Student Badges

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Objective

My Project “Student Badges” is an attempt to build, refine and perfect not just a badge system, but the objective is to establish a universal rating system for all students in high school as they embark on a journey to higher education.

Opportunity

Student Badges is easy to use and intuitive iOS App that can be used by high school students across the globe. It provides a way to keep track and share academic, social, emotional growth, extracurricular activities, and many other qualities and metrics necessary to prepare for college and career.

Everyone has a different path, a different pace, and different challenges to face along the way but, the Student Badges introduces a common measure to compare the student performance.

Note

The TomTom Map API was critical in developing the app as the user interaction was centered around the Map interface leveraging the powerful but easy to use API capabilities.

Plan

The DVHacks encouraged me to pursue the idea, realize the prototype, and get started with the development efforts. My goal as I started the hackathon was to identify a Minimum Viable Product that I could take to the users at the earliest. User acquisition, monetization, and virality as some of the key elements that helped define the MVP.

I was able to complete the prototype with user flow, screen mockups, design assets like the logo, icons etc., and complete the design phase.

The development phase is well underway however, there is more work to be done. I plan to spend approximately 15 hrs each week and my target is to release an early version on the App Store within the next 2 months.

I would expect significant effort will go into adding a way to measure various user, usage, and app performance metrics. Also, need to spend the time to ensure the App backend can scale with the user growth.

Overall, taking an agile approach over the next 2 months as I develop, test, enhance, improve and iterate.

Technologies & Tools

- Development Stack - iOS 10.x, XCode 10.x, Swift 4.x
- APIs - TomTom Map and Search APIs
- Source Code Control - GitHub
- Other Tools - Proto.io for prototyping

Inspiration

The project idea was inspired by a number of factors;

- Lack of a uniform way to track comprehensive student performance was an opportunity
- UTR system for Tennis inspired the thought process
- Ease of access to services like TomTom Map and Search APIs opens up a world of possibilities
- Huge potential for monetization and the market opportunity is huge as there are approximately 3-4 million high schools every year
- An evergreen app concept that caters to high school students a year over year
- Last but not least, an entrepreneur, I am excited to build a useful app as I get explore new technologies and thoroughly enjoy the journey from idea to realization

Challenges

Apart from typical coding, debugging and maybe availability of documentation challenges I did not face any roadblocks. Time is limited in a Hackathon however, I plan to spend the next 2 months before I can launch the app on App Store.

Product Functionality

The product is briefly described below:

- Functionality
    - Landing Page
    - Sign Up
    - Sign In & Password Management

    - Main interface centered around TomTom Map and Search APIs
    - Students to manage badges in various categories including Academics, Sports, Community Services, Hobbies, Politics, Drama, Visual Arts, Music, Writing, Non-Art Competitions, Honor Societies, Employment, Own Initiative, Student Government, Interest Clubs, Affinity Groups, Research, Summer Programs, Software, and many more
    - Profile Management
    - Leaderboards for top students and top high schools based on the badge score
    - Support and How It Works
    - Virality through Invite and app functionality
- Monetization
    - Free to use the app basic functionality
    - Freemium model costing each student $.99 to make their profile public
- Analytics & Monitoring
    - The user, usage and performance metrics, monitoring, logging and tracking