



## Students Online Study

Leian John-Baptiste (0904276)

Michael-Andre Joda (0902463)

Louis Narebor-Tueje (1012852)

Jordan Aromasodu (0914623)

# Introduction

A good business idea?

Problem

?

Solution

# SOS (Student Online Study)

The service will provide Universities in the UK with a system that allows them to upload online-video lectures/webinars up to a server, giving their students access to the video-lecture content via a the SOS website.



Students Online Study

# Business Aims

- To be the number one electronic and mobile content provider of webinars/online lectures for universities throughout the UK.
- To be an innovative market leader in online education, using the Internet to help aid and enhance learning experiences.
- To provide university students with access to detailed and critical information (university lecture video files) to help further their education.
- To always provide good customer satisfaction to gain good loyal customers.

# Brand Mission

- We believe that e Learning has a big part to play the future of education.
- To be a recognised, trusted, consistent service used throughout many universities in the UK.
- To create a user-friendly service that is simple to use and easy to navigate.
- To provide a great user experience with minimal lag/ downloading issues.
- We hope to provide a high quality service and achieve customer loyalty and retention.

***“The online student study service that works.”***

***“The online route to better grades.”***

# Business Model

- We will be providing detailed, critical information, using software and technology to create a service that can be used by universities (lecturers), allowing them to provide important online lectures to students.
- We will generate revenue using the subscription fee payment model.
- Content will have limited access availability to ensure the servers do not get overloaded.
- Our business will operate in the educational market online; eLearning.
- We will be rich in content, ensuring continuous improvement on content sharing and dissemination of information.
- Mobile servers at universities for example can provide information to students regarding their lectures, labs, assignments via email, or SMS any day of the week.
- The company will operate using Mobile Access.

# Business Business Model (Cont.)

- Environment: Education Sector
- Target Audience: Universities
- Revenue: Subscriptions
- Benefits: More advanced, dynamic learning experience

# Business Business Model (Cont.)

- Environment: Education Sector
- Target Audience: Universities
- Revenue: Subscriptions
- Benefits: More advanced, dynamic learning experience

# Creating The Experience

## Value Adding Activities

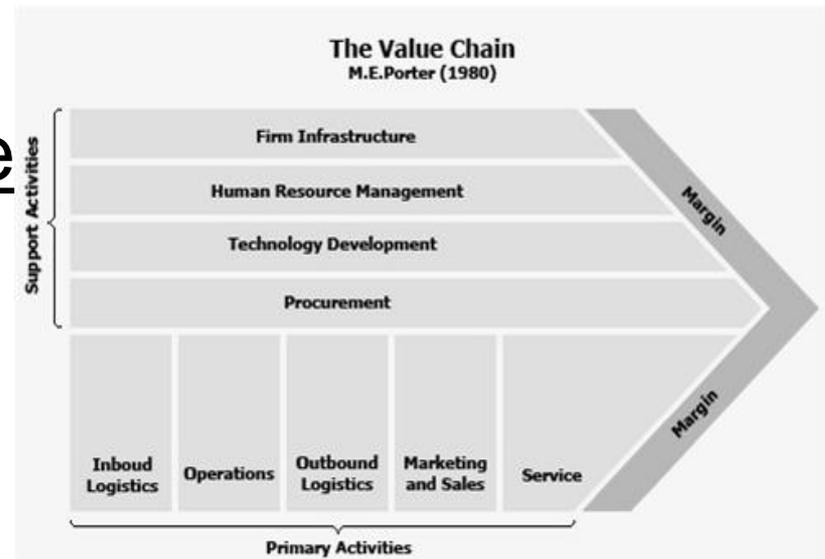
- Optional LIVE stream of actual lectures
- OnDemand playback of lectures
- Real Time Chat
- Ease of use
- Mobile Deployment



**LIVE**

## Improving the experience

- Content Management (Primary)
- Trained Technicians (Support)



# E-Process

Delivering Efficiency

Support for lecturers and students

Daily Back Ups

Customer Awareness

# University of Bath - Panopto

- Audio, Video and PowerPoint recorded simultaneously
- Content can be viewed on the web and smartphones
- Schedule recordings in advance
- Live Q&A interaction
- Live DVR
- Viewer notes



UNIVERSITY OF  
**BATH**

---

# Panopto

- Founded in 2007
- Well recognised by fortune 500 companies
- Telephone support
- Online support forms
- Online FAQs
- Forums for users
- Search option
- Webinars



# Marketing and Promotion

- Social Media
- Flyering
- Brunel University
- Branding



# Social Media

- Facebook Pages
- Connecting fellow students
- “Like”

fakebook®



# Promotion

- Flyerzone
- Brunel University – Notice Board
- Branding



# Website - Homepage



## A KEY ADDITION TO LEARNING

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT

# Website - Video page

HOME ABOUT HOW TO USE CONTACT

Back **EE3079 E-Business Systems**



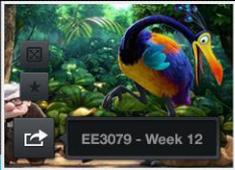
**John Doe - 14 minutes ago**  
Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo

**Kate Brown - 13 minutes ago**  
Sed posuere consectetur est at lobortis.

**Rick James - 5 minutes ago**  
Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in,

**Paula Cott - 3 minutes ago**  
Cum sociis natoque penatibus et magnis dis parturient m

Send



Lecturers Notes

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt e

**LECTURER: JOHN DOE**      **EMAIL: LECTURER@BRUNEL.AC.UK**

# App Interface



# Technologies

- The site will be hosted on a dedicated server.
  - Can handle high traffic due to more bandwidth.
  - Fast processor to keep the site working smoothly.
  - More control & and can be optimised for best security measures.
- We will use a Content Delivery Network (**CDN**) to speed up the loading times for our users.
- Users will need a good internet connection (ideally **1 Mb/s** or above)



# Technologies

**HTML**



**CSS**



## HTML5

- For the main site build & structure.

## CSS3

- For the site styling and media queries to allow the site to be optimised for desktop, laptop, tablet & mobile devices.

## Sass & Compass

- To make use of the latest styling technique keeping the site looking up to date & modern

## JQuery

- For interactivity and key functionality on the site.

## MySQL & PHP

- To interact with our database and provide dynamic content.



# Technologies



**Initially start with iOS devices**

- iPhone
- iPad
- iPad Mini
- iPod Touch



Future plans to migrate to the **Android** market & possibly **Blackberry** depending on its future position.



# Security

- Content will only be accessible to users that are logged in.
- Students will need to have a valid university email in order to sign up.
- Payment will be taken online so we will need to have a valid **SSL Certificate** to have a secure **HTTPS** page.
- Files will not be downloadable with the lecturers consent to avoid any copyright issues.





Students Online Study

**Thank You**