Response to:

CLIENT USER STORY FOR THE DEVELOPMENT OF A MOBILE APP

FOR

ARA ENT ADVISOR

ARA ROCKS LIMITED, JOS PLATEAU STATE

Client User Experience

Project Details

Project Mission:

To initiate a culture of solution birthing across disciplines. In all stages & at all levels, work and study engagement

Project Vision:

To build a community/platform of entrepreneurial minded youths. Who would be trained and liberated from the consumerism ideology. Thus transforming their minds for innovation, inventions and enterprise discernment.

Project Scope:

Project Success Metrics

Basic Company Info

Today's date: 10th August 2017

Company Name: Ara Rocks/ Ara Advisor ltd.

Website URL: none that fits for now

Hopeful Launch date: 1st September 2017

Contact Person

Position: ICT Desk Officer

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Address: apostolic faith church/ Angwan Rukuba Road, Jos. Nigeria

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Role in Decision Making process:

- ✓ Researcher
- ✓ Recommender
- ✓ Team Member
- ✓ Final decision maker
- ✓ Senior user
- ✓ Approval team

Project Timeline:

- ✓ Urgent (3 weeks)
- ✓

Project Budget:

- ✓ Others- (please advise/proposing partnership)

Section 1

Project Name? CODE DENIM

CODE DENIM – Concentrated Dedicated Deliberate Network Intent Media

What is the Purpose of this APP?

To be a platform/community of entrepreneurial minded youths (undergraduates, NYSC & informal sector) trained and liberated from consumerism ideology. Thus transforming their minds for innovation, invention and enterprise discernment.

Why is it important to your organization?

This project is important to our organization. As we are passionate about youth development and Nation Building. Which is most effective through innovation, invention and enterprise discernment at the heart of the youths.

Where will it be used?

In Nigeria foremost and eventually internationally.

Who will use it?

Youths (Undergraduates, NYSC ad from the informal sector)

How do you intend for the users to know about it?

Please advice

How far do you see this APP going?

Internationally recognized as an *Entrepreneurship Network* for all works and age-groups of life.

What brand do you seek to promote through it (first impression for landing page)?

We seek to promote the concept of the Issachar generation. Youths that understand the times and season and know what the Nation ought to do in a particular season.

In short words: Youths that are strategic and timely towards National development.

List of colours that identify for the App.

Green and white. (Nigerian colour theme)

URL site/app we want our software/site/app to look like:

Linkedin.com and its associated apps

Font Names:

 Please Advice

Names for links:

Home,

About us,

CORE MODULES

(Dashboard, Course Modules, Market place modules, Career Centre Modules, Chats/Forums, Mentors Hub, user-control).

There are several levels of users

- o Admin
- o Entrepreneurship Lecturer
- o Mentor
- o Employer
- o End Users(Under Graduates and Corp Members)

User Stories

USER: User (Student/Graduate)

User should be able to View on the Home Page the following

- o Marketplace Access(Search Bar or Recent product list)
- o Login
- o Donate('Help a Student')
- o Partner Logos
- o Banner/Image Entrepreneurship

On the dashboard the user should be able to View

- o Course Progress
- o Mentors hub posts
- o Career opportunities
- o Market place posts
- o Entrepreneur of the month

In the Courses Module the user should be able to

- o View Course/Content
- o Track Reading progress
- o Track Video/Audio Progress (Resume function)
- o Take Assessment (Universities)
- o PITCH IDEA (NYSC)

In the Mentors module the user should be able to

- o Post(Relevant text, images) and Tag Mentor to post
- o Follow and Unfollow Mentor
- o Search/View Mentor profile
- o Like and Unlike Posts
- o Comment on posts of other users(Friends)

In the Career Centre the user should be able to

- o Update and Upload Resume
- o View and apply for jobs

In the chats module the user should be able to

- o Find and add other users as friends
- o Chat
- o Share images and multimedia
- o Use smileys and emoticons

In the Forum module the user should be able to

- o View and follow/Unfollow trending/not trending Topics
- o Start/Raise a Topic
- o Like posts
- o Comment on posts
- o Comment on their and other users posts
- o Like their and Other Users Posts
- o Report offensive topics
- o Rate topics

In the Market Place Module the user should be able to

- o Manage His/her Products or Services (Add/Update/Remove) Dependent on approval by admin
- o Report Fake products and services
- o Browse the Market place mall
- o Retrieve Products and service details form the marketplace
- o Participate in the Market Indices function(NYSC)

(Market indices sub module provides a platform for majorly corps members to showcase available farm and other local commodities at the best available prices in their PPA and get rewarded for it. It will provide a comparison platform for majorly foodstuff and locally produced commodities and enable its visitors to have a first-hand view of where to get best produces at a particular time)

Student Can Create ONLINE COOPERATIVES and invite 5 users to join in. Here they operate a rotational contribution chain

Donate option should be visible on the landing page to request well-meaning individuals to contribute to growing young entrepreneurs.

USER: Admin

On the dashboard the admin should be able to View

- o Number of active and inactive users
- o Number of courses and links tot hem
- o List out topics
- o Number of mentors and Employers registered
- o Most Clicked Products and or services

The Admin should be able to

- o Add Users
- o Update Users and Remove users
- o Suspend User Accounts

On the course module the admin should be able to

- o Add Courses/Content
  - o Text/Voice Over
  - o Audio
  - o Video
- o Set assessment
- o Review Idea Pitch

On the Market Place Module the Admin should be able to

- o Verify and Confirm Product/Seller
- o Remove/Block Undesired products and services

On the Mentors Hub the Admin should be able to

- o Add/Edit Mentor
- o Remove Mentor
- o Manage Posts(Remove/Close irrelevant posts)

On the Career Centre the Admin should be able to

- o Add Employer
- o Verify Job Posts

USER: Mentors

On the Dashboard the Mentor should be able to view number of followers and posts

The Mentor should be able to Add Posts and comment on followers' posts,

Respond to student posts

Post on hub

Communicate with other mentors

USER: Employers

On the employers dashboard the employer should be able to View number of Job Posted

Number of Jobs applied

The Employer should be able to Add Jobs, Update Jobs and Remove Jobs

The Employer should be able to view Applicant profiles

The Employers should be able to Parse Resume automatically

USER: Entrepreneurship Lecturer

The Lecturer should be able to add custom entrepreneurship content for universities

Give assignments and conduct assessments

Track student progress

View students taking the course also.

Various Users that will be using the App and frequency of usage.

Users	Frequency of Usage
Admin	Fequenctly used
Mentors	Frequently used
Employers	Frequently used
Entrepreneur lecturers	Frequently used
End user	Frequently used

Stock Photography for App includes:

*smiling customers
*Beautiful neighbourhood
*Class Rooms
*business offices
*Conference room

Type of look we are trying to achieve…

*High-tech
*Flashy
*African feel and creativity

Competitor's sites/App

*SAED Connect www.saedconnect.com   *Lynkup

Basic goal of project:

- To be a platform/community for national development through innovation/invention and enterprise discernment

1. **Project Scope Overview**
  - ✓ Web programming
  - ✓ E-commerce
  - ✓ Content Management
  - ✓ E-learning
  - ✓ Forum
  - ✓ Mobile Application
  - ✓ Database development
  - ✓ Analytics
  - ✓ Graphic design

2. **Overall App Objectives**
  - ✓ Online search
  - ✓ Increase marketing and product branding
  - ✓ Increase international presence of the organization
  - ✓ Support advertising, promotional efforts
  - ✓ Provide attest information on new products/services
  - ✓ Feedback forms for behavioural analytics

App Design Objectives

1. Main objectives of App
   - Awareness- getting brand of product known
   - Innovation and Invention- transforming the minds of youth. Poised for birthing innovative solutions. Inventing new solutions and discerning enterprises.
   - Communication- A platform that becomes a community/network of entrepreneurs building the nation through entrepreneurship
   - Engagement/Training- A platform that serves to connect both the mentee/business-startup owners with mentors/investors
   - Commerce- an online commerce platform (e-commerce) for sales and buying of items.
2. App achieved goals...
   No current app on ground
3. Key Messages to convey:
   Innovation, Invention, enterprise discernment for nation building.
   From recession & consumerism to productivity and manufacturing.
4. Design Aspirations:
   - High calibre design
5. Key words to describe look and feel:
   Techy, Millennial, Catchy.

6. Brand Consistency & marketing Materials
Professional Logo, identity & brand standards (have it)
Corporate Collateral (have some)
Other print collateral (have some)
7. Proposed Website architecture / navigation structure.
Please Advice

Technical Requirements

1. E-commerce requirements- please advice
2. Content Management-
How often to upload/change content: Occasionally
Who will manage it? The client
Tech savvy staff level: Medium

Joomla, Dreamweaver, Wordpress etc. (Please advise)
3. App database. Will app show/display information from a database?
(Please Advise)
4. Web Programming requirements.
Java for Android
Javascript for Web UI
PHP for backend/client admin dashboard.
5. Other requirements
Adobe Flash, Video Streaming on the app, Podcasting etc. As Advised

App Marketing

1. Company Currently market itself: None for now.#
2. How is business generated?
(untracked for now)
3. How do people find you offline?
Word of Mouth Marketing, Personal referrals.
4. How do people find our App?
So far the registration app has been made aware to the would-be consumers
through the NYSC orientation camps and University Entrepreneurship institute
in various partner university.
5. Online Competitors
SAED Connect www.saedconnect.com (website), Lynkup (Android App)

Customer Demographics

- Who is your customer?
Youths (NYSC, Undergraduates and informal sectors)
- How do they hear about us?
Personal referrals, NYSC Camps, University Entrepreneurship Institutes
- What is unique about our product?
CODE DENIM is geared towards youth empowerment and national development.
Through innovative and inventive solutions and enterprise discernment.
- What is the experience we want out customers to have from start to finish/
  - ➢ A sense of patriotism

- ➢ A sense of youth empowerment
- What problem will we solve for cutomers?

  We will be solving the problem of Job shortage by enabling youths to not just get jobs for the youths but to be creators of jobs
- What are the benefits of our solution?
  - ➢ Bringing about increase in the nation GDP
  - ➢ Bringing increase in youth capacity development.