

Creative Brief

Project Title : Launch of GTRADE Mobile App and Website Improvement

Project Overview:

We are launching a mobile app for GTRADE, aimed at improving our users' experience and expanding our platform's accessibility. Additionally, we aim to enhance our current website with improved design, user experience (UX), and functionality. The goal is to ensure a seamless, integrated experience across both the app and the website.

Objectives:

1. Launch a mobile app that mirrors the functionality of our website while offering mobile-first features.
2. Improve the website's design, navigation, and user flow to enhance usability and engagement.
3. Ensure both the app and the website maintain brand consistency and meet user expectations.

Target Audience:

- Primary: Existing GTRADE users and crypto enthusiasts who use mobile platforms for trading.
- Secondary: New potential users, especially those who prefer mobile apps for trading.

Scope of Work:

1. Mobile App:

- Design and develop a user-friendly mobile app for both iOS and Android.
- Ensure secure and easy, Signup, login and Password Recovery features.
- Google authenticator feature for better and stronger security.
- Provide real-time trading features, push notifications, and mobile-optimized charts.

Ensure the app works seamlessly with gtrade.ng and includes all essential trading functionalities, like Buy, Sell, Receive, Convert crypto currencies, and also trading of gift cards.

(For example, buying of giftcards through a third party platform and then selling of giftcards on the gtrade platform).

- Generating of transaction receipts.
- Payroll with the features of Employee management, Time tracking and attendance, Salary calculation, Tax calculation and compliance, Pay distribution, Pay slip generation, Benefits management, Reports and analytics, Integration with accounting software, Compliance update.

2. Website Improvement:

- Update the website design to improve navigation and reduce friction in the user journey.
- Improve the responsiveness and mobile-friendly aspects of the website.
- Optimize page loading speed and ensure better integration with the mobile app.
- Revamp the FAQ and support section for improved accessibility.

Key Deliverables:

- A fully functional and tested mobile app for iOS and Android.
- A redesigned website with improved UI/UX.
- Documentation for app deployment and future updates.
- Support and bug fixes for both app and website during the first three months post-launch.

Timeline:

Project Kickoff:

Initial Design Draft:

Development Phase:

Testing Phase:

Launch Date:

Budget:

Mobile App Development:

Website Improvement:

Total:

Success Metrics:

- Number of downloads of the mobile app within the first month.
- Increase in user retention rate on both the app and the website.
- Positive user feedback and reduced support queries regarding website navigation.

Key Contacts:

Project Manager:

Name: Email:

Phone:

Lead Developer:

Name: Email:

Phone:

Creative Director:

Name: Email:

Phone:

GTRADE Team Contact:

Name: Email:

Phone:

Approvals:

The document and details outlined here require approval from the following individuals:

GTRADE C.E.O: _____

GTRADE Team Lead: _____

Project Supervisor: _____

Creative Team Lead: _____