



**UNIVERSID**

## **Hackathon 2019 Process**

Group 3



## **▮ PROBLEM**

Students lose their IDs and/or don't carry them because they don't use them regularly and forget passwords.

## **▮ SOLUTION**

We provide facial recognition-based software application to universities so that they can provide a secure and efficient alternative to physical ID cards. This will ease the hassle of an ID card with just a glance by using your face as your ID for campus-wide access and authentication via FR technology.



## **MISSION STATEMENT**

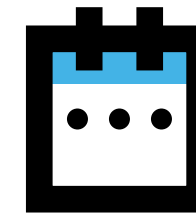
Effectively improve the process in how students are able to identify themselves by using facial recognition for purchases, attendance, university registration etc.

## **VISION STATEMENT**

To provide a way for students to manage all of their college life on one all-encompassing app using facial recognition in a concise way.

## USING UNIVERSID

In the morning a student signs into their 9:00am class with the Attendance function



After class is over they digitally order coffee and a bagel using the Meal-Dining Dollars function and pick their order up



Then they rent a book from the library using the Recreation-Library function



In the afternoon they work out in the Rec using the Recreation-Workout function



In the evening they go to a theater performance and check-in using the Events- Theater Arts function



 **TYPOGRAPHY**

**Kanit Semibold Regular  
Available on IOS**

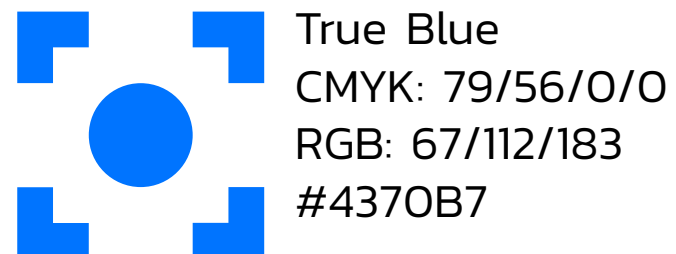
**Kanit Semibold Regular  
Download today!**

Kanit Semibold Regular  
Facial recognition

## COLOR PALETTE



Ski Blue  
CMYK: 64/11/0/0  
RGB: 67/179/230  
#43B3E6



True Blue  
CMYK: 79/56/0/0  
RGB: 67/112/183  
#4370B7



Deep Blue  
CMYK: 100/80/30/16  
RGB: 20/67/114  
#144372

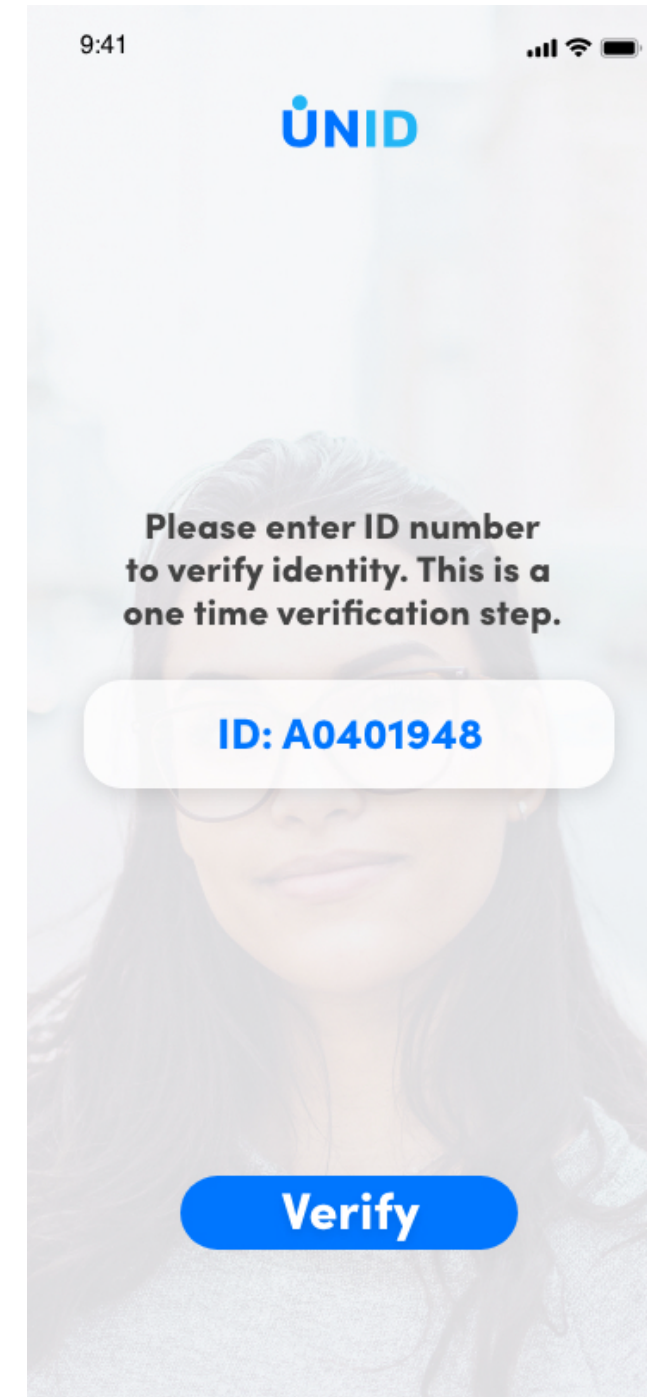





**UNIVERSID**






**UNID**






8:41   

 **UNID** 

 **MEGAN BELL** **MONDAY**  
ID: A0401948 **APRIL 8 2019**

**School**

 **Check In**

**Upcoming Events**

- 8:00AM - Math 140
- 10:00AM - History 103
- 5:00PM - SLG Meeting

**Recreation**

**Current Points**

**50**


**Upcoming Events**

- Soccer Intramural Tryouts
- The Music Man Production
- Yoga Meet Up

**Library**

**Recommended Reads**

Who Stole My Cheese

 **Due Soon April 10: The Lion King**




**Dinning**



**Meal Swipes**

**50**

**Dinning Dollars**


**\$56**

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 **UNID** 


**< Recreation**

**Texas State Rec Center**






**Operating Hours**



Monday	6am - 12am
Tuesday	6am - 12am
Wednesday	6am - 12am
Thursday	6am - 12am
Friday	6am - 10am
Saturday	10am - 8pm
Sunday	12pm - 12am

 **Check In**

**Events**

Soccer Intramural Tryouts	April 5 - 5:00PM
The Music Man Production	April 10 - 6:00PM
Yoga Meet Up	April 12 - 9:00AM

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 **UNID** 

**< School**

**Classes**

**Today**

- 8:00AM - Math 140
- 10:00AM - History 103

**Meetings**

**Today**

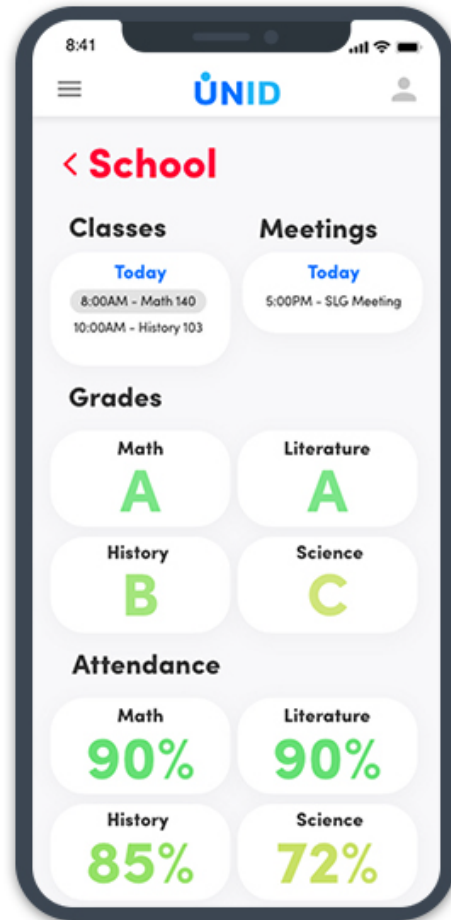
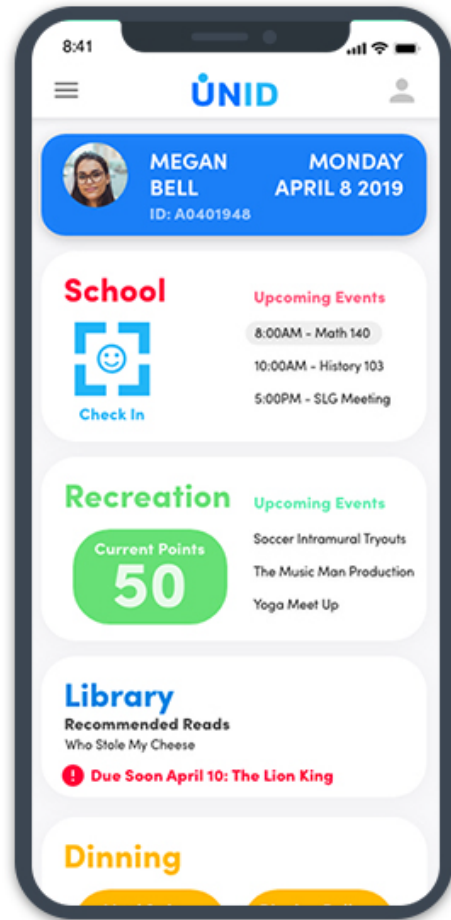
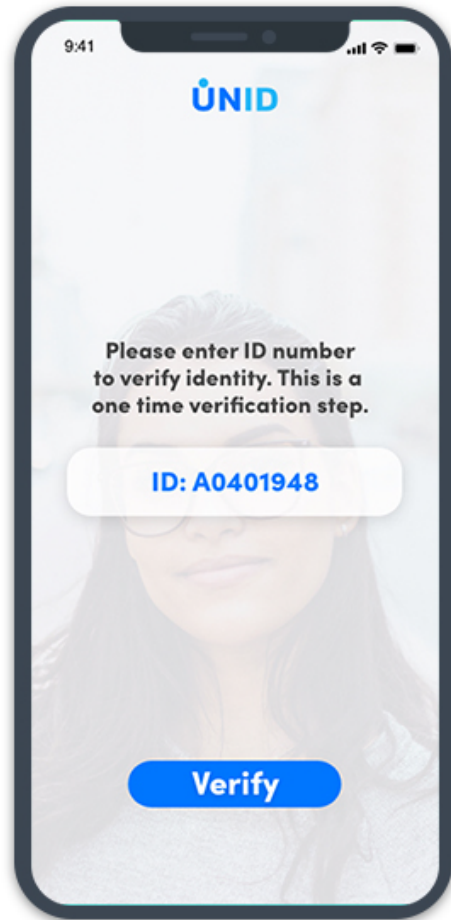
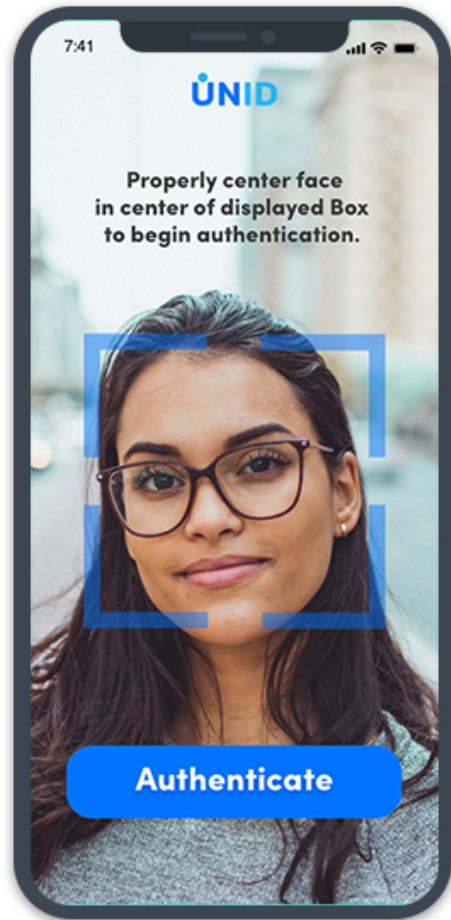
- 5:00PM - SLG Meeting

**Grades**

<b>Math</b>	<b>A</b>	<b>Literature</b>	<b>A</b>
<b>History</b>	<b>B</b>	<b>Science</b>	<b>C</b>

**Attendance**

<b>Math</b>	<b>90%</b>	<b>Literature</b>	<b>90%</b>
<b>History</b>	<b>85%</b>	<b>Science</b>	<b>72%</b>





## **TECHNOLOGY STACK**

NodeJS: to run javascript on the server end

React Native: framework to streamlines development using ReactJS

Expo: mobile-features built on top of / around React Native



## **DEVELOPMENT AND BUILD**

### **Prototypes**

Facial Recognition Signin View

### **Features**

Face detection and orientation

Photo object saving

### **Issues**

Package conflicts, getting API to work how we want, finding usable frameworks



## **▮ BUSINESS PLAN**

We begin our business process by pitching to Texas State University. Once they disburse our software to their students, we are able to track the students activities. Then we implement targeted ads to individual users based on where they go, what they use, and what they participate in.



## **FUTURE ADDITIONS**

As we upgrade and expand our software application possibilities include:

- Link UniversID with other school systems to create an all-encompassing system
- Implementation of targeted ads for students  
Offer personalized suggestions for events that interest the student
- Implement Points system for recorded student involvement
- Add bank accounts to our UniversID account for purchasing options
- Expand to other schools, and offer suggested events between universities



## **▮ POTENTIAL THREATS**

- Companies that don't want to evolving their systems to work in tandem with UniversID.
- Bandwagoners seeing the appeal of UniversID and becoming competition.
- Hackers who want to steal student data for various illegal purposes.





## **▮ BUSINESS MARKET AND GROWTH**

- Our market encompasses both public and private Universities that have physical campuses.
- The product will support itself through monthly subscription paid by the universities.
- Our market size has the potential to grow to 16 Million students nationwide, and expand to the nationwide market of 207 Million students.

**THANK YOU**