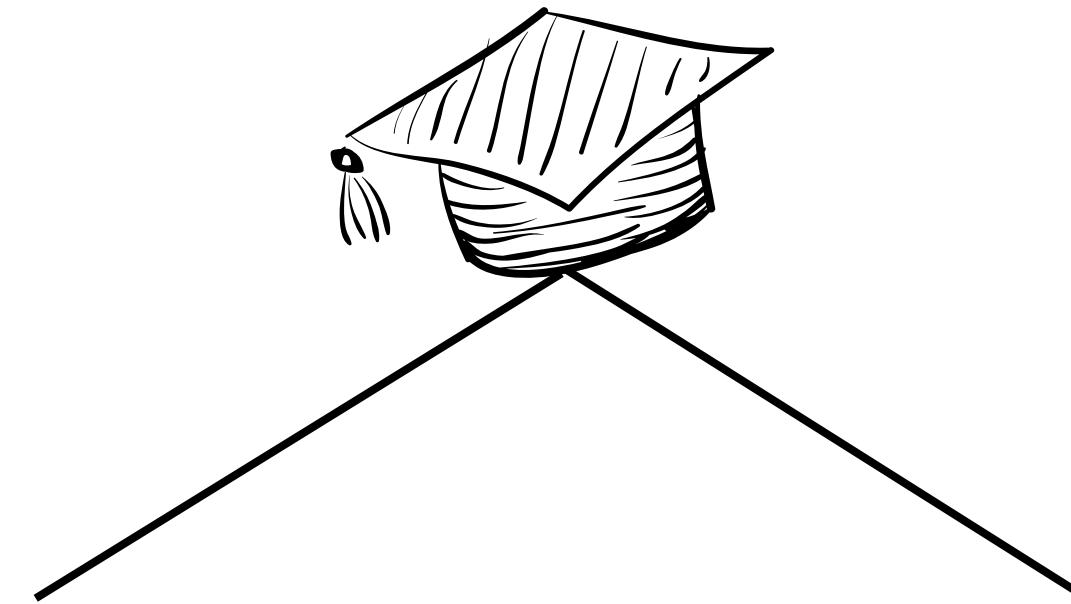




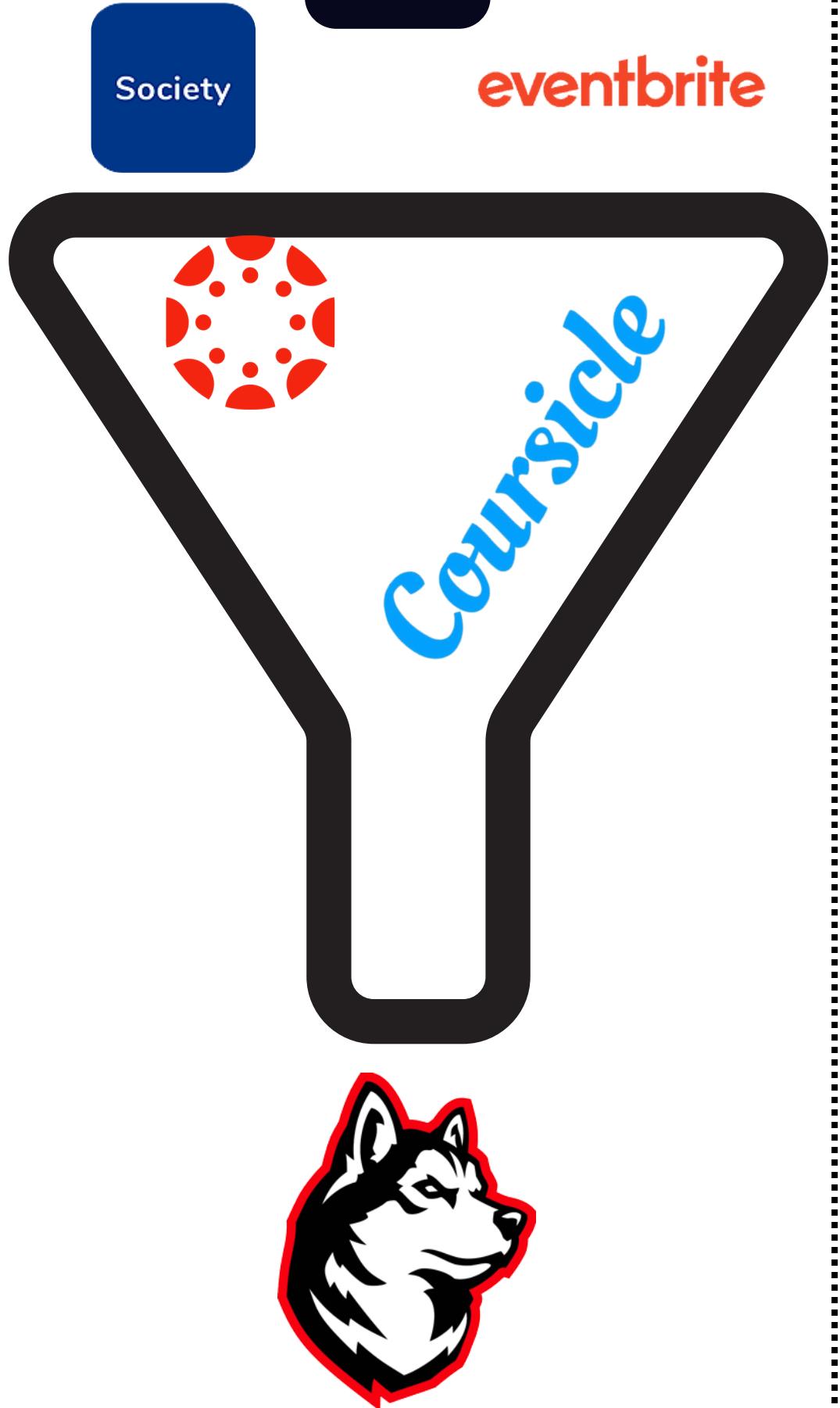
TEAM 7

ARYA AKRE
SUNAINA RAMALINGAPPA
HARSHITA MISHRA
ADITYA SANTOSH GOPAL
ARUN KADAYAM ASHOK

GO HUSKIES!



**ONE STOP PLACE
FOR ALL
NORTHEASTERN
HUSKIES**



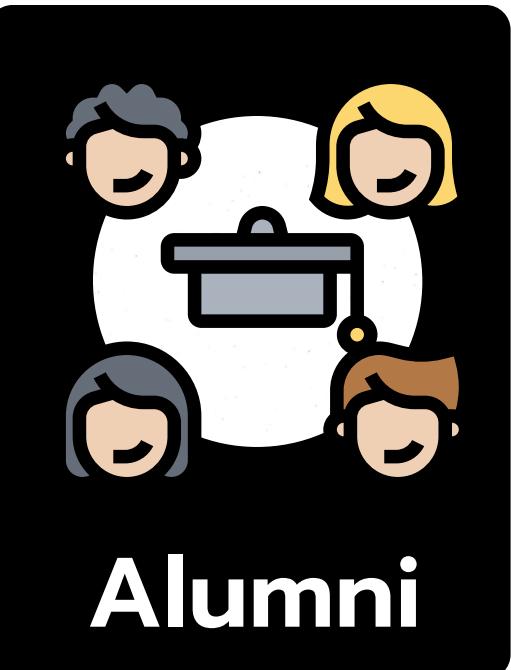
Customer Segments



Students



Faculty & Staff



Alumni



Parents & Guardians

Unmet Needs

Mobile Friendly Platform

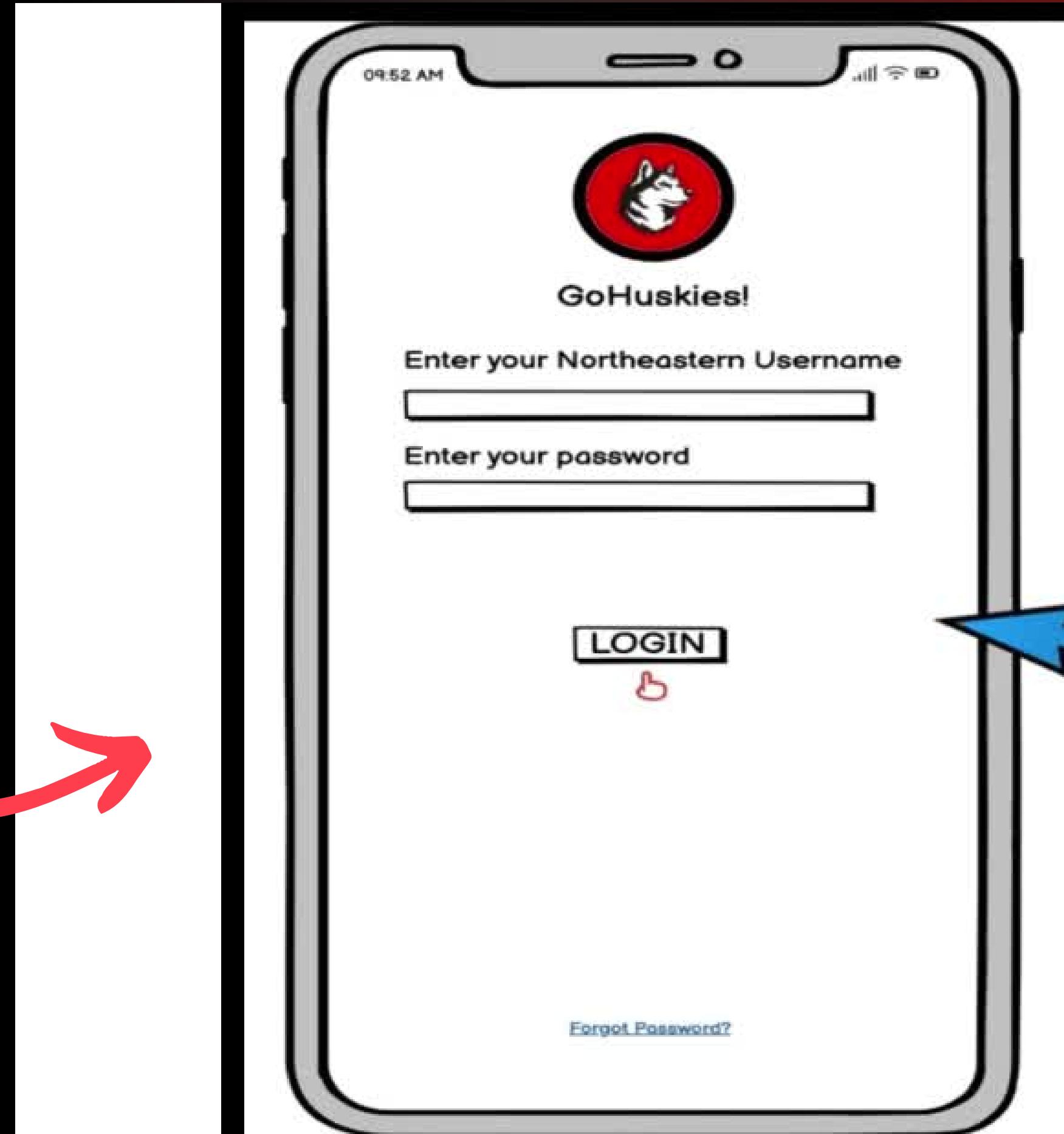
Comprehensive Onboarding Platform

Unavailability of ease of access for Parents & Guardians

Minimal access to Northeastern Community for Alumni

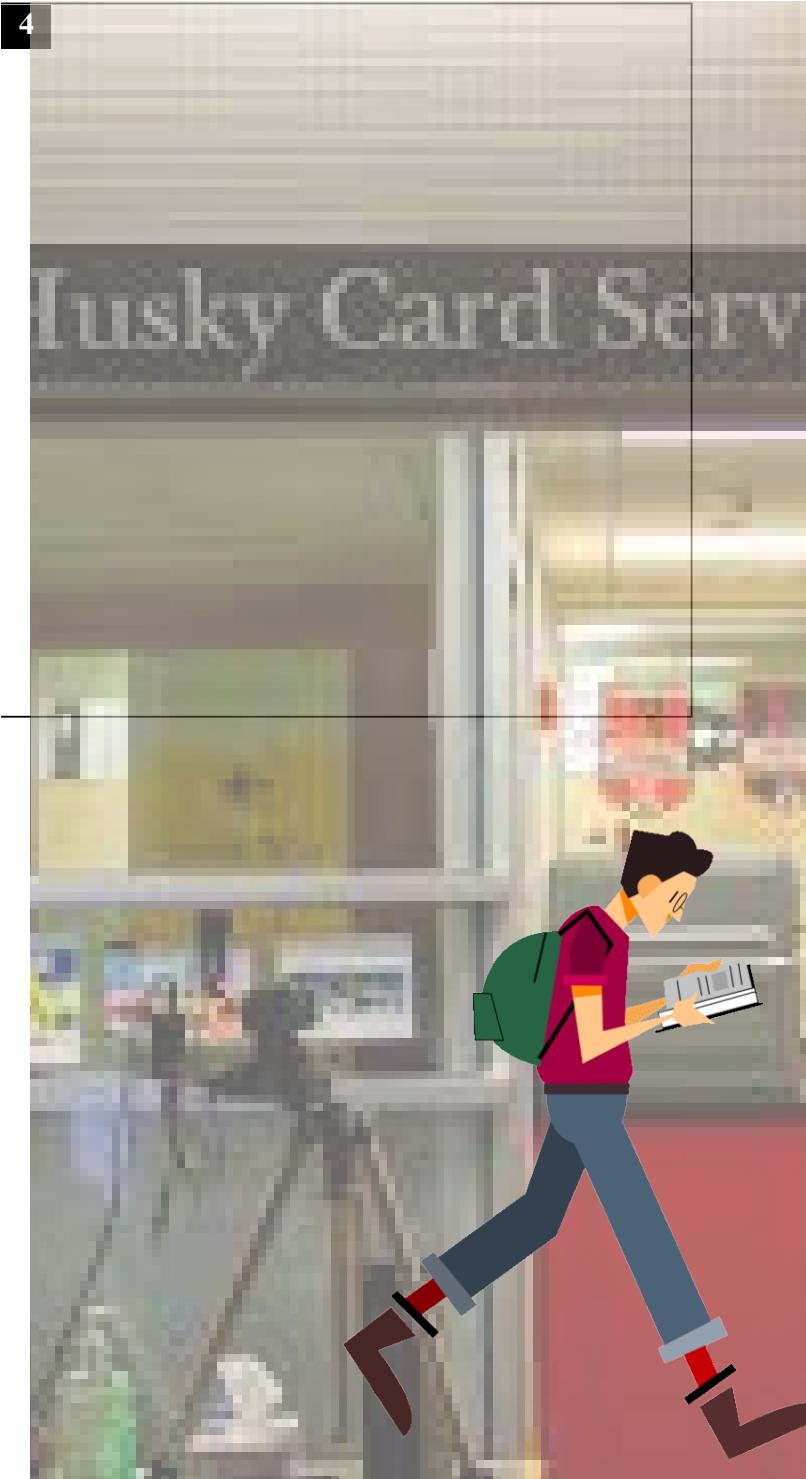
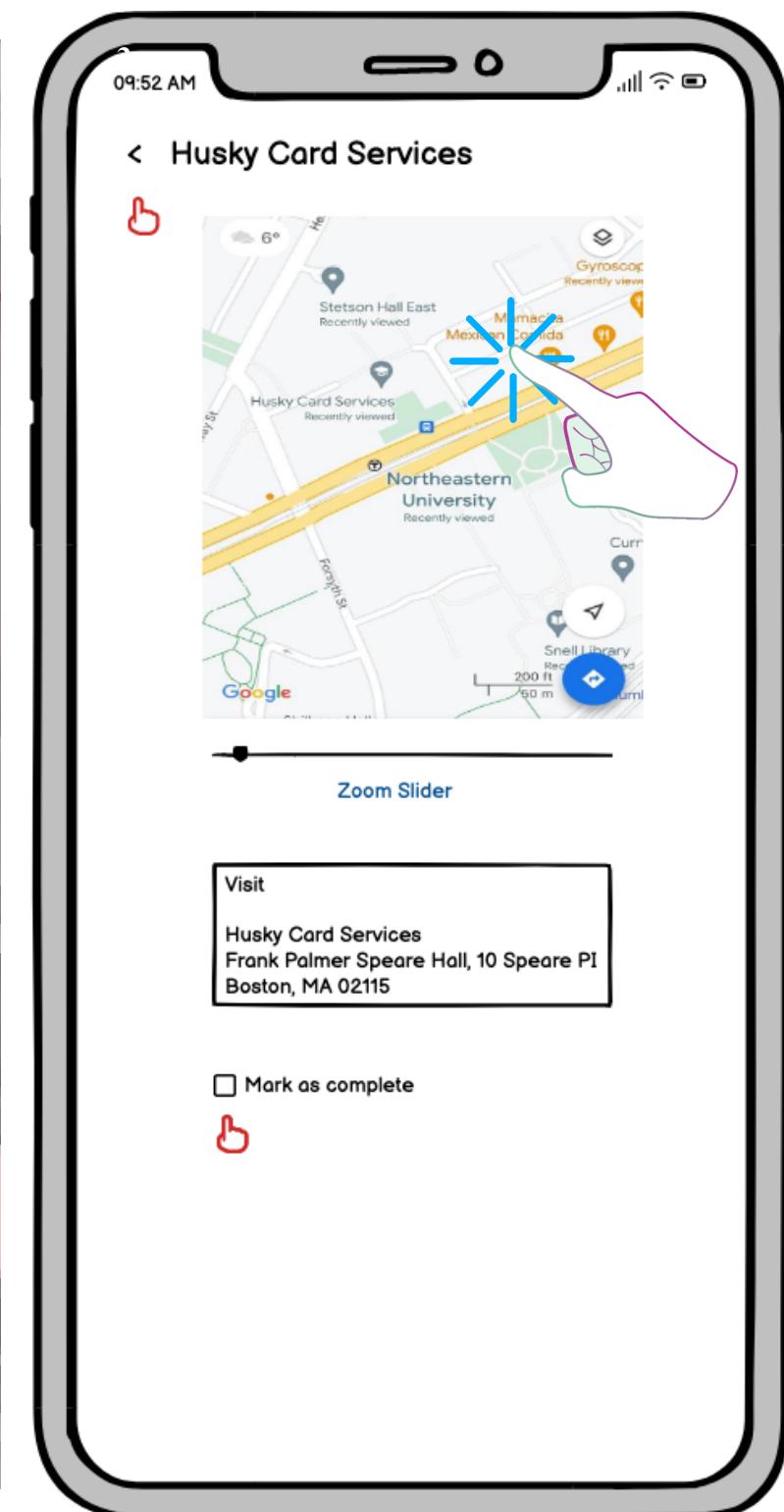
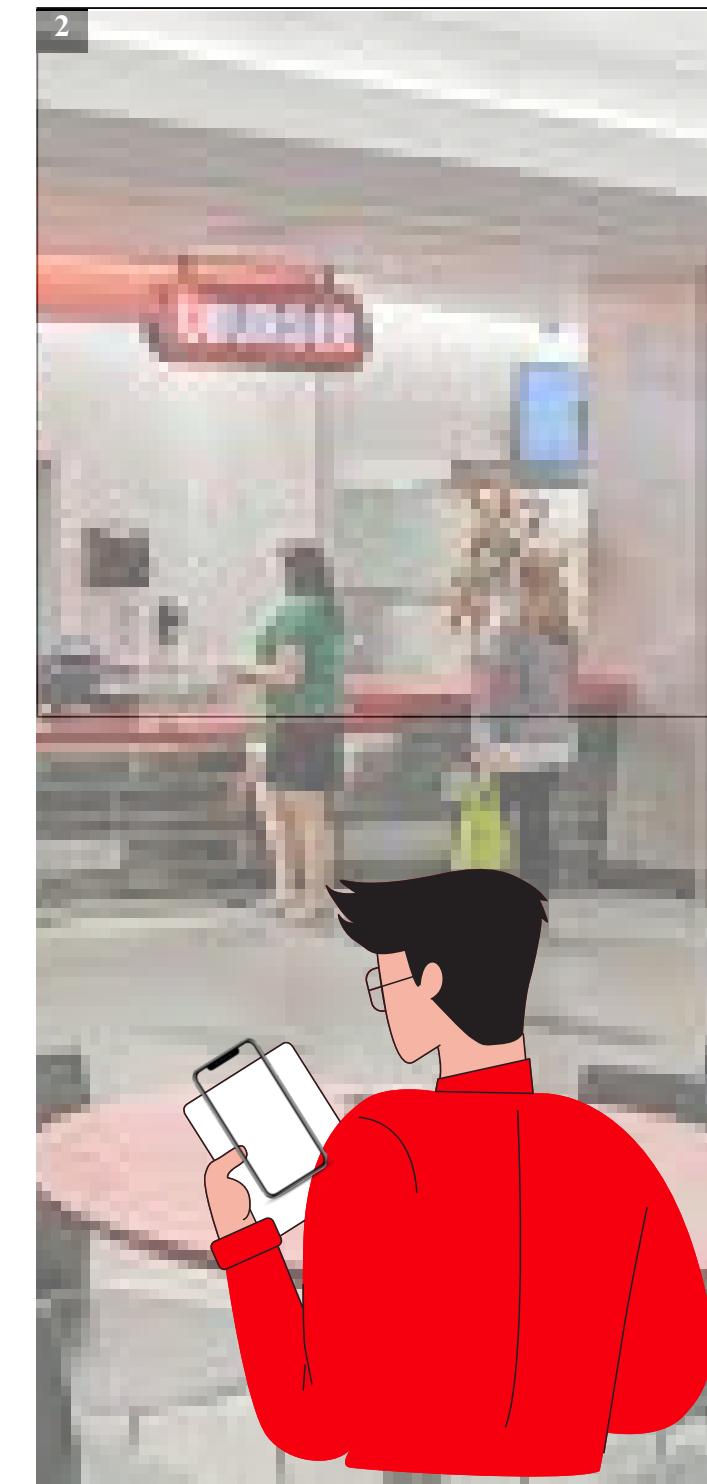
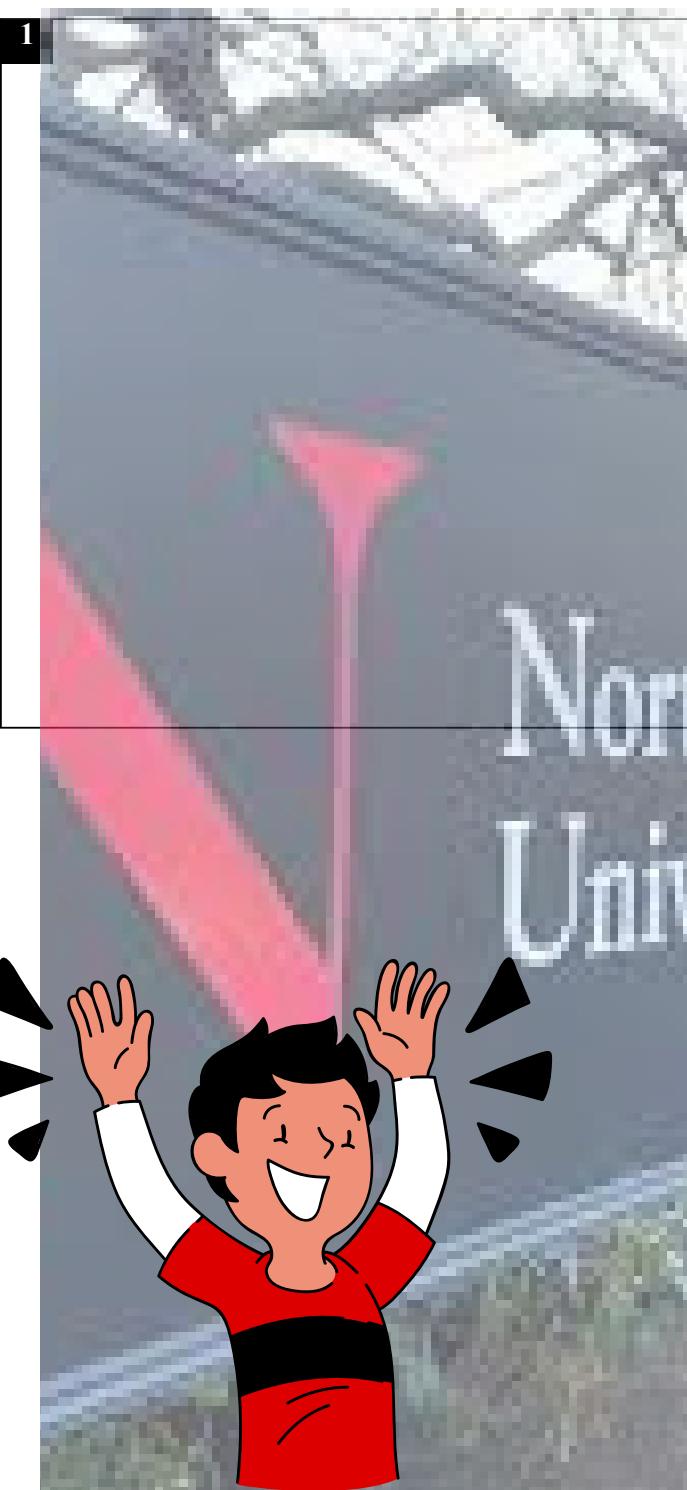


Proposed Solution



Visual Storyboard

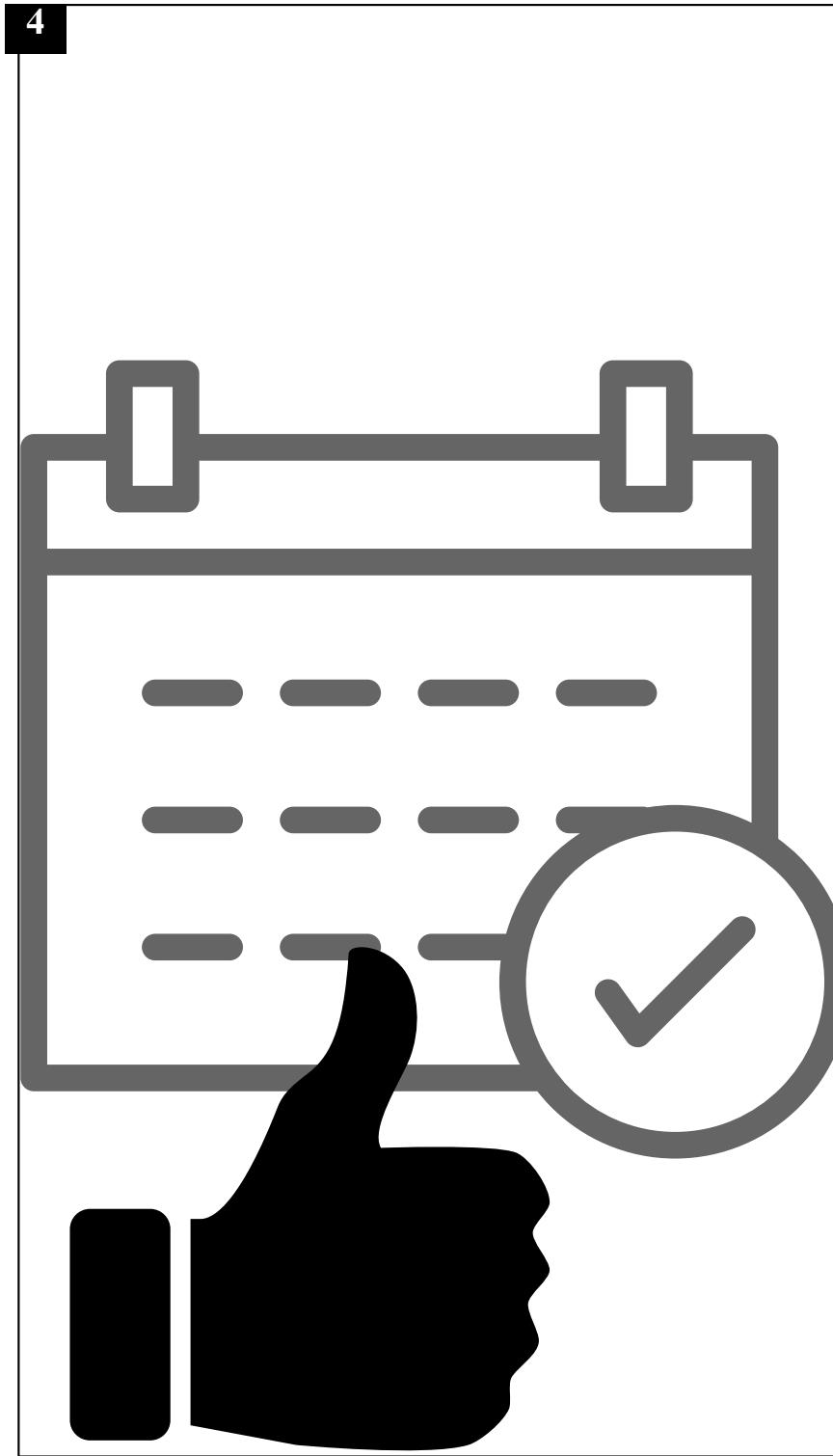
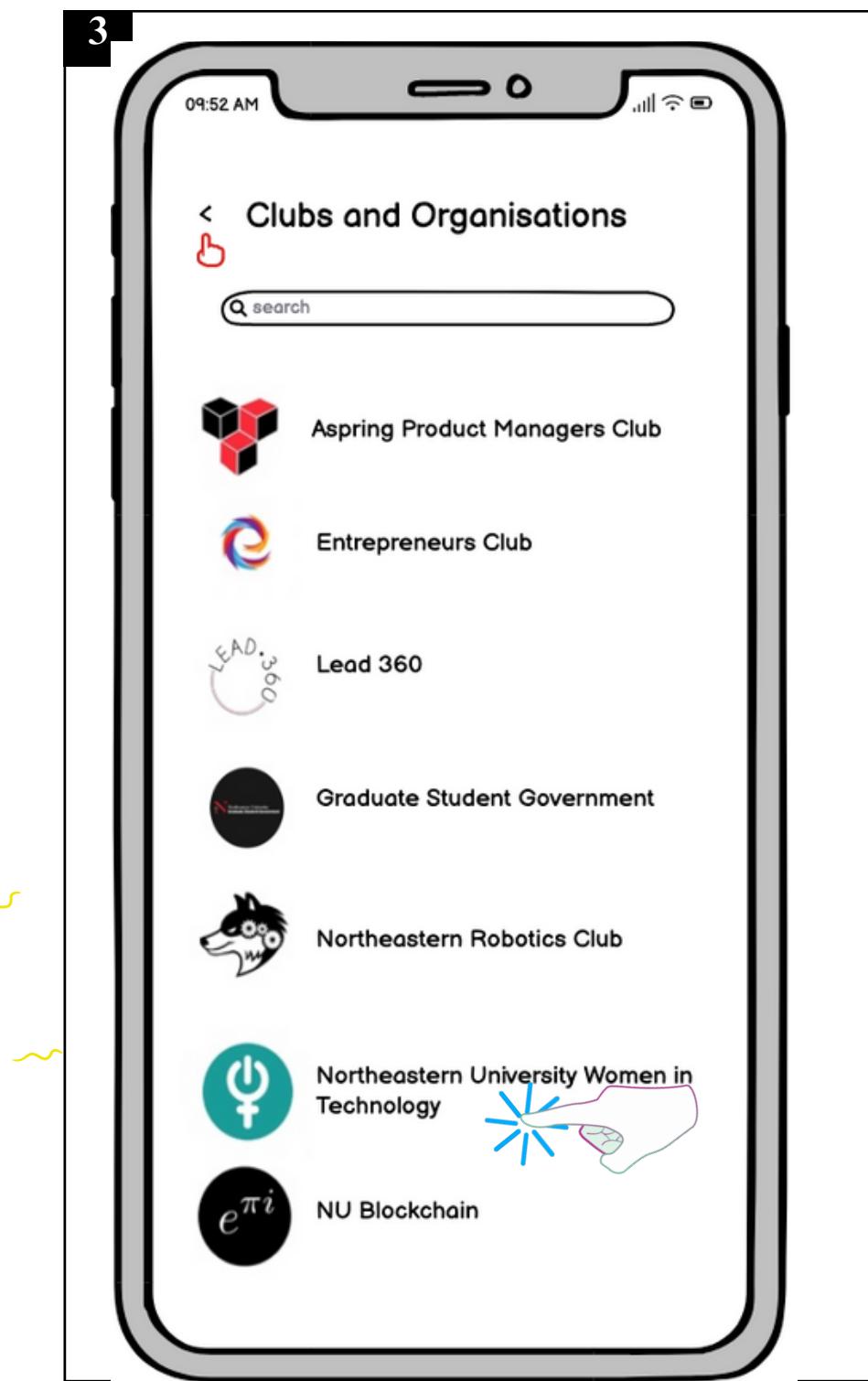
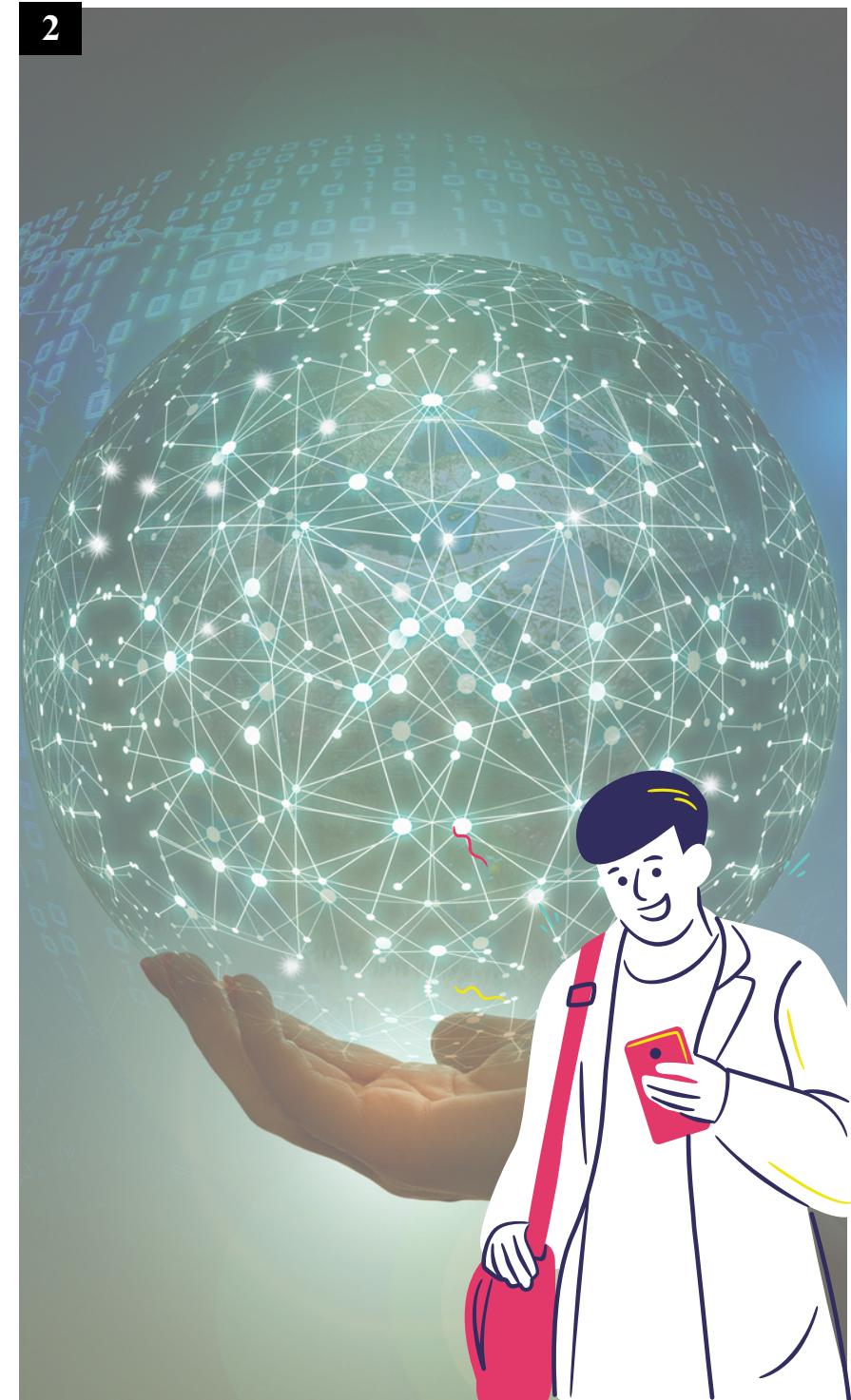
Adam: Newly Admitted Graduate Student



Spring 2023

Visual Storyboard

Dr. Smith: Northeastern Faculty



Product Roadmap

LAUNCH & USER ACQUISITION

ACTIVATION: USER ENGAGEMENT

FEATURE ENHACEMENTS

REVENUE GENERATION

Q1

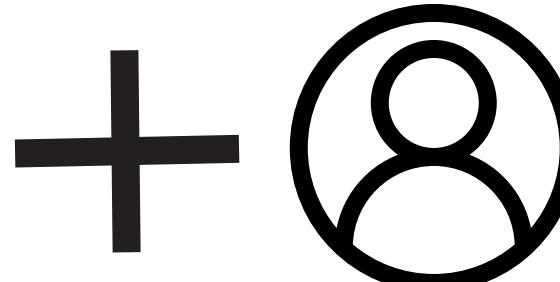
Goal: Introduction of new feature (MVP) & get users onboarded



MVP

- Launching MVP
- App Awareness

- Integration of apps
- Chatbot implementation
- Integrating Workday

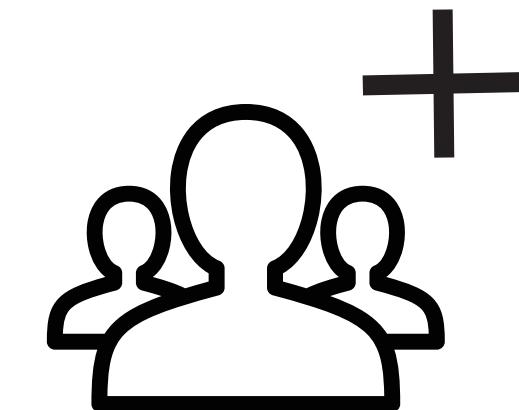


Goal: Increase user engagement

Q2

Q3

Goal: To delight users



- Reward based loyalty program
- ITS Services
- Security Enhancement

Q4

- Revenue generation through ads

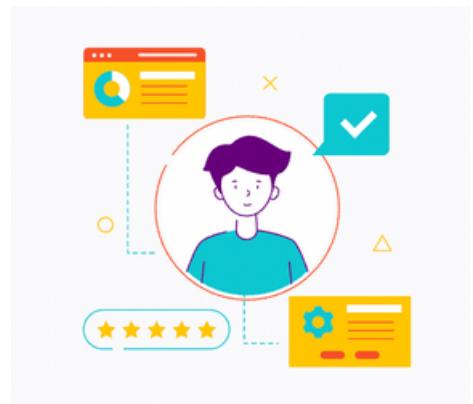


Goal: Focus on revenue generation

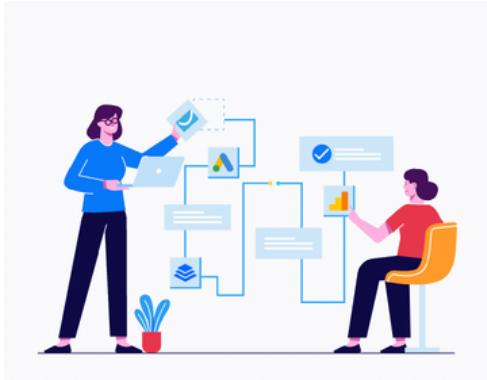
Product Features



SSO



Profile Management



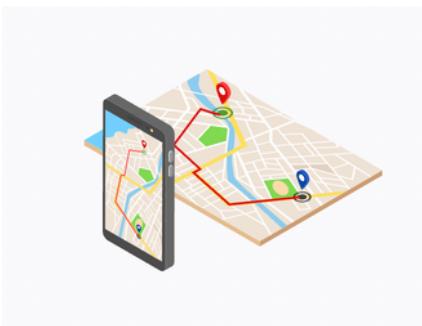
Integration of Resources



RSVP



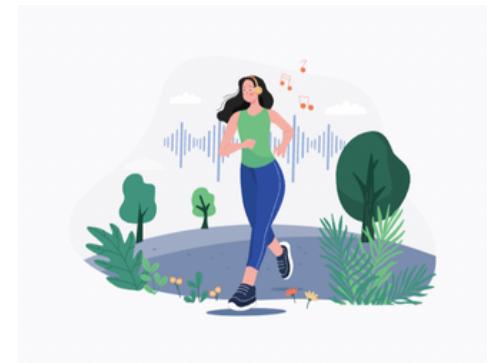
Onboarding Checklist & Task Management



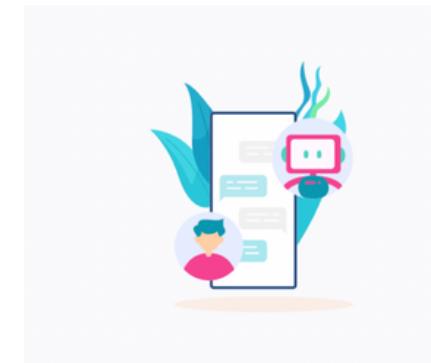
Maps



Emergency Contacts



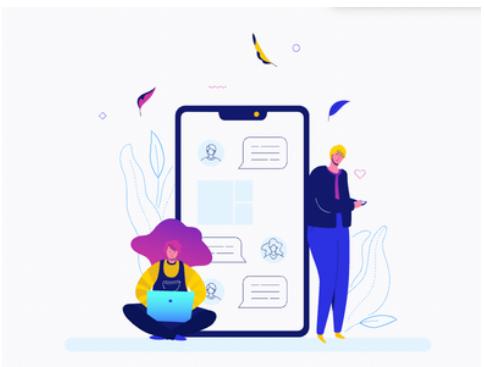
Health & Wellness Resources



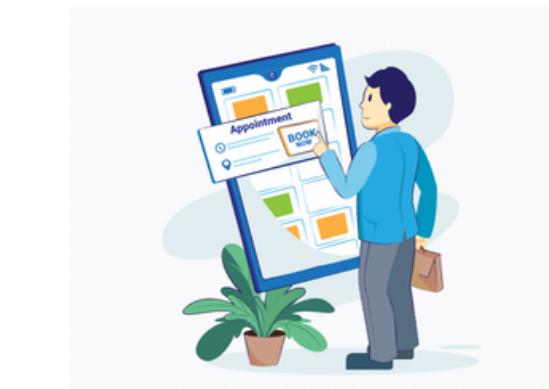
Chatbox



Calendar



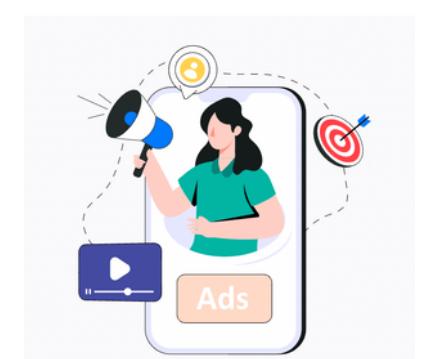
Messenger



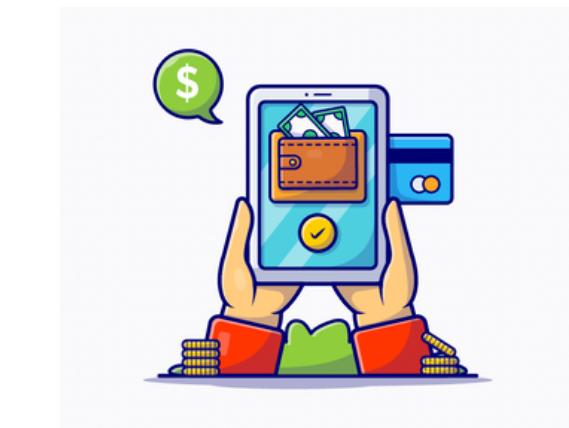
Booking of Appointments/ Lockers



Petitions/Form Fillings



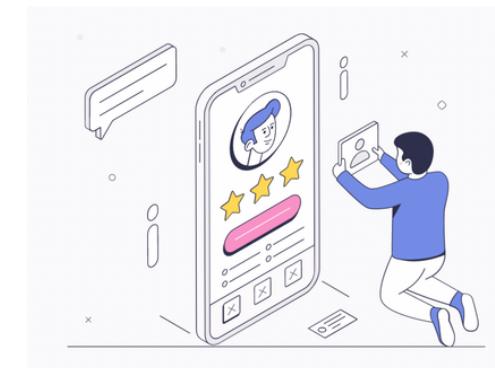
Showcase of Ads



Wallet

Spring 2023

MVP Features



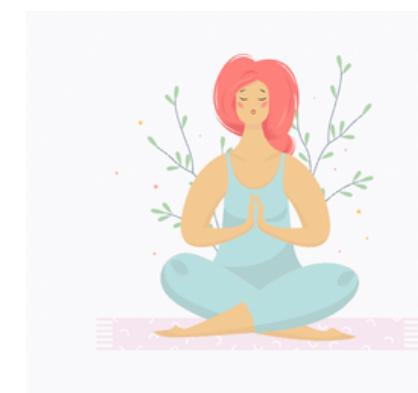
Profile Management



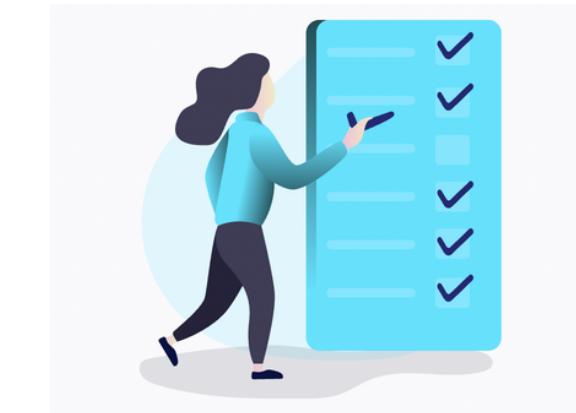
SSO



Maps



Health & Wellness Resources



Onboarding Checklist & Task Management



RSVP



Integration of Resources



Emergency Contacts

Spring 2023

Metrics

General

- DAU and MAU
- No. of active bugs
- Drop rate

User Action

- No. of tasks completed
- No. of features
- Time Tracking

Clubs/Resources

- Organization sign ups
- RSVP rate
- External Link tracking



Operational Needs

User Support

- Help desk manned by knowledgeable personnel
- Combination of staff members and student volunteers

Hiring Students to Build the App

- Students have insights on onboarding process
- Opportunity to develop skills and gain experience

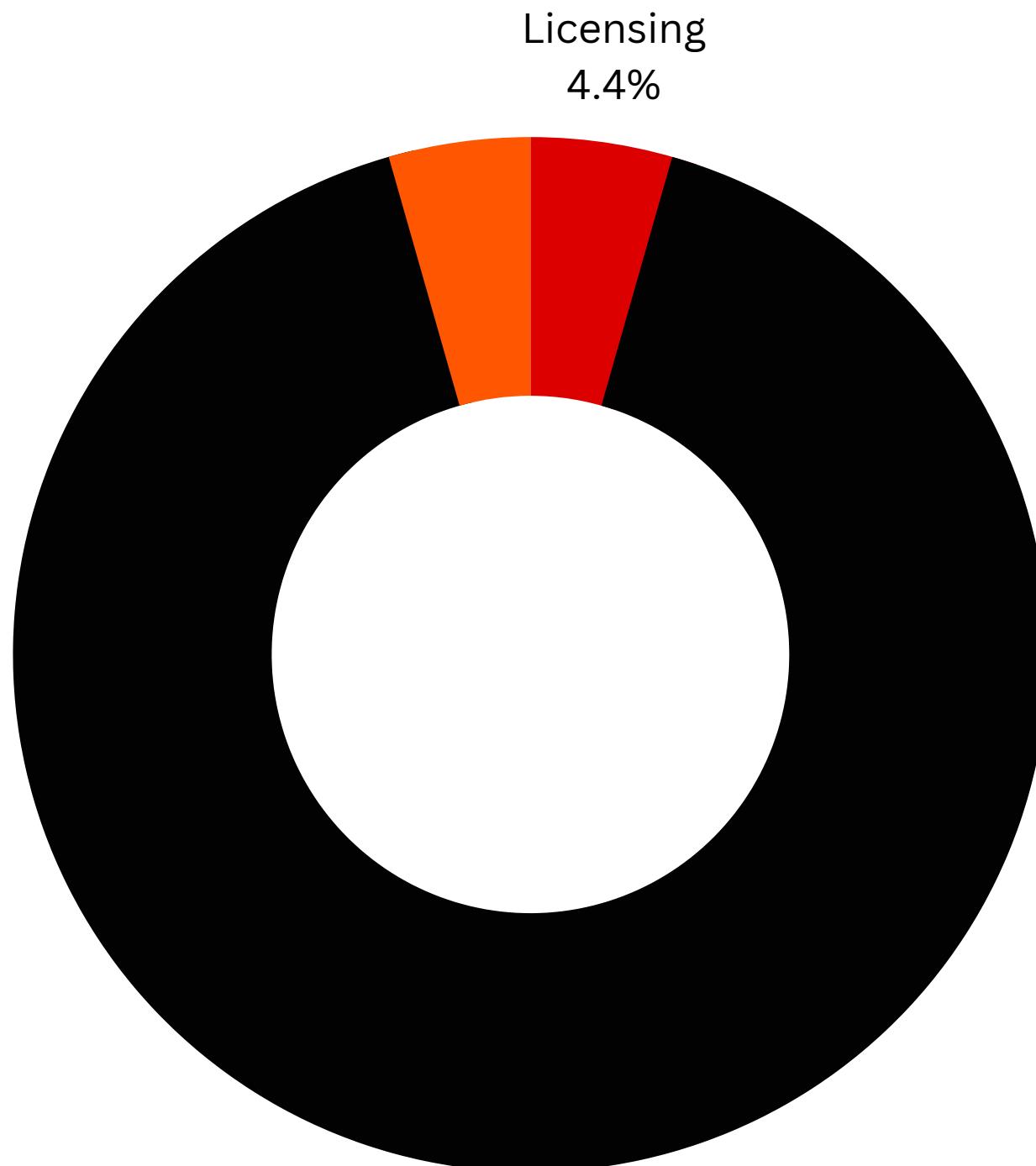
Licensing Costs

- Incorporate into project budget
- Plan for ongoing management and renewal of licensing charges.



Projected Costs

| | |
|-----------------|------------------|
| Licensing Costs | \$20,000 |
| Team paychecks | \$412,840 |
| Overhead Costs | \$20,000 |
| Total | \$452,840 |



- Time estimated for alpha and beta testing is 6 months and 12 months for product development.
- Worst case projected cost with unexpected delays will be between \$452,800 and \$600,000

Paychecks
91.2%

Spring 2023

Addressing Risks & Mitigation Plan

- **Adoption Rate**

1. Conduct surveys
2. Focus groups to promote the platform
3. Provide tutorials and support for easy use



- **Technical Issues**

1. Develop a contingency plan and response team,
2. Regularly test the platform to identify and address technical issues

- **Maintenance and Updates**

1. Develop a plan for regular maintenance and updates.
2. Allocate resources and budget, and conduct regular testing

- **Privacy Concerns**

1. Communicate privacy policies & implement appropriate privacy measures,
2. Ensure platform compliance with relevant privacy laws and regulations



Thank you!

