



SEARCH FOR THE NEXT TECH GIRL SUPERHERO BUSINESS PLAN

AlPenrhos

HomeOrder

Amelia Saunders & Isabelle Irving

(Penrhos College, WA)

www.techgirlsmovement.org

www.searchforthenexttechgirlsuperhero.org



Section 1: Product Description

Understanding your product:

We have both taken classes in coding and technology, as well as (future) problem solving. The two of us are both very interested in the topic we have chosen, which we believe will assist us in creating our application.

Something that we are wary about going wrong is a lack of contact between us and our mentors. We think that this would be one of our main issues as a lack of contact will mean we will have no outside advice or feedback, and that can be critical for something designed to help the community.

100-word description:

Our app is to help with victims of domestic violence and abuse. It gives them the ability to report it through helplines and messages. We think this app would benefit our society and help address a major issue within our community. We are excited to create this app and hope it will assist everyone who is struggling with these issues. Our app will have a panic butt that allows people in immediate danger to call the police at just a touch of a button, and for people who want direct support to be able to access online counselling and helplines.



www.tgm.com.au

Section 2: Potential Market & Research

Competitor Analysis:

Features/Competitor	Smart Safe	Aurora
Price	Free	Free
In-app purchases	Yes	No
Basic/Medium/High Functionality	Basic	High
Ease of navigation	No	Average
Tracking features with web app	No	Yes

The image shows two mobile app screens. The left screen is the 'ABOUT THIS APP' page for 'Aurora'. It features a dark background with white text. The text describes the app's development by Women NSW and Komosion, its purpose to help women access services, and its features like a quick SMS service. It also includes a paragraph about Roman mythology and logos for NSW Government and 000 Emergency. The right screen is the 'Smart-Safe' app page, which has a white background. It lists keywords like 'rape, safety, deter, protect, threat, bullying, attack, prevent, warning, evidence'. It describes the app's features, including capturing photos, voice prints, and video, and its use in stealth mode. It also mentions a fun mode for broadcasting live images. At the bottom, there is a 'WHAT'S NEW' section with the text 'UI /UX and Functionality Improvement'.



tech girls are superheroes

Trend/Statistics Research:

One in 3 women have experienced household violence

One in 4 kids are exposed to household violence

One in 5 women over 18 have been stalked in their lifetime

Over twelve months on average, every week one women is killed by their partner in Australia alone

(From whiteribbon.org.au)

Consumer research:

People Reacted well to our app idea and gave it (on average) an 8/10 rating and said that adds would be accepted as long as they weren't too big on the page

1. What is your opinion on an application that allows victims of domestic abuse to report it and find helplines?

I support it fully	28
Between	3
I do not support it	2
I don't know what you mean	1



[Details](#)

5. Would you donate money to this application?

Possibly	19
No	6
Yes	5
Possibly not	4



[Details](#)

2. If other, please state.

0 Responses

Latest responses

[Details](#)

6. How would you react to advertisements for this product?

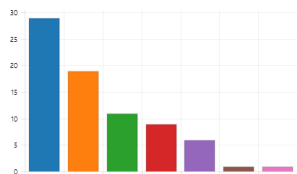
34 Responses

Latest responses
"Okay, wasn't expecting it"
"if they didn't take over the application"
"No"

[Details](#)

3. What would you include in said application?

Direct phone call option to emergency	29
Text message function	19
Statistics	11
Disguise function	9
Advertising from other companies	6
helplines	1
Advice	1



[Details](#)

7. Overall, how effective do you believe this application would be?

34 Responses

★★★★★
3.79 Average Rating

[Details](#)

8. Overall, how much do you think this application will help the community?

34 Responses

★★★★★★★★★
7.15 Average Rating

[Details](#)

Target Market:

People and families in possibly abusive relationships and households.

Potential Market Size:

Large, as domestic violence is a huge problem in Australia, as the statistics show (above). Also, a lot of people now have mobile phones.



Section 3: Finances

Budget:

Our app was free to create and will only rely on donations to be updated.

Revenue Model:

Our application will be free but accept donations, half of which will go to fixing bugs and half of which will go to donation services that donate to victims of domestic violence.

Section 4: Marketing

Branding & Promotion

Write your strategy for promoting your app here.

- Messaging – Clean, Easy, Safe, Private
- Channels – YouTube, Internet
- We will use social media and the internet to promote and tell others about our app

Platforms

Android, Google Play

Launch

We will make a video about our app, share news with online newspapers, get people to review and recommend a pre-release and notify our friends and family.

Growth/Future:

We will try to update the application when bugs are reported by the public, and regularly check the app for bugs ourselves. We will also take in mind people's critiques.



APPENDIX

SKILLS MATRIX

First	Name	#REF!	Project Management	Research skills	Written & Verbal Communication	Design and wireframing	#REF!	Using word to document the business plan	Pitch and demo presentation	Budgets and finance	Video production	AppInventor and coding	Avg. rating
Trading Grade A													
Amelia	Saunders		3	3	4	3		3	3	2	4	3	3.1
Isabelle	Irvng		3.5	3	4	3		2	4	3	4	2	3.2
										0			0
			0							0			0
	Group Average		2.2	3	4	3		2.5	3.5	1.3	4	2.5	2.9
Definitions													
0 - Having no knowledge													
1 - Has basic knowledge													
2 - Can do with support													
3 - Has knowledge and can do independently													
4 - Good in theory and practical and can train others													



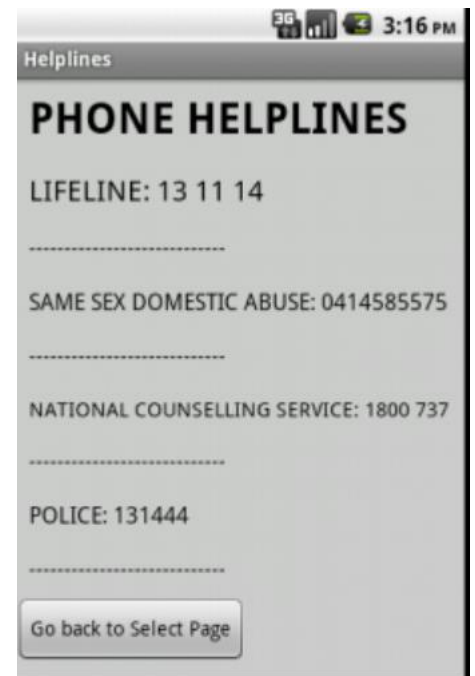
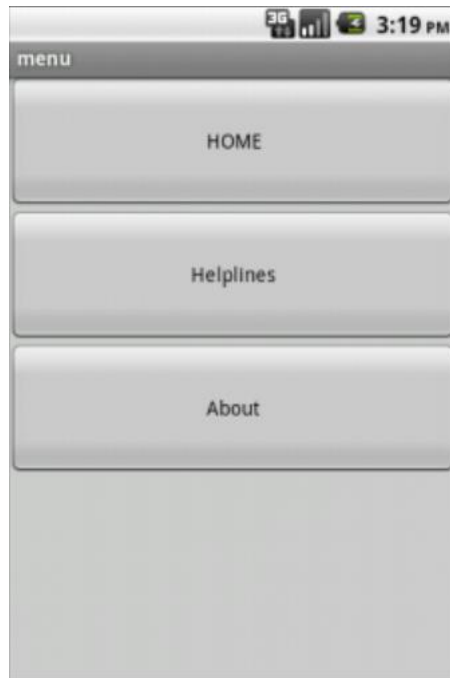
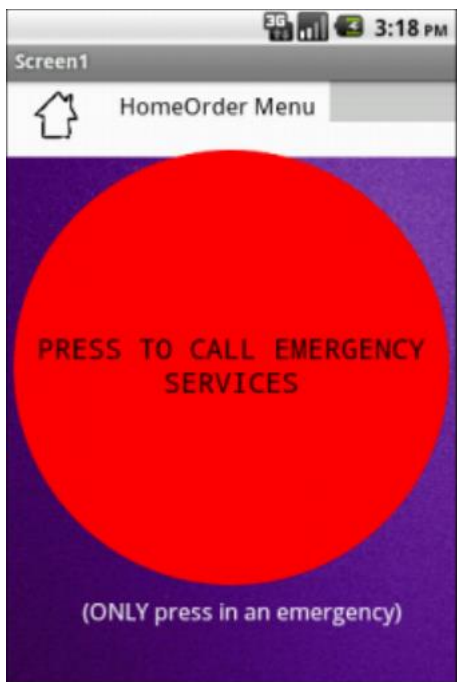
www.tgm.com.au

SWOT ANALYSIS

STRENGTHS <ul style="list-style-type: none">• Know about technology.• We work well together.• Good at communicating with each other	WEAKNESSES <ul style="list-style-type: none">• Not so great with planning/organization• Might struggle to reach the deadline
OPPORTUNITIES <ul style="list-style-type: none">• The Next Tech Girl Superhero competition will allow us to help the wider community	THREATS <ul style="list-style-type: none">• A lack of contact between us and our mentors• We'll have no one to help us if we don't communicate

WIREFRAME YOUR APP

Draw out each of your screens here or use index cards. Think about how your screens will interact with each other, and draw arrows to indicate the flow of your app.





www.thegirlsare.com

PROJECT PLANNING

Feature	Resources to learn how to use	Timeframe	Priority
Direct call/automated message to the police	Youtube, App inventor help pages	8-14 June	TOP PRIORITY (Main feature)
Drop down bar	Youtube, App inventor help pages	14-21 June (Including button features)	Fairly important (Main screen switching feature)
Screen design (Make it look professional)	Youtube, App inventor help pages	21-end (Continuous editing after main features completed)	Important for finalisation



USER TESTING: COLLECTING FEEDBACK ON YOUR PROTOTYPE

Questions	Notes	Changes that need to be made by the team
Is there anything that is unclear or confusing in the user-interface?	There's no label that says where the menu is.	Add a menu label.
Would you prefer the app look or behave differently?	-	-
Which features of the app interface and usability are of highest value?	The main call button.	Make that the opening screen.
Are there any missing buttons or other content from the app?	Return to menu button not working.	Adjust coding.
Did your expectations differ from the intent of the app?	-	-



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Glossary

Cost Structure: What are the important costs in your business?

Distribution Channels: How are you reaching your customers? Which method works best? Which are the most cost-efficient?

Fixed costs: Costs that remain the same despite the volume of goods or services produced. Examples include salaries, rents, and physical manufacturing facilities. Some businesses, such as manufacturing companies, are characterized by a high proportion of fixed costs.

Market Research: Figuring out what your market wants. What problem is your customer interested in solving and does your product/service solve this problem in the customers' eyes?

Market Size: Who are all the people and organizations for which you are creating value? There must be enough people who would buy your product/service to make a profit.

Profit: The extra money that you have made, subtracting any costs incurred, at the end of the day. Profit = Revenue – Cost.

Revenue Streams: How will you make money and from whom? Paid apps? In-app purchases?

User-Centered Design: Designing with the user in mind (*You* are not necessarily the user!)

User Interface: Way of interacting between person and product, especially in software.

User Interface Design: Designing things that will make sense for the end user, by thinking about how the user will interface with the product.

Value Propositions: What value do we deliver to the customer? Low Price/ Accessibility/Convenience?

Variable costs: Costs that vary proportionally with the volume of goods or services produced. Some businesses, such as music festivals, are characterized by a high proportion of variable costs.