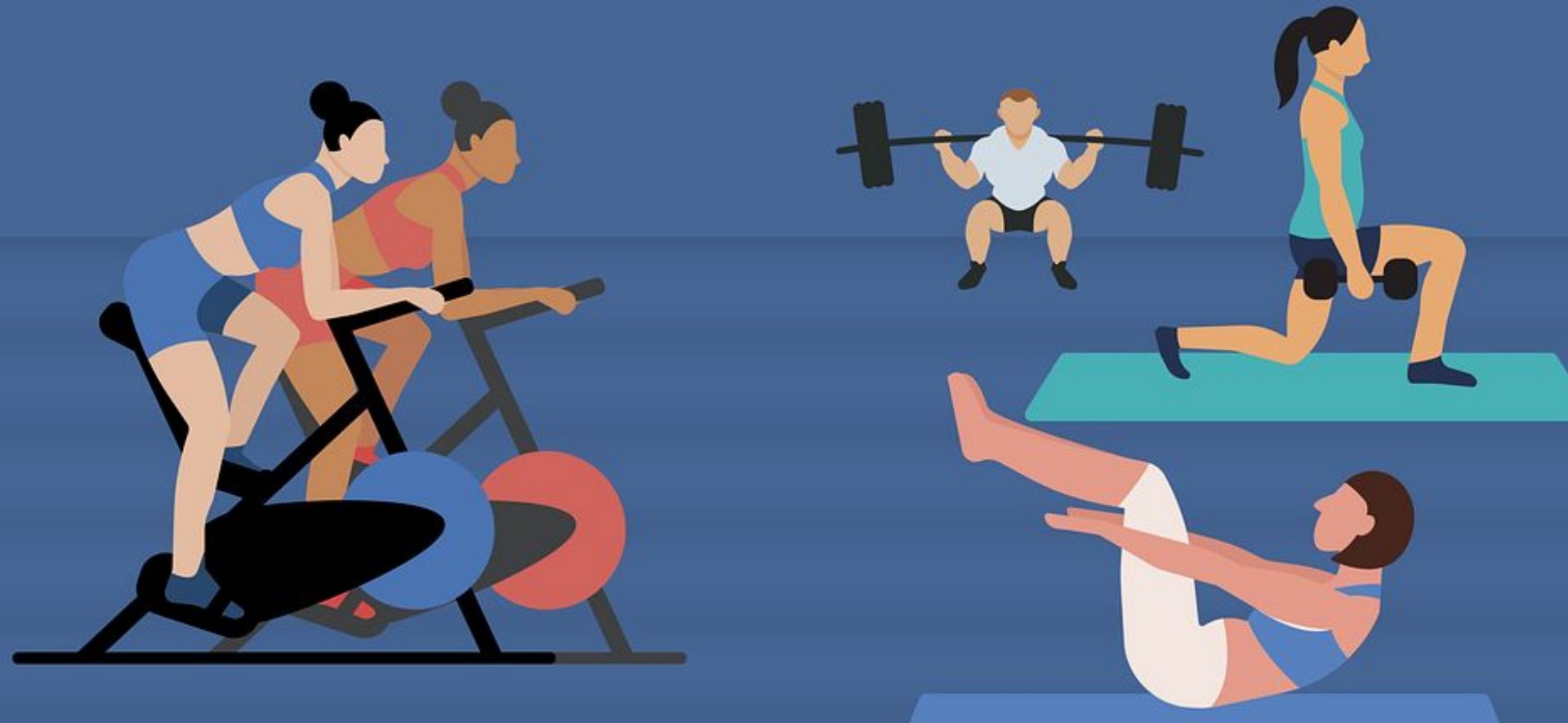# Fitness Friends (Mobile Application) Project 1

Project Manager:
Inessa Royt

February 06, 2022

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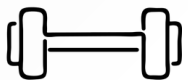
Initiate: Project Charter

Business Case	Constraints/Assumptions
This project is about revolutionizing fitness and friendship for a modern world. With dating apps focusing on finding your one true love, there have been less applications to find your new best friend! The few applications out there have not had as much success as their date- centered counterparts. In addition, there are not as many fitness-buddy applications on the market. Women already get discriminated against in the fitness world of gyms, so this application would be female centered. Strong women empower other women. This project will end in a result - a document or outcome. There will be a full pitch deck. The intention is to use this time to lay the groundwork to get seed funding for the endeavor.	Constraints: ● Funds/Budgeting ● COVID 19 Restrictions- for now ● People in cities are less likely to have home gym setups ● App Store Constraints/ Regulations ● Time Constraint- PM will be able to dedicate a few hours a week Assumptions: ● People were isolated during covid and/or just want new friends. ● Women find it harder to find friends to workout with in some settings. ● Women are less comfortable in gym settings for activities such as powerlifting and weight training. ● People have time for workouts / workout friends ● There are investors out there for this project
Deliverable	**Scope**
Project Deliverable: Preparing a pitch deck and list of potential investors in this mobile application. *This project is part of a multi-general set of projects to create a new mobile application. This project is a precursor to other projects in which more team members will be needed to work on the software, marketing.*	In Scope: ● Research & planning mobile application needs ● Attain materials needed ● Find possible seed funding programs ● Initial Prototyping or images for the pitch - Color Pallette - Logo Out of Scope: ● Coding the app ● High Res Prototype ● Landing Page (Web) ● Incorporation before invedstors

3

Initiate: Project Charter

Project Timeline			Team Members		
Milestones	**Planned Date**	**Actual Date**	**Name**	**Department**	**Role**
Project Start	06/05/2022		**Inessa Royt**	**Project Manager User Experience**	**Lead/PM UX design, research**
Initial Sketches	06/19/2022				
Paper Prototype	07/10/2022		**Nina Bektik- Marrero**	**Supervisor**	**Executive Sponsor**
Mid fidelity Figma Prototype	08/07/2022		**Anita Yan**	**UX**	**Assistant Researcher**
Design Guide	08/14/2022		**Unknown**	**Contractors**	**Graphics, Logo**
Final Pitch Deck	09/11/2022				
Applications to Investor Programs	10/16/2022				
	11/06/2022				
Reach out to Investors - Individuals					

Stakeholder Register

Stakeholder Name	Role	Influence Level/Type	Engagement Level
Inessa Royt	Project Manager	High	High
Inessa Royt	UX Researcher	High	High
Inessa Royt	Graphic Designer	Low	Moderate
Inessa Royt	UX Design/Prototyping	High	High
Funding (Unknown)	Future Funding:The goal is to be applying for seed funding.Throughout this project, PM will spend time identifying some possible programs, angel funders, etc.	High	Moderate
App Users	App users will be asked for their opinions during beta testing and throughout the lifecycle of the application. Prior to the application, people in the target demographic will be asked to test it or give their opinions in the form of surveys.	High	High
Apple (App Store)	The UX designer and later app developer need to know app store constraints.	Moderate	Low
Google Play (App Store)	The UX designer and later app developer need to know app store constraints.	Moderate	Low
App Developer (Unknown)	The app developer will need documents from this phase in order to be able to code the application.	High	High

ROM (Time Estimates)

Activity (Historical)	Tasks/Deliverables or Description	People Involved	Time
PM Experience: App Prototype from Scratch - Figma Prototype, color guides, architecture	Paper Prototype, 3 Levels of Digital Prototype, 3 Surveys, Target Dem Interviews	5 people, Guidance of 2 Professors. Head prototyper did majority of Figma work.	5 weeks (intensive, days/nights/ some weekends)) Estimated time: • Background Research - 1 week • Initial Survey- 4-5 Days • Sketches → Paper Prototype- 3 days • Low Fi Prototype- Head Prototyper took about 4-5 days • Low Fi Prototype Testing - 3-4 days
PM Experience: Mobile App Redesign - Figma Prototype, color guides, architecture		3 people. Head prototyper, but with assistants, worked on the Figma. Client involved!	4-5 weeks Intensive 5-6 days a week

Requirements Traceability Matrix

Requirement: STAKEHOLDER	Test Case ID#	Test Case Description
What features can the users want or would use?	T0001	Use surveys and interviews of the target demographic to determine user needs.
How will the team work together and communicate?	T0002	Create a document describing team culture as new team members are added. Leave it open for revisions. For a small team 3 people or less, we will use phone and email to communicate. If people join the team, we will use Slack for communication.

Plan

Requirements Traceability Matrix

Requirement: LEGAL	Test Case ID#	Test Case Description
App Jurisdiction	T0003	Must consider laws for all countries as app rolls out. (USA for now)
Incorporate a Business to Limit Your Liability Entity Formation	T0004	Find out information about how to do this incase the investors ask.
Non-disclosure agreement (NDA)	T0005	NDA for any subcontractors, etc. that help with the project down the line.
Intellectual Property Ownership	T0006	Make sure all images, etc. are your own. See if you need copyrights for anything. ™ an idea?
Service use disclaimers for users. How will we protect their safety? Privacy policy.	T0007	Preliminary planning for the actual rollouts of the application.
WCAG accessibility	T0008	Application is accessible or has accessibility features. Inclusivity!

Plan

Requirements Traceability Matrix

Requirement: OTHER	Test Case ID#	Test Case Description
Finding contractors as needed	T0009	Find partner organizations that may want to help provide student labor.
Finding Business Partners	T0010	Document about the split of any future profits, description of monetization strategies, etc.

Plan

Planning: Create Work Breakdown Structure (WBS)
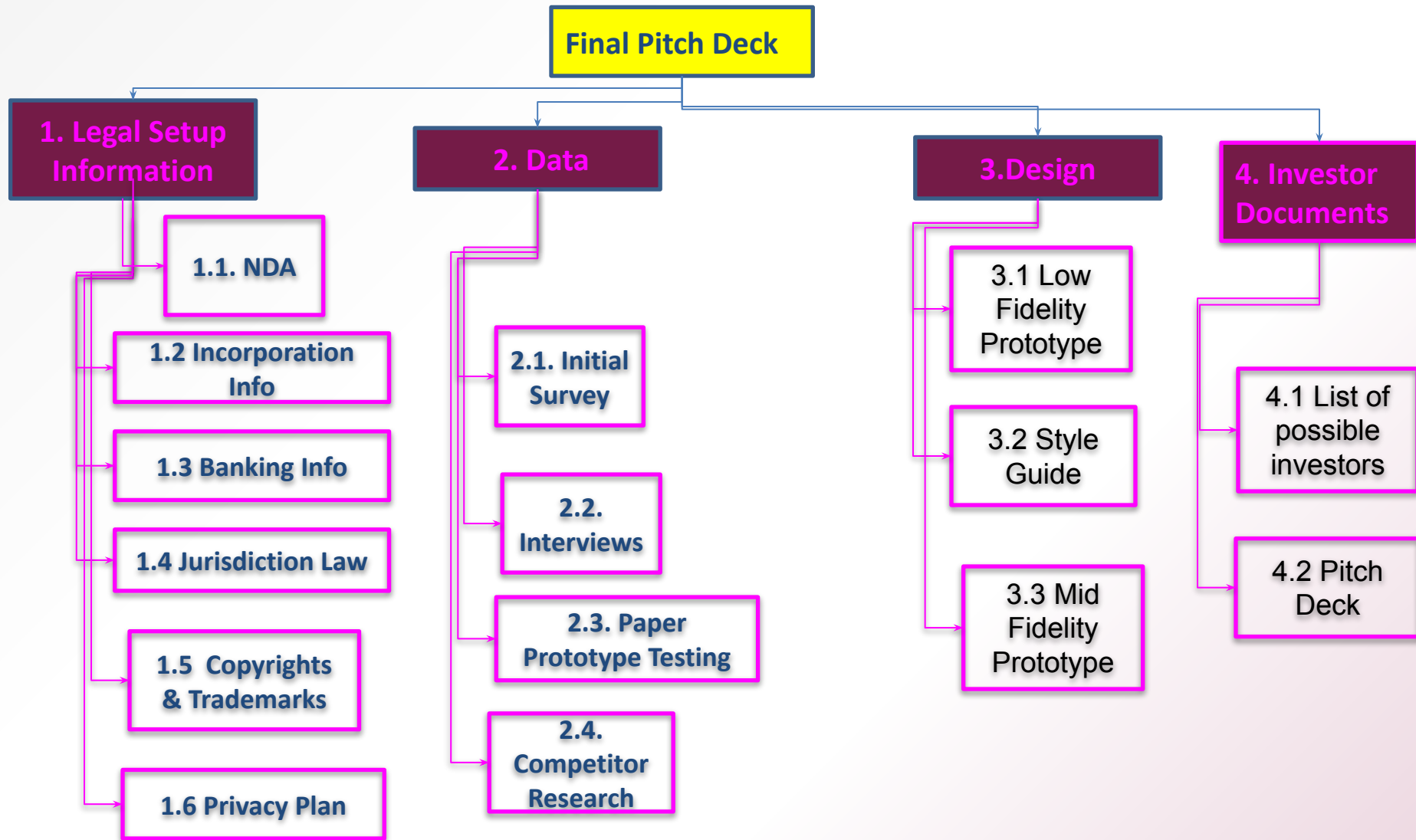
WBS Dictionary

Work Package	Description	Resources	Responsible Party
1.1 NDA	Write non-disclosure agreement for anyone who comes into the project.	Computer, Internet	PM
1.2 Incorporation Info	Find out how we will incorporate / form an entity	Computer, Internet	PM
1.3 Banking Info	Find out how to create a business account	Computer, Internet Bank	PM
1.4 Jurisdiction Law	We will be focusing on USA laws for mobile applications, with the possibility of future expansion in subsequent projects.	Computer, Internet	PM
1.5 Copyrights & Trademarks	Copyright and Trademarks graphics, logos, names	Computer, Internet	PM, Graphic Designer
1.6 Privacy Plan	Create a plan on how to keep future app users safe. Think about disclaimers, servers, user data storage	Computer, Internet	PM
2.1 Initial Survey	Gather information from target demographic through a survey. Can add an optional contact field. Use social media to find some of the survey respondents.	Computer, Internet, Social Media	UX Researcher
2.2 Interviews	Gather information from target demographic through interviews. If there are not enough people to interview, can try contacting people from the surveys. Use social media to find some of the respondents.	Computer, Internet, Social Media	UX Researcher

Plan

WBS Dictionary

Work Package	Description	Resources	Responsible Party
2.3 Paper Prototype Testi ng	See if people understand what buttons, calls to action, etc. lead to and how to navigate between proposed parts of the app.	Computer, Internet, Social media POSSIBLY: In- Person Space and Computer for note taking	UX Researcher
2.4 Competitor Research	Find out if there are similar applications and services.	Computer, Internet, Smart Phone or Emulator	UX Researcher
3.1 Low Fidelity Prototype	Paper prototype of the app in bare- bones	Paper, Markers	UX Designer
3.2 Design Guide	Moodboard, color palette, font pairings, logo, Information Architecture	Computer	UX Designer
3.3 Mid Fidelity Prototype	First digital prototype	Computer (Figma), Internet (Can use free account)	UX Designer
4.1 Investor List	Possible investors and programs list	Computer, Internet	PM
4.2 Pitch deck	Presentation made for investor opportunities, to try to convince them to fund this endeavor	PowerPoint	PM

Plan

Activity List

Activit y ID	Activity Name	Work Package	Duration	Predecessor
01	Find what is generally in an NDA	1.1 NDA	2 hours	
02	Write NDA for anyone we work with to sign	1.1	1 hour	01
03	Find how to incorporate	1.2 Incorporation Info	2 hours	
04	Write plan for Incorporation	1.2	1 hour	03
05	Research bank accounts for incorporations	1.3 Banking Info	2 hours	
06	Physically go to the bank and ask	1.3	3 hours	
07	Set up a plan for this including financials to have for possible investors.	1.3	1 hours	05, 06
08	Look online for USA laws	1.4 Jurisdiction Law	2 hours	
09	[Possibly] Consult with Lawyer(s)	1.4	1 hours	09
10	Research copyrights, trademarks, costs	1.5 Copyrights & Trademarks	1 hour	
11	Submit copyright documents and payments as needed	1.5	1 hour	10, 43
12	Research what types of data apps need to collect and keep private	1.6 Privacy Plan	2.5 hours	

Activity List

Activity ID	Activity Name	Work Package	Duration	Predecessor
13	Read other apps privacy agreements	1.6	3 hours	
14	write draft for user privacy agreement	1.6	3 hours	12, 13
15	write plan for keeping the app secure	1.6	3 hours	12, 14
16	Create a proto persona	2.1 Initial Survey	2 hours	
17	Write survey questions to get to know the audience (no leading questions)	2.1	3 hours	16
18	utilize social media and other platforms to gather information from survey	2.1	3 hours posting + 1 week wait	17
19	Survey data visualization	2.1	3 hours	18
20	Find interview and testing participants, may be some from survey responsents	2.1	2 hours posting + 1 week wait	18
21	Write interview questions to fill the gaps in survey information	2.2 Interviews	2 hours	19
22	Interview 5+ people	2.2	1 hour scheduling, 1 hour per interview (5-7 hours)	20, 21

Activity List

Activity ID	Activity Name	Work Package	Duration	Predecessor
23	Interview Data Visualization	2.2	4 hours	22
24	SWOT, images, etc. for each competitor	2.34 competitor research	~12 hours	
25	Initial Persona(s) for app users	2.3 Paper Prototype Testi ng	2 hours	19, 23
26	App Features Brainstorm Document	2.3	2 hours	24, 25
27	Sketches	2.3	3 hours	26
28	Wireframe	2.3	5 hours	27
29	Paper prototype Finalized	2.3	4 hours	28
30	Test Plan	2.3	3 hours	29
31	Test Paper Prototype	2.3	6 hours	20, 30
32	data visualization of test notes	2.3	3 hours	31
33	Update persona, brainstorming document if needed	3.1 Low Fidelity Prototype	3 hours	32
34	figma prototype initial	3.1	10 hours	33
35	test mid fidelity prototype	3.1	6 hours	20, 34
36	organize test notes to plan for changes	3.1	3 hours	35

Activity List

Activity ID	Activity Name	Work Package	Duration	Predecessor
37	mood board	3.2 Design Guide	2 hours	33
38	color schemes initial	3.2	1 hour	37
39	font pairing ideas	3.2	1.5 hour	37
40	Information Architecture	3.2	3 hours	36
41	interview users - thoughts about colors, fonts	3.2	4 hours	20, 38, 39
42	notes about user feelings etc. organized	3.2	2 hours	41
43	logo & title (can be temporary)	3.2	9 hours diy	41
44	update design guide items	3.2	2 hours	40, 42, 43
45	find possible investors, contact information. find programs that help new startups.	4.1 Investor List	8 hours	
46	contact investors	4.1	4 hours	45
47	fill out applications	4.1	15 hours	45
48	keep record of responses to learn from, send follow ups	4.1	2 hours total	46, 47
49	pitch deck outline	4.2 Pitch Deck	4 hours	
50	fill in with information, collected data, samples from prototypes	4.2	4 hours	2, 4, 7, 10 (privacy) 36, 42,44,50 (app) 49
51	Schedule meetings with any investors that agree to meet (and see the pitch deck)	4.2	4 hours	48, 50

Schedule Network Diagram

Project Activity List

Plan
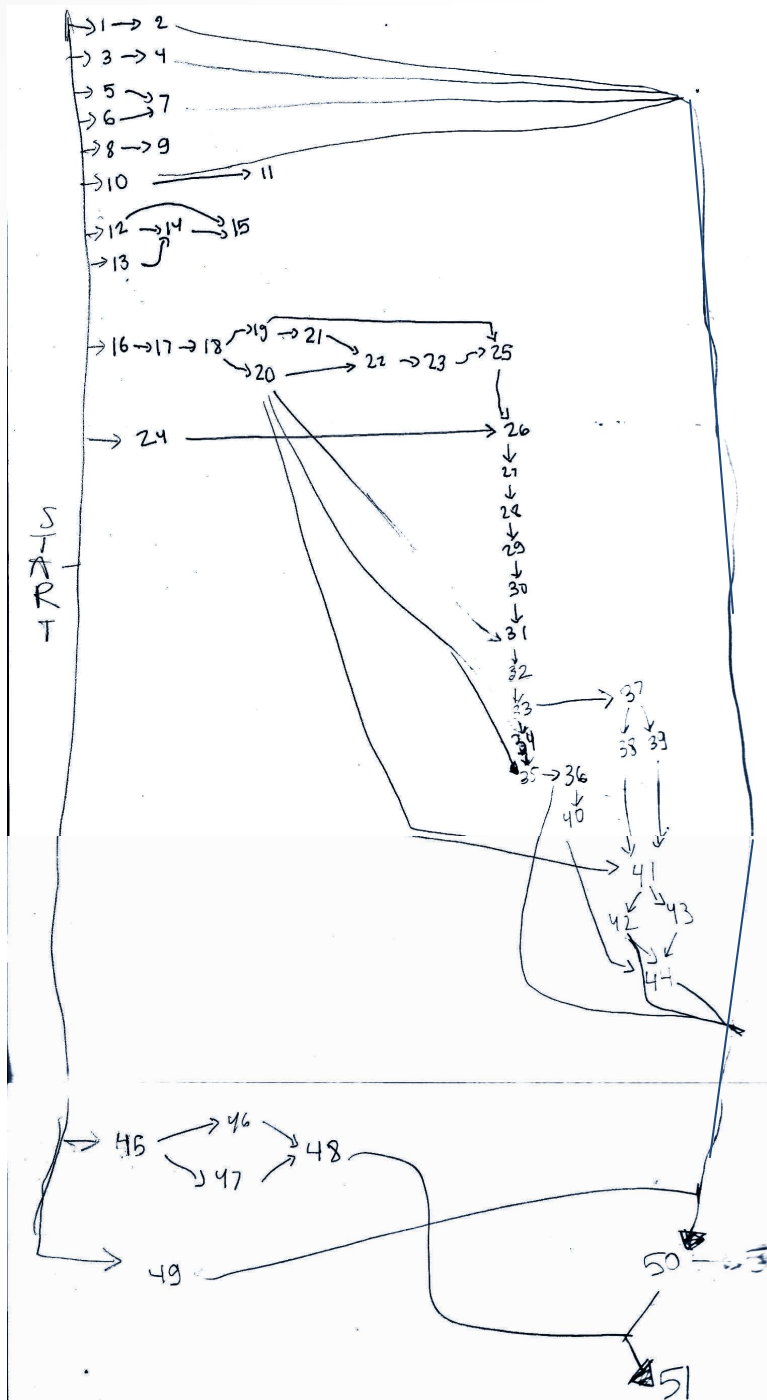
Critical Path

Project Activity List

Start --> 16 --> 17 --> 18 --> 19 --> 21 --> 22 --> 23 --> 25 --> 26 --> 27 --> 28 --> 29 --> 30 --> 31 --> 32 --> 33 --> 34 --> 35 --> 36 --> 40 --> 44 --> 50 --> 51 --> End

Plan

Cost Estimate

Activity ID	Resources	Cost	Contingency
1.1 NDA	Computer, Time, Labor	0	
1.2 Incorporation Info	Computer, Time, Labor	$0 - wait until there are investors	
1.3 Banking Info	Computer, Time, Labor	$0 - wait until there are investors	
1.4 Jurisdiction Law	Computer, Time, Labor	0	
1.5 Copyrights & Trademarks	Computer, Time, Labor Additional Labor for design	$0 If we use a temporary logo and/pr name until the next project in the series (when it's more final	$225-500 plus fees (lets estimate another $50) for business name, ~$39 for logos
1.6 Privacy Plan	Computer, Time, Labor	0	
2.1 Initial Survey	Computer, Time, Labor	0	
2.2 Interviews	Computer, Time, Labor	0	
2.3 Paper Prototype Testing	Paper, Time, Computer, Labor	$5-7 for sketch pad, markers	

Cost Estimate

Activity ID	Resources	Cost	Contingency
2.4 Competitor Research	Computer, Time, Labor	0	
3.1 Low Fidelity Prototype	Computer, Time, Labor	0	
3.2 Design Guide	Computer, Time, Labor Possible additional Labor and/or software for logo	0	$5-20+ for logo design (save time)
3.3 Mid Fidelity Prototype	Computer, Time, Labor	0	
4.1 Investor List	Computer, Time, Labor	0	
4.2 Pitch deck	Computer, Time, Labor	0	
Total		$5-7	$319-609

Quality Management Plan

Deliverable Name	Quality Standard	Quality Measurement	Frequency of Measurement	Who?
Mid Fidelity Prototype for Pitch Deck (Sub-deliverable)	Simple working prototype	any clicking, scrolling works. fonts are readable	UX Designer(s) will verify this before adding pictures or video clips to the Pitch Deck.	
Design Guide for Pitch Deck (Sub-deliverable)	Proposed colors, fonts, etc. bring the right feeling to users	verified by user testing	UX Designer(s) will verify this before adding pictures to the Pitch Deck.	
Research documents - including costs, etc. (Sub-deliverable)	Must be detailed	make sure that there is a PLAN and written questions before every interview, test, etc. important visualizations and conclusions will be added to the document.	UX Researcher(s) will verify all interview, survey questions beforehand. UXR will check the level of reporting detail before adding pictures of data visualizations to the Pitch Deck.	
Investor List	will keep track of potential investors	will include both programs for startups and angel investors, and several names of possible investors. PM will send FOLLOW UP emails and replies.	PM will continue to search for opportunities until there is an investor.	
Final Pitch Deck	Professional Pitch Deck	clear, has a color/font scheme, has all necessary details from the project, no spelling/grammar issues	PM will consult with executive sponsor once finished.	

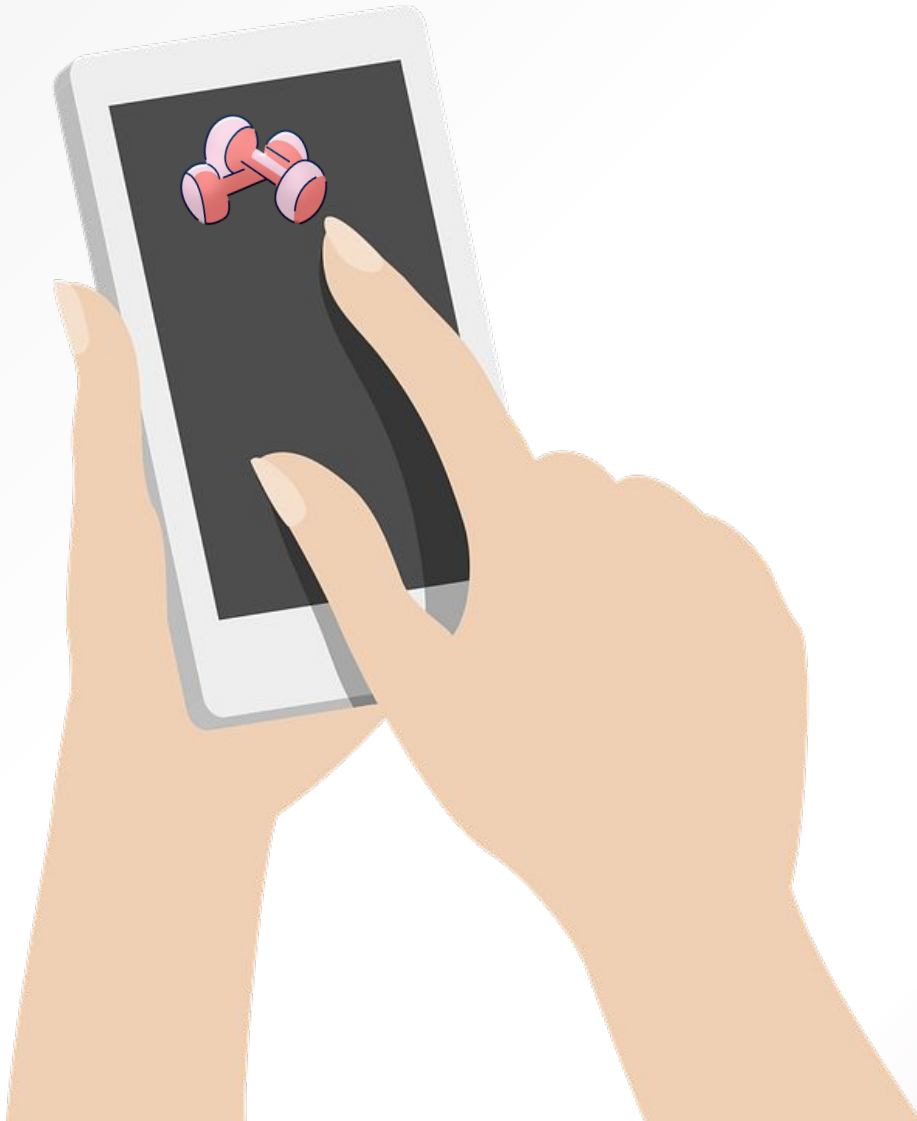**Quality**

Communication Management Plan

Purpose	Type	Sender	Receiver	Frequency
Progress Report	Written Formal	PM	Records	Bi-Weekly
Team Meeting (Once UX Assistant joins)	Casual	PM	Team	Weekly
Update emails to Supervisor	Written Formal	PM	Supervisor	Bi- Monthly
Contractors	Written Formal	PM	Contractor	As Needed
Surveys, recruiting people for interviews, recruiting people for user tests	Written Informal	UX Researcher(s)	Target Demographic	As Needed
Contact investors to see if they are looking for new projects, what kind of projects they are looking for, etc. Set up a meeting if possible.	Written Formal	PM	Investors	End of Project

Risk Register

Risk ID	Risk Description	Phase/ Activity	Proba bility	Impa ct	Selected Strategy & Response Plan	Responsible Party (RACI)	Schedule Impact	Cost Impact
01	can't find investors	4.1 Investor List	M/H	H	Keep looking. If we are fully unable to find investors, think about whether we can self-fund in the future.	R: PM A: PM C: Executive Sponsor I: Any Team Members	Schedule Impact: Medium (Impacts future projects more) Cost Impact: High	
02	Another app comes out with a similar idea.	Applies to All	H	H	Always keep an eye out for similar apps Think of new ideas for the app to do better than others, learn from their mistakes.	R: UX Researcher A: PM C: UX Team I: Any Team Members	Schedule Impact: High Cost Impact: Medium (Investors)	
03	Possible investors do not like it.	4.2 Pitch deck	M	H	Ask them for feedback! See what we need to do to make a better impression.	R: PM A: PM C: Executive Sponsor, UX Team I: Any Team Members	Schedule Impact:High- time to redo items Cost Impact: High	
04	The PM primary work time for this project (Sundays) becomes unavailable.	Applies to All	M	M	Don't take on unnecessary responsibilities. Time Management	R: PM A: PM C: none I: Any Team Members	Schedule Impact: High Cost Impact: High- money to contract out tasks	

Questions?

royt.inessa@gmail.com

https://www.linkedin.com/in/inessa-royt