



# O1 MEDIHEALTH

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for MediHealth, a company specialising in basic healthcare services. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Basic health check-ups
- Online appointment scheduling
- Health advice and tips through their website

### OBJECTIVES

- Simplify appointment scheduling
- Provide health tips to users in a more interactive way
- Enhance user experience on their platform

### KEY FEATURES

- **Online Appointment Booking:** Users can schedule, reschedule, and cancel appointments through an easy-to-use interface.
- **Interactive Health Tips:** Users can receive personalised health tips based on their profile and preferences.
- **Enhanced Navigation:** A simple and intuitive navigation system to access different services on the platform.

# 02 GOURMET DELIGHTS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Gourmet Delights, a company specialising in premium, organic food and beverage products. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- An online store featuring a wide range of organic food and beverages
- Subscription boxes with curated selections of gourmet products
- A blog with recipes and tips on using organic ingredients

### OBJECTIVES

- Enhance the user experience on their e-commerce platform
- Increase customer engagement and retention
- Provide personalised recommendations based on customer preferences

### KEY FEATURES

- **Personalised Recipe Recommendation Engine:** Suggests recipes tailored to individual user preferences and past purchases.
- **Loyalty Program:** Offers points for purchases, reviews, and referrals, redeemable for exclusive rewards and discounts.
- **Interactive Cooking Classes:** Provides live-streamed and recorded cooking classes, allowing users to interact with chefs and other participants in real-time.

# O3 AUTOSERVE INNOVATIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for AutoServe Innovations, a company specialising in car maintenance and servicing reminders. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Scheduled car maintenance reminders via SMS and email
- Online booking for car servicing
- Maintenance tips and advice for car owners

### OBJECTIVES

- Enhance customer engagement with a dedicated mobile app
- Provide more personalised and timely car maintenance reminders
- Offer value-added services to improve customer retention

### KEY FEATURES

- **Customisable Maintenance Schedule:** Allows users to set and receive reminders tailored to their car's model and their driving habits.
- **Service Centre Locator:** Uses GPS integration to recommend nearby authorised service centres and allows users to book appointments directly through the app.
- **Digital Service Logbook:** Provides a digital record of all services and maintenance performed, accessible anytime for reference.

# 04 GREENTECH SOLUTIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for GreenTech Solutions, a company specialising in sustainable living products and services. . The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Online consultations about sustainable living practices
- Information on eco-friendly products
- Community forums for sharing sustainability tips

### OBJECTIVES

- Provide interactive tools for planning and tracking sustainability efforts
- Facilitate community engagement through forums
- Offer advice on eco-friendly products and practices

### KEY FEATURES

- **Environmental Impact Calculator:** Allows users to input daily habits and see their environmental footprint.
- **Community Forums:** Provides a space for users to exchange tips, experiences, and support, with tools for moderation.
- **Eco-Friendly Tips:** Delivers practical advice on choosing and using sustainable products.



# 05 RETAIL INNOVATIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Retail Innovations Ltd, a company specialising in modern retail solutions. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- E-commerce platform development
- Retail analytics services
- Manual customer loyalty discounts

### OBJECTIVES

- Simplify the shopping experience for online customers
- Provide useful analytics for retail businesses
- Improve customer retention through standard loyalty programmes

### KEY FEATURES

- **Enhanced Product Search and Filter:** Offers an easy-to-use search and filter function to help customers find products quickly.
- **Retail Analytics Dashboard:** Provides retailers with essential data on sales, customer behaviour, and inventory in a simple, easy-to-understand format.
- **Standard Loyalty Programmes:** Allows retailers to implement loyalty programmes with predefined reward structures.

# 06 TECHSOLUTIONS INTRANET

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for TechSolutions Manufacturing, a company specialising in precision manufacturing equipment. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Manufacture of high-precision components
- Equipment maintenance services
- Custom manufacturing solutions

### OBJECTIVES

- Log equipment maintenance activities efficiently
- Plan and schedule regular maintenance services
- Provide an internal communication platform for maintenance teams

### KEY FEATURES

- **Maintenance Log:** Allows users to record maintenance activities, including details such as date, type of service, and technician notes.
- **Maintenance Scheduler:** Provides a calendar view for planning and scheduling maintenance tasks, with options for recurring services.
- **Notification System:** Sends alerts and reminders to relevant team members about upcoming maintenance tasks and deadlines.

# 07 DREAMTRIPS HONEYMOON

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for DreamTrips Honeymoon, a company specialising in long-haul honeymoon travel packages. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Curated travel packages to exotic destinations
- Customisable honeymoon itineraries
- Travel concierge services

### OBJECTIVES

- Provide a seamless and enjoyable user experience for booking long-haul honeymoon trips
- Offer detailed information about various destinations and packages
- Enable users to customise their honeymoon itineraries easily

### KEY FEATURES

- **Destination Recommendation Engine:** Suggests destinations based on user-inputted preferences and interests.
- **Interactive Itinerary Planner:** Allows users to create and customise their honeymoon itinerary with ease.
- **Customer Reviews and Ratings:** Displays feedback from previous customers to help new users make informed decisions.

# O8 FACTORYFLOW SOLUTIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for FactoryFlow Solutions, a company specialising in manufacturing process optimisation. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Process efficiency assessments
- Tailored optimisation plans
- On-site technical support

### OBJECTIVES

- Provide an intuitive portal for customers to log manufacturing faults
- Track and manage fault resolution progress
- Enhance communication between customers and technical support teams

### KEY FEATURES

- **Fault Logging Interface:** Allows customers to quickly and easily log manufacturing faults, including detailed descriptions and photos.
- **Real-Time Status Updates:** Provides customers with up-to-the-minute information on the status of their fault reports.
- **Direct Messaging System:** Facilitates direct communication between customers and technical support for immediate assistance and updates.



# 09 FITLIFE SOLUTIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for FitLife Solutions, a company specialising in personalised fitness and wellness programmes. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Personalised fitness training plans
- Nutrition advice and meal planning
- Wellness and mental health support services

### OBJECTIVES

- Enhance user engagement through personalised fitness tracking
- Provide interactive meal planning tools
- Facilitate access to mental health resources and support

### KEY FEATURES

- **Personalised Fitness Tracker:** Allows users to log workouts, monitor progress, and receive tailored exercise recommendations.
- **Interactive Meal Planner:** Provides users with customised meal plans, considering dietary preferences and nutritional needs.
- **Virtual Wellness Workshops:** Offers live and recorded sessions on various wellness topics, including mental health, stress management, and mindfulness.

# 10 STELLAR MEDIA PRODUCTIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Stellar Media Productions, a company specialising in producing and distributing high-quality entertainment content. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Production of films and TV shows
- Content distribution via streaming platforms
- Marketing and promotional services for entertainment content

### OBJECTIVES

- Enhance viewer engagement through interactive features
- Provide a seamless content streaming experience
- Offer personalised content recommendations

### KEY FEATURES

- **Interactive Viewing Parties:** Allows users to watch content together in real-time, with chat and reaction features to enhance the communal experience.
- **Personalised Recommendations:** Uses algorithms to suggest content based on user preferences and viewing history.
- **Advanced Search and Filters:** Provides robust tools to help users find exactly what they are looking for, including genre, release date, ratings, and more.

# 11 SKYPARK SOLUTIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for SkyPark Solutions, a company specialising in airport parking services. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Short-term and long-term parking options
- Shuttle services to and from the airport
- Valet parking services

### OBJECTIVES

- Streamline the parking reservation process
- Enhance customer experience with real-time updates
- Improve operational efficiency for managing parking spaces

### KEY FEATURES

- **Mobile Booking App:** Allows users to book and manage parking reservations directly from their smartphones.
- **Real-Time Availability Tracking:** Provides real-time updates on available parking spaces to help users find spots quickly.
- **Flight Information Integration:** Syncs with flight schedules to offer timely reminders and updates to customers about their parking reservations.

# 12 GLOBALAID CHARITY

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for GlobalAid, a charity specialising in combating world hunger. The client has conducted market research with existing supporters and beneficiaries to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Educational programmes on food security
- Nutritional support initiatives in developing countries
- Fundraising events and campaigns

### OBJECTIVES

- Provide up-to-date statistics on world hunger
- Enhance online fundraising efforts
- Increase awareness and engagement through interactive features

### KEY FEATURES

- **Hunger Statistics Dashboard:** Displays real-time data on global hunger, including country-specific statistics and trends.
- **Online Donation Platform:** Facilitates secure donations with options for recurring contributions and tracking donor impact.
- **Interactive Impact Map:** Shows global hunger hotspots and highlights areas where GlobalAid projects are making a difference, with detailed project information and updates.

# 13 VINEYARD VISTA

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Vineyard Vista, a company specialising in wine production and vineyard tours. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Guided vineyard tours
- Wine tasting sessions
- Online wine sales

### OBJECTIVES

- Enhance the booking experience for tours and tastings
- Increase online wine sales
- Engage customers with interactive content about wine production

### KEY FEATURES

- **Booking System:** A user-friendly interface that allows customers to book tours and tastings effortlessly.
- **Virtual Vineyard Tours:** Immersive virtual tours of the vineyard, showcasing the wine-making process and the scenic beauty of the estate.
- **Enhanced Wine Product Pages:** Comprehensive pages for each wine, including tasting notes, food pairing suggestions, and customer reviews.

# 14 UK LAND AUCTIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for UK Land Auctions, a company specialising in the auctioning of land and property. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Online listings of available land and properties for auction
- In-person and online auction events
- Consultation services for buyers and sellers

### OBJECTIVES

- Streamline the auction process for both buyers and sellers
- Increase user engagement and participation in auctions
- Provide detailed information and analytics about auctioned properties

### KEY FEATURES

- **Real-Time Bidding System:** Enables users to place and track bids in real-time during online auctions, ensuring a smooth and competitive auction experience.
- **Virtual Property Tours:** Offers immersive virtual tours of properties, allowing potential buyers to explore properties in detail without physical visits.
- **Auction Analytics Dashboard:** Provides users with data and insights on auction trends, bid history, and property valuations to make informed decisions.

# 15 WAVECRAFT CUSTOM BOARDS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for WaveCraft Custom Boards, a company specialising in bespoke surfboard design and manufacturing. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### COMPANY PROVIDES

- Custom surfboard design consultations
- Surfboard repair and maintenance services
- Surfing workshops and lessons

### OBJECTIVES

- Enhance the custom surfboard design process
- Streamline the booking system for workshops and lessons
- Provide a platform for customer feedback and community interaction

### KEY FEATURES

- **Interactive Surfboard Design Tool:** Allows users to create and customise their own surfboard designs with various options for size, shape, and artwork.
- **Integrated Booking System:** Enables customers to easily book repair services and register for surfing workshops and lessons.
- **Community Forum:** Provides a space for surfers to exchange tips, share experiences, and post reviews of their custom boards.

# 16 ARTISANAL CHEESE CO.

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Artisanal Cheese Co., a company specialising in high-quality, locally sourced artisanal cheeses. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- A physical shop selling a variety of artisanal cheeses
- Cheese tasting events and workshops
- Subscription boxes for monthly cheese deliveries

### OBJECTIVES

- Enhance customer engagement and convenience through an online platform
- Expand the reach of their cheese tasting events and workshops
- Increase subscription box memberships with tailored recommendations

### KEY FEATURES

- **Online Store:** Offers a seamless shopping experience with detailed descriptions, customer reviews, and easy checkout options.
- **Virtual Cheese Tastings:** Provides interactive and engaging virtual tasting events, including live streaming and participant interaction tools.
- **Personalised Subscription Recommendations:** Utilises customer preferences and past purchases to suggest tailored cheese selections for subscription boxes.



# 17 ECOWEAR

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for EcoWear, a company specialising in sustainable bamboo clothing. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Online sales of bamboo clothing products
- Information on the benefits of bamboo fabrics
- Blog posts on sustainable fashion trends

### OBJECTIVES

- Enhance customer engagement and brand loyalty
- Provide educational content about sustainable fashion
- Streamline the online shopping experience

### KEY FEATURES

- **Sustainability Impact Tracker:** Allows users to see the positive environmental impact of their purchases, including metrics like water saved and carbon footprint reduced.
- **Interactive Educational Content:** Offers engaging modules about the benefits of sustainable materials and tips for eco-friendly living.
- **Personalised Product Recommendations:** Utilises user data and preferences to suggest products that match their style and sustainability goals.

# 18 VINTAGE PAGES

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Vintage Pages, a company specialising in rare and antique books. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- In-store sales of rare and antique books
- Expert appraisals of book collections
- A subscription-based newsletter featuring new acquisitions and book events

### OBJECTIVES

- Enhance their online presence and sales capabilities
- Provide virtual appraisal services
- Create an engaging community for rare book enthusiasts

### KEY FEATURES

- **Online Rare Bookstore:** A comprehensive e-commerce platform showcasing rare and antique books with detailed descriptions, high-quality images, and secure payment options.
- **Virtual Appraisal Service:** Allows users to book video consultations with experts to get their books appraised without visiting the store.
- **Book Lovers Community Forum:** Provides a space for rare book enthusiasts to engage in discussions, share their collections, and participate in virtual events.

# 19 ARTISAN WOOD CREATIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Artisan Wood Creations, a company specialising in handcrafted wooden furniture. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Custom-made wooden furniture
- Workshops on woodworking techniques
- A gallery showcasing unique pieces

### OBJECTIVES

- Showcase their bespoke furniture pieces more effectively online
- Streamline the custom furniture ordering process
- Enhance customer engagement and retention

### KEY FEATURES

- **Virtual Showroom:** Allows users to explore the range of handcrafted furniture in a realistic 3D environment.
- **Interactive Customisation Tool:** Enables customers to design their own furniture pieces, selecting materials, finishes, and dimensions.
- **Loyalty Programme:** Rewards returning customers with points for discounts, exclusive access to new collections, and special offers.

# 20 ECOLUXURY TINY HOMES

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for EcoLuxury Homes, a company specialising in luxury tiny home designs and builds. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Custom-designed tiny home building services
- Consultancy for sustainable living
- Workshops and webinars on tiny home living

### OBJECTIVES

- Showcase their portfolio of luxury tiny homes
- Facilitate the custom design process for clients
- Provide resources and support for sustainable tiny home living

### KEY FEATURES

- **Virtual Tour Feature:** Enables users to take 360-degree tours of model tiny homes, providing an immersive experience of the space and design.
- **Interactive Design Tool:** Allows users to customise their tiny homes, selecting layouts, materials, and finishes, with real-time visualisation.
- **Resource Hub:** Offers articles, videos, and guides on sustainable living practices specifically for tiny home residents.

# 21 ECOCYCLE RENTALS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for EcoCycle Rentals, a company specialising in electric bicycle rentals. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Daily and weekly electric bicycle rentals
- Guided e-bike tours around major UK cities
- Maintenance services for electric bicycles

### OBJECTIVES

- Streamline the booking and rental process for customers
- Provide real-time tracking of rental bikes
- Enhance customer engagement through a loyalty rewards program

### KEY FEATURES

- **Booking System:** Allows users to easily book and pay for rentals, with real-time availability displayed.
- **Real-Time GPS Tracking:** Provides users with the ability to track their rented bike's location and view popular routes.
- **Loyalty Rewards Program:** Offers points for rentals and other interactions, which can be redeemed for discounts and special offers.



# 22 BRIGHTPAGES INTERACTIVE

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for BrightPages Interactive, a company specialising in interactive children's books. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Interactive e-books for children aged 3-10
- Educational games integrated into e-books
- A subscription service for new e-book releases

### OBJECTIVES

- Enhance user experience with more interactive features
- Provide parents with tools to track their children's reading progress
- Expand accessibility features for children with disabilities

### KEY FEATURES

- **Personalised Reading Recommendations:** Suggests new books based on a child's reading habits and preferences.
- **Interactive Quizzes and Activities:** Engages children with content-related quizzes and activities to reinforce learning.
- **Enhanced Accessibility:** Includes audio narration and text highlighting to assist children with reading difficulties or disabilities.

# 23 TREETOP RETREATS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for TreeTop Retreats, a company specialising in luxury treehouse accommodations. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Unique, high-end treehouse stays in various scenic locations
- Concierge services for personalised guest experiences
- Eco-friendly and sustainable tourism practices

### OBJECTIVES

- Enhance the booking and reservation system
- Provide guests with personalised itineraries and concierge services
- Promote sustainability and eco-friendly practices to guests

### KEY FEATURES

- **Interactive Booking System:** Allows users to view virtual tours of treehouses, check availability, and make reservations seamlessly.
- **Personalised Itinerary Planner:** Enables guests to customise their stay with suggested activities and services, integrated with concierge chat support.
- **Eco-Friendly Guidelines:** Provides guests with practical tips and information on sustainable practices to follow during their stay.

# 24 URBAN WIND POWER

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Urban Wind Power, a company specialising in the manufacturing of vertical wind turbines designed for urban environments. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Sales of vertical wind turbines
- Installation services for urban wind turbines
- Maintenance and support for installed wind turbines

### OBJECTIVES

- Provide real-time monitoring and diagnostics of wind turbines
- Offer an e-commerce platform for purchasing turbines and accessories
- Enhance customer engagement through informative content and support tools

### KEY FEATURES

- **Real-Time Monitoring Dashboard:** Displays live data on turbine performance, including energy output, wind speed, and operational status.
- **Integrated E-Commerce Platform:** Allows users to purchase wind turbines and related accessories directly through the website.
- **Educational Content Hub:** Provides articles, videos, and tutorials on the installation, benefits, and maintenance of urban wind turbines.



# 25 CRYOLIFE UK

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for CryoLife UK, a company specialising in cryonics and afterlife preservation services. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Cryonics preservation for individuals and pets
- Cryonics research and development
- Educational resources on cryonics and life extension

### OBJECTIVES

- Enhance customer engagement and information dissemination
- Streamline the cryonics sign-up and maintenance process
- Provide a platform for community interaction and support

### KEY FEATURES

- **Interactive FAQ and Information Centre:** Provides detailed answers to common questions about cryonics, life extension, and the services offered by CryoLife UK.
- **Secure Client Portal:** Allows users to securely manage their cryonics contracts, update personal information, and access service details.
- **Community Forum:** Offers a space for clients and the interested public to discuss cryonics, share experiences, and provide mutual support.

# 26 LUTHIER GUILD

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Luthier Guild, a company specialising in handcrafted hurdy-gurdy instruments. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Custom-made hurdy-gurdy instruments
- Repair and maintenance services for hurdy-gurdies
- Workshops and masterclasses on hurdy-gurdy making

### OBJECTIVES

- Showcase their custom-made instruments and services
- Provide an online platform for booking workshops and masterclasses
- Facilitate a community for hurdy-gurdy enthusiasts and makers

### KEY FEATURES

- **Custom Instrument Gallery:** Allows users to browse and view detailed images and descriptions of available custom-made hurdy-gurdies.
- **Workshop Booking System:** Enables users to view upcoming workshops and masterclasses, and book their spots online.
- **Community Forum:** Provides a space for hurdy-gurdy enthusiasts to share tips, discuss techniques, and connect with each other.

# 27 CROP CIRCLE EXPEDITIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Crop Circle Expeditions, a company specialising in crop circle research and tour organisation. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Guided tours of famous crop circle sites
- Lectures and workshops on the history and theories of crop circles
- A subscription-based newsletter with updates on recent crop circle discoveries

### OBJECTIVES

- Enhance customer engagement and participation in tours and workshops
- Provide up-to-date information and interactive maps of crop circle sites
- Facilitate an online community for crop circle enthusiasts

### KEY FEATURES

- **Interactive Crop Circle Maps:** Provides users with detailed, real-time maps of crop circle locations, including historical data and photographs.
- **Online Booking System:** Allows users to book tours and workshops directly through the app, with options to manage bookings and receive notifications.
- **Community Forum:** Offers a space for enthusiasts to discuss crop circle theories, share experiences, and connect with like-minded individuals.

# 28 CRICKET CLUB

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Wicket Masters Cricket Club, a company specialising in cricket coaching and community engagement. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Personalised cricket coaching sessions
- Local league match scheduling and results
- Community events and workshops

### OBJECTIVES

- Enhance the booking and management of coaching sessions
- Provide real-time updates on local league matches
- Foster community engagement through interactive features

### KEY FEATURES

- **Online Booking System:** Allows users to schedule and pay for coaching sessions directly through the app.
- **Live Match Updates:** Provides real-time score updates, player statistics, and match results for local leagues.
- **Community Forum:** Creates a space for players and fans to discuss matches, share tips, and organise community events.

# 29 BATTERUP FISH & CHIPS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for BatterUp Fish & Chips, a renowned fish and chip shop chain in the UK. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Dine-in and takeaway services
- Telephone ordering for pickup and delivery
- Catering services for events

### OBJECTIVES

- Adds an online ordering experience
- Improve customer loyalty and engagement
- Streamline catering service bookings

### KEY FEATURES

- **Mobile Ordering App:** A dedicated app that allows customers to easily place orders for pickup or delivery, with options to customise their meals.
- **Loyalty Rewards Program:** A feature within the app that tracks customer purchases and rewards them with discounts and special offers.
- **Catering Booking System:** An integrated system for customers to book catering services for events, with customisable menu options and booking confirmations.

# 30 QUISMASTER ENTERTAINMENT

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for QuisMaster Entertainment, a company specialising in hosting pub quisses and trivia events. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Weekly pub quisses at various locations
- Themed trivia nights for special occasions
- Corporate quis events for team-building

### OBJECTIVES

- Enhance the pub quis experience for participants
- Streamline the quis hosting process for venues
- Expand their reach by offering online quis events

### KEY FEATURES

- **Interactive Quis App:** Allows participants to submit answers, view scores in real-time, and receive immediate feedback.
- **Extensive Question Bank:** Offers a diverse range of trivia questions sorted by categories and difficulty, regularly updated to keep quisses fresh and engaging.
- **Live Streaming Integration:** Enables remote participants to join quis events live, with the same interactive experience as in-person attendees.

# 31 ECOGAS SOLUTIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for EcoGas Solutions, a company specialising in providing eco-friendly gas energy services. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Installation and maintenance of energy-efficient gas boilers
- Supply of green gas sourced from renewable sources
- Energy consumption audits and recommendations for residential and commercial properties

### OBJECTIVES

- Enhance customer interaction and engagement
- Provide real-time monitoring of gas consumption
- Offer tailored recommendations for energy efficiency improvements

### KEY FEATURES

- **Gas Consumption Dashboard:** Displays real-time data on gas usage, trends, and comparisons to help users understand their consumption patterns.
- **Maintenance Booking System:** Allows customers to schedule and manage maintenance appointments with ease.
- **Green Energy Resources:** Provides access to articles, videos, and tips on how to reduce gas consumption and increase energy efficiency.

# 32 WEATHER INNOVATIONS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Weather Innovations Ltd, a company specialising in advanced weather forecasting and climate analysis. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Real-time weather updates
- Long-term climate analysis reports
- Customised weather alerts for businesses

### OBJECTIVES

- Enhance user experience with interactive weather tools
- Provide accurate and timely weather forecasts
- Increase user engagement with personalised weather alerts

### KEY FEATURES

- **Interactive Weather Maps:** Users can view detailed, real-time weather conditions and forecasts on an interactive map interface.
- **Personalised Weather Notifications:** Customisable alerts based on user preferences and location, ensuring timely updates on significant weather changes.
- **Smart Home Integration:** Connects with smart home devices to automate responses, such as adjusting thermostats or closing windows during adverse weather conditions.





# 33 PARKRUN COMMUNITY

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Parkrun Community, a company specialising in organising and promoting community running events. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Accounts for runners to track their participation and progress
- Detailed park maps with running routes and times
- A calendar of upcoming running events

### OBJECTIVES

- Enhance user engagement by providing personalised running plans
- Improve community interaction through social features
- Streamline event management and participation tracking

### KEY FEATURES

- **Personalised Running Plans:** Users can input their fitness goals and receive tailored running plans that adapt based on progress.
- **Social Interaction:** Users can share their achievements, participate in community discussions, and follow friends' progress.
- **Event Management System:** An integrated calendar that allows users to sign up for events, receive updates, and view past participation records.

# 34 MEALS ON WHEELS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Meals on Wheels UK, a non-profit organisation specialising in delivering nutritious meals to the elderly and disabled individuals who are unable to prepare their own food. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Daily meal delivery services
- Nutritional consultations for customised meal plans
- Volunteer opportunities for meal preparation and delivery

### OBJECTIVES

- Streamline the meal ordering and delivery process
- Enhance communication between volunteers, clients, and staff
- Provide nutritional information and meal tracking for users

### KEY FEATURES

- **Meal Ordering System:** Allows clients to choose from a weekly menu and customise their meal plans based on dietary needs and preferences.
- **Delivery Tracking:** Provides real-time updates on the status of meal deliveries, including estimated arrival times and delivery confirmations.
- **Volunteer Management Platform:** Enables volunteers to sign up for available shifts, track their hours, and communicate with coordinators for updates and support.

# 35 COMMUNITY CONNECT

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Community Connect, a company specialising in fostering multicultural engagement and support within local communities. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Language exchange programmes
- Cultural events and workshops
- Support services for new immigrants

### OBJECTIVES

- Enhance accessibility to their services
- Increase community engagement and interaction
- Provide resources and support for multicultural integration

### KEY FEATURES

- **Virtual Cultural Exchange Platform:** Enables users to participate in and host cultural exchange events online, fostering intercultural understanding and interaction.
- **Multilingual Support and Resources:** Provides information and support in multiple languages to assist users from diverse backgrounds.
- **Community Forum:** Offers a space for users to discuss, share experiences, and seek support from fellow community members.

# 36 HAVEN HOPE HOMELESS SHELTER

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Haven Hope, a company specialising in providing support and resources to homeless individuals and families. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Emergency shelter services
- Daily meals and basic necessities
- Access to social workers and counselling services

### OBJECTIVES

- Improve access to shelter resources and services
- Facilitate better communication between residents and staff
- Provide educational resources and support for finding permanent housing

### KEY FEATURES

- **Shelter Bed Booking System:** Allows users to reserve shelter beds and access services directly through the app.
- **Messaging System:** Enables secure communication between residents and staff for updates, support, and inquiries.
- **Resource Hub:** Provides comprehensive information on housing options, job openings, and educational opportunities, helping residents transition to stable living conditions.

# 37 BASELINE GROOVE

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for BassLine Groove, a company specialising in underground Drum and Bass (DnB) music events. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Live DnB music events at various underground venues
- DJ booking services for private and public events
- A merchandise line featuring exclusive DnB-themed apparel

### OBJECTIVES

- Streamline the event ticketing process
- Enhance community engagement among DnB enthusiasts
- Promote merchandise sales

### KEY FEATURES

- **Event Ticketing System:** A seamless mobile app allowing users to purchase tickets, receive event notifications, and show digital tickets at the venue.
- **Community Hub:** A social platform where fans can post event photos, discuss music, and network with other DnB enthusiasts.
- **Merchandise Store:** An integrated online store offering exclusive DnB apparel and accessories, with easy navigation and secure payment options.

# 38 BRIGHTSIGNS LTD

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for BrightSigns Ltd, a company specialising in the design and manufacture of custom neon signs. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Custom neon sign design services
- Installation and maintenance of neon signs
- Online gallery showcasing previous projects

### OBJECTIVES

- Enhance customer interaction and engagement
- Streamline the design and ordering process for custom neon signs
- Provide detailed information and support for neon sign maintenance

### KEY FEATURES

- **Interactive Design Tool:** Allows customers to create and preview their custom neon sign designs using various templates and colour options.
- **Customer Portal:** Provides a secure area for customers to track their orders, view order history, and receive updates.
- **Maintenance Guide:** Offers detailed information and step-by-step guides for neon sign upkeep and troubleshooting common issues

# 39 CATERINGPRO

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for CateringPro Services, a company specialising in corporate catering solutions. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Tailored corporate catering packages
- On-site chef services
- Event planning and coordination

### OBJECTIVES

- Streamline the ordering process for corporate clients
- Enhance customer engagement and satisfaction
- Provide real-time updates and tracking for catering orders

### KEY FEATURES

- **Online Ordering System:** A user-friendly platform that allows corporate clients to customise and place catering orders easily.
- **Loyalty and Rewards Program:** Incentivises repeat business by offering rewards points, discounts, and exclusive offers.
- **Real-Time Order Tracking:** Provides live updates and notifications on the status of catering orders from preparation to delivery.

# 40 FUNKYTEAM EVENTS

## SET TASK BRIEF

### PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for CateringPro Services, a company specialising in corporate catering solutions. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

### CURRENT SERVICES AND PRODUCTS

- Tailored corporate catering packages
- On-site chef services
- Event planning and coordination

### OBJECTIVES

- Streamline the ordering process for corporate clients
- Enhance customer engagement and satisfaction
- Provide real-time updates and tracking for catering orders

### KEY FEATURES

- **Online Ordering System:** A user-friendly platform that allows corporate clients to customise and place catering orders easily.
- **Loyalty and Rewards Program:** Incentivises repeat business by offering rewards points, discounts, and exclusive offers.
- **Real-Time Order Tracking:** Provides live updates and notifications on the status of catering orders from preparation to delivery.