GUEST ME

PROJECT PROPOSAL

By Team Neptune

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01

Project Overview

IDEA

Unforgettable talk for younger generation!

The choice of a profession, research topic, project or a creative hobby is often influenced by professionals that we meet at school events. Experts in the field are enthusiastically talking about Mars exploration, the possibilities of genetic engineering, movie production and many other amazing things that make an unforgettable impression on the younger generation! Now imagine what would have happened if this meeting did not take place? Maybe our lives would have turned out differently...

PROBLEM

Existing platforms have high entry levels...

Many professionals working in various industries or students in the pursuit of their careers are interested in working as a speaker on a volunteer basis or for a reasonable fee in their spare time. However, the majority of existing web platforms matching speakers and organizations are focusing primarily on experienced, highly-paid speakers.

Therefore,

Self-employed speakers, who are new to the profession, do not have a platform to offer their services.

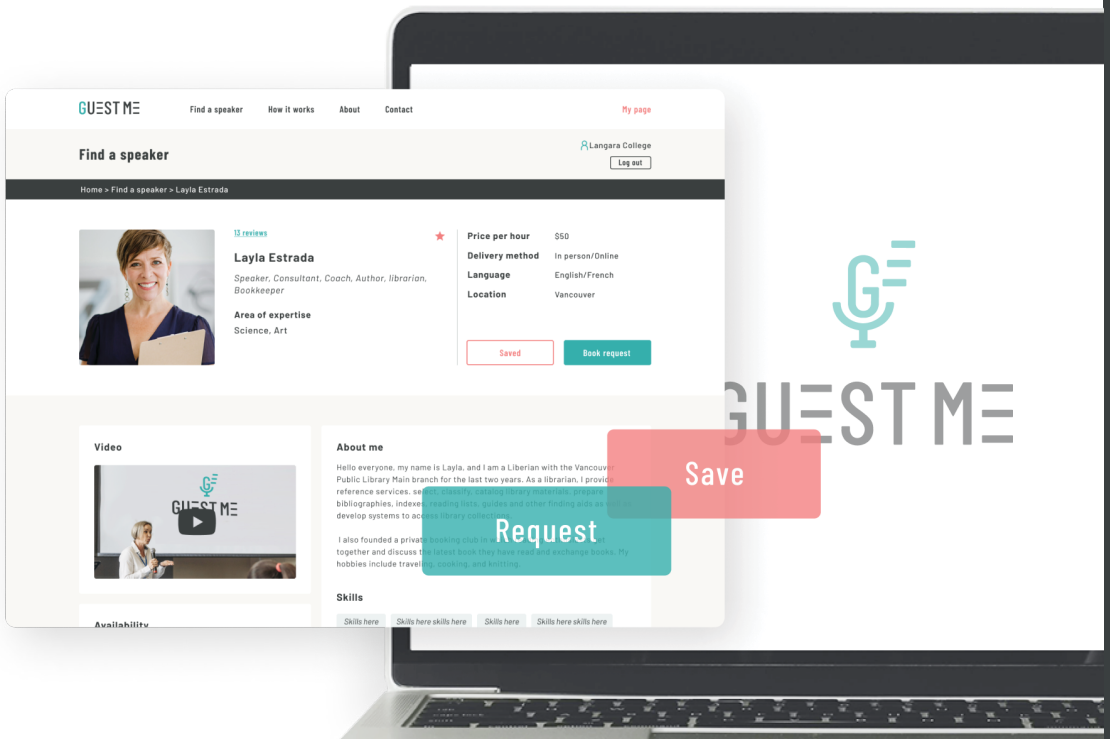
Educational institutions in BC have difficulty finding speakers, who have expertise in a particular area, according to their budget quotas.

SOLUTION

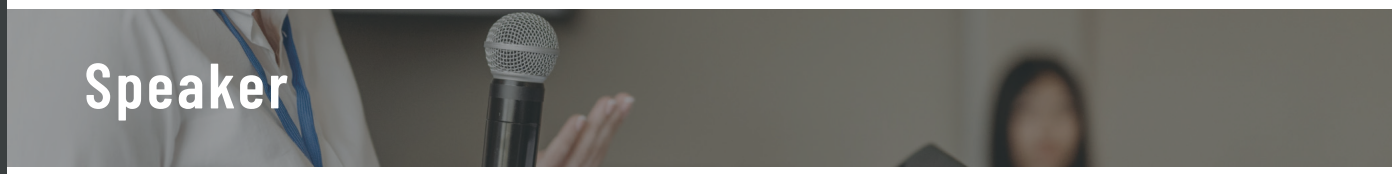
More friendly, more diverse!

GUEST ME is a responsive data driven web platform, which helps speakers with diverse backgrounds and experiences who want to provide their services to educational institutions across BC province by making registration process simple, fast and transparent, providing equal opportunities to everyone, who wants to share their knowledge and skills, offering flexible work arrangements, matching to credible employers and assist in building long-lasting networking connections.

Our platform also supports BC educational institutions by providing opportunities to their students to gain knowledge and inspiration from specialists in the industry. We are offering a simplified booking process, a solid roster of diverse speakers with various levels of expertise, interests, languages spoken, speech delivery methods and price range to fulfill organizational needs and assist them in building their own roster of favorite speakers.



MAIN FEATURES



Speaker

Personalized Profile

Users can make their profile more engaging by providing detailed information (area of expertise, languages spoken, skills, location, delivery method, about me) as well as adding videos and certifications.

Flexible Schedule

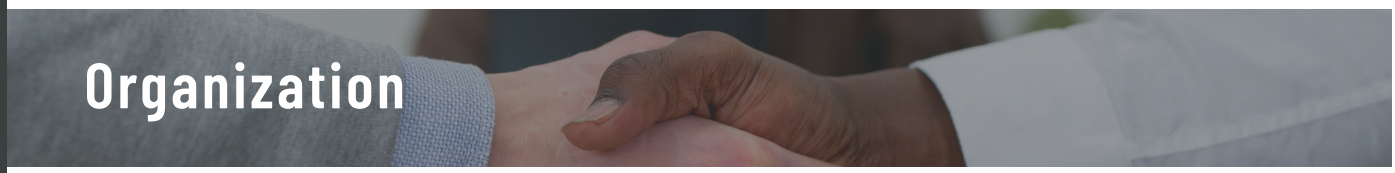
Flexibility to create your own schedule, by setting availability in the calendar and accepting only the events the user is interested in.

Manage Bookings

Users can easily navigate through the different sections of the booking list, as well as manage bookings: accept, decline, cancel, delete.

Feedback From Organization

Ability for the user to get feedback from the organization, which would help their profile to stand out from the crowd.



Organization

Find a speaker

Ability to find speakers according to their area of expertise, languages spoken, speech delivery methods, location and price range.

Save to favorite list

Organizations can save speakers to their favorite's list for the future work arrangements.

02

Design And Development Plan

DESIGN PLAN

WEEK01	Project idea / Team roles and responsibilities / Platforms and frameworks
WEEK02	Project Blueprints / User Flow / User Stories / Personas / Market analysis / Main features / Branding: Web app name
WEEK03	Low-fidelity wireframe (version 1.0) / Unique features / UI style research (moodboard)
WEEK04	Usability test results / Branding: Logo Design / UI Kit / Wireframe (version 2.0)
WEEK05	Accessibility (blind safe color palette) / UI Kit completion
WEEK06	Components / Content creation (photos, user's bio)
WEEK07	Mockups / UI prototype
WEEK08	Project Proposal (first draft) / Mockups Locked
WEEK09	Burndown Chart / Social Media Asset
WEEK10	Project Proposal (version for print)
WEEK11	Presentation Script
WEEK12	Presentation Draft
WEEK13	Final Presentation (slide deck and demo video)

DEVELOPMENT PLAN

WEEK01	Project Idea / Basic Developers Environment set up
WEEK02	Defined Back-End technologies / System Architecture
WEEK03	Database Structure / Development milestones
WEEK04	Starter React app on Netlify Deployment / Set up CI/CD and MongoDB on Heroku / Data Model
WEEK05	React Component Tree / State management and styling method decisions / Linting, Formatter setting / Authentication Endpoints
WEEK06	Higher-level Components / Homepage and Register pages / Speaker Profile, Speaker list, User Authentication Endpoints
WEEK07	Speaker Profile Components / Speaker Register Components / My page for Speaker / User Information and Booking information CRUD API
WEEK08	My page for Organization / Filtering function for Find a Speaker page / Speaker booking Endpoints / Speaker Profile Components / Set Availability with Calendar
WEEK09	Landing Page / Issue tracking and Bug Fixes / Review Components / Review Endpoints
WEEK10	Contact, About, How it works pages / Data Visualisation on a Landing page / Styling for all components
WEEK11	Testing / Bug Fixes
WEEK12	Launching
WEEK13	Final Presentation (slide deck and demo video)

03

Market Analysis

COMPETITORS

	Speakers new to the profession	A massive educational speakers roster	Feedback from the Organization	Free or low-price speaking service
GUEST ME	✓	✓	✓	✓
speakers spotlight	✓	✗	✗	✗
nsb	✗	✓	✓	✗
ProSpeakers.com	✗	✗	✗	✗
speakerhub	✓	✗	✓	✓

PERSONA

SPEAKER
Johanna Mayer
32 y.o. / Librarian

User Story

As a librarian, Johanna would like to share her passion for creative writing with youth and is interested in giving speeches in front of a large audience but doesn't know how to start her speaking career.

Goals

- **Involve youth in creative writing**
- **Promote VPL Creative Writing Club**
- **Find organizations interested in creative writing lectures**
- **Practice her public speaking skills**
- **Give back to community**

Frustrations

- **Was not able to register on the web platform due to the high volume of inquiries from speakers seeking representation**
- **Contacted speaker's hiring agency, but was told that companies in their roster are looking for more experienced speakers**

User Story

The school where Felix works as a physics teacher is actively preparing for the upcoming National Science Day event. He was instructed to find a speaker working in the robotics industry to make the event more engaging and informative for the students.

Goals

- **Find a speaker within the school budget**
- **Provide career guidance and additional motivation for students**
- **Help students make network connections with industry experts**

Frustrations

- **Checked several web platforms, but asking price for their service is above school budget**
- **Limited roster of experts in robotics**
- **Could not see the availability of speakers in advance**

ORGANIZATION
Felix Blackwell
41 y.o. / Secondary School Teacher

04

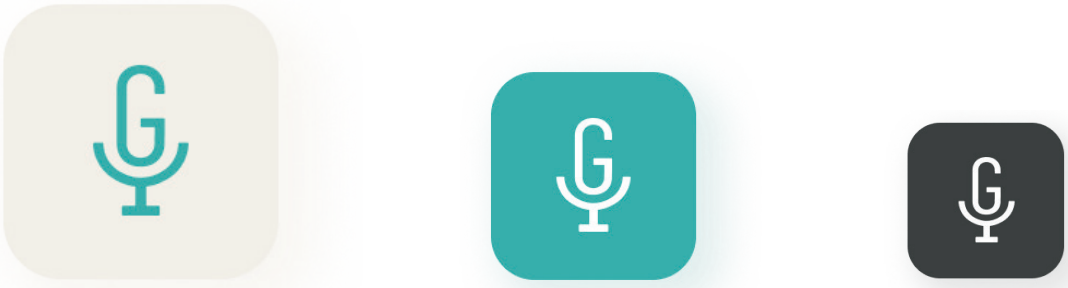
Design Process

BRANDING

GUEST ME

GUEST ME

GUEST ME



SPEAKER + MICROPHONE = GUESTME

TYPEFACE

Oh Barlow,
such a versatile typeface!

Barlow and Barlow Condensed are used for our branding such as logo, as well as, headings, body, and buttons. Barlow is a practical sans serif with friendly quirks, perfect for startups. It is described as a slightly rounded, low-contrast, grotesque type family. It has a good balance of friendly and functional. Due to its many weights and styles, Barlow is perfect for complex websites and app interfaces as text or display font. Its multiple weights can support complex information hierarchies like text-heavy projects. Barlow is also said to be excellent for tech companies looking to create logos communicating simplicity and warm brand personalities. In the spirit of its name, Barlow is part of the Google Fonts free licensed font families and APIs for use with CSS and Android.

Aa

Barlow Regular
Barlow SemiBold
Barlow Bold
Barlow Italic

1234567890@#$%&*+?
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Barlow Condensed Regular
Barlow Condensed SemiBold
Barlow Condensed Bold

1234567890@#$%&*+?
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR PALETTE

Mint Blue -Primary Color-
#35AFAC

Mint blue is our branding color, conveying harmony and tranquility, while being refreshing and inviting at the same time. It symbolizes a new beginning. Personal pursuits, advancement and initiative are also associated with this color, reflecting the goals of our platform.

Black
#3A3F3F

Light Beige
#F9F8F5

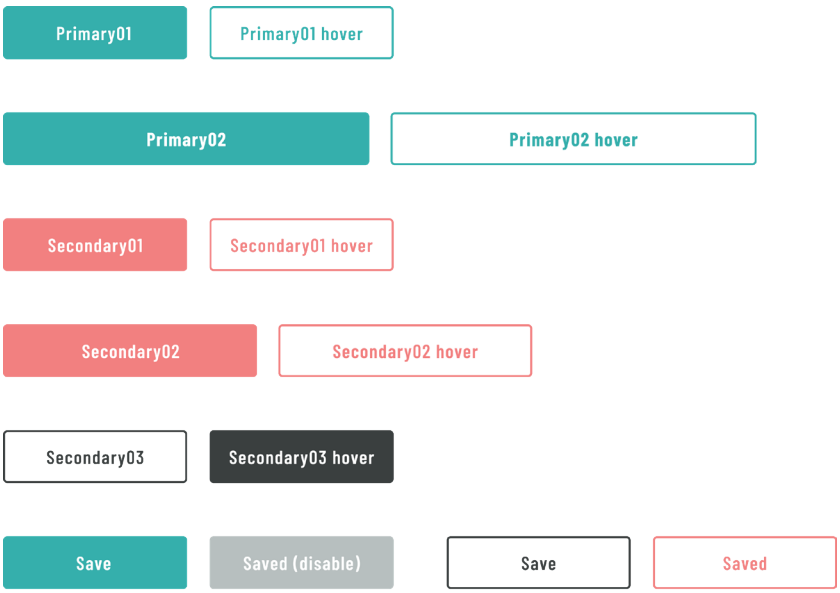
Grey
#B7BFBF

Light Green
#ECF2F2

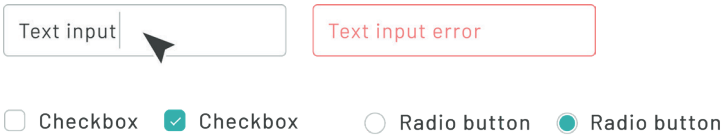
Fiery Rose
#F28080

UI ASSETS

Buttons



Inputs

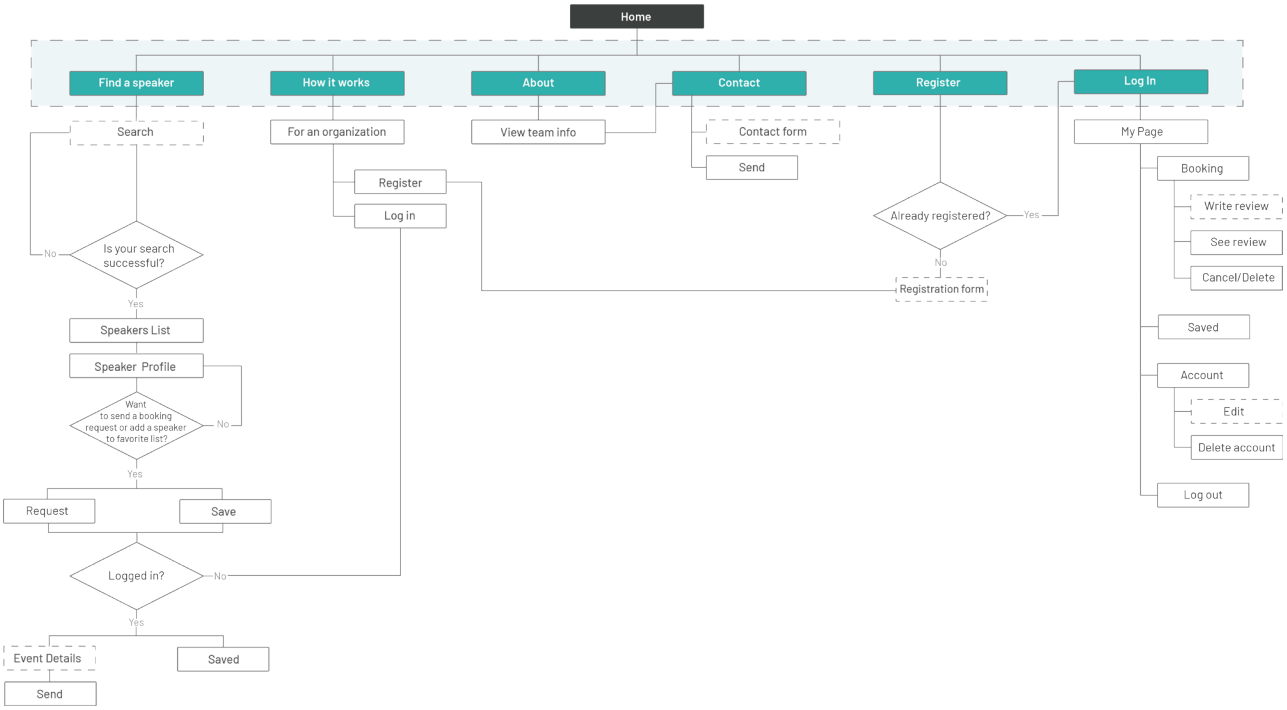


Text links

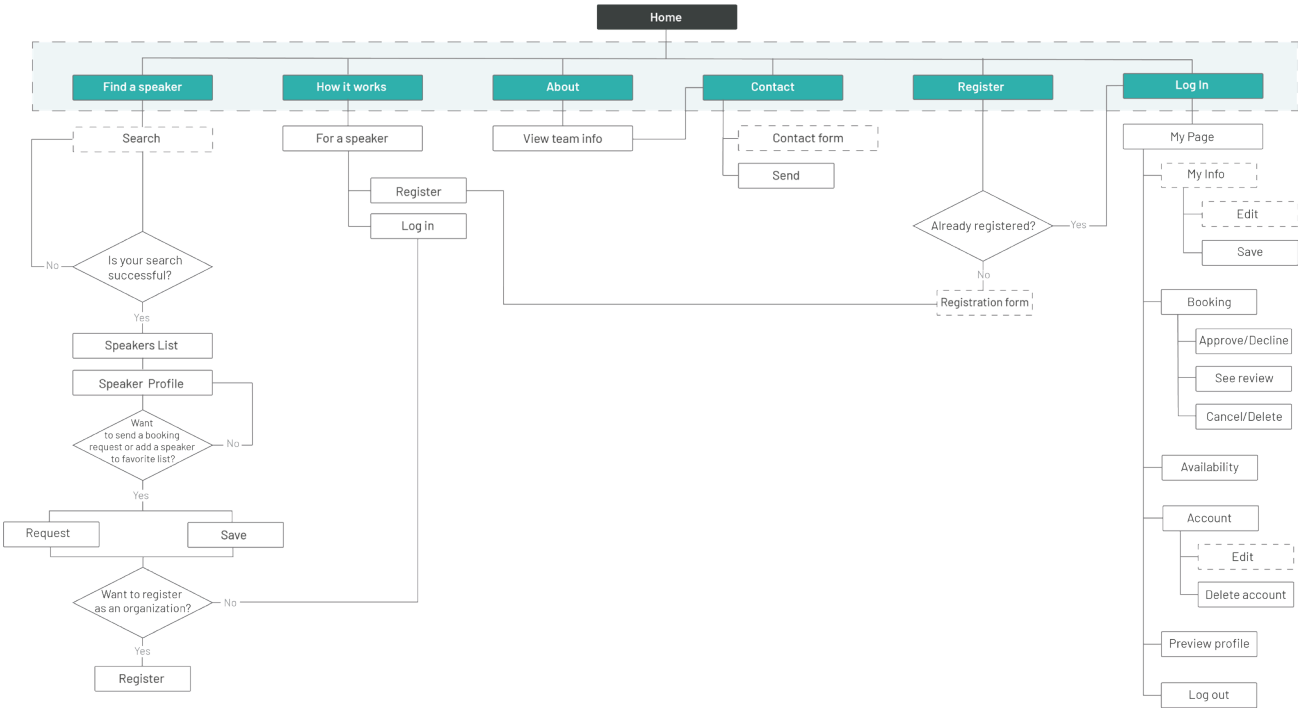
Icons

USER FLOW

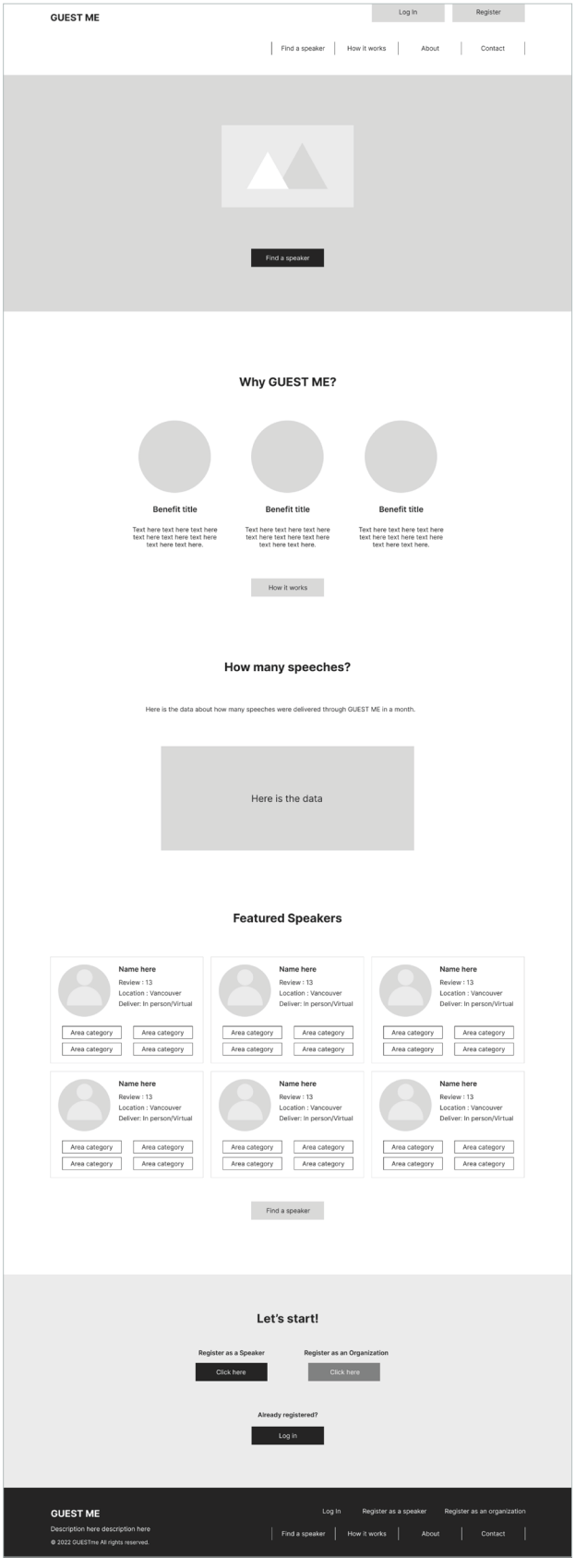
Organization



Speaker



WIREFRAME


GUEST ME
Log In
Register
Find a speaker
How it works
About
Contact
Find a speaker
Why GUEST ME?
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Benefit title
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How it works
How many speeches?
Here is the data about how many speeches were delivered through GUEST ME in a month.
Here is the data
Featured Speakers
Name here
Review : 13
Location : Vancouver
Deliver: In person/Virtual
Area category
Area category
Area category
Area category
Find a speaker
Let's start!
Register as a Speaker
Click here
Register as an Organization
Click here
Already registered?
Log in
GUEST ME
Description here description here
© 2022 GUESTme All rights reserved.
Log in
Register as a speaker
Register as an organization
Find a speaker
How it works
About
Contact

GUEST ME
Find a speaker
Why GUEST ME?
Benefit title
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Area category
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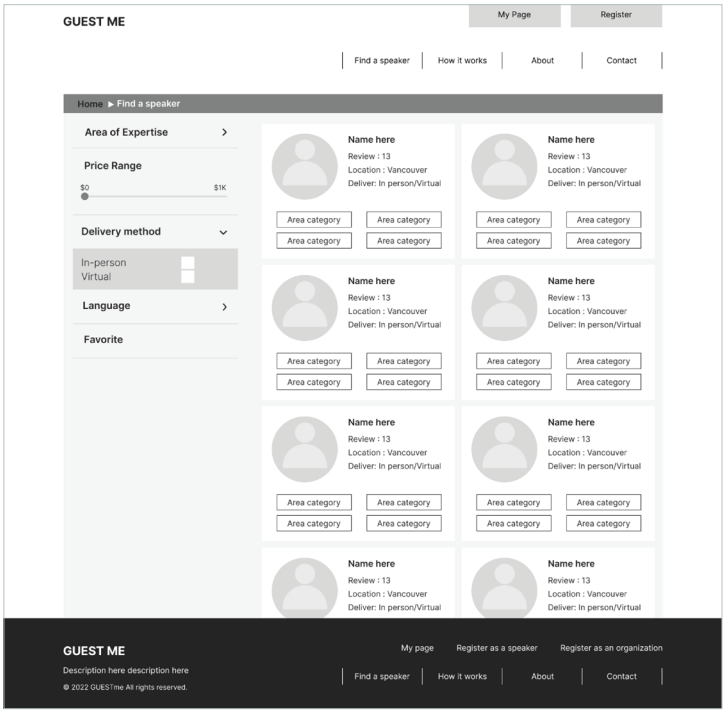
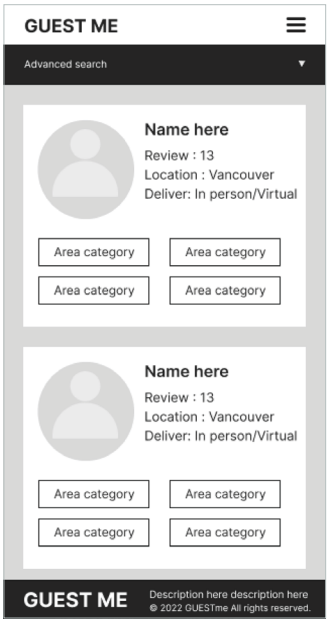
Area category
Register as a Speaker
Click here
Register as an Organization
Click here
Already registered?
Log In


GUEST ME
My Page
Register
Find a speaker
How it works
About
Contact
Home ▶ Find a speaker
Area of Expertise
Price Range
$0
$1K
Delivery method
In-person
Virtual
Language
Favorite
Name here
Review : 13
Location : Vancouver
Deliver: In person/Virtual
Area category
GUEST ME
Description here description here
© 2022 GUESTme All rights reserved.
My page
Register as a speaker
Register as an organization


GUEST ME
Advanced search
Name here
Review : 13
Location : Vancouver
Deliver: In person/Virtual
Area category
GUEST ME
Description here description here
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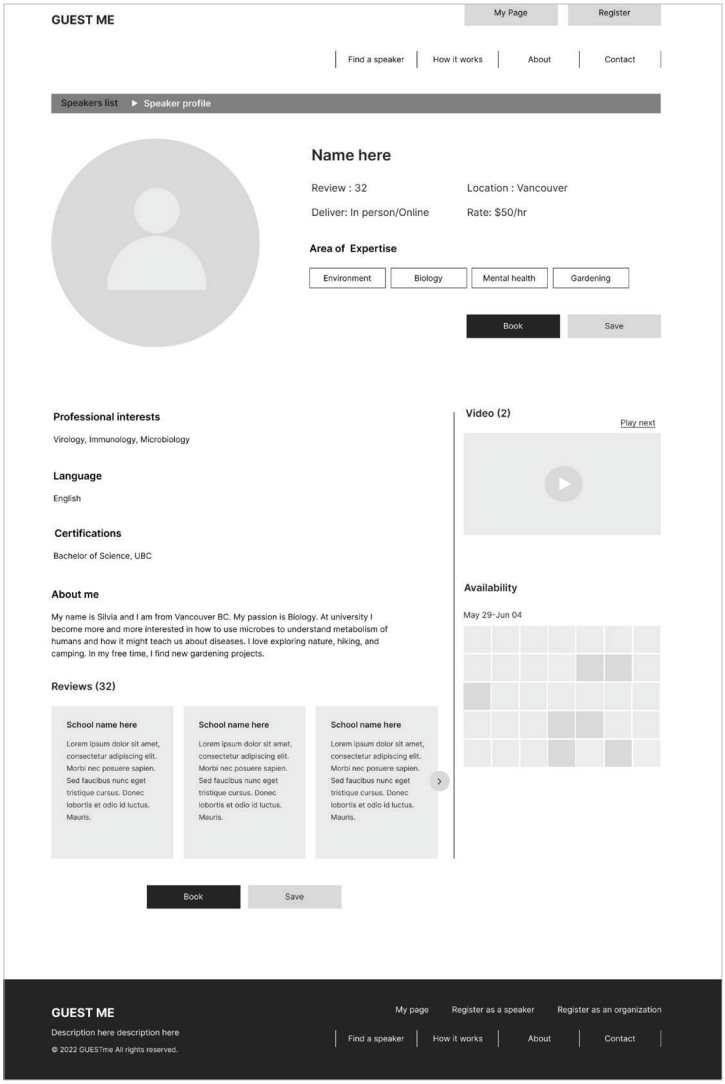
GUEST ME
My Page
Register
Find a speaker
How it works
About
Contact
Speakers list ▶ Speaker profile
Name here
Review : 32
Location : Vancouver
Deliver: In person/Online
Rate: $50/hr
Area of Expertise
Environment
Biology
Mental health
Gardening
Book
Save
Professional interests
Virology, Immunology, Microbiology
Language
English
Certifications
Bachelor of Science, UBC
About me
My name is Silvia and I am from Vancouver BC. My passion is Biology. At university I become more and more interested in how to use microbes to understand metabolism of humans and how it might teach us about diseases. I love exploring nature, hiking, and camping. In my free time, I find new gardening projects.
Reviews (32)
School name here
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Video (2)
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Availability
May 29-Jun 04
GUEST ME
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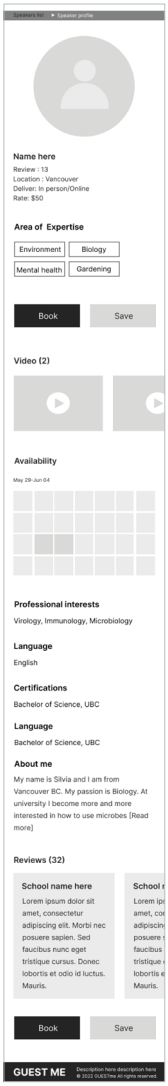
© 2022 GUESTme All rights reserved.
My page
Register as a speaker
Register as an organization


Name here
Review : 13
Location : Vancouver
Deliver: In person/Online
Rate: $50
Area of Expertise
Environment
Biology
Mental health
Gardening
Book
Save
Video (2)
Availability
May 29-Jun 04
Professional interests
Virology, Immunology, Microbiology
Language
English
Certifications
Bachelor of Science, UBC
Language
Bachelor of Science, UBC
About me
My name is Silvia and I am from Vancouver BC. My passion is Biology. At university I become more and more interested in how to use microbes [Read more]
Reviews (32)
School name here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi nec posuere sapien. Sed faucibus nunc eget tristique cursus. Donec lobortis et odio id luctus. Mauris.
Book
Save
GUEST ME

MOCKUP

"Life can be just black and white, but with imagination, life is a kaleidoscope of exhilarating colors and breathtaking adventures."

- Wes Adamson.

Booking

Waiting

Request for
July 7th, 2022

Request from sent at June 1st, 2022
Langara College

Approve Decline

Request for
July 21th, 2022

Email*
speaker@gma

Password*

Keep me logged in

Lo

Forgot p

Don't have a
Register a

GUEST ME
for students

Find guest speakers who are right for your school and your students based on speaking topics, budget, location, and experience.

Find a speaker

Why GUEST ME?

We guarantee your satisfaction with your speaker and a precious

GUEST ME

My page

Home > My page

Menu

My info Booking Availability Account

Availability

Information here will be published

Set your availability by clicking the date in the calendar below.

Available Today

« ‹ June 2022 › »

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

GUEST ME

Find a speaker

Home > Find a speaker

Search filters Cle

Area of expertise

- Law
- Finance
- Arts
- Science
- Health & We
- Leadership
- Education
- Technology
- Environmen
- Sports
- Business
- Others

GUEST ME

Find a speaker

Home > Find a speaker

Search filters

1-10 speakers / 125 speakers

104 reviews
Anna Gross
Speaker, Leadership Coach, Financial Planner

RRSP's Risk Management
Financial Planning Tax Accounting

View profile

56 reviews
Madeline Donnelly
Speaker, Personal Financial Planner, Financial Controller

Insurance Economics Theory

View profile

GUEST ME

Find a speaker

Home > Find a speaker > Speakername longnamehere > ...

Request to

GUEST ME

How it works

Home > How it works (For an

For a speaker

Why GU

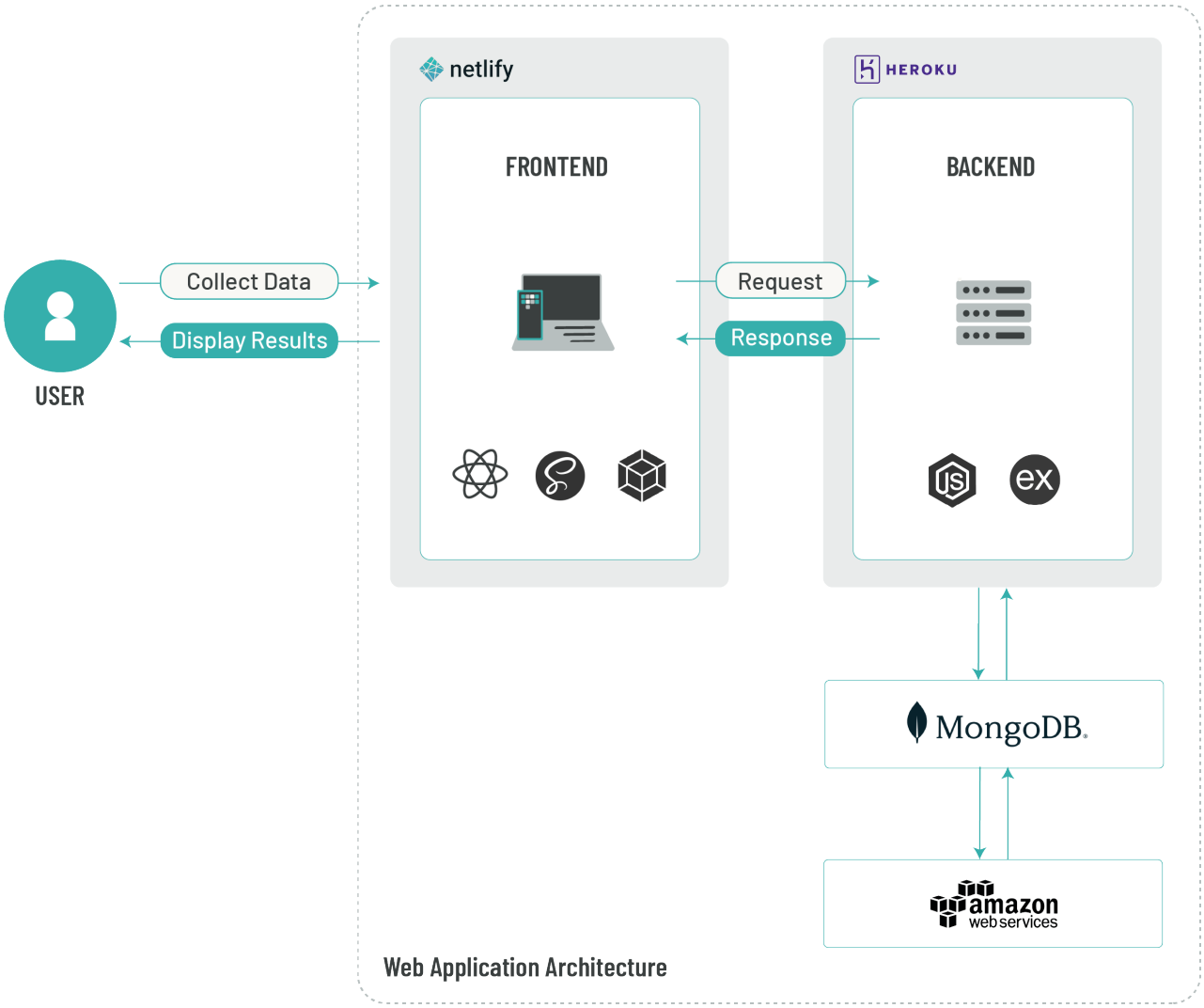
We guarantee you
your speaker
learning oppo
stud

05

Technical Overview

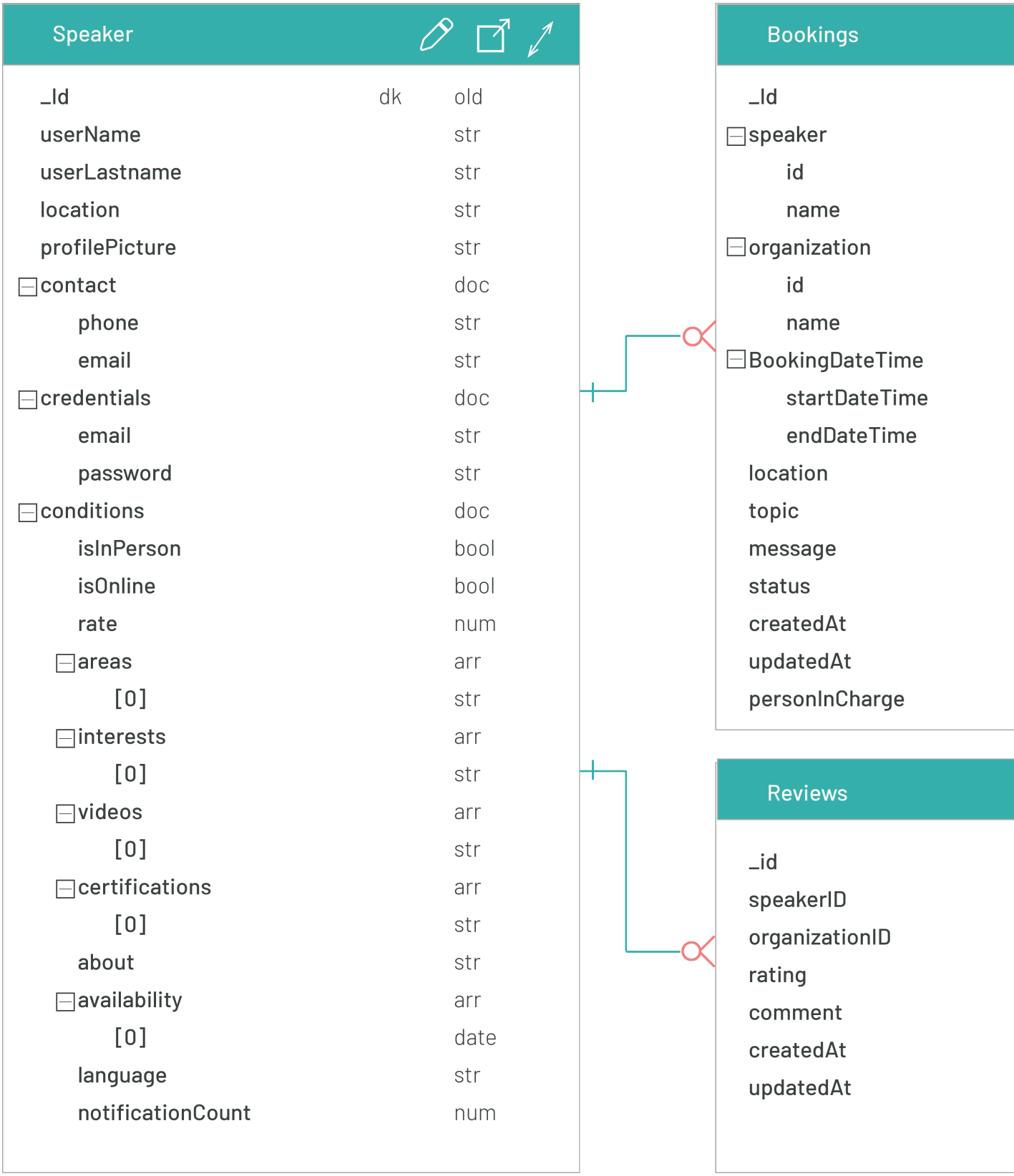
SYSTEM ARCHITECTURE

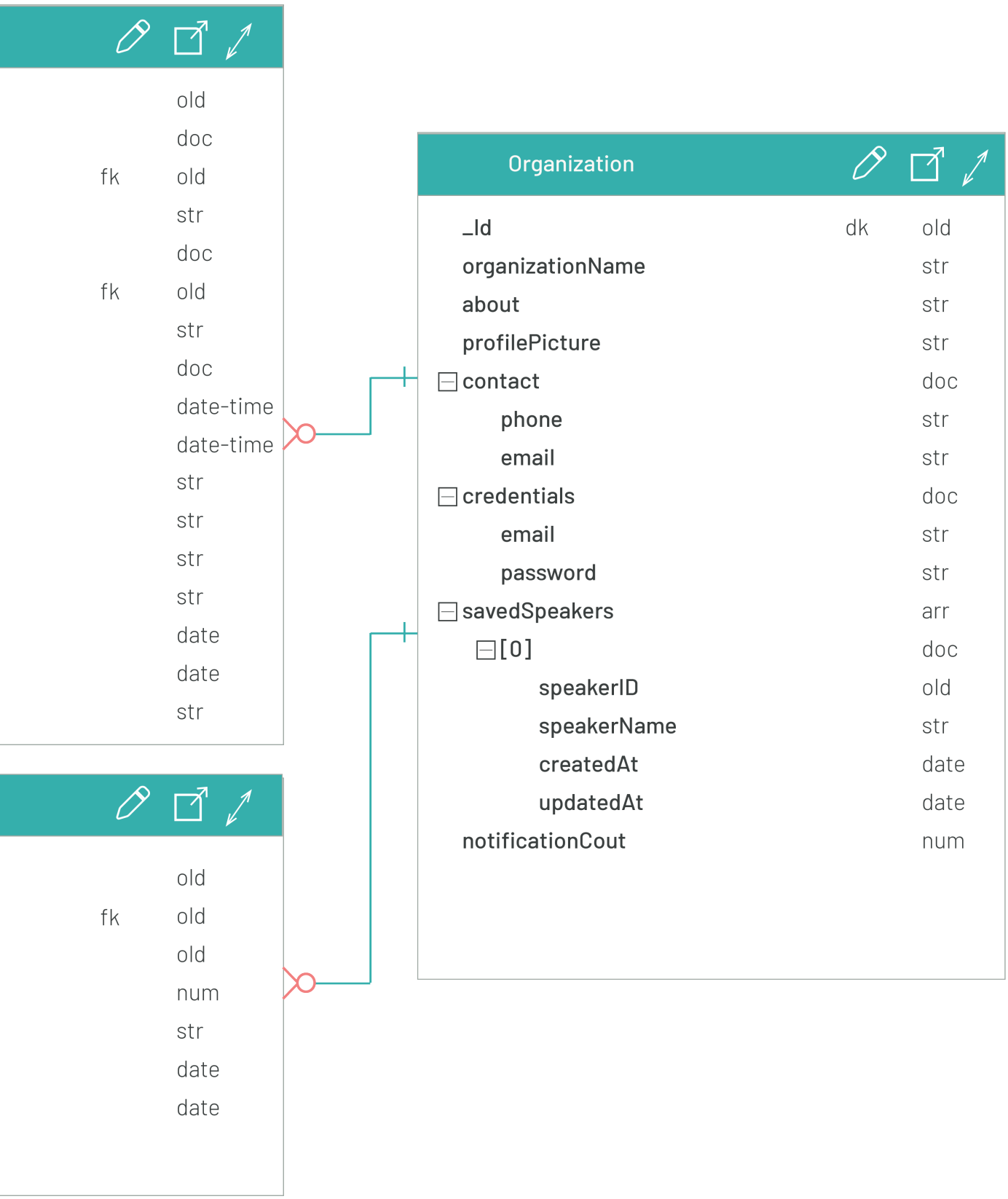
Our web application is built using ReactJS with sass for the frontend and NodeJS with Express on the backend.
For Image and file storage, we use the Amazon S3 bucket and for database MongoDB Atlas.
The frontend is hosted on Netlify and the backend on Heroku. The frontend communicates with the backend using Web-APIs.



Web Application Architecture

DATABASE MODEL

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_Id dk old
organizationName str
about str
profilePicture str
contact doc
phone str
email str
credentials doc
email str
password str
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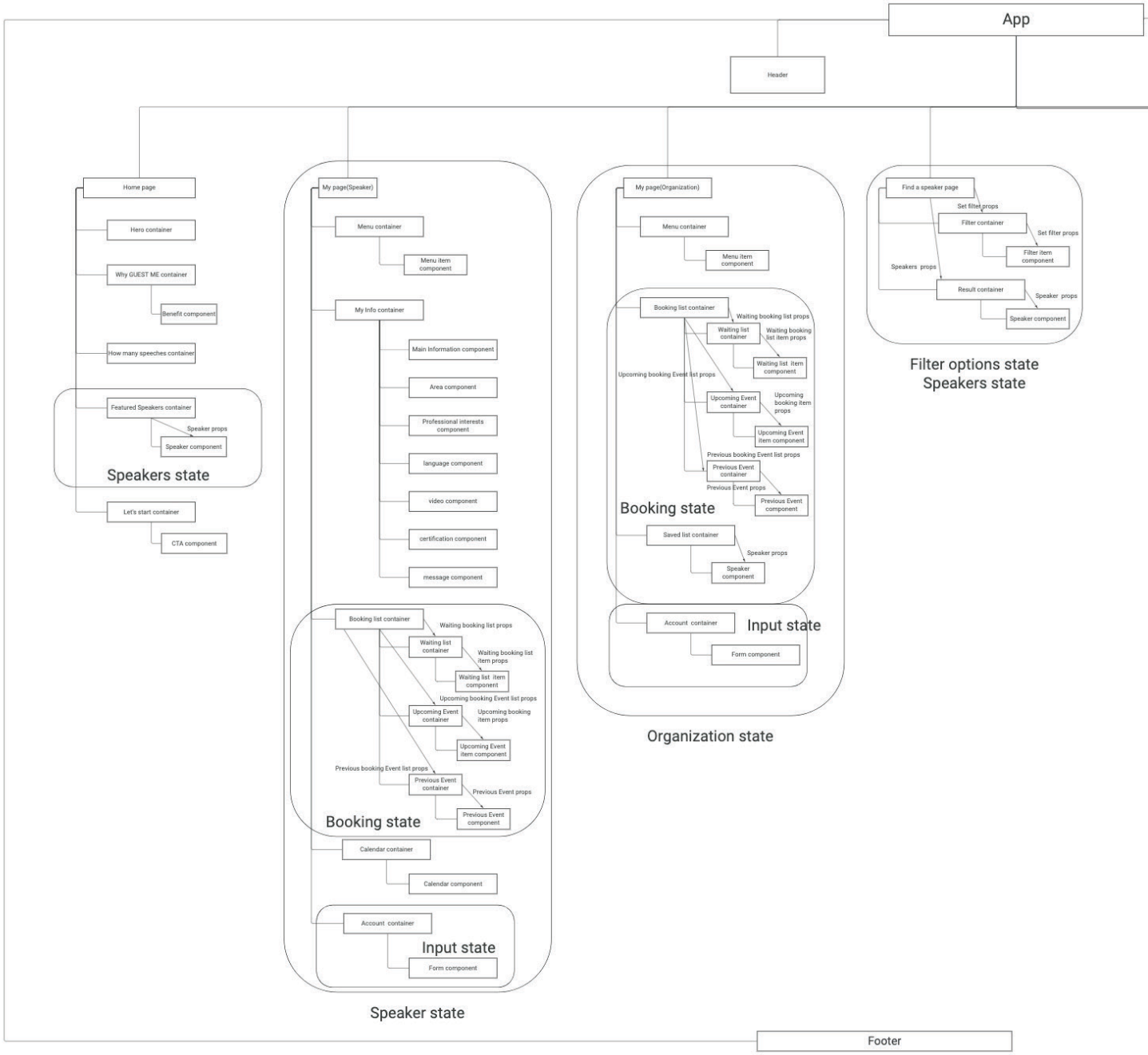
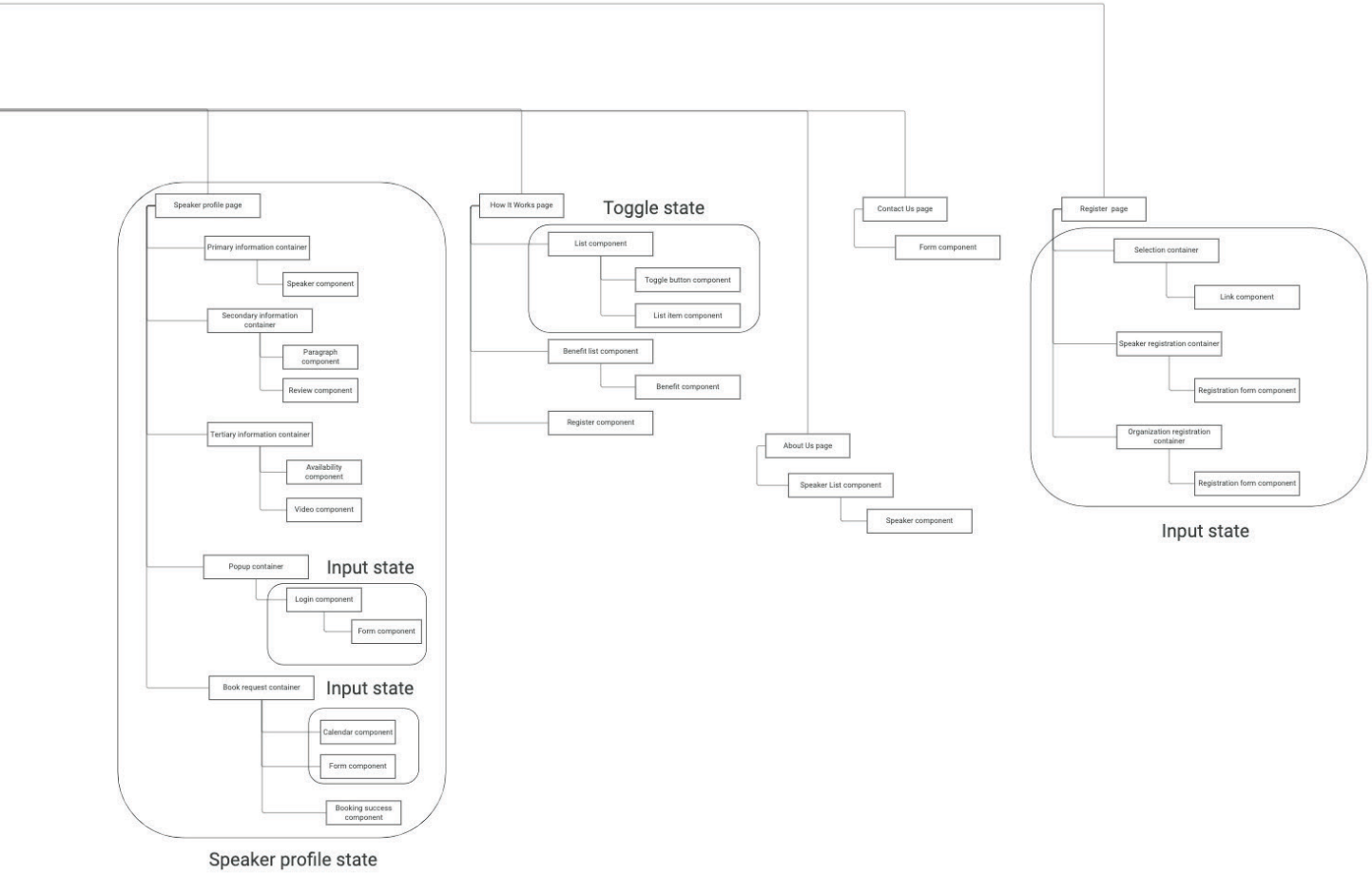
speakerName str
createdAt date
updatedAt date
notificationCout num

COMPONENT TREE




Speaker profile page
Primary information container
Speaker component
Secondary information container
Paragraph component
Review component
Tertiary information container
Availability component
Video component
Popup container
Input state
Login component
Form component
Book request container
Input state
Calendar component
Form component
Booking success component
Speaker profile state
How it Works page
Toggle state
List component
Toggle button component
List item component
Benefit list component
Benefit component
Register component
About Us page
Speaker List component
Speaker component
Contact Us page
Form component
Register page
Selection container
Link component
Speaker registration container
Registration form component
Organization registration container
Registration form component
Input state

miro

TECHNOLOGIES USED

Project Management

Trello helps our team with organizing and tracking tasks, scheduling, managing documents and facilitating retrospective meetings. Lean Canvas allows us to test our business model and validate the key assumptions. Slack and Zoom are used for communication and demo recording purposes.

Trello miro zoom slack

Design

We primarily use Figma for creating web application design (mock up, wireframe) and promotional materials, since it is a very convenient tool for collaborative work. Vector graphics (logo) are created in Illustrator, photo editing is done in Photoshop. For the digital and printed promotional materials we use InDesign program.

Figma Ps Ai Id

Tech Stack

Frontend:

We use React JS, the most popular JS library in today's time, which has many advantages and gives complete flexibility to the development team. For Styling, we use SASS and styled-components react library in order to make the coding process simpler and more efficient. Additionally, we use React-Calendar.js and Chart.js libraries for booking feature and data visualization, respectively.

Backend:

We use Node.js, that allows us to execute JavaScript code, a language that our team is comfortable working with, outside the browser. We also work with Express.js framework, which offers helpful utilities to Node.js. For storing our data, we use Mongo DB Atlas, which is suitable for our scaling web application, along with the flexible schema feature, that allows to easily develop enhancements in the future. Mongo DB Atlas, in conjunction with the Mongoose module, gives us flexibility with the boost of several functions to manipulate documents. For file storage, we use AWS S3 for storing images. This Cloud Storage is suitable for our web application because of its scalability.

Deployment:

For the client-side, we use Netlify, that simplifies the deployment process, and it's connected with our GitHub repository, and for the server-side, we use Heroku.

06

Business Model

BUSINESS PLAN

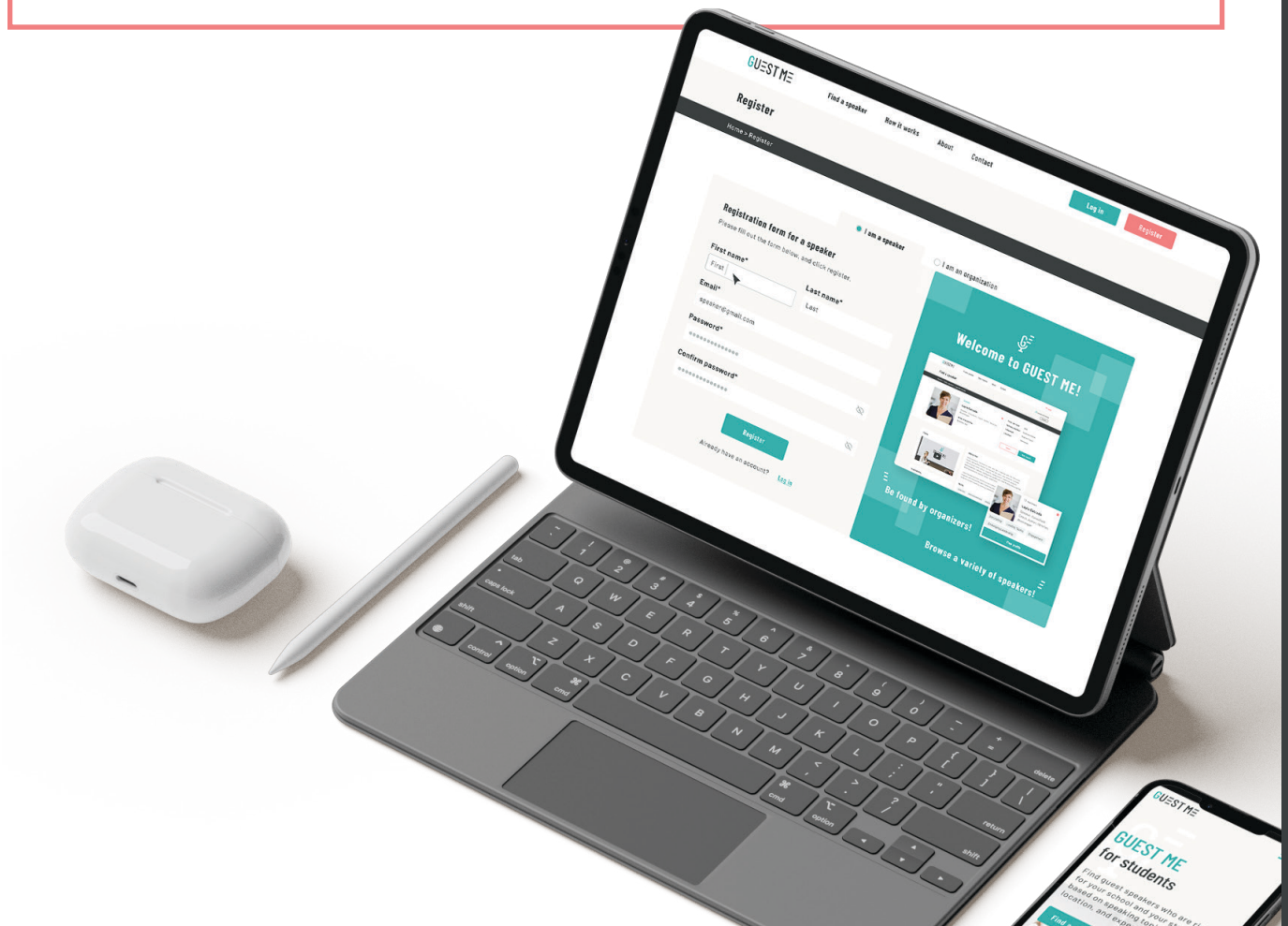
Subscribe to our platform!

In order to make GUEST ME App a viable business, we will use a subscription-based monetization model.
For the purpose of attracting more speakers, at the launching phase, we will offer one month free trial period, but then speakers will need to subscribe to continue using our platform to offer their services.

The subscription costs will vary depending on the subscription time and change according to the financial market situation.
In the second phase, we will develop in-App purchases, and we will collect 10% of every transaction made between speakers and organizations.

Our Subscription Options

- **Basic Subscription**
- **Premium Subscription: Basic Subscription + Advertisements package**



MARKETING STRATEGY

Connect with the people who need our service!

We will focus our marketing campaign on digital channels, such as search results and social media advertising. Highly customized targeting options are great reasons to advertise on social media. We will choose an appropriate social media platform depending on our target and goals.

Social media platforms

LinkedIn / Instagram / Facebook

In-app promotion

Users can invite others to join.

07

Team

OUR VISION

Our team of like-minded designers and developers is ready to take on complex projects with passion and enthusiasm!

We believe:

The design and development decisions should meet long-term goals: be oriented to possible requirements in the future as well as to the changes in the technological, social and cultural environment.

We understand:

The importance of the collaborative process and being open to opposing viewpoints or product revisions.

We are ready:

To constantly work on improving the product at each stage of its development, which guarantees to achieve a high-quality final result.

MEMBERS

Designer

Valentina Abanina

Project Manager, UX/UI Designer

Graduated with a Master degree in Fine Arts. Work experience includes Quality Management Specialist in Education, Photographer Supervisor and Drama Instructor.

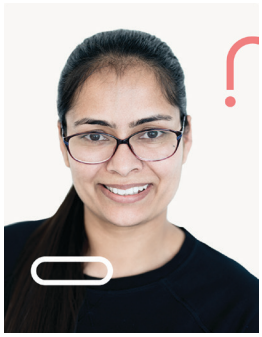
in valentina-abanina

Noriko Gondo

Lead Designer, UX/UI Designer

Obtained Bachelor of Economics and International Business degrees. Worked as a Recruitment Consultant and freelance Web Designer.

in norikogondo



Satveer Kaur

UX/UI Designer

Bachelor of Computer Application, Master's degree in computer science (Information Technology). Have experience in web development.

in satveer-brar

Developer

Jatin Parmar

Lead Developer, Full Stack Developer

Holder of a Bachelor of Science degree in Computer Engineering. Extensive experience in developing ERP and Ecommerce web applications.

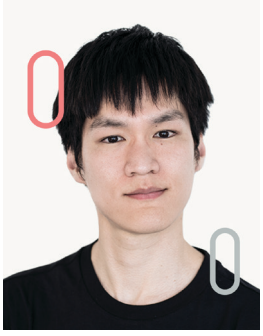
in jatinparmar96

Arvind Kumar Suroju

Full Stack Developer

Graduate of a Bachelor in Electronics and Communication Engineering. Experienced Application Engineer and Full Stack developer in the fin-tech industry.

in arvindkumarsuroju



Koichi Tanaka

Full Stack Developer

Graduate of Bachelor of Information Expression and Informatics in Arts. Worked previously as a full stack web developer.

in koichi-tanaka

Gabriela Fernandez Chaves Arriola

Full Stack Developer

Bachelor of Accounting degree holder. Extensive experience in Management Control and Logistic teams in Hospitality and Casino industry.

in gabrielafchaves

REFERENCES

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SPECIAL THANKS

To our instructors and instructor assistants!

Team Neptune would like to send their heartfelt appreciation for all your help, mentorship and feedback during our educational journey. We believe as inspiring designers and developers entering the industry, we were able to gain and enhance our knowledge and skills in these areas and grow as individuals.

From Designers

Thanks to you, we have learned to be in constant **movement**, find pleasure in task **repetition**, maintained a **balance** between theoretical and practical skills and have discovered a **variety** of methods and techniques. Working on the group projects we achieved team **unity**. You did not follow the strict principles of **hierarchy**, rather being more like friends to us. There was no place in the auditory for the **white space** of empty desks, only curious students!

From Developers

```
const thanks = finalVersionProposal ? meaningfulText : lorem;
console.log(thanks);
```

```
Output;
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Duis a erat tempus nunc ultrices fermentum.
```

We swear that was working a minute ago! Ok, let us hard code it just for now... No words can **express** our gratitude to you. We learned about **commit**ment to a team because it doesn't matter how **agile** and brilliant our minds are, playing solo is not the answer. 'Scope' turned into our most used word, and we understood that **push**ing ourselves is great, but we also need to **rest**. We realized that "no code has zero defects", and **debugging** it's an opportunity to **pull** harder. Thanks to your teachings we feel fully prepared to **react** with flexibility to any **variable** that comes our way. And that if everything fails, we always can **reboot**.

Langara.
THE COLLEGE OF HIGHER LEARNING.

GUEST ME By Team Neptune

GUEST ME

guestme.ca