Project Chart: Langualiser

Project: Langualiser
Description: Implementation of the Langualiser mobile app on iOS and Android
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1. PROJECT OBJECTIVES

Introduction:
Our company aims to create a 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 solution.

Problem:
There are many language learning apps on the market, but many do not offer sufficiently interactive and diverse learning methods, leading to low user engagement. Additionally, there is a lack of personalization and offline learning options.

Objectives:

1. **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, because increased engagement directly correlates with higher retention and revenue and is planned to be accomplished within 12 months of the app's launch.
2. **Reach 50,000 Active Users:**
   Drive user acquisition through effective marketing campaigns and unique app features. Attain 50,000 active users within the first year, as this number reflects the market demand for high-quality, interactive language learning tools.

3. **Increase Revenue:**
Generate revenue of 1,200,000 PLN in the first year through subscriptions and in-app purchases. This goal is based on the planned pricing model and projected user base, reflecting the app's value proposition and market demand. This target 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.
- 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.

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:** Technical implementation of the project.
- **Marketing Team:** Promotes the app and supports users.

5. KEY RISKS

1. **High Market Competition:**
   - **Risk:** May force subscription price reductions, lowering profitability.
   - **Mitigation:** Market analysis, unique features, and effective marketing campaigns.
2. **Technical Issues with Offline Features:**
   - **Risk:** May delay app deployment.
   - **Mitigation:** Collaboration with experienced developers and beta testing.
3. **Inadequate Marketing Spend:**
   - **Risk:** Exceeding the marketing budget without achieving expected results.
   - **Mitigation:** Careful analysis and optimization of marketing campaigns.

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6. PROJECT CONSTRAINTS

- **Budget:** Maximum of 800,000 PLN.
- **Application:** Must be easy to use and accessible offline.
- **Features:** Interactive and personalized lessons, motivational notifications, and gamification.

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7. IMPLEMENTATION STRATEGY

Project Team:

- **PM:** Planning and overseeing execution, providing substantive support.
- **Business Analyst:** Gathering and updating requirements.
- **IT Architect:** Choosing IT methods and systems.
- **Tester:** Testing the application.
- **Developer:** Programming and deployment.
- **Marketing Team:** Promoting the application.

Implementation Schedule:

- **Preparation Phase (1 month):**
    - Gathering requirements
    - Market analysis
    - Preparing project documentation
- **Development Phase (5 months):**
    - Application development (interactive lessons, offline features, progress tracking, tests, gamification)
    - Integration with translation APIs
- **Testing Phase (2 months):**
    - Beta testing
    - Corrections and optimizations
- **Deployment Phase (1 month):**
    - Launch of the app on iOS and Android
    - Marketing campaign
- **Maintenance and Development Phase (ongoing):**
    - Performance monitoring
    - Updates and new features

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8. EXCLUDED SCOPE

- The need for multi-language support at the beginning is unnecessary - English and Spanish are sufficient.

9. KEY RESPONSIBILITIES AND TASKS

- **Client:** Main recipient of the application.
- **Business Analyst:** Gathering and analyzing business requirements.
- **Sponsor:** Project funding.
- **PM:** Overseeing project implementation.
- **IT Architect:** Technology selection and implementation oversight.
- **Tester:** Conducting quality tests.
- **Developer:** Creating and deploying the application.
- **Marketing Team:** Promoting the app and building the brand.