

OUR PROJECT REPORT

Rebekah Stephens- C1330222, Timothy Standen- C1323632,
Rosie Sproule- C1306213, Anna Johnson- C1370910

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1 Product definition

We have noticed an upcoming opportunity of a gap in the market and decided to produce a Mathematical online self-learning application. The difference to our competitors is that we are aiming to an older generation 16+, we're not linking to the school curriculum and also we're going for a "want to learn" approach rather than a school enforced learning system.

To promote the application before the launch, we are going to create a website to show what the application is, what the app will include, pricing, expectation and pre-ordering.

The process of making the app will include some multiple choice quiz's as shown in Figure in which the user would answer, and their result would be saved. The questions are going to be stored in a file, such that the same general code can be applied for all code, with the difference being the quiz id.

```
CurrentQuestion <-- 1
CorrectAnswers <-- 0
Repeat
    Question <-- Questionfile[QuizID][CurrentQuestion][0]
    Option 1 <-- Questionfile[QuizID][CurrentQuestion][1]
    Option 2 <-- Questionfile[QuizID][CurrentQuestion][2]
    Option 3 <-- Questionfile[QuizID][CurrentQuestion][3]
    Update labels for Question, Option 1, Option 2 and Option 3 on screen
    Wait for user to press submit
    if CheckOption = Questionfile[QuizID][CurrentQuestion][4] then
        CorrectAnswers <-- CorrectAnswers + 1
        CurrentQuestion <-- CurrentQuestion + 1
    Until CurrentQuestion = LastQuestion

print CorrectAnswers
```

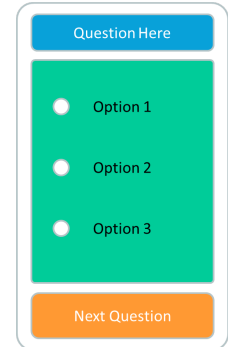


Figure 1: Sample design of Q&A page.

2 Market Research

To begin with, we wanted to see our competitors and what they were offering. From the results of this, we could plan how to differ from other leading brands.

In Figure 2 are the math applications, that are already on the market;

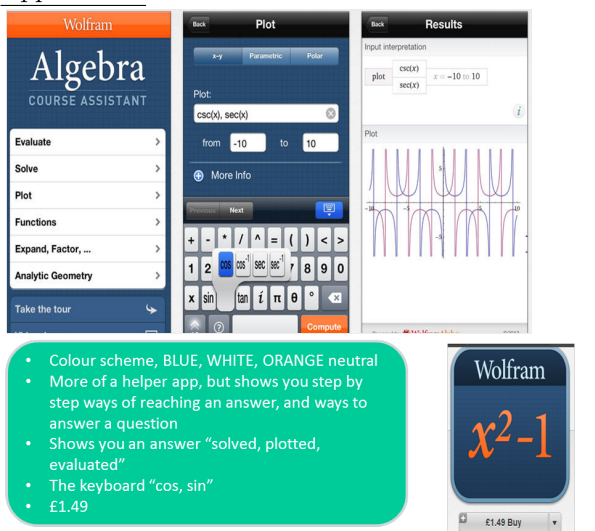


Figure 2: Current Apps as shown on the from the app store in iTunes. [3]

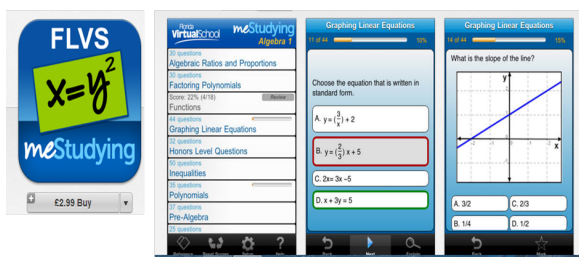
Points to consider:

- General prices = 0.69, 1.49, 1.99, 2.49 or free.
- Neutral colour schemes: greens, blues, oranges, colour that stand out against each other.
- Maybe if they've got the answer wrong either show them how to do it clearly, or show them the topic area in which they could find the help.
- Achievement badges?
- Login shouldn't be connected to a hotmail, facebook, gmail etc.
- Shouldn't need internet/wifi to open or use (like some games).
- Could have several versions of apps e.g. geometry, calculus etc...
- Clear easy layout for all ages.
- Available points to collect to work towards a badge/certificate?
- Needs to be versatile for not only apple but window products.
- Should be applicable to apple products over younger iOS generations and have update button for when the new iPod/iPhone/iPad versions come out.

Here are some examples of our existing competitors:
Applications

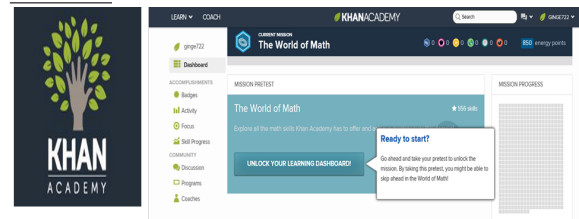


- Colour scheme, BLUE, WHITE, ORANGE neutral
- More of a helper app, but shows you step by step ways of reaching an answer, and ways to answer a question
- Shows you an answer "solved, plotted, evaluated"
- The keyboard "cos, sin"
- £1.49



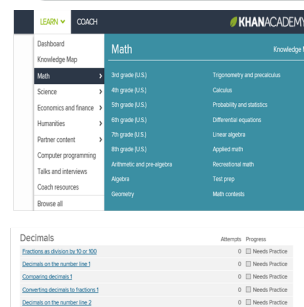
- Neutral colours: GREEN, BLUE, WHITE
- Multiple choice answers
- MAYBE MULTIPLE CHOICE FOR THE LOWER END IF THE LEVELS?
- Features a calculator inside

Websites



Pros

- Neutral colour theme, GREEN, BLUE, WHITE.
- A series of achievement badges, could be said to be aimed towards more of a younger target market.
- Basic layout and easy to co-ordinate over the website.
- Tracks the skill progress, (attempts, needs practice)
- Discussion page; where you can online talk to either tutor's or ask other learners for help or discuss topics/questions.



- Shows how they've segmented their target markets. With different type of US version tests at the end eg. A level paper.
- Search bar in the banner for searching either exercises or help videos.
- It uses either facebook or a google mail account, so easily accessible if you have one of those. NEGATIVE could be accessible through an online system directly with the math tutoring so easy access for everyone and every age.

- Available points to collect
- Colours clash against the background so the writing is easy to read, with 3 main colours that just use tones/shades to complement the rest of the layout.

3 Strategy

To plan our strategy we broke it down into 6 key and vital areas.

- Promotion
- Branding
- Price
- Product
- Research

• Place

Price

We researched into similar products to find out where we could market our company's app reasonably. Our full price will be £8.49, however a free 30 day trial will be available for a limited amount of learning resources. For example, we could only display one topic of each level. This will allow customers to try out our product before full purchases. Another idea was to pay £0.99 per section, so the customer can individually decide what they would like to learn.

Promotion

Promotion is important in marketing, our promotional plan has a range of objectives; use of app, market establishment and corporate image. We decided to promote via: internet and other electronic devices. Also, via other applications, for example pop ups on gaming etc. Initially, we wanted to draw attention to our company through the TV adverts however due to wanting to be profitable company this would not be appropriate.

Product

Our product is a mathematical app, designed for adults/16+ with an interest in maths. It will be a self-learning device that can be used on all electronic devices. It will consist of 8-10 levels starting around a basic high school level all the way up to University degree standard. A main objective for us as a company is to facilitate an app for maths learning that isn't linked to schools and schools approach on learning.

Branding

Brand – “The alleged corporate image as a whole.” Our company's aesthetics are going to be particularly important to us. Due to our target audience, we want our company to look professional rather than a basic child-friendly image. This will divide us from our competitors.

Logo– “A logo identifies a business through an icon.” To produce a logo we will have to come up with a name which will brand our product.

Figure 3: Definitions for brand and logo are from [2]

The mediums of which we can promote and advertise our product are as follows;

Medium	Advantages	Disadvantages	Cost
Television	Mass market covered, powerful response, can include sound.	Target market chosen by time its aired, quick/limited exposure	Expensive, especially for peak viewing times.
Magazines	Good coverage on chosen area, accepted, high quality photos.	Short exposure time, no guarantee on positioning.	High cost in national magazines and positions.
Billboard	Positioned in high traffic areas, flexible, repeated exposure	Can't chose audience fully, potentially vandalised	Low cost but can be expensive dependent on location.
Internet	Instant, can be virtual, direct, popular, high exposure.	Linked to spam, not everyone used the internet yet.	Low cost and product can be bought over the internet.

By looking at the advantages and disadvantages we came to the conclusion that the best way of promoting our product would be, in fact by making a "branded" website.

We decided upon the colour scheme in Figure 4 for our website and application, we feel that this would give us a professional looking product whilst still being aesthetically pleasing to the eye.

Office

Grayscale

Adjacency

Angles

Apex

Apothecary

Aspect

Austin

Black Tie

Civic

Clarity

Composite

Concourse

Couture

Elemental

Equity

Essential

Executive

Flow

Foundry

Grid

Hardcover

Horizon

Median

Metro

Module

Newsprint

Opulent

Oriel

Origin

Paper

Perspective

Pushpin

Slipstream

Solstice

Technic

Thatch

Trek

Urban

Verve

Waveform

Orange

Blue

Aqua Green

White

Colour scheme

To create a colour scheme, we experimented through choosing a range of harmonious tones and a little complimentary combination. After researching similar products, we combined the results from there and found that neutral colours were the most professional looking and is what we intend to import into our company's aesthetics.

Orange

Using orange with blue creates a dynamic and complimentary colour scheme. We choose to use a softer shade of orange to be easy on the eye.

Blue

The colour blue is used commonly in corporate design, and is a popular choice in similar product's colour scheme's. Blue is often overused therefore we have combined it with 3 other harmonious colours.

Aqua Green

We chose the colours aqua green and white to soften the overall appearance and using more colours gives more opportunities for designing logo's and layouts.

Figure 4: Different colours themes options in PowerPoint [1], and our chosen colour scheme.

References

- [1] Microsoft Corporation. Microsoft powerpoint 2010, version 14.0.7113.5005. PowerPoint theme colours, 2010. Date Retrieved: 2014-02-17.
- [2] Just Creative. Branding, identity and logo design explained. <http://justcreative.com/2010/04/06/branding-identity-logo-design-explained/>, 2014. Date Retrieved: 2014-02-19.
- [3] Apple Inc. Itunes app store. <https://itunes.apple.com/gb/genre/ios-education/id6017?mt=8>, 2014. Date Retrieved: 2014-02-17.