

UniCircle

Connect, Network & Grow





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4

The UniCircle Team



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SYSTEM DEMO

PHASE

5



Executive Summary

- Bridge the gap between personal and professional social media accounts
- Offer an exclusive online community for students
- Help students increase their networking skills and job readiness and form real friendships in an increasingly online world

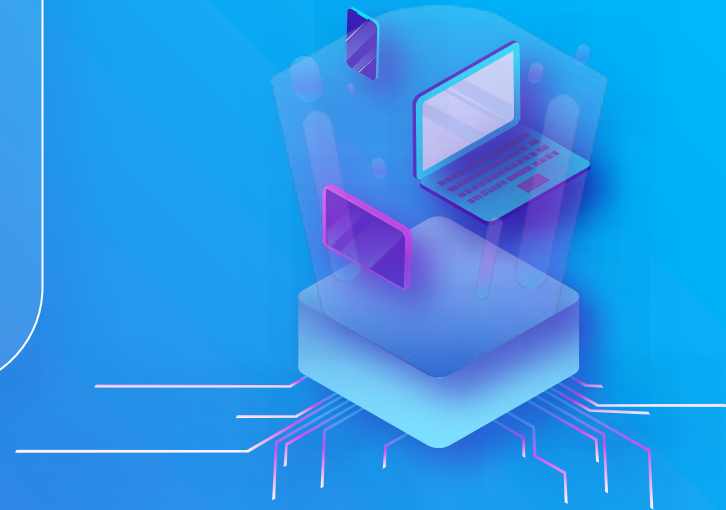


Hardware / Software



Tech Stack

- JavaScript
- React
- Node.js
- Express
- MongoDB
- Mongoose
- Axios



TESTING / TRAINING



Test Plan — Objective — Practice Ensuring Project / Product Criteria Satisfaction

Scope

- Project Specification: Create social-media based meeting application for University students
- Budget: ~\$270,000 Project Total Cost
- Product / Service Need: University Students desire mutual connection at their schools. They will use the application to form meaningful and strategic friendships
- Customer Requirements: Networking and Mingling

Testing Strategy

- System Test: To ensure each component is working properly
- Performance Test: To determine the stability, speed, and scalability
- Security Test: To ensure Confidentiality, Integrity, Authentication, Authorization, and Availability
- Automated Test: To test actual outcome with the expected outcome.
- Stress and Volume Test: To determine the robustness of the system.

Roles and Responsibilities:

- Project Manager
- Test Lead
- Test Engineer

Test Metrics

- Requirement coverage
- Test cases coverage
- Number of tests executed
- Total test effort
- Number of defects found (taking into consideration their priorities and severities)
- Tests design effort

Risks: Full Feature Implementation, Delays in Schedule, Technical Capability, School-Influenced Management, Capital Requirement(s), Personnel Interest, Low-Security Measures

Bug Testing: Selenium; Database Connection

Entry Criteria:

- The development phase has been finished & all necessary resources are available
- Requirements have been defined and approved
- Test design and tests plan have been created & test environment has been set up

Exit Criteria:

- Tests cases are executed
- The rate of tests cases passed is satisfactory.
- Failed test cases are not related to crucial functionality
- Tests results have been accepted
- Critical defects have been fixed.

Assumptions: Complete development and deployment of UniCircle by estimated end date of Fall 2022



Project Name: UniCircle

Training Plan — Objective — Practice Ensuring Successful Project / Product Operations

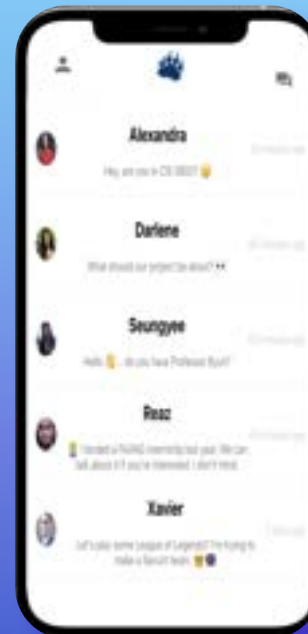
How: Implementation program through Universities' marketing campaigns and student-involved events such as clubs and other social-media based outlets. They will be informed about UniCircle and how useful it may be to their lives. They will also already be aware of how to use UniCircle due to its familiarity.

Who: University Students

When: Training time should be short given UniCircle is a user-friendly application and we believe it would take about two weeks

What: The most important parts for users to train on is social behavior. It is key for users to be willing to socialize at college more in order to make meaningful and professional connections.

DESIGNS





ROLLOUT PLAN

- **Methods:**
 - Create social media accounts
 - Facebook marketing campaigns
 - Pitch to tech, mobile, industry journalists and bloggers
 - Release invite-only web-based beta version for Baruch students
- **Time:**
 - **6 months: Soft launch - Web App**
 - **12 months: App Marketplace - Mobile App**
- **Measures of Success:**
 - 50% Active Install Rate in Month 1
 - 4.5★ rating



POST-LAUNCH & SUPPORT PLAN

- Monitor Daily and Monthly Active Users
- Hire Interns for Additional Customer Support
- Continue Building Customer Relationships
- Maintain an App Update Log
- Work the Contingency Plan
- Deliver Ongoing Great User Experiences
- Mobile App Maintenance: ~\$10,000 per year



MARKETING AND PROMOTION



Audience:

- Age?, Hometown?, Hobbies?

Content Marketing Strategy:

- Demo Videos
- Influencer Articles
- Podcasts

Paid Ads:

- Social Ads
- In-app Ads
- Display Ads



FUTURE MODIFICATION AND ENHANCEMENT REPORTS



Safety & Privacy

- Many Incidents
- Fake Profiles
- Spam



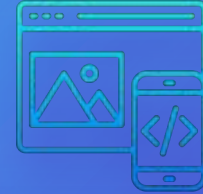
Real-Life Connections

- Social Anxiety
- Fear of Rejection
- Lack of Confidence



Voice Control

- Voice Recognition
- Various Languages



Simple Design

- Simplicity
- New Design



LESSONS LEARNED

- Scope
- Time
- Communications
- Design
- Technology
- Implementation
- Project Management
- Surprises

The UniCircle logo is centered within a white rounded square. The logo itself consists of the word "UniCircle" in a dark blue, sans-serif font, with the "i" in "Uni" and the "i" in "Circle" having a small dot above them.

UniCircle

Conclusion



Thank You!

Let us know if you
have any questions!

UniCircle