

<b>Topic:</b> UniversityMarketGigs		<b>Team 04</b> Author: Diego Rosario Members: Jan Faris, Juan Gonzalez, Gabriel Perez, Hector Sotelo, Ryan Williams	<b>Date:</b> 02/02/2022
<b>Problem Background</b> <ul style="list-style-type: none"><li>Part of this new century dilemma is that the people don't have enough time or resources to complete their own tasks. For example, the college students may have the worst scenario.</li><li>Approximately 91% of college students have found themselves without the resources or time to complete tasks on a daily basis.</li><li>More than 70% run out of disposable cash (or extra cash) throughout each semester.</li><li>78% have skills that can be profitable such as graphic design, web development, photography, tutoring, handyman or being a personal stylist.</li><li>Over 88% have completed tasks for other students on campus. More than half were paid for their help.</li><li>Students are struggling to promote their brand (clothing, food, etc.) on college campuses.</li></ul>		<b>Countermeasures</b> <ol style="list-style-type: none"><li>Create a mobile app to connect college students with gigs right on campus or on campus vicinity.</li><li>Students need to make an account with their college email.</li><li>Let students easily post their tasks or gigs they need help with.</li><li>Mobile app will display a description of the gig and the amount of money the student is offering for completing it.</li><li>Let students easily view and accept gigs.</li><li>Platform will connect students when one accepts to complete the gig.</li><li>In addition, the app will contain a marketplace for college students where they can buy and sell stuff.</li><li>When someone is interested with an article posted on the marketplace, it will connect with the person who posted it.</li></ol>	
<b>Target</b> <p>The project's goal is to create an online platform that will allow college students to make money and free up time by offering and completing gigs. In addition, the platform will contain a marketplace where students can promote and sell any product (clothing, food, books, electronic devices, etc.).</p>		<b>Check/Evaluate</b> <ul style="list-style-type: none"><li>The project's success will be determined by a continued growth of the users (college students), and the ability to expand to other colleges.</li><li>Also, the project can be deemed successful if students say it can help them make money and/or that it can assist them to complete their tasks.</li><li>The project's failure will be denoted by a poor engagement from the college students.</li><li>College students keep using social media to ask for help.</li><li>College students can promote their brand on social media and/or other marketplaces.</li></ul>	
<b>Causes</b> <div><div><p><b>Problem:</b> College students are struggling to complete their tasks on a daily basis</p><p><b>Why?</b> ↓</p><p>Lack of time</p><p><b>Why?</b> ↓</p><p>They're studying, working, cleaning, preparing food, etc.</p><p><b>Why?</b> ↓</p><p>They're prioritizing other tasks, even though the ones they are failing to complete are important too.</p></div><div><p><b>Why?</b> ↓</p><p>Lack of resources and/or ability to do it</p><p><b>Why?</b> ↓</p><p>They need help from other people to complete their tasks.</p><p><b>How?</b> ↓</p><p>They can connect with fellow students and work together to complete these tasks.</p></div><div><p><b>Why?</b> ↓</p><p>Lack of money</p><p><b>Why?</b> ↓</p><p>Use their money for other priorities</p><p><b>How?</b> ↓</p><p>They can offer to complete other student's tasks in exchange for money.</p></div></div>		<b>Act/Standardize</b> <ul style="list-style-type: none"><li>College community feedback will be important for the project's development.</li><li>Work on keeping a safe community where college students trust and like to use the online platform.</li><li>Further success will be followed by expanding the platform to other colleges, and to other companies.</li></ul>	