

# Innovation Report



FOR STUDENTS BY  
STUDENTS

**PREPARED FOR:** Mr. Rivero, Mr. Bakker | CS @ American Heritage Schools

**PREPARED BY:** American Heritage Web App Development Class Period 3

## **Diddit's Mission:**

To provide a stress-free way to organize, prioritize, and complete schoolwork.

## **The Problem**

Students have historically struggled with task and deadline awareness, as well as prioritizing more important assignments. Nowadays, even the most widely used learning management systems have complicated interfaces, provide no indication of completion or how long tasks will take, do not allow parents to track progress, and lack personalization. These issues hinder students' ability to enhance workflow and productivity.

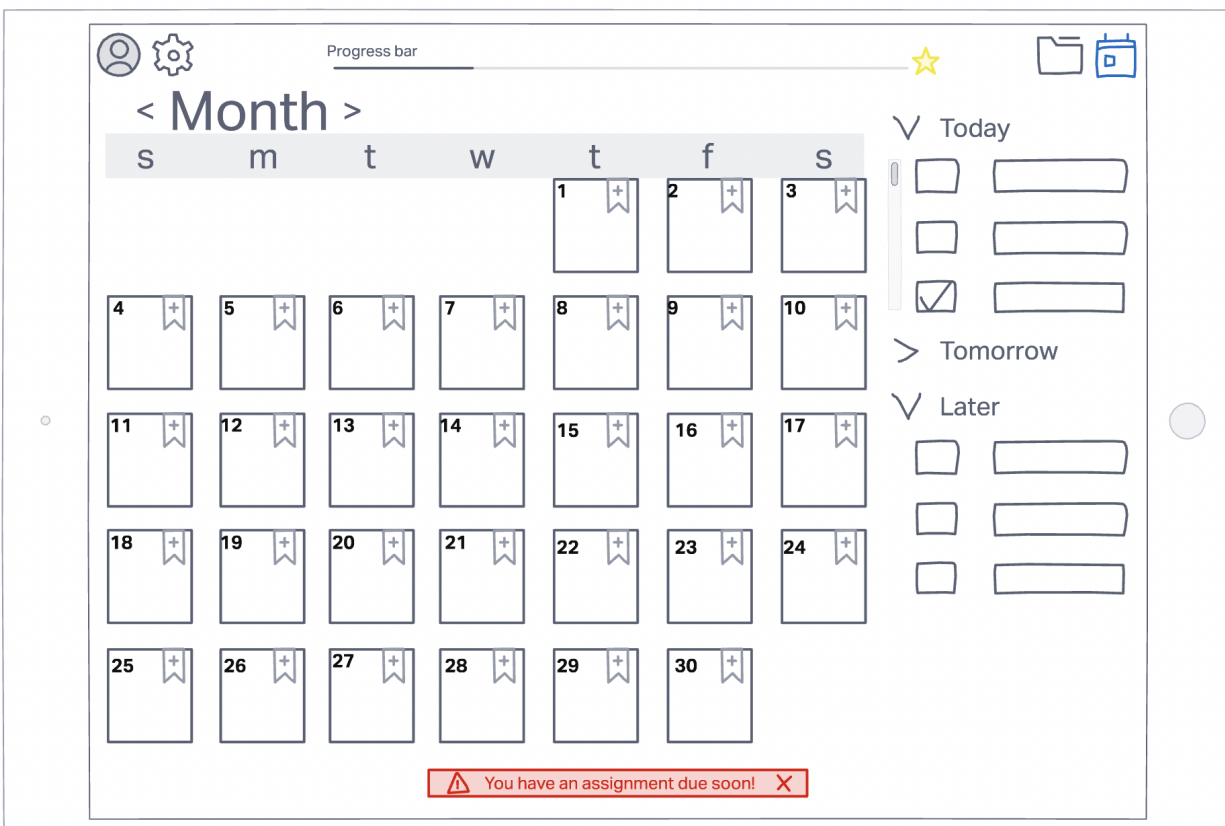
## **The Solution**

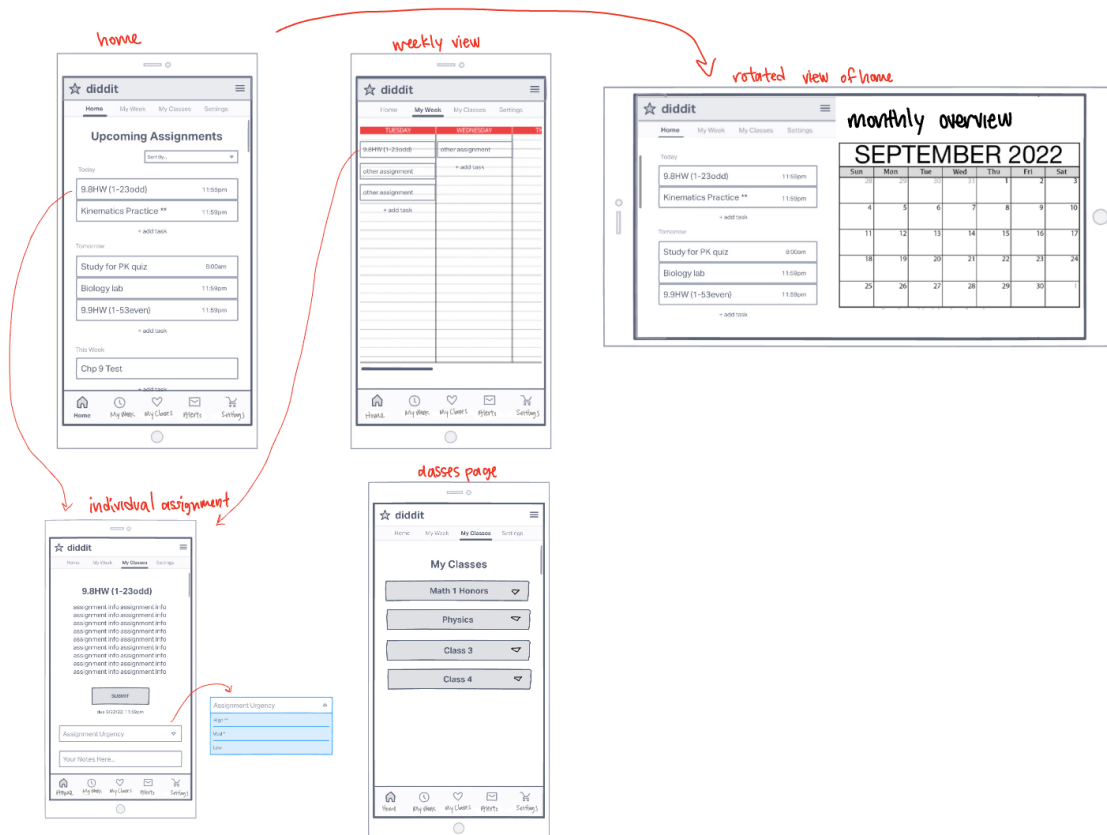
Diddit envisions an application that will improve workflow management and increase efficiency for students in order to empower them in their academic studies. The application will have two fundamental components. The first feature will be a minimalistic and user-friendly to-do list in which students' tasks and upcoming assessments will automatically appear after being connected to their school's learning management system through a one-time login. Tasks and assessments will be automatically updated and will be organized by most recent deadlines, making it easy to distinguish between classes, due dates (both in terms of day and time), and the estimated amount of time it will take to complete. The student will be able to check off assignments and visualize their progress through a progress bar at the top of their screen. When an assignment is clicked on the to-do list, the student will have access to the teacher's notes on the assignment, the link to submit the assignment, and an option to include their own notes. Diddit will also allow students to manually add or modify events, set custom reminders, and see previously unchecked assignments. Additionally, the student will have the option to flag certain events with different urgency levels or categories, such as separating tests and quizzes from other assignments such as homework. This feature will also allow the user to sort their tasks by urgency for each day. In order to provide estimates for the amount of time an assignment will take, the student will have the option to enable a feature called Smart Time™, which will let them input the time they spent on an assignment. This data will be used to provide a reasonable estimate for how long future assignments will take to complete, which will improve students' time management. The app will include a simplistic calendar view in addition to the to-do list

view in order to help the user visualize long-term deadlines and projects, with the option to filter by individual class.

The application will have a separate parent component, which will sync to their child(ren)s' calendar and events, allowing them to help manage due dates and assignments. The parent view will include a view of their child(ren)'s to-do list and a daily summary of their child(ren)'s completed and missing assignments, keeping them in the loop. The parent will have the option to enable scheduled push notifications for themselves and their children, which will prevent any accidental missed assignments or deadlines.

### Wireframes:





## Market Research

### Initial:

- Our beta test market, American Heritage Broward high school students and parents, is equivalent to 5120 people (1600 [high school students](#) times 3.2, accounting for an average of 2 parents per student with margin for additional guardians).
- If Diddit is successful with its primary market, we would like to expand to grades K through 12 at American Heritage Broward (approximately 9000 possible users for the [2800 students](#) and their parents - using the same calculations)
  - Since [82% of children under 18](#) live with a sibling in the US, we can assume that a decent portion of the parents have more than one child enrolled in the school (although less than from a random sample because of high tuition prices, age gaps, and the larger population of AHS upper school). Thus, a conservative estimate is that our total market is likely to consist of the 2,723 non-PreK students

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- attending American Heritage Broward in addition to about 1,300 (roughly  $\frac{2}{3}$  of the original estimate) parents who may want to monitor their children's activity.
  - Considering the possibility that two parents of a single student may both want accounts, we can double our calculations of the parent market such that our total market will be about 5,323 individuals, with 2,600 being sources of revenue.
- We may later expand to American Heritage Palm Beach (an additional 5500 students and parents for the [1705 students](#) in total).

### **Future:**

Diddit is extremely scalable. Even further potential markets, if implemented on a much larger scale, could also include the following:

1. All students and parents in South Florida who use schoology (total market of users unknown).
2. Given that Diddit is able to integrate other learning management systems through iCal, the market could even be expanded to [Broward](#) and [Miami-Dade](#) county, with a total of 736,000 students, 2.35 million possible users, and 1500 schools.
  - a. Some [examples](#) of LMSs that use iCal include: Canvas, PraxiSchool, Classter, Teach n Go, DreamClass, Alma, Gradelink, Sawyer, MAESTRO SIS, Pikmykid, Ensemble, GeniusOne. Campus Cafe, Destiny One, BigSIS, iClassPro, MySchool, ACADEMIA ERP/SIS, brightwheel, LifeCubby, Sandbox ChildCare Management, MyStudentsProgress.com, BrainCert, Xplor, Teachmint, and many others.
3. If Diddit succeeds in all of the above markets, it could expand to all of Florida (approximately [3.19 million students](#), 10.2 million possible users, and 6500 schools).
4. Even further, the application could be used for students in college, who also struggle with the same learning management systems to keep track of their work in different classes that often use different systems. The potential target market is an [additional 1.1 million users](#) without accounting for their parents.

### **Monetization Strategies:**

Strategy 1: Geared toward individual families and students. Pros: Individualized, naturally spreads to other students. Cons: Not everyone might pay.

- Students
  - Free basic version
  - \$0.99 monthly - pro version with more features
  - \$10.99 annually - pro version with more features
- Parents
  - Free 1 month trial with ads

- \$1.99 monthly (+ \$0.99 with every extra student)
- \$19.99 annually (+ \$9.99 per student)
- \$4.99 monthly - family version with more features (maximum 3 parents, 3 students)
- \$49.99 annually - family version with more features (maximum 3 parents, 3 students)

Strategy 2: Geared toward schools. Pros: Systematic and planned spreading. Cons: More forced on students and parents.

- School plan: Basic
  - Annual fee
  - \$0.50 per student
  - \$0.99 per parent
- School plan: Advanced with more features
  - Annual fee
  - \$0.99 per student
  - \$1.50 per parent
- Advanced/Pro version features:
  - More customization of app, timing feature
- All versions will have in-app purchases (Unique labels, animations, etc.), with the pro version offering a discount (x%, up for discussion).

## Competitive Analysis

Currently, there are many other task management systems that exist to assist with the organization of homework and other events. Some of these systems include: **TodoIst**, a project planner and to-do list in one that can be used in Android, iOS, and desktop and is free with paid upgrades available (some of which include entering notes in upcoming assignments, crossing items off checklists without using them for good, adding subtasks to assignments, labeling by priority, etc.) and **Notion**, a project management and note-taking software that helps members of small companies organize and coordinate deadlines and objects to increase productivity.

These are currently not viable solutions to the problems Diddit will solve for many reasons. First of all for these applications, students must add every assignment manually, which is a daunting task for a student already struggling with time and organization to try to manage. Diddit will solve this issue by integrating with iCal to import all tasks without the hassle of

adding them individually. Secondly, students are not given an indication of the time it will take to complete their tasks, unlike Diddit, which will utilize past assignment completion times to give students a rough estimate on the amount of homework they have. There is also no ability for parents to monitor their children's progress.

Some other products that currently exist and would solve some, but not all, of the problems posed are systems like **Google Calendar**, a calendar that allows events to be imported using iCal, but doesn't allow the removal individual events, such as lesson plans which aren't prevalent, has strange time slots for certain assignments, and fails to allow students to mark tasks as complete and view how much time their homework will take. School management systems like **Google Classroom** and **Canvas** would also solve some, but not all of the same concerns. These two programs display a task bar of the different assignments and when they are due and show if the assignments are not completed, finished, or overdue. Classes can be viewed directly on the app with all of their assignments, any teacher announcements, and any resources the students may need.

**Google Classroom** and **Canvas** have a concise design with practically everything the student may need, but they too, have their downsides. The biggest issue is that these management systems are not chosen by students, but rather the schools they attend, meaning that these functions are only available if a school chooses to use these systems. Diddit allows users to import their iCal directly, so that virtually any system can be integrated and used, whereas the competitors mentioned only function with their respective systems. Diddit will organize and display the assignments in a more efficient manner which is crucial to students' success. It would also improve upon its competitors by having a way for parents to view and access their children's assignments in a simple and intuitive way with just a click of a button.