

# PrimProm

*as in*

PrimPromRockyGrrom



Team:

Yulia Marynyak, Anastasiia Krutskaya

Location:

Enerhodar, Ukraine

Technovation Challenge:

2018

# Table of contents

Our business strategy.....	3
Our product.....	7
Our way.....	13

# Our business strategy

This is how we are going to bring our app to the market.

<p><b>The kind of business we are</b></p>	<p><b>Social Enterprise</b></p> <p>A business type that makes profit while also contributing to a social cause. We expect to spend a major part of our profit:</p> <ul style="list-style-type: none"> <li>• to encourage the stakeholders to continue use our product;</li> <li>• to improve our product and service;</li> <li>• to develop and sustain our social profile (hold meetings, social media);</li> <li>• to continue making research on the problem (of school/exams stress) and provide adequate solutions.</li> </ul>
<p><b>Our company's mission</b></p>	<p>To enable students feel positive instead of feeling stressed when achieving their study goals</p> <p>Develop test taking skills through a stress-free experience</p>
<p><b>Our company's vision</b></p>	<p>To make preparations for exam an effective yet enjoyable experience</p>
<p><b>The important people in our business and the roles they play</b></p>	<p><b>Designer, Coder, Researchers</b></p> <p>Designer (Anastasiia K.) is responsible for:</p> <ul style="list-style-type: none"> <li>• visualizing the ideas discussed;</li> <li>• creating the original artwork needed for the project (color scheme, app logo, mascots, animations);</li> <li>• creating mock-ups of the screens.</li> </ul>

Coder (Yulia M.) is responsible for:

- learning how to operate in a coding environment (App Inventor);
- turning mock-ups into code;
- testing.

Researchers (Anastasiia K. And Yuliya M.) are responsible for:

- identifying a problem in our community;
- solving a problem by design thinking (see section Our way);
- building a business strategy;
- prototyping an app;
- fundraising;
- improving a prototype until learning launch;
- improving a product;
- bringing a product to the market (official launch).

**What we plan to sell**

**A stress-free test skill booster, the PrimProm app**

The actual product we sell is the mobile application called PrimProm, but what we really sell is a Need Fulfillment. There's a need of finding the way to prepare for exams without risking students' mental and physical health, and here is our solution.

**Who our market will be**

**Schoolers, ages 14–18**

The national exams are held annually in May-June and as of now only high-school graduates (16-18) are required to take them. But the educational reform that is taking place now in Ukraine implies changes to that. In the future, it will be secondary-school graduates (14-15) who will be required to

take national exams.

## SWOT analysis

### Strengths, Weaknesses, Threats, Opportunities

#### Strengths:

- Dedicated team (we have a designer with talent and unique vision to make new animations and a devoted coder to program the app);
- Positive impact on society (we can contribute to our community well-being by solving problems and implementing solutions);
- Quality product (fulfills the need in stress-free education; made with design thinking with customer in priority).

#### Weaknesses:

- Small team (a desirable number is 4-5 people);
- Little code experience (we think one more coder and heavy learning);
- No internal funding (we rely only on external funding).

#### Threats:

- Demographic crisis (less customers);
- Territory annexing - we loose territory (the Crimea), we loose our potential customers.

#### Opportunities:

- Fundraising (Technovation Challenge, fundraising platforms, Youtube channel);
- Large potential userbase in Ukraine (pretty much every school child is our potential user; with total country population around 40 mln.);
- Large potential userbase outside Ukraine (adapt an

app for similar educational purposes).

## Our goals

Short-term, medium-term, long-term (from now to 2020)

Short-term (immediate future) goals:

- Take the app prototype to Technovation Challenge Regional Event and compete to raise funds with Technovation;
- Expand our team (one more designer, one more coder, a social relations and public image person);
- Plan strict budget and if necessary raise additional funds with crowdfunding (we can use a ukrainian platform that specializes on educational projects <https://gofunded.org/>).

Medium-term (1 year) goals:

- Implement announced and new features (top ten statistics and tracking progress mechanism);
- Initiate learning launch (which includes improving and testing prototype, getting feedback from a focus group and building product);
- Plan and hold promotions (designing and printing school halls posters, negotiating articles in online publications, customers encouraging program);
- Make an official launch of the product on the market;

Long-term (1,5 year) goals:

- Build and maintain an active social presence in online media;
- Improve our service;
- Improve our product;
- Make sustainable profit and contribute to society.

# Our product

This is how our product is great, competitive and just special.

## Problem

### School stress

The national exams are a serious challenge for high-school graduates. It takes months of preparations and many young people feel overwhelmed with stress during this time. And stress brings damage. Sometimes this damage is minor and sometimes it isn't. School stress is notoriously famous for causing young people hurt themselves or others. In the most severe cases, it is responsible for teenage suicides, school attacks etc. It is a big problem. And it seems that all present activities young people do to prepare for exams do little to save them from stress and just add more of it at the end of the day.

## Solution

### Effective AND enjoyable learning experience

To address a problem, we made it our goal to find out how to feel positive instead of feeling stressed and therefore, contribute to the idea of making school life easier and school a safer place. Our ideas have shaped into the application that boosts your test skills in a caring and supportive way.

## Product name

### PrimProm

A short version of **PrimPromRockyGrrrom**.

It also represents the whole ~~waste~~ period of time lived from Primary school to the Prom night.

## Logo

### A mascot in disguise



Our app spirit are four lovely creatures – the mascots. They came to digital life to provide comfort and support for the soules in need. Their vivid personalities are disguised in the (halloween-y?) Logo costume. It can be anyone of them!

## Colour scheme

### Anti-stress

It also resembles the lining in school textbooks with the stripes on a blue background:



## Mascots

### PrimPromRockyGrom

To allow our potential users to experience positive emotions, we created a support group:



These lovely creatures are mascots. They are the app spirit so we actually named our app after them:

PrimPromRockyGrrrom. Or PrimProm shortly.

You choose which one of them will be your warm company in a moment of glory or otherwise. Everytime you make it right in a test you get to see an animation of your mascot enjoying your success (every day a new one!) and everytime you don't – a sad one (the same one).

The mascots represent the most common types of personalities:

The sanguine type. Cheerful and full of energy:



The phlegmatic type. Dreamy and full of contemplation:



The choleric type. Dramatic and full of expectation:



The melancholic type. Cautious and full of thought:



So our potential users have plenty of choice and motivation to stick to one of them and fall in love.

The product  
description

One test a day keeps stress away

To realize what the key features of our app should be, we conducted a survey. And this is what our potential users want the most:

- 1) first, experience positive emotions;
- 2) second, save time and
- 3) third, track progress and promote success.

To achieve the first goal, we created a support group (mascots). Everytime you give a right answer you get to see a new animation with your mascot. Which is lots of fun! But when you fail, you see the same sad animation you saw before. Not so much fun. So here is some strong motivation for you to try hard and make your best!

The next key feature is time saving. Now PrimProm is an app you use to take a test, a kind of test that will be on a real exam. The trick is that there`s only one test question a day. This way it doesn`t feel like you`re over exercising.

Instead, you train yourself to put maximum effort into every peace of work and keep up practicing – to get benefits like stickers you need to take a test everyday for many days!

The benefits are important to support the feeling of making progress. There supposed to be two levels of benefits to promote success – a personal one and a shared one. On a personal level, you get to see animations (a new one every day!) and earn real and virtual stickers with your mascot or app logo.

On a shared level, your personal success history matters as a part of a group score - there will be statistics for your class, school, city and region. So to make it into top ten every member of the group has to bring something to a table!

**User motive****You get this!**

With the PrimProm app, you can:

- keep yourself positive and build stress resilience;
- achieve your study goals by taking small steps for a long way;
- express yourself artistically and get claim for your work. Create and submit an animation with your favourite mascot and let the nation behold it!
- make you personal success a part of a Bigger success! Help your class/school/region get into national top ten!
- get recognition for your persistence and hard work. Earn stickers, checks for mobile bills and more!

**User routine****An example of a usual hands-on experience with our app:****Install**

1. Click logo icon
2. Click start
3. Choose mascot
4. Read Tutorial or Play
5. Take a test
6. See an animation with a mascot
7. Return Home
8. Read Tutorial or Achieve

**Out****Revenue sources****The ways to make money**

- Advertisement;
- Small fee for no-ads experience;
- Donations;

- Fundraising;
- Revenue from additional projects, like a Youtube channel for the app.

**Ways to stand out  
from competitors**

**Design and three key features**

- Anti-stress
- Save time
- Track progress and promote success.

For details see The product description section and User motive section.

# Our way

This is how we made it, make it and will make it!

Vizualization	<p>The 1st step</p> <p>We discussed, we imagined, we draw</p>
Journey Mapping	<p>The 2nd step</p> <p>We thought, we sought</p>
Design-brief	<p>The 3d step</p> <p>We defined a problem, we sketched the solutions</p>
Plan	<p>The 4th step</p> <p>We made a plan</p>
Survey	<p>The 5th step</p> <p>We conducted a survey</p> <p><a href="#">A link to a survey;</a></p> <p><a href="#">A link to a survey results.</a></p>
Value Chain Analysis	<p>The 6th step</p> <p>We analyzed the survey results and made conclusions</p>
Concept development	<p>The 7th step</p> <p>We brainstormed, we mind-mapped, we developed a concept</p>
Prototyping	<p>The 8th step</p> <p>We designed, we learned, we coded, we are here now</p>
Learning Launch	<p>The 9th step</p> <p>We will do it!</p>