

Blended
Mobility



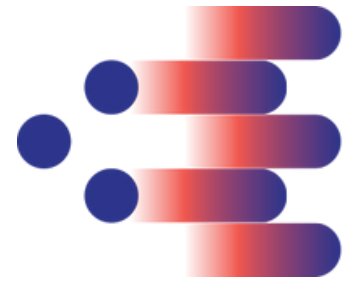
BLENDED MOBILITY PROJECT

Blended Mobility Project, 13 th Edition 2022: Digital Marketing Platform for Real Estate Projects and a Mobile Application for Restaurant Reservations

***Giorgos M. Papadourakis 1 , Dimitrios Gkoutzounis 1 , Theodora Lappa 1 ,
Alexander James Walmsley Dutton 1 , Nuno Escudeiro 2***

1 Hellenic Mediterranean University , Heraklion, ,Crete, Greece

2 Instituto Superior de Engenharia do Porto , Porto, Portugal



Blended
Mobility



01. INTRODUCTION

02. PROJECT ORGANIZATION

03. PROJECT CHALLENGES



**TABLE OF
CONTENT**

01.

INTRODUCTION

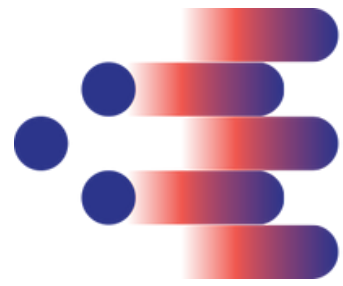


- **The methodology of the Blended Mobility Project** is centered around the establishment of cross-border, diverse student teams, specializing in various fields of study, with the overarching objective of jointly devising solutions for complex engineering challenges.
- These teams are assembled for the duration of a semester, with the primary aim of conceiving, constructing, and ultimately showcasing a functional prototype or a compelling proof of concept addressing the specific challenge at hand.
- **13th edition Blended Mobility Project** in the academic year **2022/23**, started in the academic year 2009/10.

02.

PROJECT ORGANIZATION

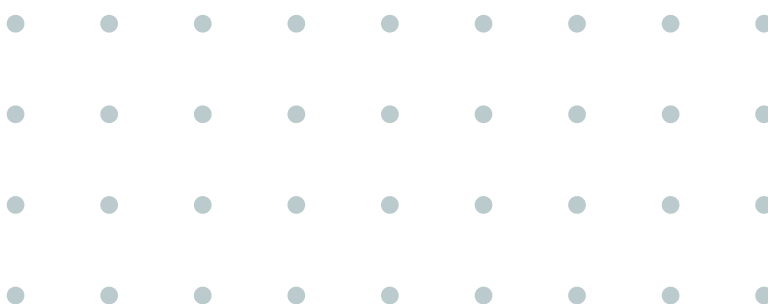




Blended
Mobility



- HIEs from **10 countries**:
- Portugal, Belgium, Germany, the UK, Greece, Italy, Kurdistan – Iraq, Slovenia, France and Lithuania.
- **Information Technology companies** offer authentic project proposals, offering students a professional engagement in an international, multicultural, multidisciplinary context.





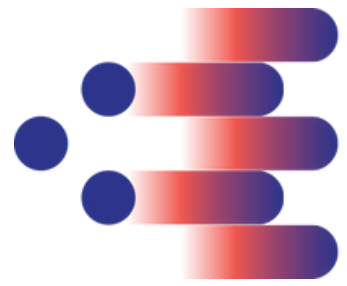
Preparation starts in **October**

1. Teachers collect challenges from companies
2. Initially 6 projects were selected.
3. The projects are presented to students (final year BS–Masters)
 - Each project is implemented by a team of about 10 students which are mainly from Information Technology and Software Engineering disciplines but students from other fields of study, such as: Business Development, Management, Electronics, IT & Design participate.

In **2022/23** edition: **52 students**, **17 teachers**, **12 HEIs**.

- 10–11 students per team and 5 projects were chosen to be implemented.

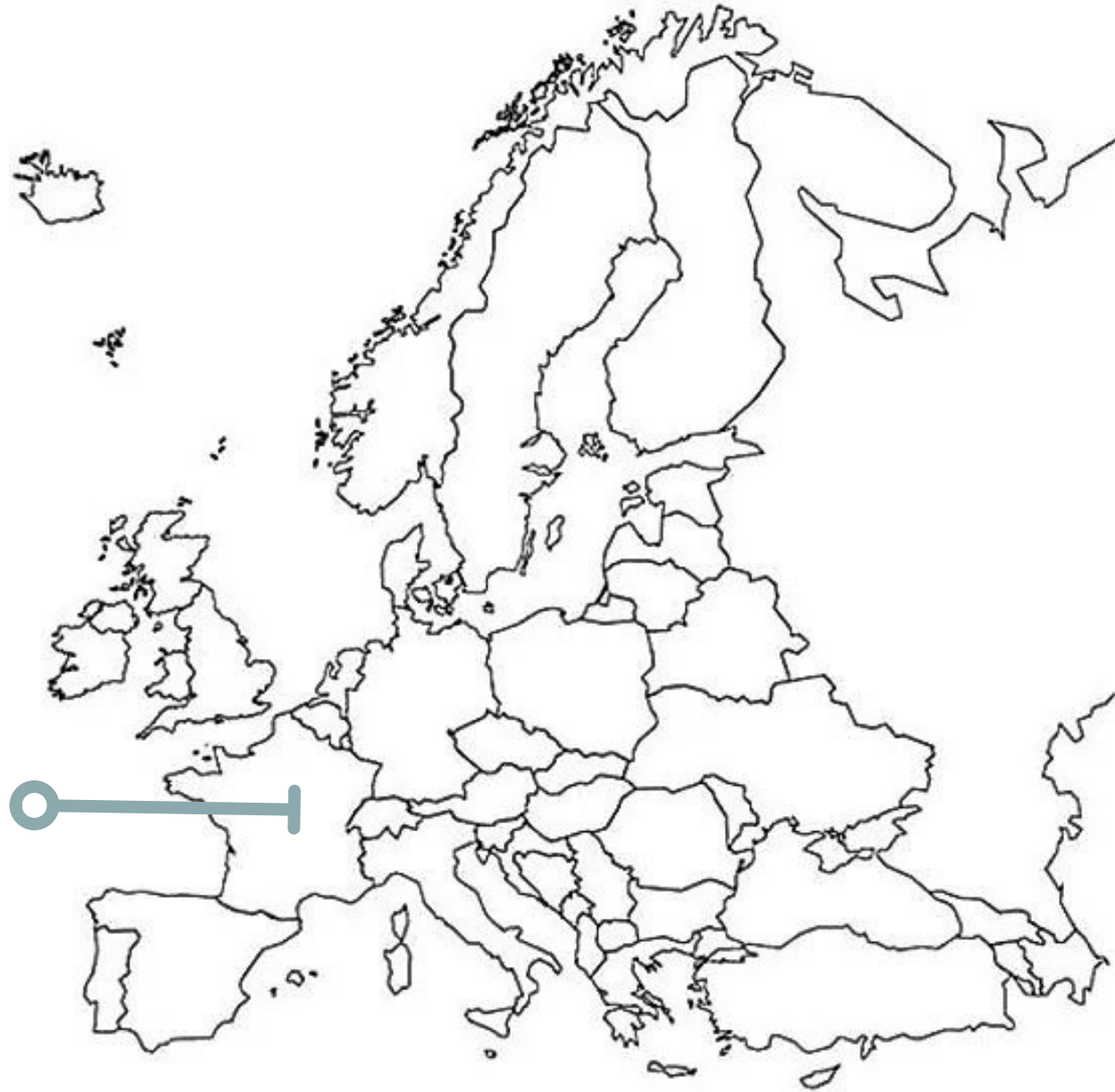
Process was concluded by the **end of January**



Blended
Mobility



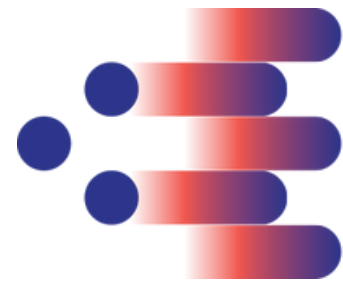
First face-to-face meeting: Orleans, France, **13–17 February, 2023.**



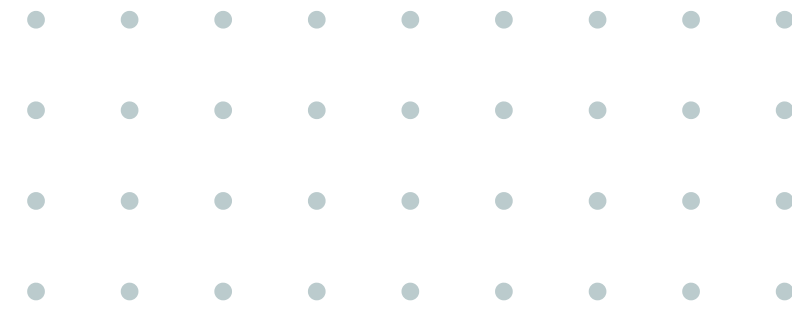
- Students get to know each other, the company offering the challenge and its details.
- Students have to interact and cooperate during the semester to work as a team during the semester and assign responsibilities
- Students design a first draft of the solution for the challenge



- At **the end of the week** the envisaged solution by each team is discussed with the company, the teachers and the students so all agree on a definite proposal.
- **After this first meeting**, students work at their home institution working at a distance through online groupware platforms.
- At **the end of the project** all modules are integrated and the fully operational system, a unique product, is presented by the students as a team.



Blended
Mobility



Second and final meeting: Heraklion, Crete, Greece 19–23 June 2023



- Students meet in person to wrap up their solution, finalize their presentation, and discuss the product with the client company and teachers.
- The team ensures that all parts integrate well and presents the complete solution to the **project jury**.
- The **project jury** included a teacher from each partner institution and a client company representative.

03.

PROJECT CHALLENGES





5 projects implemented in the academic year 2022/23

- 2 of them will be presented where **HMU students participated**.

The **first project** was introduced by **MEFA**

MEFA is a German company based in Trier.

- The students of team MEFA were tasked with developing an **online platform for real estate marketing**, which essentially functions as a way for companies to promote real estate projects to the worldwide housing market.

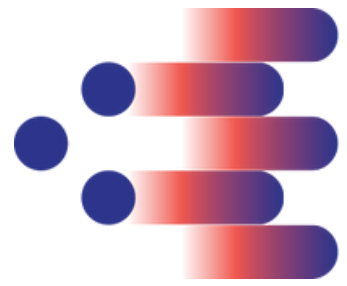


The **second project** was introduced by **Yeat**.

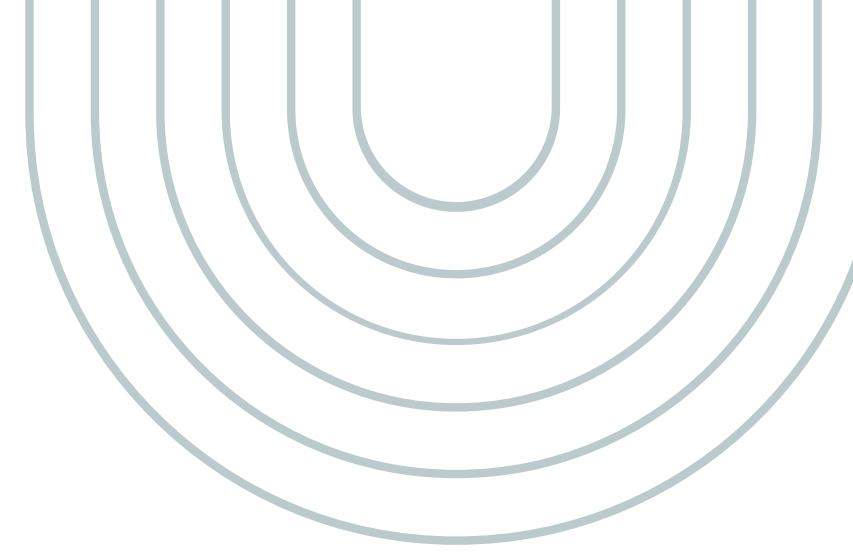
YEAT, is a Belgian startup company.

- The YEATapp is a **mobile application** that send immediate notifications whenever a highly recommended restaurant has a last-minute table available.
- The challenge was to create a Dashboard for the Admin and a Web version for concierge services.



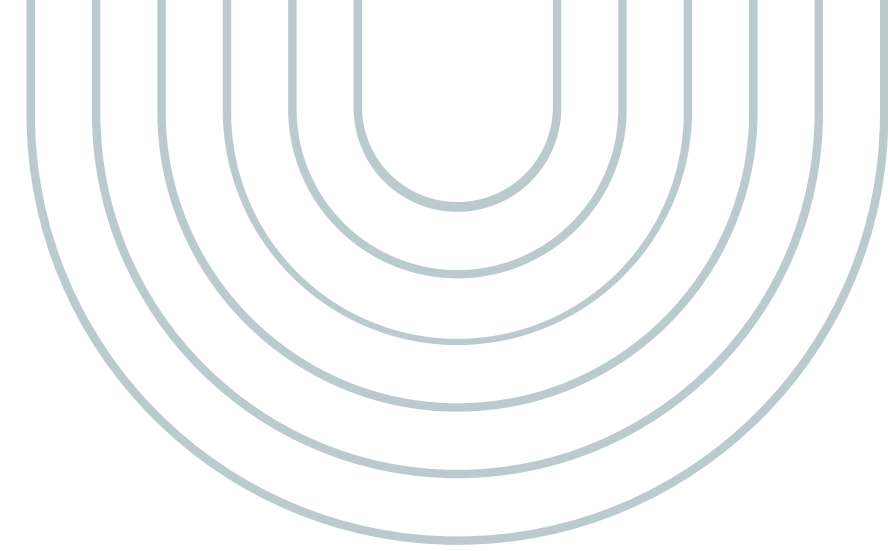


Blended
Mobility

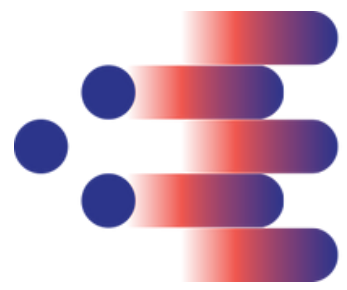


MeFa









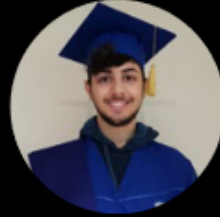





- The students of team **MEFA** were tasked with developing an online platform for **real estate marketing**, which essentially functions as a way for companies to promote real estate projects to the world-wide housing market.
- The platform would have multiple unique selling points:
 1. Responsive and User-friendly design.
 2. Custom frontend pages for companies and real estate projects for branding purposes.



Blended
Mobility



The team was organised into **3 groups** in charge of **Backend**, **Frontend** and **Marketing/Design**.

Backend		Frontend		Design/Marketing	
					
Abdullah Siraj	Imran Ali	Kieran Harley	Nazeah Qamhiyah	Mohamad Ladki	Ilias Klein
					
Mohammed Mansur	Dimitris Gkoutzounis	Alexander Dutton		Gonçalo Duarte	

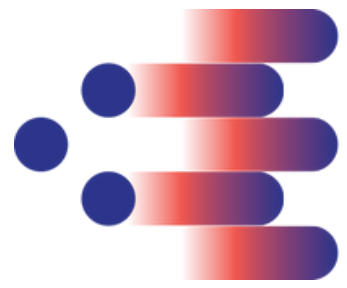


HMU Students Involvement

Two **HMU** students took part in this project:

- One was on the **back-end team**, which was responsible for the website's **database**, the **APIs** which interact with it and also the administrator's **dashboard**.
- The second HMU student was on the **front-end team**, which was responsible for **implementing the designs** into actual webpages while also **integrating the information from the backend**.




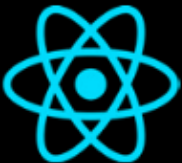







Blended
Mobility



Used Tools



Development			Design/Marketing
 NodeJS	 React	 CreativeCloud	
 MongoDB	 Express	 GitHub	
		 Figma	



Opportunities / Challenges

The team had to overcome many challenges during the development period, such as:

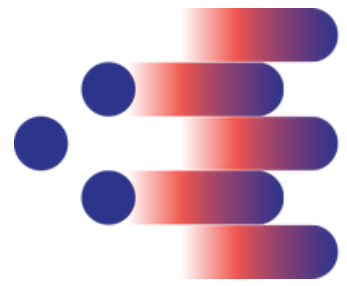
- Learning new programming frameworks.
- Learning to work in a team-based environment.
- Organisation and communication in a remote-work setting.
- Working with people in different time-zones.
- Working under a deadline.



Skills acquired

The HMU students learned many new skills, as did the rest of the development team:

- Experience in web programming, front-end and back-end, which is very high demand in the modern labor market.
- Experience working for a company.
- Discussion and implementation of requested features.
- Organisational skills.
- Teamwork.
- Broadened horizons by meeting people from all over the world.

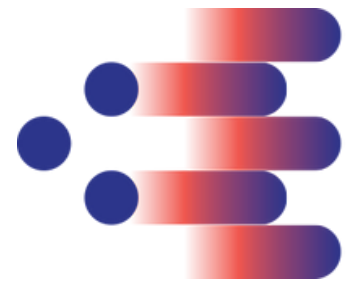


Blended
Mobility



yeat.





Blended
Mobility



Yeat's Mission

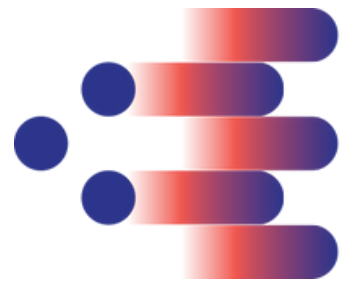
"Revolutionize the dining experience."

Yeat's Vision

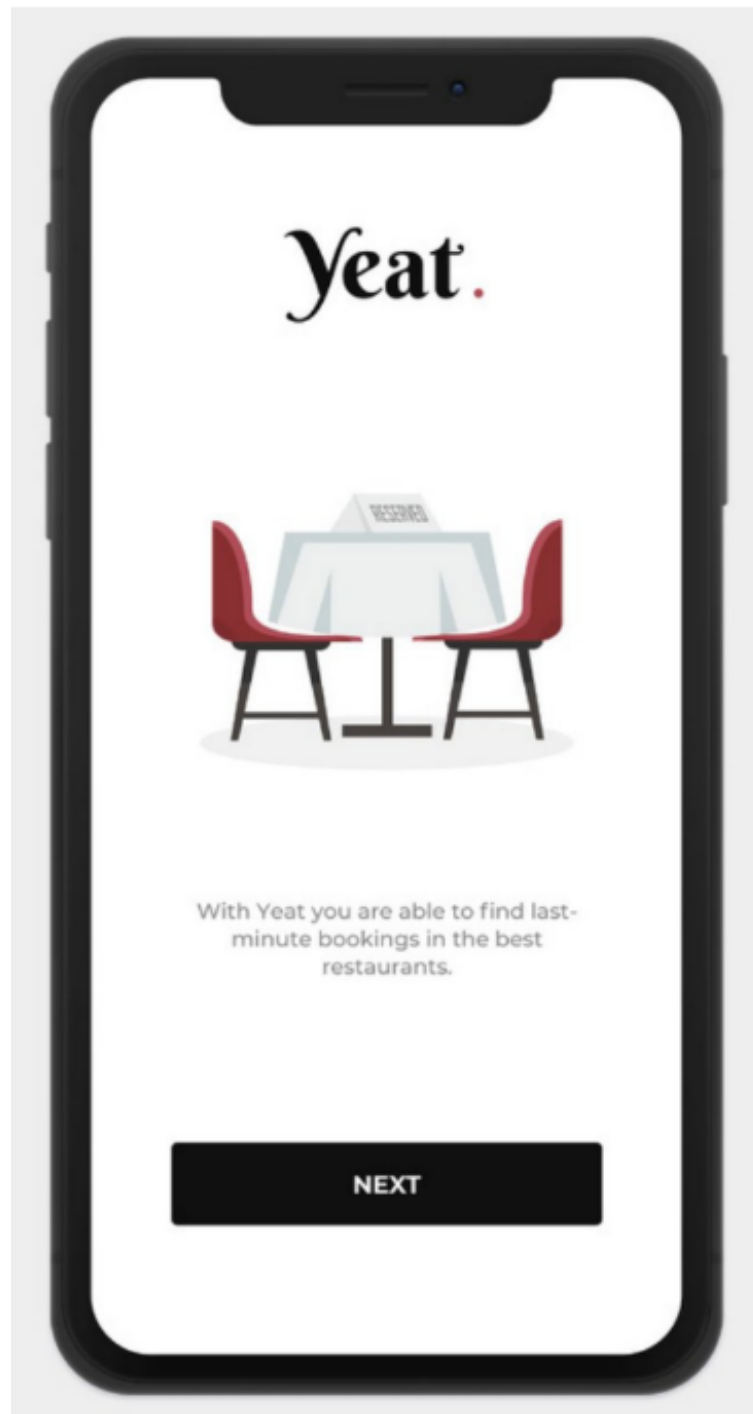
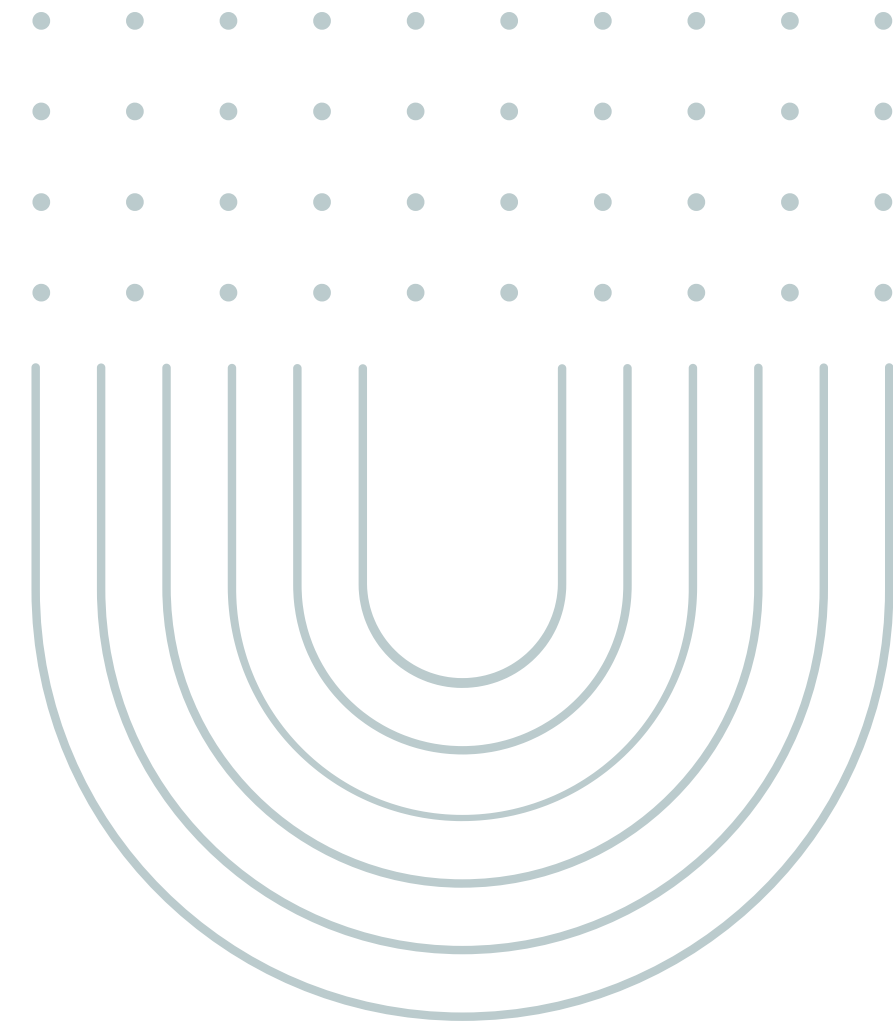
"Become a globally recognized, trusted platform."

Yeat's Goal

"Become a verb (to) yeat"



Blended
Mobility

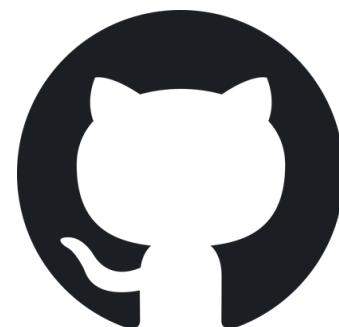
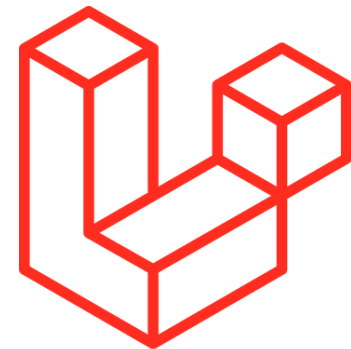
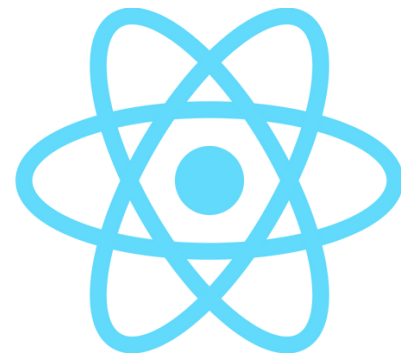
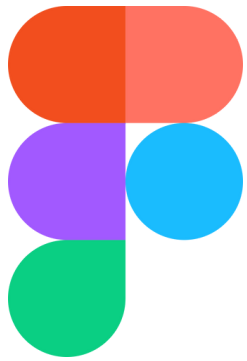


Tasks

- Dashboard for Admin
- Web version for concierge services
- Work on Employer Branding and Recruitment
- Improving of corporate design



Used Tools





HMU Students Involvement

One **HMU** student took part in this project:

- The HMU student was in the **front-end team**, which was responsible for **implementing the designs for all the forms** (Login, Register, Forget Password etc) using the React programming language, while **connecting the APIs**, created by the backend team, with the created forms.

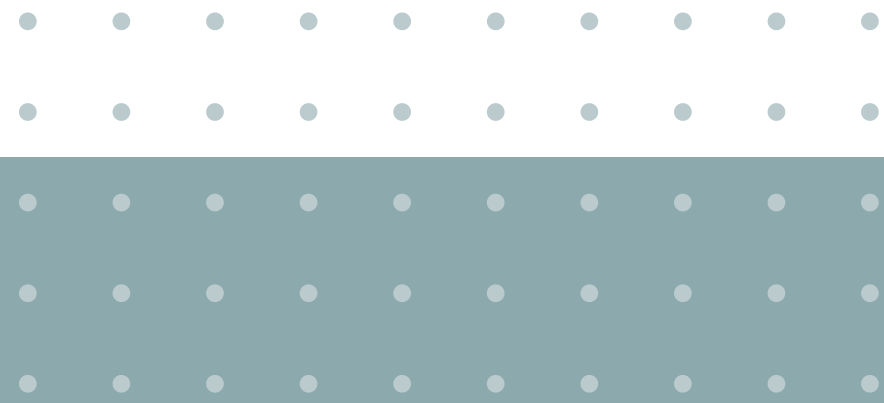




Skills Acquired

The HMU students and the development team gained valuable skills during their collaboration:

- Skills in **front-end** technologies for creating user interfaces and enhancing user experiences on websites and web applications.
- Practical understanding of **working within a company**, offering insights into professional environments.
- Improved **teamwork** capabilities through diverse collaboration, preparing them for future group projects.
- **Interaction with people** from diverse international backgrounds.
- Transformed **concepts into real-world features**, showcasing their ability to turn ideas into tangible solutions.



THANK YOU

Have any question?

