

POINT

ipro 357:

from travelflash to

POINT

points of interest navigation technology



IN A NUTSHELL:

POINT is a comprehensive and current source of geographically based information that works with PDA's and in the future will be compatible with SmartPhones.

1 from the old (TRAVEL FLASH) to the new (POINT)

Point is the successor to TravelFlash, a GPS-based information software developed last semester and aimed at tourists in major cities carrying handheld devices. Facing hostile competition in this market space, the team has redesigned its product offering and is now focusing on a niche market opportunity.

Comprehensive location-specific tourist software is already offered by Vindigo and companies such as Google are well positioned to enter this market.

In search of a smaller geographical area with a specific user profile, we decided to adapt TravelFlash for universities and their visitors and students. POINT came to replace TravelFlash.

3

conclusions from research

We found that there were two markets available that could profit from a source of information on a handheld device:

1. visitors and prospective students to a university

-need for guided tours, directions, information on POIs on a leased PDA

2. current students of a university

-need for constant update on

current events, surrounding neighborhoods, social networks, school clubs, academic information, transportation, weather, traffic, and other relevant information

that works in a next-generation device.

The difference in these markets proved to be big enough so that **two different products** would actually be developed in a **two-stage growth strategy**.

TravelFlash

POINT

MARKET	Tourists in major cities.
PRODUCT	Software for tourist PDA.
COMPETITION	Vindigo, Google in the future.
MEDIA	Text.
LANGUAGE	English

MARKET	University students.
PRODUCT	Leased PDA with custom content.
COMPETITION	No one with comparable scope.
MEDIA	Text, audio, video.
LANGUAGE	Multiple languages.

71% of prospective students at IIT would want to use POINT

surveys

We conducted over 80 surveys to students and visitors at IIT, and our most relevant results were that:

- only **20%** owned a PDA
- 68%** of respondents would buy a software like POINT
- 71%** of respondents wanted audio and video features

focus groups

We conducted two focus groups, one at Northwestern University and one at IIT. Our conclusions were that students get their info **from many sources of information**, and this is very inefficient. **THERE IS AN OPPORTUNITY FOR A SINGLE SOURCE OF INFORMATION.**

interviews with Admissions Office at IIT

We conducted several interviews with admissions personnel at IIT, from which we saw that there was a definite need and interest for a product such as POINT. **Video and audio were important features of the product. THERE IS A NEED TO ACCOMMODATE LARGE GROUPS OF VISITORS.**

4 Development of TWO DISTINCT PRODUCTS.

Product 1: POINT

Our first product, POINT, is marketed to **college admissions offices** as a touring solution. This product's main purpose is to help us get our foot in the door of a university and access all of their campus information. This product will be delivered through **leased PDA handhelds**.

Product 2: U-FIND

Consists of a web application designed to be loadable into the **next-generation web enabled device** (SmartPhone/iPod hybrid) marketed at the **much larger market of college students**. It will incorporate the information and data from POINT with added features.

Prospective University Market

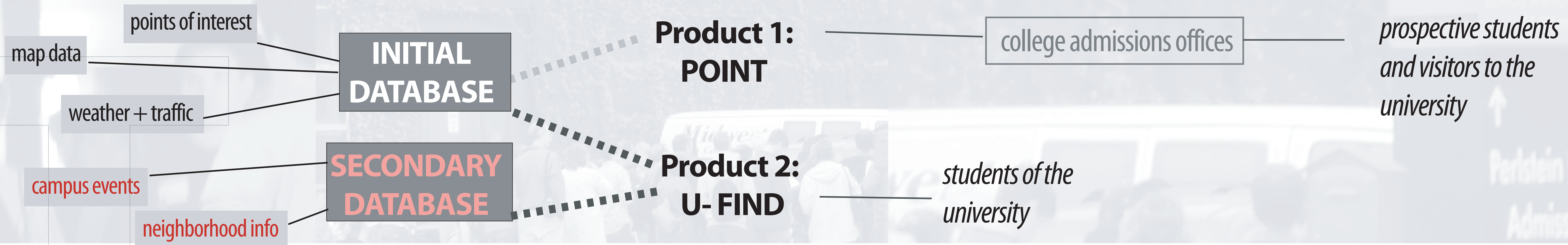
Number of 4-year degree-granting institutions in the US:

2310

Number of full-time students at 4-year colleges in the US:

5.8 million

Business Model Diagram



5 Business development for POINT and U-FIND

We decided there were three types of universities in which we were interested in:

- 1 Universities with a **large student body** (approx. 22,000 students)
- 2 Universities with a **medium student body** (approx. 15,000 students)
- 3 Universities with a **small student body** (approx. 3,750 students)
These smaller universities would find a purpose for our products only if they had a large endowment, or a strong historical pride in their campus.

	% of total schools	% of total enrollment
small schools	78.8	28.5
medium schools	18.7	48
large schools	2.5	23.5

Typical medium school: Notre Dame University

Student body: 11,500
No. of buildings: 180
Media clips required: 25
No. of hours required to develop program for this school: 300

The PDA packages (PDAs, GPS device, SD card) that are leased to the universities are financed through a bank with a **5% interest rate**.

In our first year, we would have two employees, the **business manager** and the **technology programmer**. Also, we would hire one school representative per school for \$400 monthly. One more administrative position would be added in the **second year**, and in the **third year** we would add one more person to each business and technology. One school representative is also added per new school. **By our third year, we would have a total of 18 employees.**

Revenues

chart by hassan alnoon

User Projections

	POINT		U-FIND	
	PDA's	Schools	Subscribers	Schools
Year 1	100	3	X	X
Year 2	435	8	1050	1
Year 3	955	18	5590	3

6 technology accomplishments for POINT

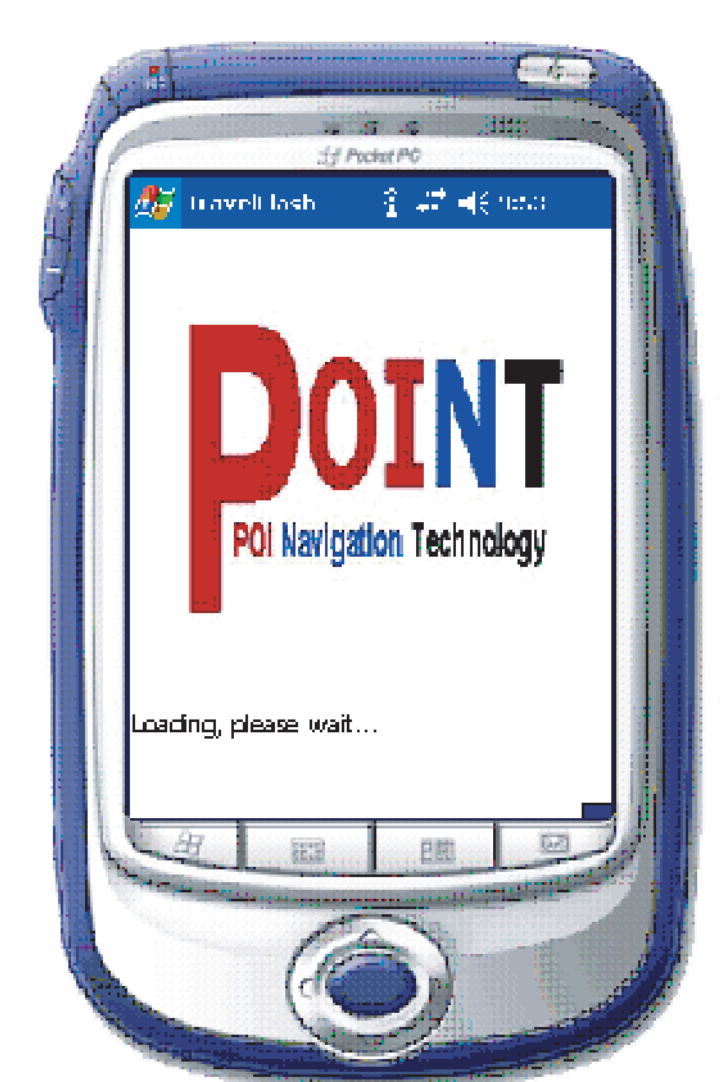


Our technological accomplishments this semester were:

- New **graphical user interface**.
- General platform allowing this software to be used for other campus.
- Media contents, **video/audio**, functionality.
- **Multi-language** functionality.
- New database for video/audio files and multi-language functionality.
- Finding **POI by name**.
- Link for real time information.
- **User manual**.



Example of finding POIs by name



Loading screen



Language selection

ENGLISH
ESPAÑOL



Main menu



POI by name



List of options



MTCC in detail



Video

Example of finding POIs by location



Main menu



POI by map



MTCC in detail



Video

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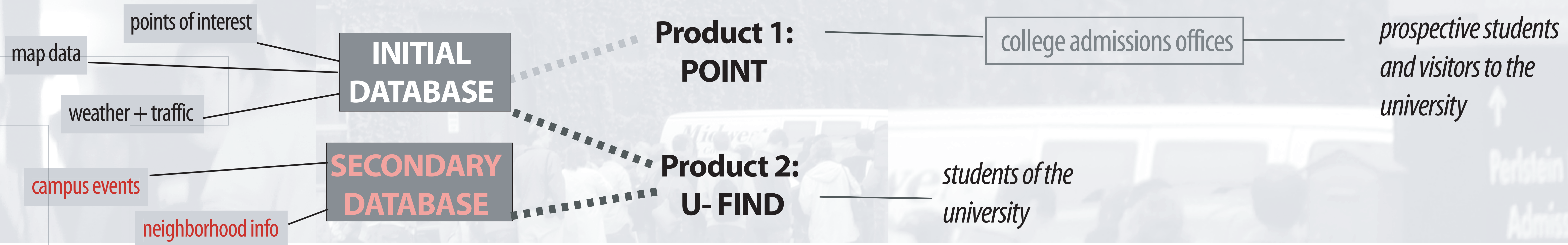
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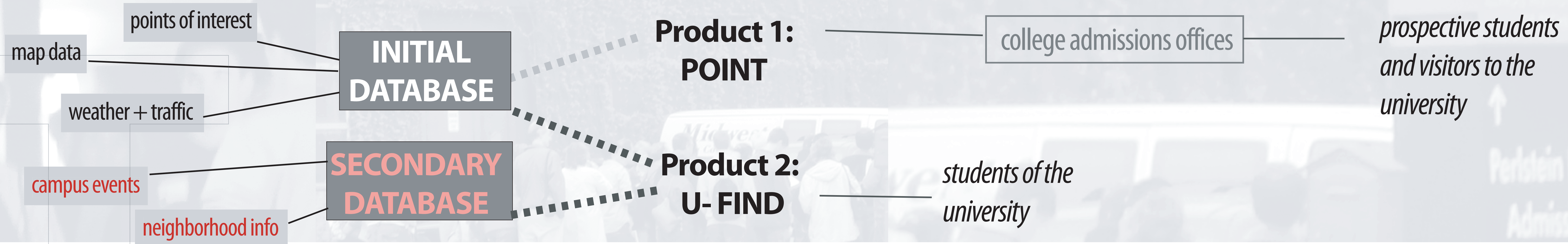
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