

# Take-N-Teach

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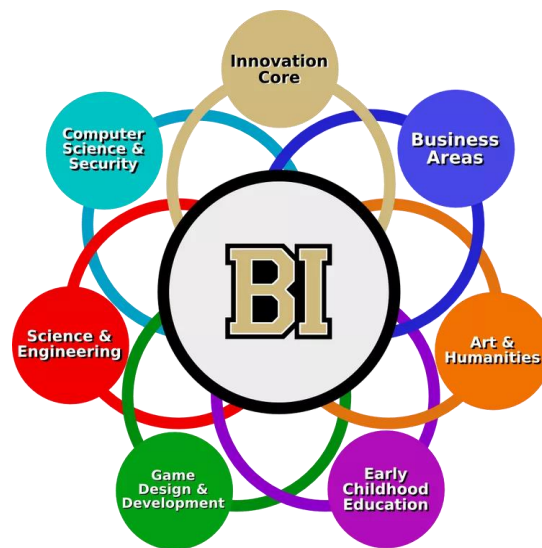
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# Executive Summary

Take-N-Teach is an application that will be able to take the user's photos and videos and be able to store them in one convenient place in a way the user sees fit. The app can also serve as an educational tool where professionals can upload a short video teaching a lesson (such as cooking) and have the user learn something quickly in a fast paced environment. Our client, Jason White, applied to the Bachelor of Innovation program in order to acquire a team to assist him on his project. The team consists of three programming students, and one marketing student. Mr. White has tasked our team with setting the groundwork for the creation of this app.

As the app is in its concept stage, the main goal for the project is to create a paper prototype and design of the app. This includes the creation of a logo and some sample screens including the loading and title screen. This is the bulk of the team's work, as well as creating and distributing several surveys to gauge interest. The team and client came to an agreement to find potential investors and create a GoFundMe page to assist in the development of the application. The team has had multiple smaller tasks assigned that will allow this app to come together. These small developments will allow either a further team, or the client to have a good starting point no matter where he decides to take this project.

# Statement of Accomplishments

Our team has accomplished many smaller tasks throughout this project. The team has accomplished the creation of a basic logo, as well as some prototype screens to show what the app may look like in the future. The screens included allow our client to see what a user could be tapping on while running the application, as well as what an opening/title screen may look like. These are more for reference than actual interpretation, as the application will not be created for some time. However, these prototypes are the building blocks for the complex user interface to come. Two surveys have been created, with questions to gauge people's interest in the product. The first survey questions users whether a take-n-teach database would be useful, and the second questions whether users would like photo organization on their phone. The intention of the survey is to gain valuable information and further develop the user interface of the app, as well as have survey analytics for future grant applications. The final item created was a template for the common grant application system. This will allow our client to be prepared to file for grants down the line, with an easy to use template where he only has to fill in his personal information. The team has created the basics for an application that will get this project moving forward. These smaller tasks all came together to show our client which parts of his idea people would like to see come into fruition, as well as giving him multiple sources to acquire revenue from once the application begins development.

## Recommendations and Innovation Discussion

From this point on, the team recommends that our client continue evolving his ideas and expand on them further. This includes applying for grants, as well as continuing to find beginning revenue streams through GoFundMe, and angel investors. An important part of this is to take the marketing further and get the word out further than our team's short reach here at UCCS.

If Mr. White were to re-apply to the Bachelor of Innovation teams class, the team recommends further marketing to be completed in order to gauge interest as this project develops and changes. Eventually, a team will need to be put together (either a BI team with the right skillset, or a private group found by a BI team), that can design an application prototype and continue the groundwork our team has created.

## Conclusion

This project showed how quickly the BI team was able to adapt to the many changes necessary for a project that is at the very beginning of development. Our team started out by focusing on the video side of what this application would be used for. About halfway into the semester, we had to pivot and focus solely on the photo and video organization, as that had become the main focus of the project. A new survey was designed, and the project continued. With the work the team has completed this semester, the client will be able to work further on the finer points of marketing and raising/finding funds. If Mr. White acquires another Bachelor of Innovation team, they will be able to find a professional team for our client and continue building on what the team has accomplished thus far.

# Supporting Materials

The team has added a word document, independent of the client report, that explains the process of the Common Grant Application to Mr. White. With this, the two surveys completed as also on a separate document. They are both included on the flash drive.

## Appendix A: *Project Charter*

**Name of the Project:** TNT (Take-N-Teach)

**Name of the Sponsor:** Jason White

**Purpose of the Project:** The purpose of this project is to assist in the development of an application that utilizes photos and videos to educate while also creating a organized system that makes ease of both finding and sharing.

**High-level Project Description and Boundaries:**

In scope items for T-N-T will be marketing for the app, mock-up design of user interface, surveys for potential clientele and data reports for our client, as well as newly added grant applications.

Out of scope items for T-N-T include programming an app, completed photo recognition software, as well as database setup for our Take-N-Teach app.

**Objectives and Success Criteria:**

- Objective 1: Create groundwork for a sharing platform that allows users to share videos/photos with other users.
  - Success Criteria: Users can efficiently share educational items.
- Objective 2: Marketing and advertising of the app.
  - Success Criteria: Amount of potential users found and information spread.

- Objective 3: Survey Potential Customers for feedback of the app.
- Success Criteria: Obtain enough feedback to further improve the design plan.

**High-level requirement:**

- The groundwork for the app will include detailed reports on what users will see and the potential the app has for sharing. The app will have brief upload and sharing times, by providing close to instantaneous upload and sorting times for our users. The app will allow a user to search for a specific topic (i.e. cooking) and find a video showing how to make a certain dish.
- In regards to marketing, the team will create a 6 month marketing strategy and begin implementing it. This marketing will include surveying people in order to gauge interest, as well as starting the process of finding grants made for this type of educational application.
- The team will create a mock-up that shows how the application will look to a future user, and create a baseline for later use. There will be multiple designs that can evolve with the client's needs.

**Assumptions:**

- An application that holds data of its users that can be seen and used by other users for educational reasons.
- A database to store all of the videos that educators upload and share to users, as well as user shared videos.
- A system of currency in order to be affordable for users, but also provide financial compensation to educators and the company

**Constraints:**

- Available resources are constrained, now that we can apply for grants, we can get funding to hopefully build expensive databases for T-N-T.



- Time is limited in attempting to complete every task by their assigned dates, while also being attentive to both the client and other teammates' availability.
- Expertise in programming as well as development of an application is constrained between the team, changing what will be realistically deliverable to the client.

### **High-level Risks:**

- Risk 1 Programming
  - The team does not have much programming experience, much less experience with creating an application. If the client requires programming for the project, then the team may be unable to accomplish its tasks.
  - Probability: Medium
  - Impact: High
  - Planned mitigation actions: The team will do their best to research what needs to be done programming-wise and find resources to guide the client in the right direction.
- Risk 2: Time
  - The team must efficiently utilize their meetings with other teammates as well as the client. Our client is very busy with his military based job, and doesn't have great availability to meet.
  - Probability that it will occur: Medium
  - Impact on the project: High
  - Planned mitigation actions –The team will have to communicate and collaborate in order to complete tasks in a timely fashion. The team will plan actions and progress methodically with the client and product in mind.
- Risk 3 Copyright, trademarking and patenting research

- The groundwork of the app will be fairly similar to other companies; while we do have our differences there are some obvious similarities. If the team runs into apps that are too similar, then a pivot in the basic ideas of the project may be necessary.
- Probability that it will occur: Low
- Impact on the project: Medium
- Our team will market the differences in our app and what makes it unique from than other video search databases. We will push the educational benefits of our project to obtain a select discrepancy.

**Summary Milestone Schedule:**

- Milestone 1: Survey Results
  - Through surveying we will develop a potential clientele demographic and a marketing plan.
  - October 10, 2018
- Milestone 2: Prototype
  - An initial prototype of the app will be presented to the client.
  - November 14, 2018
- Milestone 3: Collective Summary/Team Report Completed
  - Collective presentation of the graphics/design of the app as well as research found on the application done through surveying and marketing
  - November 21, 2018

**Stakeholder List:**

- Stakeholder 1 - Jason White (Client)

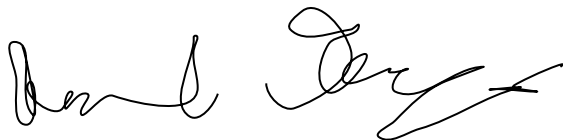
- TNT's client is looking for a new database that makes video organization and sharing faster
- Stakeholder 2 - UCCS Bachelor of Innovation Team
- The Bachelor of Innovation program is known for providing real world clients with teams of student that can help them further enhance their ideas. Our team's success directly affects how the BI program is viewed.
- Stakeholder 3 - Bachelor of Innovation
- TNT has a vested interest in the success and organization of this project

**Approvals:** By signature below, the project team and the client agree to this project charter:



\_\_\_\_\_  
Jason White

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9/18/2018  
Date



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Armand Trujillo

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9/18/2018  
Date



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Iain Pals

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Date



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Nathan Sanders

\_\_\_\_9/18/2018\_\_\_\_\_  
Date

## Appendix B: Application Screens

