

Proposal - Hackaholics 4.0

University / Institute Name * :	University Of Colombo
Team Name * :	Team Icons

Team Leader's Details

First Name*:	Sudeshi
Last Name*:	Uthpala
Email*:	uthpalasudeshi@gmail.com
Contact No*:	0714677039
NIC*:	985242917V

Member 01 Details

First Name*:	Maleesha
Last Name*:	Silva
Email*:	maleeshadinolisilva@gmail.com
Contact No*:	0762373808
NIC*:	967412503V

Member 02 Details

First Name*:	Madushika
Last Name*:	Amarasekara
Email*:	madushirenes@gmail.com
Contact No*:	0712410877
NIC*:	988442771V

Use the following format for proposal preparation.

Product Idea (Innovativeness and uniqueness of the idea)

a. About the product

- A school van service involves the van drivers, the van owners and the children who are transported in that particular van. We make a distinction between van drivers and van owners since there are instances where the driver is an employee employed by a company or individual who owns the van. In these cases, it is usual for the employer to operate several school vans driven by several drivers. There are drivers who are self-employed as well – they drive the van. Since in most cases parents are in charge of their children's affairs, we identify parents, van-drivers and van-owners as the target audience of our application. The problems identified for each role are as follows and we intend to solve these problems using this application.

Parents: Finding a safe school van and ensuring their children's safety are not easy tasks.

Van drivers: It is not easy to remember all the pickup locations.

Van owners: Managing van drivers and making payments to the van drivers are difficult to van owner.

b. Innovativeness.

- As we assume, there is no app to maintain the school van management system in Sri Lanka.

c. Uniqueness of the product.

- When compared with school van management systems in foreign countries, what makes us unique is our proposed system can be used to find school vans to various schools, not just one school.
- Parents can find multiple school vans for their children who are going to different schools using the same system.
- Rating and reviewing system to help parents find good, safe school vans with reliable van drivers.
- Parents have the ability to complain about van drivers (bad driving, misbehaviours, being late, not being friendly with children) and van owners (complaints about the van and fees).
- Emergency messaging ability in case of an accident or a breakdown of the van.

The Product

d. Overview

Finding a school van which is safe with a reliable driver is not an easy task. Using this system, parents can find a safe school van for their children looking at the rating and reviewing system, and the safety of children like where the children are now, whether they are dropped from the school can be notified to the parents. For the van drivers, they can see which children he should pick up next and mark as picked up and dropped using the application. For the van owners, managing the van drivers and their payments can be done using this system. The main goal of the product is to solve the difficulty of finding a reliable, safe school van for the children and ensuring their safety while managing van drivers, providing an emergency messaging, rating, reviewing & complaining facilities.

e. Key benefits and features

- Application allows parents to search all available school vans that visit their home areas.
- Allow parents to track information related to the van, such as the maximum seating capacity and the real time location of the van.
- Provide a system of payments that keeps records of payments so that no issues will arise due to irregularity of payments.
- Provide the drivers with a daily-updated attendance list, so that they will not leave children behind owing to human error.
- Provide a one-tap communication method which enables drivers to send messages easily at the necessary times, such as to notify parents when a child is picked up.
- For drivers who are employees, drivers can confirm when they get their salary so as to avoid altercations.
- Van owners can view real time locations of each van, track all kinds of payments, can put forward a clear fee policy and avoid undue complaints.

f. Target market and competition

- Van owners, parents , van drivers.
- There is no competition in Sri Lanka for this application because this is the only application existing for this purpose.

The Execution plan (Business plan and Marketing plan)**g. Business plan (deployment plan)**

		2021																											
ID	Task Name	April			May			June			July			Aug			Sep			Oct			Nov			Dec			Cost
1	Requirments Gathering																										LKR 0.00		
2	Project Proposal																										LKR 0.00		
3	Designing																										LKR 0.00		
4	Coding																												
	Front End(UI)																										LKR 0.00		
	Back End																										LKR 0.00		
5	Testing																										LKR 0.00		
6	Implementation(Hosting)																										LKR 5,000.00		
7	Marketing																										LKR 5,000.00		
8	Maintenance																										LKR 10,000.00		
		Total Cost																							LKR 20,000.00				

We are planning to find the income using the following methods.

- Publishing the application on Google Play Store.
- In-app advertisements.
- Charging a registration fee from van owners.
- Charging 5% of the school van fee for each child from van owners.

h. Marketing plan (promotion of uptake)

- Promoting & approaching targeted markets through Facebook creating a page.
- Putting advertisements on Facebook.
- Promoting the product to the school van trade union.
- Using close contacts specially undergraduates to promote our product.

i. Future Plan

- Our application tracks only main cities now. In the future, we hope to extend this application to other cities as well.
- Adding the GPS tracker facility to the application.
- Adding the online payment facility to make payments to the van drivers.
- Hosting the system on a server and publishing on Google Play Store.

Technical overview

<ul style="list-style-type: none"> • Android Studio • Java • Firebase 	<ul style="list-style-type: none"> • PHP • MySQL • Google API
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Other**References**