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

**Introduction**

**Problem**

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%. Accelerated by the popularity of these smart phones, mobile application market is growing explosively. For instance, Apple App Store provides more than one million apps in 24 categories for users in 155 countries around the world. On the one hand, tens of thousands of new apps are continuously released onto the store. Consequently it has become nearly impossible for the developers to sell their apps.

**Solution**

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.

**Objectives**

The purpose of our project is

* To increase the user ratings for applications on the Apple IOS app store.
* To study how app features (details) affect user ratings for different apps.
* To compare app statistics for different groups.

**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 help developers add the relevant features to their apps in order to develop relevant apps that will get higher user ratings.

**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”)