Task 9 – Business – Différenciation & innovation

Identify the elements of differentiation of your project (technology, usage, business model, design, ergonomy…), describe the innovative aspects and their degree of innovation.

The main alternative to our problem of bullying in school are:

* Going head to head with the main parties – teachers
* Use a phone line

The project uses several innovative technologies in order to distinguish from alternatives:

* **Automated conversation**: The chatbot manages to reproduce a conversation using Data Processing algorithms used in other existing chatbots. In this case however, the conversation is directed towards children suffering psychological damage and the words used by the bot must be chosen carefully so that the user feels reassured, secured and informed
* **Graphical interface :** Most of the kids nowadays are familiar with the current computer systems tools. As such we can implement a web-design interface in order for the user to interact and chat with our bot
* **Notification system :** A notification (e-mail or phone alert) will be send to school authorities or psychologists.
* **Autonomous system :** No need of a physical person to monitor the discussion.