Project Proposal

# The idea:

Our project is an App around students being rewarded for attending college and classes. The App offers the students a chance to check in, in college using GPS on their phones, this will be checked against the fob data to make sure students are actually attending the classes not just the college. Prizes will be awarded at the end of the year for top 3 students, whatever class has top attendance for the year, and top student for each year. We hope that through this App Students will find that little extra motivation to get up in the morning and go to class. The way this app will work is quite simple, when a student gets to college he/she can sign in to the SP (Student Points) app and receive their points which will be then held on a leader board on our website. Extra Points will be rewarded for unlocking achievements for example the “Golden Week” achievement where students who attend everyday will be given additional points (this will be monitored and a school week according to that particular college) or “Give it Socs” where points will be awarded for registering with a Society in the college. Also through the Point trading system at the end of year students will have the chance to compete with one another and put there charisma skills to the test by convincing other students to give them some of their points (only students in the top 10 of the leader board can partake in this).

# Why this idea:

We chose this idea because we understand that some students in college are a little less motivated to go to class or college, in turn this affects the students who are in project groups with them. Understandably college should be its own reward and furthering yourself academically should be the main goal but offering an extra incentive to make students come in or rewarding students who study hard all year in the long run gives students something to look forward to. College can be tough so we hope to invoke a helpful atmosphere by not only awarding individual students but awarding a class as a whole that everybody helps each other not to fall behind which can be a big reason for low attendance in colleges especially among the younger students.

# Marketing Strategy:

The marketing would be used using a web page social presence (LinkedIn, Twitter) and YouTube videos outlining the importance of student attendance. In order to make our Website for our App we will be using Flash, Fireworks to create our logos and animations.

# Wireframe