Project Proposal

**Title of your project**

Date

Full Name

Student number 00000000

CI360 – Mobile Application Development

School of Computing, Engineering and Mathematics

# 1) Elevator pitch

Describe your proposed project in 3 sentences. Ensure that this gives as clear a description as possible of what your project intends to do. (max. 80 words)

# 2) Rationale

What is the issue, problem or user need that your address? Who are your target users? How do they currently deal with this issue? (max. 220 words)

# 3) Application

How does your application address the issue described above? Give an overview of your application and describe how it works. Include a brief competitor analysis and explain how your application will be different. (max. 400 words)

# 4) Scenario of use

How will your application be used? Describe a brief scenario that illustrates how your application will be used in context. (max. 200 words)

# 5) Technical overview

Give a technical overview of your application. This may change during development, but at this stage you should have a rough idea of how the application could be implemented. Include details such as persistence, communications, significant processing, inputs, outputs, web services etc. (max. 500 words incl. diagrams)

# 6) Technical challenges

Describe briefly the main technical challenges you foresee. (max. 200 words).

# 7) UI design draft

Include first ideas for the main screen(s) of your application. (simple sketch)

# 8) Work plan

Describe the work needed to implement the application, and a timeline showing the different phases including requirements analysis, design and development, demo preparation and write-up at the end of the project. (max. 400 words incl. diagrams)

# 9) Ethical considerations

Discuss any ethical considerations related to the project or the application you develop. With respect to the application, think about privacy, data protection, health and safety or any moral implications. With respect to the development project, think about the involvement of users in your requirements analysis and testing. (max. 200 words)

# 10) Resources

List the resources you need to carry out the project, including access to specific hardware (e.g. smartphone), software (e.g. development environment), data sets, online services, organisations, people, etc. (up to 200 words).

# References

List any references to literature, projects or products in your proposal.