

Proposal for Club O'Clock

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Executive Summary

There is a growing need for connectivity in our era of technology that has never been available for use before. Before we had phones, people primarily communicated by word of mouth or through writing. Today people can connect over video conferences in groups of over 30 people

remotely, and message someone miles away almost instantaneously. This allows people to connect, work from home, or just enjoy another person's company without being physically present. However, there are still times when we must leave the comfort of our homes to partake in activities, events, or work.

Our clients are organizations looking to step up their game when it comes to scheduling and communication. Club o'Clock is a tool to keep members of organizations informed and connected. Whether it's large-scale or a small group.

Current competitors include Discord, a popular app for a more "nerdy" audience, and Groupme, which is a simple alternative to texting via phone number, they are both great at keeping their audiences together, but lack any kind of scheduling capability and tend to be more anonymous than our app.

Club O'Clock is an affordable software for any serious organization. It will be developed via open source web technologies in order to keep costs low and clients happy.

Gap in the Market

Club o'Clock is seeking to exploit a hole in the market for connecting people to groups on college campuses as well as other hotspots around town in this socially distanced era. Finding groups and friends in this age where reaching out to new people risks infection is hard and we hope to provide a virtual and no contact solution to this difficulty.

Meeting the Market's Needs

Club o'Clock will meet the market's needs by being a reliable, scheduling app while maintaining the ability to contact members of clubs/organizations in multiple ways such as group chat rooms and direct messaging. Club o'Clock will be geared towards those with minimal experience in the operation of computer and phone applications. Our app will send push notifications to the members of their groups so that they won't miss out on new events, future events, and discussions from other group members for those who don't check their messages often.

Implementation

Management

Club o'Clock will be managed by its contributors, Landon H, Graham P, Nick T, and Jameson H.

Development

Club o'Clock will be developed by the following technologies;

- Frontend (User Interface);
 - React - "A JavaScript library for building user interfaces."
 - Relay - "A JavaScript framework for building data-driven React applications."
- Backend (web Server/Database);
 - Node - "A JavaScript runtime environment."
 - Express- "Fast, unopinionated, minimalist web framework for Node.js"

Marketing and Distribution

Club o'Clock will be marketed towards businesses, organizations, clubs, etc. as a scheduling and communications app to better connect with discounts to first-time subscribers and benefits to members who retain their subscription. Distribution will be via the internet, as a browser application, or a downloadable application. No downloads will be necessary.

Monetization

Monetization of our app will be accomplished through Club o'Clock's subscription model. Organizations will pay based on the number of members.

The Problem and Our Solution

The problem with the competitor's solutions is that they aren't specifically made for the kinds of communication and interfacing that businesses, organizations, and clubs require. GroupMe is centered around groups which often include smaller groups (15+) to very large groups (100+), but at a certain size a lot of information gets lost for important communication and events.

Club O'Clock's solution is to create spaces where organizations of any size can effectively communicate while still keeping an enjoyable atmosphere.

Industry Need for Our Technology

In an industry full of third party messaging and scheduling apps, finding a reliable affordable app can be difficult. We aim to become the most reliable, efficient, and consumer friendly application for everything pertaining to keeping connected within a group.

Market Analysis/Primary Market/Secondary Market

The main competition for Club o'Clock would be larger Applications such as Discord and Groupme, both of which are popular amongst college students and young adults. Discord is mainly targeted towards those who play video games or enjoy other "nerdy" pastimes. Groupme is targeted towards anyone looking for a substitute to using phone numbers, from high school students to those well into their careers.

The Primary market is focused towards college clubs and organizations like fraternities and sororities. The secondary market will be geared towards companies, big or small, looking to keep their employees on track and up to date.

Marketing Strategies

Overview

Club o'Clock aims to become number one in group management in the wild west of messaging and scheduling apps. In order to achieve this goal, we must have an easily recognizable, easy to use, and reliable app that maintains a low cost. In order to grow the customer base lower prices for new clubs/organizations to keep a competitiveness toward other similar apps.

Primary Customer analysis and entry strategy

Our strategy for entering the market is to become widely available on most devices with subscription plans being discounted for new organizations. Subscription plans will be based on the number of members in an organization.

Core competency

The Core competency of Club o'Clock is group messaging and group management. Our app is looking to be simple to use and reliable to any organization requiring its services.

The expansion strategy is based around adding new features periodically, to better refine our product as well as improve the quality of the app. Features will be added by our team periodically and new features may be requested by users at any time.

Sales Strategy

Pricing

New organizations to Club o'Clock will receive a discounted price for a limited time. After this time is up the organization will begin paying regular prices based on the amount of members that are a part of the organization.

Positioning

Club o'Clock is going to be designed in a way that organizations may easily use its services.

Promotion

Club o'Clock will be promoted through internet advertising as well as offline marketing through newspaper and word of mouth.

Place

Club o'Clock will be run from home.

Competition

- Discord
 - Discord is a multiplatform voice, video, and text channel service that competes with the app we are creating. They are a leader in the online group messaging market.
 - GroupMe
 - GroupMe is a group messaging service that competes with the app we are creating. They are a heavily used app for many group chats on LSU's campus.
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Development Strategy

Club O'Clock will develop following a feature-driven development agile process model. Each iteration of the model will add new features that will improve marketability and function.

Model stage: create an overall model of a system and classes to outline the structure of what is needed.

Feature list stage: identify features that could be implemented in the current iteration.

Plan by feature stage: give classes to team members to design.

Design by feature stage: create diagrams to show interactions of features.

Build by feature stage: implement classes into one build.

Testing stage: test the application with possible consumers and get feedback on what needs to be added.

Launch stage: launch the application to the public and continue to receive feedback and come back to other stages to add more features.

Barriers

Our app will have to conquer these barriers in order to enter this market:

- Getting the word out about the app to group and club leaders
 - May have to interface with other services to add features
 - Making the switch easiest for group owners
 - Having the experience and expertise to add all the features that make it worth switching to
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Critical Risks

The largest risk for the app will be that the customers might not want to move from the competitors to the app. The competitors are very widely used by clubs and class groups alike. Also, the competitors may have a voice or video feature that would not be included in ours.

We will have to create key features that distinguish us from the rest of the market and successfully implement those features. The app will have to be reliable and receptive to user's concerns.

Interviews

The following questions were asked to organization members and officers through online text:

What do you like about GroupMe when used in your organization?

Person 1: A few things. I like that people feel more open to talking to it rather than being scared of the massive amount of channels in a server.

Person 2: I like groupme because it's easy access to talk to anyone in my organization

Person 3: Easy to set up groups and manage them. Very straightforward and simple.

Person 4: There's always a group for my classes and they can be helpful sometimes.

Person 5: It's really simple and it's just like texting.

What do you dislike about GroupMe when used in your organization?

Person 1: It falls short for big announcements and moderation. If someone posts a messed up image or message in groupme, you can't grab much information from them. Plus I feel like it's useless for massive group announcements.

Person 2: I dislike groupme because there isn't much to do on there besides message

Person 3: Mentions on groupme are done terribly, sifting through the messages to find what you're looking for is annoying. People tend to get off topic and spam groups with unimportant info.

Person 4: I don't really check it too often, only when I need help, and it doesn't always help.

Person 5: its boring and i don't check it ever.

What do you like about Discord when used in your organization?

Person 1: Discord is more inclusive and you can easily do everything you can do on your PC on your phone. There's no big shift.

Person 2: Discord is nice because it lets people interact with each other and voice call if need be

Person 3: Easy to moderate and the different chats provide great organization within channels. Lots of different ways to talk to people. It's very versatile which helps a lot.

Person 4: It's well known and has a lot of different communities to join.

Person 5: Discord is my goto for chatting with my friends.

What do you dislike about Discord when used in your organization?

Person 1: Sometimes people don't know what discord is/how to work it and because they are not comfortable with it, they don't use it

Person 2: Discord has problems because it has no reason for anyone to be on it, but this might just be me biased since we never use the discord

Person 3: Mentions and file size limitations are annoying. Voice settings are confusing. Big learning curve compared to alternatives.

Person 4: Discord can be overwhelming when using it for the first time.

Person 5: Discord can have connectivity issues when in voice chats.

What features do you feel like are missing from those apps that would be useful to your organization?

Person 1: Mostly missing on groupme's end but my solution would be just to switch to discord

Person 2: Maybe some way to connect people by pinging them when people are online or when people want to talk and chill but don't want to ping everyone on the app

Person 3: Better navigation within apps. When mentioned add an option to go to that message. Channel browsing option so that users can find new places to talk to people without hearing about it from others or 3rd party websites.

Person 4: It's easy to mute the apps and forget about them, so maybe some kind of reminder?

Person 5: It would be cool if there are more extensive profiles on both.