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J302 Ward
Project Proposal

(KU)pon

Introduction:

Tuition? $9,548. Books? $950. Room & Board? $7,700. Food & clothing for a year? $1,110. Saving money with KUpon? Priceless. Spending over $1000 on food a clothing may seem large from what we know about student spending trends and their cheap college lifestyles, but compared to other articles this number is actually fairly low. Most college students, after a full academic year, have spent around $2,000 on food and clothing alone (Frazier). Below is a chart from the KU website breaking down the typical spending trends for KU students, resident or not.

Audience	Annual Tuition	Cost per credit	Room and board	Books
2014 first-time freshmen (resident)	$9,548	$318	$7,700 to 9,500	$950
2014 first-time freshmen (nonresident)	$24,831	$828	$7,700 to 9,500	$950

The cost of college is rising every year in the United States so learning the basics of money management, for example, using coupons, students can graduate with the possibility of having some money saved (Prabhakar). There are many restaurants and retail stores in Lawrence that provide discounts for students on a daily or weekly basis. For example, Pizza Shuttle tweets time sensitive deals redeemable by mentioning their post on Twitter, The Burger Stand serves burgers and fries after 10pm for $5 daily and displays this deal on their Facebook cover photo, and the clothing store Fortuity promotes merchandise sales by instagramming their latest inventory. A Twitter account has been created at KU that is dedicated to simply notifying students about when free food is available. The use of this account further explains how students are turning to technology instead of the traditional paper coupons for finding ways to save money. Our goal for this project is to create a way for students to have easy access to discounts in the Lawrence area. With KUpon, an app that is downloadable on phones and tablets, students in the Lawrence area will be able to receive notifications when near their favorite restaurants or retail stores with available discounts.
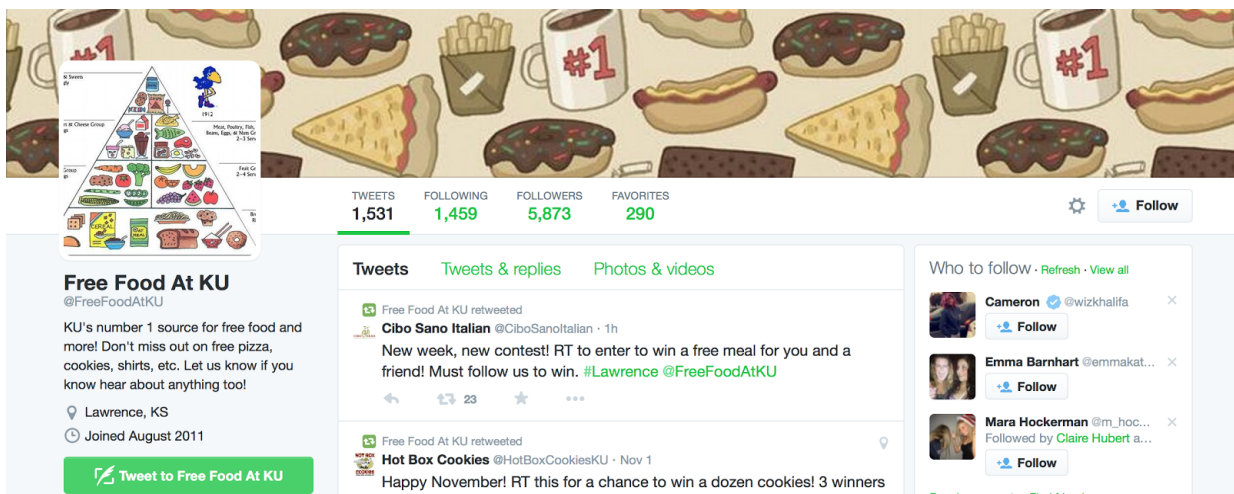
Saving and spending money efficiently will become increasingly easier as we move into this digital age. With students spending an average of 11.4 hours per day on at least 6 digital devices (Nationwide.com), they have seemingly unlimited access to information. With students spending over ten hours a day on their mobile devices, they have seemingly unlimited access to information and we feel that finding ways to save money should be just as simple. In order to simplify saving money in college we should appeal to our technological advances and put information about upcoming deals in a digital format.

In 2013, 48% of coupons that were used in America were in a digital format. The graph shows an increase in use of coupons starting in 2009 and continuing until 2013 (Summerfield.) Putting coupons into a digital form for students will allow for them to have easy access to discounts that they are interested in. Digital coupons have been increasing in popularity steadily over the past five years. Because students always have their phones on them, putting coupons on a mobile app will put these discounts to use, versus students accumulating multiple paper coupon books that never get used.

While these stores provide deals to students through their individual social media, collecting all of them in one place would help students more easily find discounts available to them. The KU community has already attempted to accomplish this through a Lawrence specific coupon book available for student use. The coupon books are handed out to KU students on campus and provided to residence halls and greek life housing. In a poll taken by 129 KU students, 29% responded they have used the book once or twice and only 4% of students have used it more than 5 times. According to the survey, 16% of students never received a coupon book and 33% expressed they have never used it. Based on these findings, it seems that the coupon book is not used to its full potential.

KU Coupon Book Use

7   38   4   5   20   42   11

| Noodles and Co. | Once or twice | What are you talking about? |
| As often as possible | More than 5 times |
| Never got a coupon book | Never use it, but have one |
| As many that apply to my needs |

We asked 129 KU students in a poll how often they use their KU coupon book.

We believe this is in part because the paper coupon books do not remind students about the upcoming deals or expiration dates unlike an app would be able to do. Our app will have electronic reminders for students. It is important because it will remind students when a discount is coming up so they can save some money. An app won't be left to collect dust in a student's desk drawer. In a study of U.S. college students "51% use their mobile device to "always" (20%) or "often" (31%) seek out deals and coupons" (Leggatt). Creating an application for a mobile device will provide a single place that students can go in order to find lots of helpful information on the discounts they have access to. Our app is also going to use iBeacons, a new technology created by Apple that allows for notifications to be sent to a phone or other mobile device when a device is in close proximity to the iBeacon itself. iBeacons will allow our app to send push notifications to our users so they will be aware of the discounts that are near them.

Creating an app that houses all the information about student discounts is something that needs to be done because as students, we have a limited income. Most college students generally all want to save and use our money wisely. The use of this app will allow for students to be aware of the deals that are going on so that they can learn to spend their money more efficiently.

Literature Review:

Websites like www.aroundcampus.com, www.campusspecial.com and www.orderup.com all provide access for students to the discounts in college towns, but these websites are not specifically directed towards KU students. On each website you can choose the university in which you attend and stores in your area that are partnered with that site will show up. All of these websites are geared toward college students so they are working to address the same problem that we are. Aroundcampus.com lets you choose the university you attend and gives you multiple locations that offer coupons. For example, Dairy Queen Chill & Grill offers a coupon for a Buy One, Get One Blizzard. Campusspecial.com lets you choose your university as well. It doesn't give coupons, however, it shows certain deals. For example, it shows that Mr. Goodcents offers a 6" Cold Sub for $2.99. Orderup.com is extremely similar to www.campusspecial.com. They provide deals for students. Another example that promotes student discounts is the TUN app. The TUN app has a "Use Discount" button that you would just have to show the store to get the discount. You usually have to bring your student ID to get the discount.
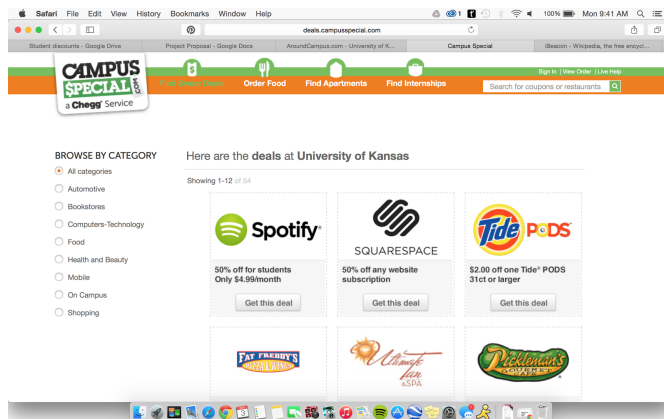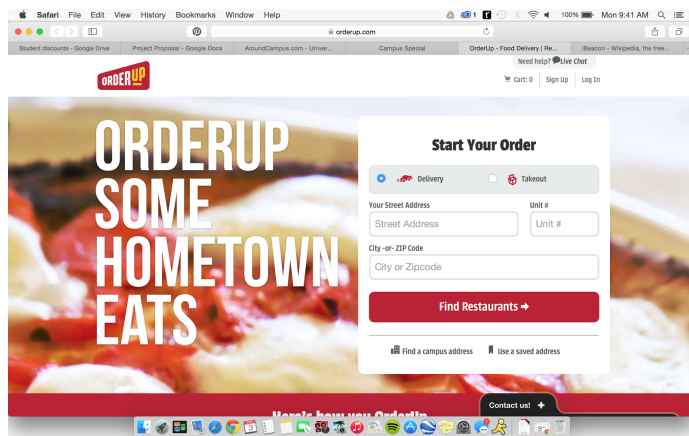
We will use location services within our app so that students can be notified of the deals/discounts going on that day through iBeacons. iBeacons will allow our app to use push notifications in order to alert students of discounts when they are out and about shopping or looking for a place to eat.

Form:

We are creating an app because college students spend an average of 11.4 hours per day on digital devices. This will make our app extremely accessible to the students who spend hours on their phones. KUpon will be user friendly and easy to navigate. When first downloading the app, there will be a short interest survey that allow users to show us what they are interested in and receive a list of store discounts they would like to receive. This can

of course be changed in the "preferences" tab where users can rule out stores and restaurants that they do not want to be notified of their discounts. The calendar portion of the app will allow a user to see a monthly or weekly view of nearby discounts. The discounts pages will show the discounts based on their category such as food or retail. Discounts can be clicked on and looked at in more detail and when a user would like to use a coupon he or she can touch the bar code on the coupon so that it enlarges and is able to be scanned at the restaurant or store. The app will include discounts and deals for students exclusive to the Lawrence area making our primary audience undergraduate and graduate students at KU.

Our app will use iBeacons, a new location services technology that alerts apps when you are close to or leaving a location. Macy's recently paired up with the app "Shopkick" and alerts customers about deals and items customers may be interested in when customers enter a Macy's department store. We see our app being similar to this by alerting students when they are near a restaurant or store with a daily deal on Mass Street and in other popular areas of Lawrence. As students, we know what it is that other students are looking for in terms of an easy way to save money. Putting all of the discounts in one place will make it easy for students to actually use this app as a resource.

Individual Contributions:
We all found at least two sources per person. Jen and Hallie are in charge of drawing the pictures to create the app prototype. Casey is in charge of putting the pictures of the layouts into POP. Kelly is in charge of categorizing all of the information. She is going to categorize them by stores, deals, etc. Kate is in charge of preparing the proposal presentation, which consists of a speech and talking points, to the class. Kelsey is in charge of creating the powerpoint for when we present our product to the class.

Estimote beacons:
https://www.youtube.com/watch?v=sUIqfjpInxY

https://www.youtube.com/watch?v=lwnmx-5mBLM

Timetable for completing the project:
October 20th- Project proposal due
November 5th - Have information organized about different stores/discounts
November 10th- Start drawing layouts for app using POP
November 19th - Draft of project DUE
December 3rd - Have drawings of app done in POP
December 5th - Have talking points and power point presentation made
December 12th- Project due

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