



Chalkboard



Jake Jake Jack Mourya

Chalkboard's Goal

Improving
Classroom
Communication

Chalkboard's Goal

A user wanting help with college classes and would like a forum with fellow classmates to discuss assignments, exams, and classroom material

Chalkboard's Goal

We provide a forum for classmates
to *ask* questions, *discuss* topics,
and *learn* from each other

Chalkboard's Team

Jake Mor

- CEO/ Project Manager
- Backend/PHP

Jake Shelley

- IOS Development/Swift

Jack Barnes

- Android Development/Java

Mourya Meda

- Android Development/ Java

Market Research

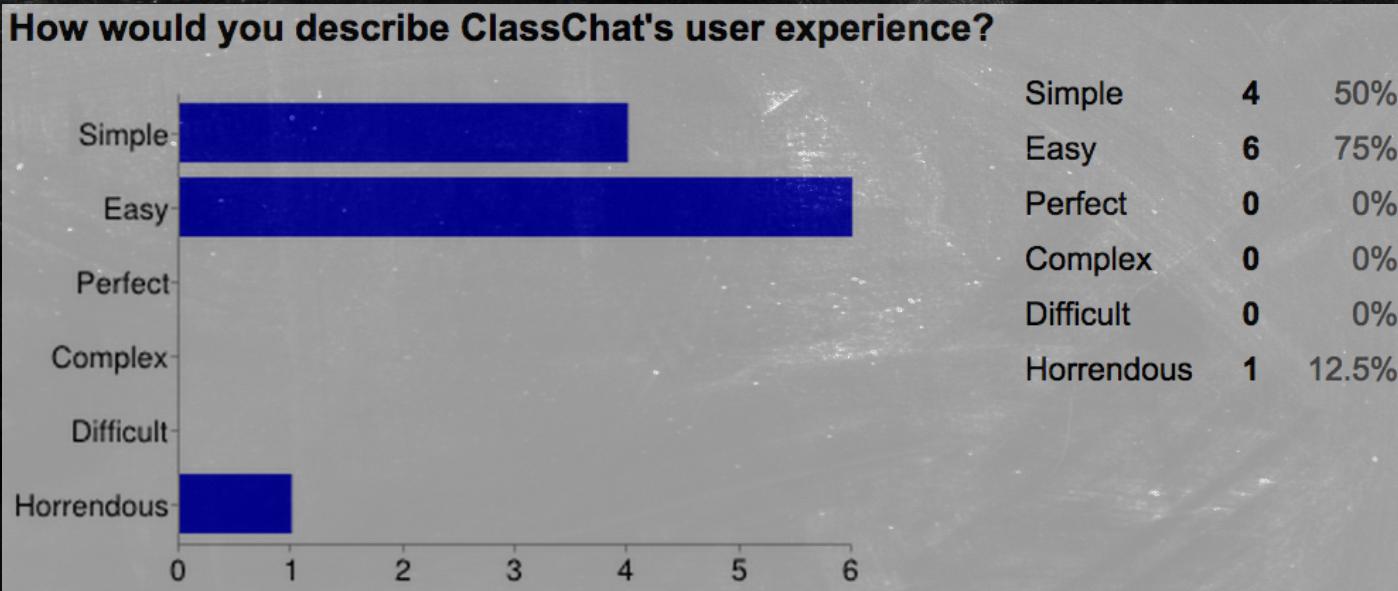
Target Demographic: College Students

- 21 million students in the U.S.
- 4,000 Universities & Colleges in U.S.
- Emory has **14,769** students and offers **2,971** total classes

Survey Results

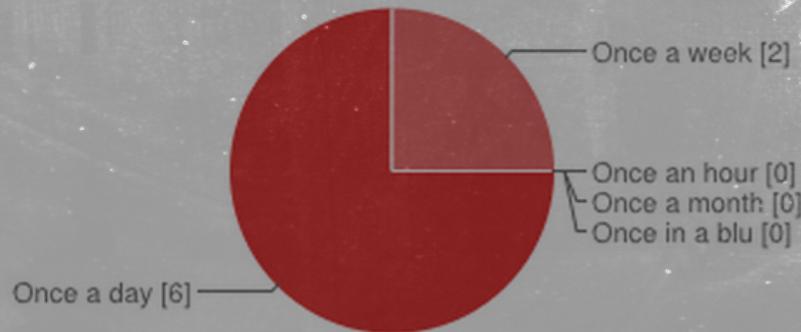
So we asked college students!

Survey Results



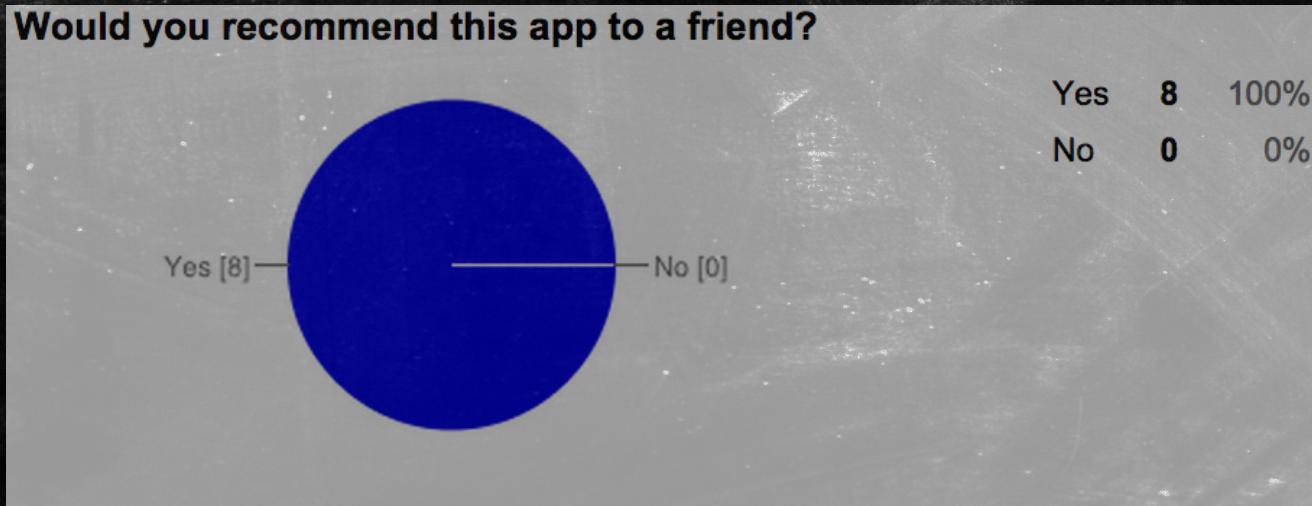
Survey Results

How frequently would you use this app?



Once an hour	0	0%
Once a day	6	75%
Once a week	2	25%
Once a month	0	0%
Once in a blue moon	0	0%

Survey Results



Survey Results

How much would you pay for the ClassChat service



Survey Analysis

- Simple Design
- Frequent use
- Would recommend to a friend
- Desired price is \$0.99 or less (could make this free and introduce ads for revenue)
- Survey showed personal usernames instead of complete anonymity

Names known



Total anonymity



Competition

Competition

Piazza

Competition

Piazza

Why are we better?

Competition

Piazza

Why are we better?

Simple, easy communication

Focus Group

Focus Group

5 college students participated in the focus group test. They created an emory.edu email to log in and were told the basic functionality and were asked in what ways they would use the app.

Is the "+" to create a class/question too ambiguous?

The students were able to understand that the “+” meant create new class and question on their respective pages. One student thought it would be a good idea to have a “+” to add a comment as well, but the rest disagreed that, despite creating a good sense of flow, it would confuse the user as to what they were actually writing.

Will students use ChalkBoard to ask questions to their classes?

The answer was yes; they would use this to ask small questions. They did not think they would be comfortable asking questions that need long answers, but questions that only require short answers (What chapters do we need to read? Do we have class today?) would be asked. They also believed the app could be used for announcements.

Should classes have an admin?

They did not believe that if we had a spam filters classes should not have an admin because then it would not be an open forum. They did not have any good ideas to handle spam, but they liked our idea of having a report button that removed the question/comment if 10% of the people in the class reported it.

Overall Design

They liked the color scheme. They wondered why a product called chalkboard was white. The students brought up a known bug with how the comments are displayed

Complaints

The complaint that stood out was that there is not enough feedback when a page is loading. In other words, when the app is making a call to the server to add or retrieve a class, question, or user, the user can be stuck looking at the same screen for a second or two. In this second the users would click the respective “add” button on the screen, usually causing the app to crash. In order to fix this we have added a loading indicator and made the screen unresponsive while the api call is being made.

Bugs

The testing was done on a slightly older version because apple had to approve testing so many of the bugs they found have been fixed, however, one new bug was found. If the user inputted a name with a space in it when registering the app crashes.

Results

The focus group really solidified our plan to build out a quick to use, lightweight platform. We do not want to build a giant platform like BlackBoard or Piazza. Our focus group confirmed that one of the best things about the app was that they knew exactly what it is for, and when they open it they know exactly what they are trying to accomplish. Announcements also seem like a good feature that would be relatively simple to add.

Problem	Solution	Unique value proposition	Unfair advantage	Customer Segments
<ul style="list-style-type: none"> -School "Q&A" sites are designed to do too much (organize classes, ask questions, post announcements) -Sometimes I just have a small question that anyone could answer, but Piazza sends out a notification to everyone -Difficult to integrate clubs and other student run clubs onto current platforms 	<ul style="list-style-type: none"> -Lightweight, mobile-first platform that allows students to ask questions or post announcements quickly for any class or activity they want 	<p>ClassChat is the future of student to class communication. We will provide a quick way to answer small but relevant questions on a platform that can also be used for announcements.</p> <p>ClassChat is able to remain easy to use in a way that other similar platforms fail to because of the simplicity of its goal: to provide students with an easy channel of communication to their classes.</p>	<p>Larger competitors have enormous platforms that come with a lot of features students don't need. We will remain lightweight so that using our app is as easy as logging in through your school email.</p>	<p>College undergraduate students at first. Eventually we could move to high schools.</p>
	<p>Key metrics</p> <ul style="list-style-type: none"> -Entirely based on users at a specific school -We need to hit critical mass at a school so that students will tell each other to download and contribute to the product -Getting lots of users at different schools won't be as helpful as getting a lot of users at one school 		<p>Channels</p> <p>Word of mouth through students will be the main way we bring in users.</p> <p>Initially we will have to spread word through campus reps.</p> <p>Ideally, once one student in a class joins, he or she will convince the rest to join</p>	<p>College students will be the fastest to adapt to using a smart phone to ask questions to their class.</p>

Cost Structure

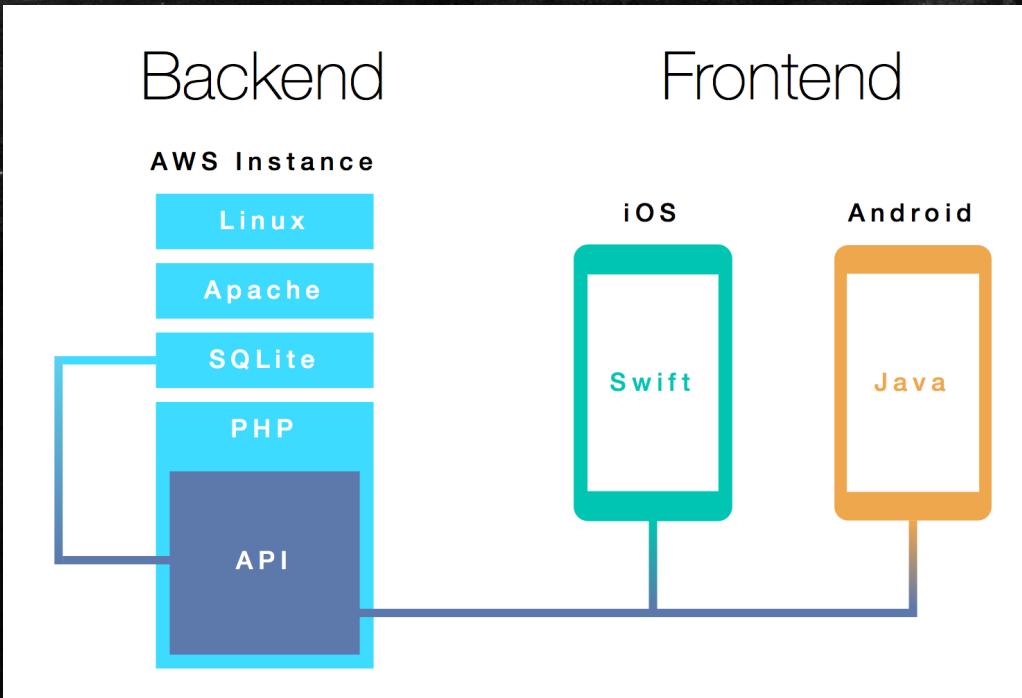
- Hiring campus reps to distribute information about the app
- Pay teachers to suggest using the app (This may not be legal)
- Server costs will go up as more users join

Revenue Streams

We have an app made up entirely of college students, a very sought after demographic for advertisers. It shouldn't be hard to rack up advertising revenue

We could also get bought out by an existing company in the space (BlackBoard/Piazza)

Technology



Android

- Prerequisites
 - Android device/ Emulator
 - APK file
- Steps
 - Enable “Unknown Sources” on Android.
 - Download APK file from Piazza
 - Install APK file

ios

- Prerequisites
 - iPhone
- Steps
 - Download “Testflight” from App Store
 - Accept invite from your email
 - Download “ClassChat” app

Demo

Any questions?

Thank you