SEARCH FOR THE NEXT TECH GIRL SUPERHERO
BUSINESS PLAN
Coding Buddies
Frog Focus

TEAM MEMBERS

Jemma DuPreez Parks
Eade Jung
Rosie Brehaut
Matilda Dumesny
Tess McCann

www.techgirlsmovement.org
www.searchforthenexttechgirlsuperhero.org

Section 1: Product Description

Understanding your product:

Skills Matrix (in Appendix).

Our team has a variety of skills. We have strong research and collaboration skills. We have two good designers. We need support with coding and creating a business plan.

SWOT Analysis

Our team has both strengths and weaknesses. We work well as a team and all have different skills to bring to the group like public speaking, researching, writing, art/design, organising and tech typing. A major weakness is that we have not created an App before and we need to learn all the coding skills to do this. Because of our positive, can-do attitude we feel that we have the opportunity to overcome this challenge.

100-Word Description:

Description of the App.

Our App identifies and records frogs of Northern NSW. It has a camera to take a picture of your frog and voice recorder to record the sounds of frogs that you hear. It then links to pre-recorded frog sounds and pictures so you can identify your frog. When you identify your frog, you send a link to a local frog researcher, to identify the frog's location.

This helps scientists and frog researchers know the distribution of different frogs.

This App:
- Identifies frogs through images and call sounds
- Tells us where frogs are located
- Helps SAVE ENDANGERED AND RARE frog species

Section 2: Potential Market & Research

Competitor Analysis:

Features Competitor	Name of App: frog field guide	Name of App: frog spotter	Name of App: iSpy frogs
Price	free	free	free
In-app purchases	None	None	None
Functionality Is it easy to interact with? Consider words, pictures, sound Basic/Medium/High	Medium - Gives good descriptions of frogs with photos and locations. Extensive list of frogs to explore.	Medium - Lots of facts about frogs. Has good photos and frog sounds. There is a good menu but not easy to understand what they are about. You can pick a region to explore.	Lots of photos. Includes frog calls recorded by people using the app. There is a search function to find frogs.
Navigation Is it easy to navigate between screens? Is it easy to find/search for information?	Easy buttons to use but does not explain how to use the app properly.	Gives good explanations about how to use the app. You have to have a login to track a frog and by then the frog may have hopped away.	The app is easy to use, although one button called 'Call Identifier' sounded like you could contact the person who found the specific frog.
Tracking features in the app Does the app track it users? How long they are on the app? Where they are using the app?	This app tracks users if you allow 'location 'when you first use it. It uses this system to log frogs by location.	Have to fill in survey information and submit it. That includes locations.	This app does allow people to record a frog they have found, but it has to be the sound of a frog already in the app.

Summary of findings

All these apps try to track frogs, but some didn't do it as successfully.
All apps use sound and photos.
All apps have good information about frogs.
Navigation is good in some apps, but could be better in others. Frog Spotter was the hardest to use because you had to login and complete surveys. Frog field guide was easy to navigate and has the most frogs to explore.

Our app is easy to navigate, has clear facts and focuses on local areas.

- Gives tips on how to protect frogs in their natural environment
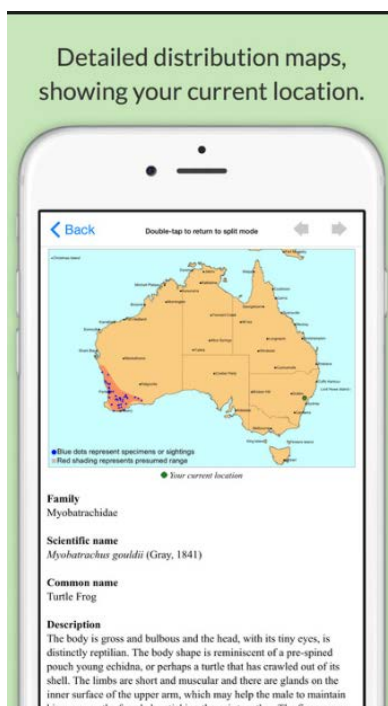
- Makes sure you don't confuse a cane toad with a native frog

Our app helps save our precious frogs and their environment. This app is for national parks staff, citizen scientists, frog researchers and everyday people that want to save frogs and the environment .

Our amazing app identifies the species of frog. Once you find out what frog it is it will tell you its scientific name where it lives and if they're becoming endangered or extinct and what we can do to help. It will come up with the location where you saw or heard the frog then you post it onto local scientists. They will come and help and study the frog. Our app is unique because it's for ordinary people to become citizen scientists and to help people understand frogs, and you can use it anywhere.

http://www.abc.net.au/news/2015-05-26/app-that-identifies-frog-by-its-croak-developed-in-queensland/6498436
http://www.environment.nsw.gov.au/pestsweeds/CaneToadOrNativeFrogTakeATestToFindOut.htm

iSpy frogs   Frogs of Australia

Trend Research:

Australian frog populations are in decline and scientists are still trying to work out why, but we know that the loss of frog habitat is one key reason. The more frogs we have in our environment the healthier it is. Communities can help by trying to rehabilitate frog habitat, help scientists count and find frog species, and monitor frog populations to make sure their numbers are growing. That's where Frog Focus comes in.

There is a growing trend for the public to support scientists and environmentalist to do their research. This is called "citizen science". More and more the government, programs like ABC Splash and schools are using citizen science to teach kids about the environment.

Consumer research:

We talked to Landcare to see what they need to help them. Landcare said that the big problem with frog research is that there aren't enough people "on the ground" to record the frogs. If there were people in the community who could help with this, it would be very valuable.

We also talked to teachers and the Environmental Education Centre to ask them if they would use our App as a learning opportunity for kids. They said that it could be used as homework and as part of the environmental science programs at the school.

Lots of kids (92%) at our school said they would use the App to save frogs. That is a lot of frog research!

We discussed ideas for an app within our class and working group. We decided to focus on frogs because we are losing precious species and we felt like we were doing the right thing by trying to help. We know young people enjoy using technology, phones and apps, but may not like bush walking and hiking. We think that if they got to use their phones while bush walking they might like to help with the frog search as well.

Target Market & Potential Market Size:

The target market is teachers, environmental centres, landcare, and children and adults of any age who are keen to support our environment.

We think that anyone who wants to become a citizen scientist would enjoy Frog Focus. It would appeal to all age groups and to people in any location in NSW. We would love whole communities to get involved in tracking our amazing frog species and help to keep them safe. We think that parents could use our app to help kids get away from the TV and into the environment more often.

NSW has the largest population of all Australian states and the east coast of Australia has the highest diversity of frogs. We imagine people using it mostly on weekend when walking in a national park or nature reserves or their gardens, and they want to confirm the identify of a particular frog. They will also be helping to track that frog by reporting it to Landcare groups in NSW. They could also use the app if they saw a frog unexpectedly.

There are about 290,000 people in the Northern Rivers Region and 57,000 of these are 5 to 18 year olds. We think we could get thousands of users of our App, especially though the schools.

Section 3: Finances
Budget:

Revenue Model:

Our App is going to be 99c. We hope to get an environmental grant to help with costs of set up.

Fixed Costs:

We need to pay to launch the app and to get someone to produce the final version.

Variable Costs:

We may need to update the app from time to time.

Business Model

We hope to make about $1500 in the first year.

Section 4: Marketing

Branding & Promotion

Messaging:

Frog Focus helps people identify frogs and learn about frogs. It also helps record the frog location for scientists so they can add to their data base. This is really important information for scientist as it helps scientists know where frogs are including rare and endangered ones.

Launch:

We will use social media and environmental workshop/interest groups. We will also go through all the landcare groups.

Platforms:

The platform used to build the App prototype was Android (MIT App Inventor). Produce Lane will be available to download via Google Play and Google App Store.

Growth/Future:

This App is for our local landcare group. It would be great to have this for all of Australia's landcare groups. We would love Landcare Australia to take this App idea on board. We would also like to move from Frog Focus to other "Focus" areas (eg bird focus or Butterfly Focus).

SUBMISSION GUIDELINES & JUDGING RUBRIC

Please read the submission guidelines and judging rubric carefully before starting your project.

You must upload ALL DELIVERABLES for your division to be eligible for judging. Submit whatever you have for each deliverable by July 28, 2017, 5:00 pm AEST, even if it isn't perfect. We cannot judge incomplete submissions, so don't leave any deliverable out of your submission.

APPENDIX

SKILLS MATRIX

Name	Project Management	Research Skills	Design	Document Business Plan	Pitch&Demo Presentation	Marketing &Branding	Budgets& Finance	App & Code
Tess Coder	0	0	2	0	3	1	2	4
Jemma Research & Business Plan	2	4	0	4	4	2	2	0
Eade Designer/creative Team Manager	3	0	4	0	3	0	3	0
Matilda Marketing & generalist	0	3	0	3	4	4	2	o
Rosie Designer/creative	3	0	4	0	3	4	2	0

SCORING
0 - Need not have knowledge
1 - Should have basic knowledge
2 - Should do with support
3 - Should have knowledge & do independently
4 - Should be good in theory and practical and can train others

SWOT ANALYSIS

Strengths:	Weaknesses:
E.J Public speaking ,researching, R.B Writing, tech,typing,researching T.M art,tech J.D research,organising M.D designing All work well together Good at dividing up tasks We are good at researching	J.D bossy/tech/ public speaking E.J bossy R.B bossy/maths T.M public speaking M.D public speaking No mentor Limited coding experience amongst the team Really bad internet connection
Opportunities	**Threats:**
E.J artist,Environment,Health R.B Environment,locale issues, J.D Lismore council,ABC,Journalist,Musion T.M Graphic designer,Musion M.D Health,education We know the local Landcare people We have a Department Environment Centre	E.J Fights,Running out of time, i could get bossy R.B quitting,speaking over each other T.M not find infomation J.D Time I could get bossy M.D off task We may struggle without a mentor

WIREFRAME YOUR APP
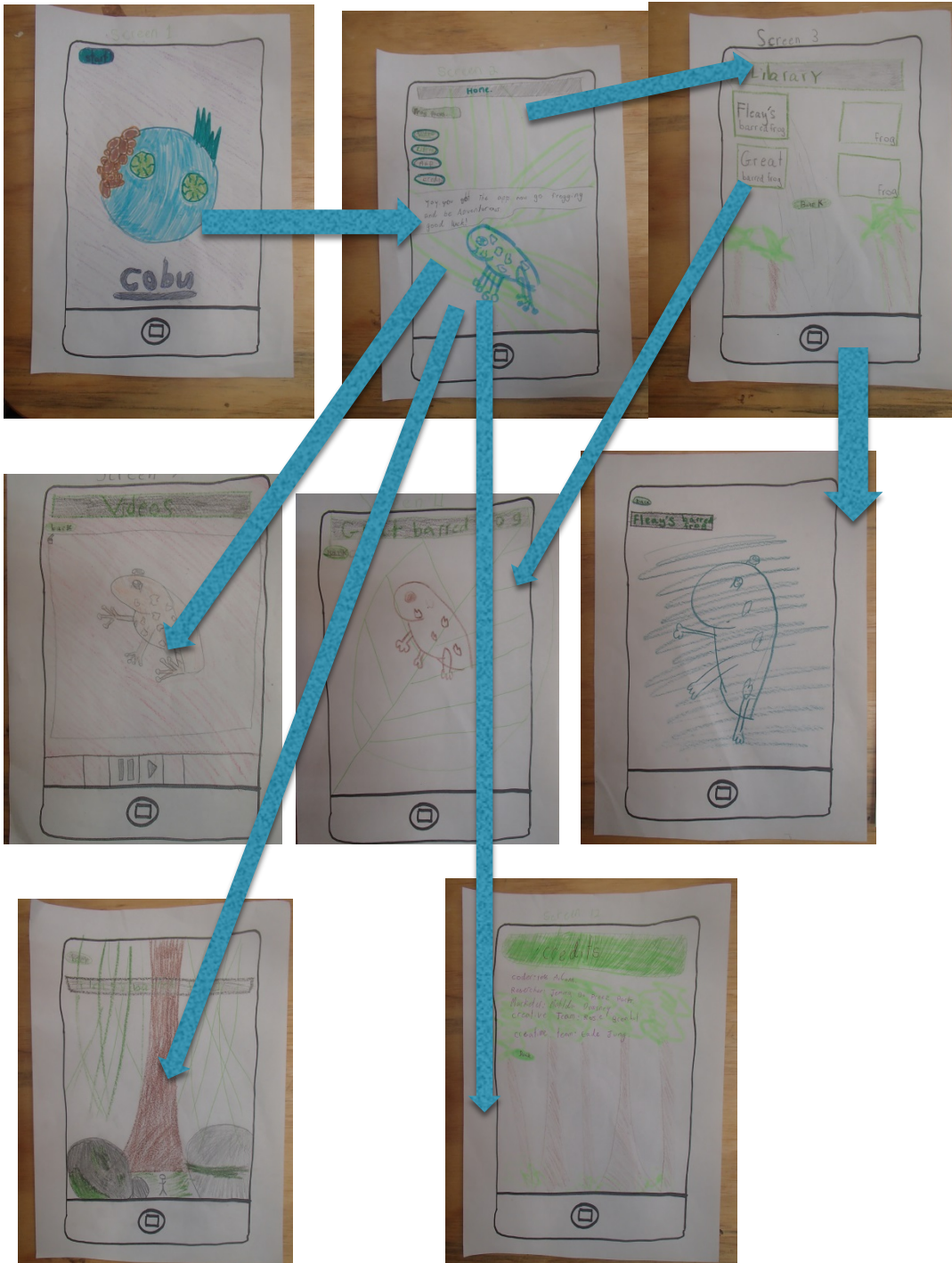
PROJECT PLANNING

Feature	Resources to learn how to use	Timeframe	Priority
App Coding	MIT App Inventor	5 weeks	Top! 1
Logo	Creative design class with parent	1 week	3
Colours	Colour choice lesson (with parent). (learning about the colour wheel and how to use it) Hex Codes for colours (rgb colours)	3 days	2
Wire-framing	Screen shots of other Apps and TGM curriculum/module links	After colours established 2 weeks	1

Buttons	MIT App Inventor Youtube Images onto buttons tutorials	3 weeks	2

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?	It's fairly straight forward.	Information page that "signposts" the user
Would you prefer the app look or behave differently?	Yes, a sound sensor to identify frogs	Add sensor in future
Which features of the app interface and usability are of highest value?	The map linking to the Landcare database	Liaise further with Landcare to make it a very usable feature
Are there any missing buttons or other content from the app?	Not all the buttons are coded yet	Code buttons
Did your expectations differ from the intent of the app?	Yes, originally wanted sound sensor but found difficulties coding it!	Get time and tutorials with a coding expert in future.

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.