

**BTEC Technicals Level 2: Digital Applications Development (Unit 7)**

**Task: Digital Application Research**

Your assignment will be set next week, and will be based around explaining to a group of small business leaders why they should hire you to create an app for their business. Start to think about what you will tell them. Below is a list of a few things to consider:

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| **Costing** |
| * **What are the financial constraints of your client's business?** * **How will you, the developer, make money as well?** |

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| **Time** |
| * **How long will your app take to develop?** * **Does your client have a time limit?** |

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| **Benefits to the Client** |
| * **Why does your client need this?** * **What if the business were a local plumber or a local sports club? How would the business benefit from your application?** |

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| **Audience** |
| * **Who is your audience?** * **Who will you be catering your app towards? Will it be for children or adults, tech-savvy or not?** |

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| **Software & Hardware** |
| * **Which software will you use to create your app?** * **How will you develop and test it?** * **What are your hardware requirements?** * **Does your app need *hosting* services? Is there an ongoing cost for this?** |

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| **Platform** |
| * **Which platform will your application run on?** * **Will it have to run on a web browser as well as a phone/tablet?** * **Will it have an Alexa/Google Home skill attached to it?** |

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| **Security** |
| * **Would your application need to handle sensitive data like passwords?** * **How is security performed in an app?** * **If there is a password field, how is this handled so that your data is secure?**   NB: This is *not* easy. Don’t be worried if you don’t understand what you read - it’s complicated for a reason!! |

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| **Content Management System** |
| * **Your app must make use of a CMS.** * **Decide which one you are likely to use.** * **Think about usability and ease of use for your client.** * **The idea is for the client to *maintain the app themselves after you have developed it!!*** * **Therefore, you should choose a CMS which is easy to use and has lots of features.** |

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| **Other Features** |
| * **Are there any other features your website will need which are not mentioned here? List and discuss them here.** |