Chat Away

# Software Design Template

Version 1.0

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## Document Revision History

| Version | Date | Author | Comments |
| --- | --- | --- | --- |
| 1.0 | 09/10/2022 | Allan Lee | First version |

Instructions: Fill in all bracketed information on page one (the cover page), in the Document Revision History table, in the footer, and below each header. Under each header, remove the bracketed prompt and write your own paragraph response covering the indicated information.

## Executive Summary

*Chat Away has a successfully running social media platform website. The company would like to proceed with creating iOS and Android mobile platforms in order to expand the business.*

## Requirements

* *Creating app available on both iOS and Android platforms*
* *Such app should smoothly parallelize website version and provide existing users increased convenience*
* *Such app should attract more new users to increase revenue*

## Design Constraints

* *The app needs to be compatible with both iOS and Android systems*
* *The app needs to pass the requirements for App Store publishing on both platforms*
* *The app should provide clear and concise information and accessible functions for users*
* *Marketing strategy needs to be implemented to attract new users*

## Rationale

* *In order to design an app that is available for iPhone and Android, the program needs to be coded in a way that can be translated and deciphered by the languages for both systems*
* *iOS usually has a stricter requirement for app designers to publish their app onto Apple App Store; therefore more effort needs to be accomplished to promote successful publishing of the app*
* *To provide better service for current users, the app should be informational, concise, and accessible so that existing users can easily adapt to the app*
* *To attract new users, advertising campaigns need to be in place so that the app can become more competitive on the market*