Project Method

Outlook Web Extension

Jocool 101

App

Jocool 101

Website

Google Calendar extension

Elaine Deng

School Run App

Jocool 101

Costs

Server/Backend (if app/website)

Production (Employees)

Jocool 101

Maintenance / bug fixing

Ceily Green

Advertising

Creating an app

Programming

Jocool 101

Design

Publishing/Backing

Jocool 101

Publicity

Jocool 101

Utility

Busy/Available Status

Jocool 101

Sharing Schedules

Customizability

Jocool 101

Messaging

Find friends in same classes

Ceily Green

If school-run app, users can sign in through school outlook email; gmail and number are also options

Elaine Deng

Monetization

User data

Deal With Schools

Jocool 101

Ads