



Orbit

for Android

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The Orbit Team



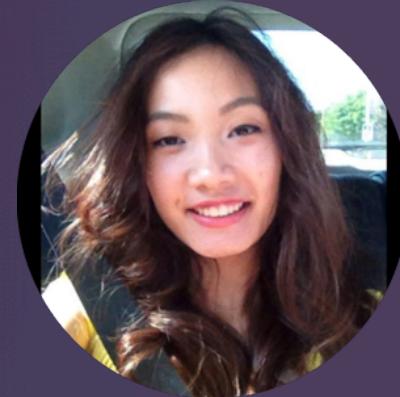
DESIGNER

Created wireframes, high-fidelity mockups, prototypes. Communicated product specifications and goals to team.



FULL STACK DEVELOPER

Responsible for frontend and backend development (working with PHP, mySQL, Java, XML).



OPERATIONS

Responsible for frontend layouts (XML) and proposal submission.

What is Orbit?

Orbit is an application that gathers all personal ads and classifieds in one platform creating a space that is accessible and clutter-free.

Value Proposition

Organized: students are able to browse through posts sorted by University, and sorted by category.

Specific: The categories are student specific, ranging from subletting to tutoring to car pooling.

Interactive: Users are able to post ads on items they're selling or services they're offering as well as browse through other postings from other students that are selling items or offering services.

Spam-free: Orbit eliminates irrelevant spam and maintains the postings through various ways.

Efficient: This application aims to make search more efficient by offering filtering options (by date, cost - out of scope for MVP)

Free App: Android
(iOS coming soon)

Browse through sorted categories (i.e. sublets, tutoring, carpool, etc).

Post. Browse. Message sellers.

Simplest way to browse with efficiency.

Testimonies



"Every time I want to search for a listing, I have to look through 5 different sources. I wish I could just go to one place to find what I need."
- 2nd year Western Business Student



"I follow so many groups for housing rental on Facebook and it really clutters my news feed."
- Facebook user



"Wow this concept is so simple yet so useful and really easy to navigate! I'm hoping to use it when it comes out!"
- Orbit tester



"I think this will expand really fast through word of mouth! Great platform."
- Kijiji User



"I don't like using Kijiji because I feel like some of the ads don't look legit."
- 1st year AFM Waterloo student



"Sometimes I don't see my Facebook or Kijiji notifications."
- UofT student

Top 3 issues facing current personal ads/classifieds platform:

Issue 1: Inefficient Search Functions

The screenshot shows a user interface for a personal ads platform. At the top, there are navigation tabs: Discussion, Members, Events, Photos, and Files. Below the tabs, a search bar contains the text "markham". A listing for a carpool is displayed, with a yellow box highlighting the text "Driving Wed Thurs Fri \$15/seat". The listing details: "Waterloo to Scarborough/Markham at 2pm(pick up at BK) Wed and Thurs Scarborough/Markham or anywhere alone 401 to Waterloo anytime after 6pm(can discuss) Thurs and Friday ... See more". A red callout box points to the listing text with the text: "Can't filter by date posted, pricing, location, time, etc.". Another red callout box points to the "See more" link with the text: "Search Function can't filter by category (looking/offering a ride)". At the bottom of the listing, it says "1 hr · Waterloo, ON, Canada" and "Looking for a ride Tuesday, Mar 22nd Waterloo -> Markham @ 9am... See more". A "Share" button is also visible.

The screenshot shows a carpool listing on a platform. The listing is titled "Carpool" with a red car icon. It was "Posted just now" by a user with the handle "Username". Below the title, there are fields for "Location", "Cost", and "Notes", each preceded by an icon (location pin, dollar sign, clipboard). A "write comment..." input field and a pink send arrow icon are at the bottom right. A red callout box points to the "Location" field with the text: "User must scan through plain text to find fields (i.e. Time, Location Pick Up, etc.)."

Orbit will categorize specific text fields to improve usability and readability.

Top 3 issues facing current personal ads/classifieds platform:

Issue 2: Gathering Points and No Maintenance

The screenshot shows a search results page for 'Rideshare'. The first result is 'University of Waterloo Rideshare' (Public Group, 6,728 members). The second result is 'RIDESHARE Queen's University' (Public Group, 18,139 members). The third result is 'Rideshare Wilfrid Laurier' (Closed Group, 6,867 members). The fourth result is 'RIDESHARE Western University' (Closed Group within Western, 2,581 members). The fifth result is 'RIDESHARE- Kingston and Waterloo' (Closed Group, 677 members). The sixth result is 'London - GTA rides' (Closed Group).

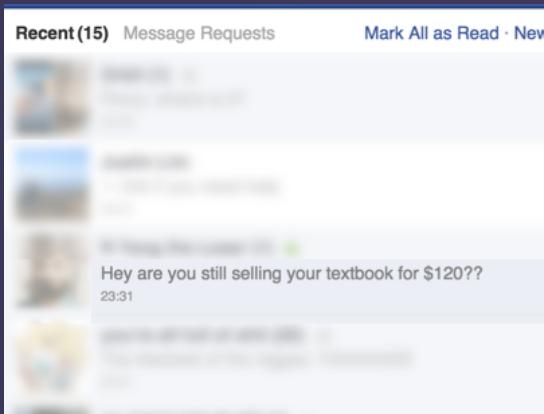
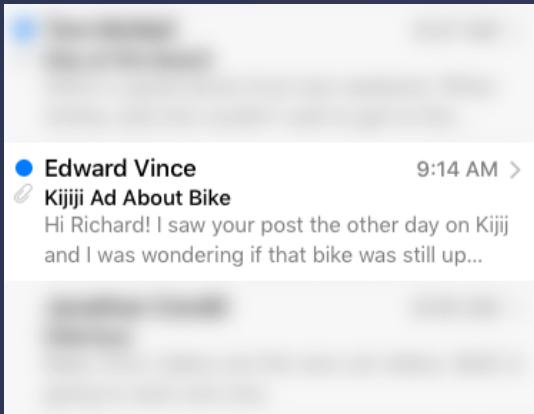
Many semi-active Facebook groups for the same purpose. There are 3 Rideshare groups for the same area. It is inefficient for the user to search through all 3 groups.

The screenshot shows the Orbit app's home screen. At the top, there is a navigation bar with a menu icon, the text 'All Postings', and a search icon. Below the navigation bar is a section titled 'Recent Boards' containing four colored squares with icons: red (person running), purple (two people), blue (calendar), and green (building).

Orbit will have pre-made category specific boards to ensure there is no overlap. On the home page, users will be able to scroll (horizontally) through their boards.

Top 3 issues facing current personal ads/classifieds platform:

Issue 3: Disorganized Communication



No method to differentiate between people interested in your posting vs. friends & contacts.

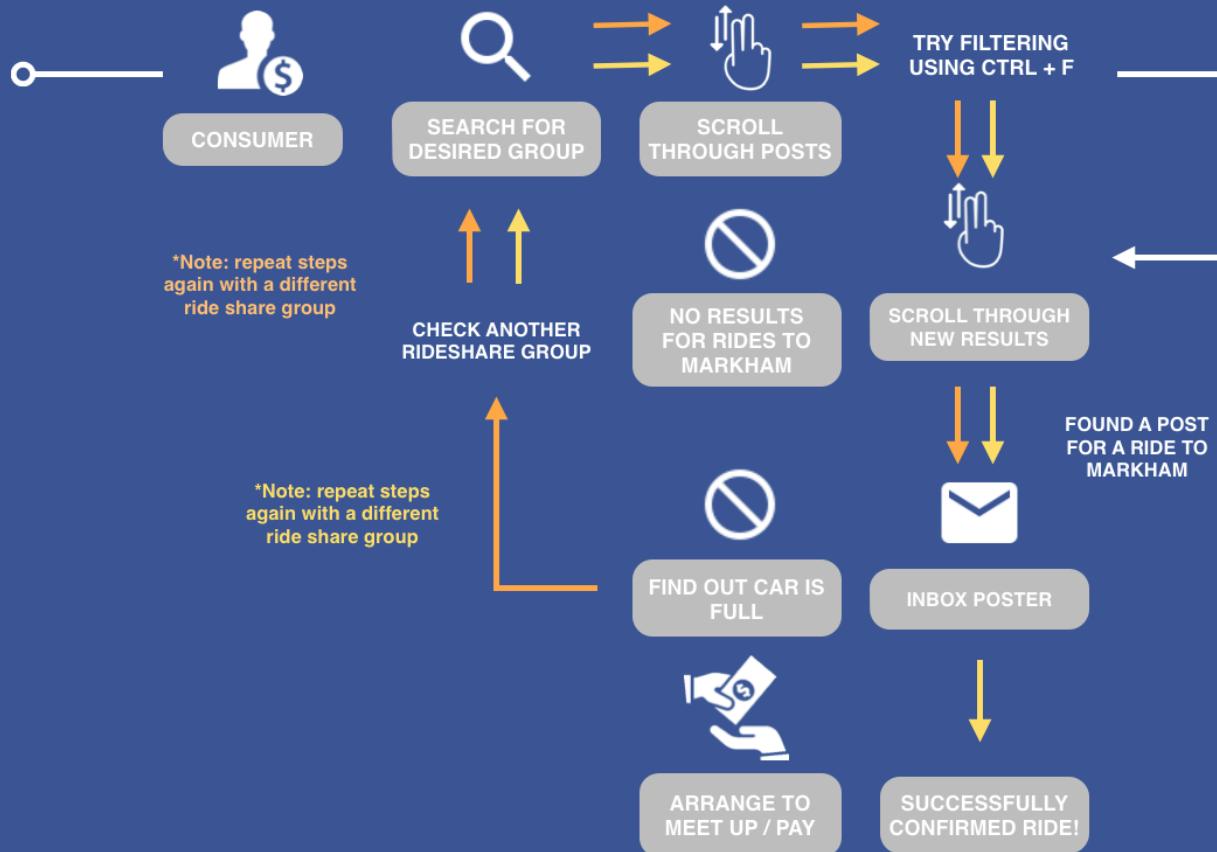
Orbit will have in-app messaging that can be viewed using the inbox & outbox + push notifications

Competition and Defensibility

Direct Competitors	Characteristics	Orbit Advantages
 	<ul style="list-style-type: none">Not targeted towards students (i.e. irrelevant categories like lawn care, automobile)Disorganized messaging (emails/texts are lumped together with personal emails/texts)	<ul style="list-style-type: none">Pre-made boards that are tailored to specific student needs (i.e. Sublets, Tutoring, Carpool)Separate messaging feature with inbox/outbox within app
	<ul style="list-style-type: none">Expired ads are not removed from groupsNo limit on postings which generates spamGroups can be created by anyone causing multiple/overlapping groupsNo search function	<ul style="list-style-type: none">Posts are removed after 1 weekUsers are limited to 5 posts per board each day to eliminate spamOne unified group for each board (UWaterloo has 3-4 semi-active rideshare groups)Filtered by date, price, etc (out of scope for MVP - to be implemented in future)

How Competitor's Work: Facebook

Scenario: A University of Waterloo student is looking for a ride back to Markham, Ontario for the weekend.



How Orbit works: for the Buyer

Scenario: A University of Waterloo student is looking for a ride back to Markham, Ontario for the weekend.

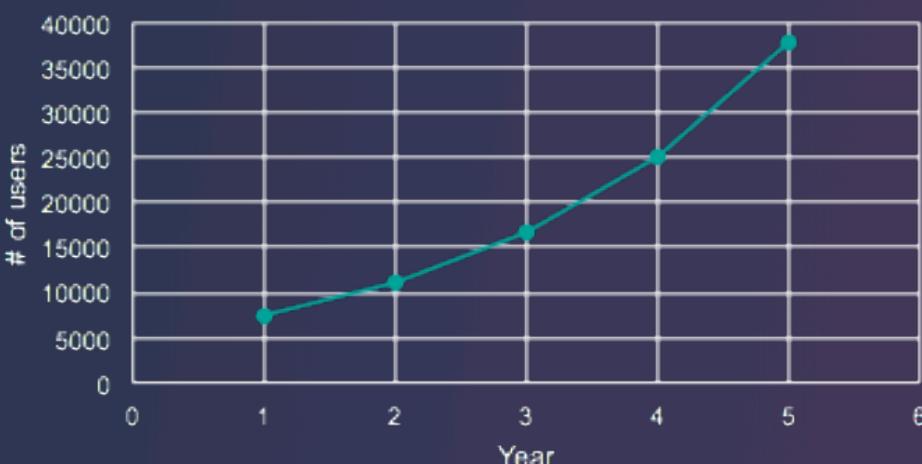


Market Size

373,000+ students in Ontario universities.

37,000 users by Year 5

Growth of user base by year



*Assume 2% penetration at year 1 and then 50% growth rate YOY for the next 4 years.

Target Consumer: Students

Price Sensitive: They tend not to have a lot of income and will try to find the best price for products and services.

Tech-Savvy: They understand how to navigate the web and are very engaged in social media..

Connected: They are connected with their network at all times and are highly influenced by word of mouth and referrals.

Impatient: They live in an instant gratification society expecting to easily find what they are looking for.

Launch Strategy

1. Generating Initial Content
 - a. Approach pre-existing sellers (i.e. housing companies, used textbook stores) to post on Orbit as free advertising
 - b. Approach frequent sellers & posters in Facebook groups to post in the app
 - i. They will be offered free rewards (through points system - coming soon)
2. Giveaways & Promotions
 - a. Coupons (i.e. free car pool ride)
 - b. Perks (i.e. increase posting duration - past typical expiry date of 1 week)
 - c. Giveaways (i.e. every posting grants 1 entry into a raffle for a prize)
3. Student Reps
 - a. Hire student reps for all major universities in Ontario for soft launch to facilitate 1 and 2



Software Development Tool Kit

- Layout: Used Android Studio XML to create organized layouts that supports multiple phone screen sizes (support for tablet will come soon).
- Java: Implemented precise functions and executions with comprehensive functionalities. Established efficient connection to php side through the import of Android Volley library.
- PHP: PHP files are stored in digital ocean server, receiving data from Java files and connecting to online MySQL database.
- MySQL: Built strong database in MySQL, receiving data from Orbit App through PHP files and sending back response through JSON response.

Value & Monetization

The image displays two side-by-side screenshots of the Orbit mobile application. Both screens feature a dark header bar with a search icon and a menu icon. Below the header, there are two main sections: "Sponsored Post" and "User Posts".

Sublet Board (Left Screen):

- Sponsored Post:** A card for "Sublet" advertising "Luxe Suites starting at \$800 per month" with "8 month & 4 month leases available!". It includes a blue icon with a white "H".
- User Posts:** Three posts all advertising "Sublet" for "100 Lester Street Suite 803" at "\$800". Each post is accompanied by a green building icon.

Selling Board (Right Screen):

- Sponsored Post:** A card for "Create a Personal Online Store" with "Huge discount on new users" and "Promotion ends tomorrow". It includes a green shopping bag icon.
- User Posts:** Two posts: one for "Selling an Old Sock" at "\$1000" and another for "Selling an Macbook Pro (2012)" in "Good condition" at "\$1200". Both posts include a green dollar sign icon.

At the bottom of each screen is a black navigation bar with three icons: a left arrow, a circle, and a square.

Top Ads: Users pay to keep advertisements at the top of the page. These are not invasive and can be scrolled past.

Ads will be charged at \$20 per 1000 impressions and \$1.20 per click.

Verified Ads: Users pay to have an Orbit “verified” ad. This is done by Orbit inspecting the product or service that is being posted on the platform. This is a highly suggested feature for users posting ads that are high in monetary value.

Verifications will be charged at 5% of the monetary value of the posting.

Metrics to Measure Success

Number of downloads: Obtaining a large number of downloads is the first step for an app to reach its goals. This shows how many users are engaging with the app.

Number of active users: 80% of apps developed are used just once and never used again by a user. Thus, it is important for the team to track the number of active users to determine how to better retain users.

Number of posts per day: This is an important metric to determine whether or not Orbit has enough users generating content on the app.

Number of transactions: Orbit facilitates the exchange between different parties so it is important that transactions are occurring.

Revenue generated: It is important for the app to be able to generate revenue through its monetization features.

A combination of all these metrics determine the health of the app and can help increase the success of the app.

Risks & Mitigations (Our Solutions)

Risk: It may take time for students to adopt this new platform.

Mitigation: We have developed a set of Launch strategies. The implementation process will first focus on major universities where we will attract a stable consumer base and then expand to other universities.

Risk: Lack of content on our platform to start and may deter away users.

Mitigation: We will not launch the application until we have a steady feed of classifieds on our app. We will also reach out to other platforms such as the different Facebook groups for potential partnership in sharing APIs.

Risk: The app may get many download hits, but users may not be active.

Mitigation: By tracking the number of active users over time, it will allow Orbit to be aware of the user retention rate and help Orbit better understand what features can retain users.

Gamification (Out of Scope)

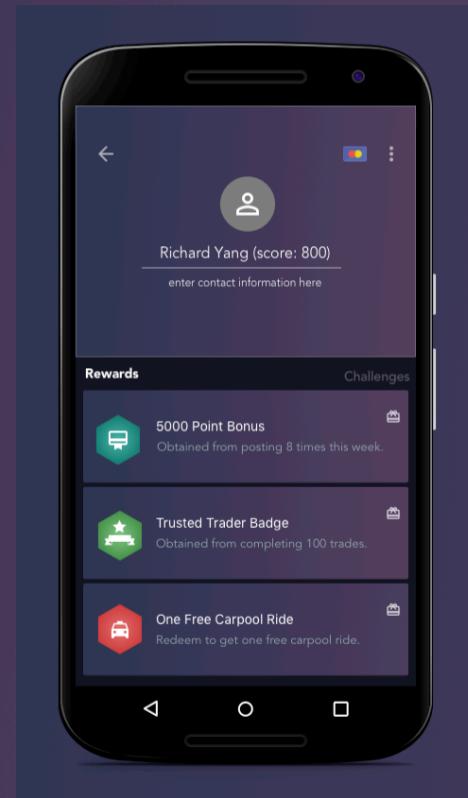
Out of scope for now can possibly make it for round 2

Gamification drives social engagement, users will refer friends for points, etc.

Rewards users when they perform actions that benefit the app (i.e. in app transactions, new postings, etc). Encourage them to use the app over our competitors.

Promotions & coupons are awarded to users through badges and rewards (i.e. 1 free car pool ride after posting 10 times in the carpool board)

Tracking points and earning badges will be fun. Users can compete with friends.



In App Purchases (Out of Scope)

The image displays two side-by-side screenshots of a mobile application interface.

Screenshot 1: Credit Card Input

This screen shows a placeholder image of a blue credit card with red and yellow circles on it. Below the image are four input fields:

- Name on Credit Card
- Credit Card Number
- Expiration Date
- CVV Code

At the bottom are two buttons: "Save Credit Card Info" on the left and "Remove Card Info" on the right.

Screenshot 2: Previous Transactions

This screen shows a placeholder image of a blue credit card with red and yellow circles on it. Below the image is a list of three transaction items:

Icon	Description	Amount
Building icon	paid to sublet100	paid \$400
Building icon	paid to sublet100	paid \$400
Building icon	paid to sublet100	paid \$400

At the bottom are three navigation icons: a triangle pointing left, a circle, and a square.

Users can set up a method of payment for in-app purchases where payment goes directly to seller.