

Project Proposal

MyPark



Live the adventure!

Get Started



Abstract

The aim of my project is to develop an application for IOS devices, which will be the iPhone 6 Plus and Ipad. According to 2006 statistics, 84% of the Australian population owns a smartphone. Looking at the smartphone market share in Australia, Apple device ownership has grown again to 43 per cent and Samsung up to 33 per cent according to Deloitte (Mobile Consumer Survey 2016). After analysing the data and statistics, the survey reveals that 85% of the users check their smartphones an hour or less, after waking up.

In relation to these results, it was decided to develop an application that brings welfare benefits to the population.

MyPark will help people connect with nature, provide a service to search parks for exercise, playground for children and places to have a barbecue or picnic. When people are in the Park, they are disconnected and interacting with others, besides being very pleasant and relaxing.

Furthermore, the application will be developed with easy interaction, in a simple and objective way, providing maps of location and pertinent information about the parks. The most important thing when designing such applications is to design the application in such a way that it does not distract the user from the main purpose of the application



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3. Objective

Develop an application that brings benefit to the population. It is an application aimed at nature lovers, for those who like to take their children to play in the playground, for those who enjoy exercising outdoors, running, walking, cycling or just sit and read a book. This project aims to bring free entertainment with quality of life to the residents of Sydney.

3.1 Reason this application needs to exist

The reason this application need to exist is because, there are more than 400 parks and open spaces in the local area. The City of Sydney's parks cover an area of more than 188 hectares.

It is a dedicated application for people who appreciate a nature and quality of life.

Understanding the benefits of interacting with nature is important for maintaining and improving human well-being in a rapidly urbanising world. For example, evidence that living in close proximity to green spaces delivers health benefits could be used to design landscapes with broader societal benefits such as reductions in health spending or crime rates.

According to the Journal of Environmental Research and Public Health, the majority of studies focused on psychological benefits, which can broadly be divided into psychological well-being benefits and those associated with cognitive performance. Interaction with nature can increase self-esteem and mood, reduce anger, and improve general psychological well-being with positive effects on emotions and behaviour. These interactions can also have positive effects on cognitive function such as academic performance and the ability to perform mentally challenging tasks.

In Sydney we can find a park close to you. Residents and visitors have a lot of facilities.



3.2 Features

- ★ Maps & Directions
- ★ Search for postcode
- ★ Parking
- ★ Barbecue unit
- ★ Bathroom
- ★ Accessibility
- ★ Kiosk
- ★ Pet allowed
- ★ Playground
- ★ Covered areas
- ★ Rubbish bins
- ★ Walk Path
- ★ Public Swimming Pool
- ★ Outdoor Gym

4. Target Device

The application will be released for IOS devices.

It will be developed for IPhone and Ipad.



Specification IPhone 6 Plus

Display - Retina HD display with 3D Touch. 5.5-inch (diagonal) 1920-by-1080-pixel resolution at 401 ppi

Size and Weight - Height 6.23 inches (158.2 mm) Width 3.07 inches (77.9 mm) Depth 0.29 inch (7.3 mm) Weight 6.77 ounces (192 grams)

Specification Ipad

Display - Retina 9.7-inch (diagonal)

Size and Weight - Height 9.4 inches (240 mm) Width 6.6 inches (169.5 mm) Depth 0.29 inch (7.5 mm) Weight (Wi-Fi) 1.03 pounds (469 grams) Weight (Wi-Fi + Cellular) 1.05 pounds (478 grams)



4.1 Target Audience

According to the research conducted through a structured interview questionnaire. Has been collected data with 38 people. In any case, it will be describe in detail the result of the research in the survey section.

4.2 Users

4.3 Who are my users?



- Families
- Tourists
- Outdoor Enthusiast
- Fitness people

Image: pixabay.com

4.4 What do they expect?

Consumers expect to download an easy-to-navigate app that delivers a suite of key functionalities and mobile services through an intuitive, entertaining user interface. They expect an app to locate Parks around Sydney. Consumers want proactive and relevant (to them) information and services within the context of their location at a particular time.



4.5 What's their interest?

Their interests are in providing the ability to share places, with friends and family, having the option of planning where to go and what to do. Anyway, their interests are to research where to go and know what the park offers for leisure and entertainment before you go.

4.6 User Goals

- See the park from user's current location.
- Find a public park barbecues available.
- Find a Park that can ride a bicycle or rent one.
- Find a Park that provides an outdoor gym.
- Search for Park that offers a great atmosphere for kids to have birthday parties.
- Search for park that has swimming pool.
- Free entertainment

4.7 Persona

Personas are fictional representations of segments of buyers based on real data reflecting their behaviours. Their purpose is to put the people behind company decision-making in the shoes of the customer.

The research was conducted with a focus on:

Behavioural drivers – These encompass the customers' goals, what they want to accomplish, and their journey to finding the business.

Obstacles to purchasing – It was considered the hesitations and concerns that clients have. How do they view this product or service, how does that impact, and how much information they need to make a decision.

Persona (1) - Margaret Knight - Mother	APPENDIX A
Persona (2) - Jerry Strazzeri - Fitness Person	APPENDIX B
Persona (3) - Jerry Strazzeri - Student	APPENDIX C



4.8 Storyboards

To describe the journey and be understood, was created a video to show a journey of the characters. The video is describing how the characters will solve their problems, with the MyPark app.

A Brief summary about the video, the first character is Margaret Knight. Her profession is an accountant and she has two children. Very often she is stressed out, and she loves go outside with her kids, but always very busy. She likes planning what to do on the weekends, and often she goes to the park to read a book, while her kids play in the playground.

In the second scene the character is Jerry Strazzeri. Hi is a fitness person and describe a journey to look for a place that has parks around. To conclude the journey, he find the app and search parks by neighbourhood.

In the third scene, the character is John Carter. His journey is to show his lifestyle to his parents, they came to visit him from overseas. He is an student and doesn't have enough money. In conclusion he take his parents to do picnic and barbecue at the Park, he show the beautiful atmosphere that Sydney provides us.

To conclude, the video shows three different experiences, in both characters find the application. The experience of finding an application that will help them to feel good and have a moment of leisure and quality of life. This will provide satisfaction and well-being.

Link video storyboard. [Click here to open](#)



5. Market Research

5.1 Market Research Devices

The smartphone is the dominant device for all users under 55 and 79% of Australians own one.

Smartphone penetration in Australia is approaching its peak with penetration rates likely to slow in the years after 2017. Smartphone ownership rose to 84 per cent this year. However, we expect this to plateau over the coming 12 months after the remaining feature phone owners are forced to convert to smartphone following the 2G shutdown by each of Australia's major mobile network operators.

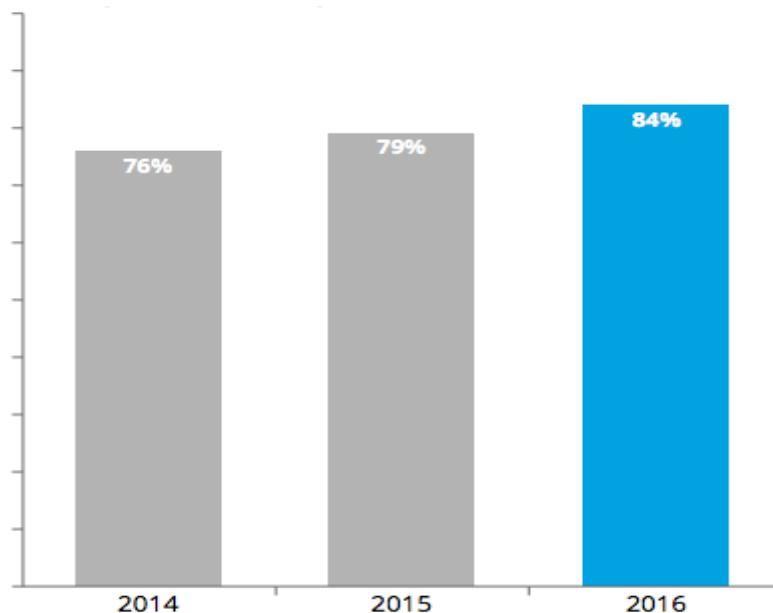


Figure A1. Deloitte Global Mobile Consumer Survey-Jul/2016



5.2 Why IOS Devices?

Australians are very loyal mobile consumers when it comes to their smartphone. Of the five million smartphones that will be purchased over the next 12 months, we anticipate that 46% of consumers will remain loyal to their current brand.

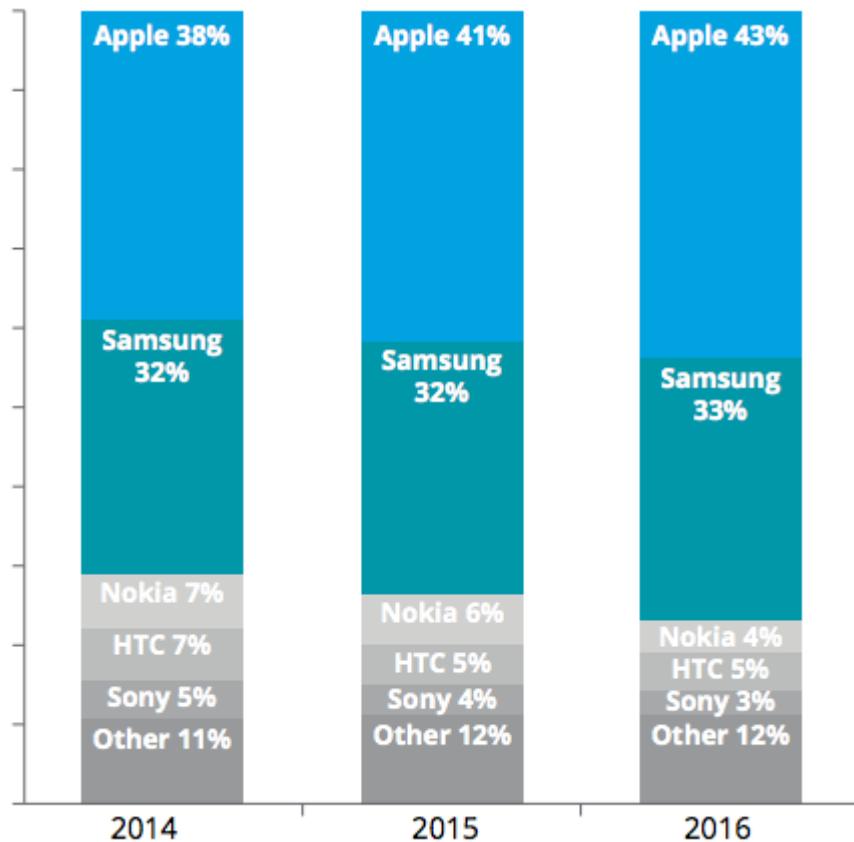


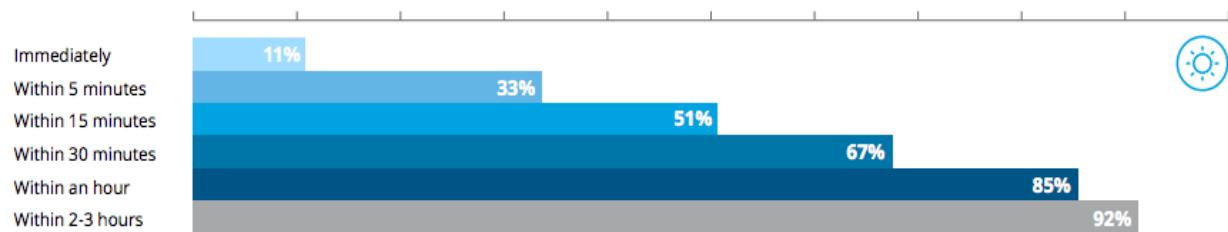
Figure A2. Deloitte Global Mobile Consumer Survey –Jul/2016.



5.3 Market Research

More than 85% of the population can't last an hour after waking before checking their smartphones.

Typically how long is the interval between waking up and looking at your phone for the first time?



At the end of the day, typically how long is the interval between looking at your phone for the last time and preparing to sleep?

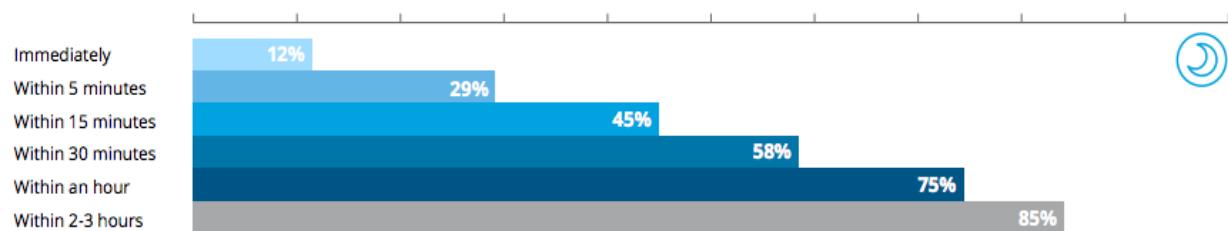


Figure A3. Deloitte Global Mobile Consumer Survey, Jul/2016



6. How to make money?

Promote coffee shop or restaurant near park. The business around the parks can make advertising on the application. It Will be provided section to display advertisement and events.

7. Survey

According to survey conducted by online Survey Monkey tool, where it was shared with groups of mothers on Facebook in Sydney schools. The result of 40 responses will be presented.

The target audience will be between 26 - 35 years old. The result corresponds to 45% of the answers.

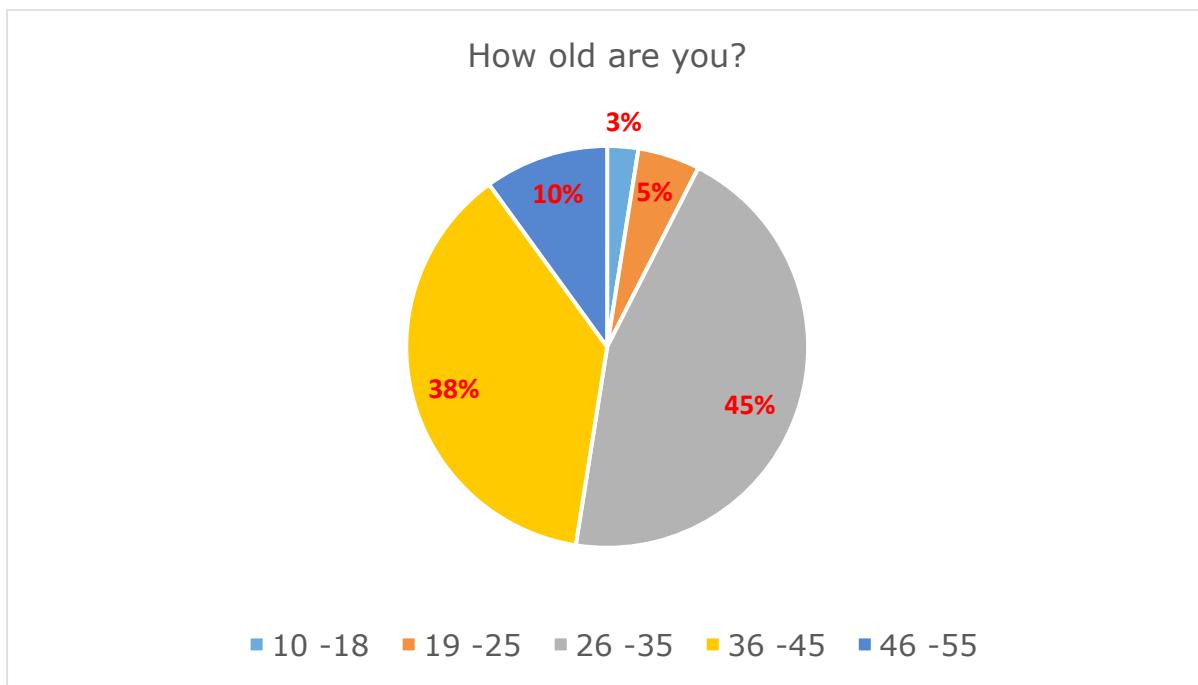


Figure A4. SurveyMonkey result - How old are you? - April/17



When asked: Why do you go to the park? The main response was: Time with family and / or friends with 84.86% and secondly having a picnic with 68.42% and followed bringing the children with 65.79%.

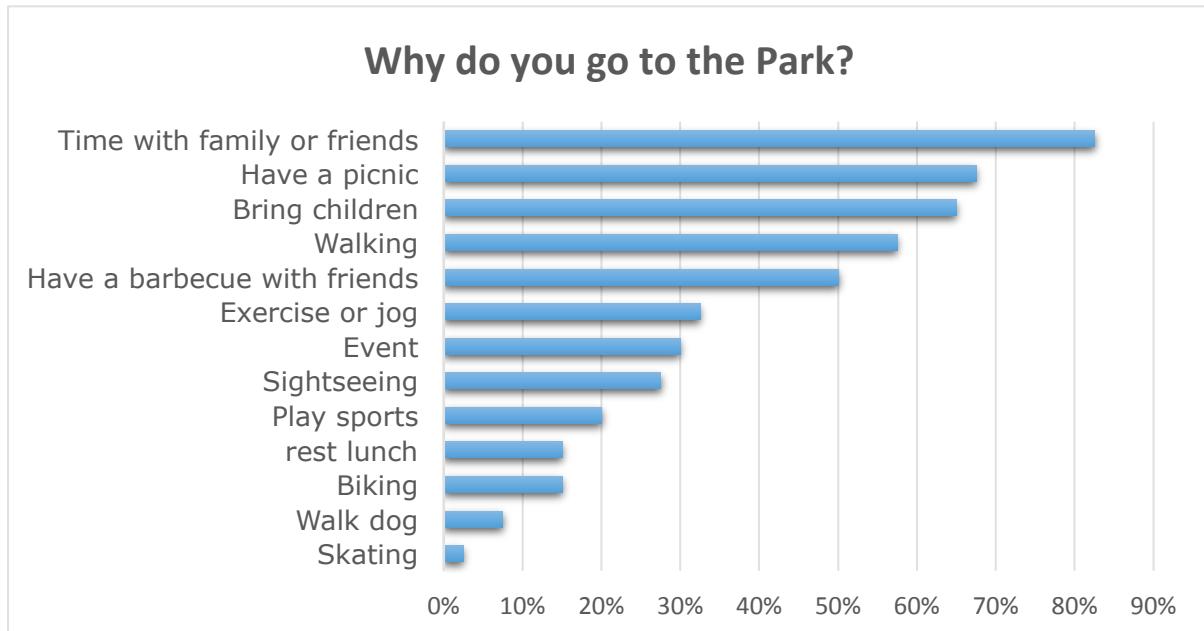


Figure A5. SurveyMonkey result - Why do you go to the park - April/17

Almost half of the respondents said that they go to the Park very often.

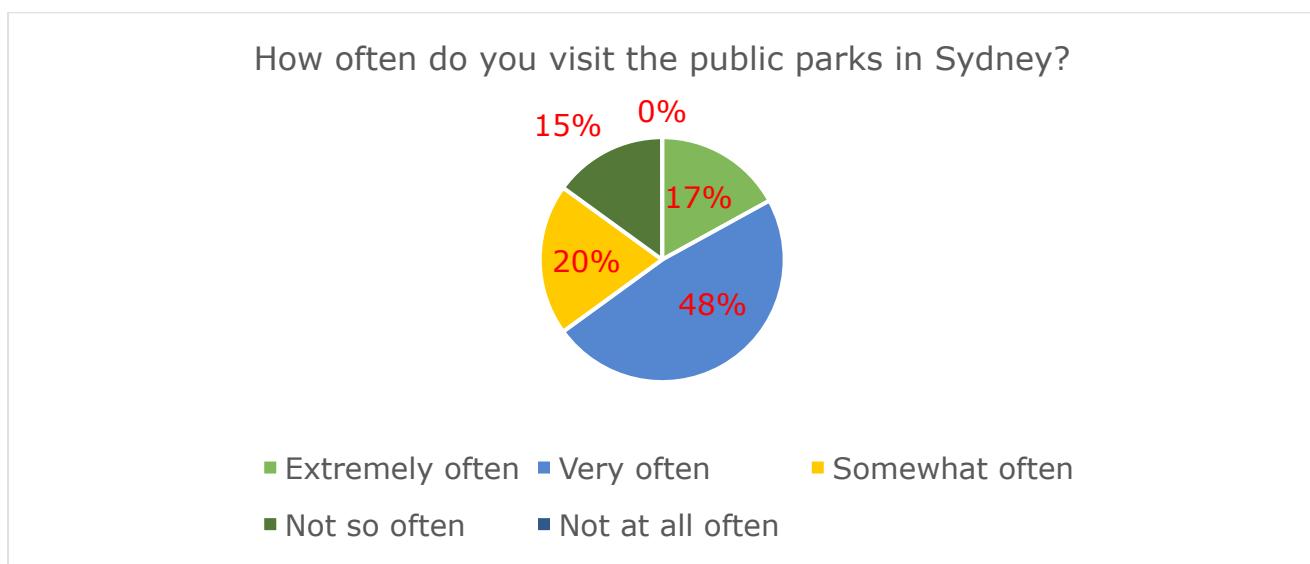


Figure A6. SurveyMonkey - How often do you visit the public parks in Sydney? - April/17



8. What is it going to look like?

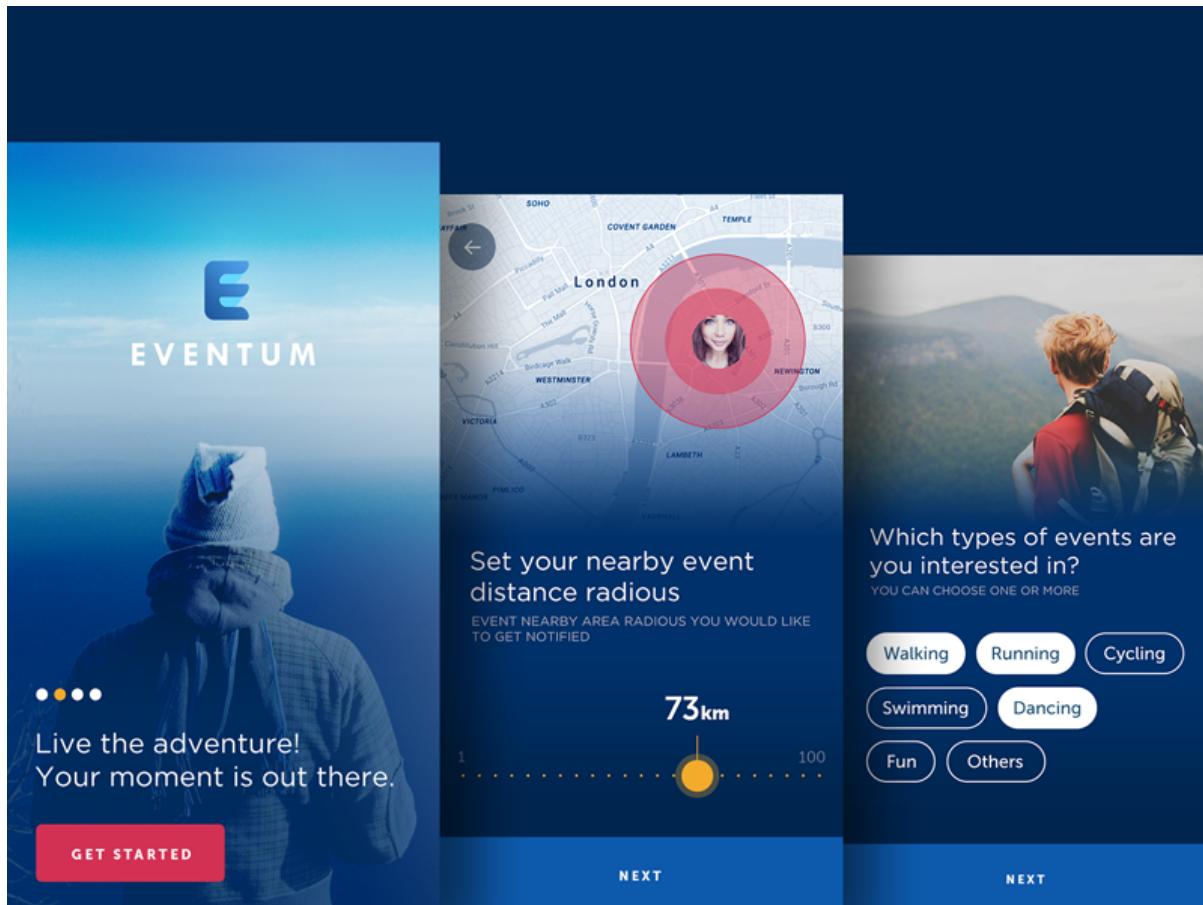


Figure A6. App appearance - April/17

8.1 Colour Scheme

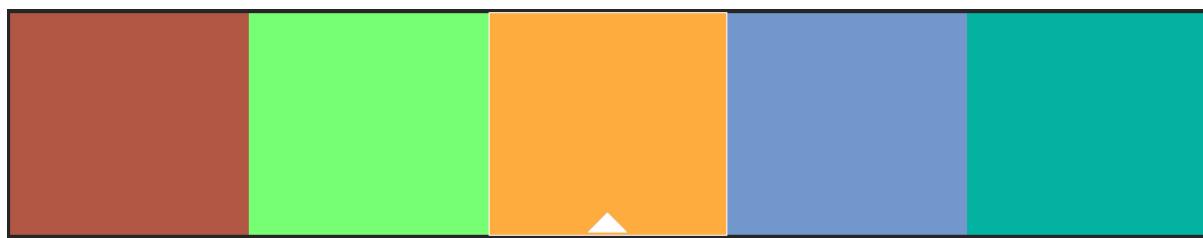


Figure A7. Colour scheme - April/17



9.2 Inspirations and References

Playgroundfinder is the one application available to find a Park in Sydney. That means, it is a great opportunity to MyPark. Furthermore there is not much competition and an opportunity to develop something differentiated that stands out.

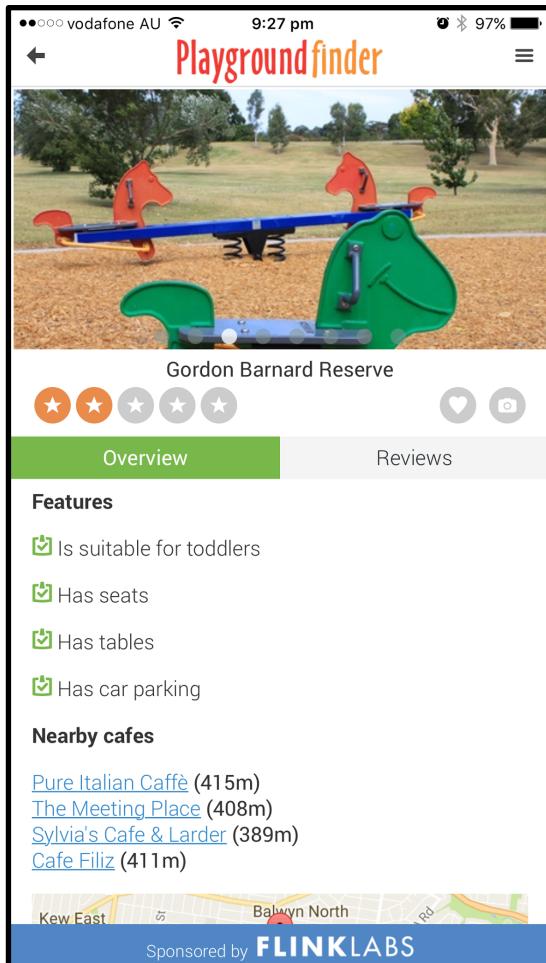


Figure A8. Screenshot iPhone 6 Map Sydney-Playground Finder Mar/17.

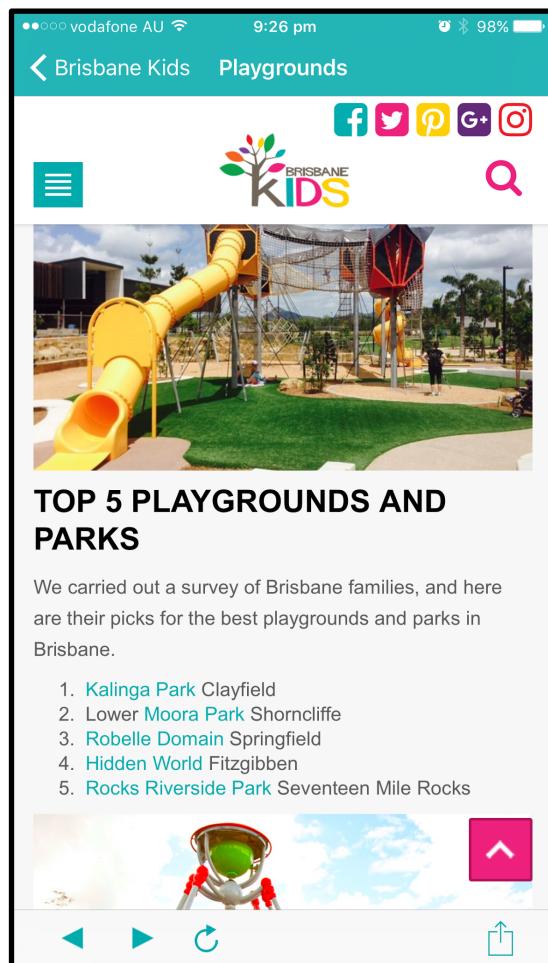


Figure A9. Screenshot iPhone 6 - Brisbane Kids app Mar/17.



9.3 What other products are currently available on the market?

In Sydney, there is currently only one application available to find parks. Playgroundfinder founded by Flink Labs. With backgrounds in artificial intelligence, machine learning, predictive analytics and design.

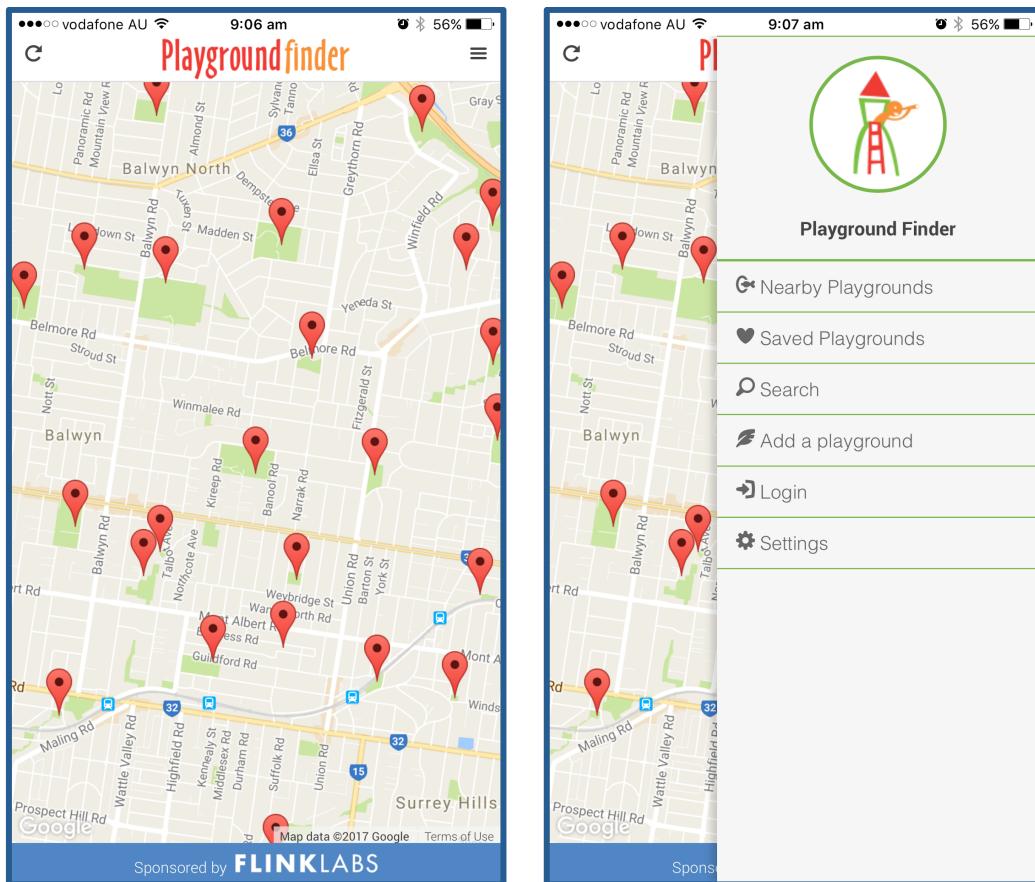


Figure A10. Screenshot iPhone 6 Map Sydney- Playground Finder Mar/17.

Figure A11. Screenshot iPhone 6 - Playground Finder Mar/17.



10. References

Keniger, Lucy E. (2013), What are the Benefits of Interacting with Nature? - Published online 2013 Mar 6, from
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<https://www.powtoon.com/blog/>

Smaply.com. (2017) - Smaply Web Software 2017, from
<https://www.smaply.com/>

Playground Finder (2017) - www.playgroundfinder.com/about.pp

My Parx (2017) <http://www.myparx.com/go/app/>

Survey Monkey (2017), from
<https://pt.surveymonkey.com/home/>



11. Appendices

11.1 Persona (1) - Margaret Knight- Mother

Margaret Knight



Outgoing **Sociable** **Adventurous**

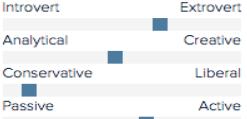
Goals

- To employ my knowledge and experience with the intention of securing a professional career with opportunity for challenges and career advancement, while gaining knowledge of new skills and expertise.
- Establishing long-term job security and career stability.
- Be a better mom.
- Do a postgraduate degree

Frustrations

- Don't have time to take care of myself.
- Don't spend time with my kids.
- Do not live near parks and beach.

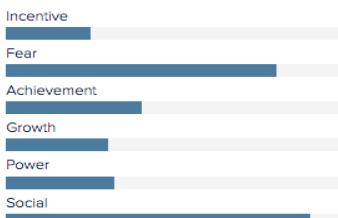
Personality



Bio

Margaret is an accountant and has worked less than 1 year in this profession. She likes to live in Sydney and enjoy everything the city offers, always going to the Park to do picnics with her family and friends. She has a simple life and loves nature and God.

Motivation

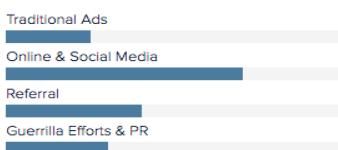


Motivation Type	Value
Incentive	Medium
Fear	High
Achievement	Medium
Growth	Medium
Power	Medium
Social	High

Brands



Preferred Channels



Preferred Channel	Value
Traditional Ads	Low
Online & Social Media	High
Referral	Medium
Guerrilla Efforts & PR	Low

11.2 Persona (2) - Jerry Strazzeri - Fitness Person

Jerry Strazzeri



Trait **Trait** **Trait** **Trait**

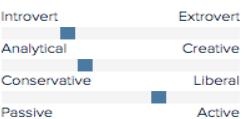
Goals

- Grow professionally in his career.
- Maintain a healthy diet.
- Help his wife with her new career and take care of their daughter.

Frustrations

- Spend quality time with his family.
- Work late and not be able to exercise 5 times a week.
- Doesn't have his clothes ironed and washed.

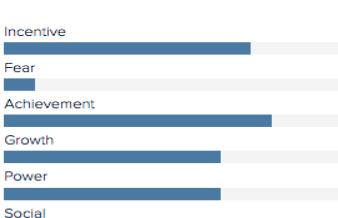
Personality



Bio

Jerry is a system analyst and works for a large technology company. He likes nature and exercising every day, always takes his bike wherever he goes. Usually meets with friends to ride a bike and train. For Jerry it is important to maintain a healthy eating and exercise regularly, he believes that this helps him continue to grow professionally.

Motivation

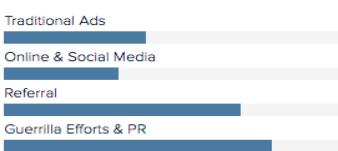


Motivation Type	Value
Incentive	High
Fear	Low
Achievement	High
Growth	Medium
Power	Medium
Social	Medium

Brands



Preferred Channels



Preferred Channel	Value
Traditional Ads	Medium
Online & Social Media	Medium
Referral	High
Guerrilla Efforts & PR	High



11.3 Persona (3) - John Carter - Student

John Carter



"Push yourself because, no one else is going to do it for you."

Age: 23
Work: Student
Family: Single.
Location: Sydney, NSW
Character: Work hard

Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Goals

- Finish his degree
- Marry his girlfriend.
- Get a job in his profession.

Frustrations

- Not have time and money for leisure..
- He can not work in his profession before finishing his degree.
- Live away from school and downtown.

Bio

John is an international student of Brazil. He combines work and study to pay for his undergraduate degree at the University of Sydney. He is close to his family but they do not live in Sydney, once a year his family comes to visit him. He always chooses to show the natural beauty of Sydney, always likes to show the park and take his friends to do a barbecue in the park.

Motivation

Incentive	Fear	Achievement	Growth	Power	Social
High	Medium	High	Medium	Medium	Low

Brands



Preferred Channels

Traditional Ads	Online & Social Media	Referral	Guerrilla Efforts & PR
Medium	High	Medium	Low



12. Survey Questionnaire

1. How old are you?

- 10-18
- 19-25
- 26-35
- 36-45
- 46-55

2. What is your gender?

- Female
- Male

3. Why do you go to the Park? (Check all that apply.)

- Biking
- Bring Children
- Event
- Sightseeing
- Skating
- Time with family and/ or friends
- Exercise or Jog
- Play Sports
- Walk Dog
- Have a barbecue with friends
- Have a picnic
- Rest lunch
- Walking

4. How often do you visit the public parks in Sydney?

- Extremely often
- Very often
- Somewhat often
- Not so often
- Not at all often



5. Which type of apps do you currently have on your digital devices (computer, tablets, phones, etc.)? (Check all that apply)

- Game apps (puzzles, charades, etc.)
- Sports apps (sports schedules, scores, headlines, etc.)
- Social networking apps (location check-ins, friend status updates, etc.)
- Travel apps (airplane tickets, tourist guides, public transportation info, etc.)
- Search tool apps (directions, phone numbers, recipes, etc.)
- Entertainment apps (movie trailers, celebrity gossip, radio station guides, etc.)
- News apps (local news, national headlines, technology announcements, etc.)
- Productivity apps (calendar, to do list, price checker, etc.)
- Utility apps (calculate, convert, translate, etc.)
- Weather apps (local forecasts, natural disaster updates, etc.)
- Other (please specify)

6. If any, what are the ages of the children in your household? (Check all that apply)

- 0 to 5 years
- 6 to 10 years
- 11 to 15 years
- 16 to 18 year

7. What is the distance that you spend to go to the park?

8. Where do you find information from?

- Newspaper
- Website
- Google
- Social media
- Other
- Other (please specify)

9. What is your nationality?



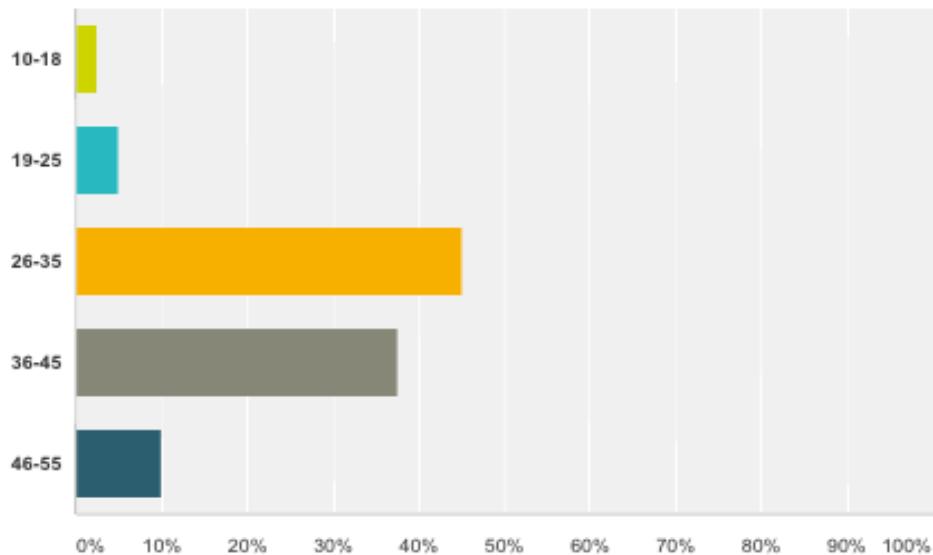
10. What do you think an application should have?(It will help you find Parks in Sydney)

12. Survey Analyse Results

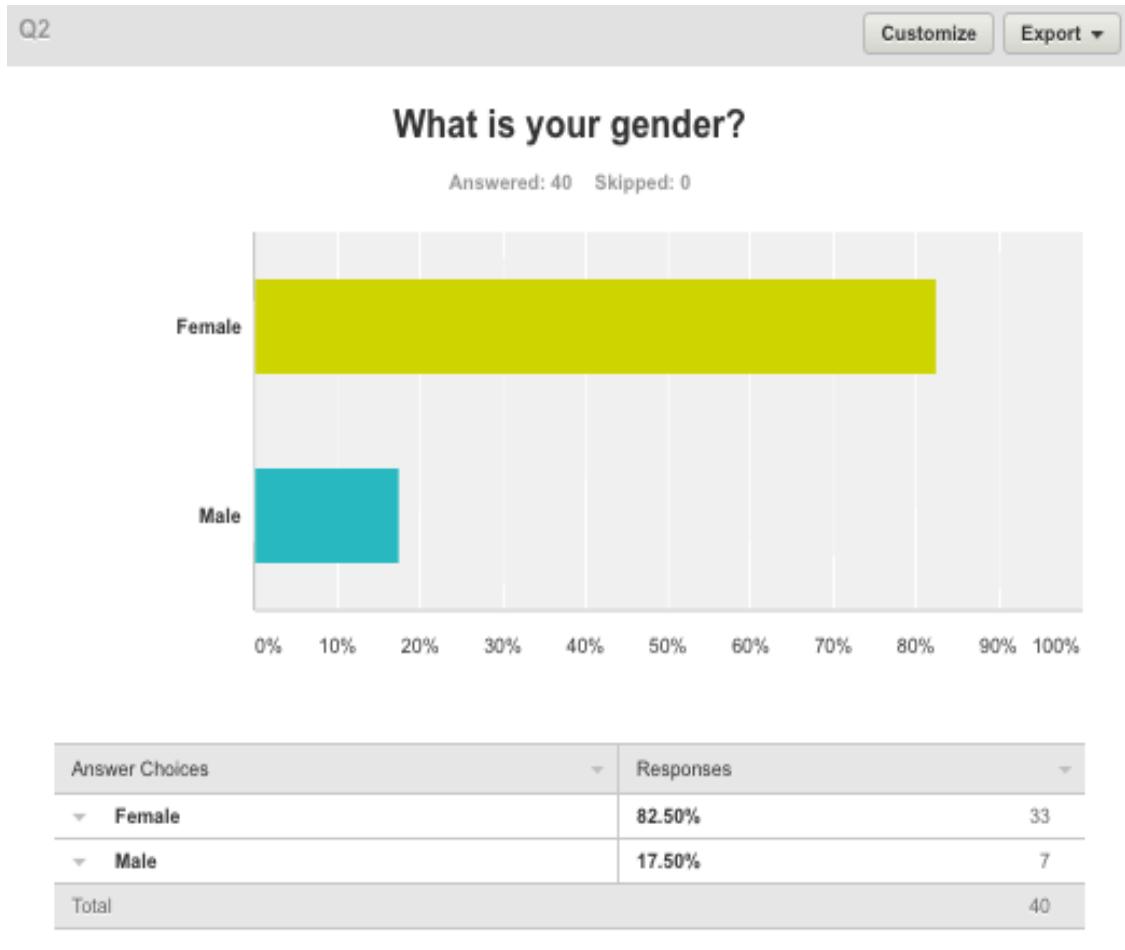
Q1 Answered: 40 Skipped: 0 [Customize](#) [Export ▾](#)

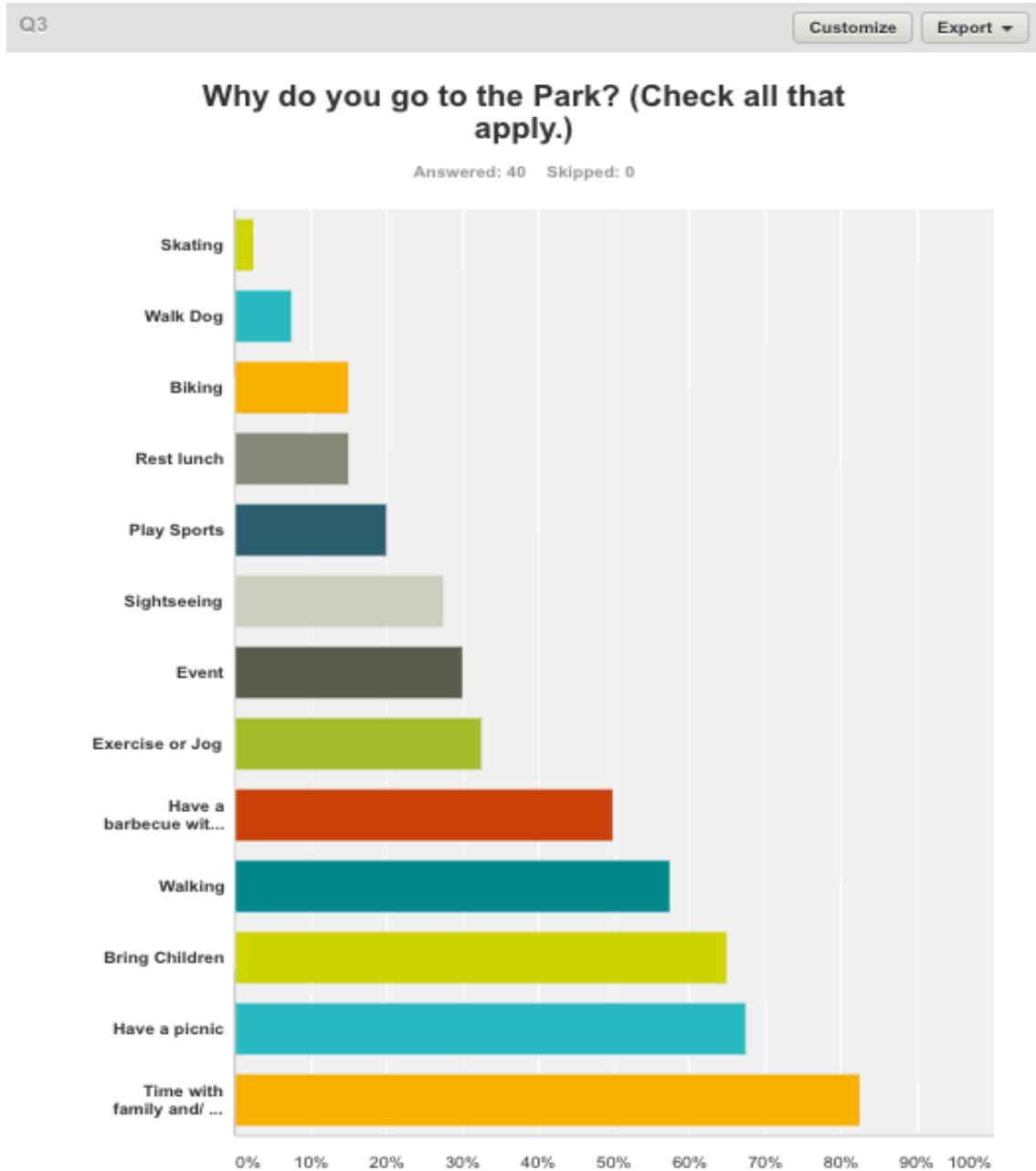
How old are you?

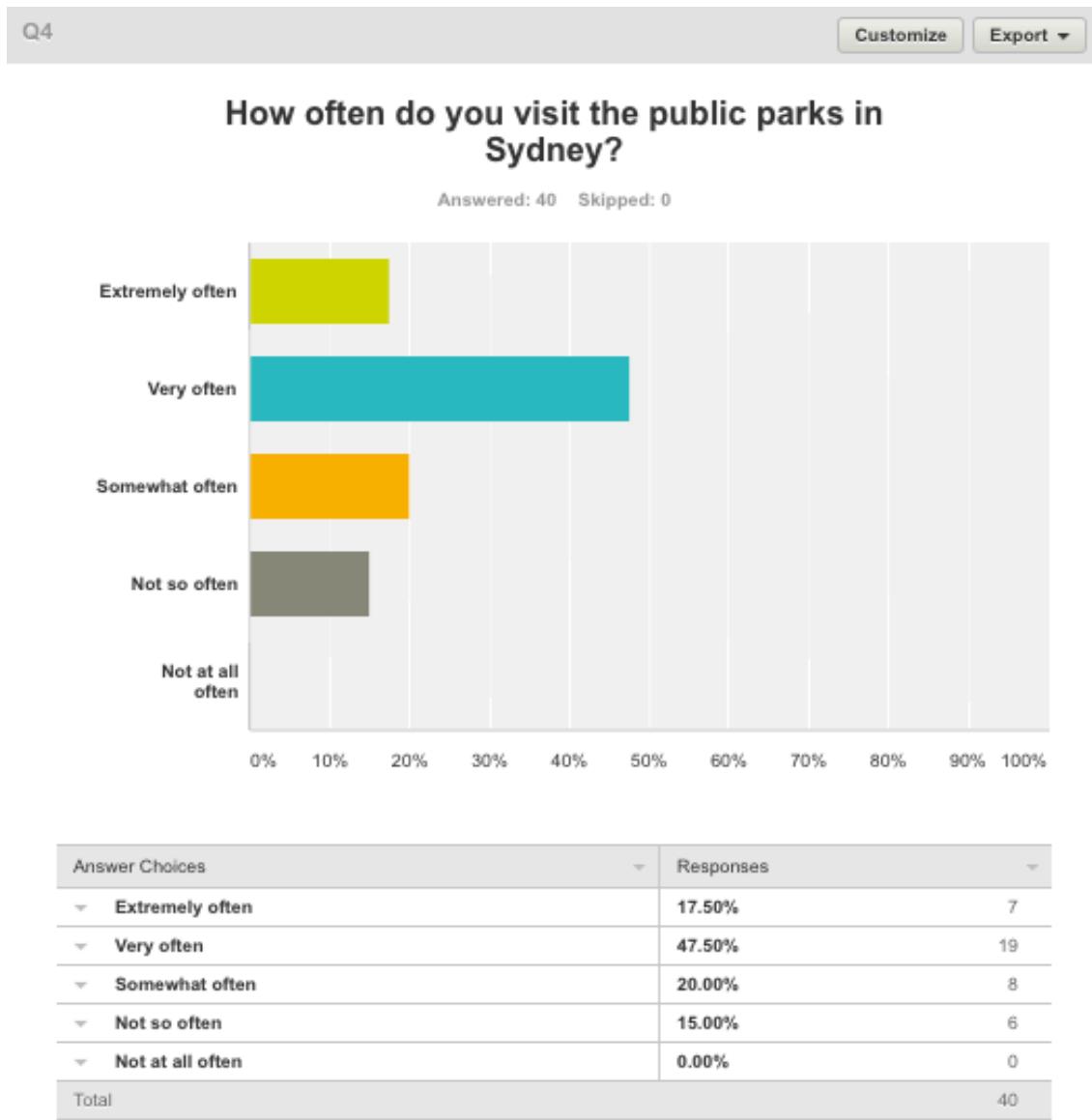
Answered: 40 Skipped: 0

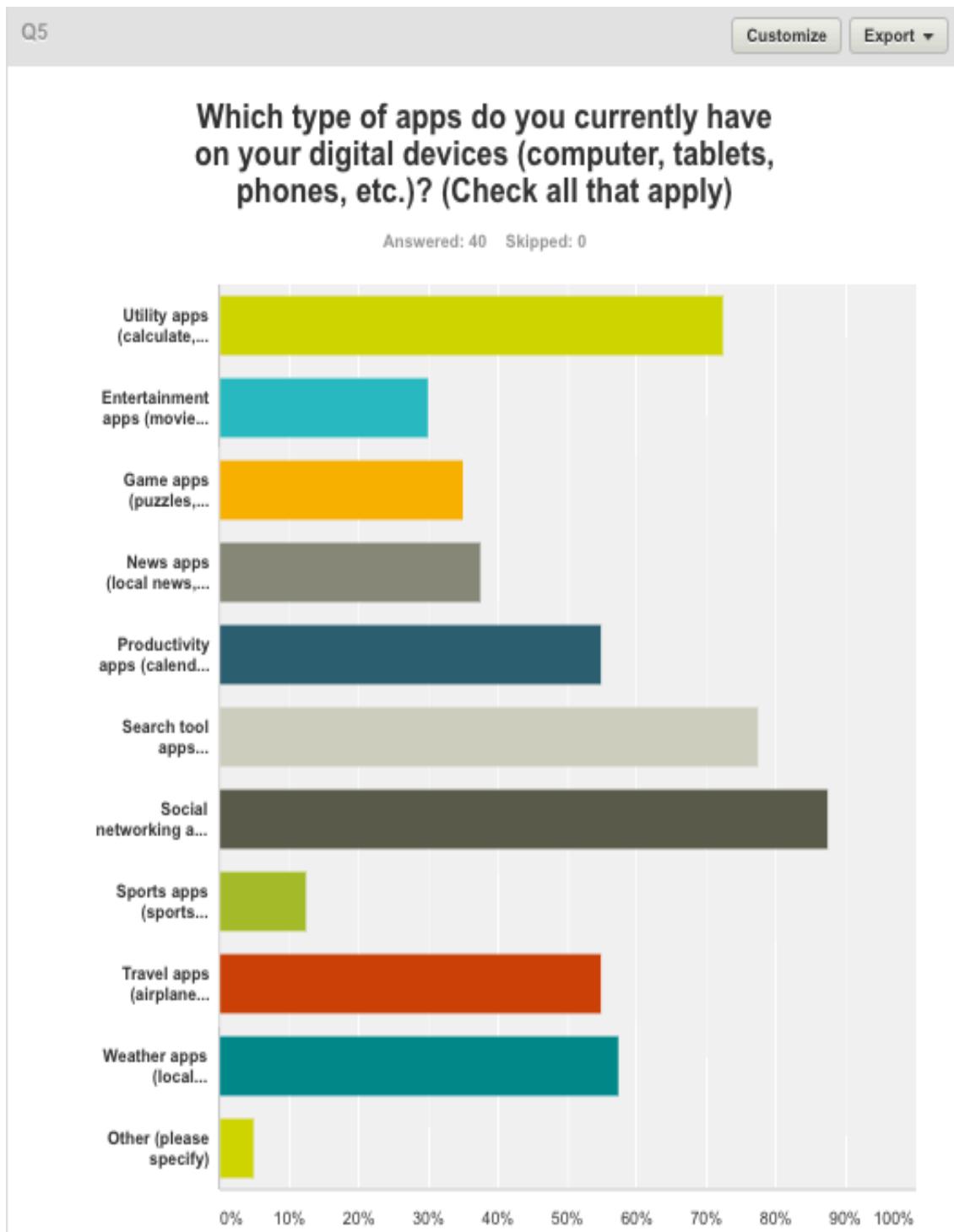


Answer Choices	Responses
10-18	1
19-25	2
26-35	18
36-45	15
46-55	4
Total	40







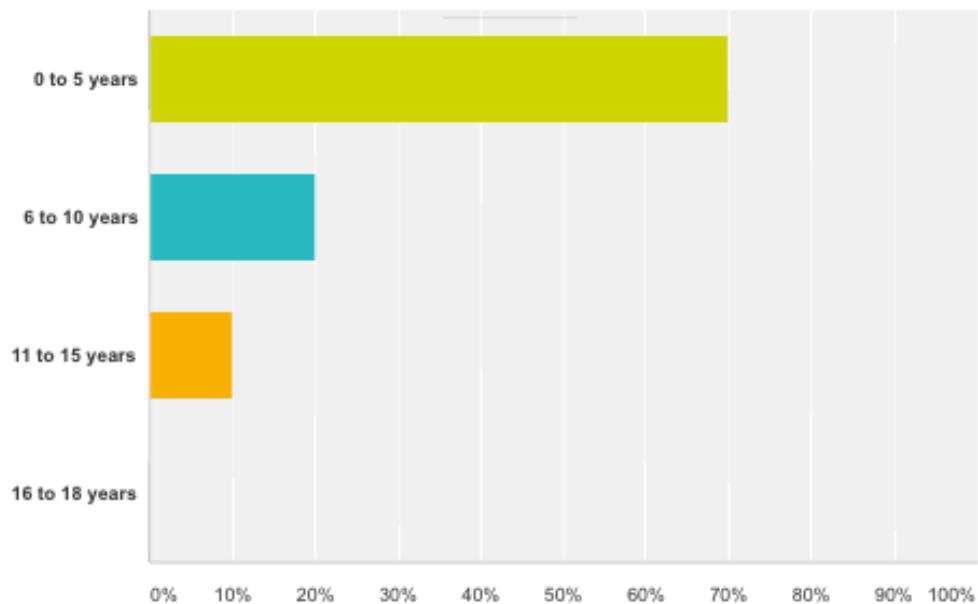




Q6 Customize Export ▾

If any, what are the ages of the children in your household? (Check all that apply)

Answered: 30 Skipped: 10



Answer Choices	Responses
0 to 5 years	21
6 to 10 years	6
11 to 15 years	3
16 to 18 years	0
Total	30



Q7 Export ▾

What is the distance that you spend to go to the park?

Answered: 35 Skipped: 5

Responses (35) Text Analysis My Categories

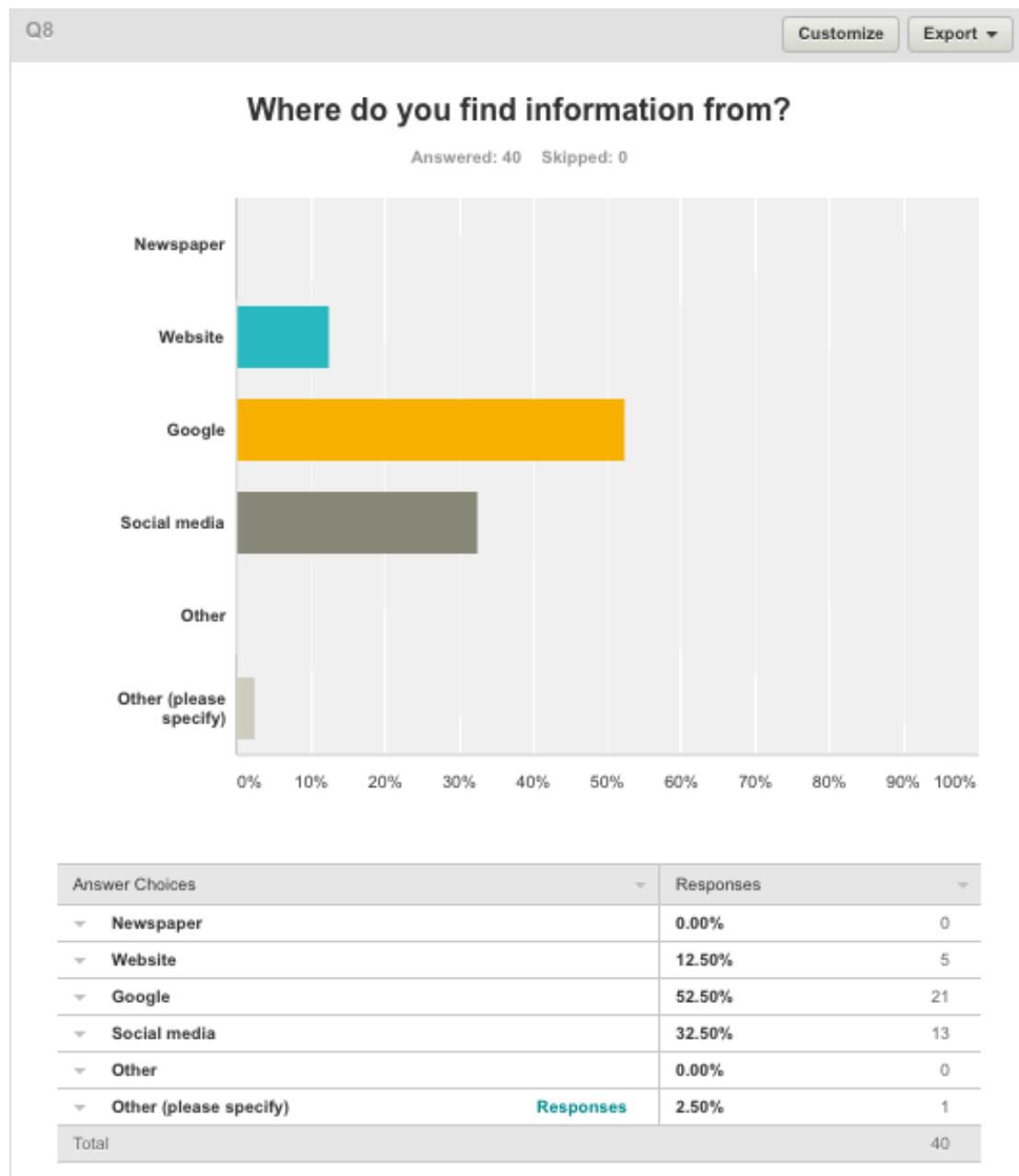
PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

[Upgrade](#) [Learn more »](#)

Categorize as... ▾ Filter by Category ▾ ?

Showing 35 responses

15 km	4/7/2017 3:23 PM	View respondent's answers
10 min walk	4/6/2017 3:14 PM	View respondent's answers
2 to 3 km	4/4/2017 4:19 PM	View respondent's answers
1km	4/4/2017 8:57 AM	View respondent's answers
60m	4/3/2017 2:16 PM	View respondent's answers
Usually within 10min walk or drive can be anywhere up to 1hr depending where we are going and what we are doing that day	4/2/2017 9:16 PM	View respondent's answers
5km	4/2/2017 6:31 PM	View respondent's answers





Q9 Export ▾

What is your nationality?

Answered: 38 Skipped: 2

Responses (38) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

[Upgrade](#) [Learn more »](#)

Categorize as... ▾ Filter by Category ▾ Search responses ?

Showing 38 responses

Viet nam 4/6/2017 3:14 PM	View respondent's answers
Brazilian 4/4/2017 4:19 PM	View respondent's answers
Australian 4/4/2017 8:57 AM	View respondent's answers
Australian 4/3/2017 2:16 PM	View respondent's answers
Australian 4/3/2017 10:44 AM	View respondent's answers
Brazilian 4/2/2017 9:16 PM	View respondent's answers
Brazilian 4/2/2017 6:31 PM	View respondent's answers



Q10 Export ▾

What do you think an application should have?(It will help you find Parks in Sydney)

Answered: 29 Skipped: 11

Responses (29) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

[Upgrade](#) [Learn more »](#)

Categorize as... ▾ Filter by Category ▾ Search responses ?

Showing 29 responses

gps,pictures, info about the park. 4/7/2017 3:23 PM View respondent's answers
all information about the park 4/6/2017 3:14 PM View respondent's answers
Mostly one that tells me which one I have around, distances and if there are events happening at the park 4/4/2017 4:19 PM View respondent's answers
Features of the park, location of toilets, facilities, distance from me, 4/4/2017 8:57 AM View respondent's answers
Amenities at the park eg Toilets!, BBQ or dogs off leash 4/3/2017 2:16 PM View respondent's answers
Features for different age children, toilets and other facilities. Dog friendly or not 4/3/2017 10:44 AM View respondent's answers
A tool to look up by suburb or postcode 4/2/2017 9:16 PM View respondent's answers