Call for Expressions of Interest

Date of Issue:	September 2023
Expected Completion Date:	May 2024
Project Title:	SnapMatch
Company:	UNiDAYS

Contact Details

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Additional Info

Students must sign NDA:	☒
Project uses personal data:	☒
Custom hardware required:	☒
Relevant research areas (if applicable)[1]:	Potential for: ● Mixed Reality ● Image Recognition

Project Background Information

UNiDAYS is a part of the university experience for tens of millions of students worldwide. We're best known for helping students save money on their purchases. Our mission is simple - to make every student experience more valuable and rewarding.

One of our company values is to "Jump into the unknown and learn throughout the journey", we want to encourage people to explore the world in a fun and interactive way and discover new places they didn't even know existed.

To achieve this, we would like you to create a new product to motivate students to make more memorable experiences and explore their surroundings. This product should aim to turn the world into a scavenger hunt. A user should be able to upload images of unique places or objects, challenging the community to find and capture matching photos.

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[1] An overview of different research areas in the school of computer science can be found [here](#).

Requirements

The group must provide:

By the end of the project your group should have developed a product that allows users to capture images and issue challenges. Other users should be able to tackle these challenges by submitting photos of their own taken in the same location or containing the same item. It should be fun-focused, encouraging students to explore and make more memorable experiences.

The languages and platforms you choose to support are up to you, however based on experience, the more devices that can run your application, the more interesting the project will be, particularly when it comes to demo day.

Product requirements:
- A user must be able to capture an image and issue a challenge to other users
- A user must be able to accept a challenge and submit an image of their own
- There must be a mechanism in place to discern whether two submitted images contain the same item or location
- The product created must be a stand-alone experience, separate from the main UNiDAYS platform

Key considerations:
- How will you encourage users to keep using the product?
- How can you make your product as accessible as possible?
- As the product will rely on user generated content, how will you ensure that the challenges are:
  - Fun
  - Safe
  - Possible to complete

Whilst as detailed above, we have some requirements we'd like you to consider, you're ultimately our target audience. We want you to create an experience that you feel will be fun and engaging. We'd love to see you flex your creative muscles and put your own spin on it.

Skills

Highly desirable:	Desirable:
● *Web/mobile application development interest*	● *Image Recognition* ● *API development experience* ● *UI/UX interest*

Submission / Award information

Date of Submission:	September 2023
Date of Pitch:	October 2023
Notification of award:	October 2023

For further information on this proposal, the team representative should in the first instance e-mail the lead contact stated above at the e-mail address provided.