**AASFA SALEEM**

**Case Study: Developing a New Mobile App.**

Funprime is a startup that specializes in developing mobile apps. Recently, the company received a grant from a venture capital firm to develop a new mobile app that will help users manage their personal finances. The app is set to launch in six months, and the company has already begun work on the project.

However, there are several challenges that need to be addressed before the launch can take place:

\* The development team is struggling to decide on the best technology stack to use for the app. They have considered several options, including React Native, Flutter, and native development, but have not yet made a decision.

\* The user interface design for the app is not finalized, and the design team is having difficulty creating a design that is both aesthetically pleasing and functional.

\* The app needs to be able to securely connect to users' bank accounts to retrieve financial data, but the development team is concerned about potential security vulnerabilities and is unsure how to address them.

\* The app will need to comply with data protection regulations such as GDPR and CCPA, and the legal team is concerned about ensuring compliance with these regulations.

Despite these challenges, the company is committed to delivering the new mobile app on time and believes that it has the potential to become a popular app in the personal finance market.

**Task:**

Analyze the case study and identify the following:

**\* Project constraints**

The project constraints related to the new mobile app is firstly about the use of technology because the developmental team is still confused between the different technologies, secondly UI design is still not finalized because without the good UI successful mobile app would be impossible because the mobile app should be user friendly, Thirdly for the secure mobile app it is necessary to have a high valued security on the app because vulnerability is not acceptable in such case, and lastly the app will need to comply with data protection regulations such as GDPR and CCPA which means the users data is fully protected and under the control of user for which they need to decide technology, their best developers and privacy controls according to the budget and within the time limit.

**\* Project requirements**

1. The venture capital firm wants mobile app that will help users manage their personal finances. The app is set to launch in six months.
2. App would aesthetically pleasing and functional.
3. App needs to be able to securely connect to users bank accounts to retrieve financial data.
4. The app will need to comply with data protection regulations such as GDPR and CCPA

**\* Project management principles and practices used**

Project management principle and practices used would be to select the experienced mobile app developers because in this case right use of technology is very important because bank details of individuals are concerned, Good UI designers are required because this app should be user friendly, data protection rules are regulations must be used according the time and budget because this app needs to be launch in six months.

**\* Develop a list of recommendations for how the project could have been managed more effectively.**

Recommendations:

1. Choose the right developers and technology for this app either it isReact Native, Flutter, and native development on time.
2. User friendly user interface should be made.
3. Privacy should be maintained.
4. App should not exceed the budget limit.
5. Quality of the app should be maintained.
6. Talk with the venture capital firm and maintain a good communication because this app should be according to their need and their budget.
7. Show them the prototype and before delivering must satisfy them.
8. Lastly, deliver project on time.