***Technical***

There are many technical hurdles to tackle when developing an application but like any project, starting with creating a strong foundation, a structure to work from will be the main way to ensure each part of the application are done correctly. This will need to be done within a multitude of programs such as JavaScript to build the fun

There are various technical hurdles to tackle when developing a mobile application. Like any project, building a strong foundation; a structure to work from will ensure development runs smoothly and accurately. First and foremost, we’ve started to develop this foundation with the use of wireframes within Adobe XD. This let’s us look at the potential layout and structure of the app, determine what functions will be crucial, and what needs to be re-evaluated.

It also lets us map out the usability and user’s experience easier than at a later stage where physical code would require adjusts and then testing. Here, we are able to drag and drop between screens to test our layout.

From this stage we can start thinking about the programming side of the application and begin building the code and interface using software such as JavaScript and React.js. These particular programs have been selected for how the integrate and work together. In JavaScript, we are able to build out our code and functions before applying an interface from the react.js library to formalise testing. This will be an excellent way to function and stress test throughout the development stage.

***Marketing***

Alike many great smart phone applications, we will need to consider how we will market our application in order to generate users. Firstly, we will require a webpage or landing page users can visit to view more information about the app as well as information, motivation and

Alike many great smart phone applications, we will need to consider how we will market our app in order to generate users. Firstly, a webpage should be considered as a way to provide information to users about the condition as well as our motivations for the development. This will require knowledge of HTML and CSS and a source code program to bring the two together such as Visual Studio Code to build a webpage.

Reaching our target audience may include running ads or campaigns in particular spaces where users that are affected by the condition may frequent. This could include at general practitioners’ clinics, pharmacies, hospitals, and distributed by pamphlets, brochures, word of mouth and recommendations from doctors. Furthermore, Google Search & Facebook ad campaigns would also be a great way to spread awareness of the application as a user’s search results for treatments, symptoms and even support groups could generate traction towards the app.