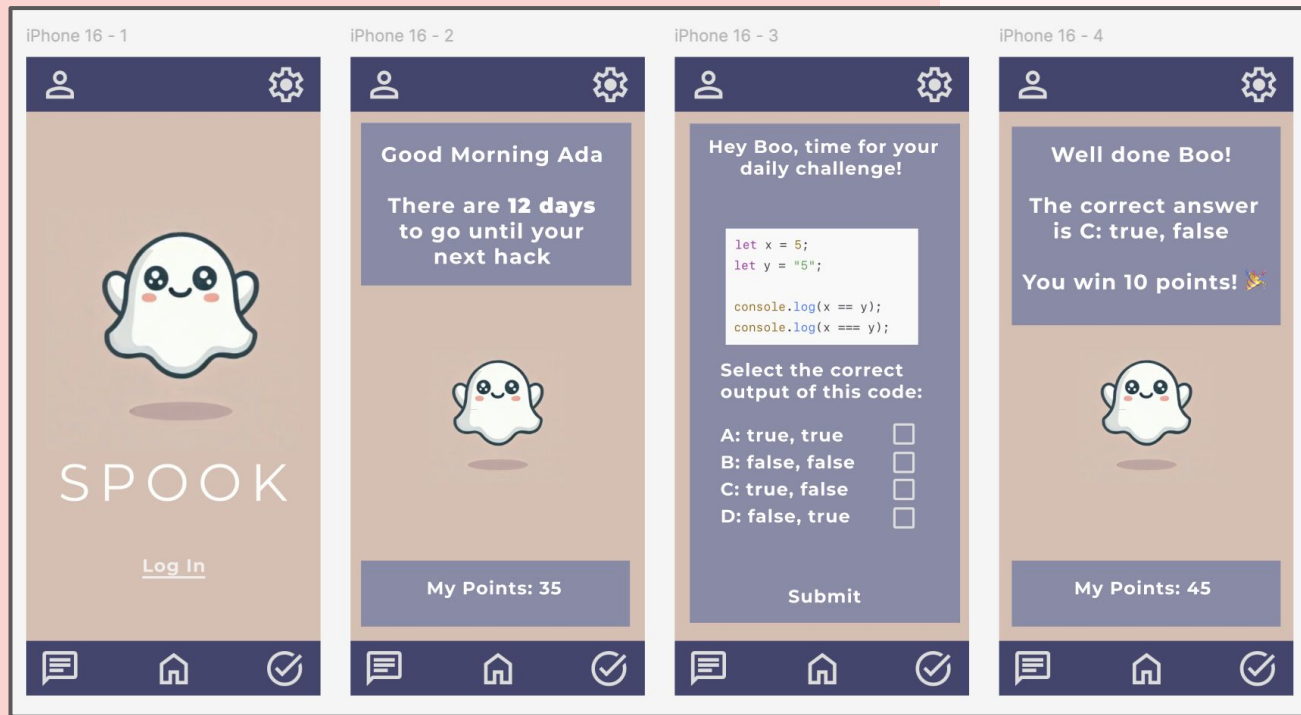


Spook

By Code Hard or Code Home



Don't let your hackathon be haunted by ghostly hackers 🧛

A tech and data driven solution to ensure your hack sign ups don't drop dead.



Meet the Team

Code Hard or Code Home

Claire
Evans



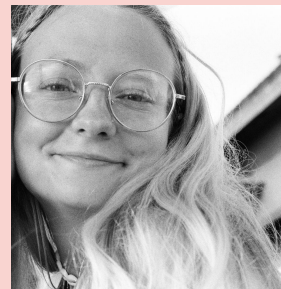
Lottie
Judge



Edwina
Omokaro



Cat
Conquest



Elsbeth
Mardaljevic



Problem

HackathonParty is plagued by ghostly hackers signing up to & subsequently dropping out of events.

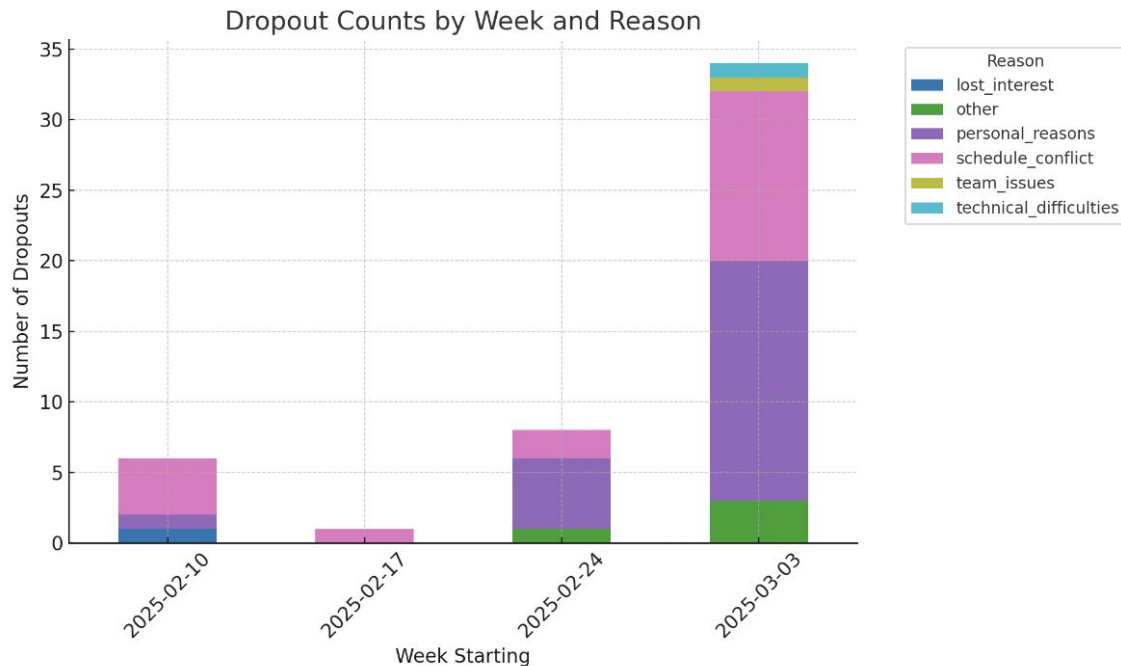
This leads to loss of money and time spent organising venues, refreshments and merchandise.

Solution

Spook is a pre hack app to guide your enrolled hacker from cradle to grave: initial sign-up to after the event. Spook is data driven, and includes team creation, code challenges and a gamified point rewards system for completing tasks, ensuring your users remain engaged and committed to attending hacks

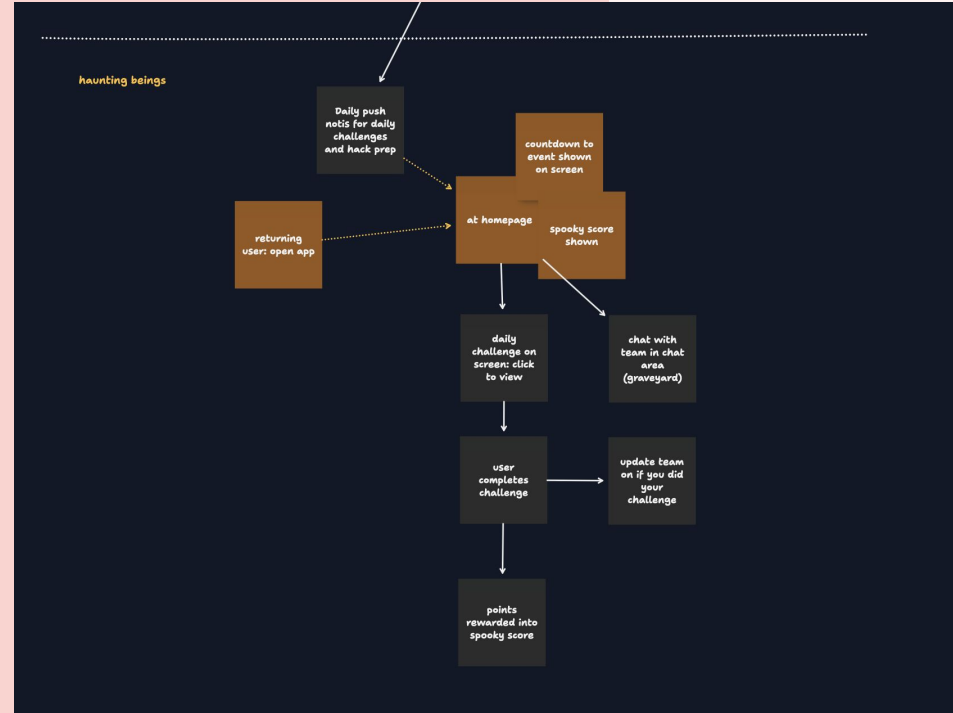
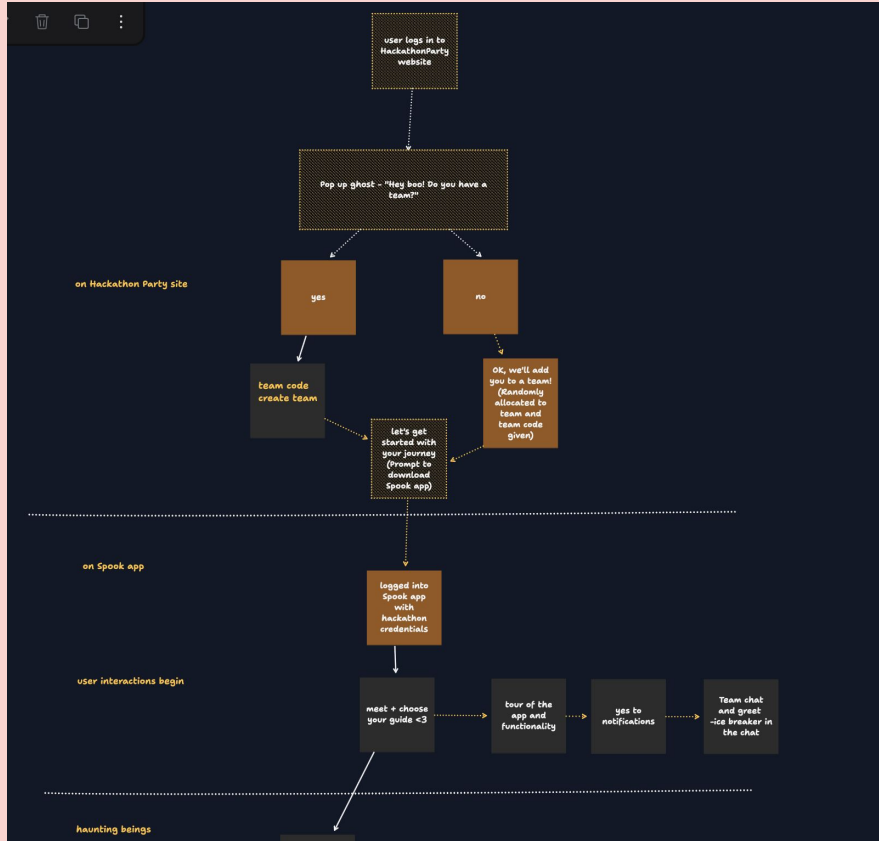


Data Analysis



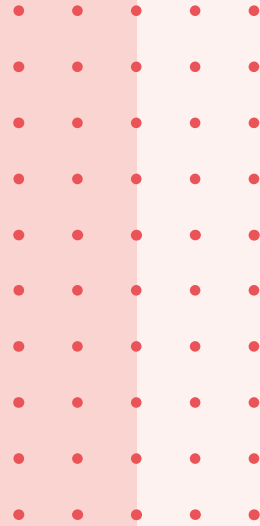
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User journey



Planning and timing

- All ideas on white board then narrowing down
- HackathonParty task list and chat for frequent updates for evening task
- Wireframes for app on Figma
- Compromising within timeframe



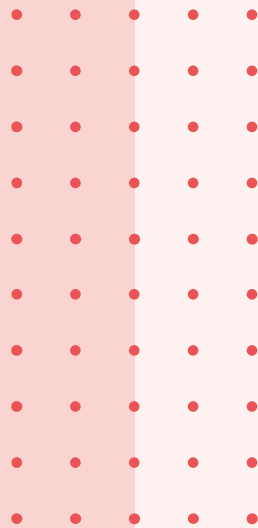
Monetisation strategy

- Advertising to event companies as SaaS B2B
- Free trial to hook companies, with early access offers
- Monthly subscription service with tiered pricing depending on number of users



Next steps

- Collect more data from clients Data-driven, and offer tailored solutions depending on type of hack
- Building authentication through OAuth, building chat feature
- Building out points system with rewards offered by sponsors, eg 100 points unlocks 10% Codecademy discount
- Notification system needs building out so users can get nudges to complete their challenge or motivational reminders to attend their event



Reflections

Did Well

- Great communication
- Good division of tasks

Could Be Improved

- Could have narrowed down MVP earlier in build, excited by all opportunities

