**2-3 Milestone: Goals and Users**

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**Articulate the goals of the project**.

I have chosen to work on the Event Tracking App for this assignment. The purpose of this app is so users can keep track of events and their dates and times. As the date approaches, users will get notifications to remind them about their events. To achieve this goal, several key components must be satisfied, including a database with at least two tables, a screen for logging into the app, and a grid for displaying upcoming events. Also, an event management system with an add/remove mechanism.

To achieve this a screen with two grid views will be added. This grid view will have a calendar view and a list view. The calendar view will include features such as color-coding for different event types. Mechanisms will also provide the ability to add and edit events directly on the calendar, and the option to switch between a day, week, or month view. Finally, to ensure that users receive timely notifications, a notification system that alerts users when an event is approaching will be developed. The priority is to make both views user-friendly and intuitive. So that users can stay organized and informed about their upcoming events.

Furthermore, to satisfy additional requirements a database will be created for a user management system. The purpose is to include a screen for logging into the app. The login screen should also include security measures such as password requirements to protect users' personal information. The system will also allow new users to create accounts. This feature is the most crucial part of this app because it will expand the company’s user base.

**Compare the mobile app you selected to other successful apps of the same type**.

Google Calendar is a popular event-tracking app that allows users to schedule and manage events effortlessly. Like the Event tracking app, Google Calendar features a user-friendly interface and intuitive design, allowing users to access the information they need quickly. Google Calendar also has a robust notification system that alerts users when an event is approaching, a key feature of event-tracking apps.

Trello, on the other hand, is a productivity app that allows users to track events and deadlines. So, while Trello focuses on task management, it can track events and deadlines. Similarly, the Event Tracking app will include this feature. In addition, Trello features a customizable card system that allows users to add due dates, notes, and attachments to each event or task. As a result, Trello makes it easy to stay organized and on top of deadlines.

Google Calendar and Trello are successful apps that share many features and goals with the Event Tracking App. Studying these apps allows me to gain further insights and best practices for designing an intuitive and user-friendly interface, developing a robust notification system, and creating customizable features. The Event tracking app can benefit from these insights, allowing users to manage their events and deadlines effectively.

**Discuss potential users of the application**.

The Event Tracking App has the potential to serve a diverse range of users with different goals and needs. The first is busy professionals who can use the app to manage their schedules, attend meetings, and avoid scheduling conflicts. Next is college students. They can use the app to balance their academic and social life and keep track of assignments to avoid missing deadlines. Finally, parents can use the app to manage their children's schedules and track school events and medical appointments. In all cases, the app provides a customizable and user-friendly platform to manage schedules, set reminders, and receive notifications.

These users will benefit from this app because it helps them stay organized and avoid the stress and anxiety of missed deadlines or scheduling conflicts. Additionally, users can save time by using the app to manage their schedules rather than manually keep track of their events and appointments. Lastly, users can access the app from any device. This is important because it provides flexibility and accessibility to users on the go.

The app fits seamlessly into the user's lifestyle by providing a customizable platform that can be adapted to the user's needs. The calendar view features color-coded labels for different event types, and the list view provides a detailed summary of all upcoming events. Users can easily switch between day, week, and month views to suit their preferences.

Busy professionals, college students, and parents can all benefit from using the app to stay organized and on top of their schedules.

The event Tracking App will be a valuable tool for users, providing a user-friendly and intuitive platform and allowing users to stay on top of upcoming events.

**References:**

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