Project Deliverable 1

Need and Problem

In today's world, with urbanization at its peak and population growth, people find themselves surrounded by other people and yet feel lonely. Sitting in a room full of people and not being present mentally, looking at your cell phone screen first thing in the morning, socializing with people and simultaneously feeling isolated, procrastinating the tasks at hand and not doing it till the deadline approaches, we have all been on that boat at some point in our lives.

In the United States, we are all aware of the sky-high prices of counseling facilities from a patient's perspective. Psychologists have their private consultations that many people don't know about. How do people find the motivation to grow personally and professionally? There are times when people want to remain anonymous while sharing their problems. Additionally, some people are clueless about how to proceed with their career or academics. Therefore, people need help in streamlining their objectives. People need a push in the form of a person or technology to force them to start their day early. How do people connect to others with shared interests and get mentored by them?

Well, Help2Self is an iOS and Android compatible application, that is like a personal assistant to people seeking help both personally and professionally. It is a great start to help yourself, even when you're unsure if you need it. We have professional counselors in addition to peer-counselors to help one identify their problems and provide suggestions. You can choose to stay anonymous or be known and ask for help or, at the same time, sign up to help others. Have a social alarm call, where a total stranger can call you and wake you up. This way, you connect with strangers who share the same interest as you. We provide a platform for academic and professional mentoring where one can discuss and be advised of their career growth opportunities.

Value Proposition

Tangible Value proposition:

- An increase in the number of App downloads leads to an increase in customer acquisitions, thus increasing sales.
- Subscription model where we enable customer registration for professional help in mentoring or counseling.
- Service model - Counselling service where you need to pay for each counseling session with a licensed psychologist.
- Partnering with companies to play advertisements at the background - Ad Monetization such as Google Ad.

Intangible Value proposition:

- Feedbacks from the user on the overall technical and non-technical features of the application that can be implemented in the future which will enhance the user experience

BADM 555 (Team 5)
Keerthana Harikrishnan, Nikita Choudhary, Rachna Mohanty, Suraj Mishra, Swati Chauhan

- Feedback or ratings from the users for the service providers say the mentors and psychologists for their service which will help us improve the service, in turn, enhancing our brand equity
- Promotions on various platforms → Brand equity and reputation
- Improve mental health and peace

Feasibility Analysis

1. <u>Technical</u>:

Help2Self is a mobile application. The main technologies and tools that are associated are -

- MySQL

- C++

- HTML

- CSS

- Microsoft Project

- Xamarin

- PhoneGap

- Appcelerator

Each of these technologies is open source, free to use mobile application development frameworks. The project would face no compatibility issue since it is a new application and not an enhancement to an existing application. This application would be launched on the iOS and Android platforms, making it a **medium-sized project**. The time constraints of this product development and the ease of implementing these technologies are synchronized.

We have business professionals such as Product Manager or Business Analyst, who bridge the business requirements and the technical aspects of the application.

From the points mentioned above, it is clear that the project is **technically feasible**.

2. <u>Organizational:</u>

Our strategy is to address the problems faced by people in day-to-day life and help them find ways to cope with them personally and professionally. The internal stakeholders for Help2Self are the developers, product managers, and business analysts.

Our primary target audiences are individuals within the age frame of 15 - 30 years. We aim to meet the needs of individuals who suffer from depression, anxiety, or the simple feeling of disconnect.

BADM 555 (Team 5)
Keerthana Harikrishnan, Nikita Choudhary, Rachna Mohanty, Suraj Mishra, Swati Chauhan

One can pour their heart out and not be afraid to express themselves, giving an opportunity to have someone listen to you. In addition, we look to provide a platform for people who are looking for mentorship and want to learn more about a job prospect or university. Help2Self is a pseudonymous community, and no one will judge you like on most other social media services. The voice chats with a stranger when you need a push to wake up in the morning.

The main game changer or stakeholders in our application are those who provide professional help to others in need, such as psychologists or mentors — giving a chance to offer solutions to distressed individuals.

From the points mentioned above, it is clear that the project is **organizationally feasible**.

3. Economic:

Breaking the economic feasibility into -

- *Cost:* The significant costs incurred with the launch of the application is seen in the form of maintenance costs and Development Costs such as the salaries for the developer and business analyst. Since we are working on an open-source platform, we do not face any major operational costs but for user training. Also, the application will have an associated marketing-awareness on social media, hosting, and launch costs.

- *Benefits:* Our source of revenue increases with the increase in the number of application downloads by users. Using the subscription model in the professional mentoring feature, we generate revenue. Additionally, in counseling feature, we generate revenue by providing professional counseling sessions to users. We also increase our revenue by featuring promotional ads on the application.

From the above-mentioned points, it is clear that the project **is economically feasible**.

4. Schedule:

We are estimating a schedule of three months to launch the project while the maintenance of the project runs for two additional months after the deployment – providing updates based on customer feedbacks and addressing issue. The schedule of the project is broken into:

- Market Analysis – Interview, to understand the consumer needs
- Scope
- Requirement gathering
- Design implementation
- Development
- Testing
- Product Launch
- Maintenance

BADM 555 (Team 5)
Keerthana Harikrishnan, Nikita Choudhary, Rachna Mohanty, Suraj Mishra, Swati Chauhan

5. Risk:

The potential risks can be as follows:

- If the application is not accepted in the market, the product will face major revenue loss.

- With the change in the market needs and requirements, will we be able to launch the product in the estimated time and if we do will we have acceptance of the product? Can we acquire early adopters?

- Security concerns when it comes to anonymous customer.

- Threat from competitors or existing products

- Payment authorization and authentication

- Weak server security issues can lead to hacking threats

System Development Methodology

We will go with the Agile-Scrum software development methodology. We decided to choose this option because this is one of the best-structured approaches for any software product development when compared to Waterfall and Kanban frameworks. The agile teams are self-organized, do not require micromanagement, and work on an incremental method. To build this application, our team will consist of 3 major stakeholders; product manager, product development team, and business analyst. As we are building our own application, we have a small definitive team of 3 major stakeholders doing multiple tasks. The scrum framework will start with sprint planning, where the product manager will list the goals. The developers will plan how to convert goals into product increments, which will create product backlogs, and from these backlogs, features will be built as per priority. There will be three sprints of 30 days, each followed by sprint retrospectives and daily standups, where all the three stakeholders will update each other on the product progress. Since Agile believes in early customer delivery with sustainable pace, working software, and flexibility to change the requirements, we decided to proceed with it.

System Requirements

Non-Functional Requirement

1. *Operational Requirements*
    1.1. The system will operate in Android and IOS environment
    1.2. The system should automatically back up on a daily basis
    1.3. The system will always display real time database updates
    1.4. New versions of the system will be released in every six months

2. *Performance Requirements*
    2.1. The system will respond every two seconds
    2.2. The system will support approximately 1000 people at a time
    2.3. Payment system will be fully secure through POS system

BADM 555 (Team 5)
Keerthana Harikrishnan, Nikita Choudhary, Rachna Mohanty, Suraj Mishra, Swati Chauhan

2.4. User database will be consistent in real time
2.5. The system will be available 24*7 with an exception of scheduled maintenance
2.6. The system will be highly reliable

3. *Security Requirements*
      3.1. Every user should have a unique UID and password
      3.2. The system requires the user to identify themselves using UID
      3.3. Only the administrator can make modifications in user database
      3.4. Payment data and contact information will be encrypted
      3.5. All multimedia files exchanged will be checked for virus
      3.6. Encrypted voice call over VOIP

4. *Political and Cultural Requirement*
      4.1. The system will abide by the rules and regulations of the US federal law
      4.2. No Special cultural and political requirements are anticipated
      4.3. The application should be available in multiple languages and different currencies

Functional Requirements

1. *Allow users to sign-up for the application*
      1.1. Allow user to enter name
      1.2. Allow user to enter email id
      1.3. Allow user to enter phone number
      1.4. Allow user to select country
      1.5. Allow user to choose user ID
      1.6. Allow user to choose password
      1.7. Allow user to choose interest (Ex. Sports, Business, Politics)

2. *Allow user to log in*
      2.1. Allow user to enter user id
      2.2. Allow user to enter password
      2.3. Allow user to choose to stay anonymous or recognized?

3. *Allow user to view available features*
      3.1. Allow user to select feature - Mentoring
            3.1.1. Allow user to select option - To be a mentor
            3.1.2. Allow user to select option - To be a mentee
      3.2. Allow user to select feature -Wake up
            3.2.1. Allow user to select option - Wake somebody up
            3.2.2. Allow user to select option - To be woken up
      3.3. Allow user to select feature - Counsel
            3.3.1. Allow user to select option - Personal Counseling
                  3.3.1.1. Allow user to select option - To be counseled
                  3.3.1.2. Allow user to select option - To be a counselor
           3.3.2 Allow user to select option - Professional Counseling
                  3.3.2.1. Allow user to select option - To be counseled

BADM 555 (Team 5)
Keerthana Harikrishnan, Nikita Choudhary, Rachna Mohanty, Suraj Mishra, Swati Chauhan

3.3.2.2. Allow user to select option - To be a counselor

4. *Allow user to send and receive messages and calls*
       4.1. Allow users to send and receive text messages
       4.2. Allow user to send and receive voice messages
       4.3. Allow user to send attachments
       4.4. Allow user make or receive calls

5. *Allow user to make payment*
       5.1. Allow user to make payment for the subscription of professional mentoring
       5.2. Allow user to make payments for professional counselling sessions
       5.3. Allow user to choose mode of payment

6. *Allow user to access a profile page*
       6.1. Allow user to edit personal information
       6.2. Allow user to edit interests
       6.3. Allow user to upload/edit profile picture
       6.4. Allow user to sign out
       6.5. Allow user to deactivate account

7. *Allow user to access the activity page*
       7.1. Allow user to view payment activities
       7.2. Allow user to view recent activities

8. *Allow user to access the feedback or rating page*
       8.1. Allow user to give feedback to other users
       8.2. Allow user to rate other users
       8.3. Allow user to report other users

Requirement Gathering Method and Strategy

We used an interview method to gather the requirements for the application. Our strategy was to target three different age demographics in the country, teenagers, mid 30s working official, and a person in their 50s.

Interview Questions:

1. What is your daily motivation?
2. Do you prefer being woken up by an alarm or via call?
3. Are you living away from home? Would it be nice to be woken up by someone sharing similar interest/ motivation?
4. How comfortable are you in having a conversation with a stranger?
5. What do you aspire to become? Would you like any guidance for the same?
6. Are you confused about your career prospects?
7. Would you like to seek any professional help (sharing similar backgrounds) for mentoring, for a small fee?

8. What do you usually do when you feel low?
9. Do you feel isolated in a room full of people?
10. Do you feel like you have many thoughts yet no one to share it with?
11. Would you like to share your thoughts with a stranger and seek their advice?
12. Would you prefer seeking help from a professional?