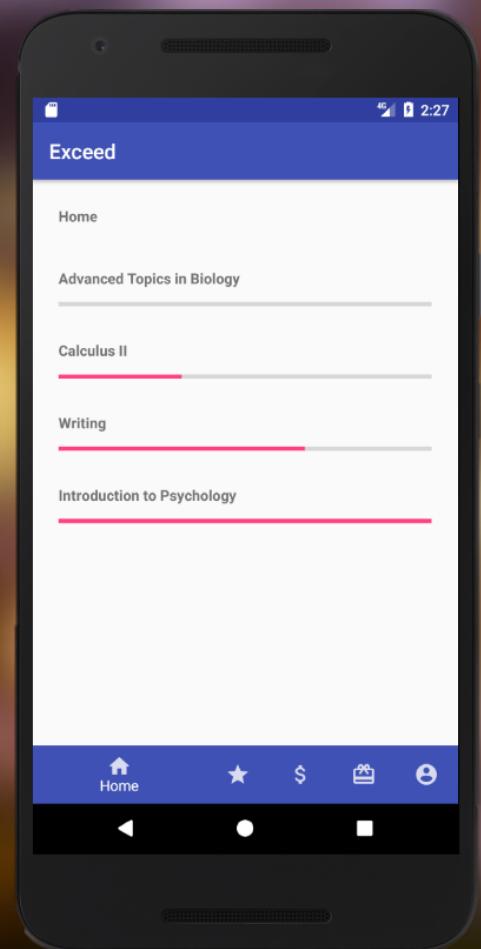


Exceed

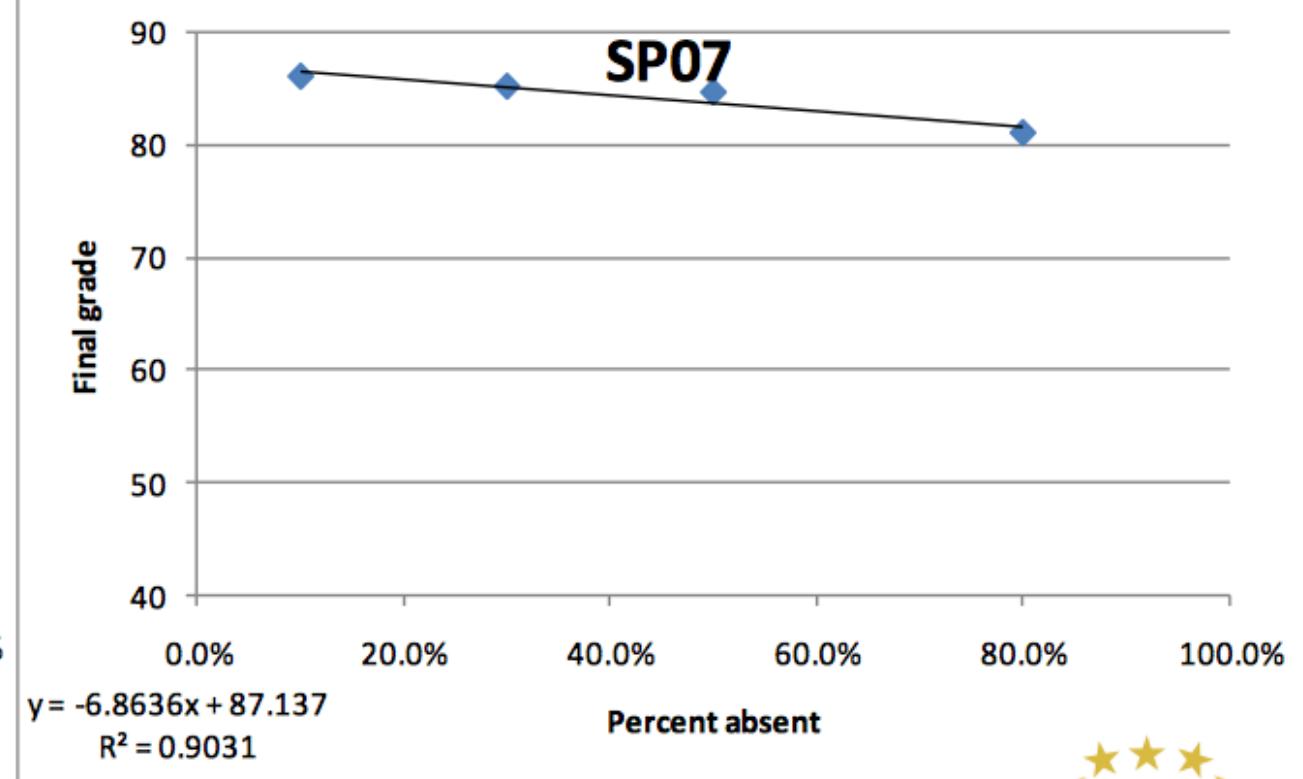
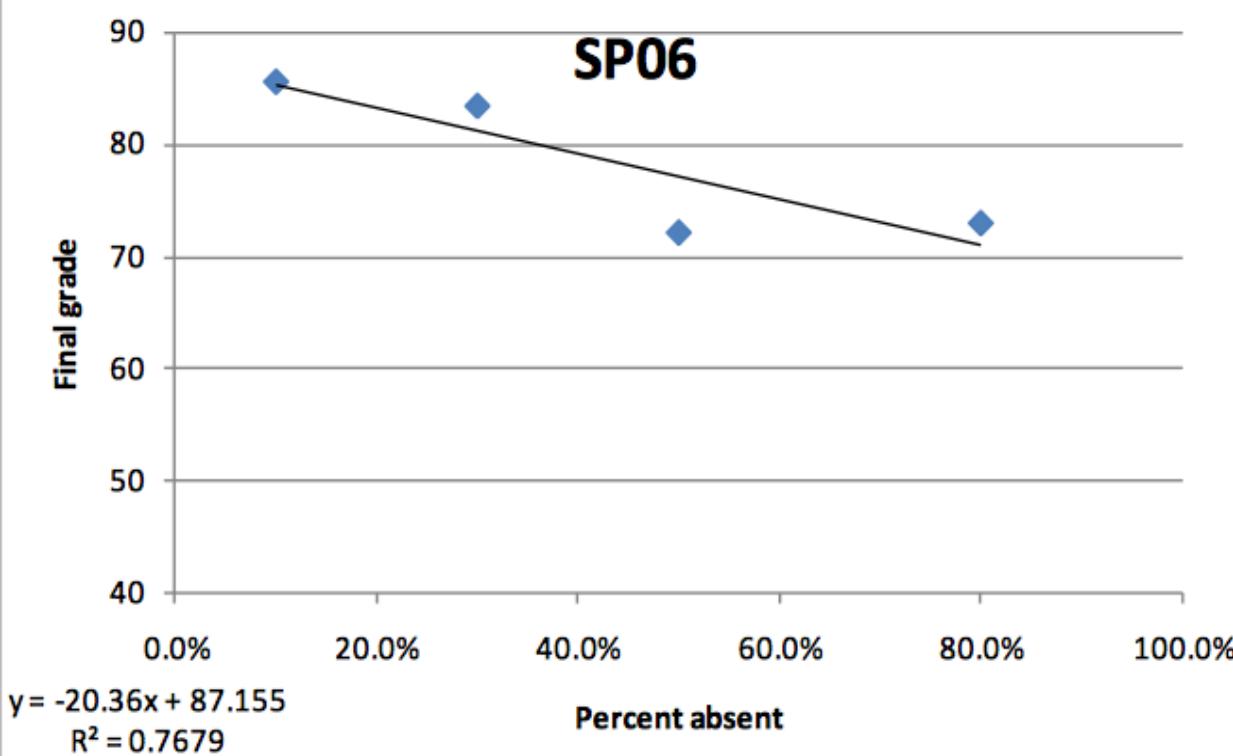


In-Class, Reward System For Students.

Butterworth 2017
Presented by: STACK

Exceed

PROBLEM:



Source: Bolivar A. Senior
Colorado State University Fort Collins, Colorado, USA

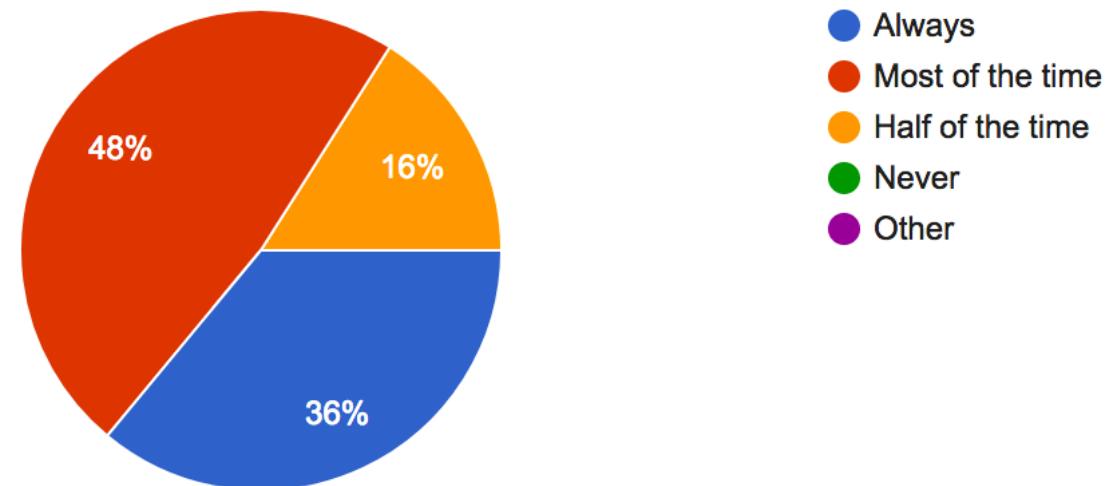


Exceed

PROBLEM:

How often do you go to your lectures?

121 responses



Exceed



Adrienne E. Williams

*Director, Teaching and Learning Research Center, Ph.D.,
University of California, Irvine*



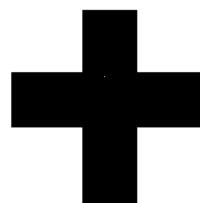
Jade Marcus Jenkins

Assistant Professor, University of California, Irvine



Exceed

SOLUTION:



Muddiest Points
Feedback

Geolocation

Rewards



Exceed

FOR TEACHERS:



Feedback
before end
of quarter
evaluations



Increase
lecture
attendance



Increase
lecture
participation

FOR STUDENTS:



Improve
grades



Get
rewards



Better
understanding
of material



Exceed

Our Mission: To
foster success for
students to exceed
in their education



Functional Requirements

- Geo-location/geo-fencing
- User feedback form
- Award system
- Reward discounts
- Secure Login (Google)



Non-Functional Requirements

- The app should be accessible through both internet and mobile phone(IOS and Android)
- The app will support all lectures/classes

Usability Requirements:

- Aesthetic and simple-to-use interface
- Convenient feedback form



EXCEED Application Timeline

Team Building and Product Brainstorming

- Delegate Roles
- Brainstorm and research into product ideas

1/1/2017

App Development

- Begin algorithm and coding process of the application

3/1/2017

Completion of Prototype

- Complete rough layout of Exceed

5/31/2017

Today

Development, Growth, and Analysis

- Receive user feedback on bugs and updates
- Continue to find partners and funding for Exceed

7/1/2017

Series Funding and Outreach

- Network with other college campuses for ambassadors
- Continue to find sponsors and partners for Exceed



9/30/2017

2017

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

2/2/2017

- ### Market Research on Mobile Applications
- Perform SWOT analysis
 - Look into target markets
 - Survey students and professors at UCI campus

5/1/2017

Build Iteration

- Begin contacting companies to participate in incentive programs and find school departments to endorse/fund Exceed
- Begin social media marketing and sharing with family and peers

6/27/2017

- ### Beta Testing
- Begin testing on summer session students

9/16/2017

Launch

- Begin launch at the end of Week 0 for UC campuses



Improve Grades with



Exceed