

Pitchbook

Shelly Welch, Fall 2013



STUDY MASTER[®]

Be the **MASTER** of your studying.

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Project Website: StudyMasterApp.weebly.com

WEB REFERENCE

GENERAL REFERENCE & RESEARCH SITES

Central Intelligence Agency:

www.odci.gov/cia/publications/factbook

Central Intelligence Agency (CIA) worldwide factbook containing in-depth data for over 200 countries around the globe.

CNN Student News: www.cnnfyi.com

U.S. and World news multimedia site tailored to the needs of students.

Conversion Tables: www.convert-me.com

Convert length, area, speed, temperature, etc., into different units and systems.

eLibrary Research: www.elibrary.com

Search any topic using a database of current newspapers, magazines, books and more.

Encyclopedia Britannica: www.britannica.com

Online version of one of the world's most trusted sources of information on every topic imaginable.

Fact Monster: www.factmonster.com

Designed for kids of all ages, this site offers an amazing array of facts and figures in addition to homework help, an almanac, dictionary and much more.

Gallup Organization: www.gallup.com

Search thousands of poll results, special reports, societal trends and social audits.

Hoovers Business Research: www.hoovers.com

Comprehensive index of over 45,000 leading U.S. private and public companies.

Information Please Almanac: www.infoplease.com

Online almanac offering millions of interesting and useful facts on a wide variety of subjects.

Internet Public Library: www.ipl.org

An exhaustive collection of over 20,000 titles.

iTools Research: www.itools.com

Collection of online research tools including dictionaries, translations, quotations and more.

Library of Congress: www.loc.gov

Easy to use reference catalog for accessing the collections of the Library of Congress.

National Archives: www.archives.gov

National Archives online directory of U.S. Federal records.

Smithsonian Institution: www.si.edu

User-friendly site from the world's largest museum complex and research organization.

U.S. Census Bureau: www.census.gov

A wealth of basic information about the U.S., broken down on a national, state and local level.

U.S. Department of Labor: <http://stats.bls.gov>

Bureau of Labor statistics site containing current labor statistics and links to hundreds of state and Federal agencies.

U.S. Federal Government: www.fedstats.gov

Statistical information from over 100 federal agencies.



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Pitchbook

The following document outlines the purposal of the new Study Master® mobile application. Also included is the “User Interface (UI) Design” section, which outlines the purposed user interface design and navigation functionality in more detail.

This project was designed in conjunction with faculty advisor Phil Peters for the graduate course “DIG6546: Previsualization & Concept Development” in Fall 2013.

Additional information , including access to the “Project Plan Document” containing in-depth information regarding this project, is available at: StudyMasterApp.weebly.com.

Central Operating Premise

An educational-based mobile application that supports a **positive studying environment** for students through the use of task management, social and gamification mobile features.

Project Overview

This project is developed with the following vision, mission and principles as a basis for project development and include:

- **Vision:** Create a mobile application that improves the user experience and supports education through improved study habits;
- **Mission:** Promote a positive relationship between students' academic value and motivation to study through the use of gamification features, like leveling, leaderboards and achievements or badges;
- **Principles:** Support a positive learning environment for students by aiding motivation and task management through educational, social and entertainment based mobile features.

With Study Master you can...

Stay Motivated. Track progress and earn rewards with fun, easy-to-read visuals.

Focus. Stay on task with unique multitasking features help block distractions.

Be Organized. Keep detailed information about courses, meetings, study groups, teachers and more with built-in calendar features.

Remember. Jot down reminders, take notes and share documents.

Collaborate. Log-in with Facebook to share progress, message classmates and teachers, and more.



Who would use Study Master?

- High School students (age 12-17),
- College students (age 18-24),
- Teachers & Professors,
- Parents,
- Professionals in training, and
- Learners of any age and profession.

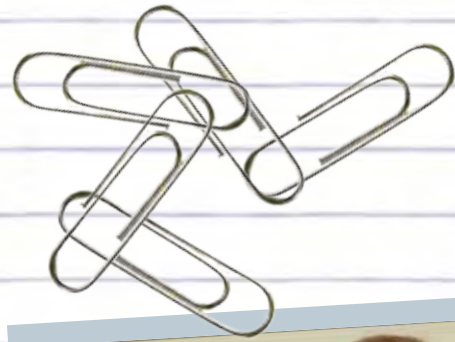


What does Study Master have to offer?

- A unique combination of mobile features **supported by academic research.**
- Social functions can **increase how much students study** and **foster a positive relationship** between students' academic value and motivation.
- A gamification educational system will promote a **positive learning environment,**
- Additional social features that **encourage collaboration, exploration and the exchange of ideas.**
- Gamification in learning can **increase motivation** and have an **increased emotional and social impact.**
- Time management techniques can **ease anxiety, enhance effectiveness and facilitate learning.**

How does Study Master work?

- Login with your Facebook account to take advantage of additional social features;
- View your calendar and fill it with events to help you stay on track with your studying;
- View your classes and access class related content all in one quick and easy place;
- See how you're progressing in class with easy to read infographics;
- Make studying fun and rewarding with an optimized study timer;
- Receive badges as tokens of your awesome studying abilities;
- Have fun and stay motivated with Study Master® words of encouragement;
- Compare your progress with friends and classmates;
- Customize your experience with unique features that help you be a motivated and focused studying master.

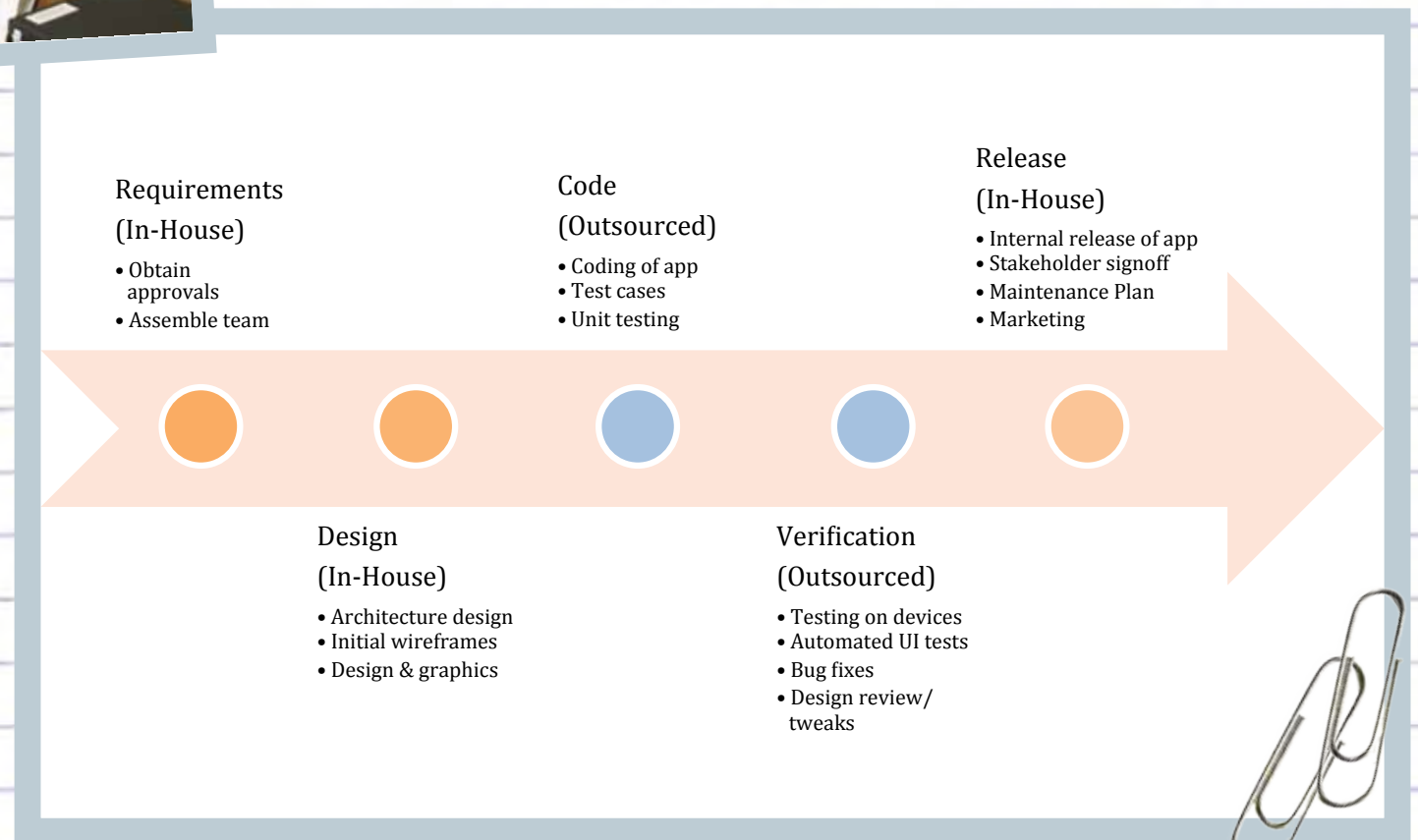


Who will make Study Master?

This mobile application will be made possible with a **collaboration of in-house & outsourced project resources**, to help make Study Master® the best it can be.

How will Study Master make a profit?

The purposed mobile application would offer **in-app purchases** to both off-set the cost of development and continually offer fun new content, including special avatars & badges, custom school themes, Teacher Mode, audio recording, and cloud database functionality.



Project Schedule



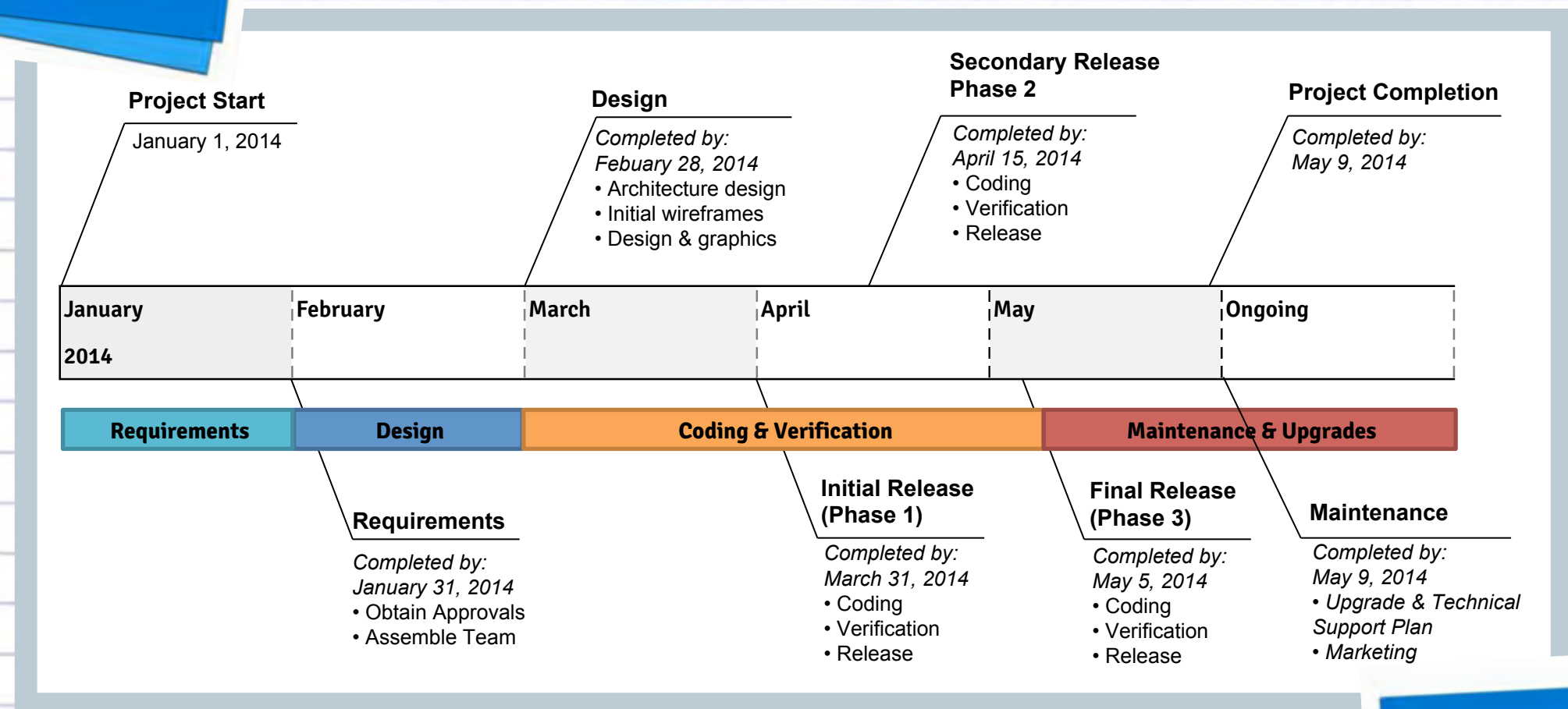
The estimate cost should range between **\$172,233 - \$202,277**, depending which features and platforms are chosen.

How long will Study Master take to complete?

The proposed mobile application will be deployed in three phases. Each phase will take approximately 2-4 weeks. The final mobile application would be released within 5-6 months.

How much will Study Master cost to produce?

The overall cost is broken down into startup cost, maintenance cost, feature upgrade cost, staff cost, and individual phase costs to allow for optimal customization during development.



Project Schedule

The return on investment could be at least **\$2.26 million** in the first year, if the potential reach is **2.43 million users**.

User Interface Design

The following section outlines the potential User Interface (UI) design for the proposed Study Master® mobile application. Please note, all featured designs are drafts and may be subject to change as development continues; additional designs may be added where needed.

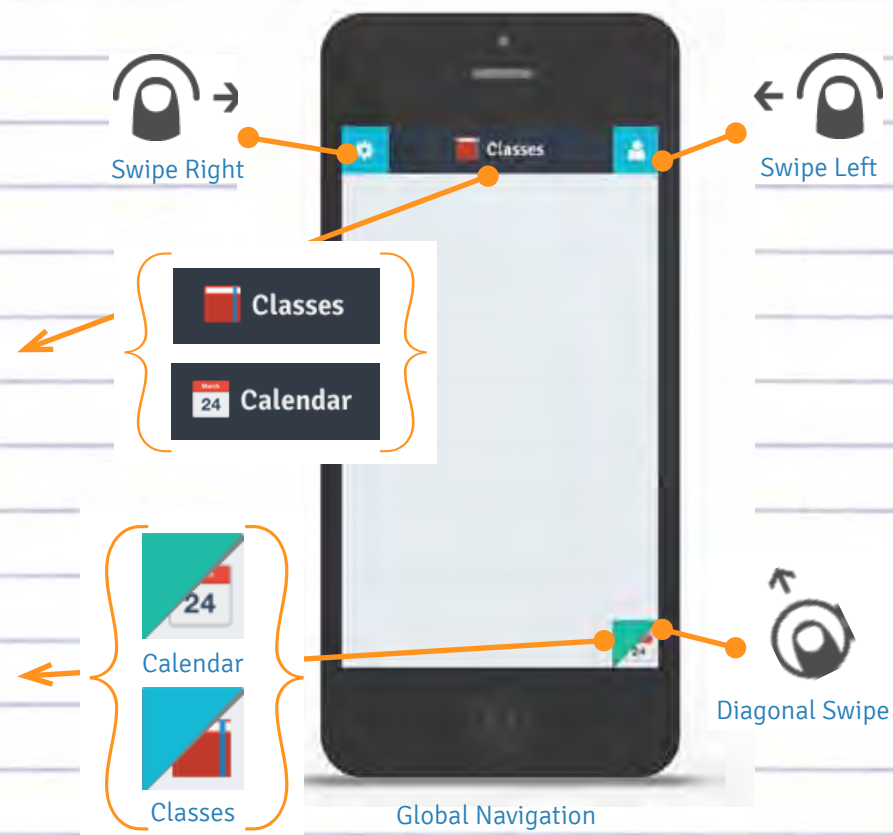
It is suggested the following document be viewed in conjunction with the associated working prototype, available at: share.axure.com/AA82OE/Login.html

To view the prototype, visit the link above from your internet-enabled smartphone (the Study Master® mobile application was designed to be viewed on an iPhone 4 or higher). Next, use your smartphone's menu options to "Add to Home Screen". The prototype will then be accessible from your "Home" screen.

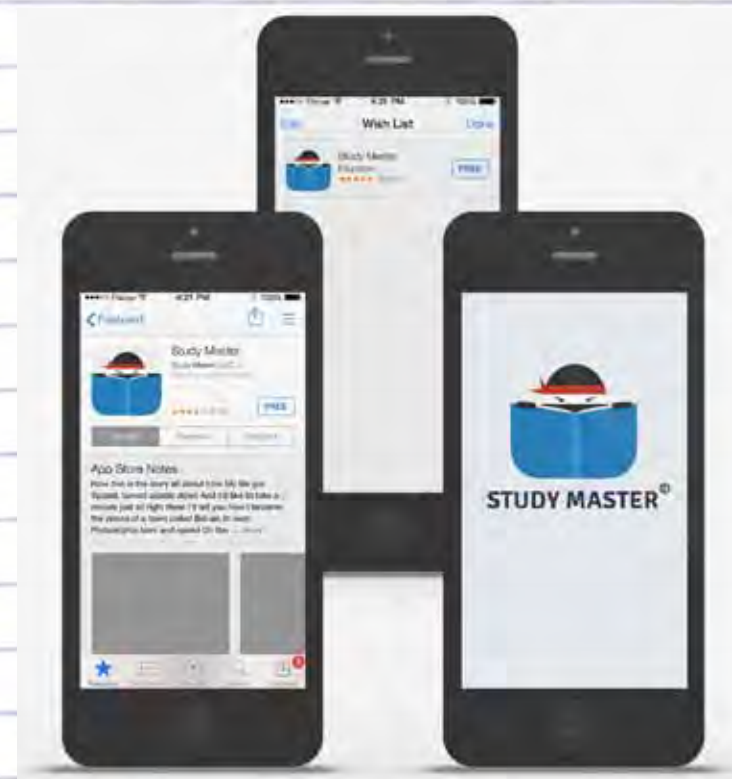
Additional information , including access to the "Project Plan Document" containing in-depth information regarding this project, is available at: StudyMasterApp.weebly.com.

Application Navigation

- There are three different types of **global navigation** utilized within the application: fly-out navigation, breadcrumb navigation in the header, and a tab bar icon.
- Breadcrumb navigation will use a section specific icon with text showing the current page.
- The tab bar icon will feature a page-turn style animation in conjunction with a diagonal swipe gesture from bottom-right to top-left; the icon shown will preview the page to which the navigation leads.



Global Navigation

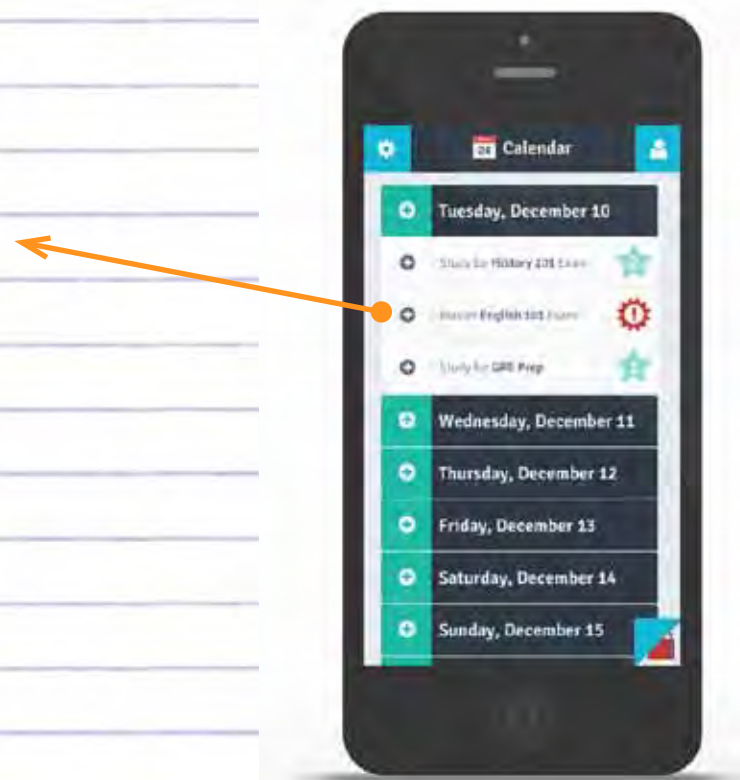


Icon, Apple iTunes Store & Splash Page

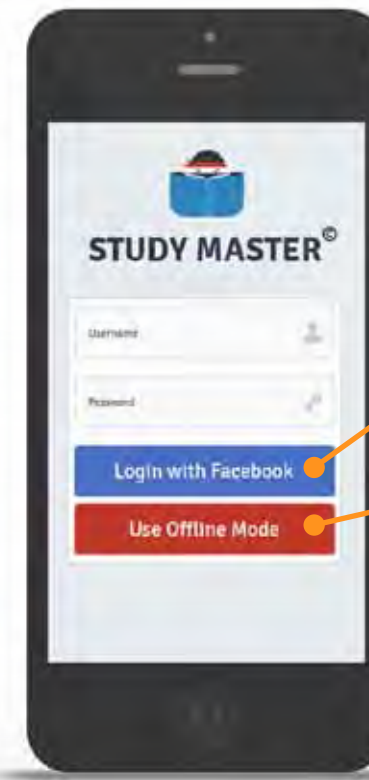
Icon, App Store & Splash Page

- The application will be available for download on the current **iOS** platform within the Apple iTunes Store.
- The application will be **FREE** with upgrades available as in-app purchases.
- Variations of the logo and color scheme are used throughout the application.

- Flyout navigation will be utilized for the **“Settings”** and **“Profile”** menus. These menus can be accessed using left-to-right (“Settings”) and right-to-left (“Profile”) swipe gestures.
- **Page-specific navigation** will use nested accordion-style menus with a vertical scroll when needed.
- Additional error messages & prompts will be viewed in pop-up windows.



Page-Specific Navigation



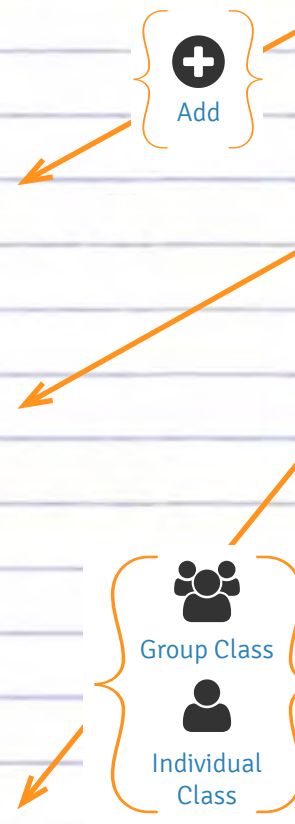
Login Page

Login Page

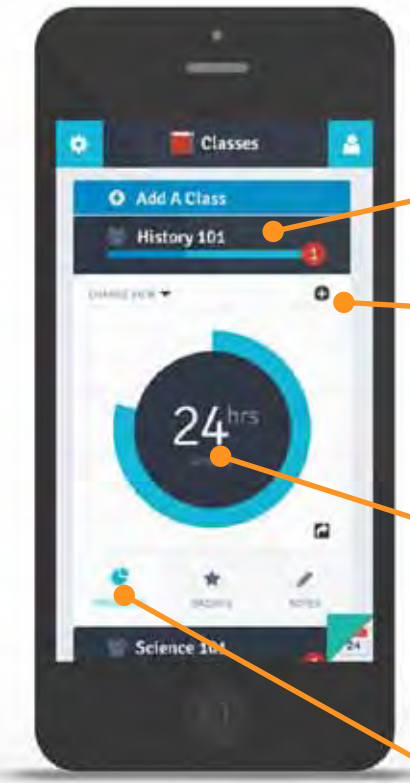
- Users login using Facebook, utilizing built-in phone settings for authorization.
- Optional **“Offline Mode”** allows for use of all application features that do not use social or cloud database functions.
- **ALTERNATIVE:** Only allow “Offline Mode” in upgrade packages and/or when used in a formal classroom setting.

Classes Page

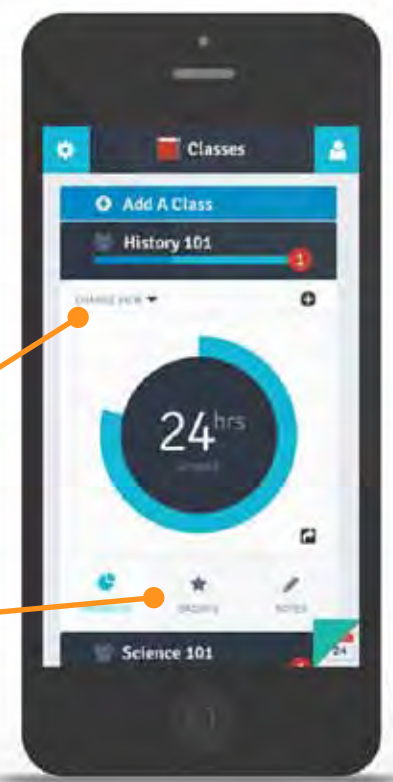
- A list of courses will be available from the “Classes” page, and will load as the default home page after the user completes login & Facebook authorization.
- New classes may be added by selecting the **“Add A Class”** option.
- Classes will be listed by the date it was last accessed, and customizable sort functions may also be added; Course name, related social icon, and level progress bar will be shown in the list view.
- Course related social icons will show whether the course is a group class (with related social functions), or an individual class (with NO related social functions); **“Offline Mode”** would only offer access to individual classes.
- Specific class content will be displayed by selecting the tab with the preferred class name from the class list.
- Nested content within each class section would be available through scrolling, pop-up windows, sub-section tabs, and drop-down menu options where available.



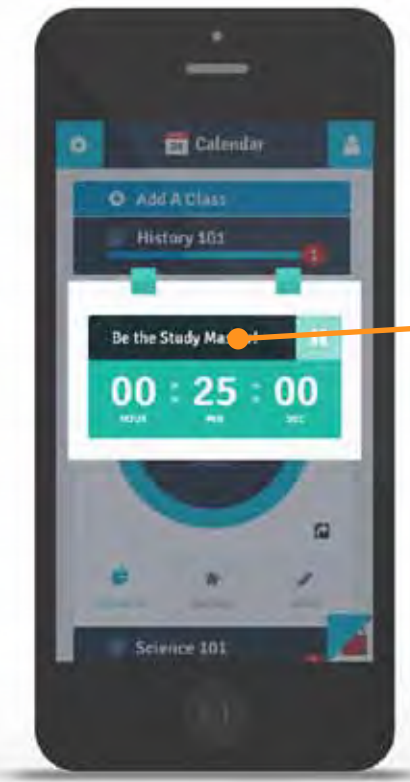
Classes Page



Classes Page > “Progress” Tab



Classes Page > “History 101” Class



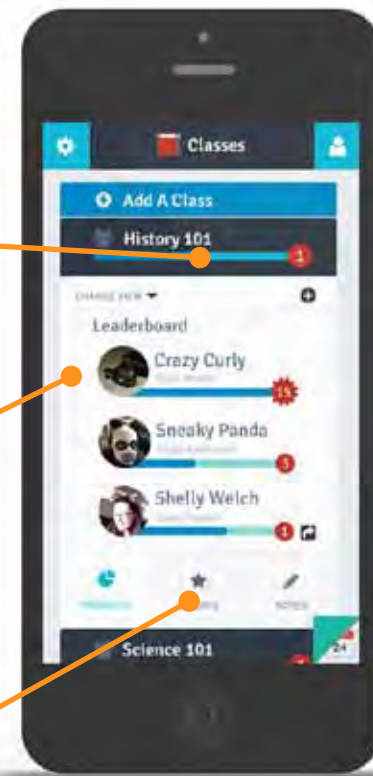
Classes Page > Study Timer

Class Content

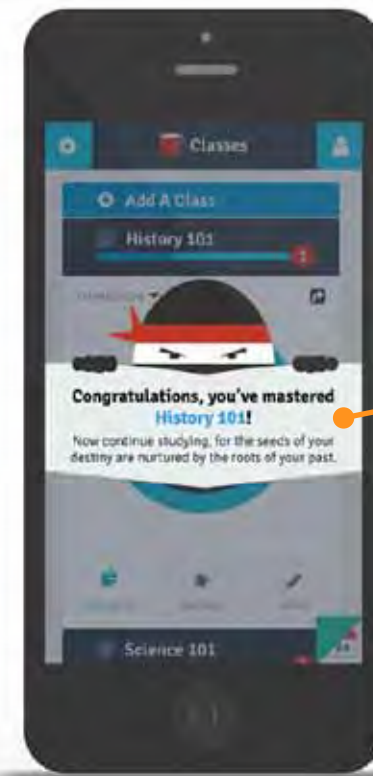
- Each class will have a specific level system, set of badges, and nested sub-section with content specific to that class.
- The “add” icon allows users to add study hours for the class selected; this would prompt a study timer pop-up window (the study timer is also accessible within the **“Calendar”** page).
- The **“Change View”** option offers a customized view of the user’s progress; an example is shown, which displays “24 hours studied” for “History 101” in the associated infographic.
- The **“Progress”** tab visualizes the user’s progress within that class and compares their progress to other classmates in that class (where available).
- The study timer would default to a recommended study session of 25 minutes with a 5 minute break; users would be able to change, start, stop, pause and cancel the study timer.

Class Content

- The gamification functions would be based on an academic calendar with level and badge completion determined by the number of recommended study hours per class each week (further explanation is described in the “Project Plan Document” available on the project website).
- Some social & gamification functions would be displayed through the “Change View” option, such as a leaderboard that compares other users’ progress within the same class.
- The “Badges” tab allows the user to view all badges collected for the class selected; these badges would be based on the specific level system for that class and may be upgradable or customizable (further explanation is described in the “Project Plan Document” available on the project website).
- The share icon allows users to share all class content through their associated Facebook account; functionality of this feature may be limited in “Offline Mode”.
- The “Notes” tab would allow the user to add text and/or audio notes as well as other course-related documents (i.e. sharable word documents, PDFs, etc.).



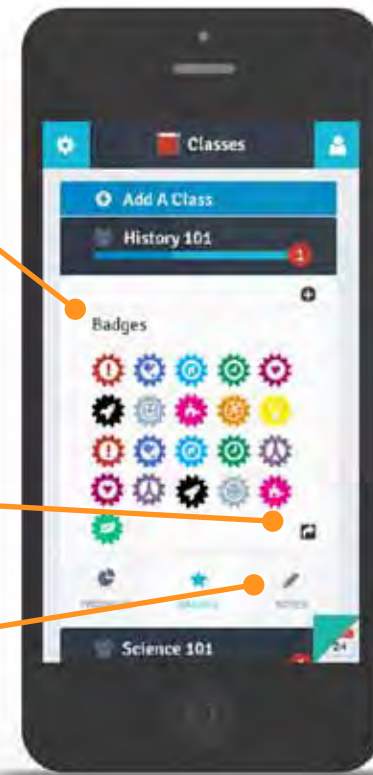
Classes Page > “History 101” Class



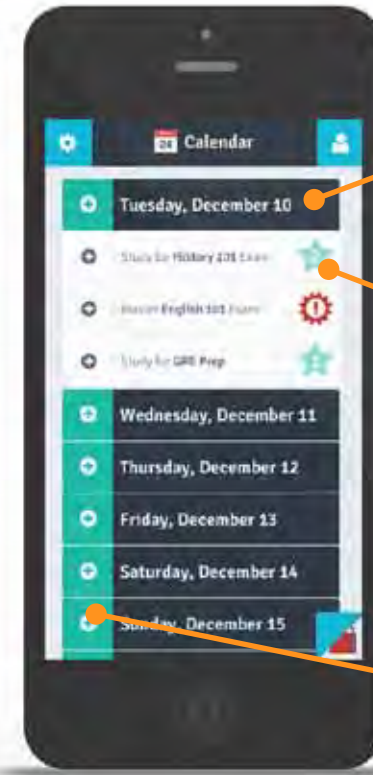
Classes Page > “Achievement” Prompt

Achievement Prompt

- When the users completes a level and/or receives a badge, an “achievement” pop-up window would be displayed.
- The “achievement” prompt would display the Study Master® character (also seen in the logo), a description of the “achievement” (i.e. level completion, class mastered, badge received, etc.), as well as words of wisdom to encourage the user and add a level of fun.
- The “achievement” prompt would vary visually and textually based on content.



Classes Page > “Badges” Tab



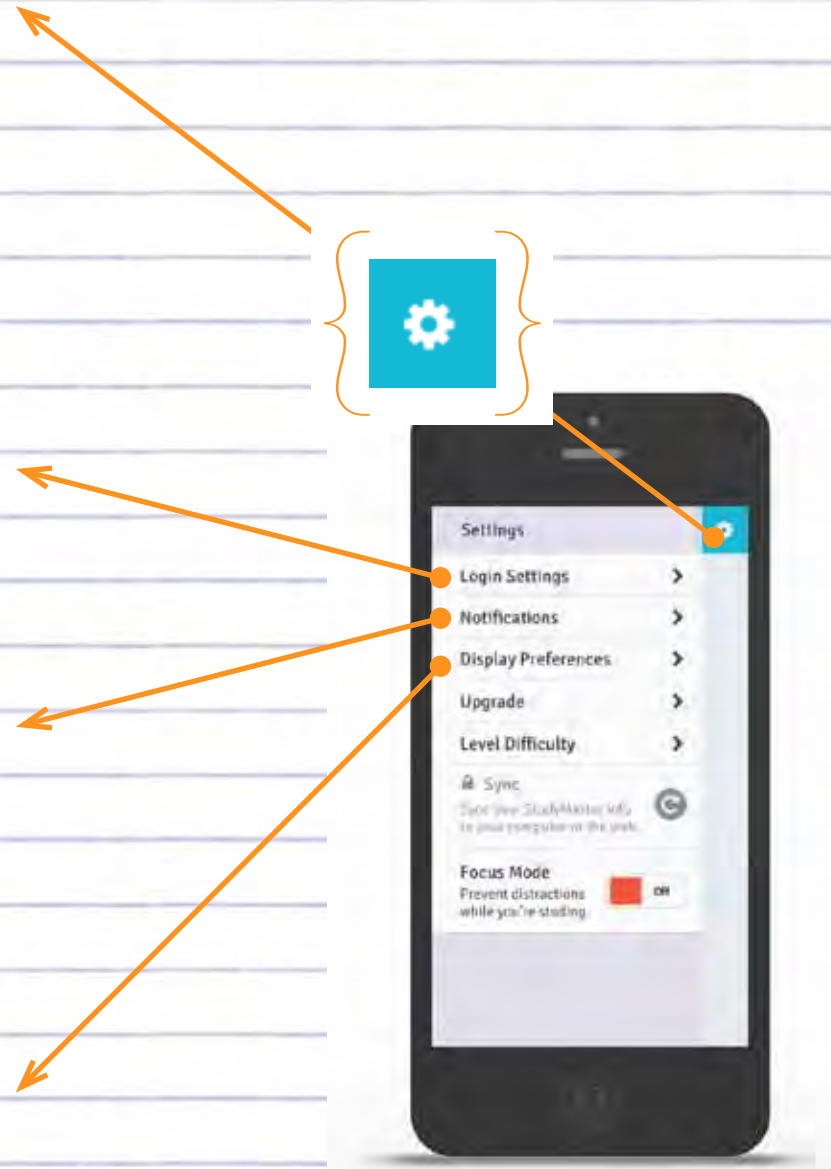
“Calendar” Page

Calendar Page

- The “Calendar” page would display “events”, such as scheduled study sessions and exams organized by date.
- Nested content within each date would be available through scrolling and pop-up windows (where available).
- Each “event” would list the class name, a brief description, and the number of hours logged or badge received (i.e. “Study for History 101 exam” for “2” hours; “Master English 101 exam”).
- New “events” can be added using the add icon displayed in the date tab.

Settings Menu

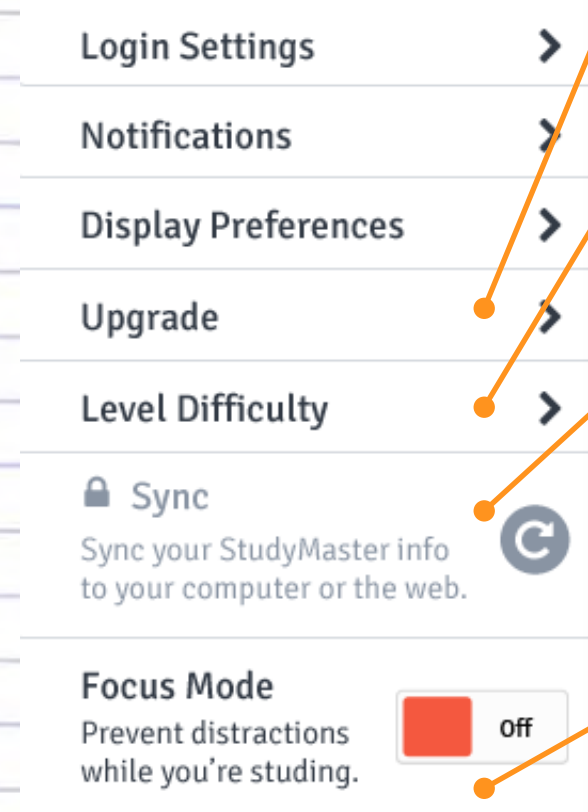
- The **“Settings”** menu page would be accessible utilizing a flyout navigation by swiping the gear icon; menu content is viewable within nested accordion-style navigation and would utilize a vertical scroll when needed providing room for additional menu content if necessary.
- The **“Login Settings”** option would allow access to Facebook login & authorization settings, as well as any related privacy and “Offline Mode” options.
- The **“Notifications”** option would provide access to application related notification settings (i.e. text display, ringtones, vibration/silent mode, etc.); this section would allow the user to decide when, where and how they will be notified.
- The **“Display Preferences”** option would allow for customization of the application’s infographics, providing users with access to how their information is displayed within each class.



“Settings” Menu

Settings Menu

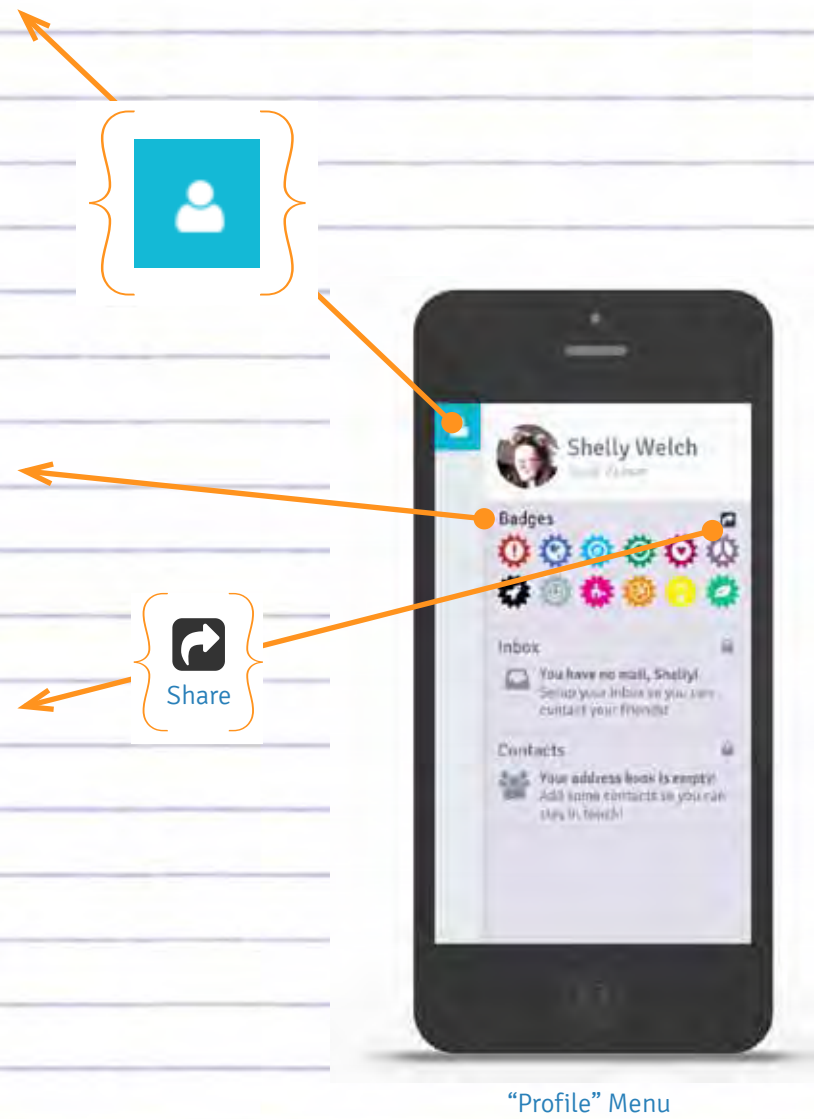
- The **“Upgrade”** option would provide access to all in-app purchases; application features requiring an in-app purchase would be displayed in light gray with a lock symbol.
- The **“Level Difficulty”** option allows the user to customize their classes to match their education level (i.e. High School, Undergraduate, Graduate, etc.).
- The **“Sync”** option would allow the user to sync their information to a Cloud database, personal computer, website, and/or additional mobile device (details regarding this feature would be determined by Phase 3).
- The toggle-button in **“Focus Mode”** would allow the user to block certain phone functions, applications and/or notifications while they are studying; an example may include blocking access to other phone functions, notifications or applications (i.e. Safari, Twitter, iCalendar, text messages, etc.) while the study timer is running.
- Further explanation regarding **“Settings”** menu options are described in the “Project Plan Document” available on the project website.



“Settings” Menu

Profile Menu

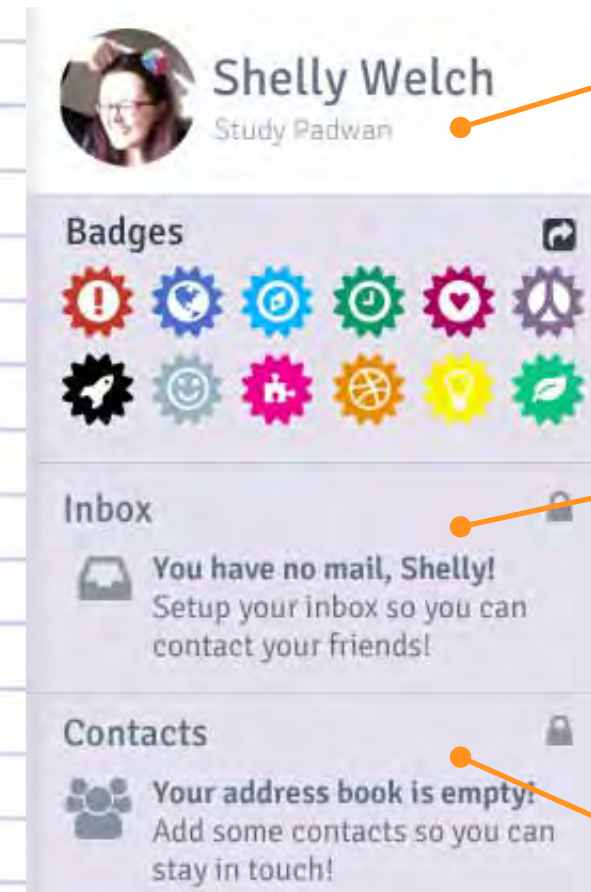
- The **“Profile”** menu page would be accessible utilizing a flyout navigation by swiping the user icon; menu content is viewable within nested accordion-style navigation and would utilize a vertical scroll when needed providing room for additional menu content if necessary.
- The **“Badges”** section would list all badges received through overall “achievements” (i.e. “Master five classes”, “Study seven days in a row”, etc.).
- The share icon allows users to share badges through their associated Facebook account; functionality of this feature may be limited in **“Offline Mode”**.
- Further explanation regarding **“Profile”** menu sections are described in the “Project Plan Document” available on the project website.



“Profile” Menu

Profile Menu

- The top section would display the user’s profile information, populated through Facebook login & authorization, and would include the user’s profile image, name and overall level.
- **ALTERNATIVE:** Illustrated avatars resembling the ninja figure in the Study Master® logo could be made available for **“Offline Mode”** and/or to any user that does not wish to use their Facebook profile image.
- The **“Inbox”** section would allow users to contact other Study Master® users directly without opening an additional application; functionality includes sending and sharing notifications, notes, documents, reminders, and other application related content.
- The **“Contacts”** section would allow users to import contacts directly from Facebook and/or their phone’s address book; this would allow users to share Study Master® content and add their friends to classes quicker and easier.



“Profile” Menu

METRIC UNIT CONVERSIONS

When You Know:	Multiply By:	To Find:
Length and Distance		
inches	2.5400	centimeters
feet	.3048	meters
yards	.9144	meters
miles	1.6093	kilometers
millimeters	.0394	inches
centimeters	.3937	inches
meters	3.2808	feet
meters	1.0936	yards
kilometers	.6214	miles
Surface or Area		
square feet	.0929	square meters
square yards	.8361	square meters
square miles	2.5900	square kilometers
square kilometers	.3861	square miles
hectares	2.4710	acres
Volume and Capacity (Liquid)		
pints (U.S.)	.4732	liters
quarts (U.S.)	.9463	liters
gallons (U.S.)	3.7853	liters
liters	2.1134	pints (U.S.)
liters	1.0567	quarts (U.S.)
liters	.2642	gallons (U.S.)
Weight and Mass		
ounces	28.3495	grams
pounds	.4536	kilograms
short tons	.9072	metric tons
kilograms	2.2046	pounds
metric tons	1.1023	short tons
Temperature		
To convert Fahrenheit (F°) to Celsius (C°): subtract 32, multiply by 5, and then divide by 9 or °C = (F° - 32) ÷ 1.8.		
To convert Celsius (C°) to Fahrenheit (F°): multiply by 9, divide by 5, and then add 32 or °F = (C° x 1.8) + 32.		

FRACTIONS, DECIMALS, PERCENTAGES

3 - numerator
5 - denominator

To **add** or **subtract** different fractions,
first find the **lowest common denominator**:

$$\frac{1}{3} + \frac{2}{5} = \frac{5}{15} + \frac{6}{15} = \frac{11}{15}$$

To **multiply**:

$$\frac{1}{3} \times \frac{2}{5} = \frac{1 \times 2}{3 \times 5} = \frac{2}{15}$$

To **divide**, multiply the first fraction
with the reciprocal of the second:

$$\frac{2}{3} \div \frac{1}{6} = \frac{2}{3} \times \frac{6}{1} = 4$$

FRACTION	DECIMAL	PERCENT
1/16	0.0625	6.25%
1/8	0.125	12.5%
3/16	0.1875	18.75%
1/4	0.25	25.0%
5/16	0.3125	31.25%
1/3	0.3333	33.33%
3/8	0.375	37.5%
1/2	0.5	50.0%
9/16	0.5625	56.25%
5/8	0.625	62.5%
2/3	0.6666	66.66%
3/4	0.75	75.0%
13/16	0.8125	81.25%
7/8	0.875	87.5%
1	1.0	100.0%

Decimals and Percent

To write a decimal for a percent, move the decimal point
two places to the left. Omit the percent sign.

$$15\% = .15 = 0.15 \quad 22.6\% = .226 = 0.226$$

To write a percent for a decimal, move the decimal point
two places to the right. Add the percent sign.

$$0.15 = .15 = 15\% \quad 0.226 = .226 = 22.6\%$$

MULTIPLICATION CHART

	1	2	3	4	5	6	7	8	9	10	11	12
1	1	2	3	4	5	6	7	8	9	10	11	12
2	2	4	6	8	10	12	14	16	18	20	22	24
3	3	6	9	12	15	18	21	24	27	30	33	36
4	4	8	12	16	20	24	28	32	36	40	44	48
5	5	10	15	20	25	30	35	40	45	50	55	60
6	6	12	18	24	30	36	42	48	54	60	66	72
7	7	14	21	28	35	42	49	56	63	70	77	84
8	8	16	24	32	40	48	56	64	72	80	88	96
9	9	18	27	36	45	54	63	72	81	90	99	108
10	10	20	30	40	50	60	70	80	90	100	110	120
11	11	22	33	44	55	66	77	88	99	110	121	132
12	12	24	36	48	60	72	84	96	108	120	132	144

PUNCTUATION

Use a **period** at the end of a declarative sentence.

EXAMPLE: We went to see the Tulip Festival
in Lynden.

Also use a **period** at the end of an imperative sentence
that does not express strong emotion.

EXAMPLE: Open the door.

Use a **question mark** after an interrogative sentence.

EXAMPLE: Where will we go for our field trip?

Use an **exclamation mark** after a sentence that
expresses surprise or strong emotion.

EXAMPLE: Rodney looks just great!

Use a **comma** to separate words
and phrases in a series.

EXAMPLE: Al Smith has goats, some cows,
and a pair of llamas.

Use a **semicolon** when a conjunction is
omitted; it indicates a greater degree of
separation than a comma.

EXAMPLE: The trail was steep and rocky;
the wind was savage.

Use a **colon** to start a list or to formally introduce
a statement.

EXAMPLE: She met three friends:
Pam, Bev, and Joe.

Use **double quotation marks** around a
direct quotation.

EXAMPLE: He said, "I am very happy."

Use an **apostrophe** in a contraction, as in **it's** (for **it is**),
or to show possession, as in **Dirk's** dog.

SPELLING RULES

i before **e** except after **c**, or when sounded as **a** as in
neighbor and weigh.

When a word ends in more than one consonant,
do not double the final consonant.

EXAMPLE: frown frowned frowning
help helped helping

When a word ends in soft **ce** or **ge**, keep the **e**
before **able** and **ous**.

EXAMPLE: peace peaceable
courage courageous

When a verb ends in **ie**, change the **ie** to **y**
before adding **ing**.

EXAMPLE: tie tying (tied!)

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