Casey Bladow

Engl. 387

Progress Report Assignment

September 22nd 2013

**Progress Report: Mobile App Development**

This is a progress report detailing the current mobile app we have been working on. It will give a rough description of what has been completed, where we are currently standing, and what has yet to be done. This information is meant for the Marketing Director at Movie Showtime Entertainment. The submitted questions will be located at the end of this document.

**Work Completed**

We have met up with you and your advisors twice now, and have come to a concrete conclusion of what you are looking for the app to do for the end user. Minor programming has also started and we only anticipate it will take a few more days to complete.

**Work Remaining**

The next few days will be focused primarily on programming. Once that step has been completed with we will be able to continue moving forward.

Once programming has been completed we will be able to start designing and throwing the app together. This step should go fairly smoothly beings we have already created a rough outline of what you are looking for and have completed all the necessary programming.

Testing is a crucial step in any technical development. We want to create something that we absolutely know will work flawlessly on absolutely any phone or tablet on the current market. Any errors in this stage will cause us to go back to the programming and design stages to fix the occurring problem. Creating a flawless app will not only look good for the company but will allow for a much broader and more satisfied clientele. Once we feel we have worked out every possible problem, we will be ready to launch the app on any available app market.

The next couple steps will almost run concurrent with the testing phase. While we are focusing on the testing stage, we will let you know so that you can advise your advertising agency and start spreading the word. It won’t take long before we will also be able to give you a release date so that people know when exactly they will be able to get their hands on the mobile application. Also while testing, and for a short period of time after, we will be training a support staff to make sure the app is always up and running with no problems. They will be able to fix any problems that come their way and answer any questions that an end user may encounter.

Currently the app is exactly on time but still has a lot of work to complete. We are hoping for no problems and should have no problem making the original set deadline.

**Questions**

How far along into the project are you?

Currently we have about 75% of the programming completed. Only a few more days and programming will be completed.

When do you expect to be finished?

There should be no reason why we wouldn’t make the originally set sixty day deadline. Approximately four more weeks and your app will be ready for market.

Are we on budget?

Yes. There has not been, and we do not foresee, any unexpected costs.

Have there been any problems along the way?

Absolutely none, although we are still early in the process, we are hoping for smooth sailing development from here on out.

Is there any information you need to complete this task?

We will need access to movie distributors, along with a list of release dates and the running cast. This input will need to be constantly updated and sent to us. Currently our programmers and a few consultants are working together to get this done.