Our project report

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

15 Febuary, 2014

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.

Figure 1: Sample design of Q&A page.

```
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 Quesion, 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
```
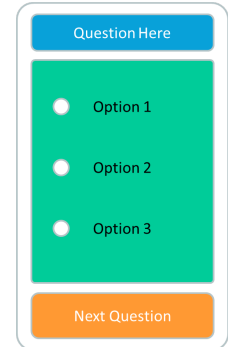
2 Market Research

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, googlemail 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
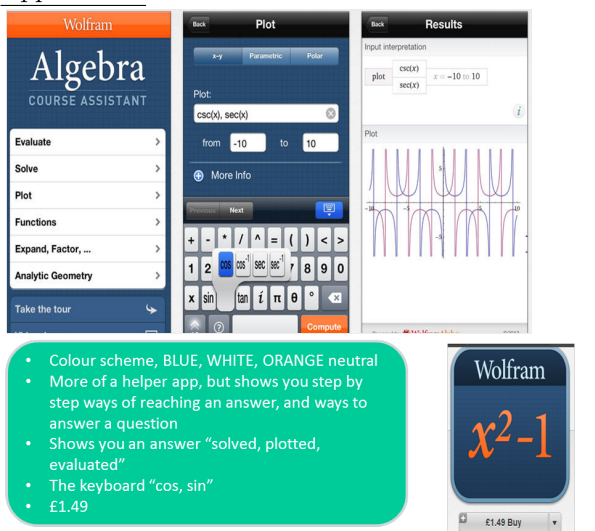
- Colour scheme, BLUE, WHITE, ORANGE neutral
- More of a helper app, but shows you step by step ways of reaching an answer, and ways to answer a question
- Shows you an answer "solved, plotted, evaluated"
- The keyboard "cos, sin"
- £1.49
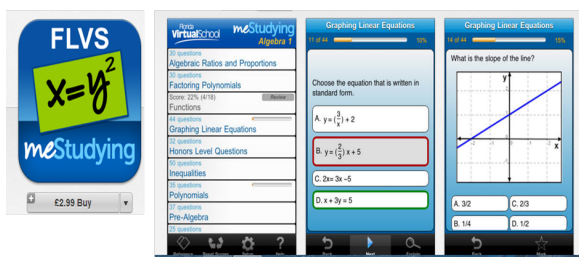
- Neutral colours: GREEN, BLUE, WHITE
- Multiple choice answers
- MAYBE MULTIPLE CHOICE FOR THE LOWER END IF THE LEVELS?
- Features a calculator inside

Websites
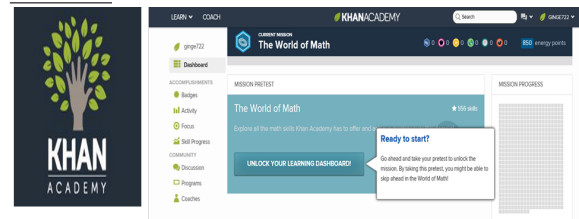
Pros
- Neutral colour theme, GREEN, BLUE, WHITE.
- A series of achievement badges, could be said to be aimed towards more of a younger target market.
- Basic layout and easy to co-ordinate over the website.
- Tracks the skill progress, (attempts, needs practice)
- Discussion page; where you can online talk to either tutor's or ask other learners for help or discuss topics/questions.
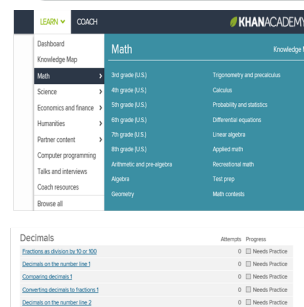
- Shows how they've segmented their target markets. With different type of US version tests at the end eg. A level paper.
- Search bar in the banner for searching either exercises or help videos.
- It uses either facebook or a google mail account, so easily accessible if you have one of those. NEGATIVE 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

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.

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.