Challenges

The most apparent challenge we faced was the time constraint. Although we were able to complete the prototype, thanks to the modular design and the diverse skill sets of our team, we were unable to include some of the optional features that would have enhanced the app. Another solution to a problem like this would be better time management in future projects. This is not only limited to project development itself, but rather aspects where we would have been able to collect information in order to enhance the mvp. For example, we wanted to speak to medical professionals and get their feedback on the app but it was difficult to schedule a time to meet as they required a longer notice, which once we realized this, it was too late as they were unavailable to meet before the due date of this deliverable.

Another challenge we had also had to do with the time constraint. Combined with this was flaw in our thinking; that we could handle more than we really could. Once we realized this flaw, we took a step back and scaled down. We had aimed to do A/B testing however that was too big for the scope of our project within the given time frame. Having multiple variations would have given us more useful feedback and a better idea of what our consumer segments are looking for. Ultimately, we had no choice and were required to settle for 1 prototype. We had also wanted to gain more feedback from a larger audience, however, it was difficult to reach more people within the time limit. Although, we came to a compromise and decided to interview the same people we had interviewed for the UI feedback. This gave us a consistent and reliable data set.

We had some formal challenges which presented themselves in the forms of leadership, a gap in skill set, and a lack of knowledge with the new software. The computer science half of the team took lead on the actual development of the app, however, we had not established a leader for this part of the deliverable. This meant that we did not initially have a unified direction in regards to the app development (for example, having a consistent color scheme throughout the modules, etc). None of our members specialized in creating images, so our solution to this was outsourcing some designs. We were also unfamiliar with the software, this meant that there was potential to minimize error and create it even faster had we taken the time to familiarize ourselves with it or ask for help early on before beginning the project.

The challenges we had faced ultimately dealt in regards to improving/enhancing the initial mvp. Despite the challenges we faced, our team was able to create a prototype with the 3 core features to ensure functionality and enough engagement to attain proper and usable feedback from our consumer base. Throughout the project we had identified challenges, of some we had overcome by finding solutions. Others were either more difficult or things we had not anticipated. We maintained a mindset of failing forward in order to quickly learn from our failures and improve upon them. For challenges that were unanticipated, we had attempted to create solutions but for those that we were unable to find solutions, we had come up with ways that we would better approach similar problems in future projects (this includes things like proper time management and aligning the scope of the project to our capabilities as well as the time constraint).