Continuous Assessment 1 Specifications

Multimedia and Mobile Application Development

## Introduction

This assignment is worth 30% of your overall marks for the course.

This CA assesses the following learning outcomes:

**LO1** Identify a mobile application solution which address a particular need / problem by analyzing business problems and propose solutions

**LO2** Design and architect the mobile solution evaluating the capabilities and challenges of various platforms, IDEs, and frameworks

CA 1 is designed to assess your understanding, and knowledge of the latest trends and development in mobile and/or mobile related technologies. The task to be undertaken is to choose any appropriate topic to develop an app. You have to research what are the latest apps in the area of interenst, innovation have taken place, UI of the apps etc. You should site examples/samples/features in real life working contexts.

# Evaluation Process

You are required to choose a Mobile App you will be developing as your project. The app must have at least 3 activities including the main activity. Also submit a report with following:

1. A brief expalination of the mobile app that you want to develop. Also state the problem that you are addressing or the target audiece. [6]
2. Market survey
   * 3 apps in the same area or with similar functionalities should be installed on the phone. Include the screenshots of the apps running on mobile phone. - [6]
   * Good features/UI part of each app - [12]
3. Any innovative / research element that differentiate your app with others [6]

# Submission Process

The report must be submitted via Moodle.