



THE ULTIMATE DESIGNATHON CHALLENGE

PROJECT PROPOSAL

ROUND - 01

Team Name : _____

University: _____

Word Count: 1300 - 1700

1: Problem Definition and Analysis

1.1 Problem Definition

Problem Area Identification:

[Name of the software solution] addresses issues within the [specific domain or industry] by focusing on [target audience or user group]. This area is particularly challenging due to [relevant industry challenges or technological gaps].

Overriding Problem Description:

The primary issue within this area is [describe the main problem, e.g., inefficiencies in managing student internships]. This problem is significant because [explain the severity or urgency, e.g., it leads to delays in internship approvals and poor tracking of student progress].

Contextual Analysis:

This problem arises in the context of [specific contexts, such as the education sector, student management systems, or internship coordination processes]. Several factors exacerbate this issue, including [mention technological limitations, user behavior trends, market demands, or regulatory challenges, e.g., lack of integration between university systems and internship providers].

Causes and Effects:

The root causes of this problem include [list root causes, such as outdated technology, lack of standardized processes, etc.]. The effects are widespread, impacting [quantitative data on the scale, e.g., 40% of students experience delayed internship approvals, leading to reduced job readiness]. This results in [describe impacts, e.g., lower student satisfaction, increased administrative workload, and potential loss of internship opportunities].

1.2 Problem Statement (UX)

User Identification:

[User A], who represents [specific persona, demographic group, or segment, e.g., university internship coordinators], experiences significant difficulties.

Problem Description:

They encounter [this problem, e.g., managing and tracking student internship records] when they [try to complete this action/use a particular product or service, e.g., coordinate between students, faculty, and external organizations].

Contextual Action:

This issue typically arises in [this context, e.g., during the process of approving internships and logging student progress in the existing system].

Impact Explanation:

This problem is significant because [it has this impact on user experience and business, e.g., it leads to confusion, errors in record-keeping, and dissatisfaction among students and employers]. Additionally, [discuss the business implications, e.g., this inefficiency could lead to a decline in the institution's reputation and potential loss of partnerships with employers].

1.3 User Persona (UX)

A persona (fictional character) that represents certain traits and qualities of real users of your app. Use the following format.



[NAME]

AGE :

GENDER :

ADDRESS :

MARITAL STATUS :

OCCUPATION :

BIO / BACKSTORY

The personal background including details such as age, gender, ethnicity, education, persona group (e.g. working moms), and family status to paint the picture of what a typical day of life is like ?

USER GOALS / NEEDS

The end goal is the motivating factor that inspires action, and answers the question: what do users want or need to accomplish by using your product?

PAIN POINTS

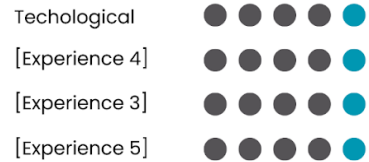
Areas of difficulty or frustration that users experience with a product / service or in day-to-day life.

BEHAVIORS

The user environment represents the physical, social, and technological context of the user. What is the user's environment like ? Where do they work/ live ? What devices they use? etc.

EXPERIENCE

Include experiences relevant for the persona and rate them.



FAVORITE BRANDS

Include the brands user is attracted to.

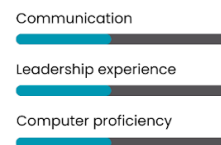


FAVORITE BRANDS

Software applications often used by the user.

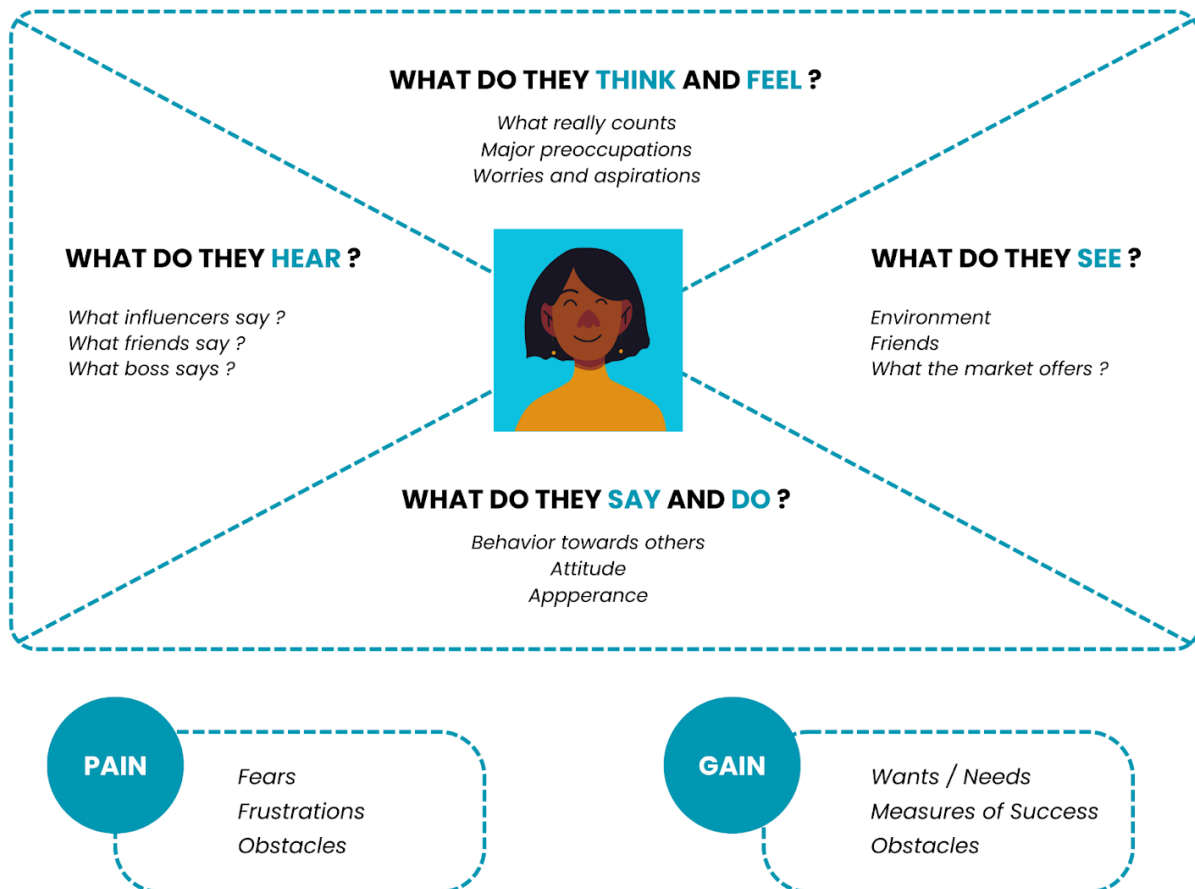


SKILLS



1.4 Empathy Map (UX)

An empathy map to build an emotional representation of a user or the customer of your app. Use the following format.



2: Define the Solution

2.1 Solution Analysis

Qualitative Analysis:

Product Overview:

[Name of the software solution] addresses the needs of [target audience or industry] by offering [key features or benefits].

Importance as a Problem-Solving Solution:

This solution is vital because it [describe qualitative impact, e.g., streamlines processes, reduces errors, and enhances user satisfaction].

Real-World Application:

In real-world use, [Name of the software solution] resolves problems by [explain application, e.g., automating tasks and providing real-time updates], allowing [target audience] to [desired outcome].

Quantitative Impact Analysis:

Expected Impact:

We expect [Name of the software solution] to significantly impact [specific metrics, e.g., reduce administrative tasks by 50%, increase data accuracy by 90%].

Impact Measurement:

We will measure success by tracking [key performance indicators, e.g., time saved, error reduction, user satisfaction].

Implementation Plan:

Strategy:

To implement [Name of the software solution], we will:

- **Phase 1:** [Initial setup and pilot testing]
- **Phase 2:** [Full deployment and training]
- **Phase 3:** [Continuous monitoring and support]
- **Phase 4:** [Future updates and enhancements]

2.2 User Flows (UX)

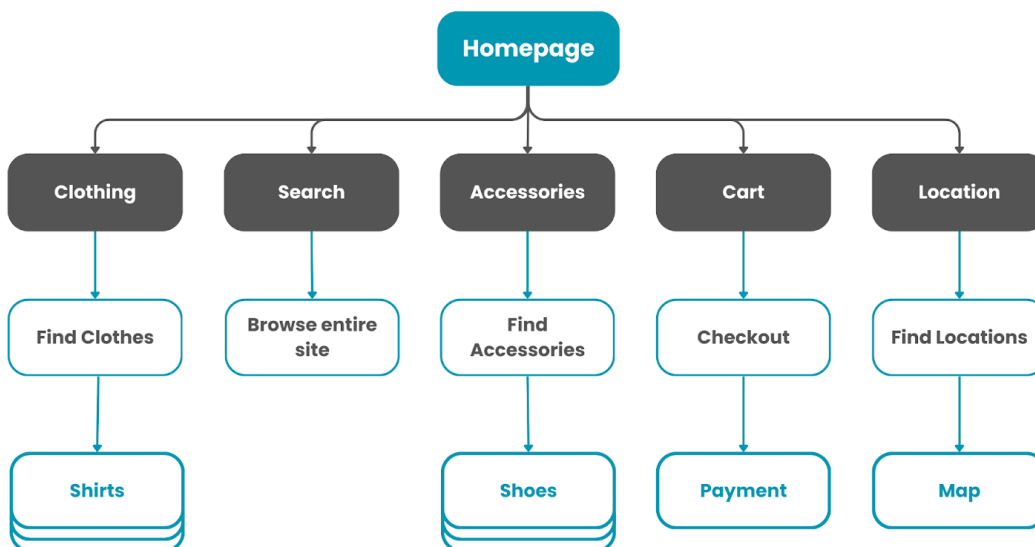
Show 4-8 User flows of the app that address the problem, using flow charts.

Addresses the problem - If your application serves a function that used to be a pain point for the users, mention only the user flows relating to solving that pain point or the problem.

2.3 Information Architecture (UX)

Information architecture ,classifying the content clearly and understandably and arranges it according to relations between the content pieces, allowing users to find what they need with less effort, in your app.

EXAMPLE FOR AN E-COMMERCE SITE



3 : Product Overview

Solution Description:

[Name of the software solution] is a [type of product, e.g., cloud-based platform] tailored for [target market/segment, e.g., e-commerce businesses, educational institutions], offering [key features, e.g., real-time analytics, seamless integration].

Existing Market Alternatives:

Current alternatives include [list competitors, e.g., Competitor A, Competitor B], which provide [brief description, e.g., basic data management, limited features].

Differentiation from Alternatives:

[Name of the software solution] stands out by offering [unique features, e.g., AI-driven analytics, customizable dashboards], unlike [Competitor A and B's limitations, e.g., lack of integration options].

Uniqueness:

Our solution is unique due to its [specific attributes, e.g., comprehensive functionality, broad applicability, high accuracy], addressing unmet market needs.

Addressing Market Gaps:

[Name of the software solution] fills a market gap by [specific market gap, e.g., offering an all-in-one platform with advanced features] that [benefits, e.g., enhances efficiency and supports growth].

4 : Marketing and Finance

4.1 Practical Applicability in the Current Market Context

[Name of the software solution] addresses the specific needs of [target market/segment] by providing [key benefits/features]. This is particularly relevant given the current trends in [relevant industry/market trends], which have increased the need for [solutions provided by the product].

4.2 Market Growth Forecast

We anticipate market growth for [Name of the software solution] in the following years. Based on market research and current trends, we project the following growth plan:

- Year 1: [Description of initial market entry and user goals]
- Year 2: [Description of expansion and user growth targets]
- Year 3: [Description of market presence and user growth targets]
- Year 4: [Description of continuous growth and user growth targets]
- Year 5: [Description of steady growth and reaching our user target]

4.3 Marketing and Business Strategies

To implement [Product Name] in the real world, we plan to follow these marketing and business strategies:

Marketing Approaches

For example;

1. Digital Marketing: [Description of digital marketing strategies]
2. Email Marketing: [Description of email marketing strategies]
3. Partnerships and Collaborations: [Description of partnerships and collaborations]

Business Strategies

For example;

1. Product Development: [Description of product development strategies]
2. Customer Support: [Description of customer support strategies]
3. Pricing Strategy: [Description of pricing strategies]
4. Market Expansion: [Description of market expansion strategies]
5. Data Security and Compliance: [Description of data security and compliance strategies]

4.4 Financial Analysis

Break-even Analysis

The expected time to break even is estimated to be within [timeframe]. The break-even point will be achieved when total revenue equals total costs.

Costs Incurred

For example;

1. Development Costs: [Description of development costs]
2. Marketing Costs: [Description of marketing costs]
3. Operational Costs: [Description of operational costs]
4. Administrative Costs: [Description of administrative costs]

5: User Scenario

Detail a specific situation in which an average consumer would utilize your product, including a detailed narrative of the user scenario, the interaction flow and the anticipated results of this interaction.

Example :

“Miss Fernando, a busy 35-year-old marketing manager, needs to purchase a gift for a colleague’s birthday but has limited time to visit stores. Valuing efficiency and convenience, she frequently shops online and prefers apps that streamline the shopping experience. During her lunch break, she remembers the upcoming birthday and decides to use our app to quickly find a suitable gift. She opens the app on her smartphone, uses the search function to find “birthday gifts,” browses through curated lists, and selects a gift. Using the app’s filter options, she narrows down choices by price and delivery time, adds the gift to her cart, reviews her order, enters delivery details, and completes the purchase using the app’s secure payment system. As a result, Miss Fernando successfully purchases a gift in under 10 minutes and receives confirmation of delivery in time for the birthday. Pleased with the app’s ease of use and efficiency, she rates her experience 5 stars and recommends the app to colleagues, thereby increasing user acquisition and contributing to higher sales figures.”