**PROJECT PLAN**

1. **OVERVIEW**

**TOPIC:**

Our project is an innovative fitness app that is targeted towards parents and other time-constrained people. Initially the group will need to undertake pre-planning, clearly laying out the concept of the app in a brainstorming session by preparing a short description of the app and pinpointing the core ideas in simple terms. This will define the concept among the team. The aims and outcomes of the app will need to be developed. Researching and deciding upon the target market will help to identify potential users and allow us to develop a more precise plan to deliver a successful application. The team would also need to research any apps that are currently on the market to ensure the app will standout with some unique features, offering an individual experience to the user. Testing the top apps in the market for similarities or faults will help to refine the overall idea of the app. The name, Versatile Fitness, is the current name for our app. However, we are planning to brainstorm new names to ensure our app has the best chances possible of catching the eyes of potential users scrolling through the Play Store.

Once the planning is complete, and the user interface and the functional requirements for the app have been established, then the research can be fine-tuned. From here the work can begin on turning the app into a tangible product, starting with producing artefacts of the envisioned result. After the team have mapped the requirements for the app, the team will need to plan and identify deliverable milestones. The development milestones will need to be mapped out and initial deadlines created for tasks to be completed. The team will need to identify the skills needed for the app’s development. Before coding and the app’s development process begins, the team will need to finalise the technical architecture and technology stack (hardware and software) to be used during development. The coding language and platform to which the app will be developed through will be Kotlin and Java using an Integrated Development Environment (IDE). Next, the appearance of the app will need to be planned. It will require a clean and easy to use format to guarantee satisfaction in user experience.

The team will need to create a design that makes the app interactive and user-friendly, while also being visually appealing, taking into consideration space, line, and colours. Visual elements need to be planned. These need to be intuitive enough to keep the user’s interest, but not too overbearing to distract the user while using the app. The visual appeal also needs to be different to existing apps, as researched in the initial planning phase, so that the user experience is unique. Any logos and graphics for use on external platforms such as social media will need to be designed.Regular quality assurance testing during the app development process needs to occur to ensure that the app is stable, usable, and secure. Testing can be done in several ways, through an emulator during the creation process, and end user testing once the app is finished. The team will need to find volunteers to beta test the app. The technical feasibility of the app will need to also be tested. Is the app battery friendly? Does it overwork the CPU? Is it secure? Some of the project parameters may need to be refined depending on the technical requirements, after consulting with the relevant professionals. On completion of these tasks, and once the team is satisfied with the test outcomes, we will use Bryce’s developer account on the Google Play Store. After the app has been approved and is available on the app store, its usage can be monitored through mobile analytics platforms and KPIs can be tracked, measuring the app’s success. Crash reports and other issues will need to be regularly monitored and the apps forums page will need to be monitored for recommended changes or any bugs that have been identified by users.

The plan is to create an app that is user friendly and health focused, while allowing for real life events and interruptions. Our overall goal is to create an application that will be both easily accessible and affordable for everyone. Allowing anyone that feels like they don’t have time to work out, but would like to improve their health, to be able to fit an effective workout routine into their busy schedules.