Risk Analysis

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Project Aim

Over the past two weeks it has become clearer what the product is and what is required to make it work. It was proposed in the **Requirements, Technology Review, and Initial System Design** report that a MVP would be attainable by the end of January, this is still the case:

> *"To achieve an MVP by January the project needs to be stripped back in a design sense and some of the features may need to be left out because of the time frame. An MVP would consist of an out-of-the-box iOS interface that allows the recording of the users weight."*

The MVP development will begin next week, with the deadline being Friday 30th January. The purpose of the MVP is to understand the mathematics of the app, the data, the APIs used etc.
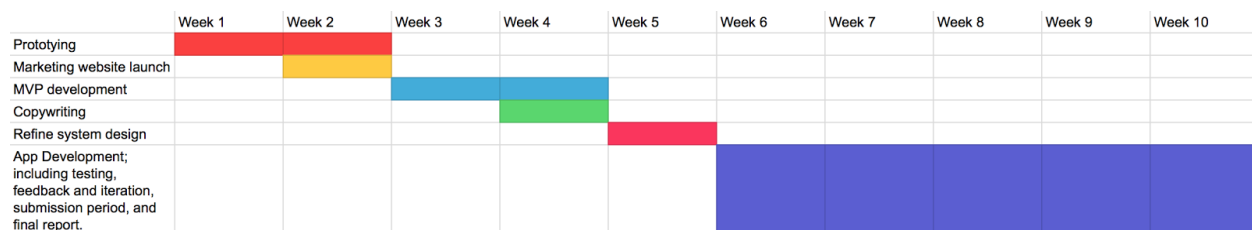
The functional prototype being developing in Framer.js is the polished version of the app, the end product, that will be rolling out to beta testers in April. Through the prototype you can better understand the flow of the app, the interactions, and the overall experience. It is not robust or refined, it uses fake data and graphics to simulate the experience.

Objectives

With the social element of the app being one of the most difficult, it would be wise to attempt it first to understand how it works. Sending notifications between two devices would be a big win and would take a considerable amount pressure of the rest of the project.

Calculating BMI, and possibly thinking about body fat percentage would be the next objective, followed by the week overview module (this is in the most recent designs, shown in the prototype at the bottom of the dashboard).

Scope

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Prototying	██	██								
Marketing website launch		██								
MVP development			██	██						
Copywriting				██						
Refine system design					██					
App Development; including testing, feedback and iteration, submission period, and final report.						██	██	██	██	██

Above is a more detailed scope of what's left to do. The project is currently on week 2, MVP development will commence next week, copywriting certain parts of the app—like the privacy policy, terms and conditions, and about sections of the app.

A refined system design report will then be worked on before commencing app development, this isn't officially due until March 6th, but it is required before development starts.

Week 6, around mid-February, until the end of April is the period where all the app development, testing, iterating, documentation, and bug fixing will be carried out.

Risks

As the app gets refined and certain areas are further explored, the timeline starts to narrow. The social element of the app is going to be the hardest to execute and most time consuming.

Other nice-to-have features such as switching between imperial and metric units, showing the "week overview" section in the new designs, and calculating body fat percentages are going to be difficult to achieve in the time frame. The positive thing is that the app isn't dependent on these features, but to enhance the experience and usefulness of the app they really should be included.

It also has to be taken into account other things required when developing a product; copywriting, setting up a website, setting up analytics for both crash data in the app and the website, setting up email newsletters etc., managing social media, bug fixing, user communication—the list goes on.