4 Budget & Efficiency

- **Amount Spent:** A$395.76
- **Estimated GST (10%):** A$39.58
- **Total Amount:** A$435.34
- **Cost per Message:** A$6.71

Note: Very reasonable cost for generating leads in Melbourne, indicating a **high ROI potential**.

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5 Conclusion

- The ad is **highly effective**, creating awareness and bringing in potential clients.
- Audience response is excellent, and the campaign is **on track to increase bookings and clinic visibility**.

💡 **Recommendation for Nurse:** - Track inquiries from messages to ensure follow-up and appointments. - Continue this ad strategy for sustained results.

Proposal for Android Focus & Planning App Development

1️⃣ Approach

- **Offline-first & privacy-focused:** All data (tasks, timers, rewards, settings) stored locally on device. No backend or login required.

- **Minimal AI usage:** On-demand button trigger only. Features:

1. Break large tasks into smaller steps
2. Estimate time per step
3. Generate daily schedule ("Plan My Day")

- **Hybrid logic system:**

  - Offline: tasks, timers, rewards, energy tags, reminders
  - AI: planning/breakdown features only

- **Cost-efficient:** AI results cached locally to reduce repeated API calls

- **Simple & accessible UI:** Black & white, large buttons & text, minimal clutter, calm & predictable layout, accessibility-first

- **BLoC state management:**

  - Predictable, maintainable state
  - Clear separation of UI & business logic
  - Easy offline + AI integration handling

2️⃣ Technology Stack

Layer	Technology / Tool
Frontend	Flutter (Android only)
State Management	BLoC (flutter_bloc)
Local Storage	Hive / Isar (tasks, timers, rewards, AI cache)
Settings / Preferences	SharedPreferences
AI Integration	OpenAI API (on-demand)
Monetization	Google Play Billing (£2/month unlock)
UI	Flutter widgets, black & white, large text/buttons, no animations
Version Control	Git / GitHub
Testing	Flutter unit & integration tests (offline + AI scenarios)

3️⃣ Timeline & Milestones (3 Weeks)

Week	Tasks / Milestone
Week 1	- Wireframe review & app architecture setup- BLoC setup for tasks, timers, planner view- Offline DB & caching structure- Core offline features (tasks CRUD, timers, planner view, rewards, energy tags)
Week 2	- AI integration: OpenAI API, task breakdown, "Plan My Day"- Local caching for AI results- Rewards & energy tag logic implementation- Basic UI polish
Week 3	- Subscription & monetization (£2/month unlock)- UI final polish: black & white, large buttons/text, minimal clutter- Testing offline + AI, bug fixes, performance optimization

Deliverables after 3 weeks:

- Fully functional offline-first Android app
- On-demand AI planning feature working
- Free + subscription logic implemented
- Clean, accessible, minimal UI

4️⃣ Cost

Proposed Budget: $700 USD

Includes:

- MVP with offline-first core features
- AI integration + caching
- Subscription logic
- UI polish & accessibility
- BLoC state management for predictable app flow
- Testing offline + AI

5 Summary

This plan provides an **efficient, privacy-focused, offline-first Android app** with **on-demand AI planning**, built using **BLoC for maintainable state**, delivered in **3 weeks** for **$700 USD**.

What is it?

IV Vitamin Drips

IV Vitamin Drips deliver essential vitamins and nutrients directly into the bloodstream to support hydration, energy levels, and overall wellness from within.

SKIN CRAFT MELBOURNE