



Students Online Study

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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

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Creating The Experience

Value Adding Activities

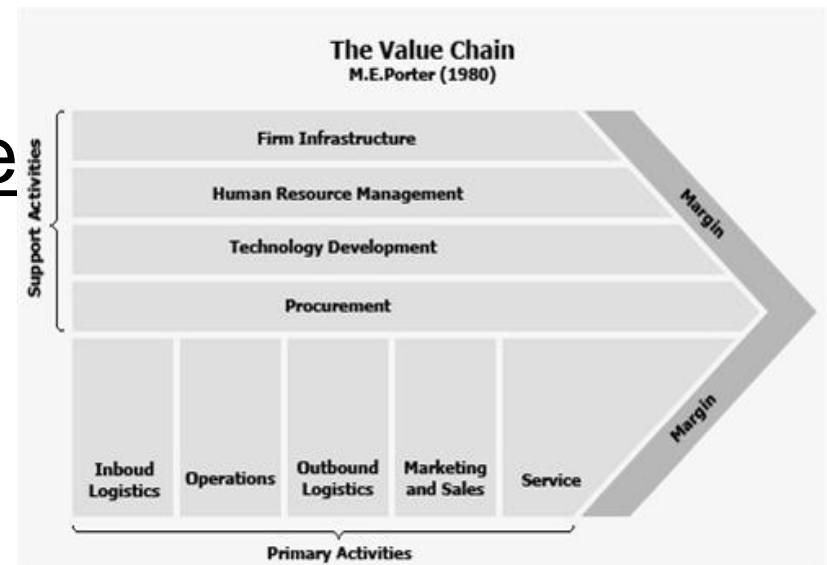
- Optional LIVE stream of actual lectures
- OnDemand playback of lectures
- Real Time Chat
- Ease of use
- Mobile Deployment



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

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Website - Video page

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[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

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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



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