NTU Recruitment Day App

Project proposal

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# **Executive Summary**

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# **Software and Hardware Development options**

This section should make it clear to the business (who might not know much about the latest technologies) of why do we need a mobile application, what are the main hardware and software capability of mobile phones (e.g. GPS, Bluetooth communication..etc)?, why Android?, and how does it differ from iOS and other operating systems?. This section should focus on general hardware and software options of mobile phones rather than the proposed application.

* Include GPS function
* Include map of the campus
* Have login for admin and login for students
* Android since it’s the biggest mobile market currently

# **Usability and Guidelines**

(any accessibility issues? E.g.is this app for the elderly?, does it require a bigger font? e.g. is it for children? Does it need to be colourful? Which design guidelines are you following (e.g. Google design guidelines, amazon Design guidelines, or provide an explanation of how the chosen colour, style, themes, materials are relevant). More information about Google/Apple material design and guidelines are provided in Week5 section.

# **Requirements and Constraints**

Extract requirements make use of the Persona template provided in Week5 section to help in extracting the requirements and needs. Are there any constraints to consider? Does the application require regular maintenance (e.g. database and network support)?, or external hardware that needs to be replaced (e.g. beacons or NFC tags need to be replaced or updated yearly..etc.), another example ( the app might work outdoor but not indoor because of GPS signals).

# **Proposed Idea and Impact**

(why this app?, what is the impact on the business (e.g. will it increase profit? More customers? Better management system?).

# **App Features**

What are the main technical application features (make use of the features template provided in Week5), e.g. login page, connection to the database, video gallery, interactive maps..etc.).

# **Evaluation of Paper prototype**

(2 users/functionality testing): Ask two people to try your paper prototype in terms of functionality and the suitability of resources/widgets, and ask them for suggestions to improve the design.

# **Appendices**

* 1. Personas (Template provided in Week5 section): Depending on your application, if you have more than one user type then you need more than one persona, e.g. if the application aims at the employees and staff then you need two personas 1)one for the manager 2) and one for the employees.
  2. Paper Prototype (Minimal Viable Product) after testing.
  3. Optional: paper prototype before user testing.