

Project Reflections: Marketing Team

What was the problem that we identified?

BitLink has a lack of social media presence, hampering its potential to reach customers via advertising or word of mouth. There isn't a set structure or routine to BitLink's media strategy for them to follow to help with this goal.

What was our solution to the problem?

Analyse the social media presence of a variety of competitors of BitLink to see where they have succeeded and/or failed, provide recommendations on where BitLink should focus its social media presence, and to provide examples of the kind of media that could be posted.

We also provided an example social media calendar for use as a planning tool and created short educational reels for BitLink's IoT (Internet of Things) kit.

What did we learn along the way?

We learnt that the social media presence of most Australian tech companies is very limited, often focusing on only a select couple of sites at a time.

Australian tech companies have made attempts to expand their reach through multiple social media platforms. These attempts appear to have resulted in Facebook and LinkedIn becoming primary platforms of choice. The other platforms appear to be abandoned or have content uploaded infrequently (downtime in months).

Please paste or link to any images of your outputs:



Customer Avatar



Name: Jay Age: 41 Gender: Female Location: Launceston, Tasmania Income: \$35,000 per year Occupation: Business Owner Job Title: Cafe Owner Marital Status: Married Kids: 1			
Challenges: - Not always home to parent or educate - Budget is limited	Goal: - Have child educated	Interests: - Computing - Coding - Crafting	Likes: - Animals - Coffee - Books - Lo-Fi Music - Children
Pain points: - Caffeine addiction - Easily frustrated with instructions	Primary Social Media: - Instagram - Facebook	Hobbies: - Reading - Tennis - Writing	Dislikes: - Vulgarity - Rude customers - Complicated Instructions

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Customer Avatar

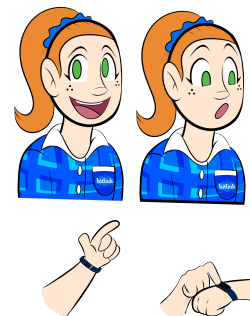


Name: Ross Age: 52 Gender: Male Location: Sorell, Tasmania Income: \$81,000 per year Occupation: Teacher Job Title: Computer Science Teacher Marital Status: Divorced Kids: 2			
Challenges: - Limited Computers for Students - Budget is limited - Incorporating play with education	Goal: - Have children educated	Interests: - Computing - Teaching - Crafting	Likes: - Beer - Coding - Coffee - Teaching
Pain points: - Divorce - Passing education Ideas to the board	Primary Social Media: - Instagram - Facebook	Hobbies: - Crafting - Video Games	Dislikes: - Ex-Wife - Not being busy - Sticky Keys

Customer Avatar



Name: Livvy Age: 10 Gender: Female Location: Hobart, Tasmania Income: N/A Occupation: Student Job Title: Student			
Challenges: - Limited Attention Span - Noisy Environments - Disinterest in Unlikable Subjects	Goal: - Be Educated - Learn More about Coding	Interests: - Computing - Coding - Crafting	Likes: - Video games - Plushies - Robots - Coding
Pain points: - ADHD - Sound Sensitivities - Self Esteem Issues	Primary Social Media: - Instagram - TikTok - Youtube	Hobbies: - Crafts - Video Games	Dislikes: - Loud Noises - Bullying - Complicated Instructions



https://www.canva.com/design/DAGNy8F_MBI/Jns0Z7cIS-O6gSaN2R8cog/watch?utm_content=DAGNy8F_MBI&utm_campaign=designshare&utm_medium=link&utm_source=editor
(instagram reel)

Please paste links to Resources/Documents/Videos:

*Please make sure that access is set to anyone with the link (can view)

Bitlink Media Calendar:

https://docs.google.com/spreadsheets/d/1tSRB7qEgMtxmYxdJvkUSBeReo3-GS72OmNqbUt_sxhl/edit?usp=sharing

Competitor Analysis and Customer Profile:

<https://docs.google.com/presentation/d/1nAga2JEggaCa4eXnpyqBMtHhgNt3q-fQcdudoMCesQ/edit?usp=sharing>

Reels:

<https://youtu.be/D2ppsOATCKk>

<https://www.youtube.com/watch?v=Z5Z3I3E1A3I>

<https://youtube.com/shorts/usj-EJv3pGM>

Team members:

Name: Lewis Monk | Roles: Calendar Creator, Media Planner

Name: DJ/Jaala Best | Roles: Graphic Designer, Analysis Researcher, Illustrator,

Alastair Vickers | Roles: Analysis Researcher, Social Media Advisor

Name: David Iliev | Roles: Calendar team, Social Media Tracking Activity

Name: Oliver | Roles: Meme maker, Video editor, Reels designer

Name: Bradley | Roles: Meme maker, Video editor, Reels designer

Project Reflections: Product Design Team

What was the problem that we identified?

Board game kits that are currently on the market aren't targeted at the school year 3-6 market, they are usually for older people to design board games, and they aren't generally education based.

What was our solution to the problem?

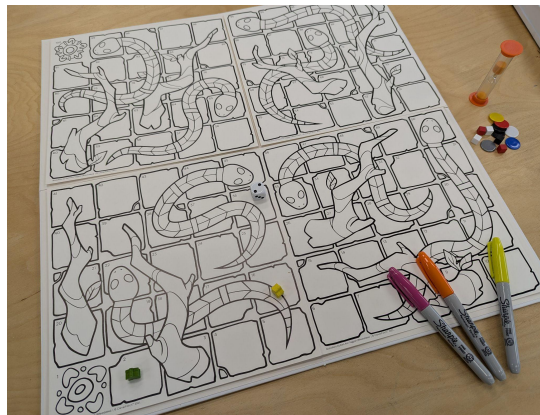
To create a kit that included lessons on creating a board game, and the associated learnings alongside the lessons. The other element being the resources needed to be included in the kit.

What did we learn along the way?

We learnt how to work as a team and also taught each other new things and we were very positive towards each other which made the experience a lot better for all of us.

- Very basic coding for micro:bits
- Some very basic elements of Education Design.
- Some very basic board game design theory
- Producing a series of slide decks and lesson plans
- How to design a new product to teach game design and technology.
- Seeking feedback from professional, relevant, sources
- How to recognise what is and isn't valuable feedback and how to incorporate it

Please paste or link to any images of your outputs





Please paste links to Resources/Documents/Videos

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[Overview Document which contains links to Lesson Plans and Slide Decks](#)

["Box of Board Things" Box Art](#)

[Canva Document we all worked on, which includes our draft lesson plans as well as edits made based on received feedback](#)

Team members

Name : Roles

Dominic Chiavassa

Mike Underwood

Tyler Gale

Chris Hocking

James Taylor

