**Research and development department.**

**Planning**

We had a meeting where our department showed which software, we are going to use to code our apps, at the beginning our team presented a plan to develop two different native apps for each platform to make the user experience even better, what implied having two different teams to develop each app, after a long conversations with the other departments, we agreed to reduce costs on developing by using an hybrid framework therefore increasing the budget for a marketing campaign for our launching.

To start with, Ionic is a well-known [mobile app development](https://www.goodfirms.co/directory/platform/app-development) framework that helps create hybrid and cross-platform apps, the Ionic framework is based on web technologies like HTML, CSS, Javascript and allows developers to develop hybrid apps using these languages.

All our team will work on GitHub to collaborate among developers.

**Desing and Prototyping**

We’re going for Adobe XD offers a vector-based system for putting together prototypes, including tools for creating interactions, transitions, and other types of dynamic functionality. Because it’s a vector based, scaling and resizing elements is no problem and InVision has a well-established reputation, and their dedication to rolling out new functionality and adding to their design platform makes them a favourite among many designers. for the User Interface and User Experience, we found accurate Google Cloud Platform for cloud services.

**AI and Machine Learning**

For building and training AI models our team decided to work on TensorFlow regarded as one of the best open-source frameworks for AI development, TensorFlow belongs to the Google Family. This framework has several in-built systems to help you add features connected to machine learning and other advanced technologies. TensorFlow is based on [JavaScript](https://www.inexture.com/top-javascript-frameworks/) and is one of the leading frameworks of this language.

**Data Collection and Analytics**

Google Analytics for an immersive experience in customer data, wishing to understand, predict and act upon user engagement and behaviour that’s what we aim as a company.

**Testing tools**

Appium is an open-source [automation testing tool](https://www.lambdatest.com/blog/automation-testing-tools/) that can be used for both Android and iOS apps. It is an effective tool for web and mobile application testing and works even for hybrid apps. Appium is also used for automated [functional testing](https://www.lambdatest.com/learning-hub/functional-testing) that improves the overall functionality of the applications.

**Deployment and Monitoring**

Apple Store for launching on iOS devices.

Google Play Console for launching on Android.

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