Project Apprentice Vision and Scope

Group DNWS

Department of Computer Science, Towson University

COSC 412 103: Group Project

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Project Information

Project Name
Our project name is Apprentice

Project Sponsor Name & Contact info
Our project sponsor is Kordell Hutchins (khutch9@students.towson.edu)

Organization Name
Our organization name is DNWS

Proposal Date Submitted
The proposal was submitted February 7th, 2022.

Vision and Scope Details

Solution Overview
Our solution is a web platform that will provide students an aggregated feed of information relating to deals and hidden features associated with their student account. The student accesses the platform and is prompted to tailor their feed to specific areas of interests. The personalized feed groups those interests together and the user gets a convenient aggregated list.

Project Opportunity Type
The opportunity type is a business opportunity as it brings in different businesses within a search domain that allows businesses to broadcast their discounted product to the students. With that, it allows all parties to profit from their respective products in addition to providing students with the best deals. To also accommodate the number of students, traffic, and updating of information, the platform needs to have a business to provide this service reliably. Having the platform be completely free would allow a wide market availability but it will come at a large cost for development. Our best method of business is subscription based.

Business Need
Students are often confused or don't know what capabilities their account has. It is common for students to make purchases that could have been discounted for less or for free because they didn't know about their student account capabilities. There needs to be a platform that students can access that aggregates the deals and hidden features associated with their student account. This also gives the opportunity to involve businesses that are not well known but provide materials for a cheaper price. The need benefits both the consumer in being provided discounted prices and producer for having their business be well known and attract more customers.

Revenue Potential
There will be a subscription service that provides additional convenient features that allows users to have higher promotions when it comes to posting deals or hidden features.

Market approach
Each semester students are on the market for various products whether it be dorm equipment, class materials, books amongst others. School supplies last year topped a whopping 37.5 billion dollars. The

market is present, all that is left is the service and collaboration, so students get the best deal possible. This gives our project a specialized market approach by designing Apprentice for full-time college students. This gives the users of Apprentice the opportunity to collaborate and share deals and determine if the deal is verified to work.

Vision Statement

"To provide information to help students have better outcomes in life"

Apprentice will provide a platform for college students to collaborate deals and hidden features associated with having a student account. Apprentice will be a web-based application that allows cross-platform capabilities to mobile and desktop devices. The base motivation is to organize deals and hidden features into a concise and easy to understand layout for students to use.

Major Features/Functionality Description

- Tailored feed of deals/features based on categories.
  - A student will be presented with a tailored feed of deals and features based on categories that they are interested in.
  - Students can modify their current interests to tailor their feed.
  - Feeds will be based on community engagement
- Featured feed will be the most popular deals regardless of categories
  - Featured feeds will be deals and hidden features regardless of interests.
  - Featured feeds will be deals and hidden feature listings that are popular amongst the community.
- Customizable profiles with Subscription-tier features.
  - The base profile can allow name change and inserting picture profiles
  - Base subscription tier gives you a badge on the profile.
- Search for a specific posting of a deal/feature
- Tailored experience for both mobile and desktop'
- Interactive Web Design

Technology/Planned to Use and Operating Environment

- Nginx backend
- MySQL as the database
- Programmed in JavaScript
- Hosted on a Linux Server

Assumptions and Dependencies

Dependencies

- Apprentice will be hosted on Linux systems running Nginx web server as the backend.
- The web application will be programmed in JavaScript
- The web application will allocate user login credentials and other information. MySQL database will need to be added to provide that service.

Assumptions

- Connection to the internet is required for this app and can only be accessed via a web interface like a browser.
- Using a browser that is capable of interpreting JS.

Scope of Future Releases
- Push notification for both mobile and desktop environments
- AI Based Moderation
  - New information is carefully sent out to students' feeds based on what the student has previously been interested in.
- Online communities
  - Provide students to make groups based on their preferences and need to improve student interaction and promote student engagement.
- Chat forum for some news on the feed
  - Students would be able to communicate with other students to discuss and share how they feel regarding the information on their feed.

Competitive Analysis

Competitors	Success Rate	How is our idea different?
RetailMeNot	Sitejab: 4.5/5 Apple Store: 4.8/5 506.5k ratings Google Play: 4.6/5 224,664k	- They are more general with providing deals. We are more specialized focusing on students
Sheerid	BBB: 1.2/5 No rating in Apple Store or Google Play	- They are like us when it comes to target audience, but verification is needed to be students. - Customers are the only people that can publish deals and shoppers are the only people that can access those deals
Studentbeans.com	Trustpilot: 4.4/5 537 reviews Apple Store: 4.8/5 5.7k Google play: 4.7/5 10k	- They are our direct competitor. - Our idea is a bit different where we are having the student's contributing ideas and information about deals.
Reddit	Trustpilot: 1.8/5 315 reviews Apple store: 4.8/5 2.2 M Google play store: 4.1/5 2.4 M	- They aren't direct competitors, but they do have some competitive features that may take away from our platform. - Our idea is focusing on just finding good deals and features. Reddit is more of a generic form of social platform.

Target Audience/Market

Target audience are college students who are part-time or full-time.

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