**Project planning**

**Document to be completed as a group and returned to your tutor by tomorrow evening .**

**1. Composition of the team**

**Recall here the name of each team member and his/her role(s) :**

**GIRL POWER!**

**Michelle - SEO Consultant**

**Sarah - Web Dev**

**Ankita - Designer**

**Anastasia - Designer**

**Amrita - Digital Marketer and Project Manager**

**2. App features**

**Features don't have to be perfect or easy to implement, they just need to be useful to your users, so you can let your ideas run wild!**

**List at least 5 :**

**1. Chat Bot (24/7)**

**2. Directory - quick search option for finding book of their choice**

**3. Images to attract kids to browse easily in app**

**4. Short story videos clip for those who don’t wish to read books**

**5. Parent’s voice recording - short story for kids to listen to**

**6. Interactive learning game feature (reading egg)**

**7. Star rating for app and/or book - user feedback can be given**

**8. Compatible on desktop, android phone**

**3. Branding**

**- Who is your target audience? What kind of people do you want to attract?**

**Answer : Any carer (teachers, siblings, parents) and kids (with or without disability)**

**- How does the public feel when they interact with your brand? Are you rather stern or**

**rather friendly? Rather fun or serious?**

**Answer : Fun and Friendly and enjoyable and memorable experience**

**- What is the main message of your brand? What do people think of when they think**

**of you?**

**Answer : Vision/Message of our brand (subject to change once our website and brand is set up for audience):**

**“Turn your kids to a voracious reader instantly with Bookbot”**

**“The Collection You Will Love and get Hooked to”**

**What do people think of when they think of you?**

**Answer: People think of**

**Reading**

**Having Fun**

**Interaction with different Characters in books and videos**

**Make friendship with books**

**Easy Reading**

**4. Action Plan**

**List the tasks that everyone is going to do, day by day, to be ready for the pitch :**

**Day Tasks to be performed + who is responsible for these tasks**

**Day 1, 2 : Brainstorming, go through all docs shared with us and sharing the individual research with each other**

**Sarah, Michelle (Key words list): Website Structure**

**Amrita: Conduct the market research with potential users and extract benefits from the findings and conduct the survey form to share with potential audience**

**Ankita, Anatasia: Wireframe/Layout of all design ideas**

**Day 3: Start Implementing - make a start on website**

**Day 4: Website work - suggest additions, Interview Q and A, start ppt making simultaneously.**

**Day 5: Add anything new - share more feedback with each other**

**Day 6: Final touch and submission file to ready and pitch preparation**

**Note : You don't have to fill in every day; you can decide not to work on weekends. It's up**

**to the group to decide.**