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SI 543: Project Proposal

What is it about?

We are developing a business plan application that microfinance workers for NGO's can use with their clients in the field to assess their current income level, business operations, and help them generate recommendations to expand their business and raise their level of income. This is based on a business plan prototype Jackie Wolf worked on this summer with the NGO Fundacion Paraguaya in Asuncion, Paraguay. It will help assess the business and educate individuals about changes they can make to increase their income.

Who are the user groups?

The two user groups are microfinance assessors and their clients who are low-income entrepreneurs living below the poverty line.

Why is it important?

It is estimated that over 1 billion people worldwide currently live in extreme poverty. Most research on poverty indicates that charity does not solve poverty issues. This application serves to assess current levels of income among those living in poverty, and more importantly, help individuals develop the skills to overcome their poverty by expanding on their current business practices.

What are the competitors?

There are no direct competitors because of the unique setting it will function in the comprehensive services it provides. There are, however, competing strategies for the individual features of our app. Competing business planning apps, which require low-income clients to have internet access, include Enloop and StratPad. These emphasize accounting and formal reports, and are self-directed. The Small Business Coach & Plan app aggregates articles on entrepreneurship and claims to offer live business advice. Competing tools for measuring poverty and reporting field data include the Progressing out of Poverty Index, which utilizes surveys to measure clients' progress in overcoming poverty, and TaroWorks, a mobile technology suite for managing field officers and the data they collect.
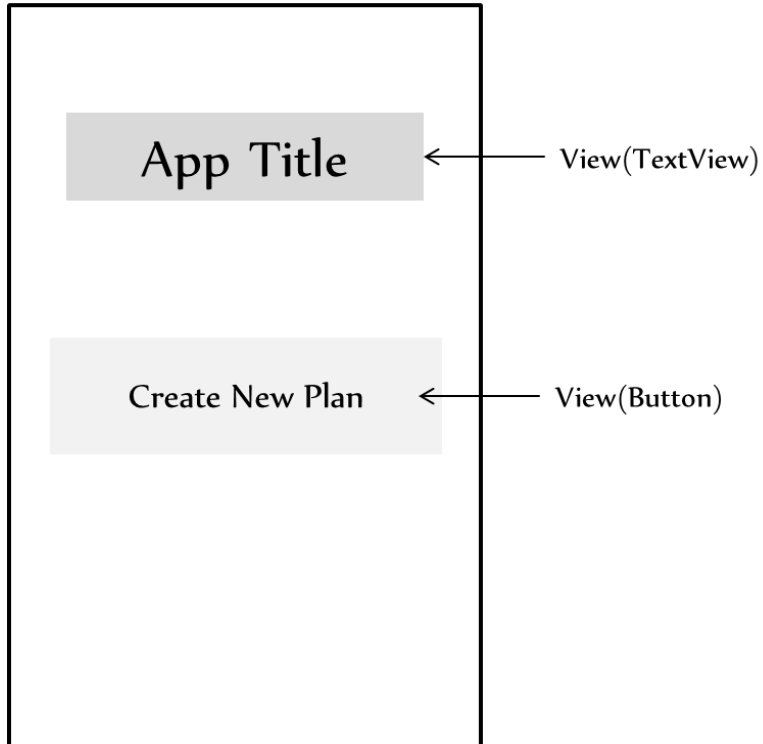
Why is your idea better?

Our goal is to facilitate the relationship between microfinance officers and entrepreneurs in impoverished areas. As it exists, microfinance officers come into the homes of these entrepreneurs, ask them a series of questions, and note their responses on paper that they take away. Nothing is left with the entrepreneurs and they have no sense of ownership over the information they provide. Our application breaks down a basic business plan into very simple and straightforward series of questions, simplifying a complicated process. We turn the process into a collaborative one, with both groups filling in various aspects of the business plan so the entrepreneur feels more ownership over the information he/she is conveying to the officer. Finally, our app helps to facilitate ongoing conversations between the two groups and provides concrete suggestions on how entrepreneurs can improve their business.

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Activity 1: Start Screen

User can only click on the Create New Plan button, which brings the user to Activity 2.

Activity 1

App Title ← ——— View(TextView)

Create New Plan ← ——— View(Button)

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Activity 2: Basic Client Info
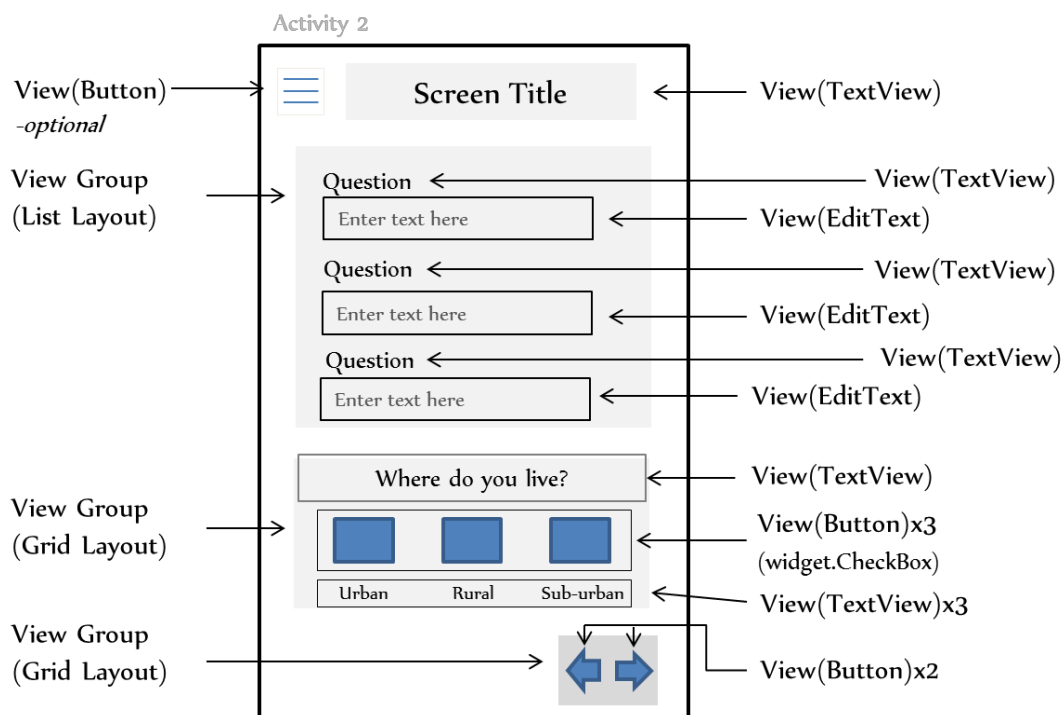The screen title appears as text at the top of the Activity.
A button object to the left of the screen title will lead users to Activity 10 (This will only exist if we decide to build Activity 10).

The first group includes three questions. Each question includes a text display object and an edit text box.

The second group includes a text display object of the title of the group, then a group of objects in a grid layout. Each object functions as a checkbox and can be selected by the user.
Text display objects will be used to display help text for each checkbox.

Finally, two objects on the bottom right hand corner will allow users to navigate within the application. The left arrow leads users to Activity 1 and the right arrow leads users to Activity 3.

Activity 2

View(Button)
-optional

View Group
(List Layout)

View Group
(Grid Layout)

View Group
(Grid Layout)

Screen Title

Question
Enter text here

Question
Enter text here

Question
Enter text here

Where do you live?

Urban   Rural   Sub-urban

View(TextView)

View(TextView)
View(EditText)

View(TextView)
View(EditText)

View(TextView)
View(EditText)

View(TextView)

View(Button)x3
(widget.CheckBox)

View(TextView)x3

View(Button)x2

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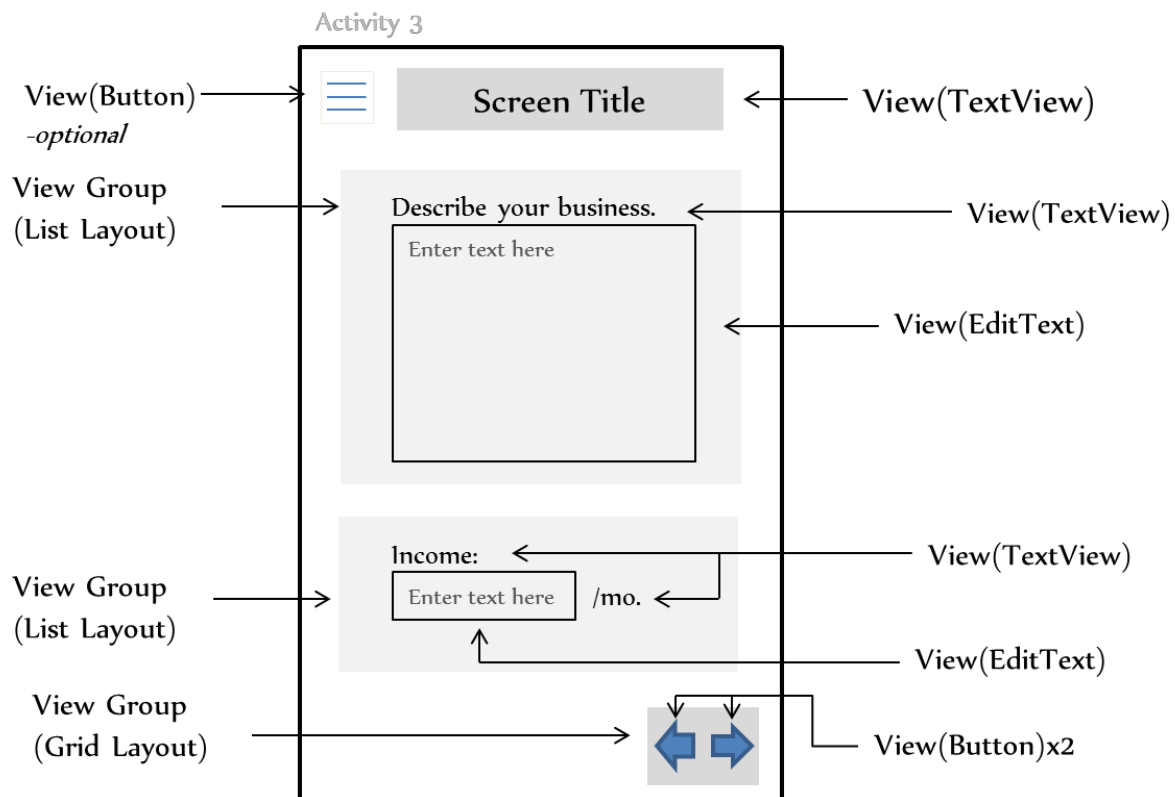**Activity 3: Basic Business Info**

The screen title appears as text at the top of the Activity.

A button object to the left of the screen title will lead users to Activity 10 (This will only exist if we decide to build Activity 10).

The first group contains a text display object followed by an edit text object.

The second group contains the same, along with one more text display object to the right of the edit text object.

The bottom right includes navigation objects again. This time the left arrow goes to Activity 2 and the right arrow goes to Activity 4.

Activity 4: Who do you sell to? Where?
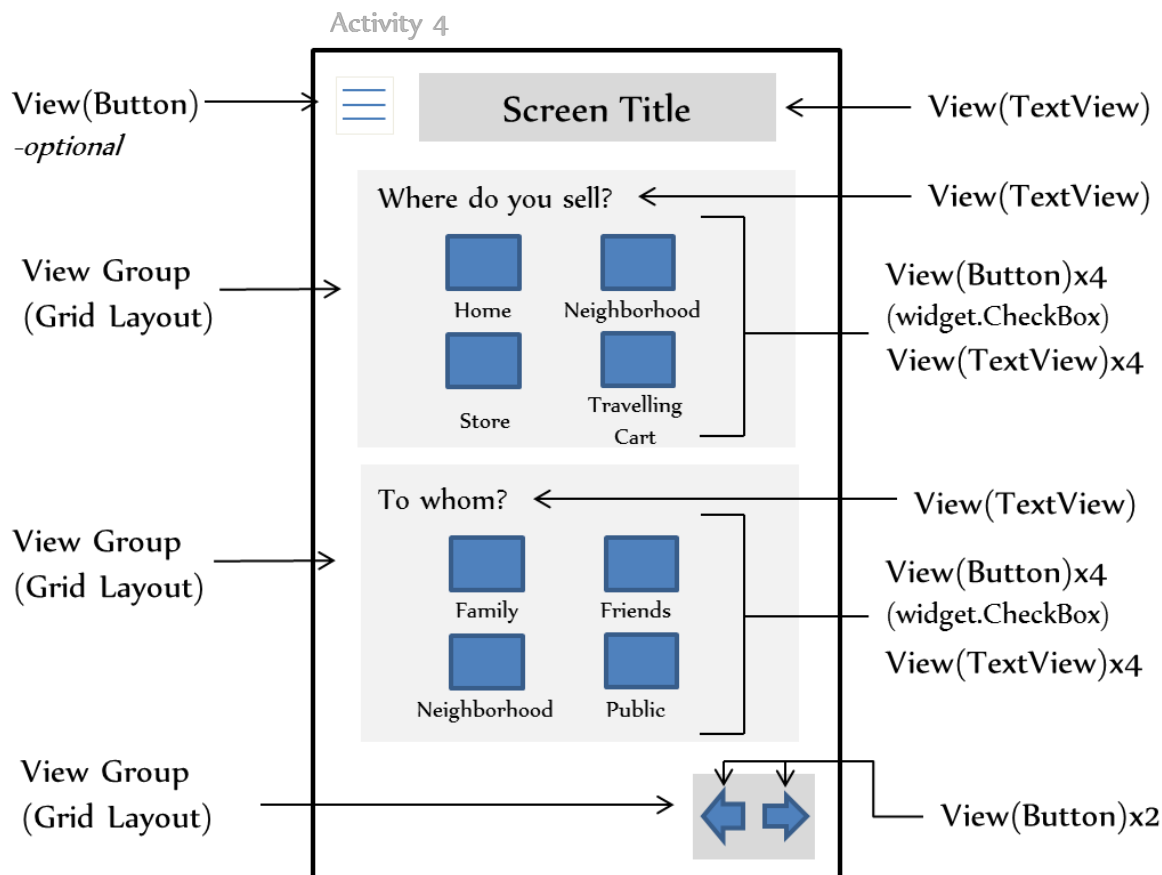
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The screen title appears as text at the top of the Activity.
A button object to the left of the screen title will lead users to Activity 10 (This will only exist if we decide to build Activity 10).

The first group includes a text display object, followed by four objects in a grid layout. Each of these objects will have a text display with a description, along with a button that includes a picture. A user will be able to select one or more of these objects within this view group.

The second group on this page functions similarly.

The left arrow on the bottom now directs the user to Activity 3 while the right arrow directs the user to Activity 4.

Activity 4

View(Button) —— optional

Screen Title

View(TextView)

Where do you sell?

View(TextView)

View Group (Grid Layout)

Home   Neighborhood

View(Button)x4 (widget.CheckBox)
View(TextView)x4

Store   Travelling Cart

To whom?

View(TextView)

View Group (Grid Layout)

Family   Friends

View(Button)x4 (widget.CheckBox)
View(TextView)x4

Neighborhood   Public

View Group (Grid Layout)

View(Button)x2

Activity 5: When do you sell?

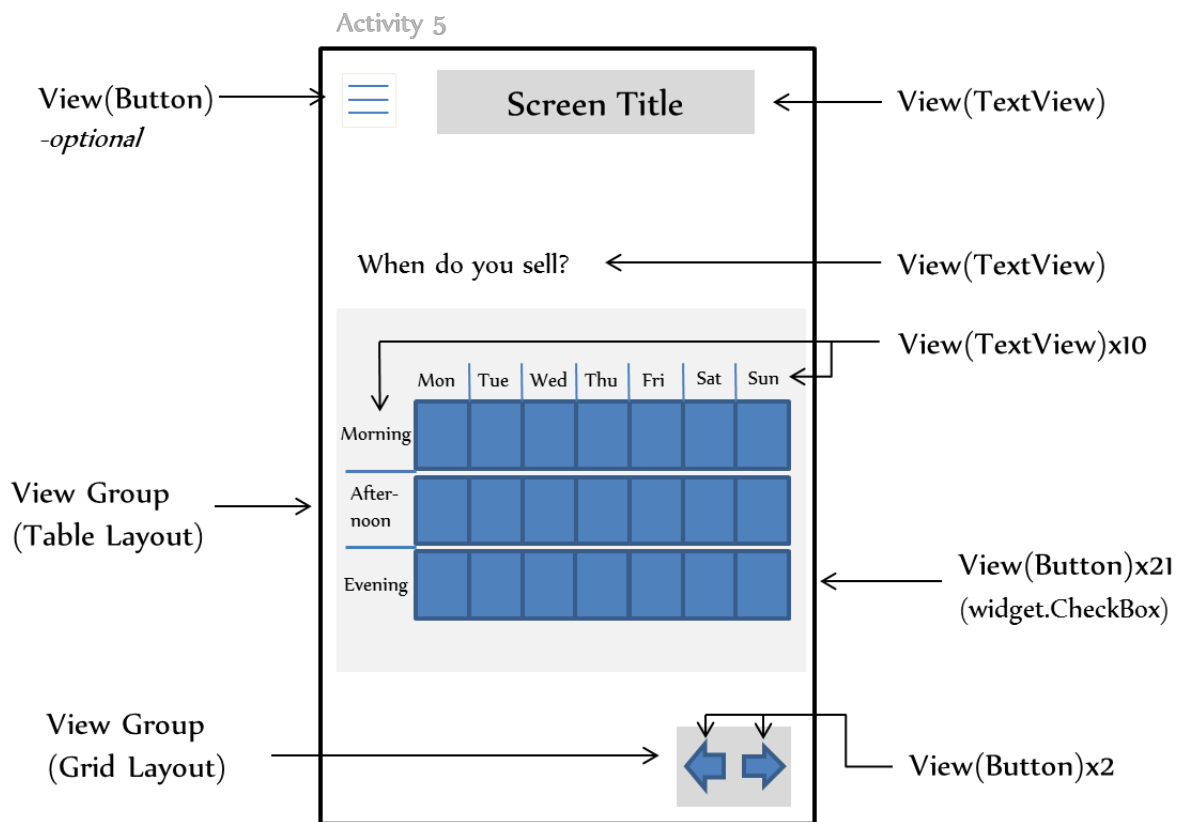Hannah Brookhart
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The screen title appears as text at the top of the Activity.
A button object to the left of the screen title will lead users to Activity 10 (This will only exist if we decide to build Activity 10).

A text view object displays the question on this page.

This is followed by a view group in a table layout that includes text display objects along the top and the left, and buttons that function as checkboxes in the rest of the fields within the table. A user can select more than one button.

The left arrow on the bottom now directs the user to Activity 4 while the right arrow directs the user to Activity 6.
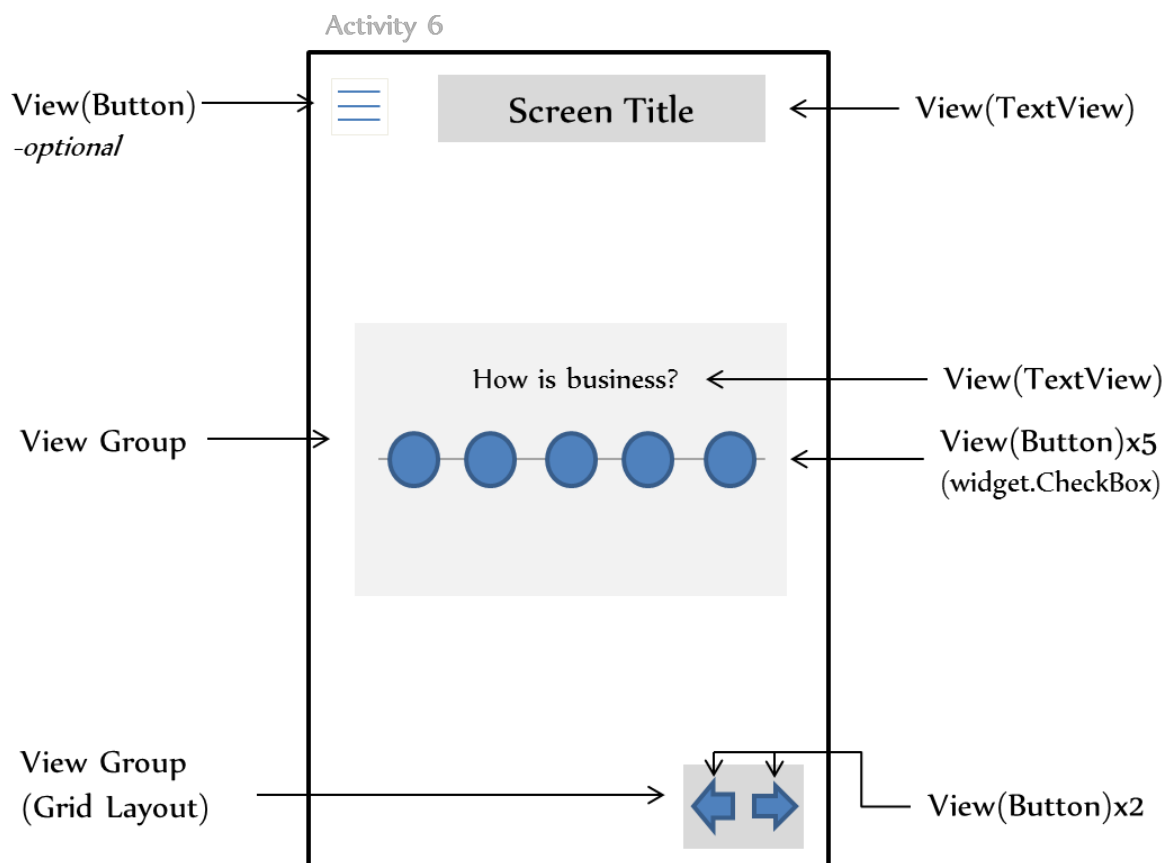

Activity 5

View(Button) -optional

Screen Title

View(TextView)

When do you sell?

View(TextView)

View(TextView)x10

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Morning							
After-noon							
Evening							

View Group (Table Layout)

View(Button)x21 (widget.CheckBox)

View Group (Grid Layout)

View(Button)x2

Activity 6: How is Business?

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The screen title appears as text at the top of the Activity.
A button object to the left of the screen title will lead users to Activity 10 (This will only exist if we decide to build Activity 10).

The view group contains a text display object for the question, then a set of 5 button objects displayed in a row that the user can select. In this case the user can only select one of the objects.

The left arrow on the bottom now directs the user to Activity 5 while the right arrow directs the user to Activity 7.
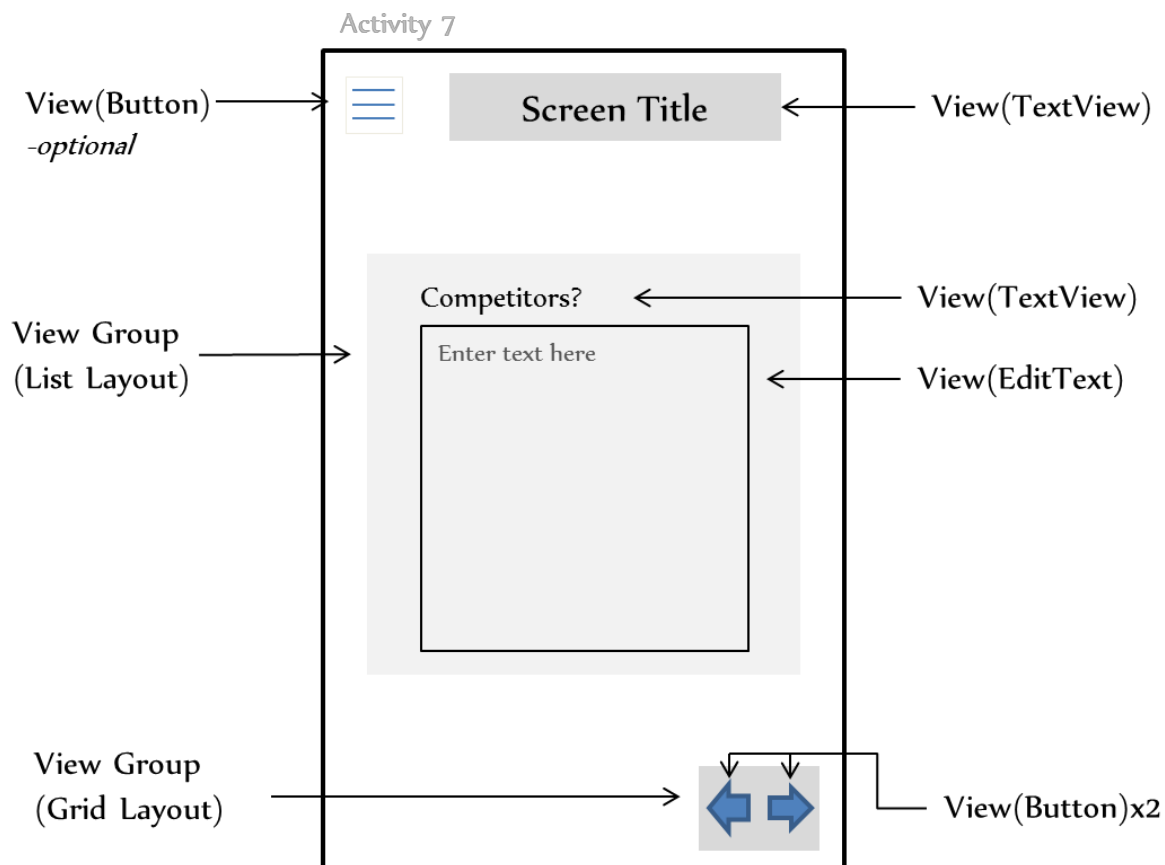
Activity 6

View(Button) -optional

Screen Title

View(TextView)

How is business?

View(TextView)

View Group

View(Button)x5
(widget.CheckBox)

View Group
(Grid Layout)

View(Button)x2

Activity 7: Who is your competition? / What other challenges are there?

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The screen title appears as text at the top of the Activity.
A button object to the left of the screen title will lead users to Activity 10 (This will only exist if we decide to build Activity 10).

The view group contains a text display object for the question, and an edit text box for the user's response.

The left arrow on the bottom now directs the user to Activity 6 while the right arrow directs the user to Activity 8.

Activity 7

View(Button) ⟶ ☰ **Screen Title** ⟵ View(TextView)
-optional

Competitors? ⟵ View(TextView)

View Group
(List Layout) → Enter text here ⟵ View(EditText)

View Group
(Grid Layout) ⟶ ⬅ ➡ View(Button)x2

Activity 8: Poverty Graph
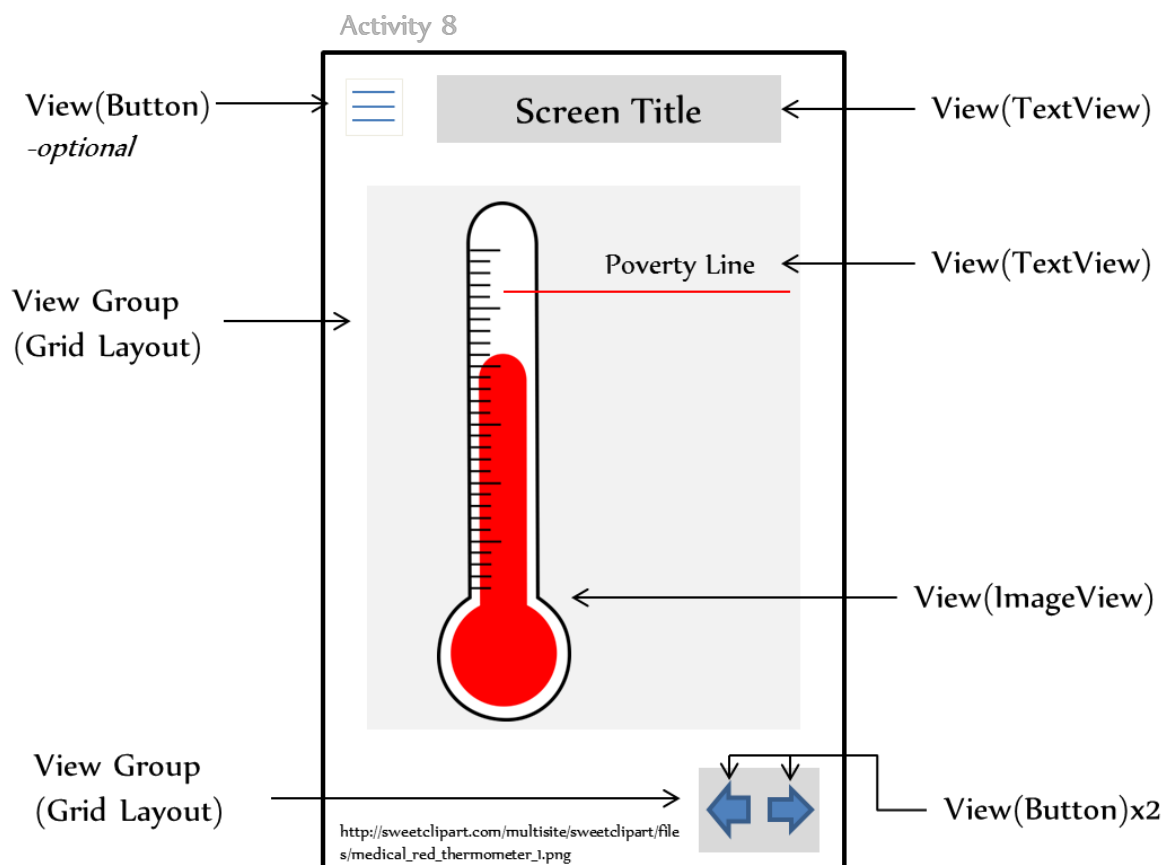
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The screen title appears as text at the top of the Activity.
A button object to the left of the screen title will lead users to Activity 10 (This will only exist if we decide to build Activity 10).

The view group contains a text display object that displays the text on the graph with an underline and an image within the group.

The left arrow on the bottom now directs the user to Activity 7 while the right arrow directs the user to Activity 9.
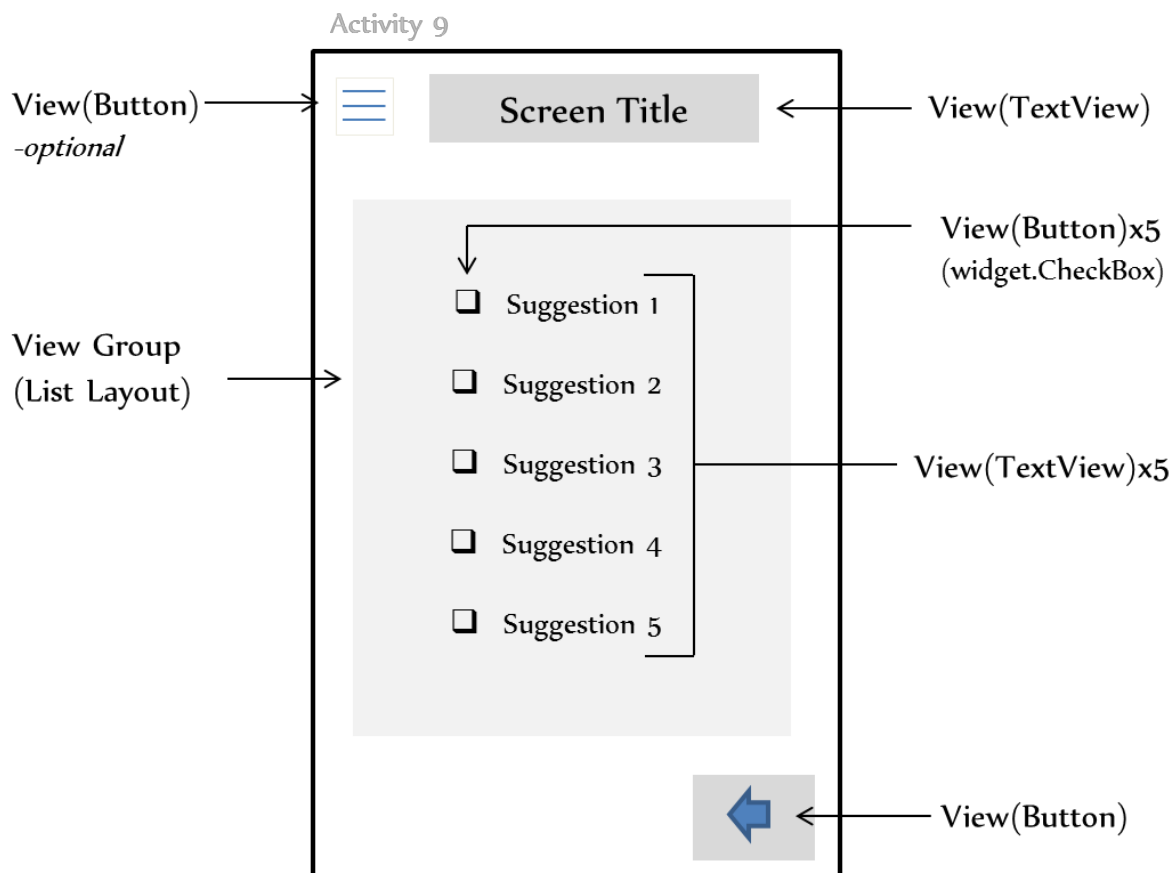
Activity 8

View(Button)
-optional

View(TextView)

Screen Title

View(TextView)

Poverty Line

View Group
(Grid Layout)

View(ImageView)

View Group
(Grid Layout)

http://sweetclipart.com/multisite/sweetclipart/file
s/medical_red_thermometer_1.png

View(Button)x2

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Activity 9: Action Plan

The screen title appears as text at the top of the Activity.

A button object to the left of the screen title will lead users to Activity 10 (This will only exist if we decide to build Activity 10).

The view group contains a group of checkbox button objects in list layout, with text displayed beside each checkbox.

The left arrow on the bottom now directs the user to Activity 8.

Activity 9

View(Button)
-optional

Screen Title

View(TextView)

View(Button)x5
(widget.CheckBox)

View Group
(List Layout)

❏ Suggestion 1

❏ Suggestion 2

❏ Suggestion 3

View(TextView)x5

❏ Suggestion 4

❏ Suggestion 5

View(Button)

Activity 10: Navigation (popout)

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OPTIONAL ACTIVITY

A button is available on the top left of the screen. If a user selects this button, it will return the user to the previous activity they were on.

The activity contains 8 button objects in a group in list layout. Each button if selected, brings the user to the respective activity page:
- Activity 2: Client Information
- Activity 3: Business Information
- Activity 4: Your Customers
- Activity 5: Your Hours
- Activity 6: How is Business?
- Activity 7: Your Competition
- Activity 8: Poverty Graph
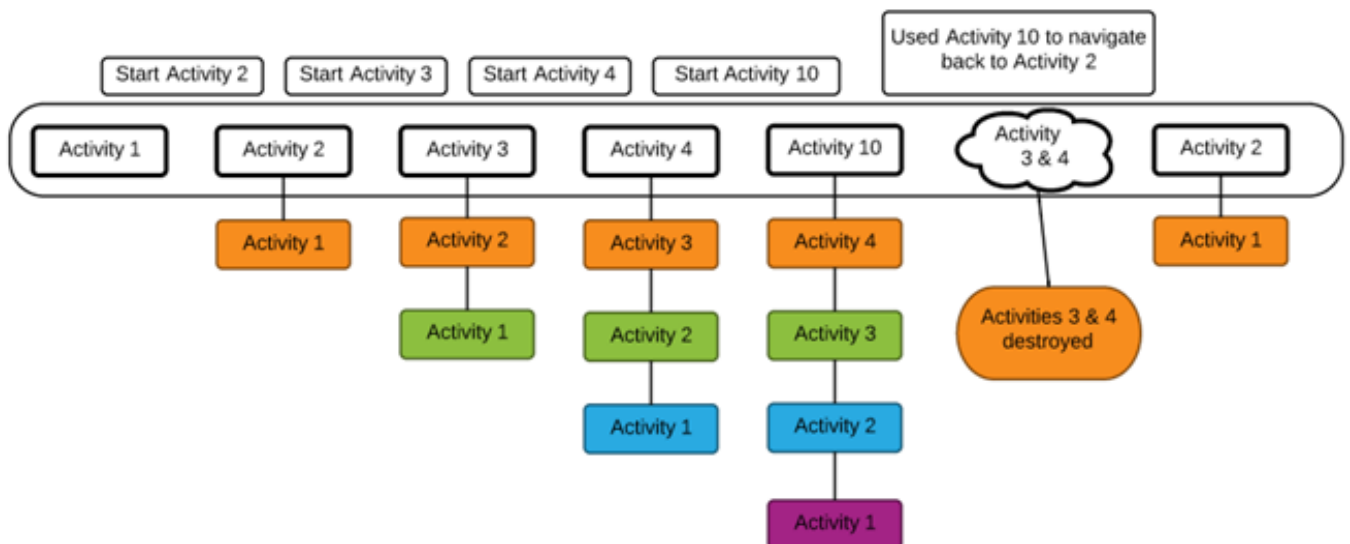- Activity 9: Action Plan
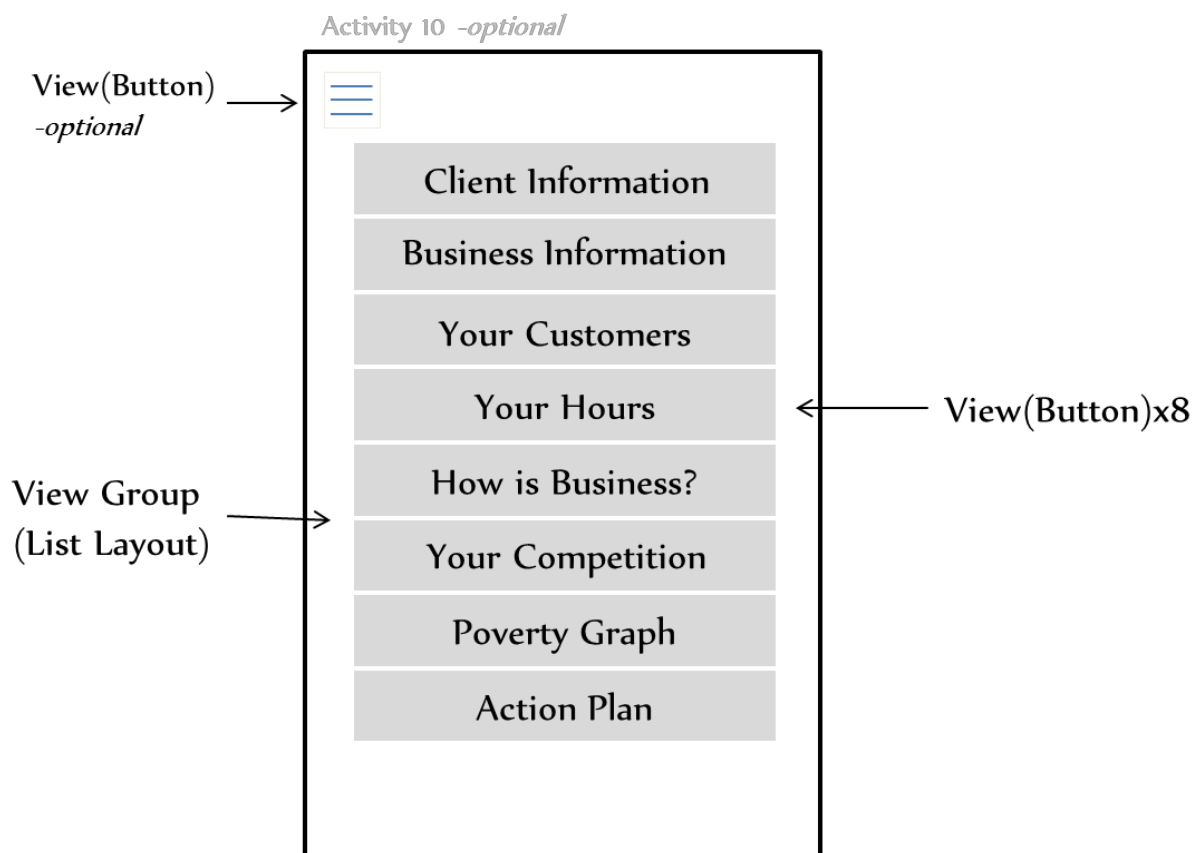
Activity Stack Examples:

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Example #1: Navigating from Activity 1 through 4 and then using the back buttons to get to Activity 2 (destroying Activities 3 & 4)
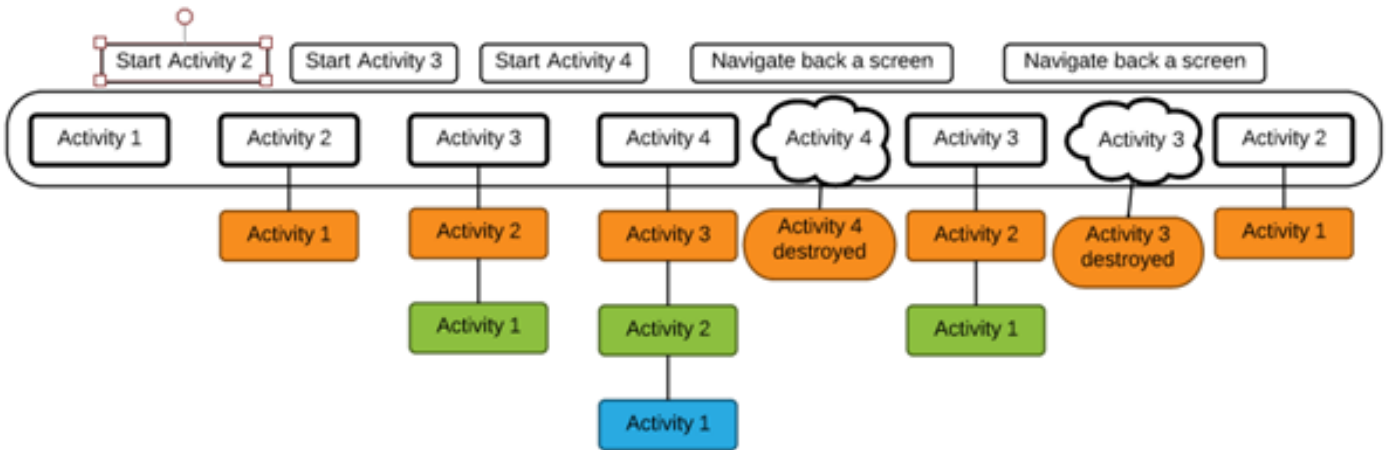
Example #2: Navigating from Activity 1-4 and using Activity 10 (navigation page) to return to Activity 2 (destroying Activities 3 & 4)

Example #3: Navigating from Activity 1-9

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