eDIARY

Business plan of eDiary

The contents of this document contains; product description, marking sizing, competitive analysis, potential revenue & branding and promotion.

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PRODUCT DESCRIPTION

The Problem

The issue that eDiary addresses is about the lack of organization in students. This lack of organization impacts the school life of students, making it stressful and difficult for them. Western Australia had the second lowest average in NAPLAN and was below average. Research has shown that being organized can lead to success.

Our Solution

eDiary addresses this problem by having programs that help organize school life, such as; a calendar that will organize student's assignments, tests and tasks due, a diary that will have a list of tasks and a reminder to complete them, a calculator that will calculate averages based on the weighting for each task.

Potential Users of the App

The potential users of eDiary are students in secondary school. We know that most of them would use it because in the survey that we conducted when talking to students of Year's 7-9., 25% of students said that they would use this app every day, 50% said that they would use it every week, 20% would use it every fortnight and 5% will never use it.

Competitive Edge

Our app will become a success because we fit the requirements for the target audience and we understand what the problem is and know a solution that we definitely would use when the problem is. Our location at the school will also make eDiary a success because we can be constantly reminded of problems with the app if students have an issue with using it. We will also get a lot of feedback that will help us improve eDiary if there is an issue.

MARKET SIZING

Identifying the Target Audience

Our customers are students in from Year's 7-9. They can learn about eDiary through our Twitter, Instagram, Facebook & YouTube accounts.

Planning Business Activities

In a survey that we conducted, 83.5% of girls said that if the app was made, they would get it. The total approximate number of girls from Year's 7-9 is 420 students. 75% of 420 is about 350 students. There are about 32 schools in the region of similar size. Therefore our market size is around 10080 students. This understanding of how many students will use eDiary, will help us plan business activities and add new features.

Estimating Potential Revenue

In a survey that we conducted, 315 students of 420 responded indicating that they are interested in purchasing eDiary for free with ads. Chrone.com has estimated that the amount an app gets per 1000 people for every 2 clicks is between 53c to $1.12. There are 32 schools in the region of similar size. Therefore, initial target market is 10080 students with a total value

COMPETITIVE ANALYSIS

Identify and Compare Alternatives

One alternative for the problem is 'myHomework Student Planner'

This app is free and keeps track of homework and reminds you when it's due, it has a calendar that has tasks due on it, there is a timetable of all classes you have & it allows you to contact your teachers. eDiary does not have the feature of classes and does not let yoou contact your teachers, however, it does have a calculator that calculates averages due to different weightings and eDiary also has a list of subjects needed for certain universities.

Another alternate for the problem is 'iStudiez Pro â Schedule, Homework, Grades'

This app is $2.99 and keeps track of homework and reminds you when it's due, it has a calendar that has tasks due on it & there is a timetable of all classes you have. eDiary does not have the feature of classes but it does have a calculator that calculates averages due to different weightings and eDiary also has a list of subjects needed for certain universities.

Important Features for Target Audience

Important features in eDiary are; a calendar that will organize student's assignments, tests and tasks due, a diary that will have a list of tasks and a reminder to complete them, a calculator that will calculate averages based on the weighting for each task and a list of subjects needed for occupations in the future.

Target Audience Feedback

In a survey we conducted on important features to target audience, 75% of students said that a calculator that will calculate their averages based on different weightings is one of their most important features. 83% of customers said that a list of tasks and reminders is also one of the most important features.

POTENTIAL REVENUE

From the survey we got that 75% of students would have brought the app. 32 school around this region have the same size that is 10080. Chrome.com shows that for every 2 clicks per 1000 people the app earns 53c to $1.12. As most student would go from home screen to both calendar and to do list. That is about three clicks so for every 1000 people the app would earn 79.5c to $1.68.

From the survey we got that 25% of the student would use the app which is 2520.

The daily revenue from the daily users is $2.00 to $4.23

From the survey we got that 50% of the student would use the app which is 5040.

The daily revenue from the weekly users is $0.57 to $1.21

From the survey we got that 25% of the student would use the app which is 2520.

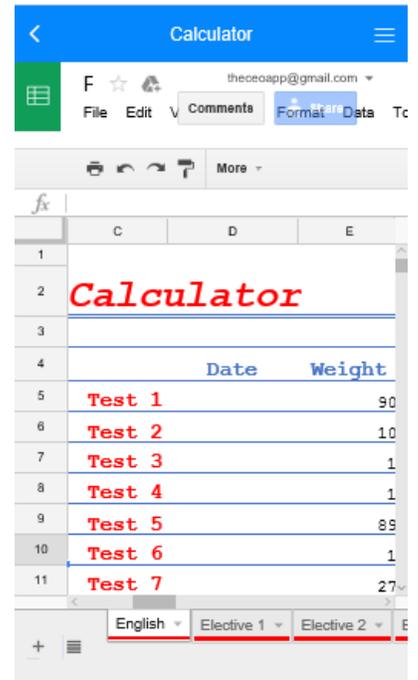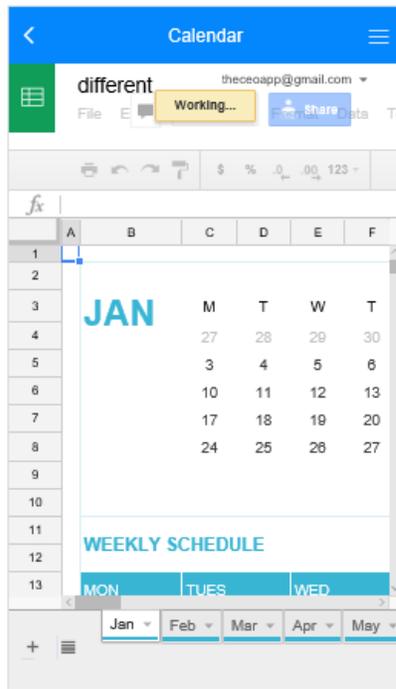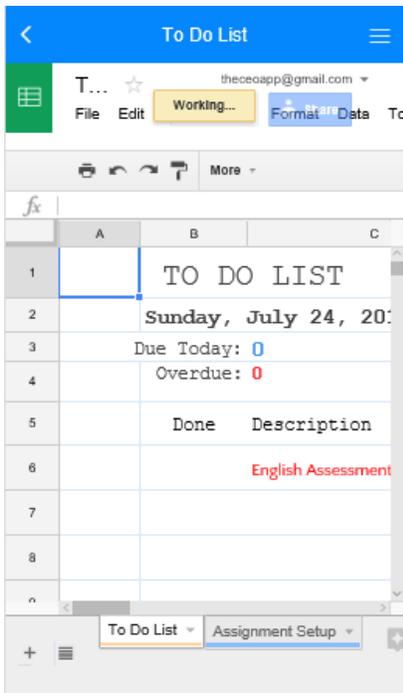The daily revenue from the fortnightly users is $0.14 to $0.30

From this we see that we can earn $2.71 to $5.74 daily or $989.15 to $2095.10 annually.
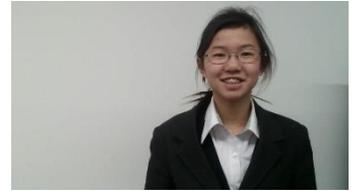
BRANDING AND PROMOTION

Branding

Renee Rudianto:

Social Media: Instagram (renee_rudi), Facebook (Renee Rudianto), YouTube (Renee Rudianto), Snap Chat (renee_rudi).

Hobbies: Video games

Co-Curricular: Math Mentor, IGSAA Tennis, Badminton

Menu Gamage:

Social Media: YouTube (Menu Gamage)

Hobbies: Video games

Co-Curricular: Math Mentor, IGSAA Tennis, Sotto Voce Choir

Jada Huang:

Social Media: NA

Hobbies: Ballet

Co-Curricular: Math Mentor, Sotto Voce Choir, Chamber Voices, Dramafest

Promotion

We will tell the message of eDiary through our Twitter, Instagram, Facebook & YouTube accounts by tweeting, posting and uploading things about eDiary.

We can promote eDiary by asking school boards whether they would be interested in their students using this app in their everyday school life