

Project Chart: LanguaIiser

Project: LanguaIiser

Description: Implementation of the LanguaIiser mobile app on iOS and Android

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Date: 07.09.2024

1. PROJECT OBJECTIVES

Introduction:

Our company aims to create a multilingual mobile application for language learning, providing users with interactive and effective learning methods. Currently, there is a growing demand for online education, particularly in language learning, presenting an excellent opportunity to enter the market with a modern, multilingual solution.

Problem:

There are many language learning apps on the market, but most do not offer sufficiently interactive and diverse learning methods, leading to low user engagement. Additionally, many apps lack personalization, offline learning options, and support for multiple languages, including Chinese.

Objectives:

- **Increase User Engagement:**
Enhance user engagement by implementing interactive lessons, progress tracking, knowledge tests, and gamification. Achieve a 20% user-to-subscriber conversion rate within the first 12 months, based on industry benchmarks and the unique features of the app. Increased engagement is expected to directly correlate with higher retention and revenue, and the goal is to accomplish this within 12 months of the app's launch.
- **Reach 50,000 Active Users:**
Drive user acquisition through effective marketing campaigns and unique app features. Aim to attain 50,000 active users within the first year, reflecting the market demand for high-quality, interactive language learning tools in English, Spanish, and Chinese.

- **Increase Revenue:**

Generate revenue of 1,200,000 PLN in the first year through subscriptions and in-app purchases. This target is based on the planned pricing model and projected user base, and it is set to be achieved within 12 months post-launch.

2. PROJECT FEASIBILITY ASSESSMENT

Benefits:

- Increase user engagement.
- Increase revenue through a subscription model and in-app purchases.
- Build brand recognition by offering high-quality educational content and innovative features.

Costs:

- Total project budget: 800,000 PLN.
 - Development costs
 - Licensing costs
 - Marketing costs
 - Training costs

Risks:

- High competition in the language learning app market.
- Potential technical challenges with implementing offline functionality and supporting multiple languages, including Chinese.
- Excessive marketing costs that do not yield expected results.

Feasibility Analysis:

- **Expected Revenue:** 1,200,000 PLN in the first year from subscriptions and in-app purchases.
 - **ROI:** Expected Return on Investment (ROI) is 50% within the first year.
 - **Payback Period:** The projected payback period is 18 months.
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3. SUCCESS METRICS

- **User Conversion Rate:** 20% user-to-subscriber conversion rate within the first year.
 - **Subscription Sales Growth:** 10% monthly growth in subscription sales during the first 6 months.
 - **Cost per Acquisition:** Maximum of 15 PLN per user.
 - **User Retention Rate:** 60% retention rate after 6 months from the first subscription.
 - **User Satisfaction Level:** Average rating of 4.5/5 in user surveys.
 - **App Abandonment Rate:** Maximum of 5% monthly.
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4. APPROVAL PROCEDURE

The project is approved by the sponsor, providing funding and resources. Key stakeholders include the business analyst, PM, development team, and marketing team.

Approval Path:

- **Sponsor:** Final decision on project funding, approved in writing or during the Steering Committee (Steerco) meeting.
 - **Business Analyst:** Evaluates project alignment with business objectives.
 - **PM:** Ensures the project is executed according to schedule and budget.
 - **Development Team:** Handles the technical implementation of the project.
 - **Marketing Team:** Promotes the app and supports users.
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5. KEY RISKS

- **High Market Competition:**
 - **Risk:** May force subscription price reductions, lowering profitability.
 - **Mitigation:** Conduct market analysis, offer unique features, and run effective marketing campaigns.
 - **Technical Issues with Offline Features:**
 - **Risk:** May delay app deployment.
 - **Mitigation:** Collaborate with experienced developers and conduct thorough beta testing.
 - **Inadequate Marketing Spend:**
 - **Risk:** Exceeding the marketing budget without achieving expected results.
 - **Mitigation:** Perform careful analysis and optimization of marketing campaigns.
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6. PROJECT CONSTRAINTS

- **Budget:** Maximum of 800,000 PLN.
 - **Application Requirements:** Must be easy to use and accessible offline.
 - **Features:** Must include interactive and personalized lessons, motivational notifications, and gamification.
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7. IMPLEMENTATION STRATEGY

Project Team:

- **PM:** Responsible for planning and overseeing execution, providing substantive support.
- **Business Analyst:** Tasked with gathering and updating requirements.
- **IT Architect:** Responsible for choosing IT methods and systems.
- **Tester:** In charge of testing the application.
- **Developers Team:** Handles programming and deployment.

- **Translators Team:** Responsible for creating educational content and localizing the app.
- **Marketing Team:** Responsible for promoting the application.

Implementation Schedule:

- **Preparation Phase (2 months):**
 - **Completion Date:** 11.01.2025
 - Activities include gathering requirements for a multilingual application, market analysis (including Chinese, English, and Spanish languages), preparation of project documentation, and hiring localization and translation experts.
 - **Development Phase (6 months):**
 - **Completion Date:** 11.07.2025
 - Activities include development of the application supporting four languages, translation of educational materials, UI, and documentation into English, Spanish, and Chinese, integration of offline functionality, progress tracking, tests for all language versions, and integration with translation APIs.
 - **Testing Phase (3 months):**
 - **Completion Date:** 11.10.2025
 - Activities include beta testing in four language versions (English, Spanish, Chinese), localization and UX testing in each language, and fixes and optimizations for different language markets.
 - **Deployment Phase (1 month):**
 - **Completion Date:** 11.11.2025
 - Activities include the launch of the application on iOS and Android in all four languages and a marketing campaign targeting different markets.
 - **Maintenance and Development Phase (ongoing):**
 - Activities include monitoring application performance in all languages, regular content updates, adding new features based on local market needs, and ongoing technical support and translations.
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8. EXCLUDED SCOPE

Initial deployment will support only four languages (English, Spanish, and Chinese). Other languages (Hindi, Japanese, Korean, French, and German) may be added post-launch based on demand.

9. KEY RESPONSIBILITIES AND TASKS

- **Client:**
The main recipient of the application. The client is responsible for providing clear and detailed requirements, offering feedback throughout the project, and ultimately approving the final product.
- **Business Analyst:**
Responsible for gathering and analyzing business requirements. The Business Analyst works closely with the client and other stakeholders to ensure that the application's features align with business goals and user needs. They also document the requirements and update them as needed throughout the project.
- **Sponsor:**
Provides project funding and ensures that necessary resources are available. The sponsor also plays a crucial role in approving key decisions and changes to the project scope, budget, or timeline.
- **Project Manager (PM):**
Oversees the entire project implementation, ensuring that it stays on schedule, within budget, and meets quality standards. The PM is also responsible for managing risks, coordinating between teams, and maintaining communication with all stakeholders.
- **IT Architect:**
Responsible for selecting the appropriate technology stack, designing the system architecture, and overseeing the technical implementation. The IT Architect ensures that the application is scalable, secure, and aligned with the overall technical strategy of the company.

- **Testers:**
Conduct quality assurance tests to ensure that the application functions correctly and meets the specified requirements. Testers are responsible for identifying and documenting bugs, conducting various types of testing (e.g., unit, integration, user acceptance), and ensuring that any issues are resolved before deployment.
- **Developers Team:**
Responsible for creating and deploying the application. The Developers Team writes the code, integrates various components, and collaborates with the IT Architect to ensure that the technical implementation meets the design and performance standards. They also address any technical challenges that arise during development.
- **Translators Team:**
Handles the localization of the application, including translating all user interfaces, educational content, and documentation into the supported languages (English, Spanish, and Chinese). The Translators Team ensures that translations are accurate, culturally appropriate, and maintain the integrity of the original content.
- **Marketing Team:**
Promotes the app and builds the brand. The Marketing Team is responsible for developing and executing marketing strategies to drive user acquisition, increase brand awareness, and support the app's launch in different markets. They also monitor the effectiveness of marketing campaigns and adjust strategies as needed.