**Project Proposal for Student Scheduling Software**

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20. **Executive summary:**

EasySchedule offers complete and easy scheduling for the user as well as information on their professors teaching each of their classes and the ability to share their schedules with friends with one tap of a button.

Our target clients are college students who are just starting college and need some organization and information in their life before jumping into the new world of college.

There are not any apps that we know about out there that does what our application can do. We believe we have a lot to offer the world.

Our aim as EasySchedule is to make scheduling classes easy and less painful as well as connect our users with their friends through social media apps like Facebook.

1. **The Vision:**

The Vision: There are a lot of applications out there that help with everyday scheduling, but there are none suited specifically for the consumption of college students. People who not only most likely work, but also are in school studying so have hectic and sometimes chaotic lives. Our vision is to provide students with an easy and painless way to make organizing their life seem not so impossible.

1. **Gap in the market:** Current solutions concerning scheduling software for college students don’t currently exist. Our product would fill this gap and when it is successful more software concerning the lives of college students would be created and we could be a figure head in the market.
2. **Meeting the market’s needs:**

The way our application will meet the market’s needs is by providing a free and simple to use school schedule planner for the user to keep track of their classes and assignments. In addition the app will also come with a way to view professors’ ratings for their classes easily. It will be available in both the app store and Google play store so that it will be available for all mobile users.

1. **Implementation:**

Marketing and distribution strategy: We will send the application to a few friends around school and the way we will gain attention is through the share feature of the app. Users will be able to share their experience with the application on Facebook which will give us a wider audience.

Developing Strategy: Software will be built using Java and external libraries such as Selenium. Development cost will be low.

Financial Strategy: Most of our income will come from advertisements if we so choose to display them on our software. Otherwise we would perhaps sell the software to a larger company for a stake.

Management: Management are the four students working on the software.

1. **The problems:**

There are many problems with myLSU’s system for telling students about their class schedule. myLSU only shows the class name and which building it is in but it does not tell you which professor is teaching the class or who you might know who is in the class as a student. All these problems keep students, especially freshmen and transfers from being able to easily understand and communicate their schedule to themselves and others.

1. **The solution:**

We would provide a solution that addresses all the pain points our customers currently have with scheduling and what not with LSU’s system. It would be very low cost and be relatively easy to maintain. We would need a database perhaps to store user information. Our software would be stable and have high performance.

1. **We provide the solution:**

Our app will provide the solution to the problems with a free application that is also advertisement free.

1. **Industry need for our technology:**

There will always be students looking for an app that offers the convenience to have all their classes, assignments, and schedules in one place.

1. **Market analysis**

There are no companies that focus mainly on making the scheduling process of college easier for students so we would have a advantage because of the fact we are the first doing it. Our task will be to convince a large percentage of the LSU student community to begin using our application and sharing it with others.

1. **Primary market:**

Our main focus area of customers are college students. Large campuses like Louisiana State University and Southeastern where students are offered a large selection of classes that students want to keep their work and schedule organized.

1. **Market size:**

With smartphones and tablets becoming more and more convenient and affordable the market for applications to help with school organization is increasing. As long as there are college students taking classes the market size will keep increasing.

1. **Secondary market:**

Non college students will be our secondary market. They can still use the app to keep work related things organized.

1. **Competition:**

None as far as we know.

1. **Marketing Strategies:**

Primary customer analysis and entry strategy: We will send our software to various friends that attend LSU and through them sharing their experience with our application on Facebook we will gain entry into the market.

Core competency: The core competence of our product will be its low cost to build as well as use (as it will be free).

Expansion strategy into secondary markets: The software would be easily customizable to include more than just class scheduling. In the end our software could be used by big business to schedule and get info on various people, places, or events.

Sales strategy:

Pricing: The software will be free to use for students.

Promotion: Promotional strategies such as advertising and recognition on Facebook will help get the word out about our application.

1. **Developing Strategy:**

The product will be developed in the from of modules so it will be easy to test.

Seed stage: prototype of the software will be developed. Basic functionality of app will be complete in this stage.

Startup stage: Will complete all other implementation of features to our application. Testing will begin.

Launch: Changes will be made after testing and then product will launch.

1. **Barriers:**

Our product will face a few barriers when entering into the market:

One will be the fact that we will be creating a market and need to prove its maintainability.

We need consumers to accept and use the software.

1. **Critical Risks:**

A major risk with this type of application is the app not being picked up or accepted by students. We need people to use our app to be successful. Since there is no real market for what we are doing it will be hard to get people to think and try out this new idea.