www.selfsuite.me

Selfsuite ™

Functions Manual

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Version V1.2

OVERVIEW

Selfsuite is an online utility. It comprises a collection of forty integrated application modules that provide client users, with the information and tools they need to plan their education journey from school to employment. It also provides the means for them to monitor their progress and their choices, engage with their parents, educators, mentors, advisors and evaluate their status in the context of employment potential.

Each of the Selfsuite applications is specifically designed to perform a primary function. In most instances an application has the capability to operate completely independently of all the others.

The applications also have the capability to work in combination with each other. Multiple applications can be either connected in parallel to perform comparison and analytical functions or linked in series to provide a processing chain that generates information that is actionable.

The Selfsuite applications fall into eight broad categories:
1. Directories: School, College, University, Courses, Accommodation.
2. Databases: Careers, Employment, Jobs, Options, Help.
3. Processing: Profiling, What If?, Explore, Settings, Analyse, Results.
4. Planning: Schedule, Jobs, Budget, Accounts, Finance.
5. Repository: Portfolio, Studies, Activities, Grades, Scrapbook.
6. Engagement: My Selfsuite, Credits, Play, Shop, Rewards, Output.
7. Administration: Details, Verification, Problems
**8. Support:** Help, Contact, Forum.

The objective of Selfsuite is to provide a broad platform and a complete range of integrated functionality that delivers data in forms that make it possible to model and predict outcomes. Whilst the bulk of the functionality and all forty core applications will be proprietary, each module there will contain a range of technologies, third party solutions and utilities. The Selfsuite platform will also be open, on a controlled basis, to outside developers.

In addressing the software design and development tasks it is possible to draw comparisons between the functionality to be provided by Selfsuite and a number of existing online resources. For example, the "University" application module will provide everything The Good University Guide website does but will take a different approach and be more effective. The "Courses" application module will provide an alternative to the Hot Courses website.

The fundamental difference between these offerings and Selfsuite is that they can best be categorised as providing relatively simplistic search and selection functions across a narrow and impersonal set of criteria.

It is envisioned that the Selfsuite user will not have any need or any reason to go 'off platform'. And in this respect, it is helpful to think of Selfsuite as similar to an operating system like iOS or Android. Selfsuite also incorporates elements of game psychology and a reward system to achieve high levels of engagement. Selfsuite is also designed to capture the data generated by all activity within the site for the purpose of enhancing the overall power of the service for the specific benefit of the individual.

Selfsuite is a private environment, a utility for unique insights and a set of tools for personal empowerment.
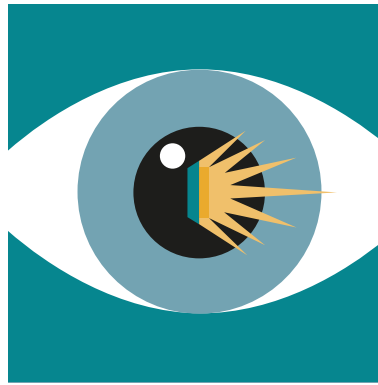
MY SELFSUITE

The main purpose of the My Selfsuite module is to provide users with the forms and templates to create their profile and to customise the appearance of the application to their individual tastes.

To set up a Selfsuite profile it will necessary to collect basic information: full name, recovery email address, school and course information and to request parental consent if the user is13 years old or younger. It is intended that Selfsuite should be free to use for those under 18. But usage will be dependent on a currency system of Credits which can be earned by both children and their parents through uploading information and content. Alternatively, some parents can opt to purchase use and access.

For client is over the age of 18 it will be useful to collect a contact number along with details of how payments are to be made; Visa, PayPal etc.

It will be necessary to present the Term & Conditions of Use and to put in place a User Agreement with the client to ensure they are aware of the purpose of the site and are contractually bound to abide by the rules of the Selfsuite.

It will also be necessary to request permission to collect and store data generated by their usage of the site and its applications.

This module will contain a Mission Statement and an Explanatory Video introducing users to the range of functionality and its benefits to the decision making process.

When a profile is set-up a client will be issued a unique identification alpha-numeric identity code and a password.

It is proposed to provide the client with the tools to customise the appearance of the application; to select colour scheme, icon style, perhaps font etc. Given the potential ten year age range, it is essential to allow the client the facility to take ownership of their Selfsuite environment and to personalise it as much as is practical. Both WordPress and Elegant Themes provide indicators and examples of a wide range of appearance modification functionality from which the most appropriate can be selected, adapted and incorporated.

The client will then be able to use a Kaleidoscope tool to generate an avatar, which will then be their unique visual identity. This will appear in Contact exchanges, on the Forum and elsewhere when the client interacts with Selfsuite advisors and other users via the information exchange facilities.

Direct contact between users is NOT to be permitted. Selfsuite is NOT a social network platform. Therefore all exchanges between users must take place within the Help or Forum environments. No exchange of contact details, phone numbers or email addresses will be permitted.

At the same time it may be beneficial to permit the formation of collaborative teams within a school, a class or a circle of friends. Great caution and consideration will be required to achieve the right balance of individual privacy and the level of openness needed for meaningful peer-to-peer, child to parent or pupil to teacher engagement. The client will have the facility to control these settings within the My Selfsuite module.

DETAILS

The Details module will store full details of a client user, their full address, immigration status, the school, college or university they attend, the course they are studying plus any other relevant details.

In addition, for those under 18 years of age it will be necessary to collect details of their parents, contact details, international addresses, immigration status, payment details, plus any other relevant details.

If it is deemed appropriate, it may be worthwhile to consider asking clients to provide information about their school in more detail. For instance the names of their teachers, their classmates names etc. This could be very valuable in establishing a complete census of the education population, which would have obvious analytical benefits in terms of tracking performance within small clusters and monitoring movement and progress of an individual within the context of their immediate learning environment.

Collecting information at this level of detail raises a number of Security, Privacy and Legal issues which need to be considered carefully in terms of what is permissible, what is viewed by the public, parents and schools as acceptable and what is desirable for the Selfsuite brand to establish and maintain positive perceptions.

Selfsuite will promote the proposition that it provides its users with a Private Intelligence Network. To fulfil this promise Selfsuite must establish clear and compliant data usage policies. The majority of data collected will already exists in either the public domain or be held by institutions.

Over time, as Selfsuite becomes established, it is possible to envisage a time when schools, colleges and universities will either provide the data directly to Selfsuite or sanction the registration of all the enrolled pupils and students.

Once proven within the education community the concept of having a Selfsuite account as a default for all those in the learning system is a desirable objective.

It is hoped that in a post Brexit UK the needs of all those in education, the needs of business, the needs of UK employers, the desire for UK innovation and the overall needs of the UK economy, will tip the balance of acceptance and utilisation in the favour of Selfsuite as a unique and valuable utility for all stakeholders.

VERIFICATION

It is extremely difficult to predict what resistance may arise to Selfsuite and what potential abuses and misuses of the system might emerge over time. The adopted system of verification is a key mechanism to overcome or minimise negative reactions.

The Verification module must provide a manifestly credible and highly effective system of establishing the identity of not just users, but also all Selfsuite staff and third-party contractors who will have access to the information, records and data that is collected and held by Selfsuite.

The Inland Revenue uses a range of different third-party providers. Selfsuite will need to select the best two or three of these companies to offer users a choice of service. The criteria on which to decide which services are 'the best' has yet to be established.

The essential aspect to consider is that any selected company must be UK owned, its revenues must remain in the UK, and it must be UK tax payer. These requirements might suggest using Royal Mail and/or Post Office as the primary identity verification option for Selfsuite. However, a smaller UK identity verification provider that meets the above criteria might also be considered if there was the longer term potential to acquire the company and to subsequently integrate its services into Selfsuite.

Beyond identity verification, for Selfsuite to be utterly reliable, it will also be necessary to implement verification systems to cover a wide range of other activities. Bearing in mind that Selfsuite is a 'private' repository of a person's education records and work, it is essential that all the content uploaded to Selfsuite can be verified as genuine. A number of mechanisms to verify education output, grades, examination results, coursework, portfolio content etc. will all need to pass through a verification filter. This will require the involvement of staff at the institutions users attend.

All those who facilitate the education journey from school to employment, and those who work externally to the education system such as human resources practitioners, recruitment consultants and others, must be completely confident that Selfsuite candidate profiles are fully authenticated.

However, because Selfsuite's records will be an accurate representation of a user's progress over a long period of time, and certainly development and change, it will also be essential to provide users with the means to select precisely what information about themselves they wish to share.

This also presents a number of challenges regarding what editing capabilities of retrospective data is to be permitted and what is not to be permitted to the user. The overall guide must be to allow a user to present themselves in the best possible way to progress along their education journey but cannot allow them to exaggerate or misrepresent themselves.

An effective system of verification will be fundamental to facilitating the development of user groups amongst classmates or groups of friends who wish to use Selfsuite collaboratively.

In conclusion, the Verification module will comprise a set of applications, that must operate seamlessly and in parallel with the other facilities and content collection provided by Selfsuite.
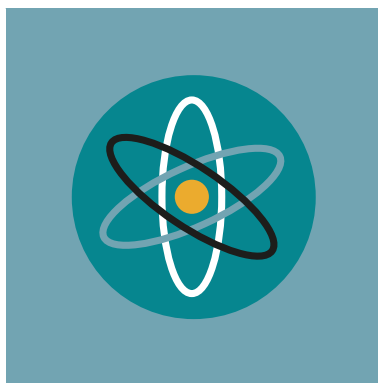
PROFILING

The Profiling module will likely prove to be the first and most instantly compelling level of engagement with potential users.

It is envisioned that personal profiling will be used extensively as a means of attracting potential users to the Selfsuite site. It is feasible that personality profiling will be selected and deployed as the primary 'lead generation' tool and within the Profiling module it is a certainty that a number of different personality profiling methodologies will be provided.

Whilst offering users a range of age appropriate choice the intention must also be to encourage users to participate in multiple assessments of themselves.

It has been agreed that the first of these will be the Microsoft Watson system of analysing a passage of written text to produce a report on the personality of the writer. (An evaluation of this methodology and sample results can be found within Selfsuite's Slack topics.)

The intention is to request that users upload their Personal Statement to the Profiling module as a starting point for analysis. Writing a personal statement is a standard requirement for students above the age of 16.

For students under the age of 16 a system that utilises visual cues (rather than text) may be more appropriate and effective. In this context, utilising VisualDNA may be appropriate. However, an image based system of personality evaluation raises a number of age and culturally based perceptual issues which it may or not be possible to overcome.

Other candidates for inclusion are the DISC and OCEAN methodologies which are widely used by human resources practitioners.

Fundamental to the Profiling module will be the provision of an application which allows users to compare output from different profiling systems and to aggregate results from the different methodologies, and to then consolidate them into a single, comprehensive, Selfsuite personality profile and output report.

The Selfsuite personality profile output will be utilised as a fundamental data processing constituent in making a wide range of other determinations concerning the efficacy and appropriateness of a users choices.

It is hoped that users will also encourage their parents and siblings to provide personality profiles too. This additional data input will have great benefits in deepening understanding. For instance, what personality traits are most prevalent within specific course subjects, specific classes and institutions. This could be extending right through to gaining a deeper understanding of what characteristics might indicate potential fulfilment, progress and success with a specific career path.

The challenges to address are that most young people do not know or understand themselves, parents and teachers find it difficult to understand those for whom they are responsible, and neither young people, their parents or teachers have any knowledge of what is required in adopting a specific career, especially if it beyond the immediate experience of the family. Ultimately, overcoming this lack of understanding is key to diminishing the issue of social mobility.

ACTIVITIES

As an extension of understanding a user's personality, the Activities module provides a platform within which a young person can express themselves by uploading content about their pastimes, hobbies and interests.

The form this might take in practice could be a hybrid of Slack, Dropbox, Instagram and Pinterest.

The content might take the form of artworks, creative writing, education projects, field trips, sports events, music, singing, dance, theatrical performances or any other activity in which the user may participate or produce.

The digital assets that are uploaded may be in the form of PDFs, photographs, scans, audio recordings or video recordings. The Activities module will provide the user a system for storing, archiving, organising and presenting these assets in a readily accessible form that is also attractive and enjoyable to use.

At this time it is unknown if an additional system might be developed by Selfsuite to analyse this content, to reveal insights about the user's characteristics, ambitions, tastes and desires.

Like the Profiling module, this Activities module provides the potential to create a high level of engagement and participation. This can be supported by providing incentives in the form of credits and other rewards within the Selfsuite system to promote the collection of content in significant volume.

PORTFOLIO

The Portfolio module provides a more professional presentation platform of collecting and presenting work. It is specifically for the use of older students. It will most likely be of greatest use across the wide range of creative subjects; art, graphic design etc. However, it may also be applicable to projects in science and technology.

It is envisioned that a user will have the facility to provide a link to their Portfolio to external interested parties, for instance if applying for a place on a course, or for work experience and part-time employment.

In one context, the Portfolio module could provide the user the tools required to build a personal website. The www.brandgarden.co website is a large portfolio of work that is organised into categories to appeal to potential clients.

The www.brandgarden.co site was constructed using the Elegant Themes Divi template based on the WordPress platform. It seems likely that there are a number of potential existing website compilation systems that could be leveraged and integrated into the Selfsuite Portfolio module.

The starting point for a user to set-up a personal Portfolio of their work will be to use the assets that have been generated within the My Selfsuite module.

This raises a number of issues concerning whether or not users can upload images of themselves. On of the main objectives of the Selfsuite system is to minimise the significance of 'personal appearance' from selection criteria, so that all candidates would be assessed purely on their work. Giving the user complete freedom to upload any content to the Activities, Portfolio and Scrapbook modules clearly has the potential to undermines this Selfsuite founding principle. It will therefore be essential to implement a set of guidelines to maintain appropriate use of these facilities, prevent inappropriate or gratuitous content. This objective will be supported by diligent curation by well-trained Selfsuite staff.

One might argue that personal appearance is a significant factor in all professions. However, the intention of managing 'selfie' type content, is to remove any bias from the system of selection that Selfsuite is designed to support in the broadest sense. The objective is for Selfsuite to place young people within a 'level playing field' environment, as far as that is practical and desirable. It is acknowledged that some may hold the view that within some careers personal appearance a critical component. The extent to which this may or may not be a reasonable perception has yet to be fully debated within Selfsuite.

In the background to this and other modules, it will be necessary to set-up a content library in the background, again WordPress/Divi have a well proven media/content management system template that provides a starting point for how this can be achieved.

The implication of collecting user content in volume is that significant storage capacity will be required to meet demand. This can be contracted out to a third party UK based provider. Ideally, using a fully-mirrored (maximum redundancy) system to ensure zero risk of content loss through system failure.

HELP

At launch the Selfsuite Help module will be a fully in-house authored user manual.

Over-time, it is planned that this will be enhanced by input from a growing community of users. The Selfsuite system of credits will be used to incentivise the input of help, advice, hints and tips.

Contributors will be identified by their My Selfsuite avatar.

It may prove beneficial to implement a system of reward for committed contributors and to grade their performance from Novice to Expert. It is possible that this could be rewarded with appropriate merchandise and eventually developed into a formal system of part-time employment.

As with LinkedIn, WordPress, FaceBook and other platforms, it is likely that an ecosystem of independent professional advisors will emerge in the marketplace to assist users to gain the greater benefit from Selfsuite.

The system must be structured to provide insights for a continuing program of research and development.

CONTACT

The Contact module will offer both Live Chat and support Call Back Options.

PayPal provide an extremely efficient and user-friendly service and if possible should be emulated for Selfsuite.

The essential consideration is that the any contact service is the point at which the user has direct interaction with the company. In this context the Contact experience should be viewed as the most powerful and personal point of delivery of the Selfsuite brand.

The process of contacting Selfsuite for assistance should always be viewed as an important opportunity to build positive brand perceptions amongst users.

SCHEDULE & STATUS

The Schedule & Status module will provide the facility to plan for both the short and long-term.

It will be possible for the user to plan events onto a calender, schedule appointments and to record important future dates and events.

All of these entries will be supported by a range of alarm and alert message facilities that automatically output to text message, email, or a channel of the user's choice.

In addition, the inclusion of a countdown display will help to keep students aware of the time available to their next important commitment.

The opportunity arises to create a flight deck or dashboard type display that provides users with an at a glance view of the status of their progress across all areas of activity and engagement with the site.

This range of applications raises the issue of the design of the mobile version of Selfsuite which will be integral to the overall effectiveness, engagement and usage level amongst large sections of the target audience who favour mobile phone and tablet over laptop and desktop.

STUDIES

The primary function of the Studies module is to simply capture details of the courses being studies and to record a user's progress and will be a repository for key pieces of their course work.

However, over time, it has the potential to be developed into a course management application. As the module develops it will perhaps need to integrate with a range of Course Management programmes, such as Blackboard and Canvas, to allow Selfsuite Users the most efficient means of transferring relevant content between the system utilised by their education provider and their SelfSuite profile.

The broader function of the Studies module may be to provide the user with the tools to compare their progress against a National average. This would help a user to understand and hopefully motivate the user to achieve the level of success with their studies to meet their own objectives.

Looked at the other way, the data could potential be presented to illustrate to users the consequences of them failing to achieve the required level of learning, and show how deficiencies in their studies could inhibit or compromise their future progress.

It is hoped that by illustrating cause and effect, within an environment which is private and under the control of the user, that the Studies module will work as a tool for users to be motivated and to work under their own volition. Whilst this is a purely 'theoretical' conjecture, it is hoped that through a combination of game psychology, graphic display, effective use of data and enraging design will produce the desired behavioural effects.

The strategic objective is to provide the user with access to an effective form of guidance based on hard data (rather than just opinion) perhaps in the circumstance when continued pressure from teachers and parents is proving problematic. It is also hoped that Selfsuite will be utilised collaboratively and that the client user will share their findings with those individuals they trust and can assist their efforts.

The Studies module has the potential to help a user to identify specific learning problems early and to place them in the position of being able to take remedial action which could take the form of additional tutoring or additional studies to fill gaps in their learning that are hampering their progress.

These issues are highlighted within the work of Khan Academy and the notion of reversing the classroom teaching and homework model. The Kahn Academy model has students learning at home and doing their homework in the classroom where they can be assisted by their peers as well as the teacher. Appearing on TED Bill Gates described the Kahn model as "...the future of education."

Link: < http://www.ted.com/talks/salman_khan_let_s_use_video_to_reinvent_education >

QUALIFICATIONS

The Qualifications module is a repository for a user's official education performance records.

It will also provide user's with the facility to upload, store and access course certificates, diplomas etc.

The essential requirement of the Grades module is that ALL the content must be fully verified.

SCHOOL

The SCHOOL module is a complete directory of every school in the UK both state and independent.

Each directory entry will be presented in four linked but different forms as follows:

1. Neutral: The entry will take the form of a Wikipedia page. The information on the page will be factual, unbiased and templated so that comparison between institutions is easy to execute. The entry will contain contact details, location information, map and direction facilities and if possible/practical, an official list of faculty staff, significant alumni etc.

It may be necessary to commission photographs of every school to achieve an even and equal presentation of all institutions.

The entry could include video content, showing the facilities or a 'talking-head' style statement from the management team, headteacher, principle etc.

2. Sponsored: The entry will be produced by the institution as a free service. Selfsuite will provide a template system that allows every school to create their own profile. This will facilitate a marketing oriented presentation but will not permit links to external independent websites.

3. Statistical: The entry will take the form of a purely data driven presentation. This will provide the facility for schools to be compared against each other.

The data will include the widest and most complete range of available statistical data. It is envisioned that it will be possible to provide a picture of the performance of pupils and to track their distribution into further education.

4. Subjective: The entry will take the form of a Pinterest compilation of content provided by fully verified Selfsuite users who are attending the school, this could potentially include parents and teachers.

It will be essential to put in place an effective system of monitoring and curation to prevent inappropriate and unreasonably negative or frivolous content.

Note: The School, College and University modules have a strategic significance for Selfsuite inasmuch as these three modules will be the primary means to achieve market penetration and to attract traffic to the Selfsuite site. With this objective in mind the entry pages must be optimised for maximum performance across all the most popular search engines.

Budgets will be prepared for this purpose across Google, Facebook and other relevant platforms.

COLLEGE

The COLLEGE module is a complete directory of every college in the UK both for academic learning and those for vocational learning that support apprenticeship programmes.

Each directory entry will be presented in four linked but different forms as follows:

1. Neutral: The entry will take the form of a Wikipedia page. The information on the page will be factual, unbiased and templated so that comparison between institutions is easy to execute. The entry will contain contact details, location information, map and direction facilities and if possible/practical, an official list of faculty staff, significant alumni etc.

It may be necessary to commission photographs of every college to achieve an even and equal presentation of all institutions.

The essential basis of the entry is that it will have been authored, compiled and commissioned by Selfsuite.

2. Sponsored: The entry will be produced by the institution as a free service. Selfsuite will provide a template system that allows every college to create their own profile. This will facilitate a marketing oriented presentation but will not permit links to external independent websites.

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Monetisation of the module will be based on controlling access to data; historic data will be free but the most up-to-date data will only be available for purchase.

UNIVERSITY

The UNIVERSITY module is a complete directory of every university in the UK.

Each directory entry will be presented in four linked but different forms as follows:

1. Neutral: The entry will take the form of a Wikipedia page. The information on the page will be factual, unbiased and templated so that comparison between institutions is easy to execute. The entry will contain contact details, location information, map and direction facilities and if possible/practical, an official list of faculty staff, significant alumni etc.

It may be necessary to commission photographs of every college to achieve an even and equal presentation of all institutions.

The essential basis of the entry is that it will have been authored, compiled and commissioned by Selfsuite.

2. Sponsored: The entry will be produced by the institution as a free service. Selfsuite will provide a template system that allows every college to create their own profile. This will facilitate a marketing oriented presentation but will not permit links to external independent websites.

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Monetisation of the module will be based on controlling access to data; historic data will be free but the most up-to-date data will only be available for purchase.

COURSES

The Courses module will list in directory form every course available in the UK: full-time, part-time, academic, vocational, evening classes, online etc.

It will be the most comprehensive source of UK course information available in the UK and internationally.

Overtime, it is possible that the module may expand to include information regarding specialist overseas courses as well as gap year opportunities and other experience based initiatives that could enhance a Selfsuite user's education journey and employment prospects.

As with the School, College and University modules the presentation of the information will take 4 linked but separate forms: **Neutral, Sponsored, Statistical and Subjective.**

It is noteworthy that the Hot Courses site was recently acquired (2017) by an Australian owned education group for £30 million. The Selfsuite Courses module will be competing directly with the service provided by Hot Courses. It will be essential to study and understand their business model and to deliver a far superior free service to education providers and users.

The major strategic point of differentiation between Hot Courses and the Selfsuite utility will be the use of data combinations. By factoring in Profile data, Career statistics, with predicted Employer Demand, student experience information and other relevant factors, it is proposed that Selfsuite will provide its clients with a far more objective and effective methodology to make a truly informed Course selection.

Note: Like the School, College and University modules the Courses module has a strategic significance for Selfsuite inasmuch as it will provide the means to achieve market penetration and to attract traffic to the Selfsuite site. With this objective in mind the entry pages must be optimised for maximum performance across all the most popular search engines. Budgets will be prepared for this purpose across Google, Facebook and other relevant platforms.

Monetisation of the module will be based on controlling access to data; historic data will be free but the most up-to-date data will only be available for purchase.

CREDITS

The Selfsuite system of Credits is absolutely fundamental and critical to the success of the business.

The Credit will be presented as a 'virtual' currency for use across the Selfsuite online environment and is of strategic significance across every commercial criteria;

1. User engagement: The Credit system will be an internal currency over which Selfsuite has complete control of the exchange rate. Credits will be issued to achieve the desired user behaviour, to reward content and to stimulate activity on the Selfsuite site. It is intended that the Credits will also allow users to purchase Selfsuite merchandise and through conversion to a voucher scheme also make it possible (on carefully controlled basis) for high-performing users to make off-site purchases.

2. Market penetration: The Credit system is in an effective, flexible and efficient way to balance user participation with service usage. Because of the multi- faceted range of functionality Selfsuite has the potential to penetrate several market sectors on a scale that will not unduly alert or concern established competitors. Once a critical mass is achieved, single service competitors will be unable to catch-up.

3. Competitive advantage: The flexibility of the Selfsuite credit system will provide the means to manage and control activity across all areas of site functionality. This provides a unique competitive advantage.

4. Rate of growth: Credits will have a monetary value and it is essential to monitor this in terms of what it represents as 'notional' debt. As long as Credits are spent on Use the bottom line is break even. Credits are a tool to be used to control the rate of growth.

5. Tactical responsiveness: Weaknesses or deficiencies in the performance, usage and background business model can be easily identified and addressed at minimal cost within the internal systems.

6. Profitability: Once Selfsuite is established and has gained a large volume of activity, the Credit system will be the primary means to manage profitability. Initially, the objective is to use the distribution of Credits to achieve rapid take-up and to grow a significant user base in the most compressed time frame.

7. Service effectiveness: The greater the level of user participate the more rapidly Selfsuite will gather meaningful content and significant data to further enhance the performance and efficacy of the service.

8. Commercial performance: The distribution and sale of credits will provide a reliable metric for gauging performance across all service modules individually and collectively.

9. Market valuation: This is based on a combination of scale, growth rates and potential revenue. A strategy will be developed to utilise the credit system to optimise market valuation.

10. Investor appeal: The Selfsuite Credit system provides a mechanism to produce a 'virtual' balance sheet that can readily be converted into an actual revenue model which it is proposed will be of significant appeal to investors.

EMPLOYMENT

The Employment module will provide short-term, medium-term and long-term prognoses and analysis regarding UK employment opportunities and projected demand.

Google Analytics, Prospects, UCL and UK Government statistics, industry sector reports and other sources of statistical and research data, all provide indicators, techniques and procedures that indicate how the predictive analytics objectives of the Selfsuite Employment module might be achieved.

It will be necessary to devise a set of mechanisms which make it possible to combine Employment data with output selections form a number of other modules. The objective is to provide the user with the tools to select and plan an education path that results in a higher than average potential to enter the employment marketplace and to do so on a financially rewarding basis.

The implication of this is provide the means for user to assess their education choices in the context of a Time and Cost investment, against the potential value of the outcomes in terms of employability.

A component of the Employment must also address a 'Cost/Benefit' analysis of their education, of which their student debt liability and the projected period required for repayment of their student loan are essential considerations the decision making process.

The strategic objective of the Selfsuite Employment module is to address and bridge the current disconnect between Education Supply and Employment Demand within the UK market into the future.

CAREERS

The Careers module will provide a database of all the careers that are available within the UK.

Most young people do not have any means to understand what any particular career will be like in reality, unless they have access to first-hand experience from a family member.

By providing Selfsuite users with a comprehensive source of Career profiles that can be assessed along with their education choices, personality attributes and financial objectives, the system will assist better planning and enlightened education choices.

Overtime, it is envisioned that parents, graduates and a broad spectrum of employees, at all levels of seniority, across all industry and business sectors, will be motivated to provide their professional and personality profiles to enrich the data resource.

To be effective the Careers module will require a significant amount of investment and development. To build a database of Career Profiles is an enormous undertaking and the requirement is not to be underestimated in either its scale or its significance to the Selfsuite service provision.

In terms of the business model and potential revenue streams, the Career module provides the potential to monetise the offering by attracting revenue from the recruitment and human resources business sectors.

Once established, the combination of the Employment and Career modules have the potential to inform UK Government policy makers, provide a means to monitor the employment and economic marketplace in real-time and perhaps even influence the distribution of education funding.

The Brexit vote has highlighted the issue of immigration in relation to significant skills and staff shortages across many publicly funded sections of employment. The strategic objective of Selfsuite is to assist in providing an appropriately educated pool of potential employees from the UK domestic population.

WHAT IF?

What If? is a game module that will give Selfsuite users the facility to accurately and realistically model alternative futures for themselves.

What If? is a concept name that simply expresses the intended purpose; will probably be changed as development progresses.

To be effective, the What If? module must combine a mixture or game play, role play, predictive analytics and serious fun. The potential exists to combine key elements of a game; quest, competition, empowerment, consequences, rewards, engagement and entertainment.

The What If? module must make it possible for a user to design their future and to set objectives with regard to the full spectrum of personal and professional ambitions. It must help the user to make informed life choices and to plan a path to a hypothetical destinations or objective of their own choosing.

The crucial difference between What If? and other computer games is that this game is based and driven by Selfsuite's real world data resources. Therefore, if other all other Selfsuite penetration objectives regarding usage are achieved quickly and to the desired scale, it would be worth evaluating the practical possibility of partnering with an established game developer.

Reference: The Sims is a life simulation video game series, developed by EA Maxis and published by Electronic Arts. The franchise has sold nearly 200 million copies worldwide and it is one of the best-selling video games series of all time.[1]

The series was created by Maxis, before the development of the series transitioned to The Sims Studio between 2006 and 2008. The Sims Studio later reintegrated into the refreshed EA Maxis label in 2012, where it continues to be developed by both teams.

The games in The Sims series are largely sandbox games, in that they lack any defined goals (except for some later expansion packs and console versions which introduced this game play style). The player creates virtual people called "Sims" and places them in houses and helps direct their moods and satisfy their desires. Players can either place their Sims in pre-constructed homes or build them themselves. Each successive expansion pack and game in the series augmented what the player could do with their Sims.

The success of The Sims resulted in Guinness World Records awarding the series five world records in the Guinness World Records: Gamer's Edition 2008. These records include "World's Biggest-Selling Simulation Series" and "Best Selling PC Game of All Time" for the original The Sims game, which sold 16 million units, 100 times EA's original projection of 160,000 units.

< https://en.wikipedia.org/wiki/The_Sims >

OPTIONS

The Options module functions as a route planner for the education journey.

It some respects it is analogous to a road navigation system and this may give some cues as to how the functionality may be presented to the user.

Based on the starting assumption that the user has a defined education outcome in mind the Options facility will enable them to plan the most efficient and economical route.

The module may be of particular benefit when the user encounters a real-life problem and needs to identify and consider alternative ways to progress past, through or around an issue, for instance:

1. Change: A change to their personal circumstances

2. Event: An unexpected event within their education

3. Marketplace: External factors in the employment marketplace

4. Development: A new political, economic or technological development

**5. Random:** Myriad other factors that might affect their progress.

The Options application will indicate practical paths to circumvent the problem, address the issue, or to modify their education path or re-evaluate the desired outcome.

To achieve these functionality objectives the Options module combines database driven processing with predictive analytics.

For instance, the user might be presented with the opportunity to read news stories, research findings, surveys etc. or be advised of additional studies, tutoring services etc., or be presented with a range of financial support options, or different career opportunities.

The intention is to provide the user with a very practical set of tools to address the management of their education journey in the widest context with a single centralised system of analysis. A system that is based on an in depth knowledge of the user, their behaviour, progress, personality and ambitions.

The Options module also provides the opportunity to utilise Chat Bot technology in a very personal way. This could be delivered by Voice interaction, Text Chat or even Live Chat support, all three technological capabilities have the potential to deliver the Options module as a 'virtual' friend for the Selfsuite user.
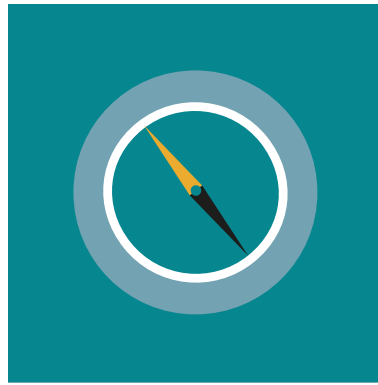
EXPLORE

The Explore module is a combination of News Feed, Reference Library, Research Database and Ideas Generation tool.

The fundamental purpose of the application is to assist users who do not have any idea what they want to do with their lives and careers.

A parallel function would be to keep users informed about the status of their chosen area of interest, industry sector or employment prospects.

The Explore module utilises data gathered across many Selfsuite modules and also serves as a platform to gather relevant news from any number of outside sources.

SETTINGS

The Setting module functions in much the same way as an Extensions Manager within a software application or operating system.

Within the Settings module the user can control the data processing chain that is fed to Selfsuite's Analysis and Outcome modules.

The settings module will also allow the user to control how their Selfsuite utility integrates with a range of other platforms.

For instance

1. External Feeds: A user could choose to have all their Facebook activity pass though the Profile module to establish a continued review of their personality development. This could be applied to their Email, Text Messaging or Twitter accounts; any source of written content that would enhance the system's knowledge and understanding of the user.

2. Financial Feeds: A user could choose to link their PayPal, Amazon, eBay, Asos, Bank or Credit Card accounts, and have the data fed to the Selfsuite Accounts and/or Budgeting modules. This would provide the user with the benefit of a single centralised money management capability.

3. Leisure Feeds: A user could choose to link to their Netflix, Spotify, iTunes, Uber or Gaming accounts.

4. Course Management Feeds: A user could choose to link to their Blackboard, Canvas or School course management accounts.

5. Time Management: A user could choose to link to their Mobile Phone or Calendar accounts.

Overall, Selfsuite has the potential to train, teach, support, guide and inform the user and to both prepare them for the real world, and beyond their education, to help them navigate and manage life in the real world.

It is possible that a user who joins Selfsuite at 13 years of age may come to reply on the utility and choose to continue to utilise a wide range of Selfsuite services into their adult life. Retaining users when they are earning has significant potential revenue benefits.

ANALYSE

The Analyse Module will allow users to select, combine and merge data inputs from other Selfsuite Modules and perhaps external data sources.

The module will provide a wide range of visualisation tools and allow the user to select the graphical display method that works for them.

RESULTS

The Results module brings together outputs from all the other modules in a centralised Summary.

ACCOMMODATION

The Accommodation module will make it possible for a student to see the availability and cost of accommodation in any area they might choose to study.

The module will serve as a platform for property agents to provide listings nationwide and for Selfsuite users to assess the quality of what is being offered.

Overtime, it is anticipated that students in accommodation will provide feedback and reviews, to identify problem landlords, unacceptable standards, poor value and unfair practices.

It is hoped that the system can be integrated with the student accommodation systems that are managed by colleges and universities.

The objective is to eradicate problems and difficulties and to minimise the stress and cost for students.
To this end, a detailed study of existing provisions will be required to understand the short-comings and challenges and to identify remedial strategies.

JOBS

This module is a national Jobs board to help students find part-time work opportunities to fund their time in education and to perhaps minimise their personal borrowing/debt.

BUDGET

It is possible that young people and their parents never implement any Budget forecasts for their higher education choices and never analyse the cost in terms of return on investment.

The Budget model will allow users to bring together in one utility the figures for fees, student loan, accommodation, living costs, part-time work and assess these against official figures for employment and wage levels by region.

At present, the main tool for doing this might be Excel. The Selfsuite Budget application will take a more user friendly and visually appealing approach.

The Budget module will integrate directly with the Accounts module so that real expenditure can be assessed against projected expenditure, so that deviations can be easily identified and addressed.
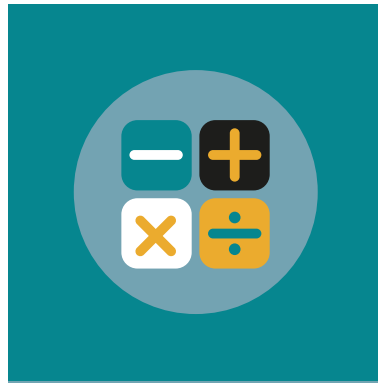
ACCOUNTS

The purpose of Accounts module is to help students track and manage their expenditure.

To deliver this module it may be possible to simply licence and integrate an cut-down version of the INTUIT Quickbooks application.

< https://www.quickbooks.co.uk >

< https://www.quickbooks.co.uk/content/quickbooks/en/gb/testing/stepup/includes/video-demo.html >

FINANCE

The finance module will help students understand the full cost implication of their student loan.

It will also assist them in finding alternative sources of finance and highlight opportunities to minimise their debt liability.

Parents and young people in the UK are not aware of the scale of student debt, the unique legal restrictions that are placed on borrowers and the ongoing policy for the Government to sell off the debt to investment banks.

In the USA students are turning to Crowd Funding as a practical and perhaps more affordable alternative point of access to finance.

A detailed study is required to fully understand the cost of student debt, the personal consequences and the potential for young people to find employment that will sufficiently remunerative to pay-off the debt within a reasonable time frame.

It may be beneficial to the Selfsuite brand to consider partnering with a finance company to provide emergency funding to students should they find themselves in difficulties or if their studies are threatened.

Why the Rich are Getting Richer | Robert Kiyosaki | TEDxUCSD
< https://www.youtube.com/watch?v=abMQhaMdQu0 >

Robert Kiyosaki is an entrepreneur and the author of "Rich Dad Poor Dad", the #1 best selling personal finance book of all time. In his talk, he discusses the power of financial education and how it relates to income inequality.

Best known as the author of Rich Dad Poor Dad, Robert Kiyosaki has challenged and changed the way tens of millions of people around the world think about money. He is an entrepreneur, educator, and investor who believes the world needs more entrepreneurs. With perspectives on money and investing that often contradict conventional wisdom, Robert has earned an international reputation for straight talk, irreverence, and courage and has become a passionate and outspoken advocate for financial education.

FUNDING

The Funding module will provide students with a national directory of all available sources of financial support in the form of bursaries, grants and awards.

It is envisaged that the Funding module will provide a platform for all funding providers to post their requirements and to attract applications.

If effectively optimised for search engines the Funding module could prove to be a very effective channel through which to draw people to the Selfsuite site.

It may be beneficial to the Selfsuite brand to consider providing an education fund.

INTERNSHIP

The Internship module will provide students with a national directory of all available work-experience and internship opportunities. It may be appropriate to consider naming this module WORK EXPERIENCE.

It is envisaged that the Internship module will provide a platform for all employers to post their requirements and to attract applications.

If effectively optimised for search engines the Internship module could prove to be a very effective channel through which to draw people to the Selfsuite site.

It may be necessary for Selfsuite to vet the employers to ensure students are not being exploited by employers as a source of 'slave labour' whose time and work output is in reality charged out at normal rates. A recent scandal in the UK indicated that this was happening within a number of London legal firms.

OUTPUT

The Output module will make it possible for a user to compile a presentation, prepare a personal profile or create a CV and to then generate a PDF that can be distributed digitally as required or alternatively output to a printer to produce a hard copy.

It must be made easy for the user to call up text and content from other modules including, profile, qualifications, portfolio and their images and to construct the layout on a WYSIWYG basis.

To this successfully will require providing a set of templates in different styles and to also support the user with a spell checker like Grammarly and a Hints & Tips and a Help database.

PLAY

The Play module can provide a wide range of games from the pure fun, to the educational, from spelling, maths and logic tests to cognitive training, from general knowledge based quizzes to interactive hand-eye co-ordination challenges.

It will be worthwhile to study the principles adopted by Nintendo for their Brain Training offering as well as Lumosity and Edward De Bono's Lateral Thinking exercises.

< https://www.lumosity.com >

The Play module will provide a platform for external games providers and developers. It might be desirable to provide a mix of free and fee options for users.

References:
< https://en.wikipedia.org/wiki/Brain_Age:_Train_Your_Brain_in_Minutes_a_Day! >

Brain Age uses the touch screen and microphone for many puzzles. It has received both commercial and critical success, selling 19.00 million copies worldwide (as of March 31, 2013 and has received multiple awards for its quality and innovation.

The game was suddenly made available on the Nintendo eShop in Japan on June 3, 2014 and in Europe on June 12, 2014.

There has been controversy over the game's scientific effectiveness. Many neurologists recommend the game for prevention of dementia/Alzheimer's. Nintendo of America has refused to support any scientific claims to the benefits of the game, stressing that they are in the entertainment business.

One study involved 600 Scottish students with one group of students who played twenty minutes of Brain Age before class daily for nine weeks and a control group that studied regularly. The students were tested at the beginning and end of the study. In the end, the group that played Brain Age improved test scores by 50%. The time to complete the tests in the Brain Age group dropped by five minutes, and this improvement doubled that of the control group.

The game was received with generally positive reviews in the Western market, though some criticised the game for poor voice and handwriting recognition at times. The game's design earned it Edge magazine's EIEF06 Edge Award for innovation. In 2007, Brain Age received the Interactive Achievement Awards for handheld game of the year. The game has also been featured in numerous media apparitions including newspapers and television in different countries, including the United States (Time magazine and Discovery Channel) and Australia (featured in Seven News). Wired Magazine included the game in its list of "The 15 Most Influential Games of the Decade" at No. 5, due to how it "bucked the dominant trends" and "ushered in the era of games that are (supposedly) good for you."

Why the Rich are Getting Richer | Robert Kiyosaki | TEDxUCSD
< https://www.youtube.com/watch?v=abMQhaMdQu0 >

TREATS

The Treats module functions as a channel through which it will be possible to incentivise activity and to influence behaviour and usage of the Selfsuite site.

Treats can take the form of vouchers or discounts against external product purchases such as cinema tickets, fast food, school supplies, books, bags etc.

The Treats provides a platform for brand promotions, give-aways and market research, both for Selfsuite internally and possibly in partnership with external companies and organisations.

SHOP

The Shop module will contain a range of Selfsuite merchandise which will only be available for purchase with Credits that have been earned through a user's activity on the site.

As such, the Shop module is both a tool to achieve engagement and means to create status through a carefully designed and hierarchically structured user reward system.

The scheme will have elements of a loyalty programme, a clothes label, an incentive scheme and an online shop.

The range of products would include t-shirts, hoodies, bags, drinks containers, etc.

The Shop module could also be developed into a Swap Meet, Hobby/Collector Marketplace or a Virtual Car Boot Sale application. This would allow users to trade their unwanted possessions and use Selfsuite Credits as the currency.

REWARDS

The Rewards module will provide a range of high-tech electronic products such as tablets, laptops and phones that can be purchased with Selfsuite Credits.

The objective is to encourage users to elicit the support of their parents to provide content for the website, or for a school class to work together to earn sufficient Credits to purchase a high ticket item.

Recent news stories indicate that in increasing number of schools are being forced to resort to fund-raising events to cover a shortfall in funding.

The rewards system also provides a means for a disadvantaged child to get what they need by earning Credits and the scheme also works as a referral mechanism, by which a user earns Credits by bringing new users to the Selfsuite site.

SCRAPBOOK

The Scrapbook module provides users with a repository for anything they like that takes their interest.

In terms of presentation, the Scrapbook could take a similar form to Pinterest or Tumblr. It might also provide a controlled way for Selfsuite to link a user to their Facebook or other social media activity.

VIDEO

The purpose of the Video module is provide users with a means to create their own channel; either by linking and embedding content from YouTube and TED or by uploading their own video clips.

FORUM

The Forum module provides a platform on which users can interact with each other, chat, discuss and exchange ideas and knowledge.

The module will provide a valuable source of user feedback and also the means for Selfsuite to monitor and analyse attitudes and activity.

PROBLEMS

The last of forty modules, Problems will provide a channel through which a user can report any issue or difficulty.

It is not proposed that this will be a manned service but rather a text based 'user support' service. It will therefore be essential to establish a set of protocols to handle the reporting of any issue that might fall outside the scope and expertise of Selfsuite's staff.

If Selfsuite builds a relationship of trust with its users then it is foreseeable that a user in distress might turn to Selfsuite for help. This is a considerable responsibility, especially when dealing with children and young people, and MUST be handled carefully to avoid risk and the potential for negative outcomes.

It will be necessary to take advice from organisations, such as Childline, who operated services that are designed to provide support in these circumstances.

Selfsuite could provide a list of contacts and have in place a system for identifying, managing and forwarding distress messages.

DATA

The entire range of Selfsuite's services are dependent on data.

In parallel with the design and development of the applications it will be essential to compile a complete audit of all public domain data that is available from national and international sources.

Three factors become quickly critical to the future development and operational independence of Selfsuite and the survivability of its commercial operations.

The first is to ensure mission critical data sources are secured for a number of years and to put contracts in place to ensure that any operational vulnerabilities are mitigated.

The second factor is that as far as possible Selfsuite moves incrementally towards data independence as the user base grows and the volume of activity and content is expanded.

The third critical factor are the techniques used to extract meaningful insights from the data. The key to unlocking the full potential of data lies in the combinations, logarithms and processing strategies Selfsuite devises and implements.

Artificial Intelligence - The Apex Technology of the Information Age
< https://www.youtube.com/watch?v=zwm2C3V35Fw >

Quit social media | Dr. Cal Newport | TEDxTysons
< https://www.youtube.com/watch?v=3E7hkPZ-HTk >

Published on 19 Sept 2016. 'Deep work' will make you better at what you do. You will achieve more in less time. And feel the sense of true fulfilment that comes from the mastery of a skill.

Cal Newport is an Assistant Professor of Computer Science at Georgetown University. In addition to studying the theoretical foundations of our digital age, Newport also writes about the impact of these technologies on the world of work. His most recent book, Deep Work, argues that focus is the new I.Q. in the modern workplace and that the ability to concentrate without distraction is becoming increasingly valuable. He previously wrote So Good They Can't Ignore You, a book which debunks the long-held belief that "follow your passion" is good advice, and three popular books of unconventional advice for students.

BIG DATA

Extract: Data has become the strategic asset used to transform businesses to uncover new insights. Traditionally, data has been gathered in an enterprise data warehouse where it serves as the central version of the truth. However, the world of data is rapidly evolving in ways that are transforming the industry and motivating enterprises to consider new approaches of gaining insights. Beyond the traditional sources from transactional systems, ERP, CRM, and LOB applications, new types of data sources are driving analytics that are transformative to the business. And it is coming from data generated by everything around us like social media apps, websites and connected devices. Collectively, IDC projects that this explosion of data will result in a 40 Zetabyte digital universe by 2020.

The challenge for IT organisations is their traditional enterprise data warehouse was never designed to incorporate this explosion of new types of data at this volume and velocity. To solve for this will require dramatic changes so much so that Gartner reports, "Data warehousing has reached the most significant tipping point since its inception. The biggest, possibly most elaborate data management system in IT is changing."

To drive the business forward, the modern enterprise needs to evolve their enterprise data warehouse so that it can take advantage of big data and do so in real time. Once all data has been incorporated, this lets business analysts and data scientists uncover new insights that impact the business.

Data volume is expanding tenfold every five years. Much of this new data is driven by devices from the more than 1.2 billion people who are connected to the Internet worldwide, with an average of 4.3 connected devices per person. Internet of Things (IoT) Devices also provide support for remote monitoring sensors, RFID, location-based data, transactions and more.

Business and IT leaders are seeking new approaches to uncover insights and create new business opportunities. To do this, many organisations are implementing advanced and predictive analytics to figure out what is likely to happen from an increasingly varied set of data sources and types.

This starts with the ability to handle both relational and non-relational data sources like Hadoop as the foundation Evolve to a modern data warehouse for business decisions. It can handle data in real-time using real-time streaming solutions. It can easily augment on-premises, internal data with data from outside the firewall. Finally, it provides an analytic engine for predictive analysis and interactive exploration of aggregated data from different perspectives.

Microsoft < https://www.microsoft.com/en-gb/sql-server/big-data-data-warehousing >

White paper: Microsoft_Modern_Data_Warehouse_white_paper.pdf

INTELLIGENCE

Extract: Early researchers developed algorithms that imitated step-by-step reasoning that humans use when they solve puzzles or make logical deductions (reason). AI research has developed methods for dealing with uncertain or incomplete information, employing concepts from probability and economics.

For difficult problems, algorithms can require enormous computational resources—most experience a "combinatorial explosion": the amount of memory or computer time required becomes astronomical for problems of a certain size. The search for more efficient problem-solving algorithms is a high priority. Human beings ordinarily use fast, intuitive judgments rather than step-by-step deduction that early AI research was able to model.

Many of the things people know take the form of "working assumptions". For any common-sense rule that AI researchers care to represent, there tend to be a huge number of exceptions. Almost nothing is simply true or false in the way that abstract logic requires. AI research has explored a number of solutions to this problem.

The number of atomic facts that the average person knows is very large. Research projects that attempt to build a complete knowledge base of common-sense knowledge (e.g., Cyc) require enormous amounts of laborious ontological engineering—they must be built, by hand, one complicated concept at a time. A major goal is to have the computer understand enough concepts to be able to learn by reading from sources like the Internet, and thus be able to add to its own ontology.

Much of what people know is not represented as "facts" or "statements" that they could express verbally. For example, a chess master will avoid a particular chess position because it "feels too exposed"or an art critic can take one look at a statue and realise that it is a fake. These are intuitions or tendencies that are represented in the brain non-consciously and sub-symbolically. Knowledge like this informs, supports and provides a context for symbolic, conscious knowledge. As with the related problem of sub-symbolic reasoning, it is hoped that situated AI, computational intelligence, or statistical AI will provide ways to represent this kind of knowledge.

Intelligent agents must be able to set goals and achieve them. They need a way to visualise the future (they must have a representation of the state of the world and be able to make predictions about how their actions will change it) and be able to make choices that maximise the utility (or "value") of the available choices.

In classical planning problems, the agent can assume that it is the only thing acting on the world and it can be certain what the consequences of its actions may be. However, if the agent is not the only actor, it must periodically ascertain whether the world matches its predictions and it must change its plan as this becomes necessary, requiring the agent to reason under uncertainty.

Multi-agent planning uses the cooperation and competition of many agents to achieve a given goal. Emergent behaviour such as this is used by evolutionary algorithms and swarm intelligence. Machine learning is the study of computer algorithms that improve automatically through experience and has been central to AI research since the field's inception. Unsupervised learning is the ability to find patterns in a stream of input. Supervised learning includes both classification and numerical regression.

< https://en.wikipedia.org/wiki/Artificial_intelligence >

ALGORITHMS

Three Successful Organisations That Have Implemented Predictive Analytics

If properly implemented, predictive analytics can provide a wide array of useful information that any business can leverage. At IKO, predictive technology is used to leverage companies' prospecting and lead generation. However predictive analytics is a versatile technology that has a wide variety of potential and functionality.

It is probably not so surprising that the leading industry adopter of predictive analytics is none other than the IT sector. Nonetheless, organisations across many different sectors are also adopting predictive technology – and in every way imaginable.

Here are 5 companies and organisations that you may not realise actually depend on predictive analytics:

1. Netflix: The company recently announced an expansion into 130 new countries, is the most popular Internet TV streaming service in the world. Now deemed a 'global TV brand' by CEO Reed Hastings, their business model is also incredibly data driven. Netflix utilises the millions of bits of data they have to predict which shows and movies users would like to watch through their service. Netflix has a ton of data on their watchers – including the content they watch, how much of it they watch as well as demographic data. The company then uses this information to predict which content will likely be successful if streamed through the service and what the common success points between them are. Netflix also utilises a well-refined recommendation algorithm to predict what users will likely want to watch.

2. Facebook: Every company involved in social media marketing knows that Facebook is a very valuable (and often times, expensive) marketing tool. Facebook provides an incredible marketing opportunity for companies. This is because the social network can predict likely preference patterns based on millions of pieces of demographic information and user activity.
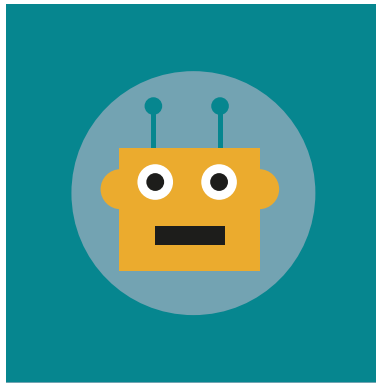
But did you know that Facebook can go as far as predicting the evolution and demise of romantic relationships? According to data scientists at the company, relationships that last more than three months on the social network are likely to survive for years. By looking at connections and communication patterns, Facebook can even predict who might be in a relationship next. It is a bit hard to believe, but technology can even predict our relationships before we do!

3. Match.com: If Facebook can predict your romantic life, you can bet that a website based on forming relationships between people uses a sophisticated predictive algorithm to achieve this. Match.com, along with several other dating websites, use an algorithm known as a synapse to predict possible matches. This algorithm takes into consideration not only stated user preference but also the activity and browsing patterns of users to predict likely matches.

The Takeaway: Though some may tend to initially undermine how valuable structured data is, it is actually quite crucial – for a variety of industries and purposes. Data is an invaluable asset that companies can leverage to a great effect through modern predictive technology.

< http://www.iko-system.com/blog/lead-scoring/5-successful-organizations-that-have-implemented-predictive-analytics-and-why-you-should-too/ >

Scott Galloway on the use of algorithms < https://www.youtube.com/watch?v=CztRvr7_5W8&t=6s >

CHAT BOTS

Wherever appropriate, Selfsuite applications will make standard use of Chat-bots and Voice Control to maximise engagement potential and simulation of an understanding relationship.

The objective to engender the perception that Selfsuite is a confidential, personal advisor, wise mentor, extremely well informed and knowledgeable expert and friend; albeit this will be entirely virtual the potential outcomes will have value in the real-world for the individual user.

[Insert sub-contractor survey findings]

ROADSHOW

Selfsuite will develop a plan and draw up a budget to put mobile units on the road around the UK to visit schools, colleges, universities, events and exhibitions.

Extract: From the moment businesses began to realise that aggressive sales tactics were struggling to compete with marketing campaigns that established genuine connections with potential customers, the experiential marketing revolution was born.

There will always be a place in every marketing strategy for tried and tested tactics such as print advertising, social media marketing and search engine optimisation (SEO) - but as engagement-focused campaigns become an increasingly core part of the modern marketing tool kit, the experiential factor becomes harder and harder to ignore.

78% of millennials say face-to-face interactions make them more inclined to become part of a brand - and who are we to argue with the world's most influential demographic?

To help ambitious businesses make a bigger brand impact in 2017, we're breaking down the basics of experiential marketing. Here, you'll find out what it is, why it works and how you can use it to your professional advantage.

Experiential marketing (AKA event marketing or engagement marketing) is a type of marketing strategy which revolves around the experience that's created for audiences - often incorporating an audience interaction element. It's this one-on-one engagement with a brand (typically in a live setting at an organised event) that makes the experiential approach so effective with consumers.

Event marketing campaigns allow the general public to get hands-on with your product in an environment you control. Powerful experiential campaigns can include anything from high-street pop-up shops to strategically located exhibition trailers, locked and loaded with built-in interactive displays. Whatever route you take, the key objectives are always to draw a crowd, engage your audience and create a lasting impression of your brand on those who attend - whether physically or online.

One of the primary goals of engagement marketing is to inspire consumer loyalty in a brand. When businesses can build genuine relationships with their customers as a result of authentic, one-on-one interactions, they stand a far greater chance of locking out their competition and securing loyal customers who'll come back time and time again. These enduring relationships can pay dividends in the long-term, as devoted customers are far more likely to endorse your business online - and when you're embarking on a live event, these connections can even earn you some free promotion across social media.

Whether your staff are actively out on the street generating new leads, running social media accounts or engaging with the public on a face-to-face basis at your events, brand ambassadors are hugely important to businesses focused on customer engagement. From the way they dress and behave to the values they express, they are the medium through which customers engage with your brand. These ambassadors are on the front-line of your business, and should play a key role in any event marketing focused campaign

< http://www.theeventsstructure.com/pages/roadshow-trucks >

INTEGRATION

The strategy that Selfsuite adopts in terms of the openness of the platform to external developers, affinity services and education providers, is critical to its commercial prospects.

Furthermore, the incorporation of existing technologies, software solutions and applications will be vital to achieving an accelerated rate of growth and market penetration, towards a critical mass that provides a level of security against competitive challenge. However, the actual scale of critical mass is unknowable until Selfsuite enters the market.

Selfsuite must also consider acquisition as a means to rapidly expand service capabilities, block routes of entry to Selfsuite's market domain and to secure talent. This will require a significant source of capital and the commitment to reinvest revenues by means of engineering a business strategy to achieve break-even status, rather than to generate shareholder dividends. The short and medium term objectives of Selfsuite are to achieve scale and marketplace take-up to a level of ubiquity of usage.

"In the world of platforms, competition becomes less important than cooperation. Control of relationships becomes more important than control of resources."

Platform Revolution. Page 228.

Extract: Just as a graphical user interface makes it easier for people to use programs, application programming interfaces make it easier for developers to use certain technologies in building applications. By abstracting the underlying implementation and only exposing objects or actions the developer needs, an API reduces the cognitive load on a programmer. While a graphical interface for an email client might provide a user with a button that performs all the steps for fetching and highlighting new emails, an API for file input/output might give the developer a function that copies a file from one location to another without requiring that the developer understand the file system operations occurring behind the scenes.
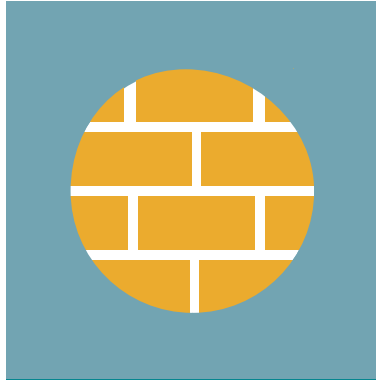
The design of an API has significant impacts on its usability. The principle of information hiding describes the role of programming interfaces as enabling modular programming by hiding the implementation details of the modules so that users of modules need not understand the complexities inside the modules. Thus, the design of an API attempts to provide only the tools a user would expect. The design of programming interfaces represents an important part of software architecture, the organisation of a complex piece of software.

< https://en.wikipedia.org/wiki/Application_programming_interface >

SECURITY

Selfsuite must provide state-of-the art security standards for all its users.

ARCHITECTURE

To be discussed and specified.

www.selfsuite.me

Selfsuite™

Functions Manual

MY SELFSUITE	DETAILS	VERIFICATION	PROFILING	ACTIVITIES	PORTFOLIO	HELP	CONTACT
SCHEDULES & STATUS	STUDIES	QUALIFICATIONS	SCHOOL	COLLEGE	UNIVERSITY	COURSES	CREDITS
EMPLOYMENT	CAREERS	WHAT IF?	OPTIONS	EXPLORE	SETTINGS	ANALYSE	RESULTS
ACCOMMODATION	JOBS	BUDGETING	ACCOUNTS	FINANCE	FUNDING	INTERNSHIPS	OUTPUT
PLAY	TREATS	SHOP	REWARDS	SCRAPBOOK	VIDEO	FORUM	PROBLEMS

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