



Jagathon Mobile App

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in consultation with Zeb Wood, Ali Emswiler, Pete Hunter and Alexa Carr

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JAGATHON

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INTRODUCTION



What is Jagathon?

Jagathon is IUPUI's Dance Marathon – an event created to raise money for Riley Hospital for Children. These funds help Hoosier families and their children with financial and emotional support via the Herman B Wells Center for Pediatric Research. Jagathon isn't your typical charity fundraising even; it is a time for everyone to come together and celebrate the hard work that has been going on year-round to raise these funds. Dancing isn't the only highlight of the night, 3 meals, t-shirts, games, and more are included with your entry ticket. Furthermore, families are invited to come and share their stories and help build a community full of support from the stage. The 15 hours of festivities are exciting, touching, and most importantly all FTK (for the kids!)

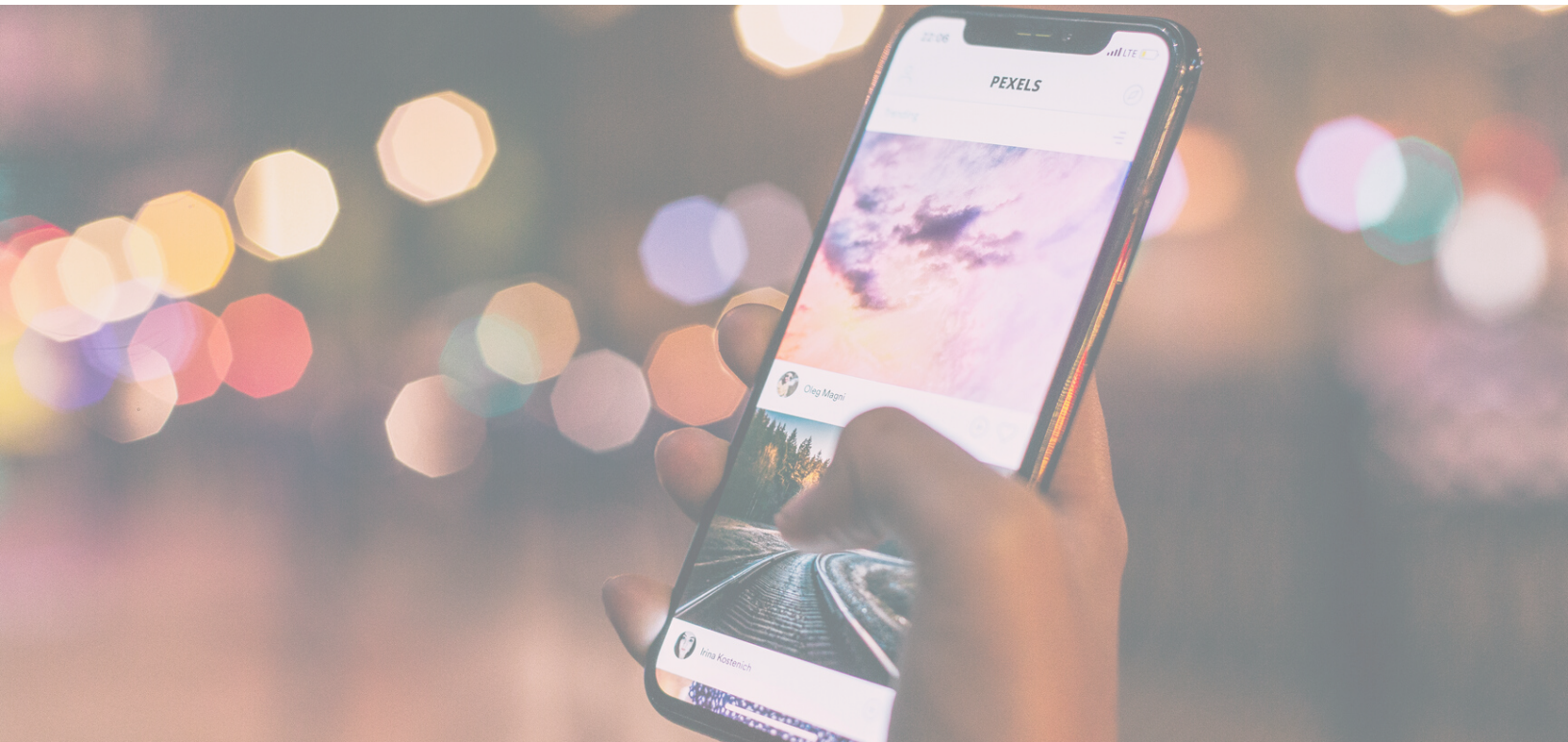
"We stand for those who feel like they are alone, we support those who continue to fight despite all odds, and we dance for those that continue to believe in hope."

JAGATHON IUPUI



How has Jagathon impacted the community in the past?

Jagathon at IUPUI has been running for the past 19 years and has raised over \$1,876,000 for Riley, \$605,000 of which was raised last year alone. Every year the amount has increased, and more people are getting involved. The organization and event is widely known on campus and many volunteers are dedicated to ensuring everything runs smoothly. They are responsible for the resounding success of the fundraising and event alike each year.



What problems should this application solve?

This year's Jagathon application will aim to assist fundraising and communication for the Jagathon event. There should be a strong push notification system within the app, as well as event information including Riley family stories, fundraising tips, partnership information, a photo gallery, and upcoming events. The app should link to the fundraising platform, DonorDrive, as well as Jagathon social media accounts, website, and blog. Expectations are that this application will be downloaded and used by 1000-2000 people.

PROJECT

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OVERVIEW



Team Goals

Our goal is to create a mobile app meeting all the needs of the organization that will be available on Android and iOS devices alike. Additionally, we would like to develop some Instagram and Snapchat filters to help boost engagement. Our team of seven is split into 3 groups to tackle these tasks.

Design

Sowmya Chandra, Kaitlyn Van Atta, Maddie Ries

Our team has three excellent designers looking to work on a user interface that can relate to the user both practically and aesthetically. Their goal is to create an app layout that is effective and keeps users engaged. Any user data, brand guidelines, and design ideas should be directed their way. This group will be creating wireframes that will be reviewed before being developed into the final project.

Development

Sarah Harris and Holly Lindsay

Our team has two experienced developers who are excited to create this awesome application. This group is looking into creating the app using React Native. This platform allows you to create the same code and make apps for both Android and iOS. Given our experience as web developers, this method will be very adaptable for our skillsets. React Native is a framework created by Facebook and used by thousands of apps from companies such as Facebook, Instagram, Skype, Pinterest, Uber Eats, and more.

Social Media Filter

Sowmya Chandra, Nicole Selby, Chandler Smith

Our team has three creative 3D students who want to spice up Jagathon's social media presence this year. This group is considering what kinds of filters can be created for Instagram and Snapchat to boost engagement with your audience. A few ideas include custom face tracking effects, filters that link directly to donation pages, and an AR filter showcasing IUPUI mascots dancing (For The Kids!) The team is looking forward to discussing more filter ideas and selecting the best ones that are within the scope of our project deadline and individual skillsets.

List of Application Features

This is a compiled list of features we have thought of thus far

Minimum Requirements

- Push notifications
- Fundraising tips
- Riley Families Gallery
- Upcoming Events
- Partnerships
- DonorDrive
- Jagathon Social Media
- Jagathon Website
- Jagathon Blog

More Ideas to be Considered

- Social media filters
- Countdown to dance marathon
- Shift reminders
- Map
- What to bring
- Team colors
- Schedules
- Check In

FTK For The Kids FTK For The Kids FTK For The Kids FTK For The Kids FTK for

PARTNERSHIP AND COMMUNICATION



Client Contacts:

Alexa Carr jagvpdm1@iupui.edu 317-840-4522

Ali Emswiler albemswi@iupui.edu

Pete Hunter erhunter@iupui.edu

Team Contact:

We have a project manager who will be the main point of contact

Sarah Harris sh39@iu.edu 3176610985

CLIENT AND TEAM

BIWEEKLY MEETING
VIA ZOOM

3:30-4:25 PM

[HTTPS://IU.ZOOM.US/J/6764772992](https://iu.zoom.us/j/6764772992)

MEETING

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TOPICS



- What are your goals and hopes for this application?
- When will the app be used? Who will be using this app?
- Why is an app developed every year? What have the successes/failures of previous apps looked like in the past?
- Are there any resources such as images, designs, live apps, assets, logos, or user data you can share with us to aid us during the design process?
- Is there a style guide or design we are to follow? What kinds of aesthetics are you looking for in the application?
- How do you feel about Snapchat and Instagram filters as promotional tools? We have a group on our team interested in creating these assets for your social media.
- What features are essential to the app?
- Have you been part of the design process? If so, how do you feel about giving feedback?
- Who will be our main contact, what's the best way to get in touch, and what type of phone are they using (so we can send them prototypes for their device)?
- Would you like to meet biweekly on Thursdays, 3:00pm to 4:25pm?