MAKERERE****UNIVERSITY

COLLEGE OF COMPUTING AND INFORMATION SCIENCES

DEPARTMENT OF NETWORKS

BACHELOR OF SCIENCE IN SOFTWARE ENGINEERING (YEAR 2)

RECESS TERM 2 (BSE 2301)

PROPOSAL FOR:

GROUP 11

GROUP MEMBERS

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| --- | --- | --- |
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PROJECT LEADER: KISIGA TIMOTHY

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SUBMITTED IN PARTIAL FULFILMENT OR THE REQUIREMENTS FOR THE SOFTWARE ENGINEERING RECESS PROJECT BSE 2301

18th JULY, 2017

**Background**

The ever changing mobile landscape is a challenging space to navigate; the percentage of mobile over desktop is only increasing with Android holding about 53.2% of the smartphone market while IOS 43%. To get more people to download your app, you need to make sure they can easily find your app. Mobile app analytics is a great way to understand the existing strategy to drive growth and retention of future user.

**Introduction**

User feedback is essential to building a successful app marketing strategy. It has a direct impact on the App Store Optimization, influencing store ranking algorithms for search and top charts. Moreover, ratings and reviews have a direct impact on the app product page visitors and can convince or discourage them to download and try your app or game. This is why it is important to take care of user ratings and work hard on collecting more and better feedback.

**Objectives**

The purpose of our project is

* To compare the iOS and android market.
* To get the top trending apps on IOS app store.
* To increase the user ratings for applications on the Apple IOS app store.

**Outcomes**

The project aims at designing and development of analytics software that will study the relationship between app details and the user ratings for the applications on the Apple IOS app store to make a difference in the everyday life for years to come.

**Sample questions that will guide our project**

1. What are the top trending apps on the apple app store?
2. Why are those apps most trending?
3. Which type or category of people is using those apps?
4. When do they use these apps most?

**The first steps**

Before the end of the project, we shall need to

1. Divide the project into different modules.
2. Allocate the different modules to the different group members to ease the breakdown of the project.
3. Carry out a comprehensive research on the various tasks allocated to every group member so that they understand the role of each individual participating.

The project will be concluded at the end of July this year with the assumption that we shall have gathered enough data to make an analysis.

References

R package from github, with devtools::install\_github(“ramamet/applestoreR”)