



All-in-one management solution for your smart life

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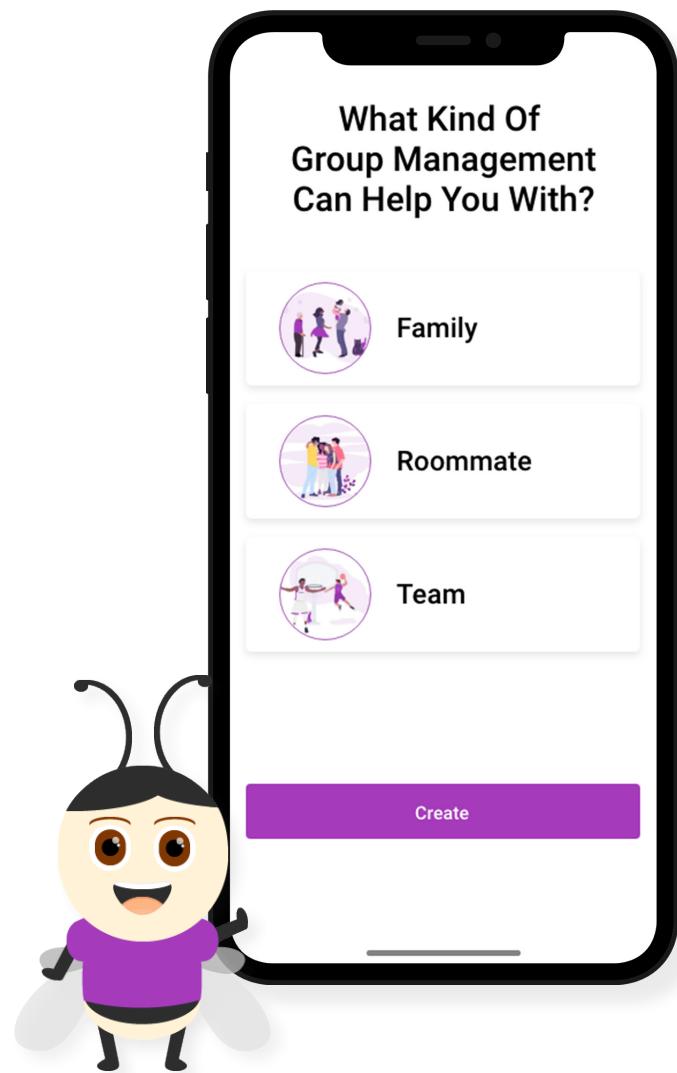
About Kovan

Overview

Main Features

Competitors

Business Model



Overview

Kovan is a one stop application for all the group management needs. Our team's goal is to create the best possible mobile application to manage people, families, and many other types of groups. The idea is to provide the easiest solution to organize people and keep everyone in the loop. The app will house various advanced features, such as creating groups, tracking group members, expense management, event management, to-do list, poll system, shopping list, etc. Kovan is the goto solution for all the group requirements.

People install multiple applications to manage their groups, teams etc. With Kovan our team is bringing all the features, which a group may need, under one umbrella. Which means that the users will not have to install multiple applications on their phones to manage groups, they can install Kovan and manage everything from one single application. Kovan is designed in a modular way such that it has a marketplace with a lot of plugins. Users will be able to add or remove different plugins according to their group needs. For example - A family group may need a member tracking feature where as a group of sports fans has no real use of such a feature. Kovan will be versatile and customisable and different types of groups can use it by adding or removing plugins according to their group requirements.

Manage, connect, take care, and be productive. Kovan is the one place app for all your group needs. Never miss an important date, always know what you and your group needs to do, be always connected with your beloved ones or be prepared and control all your group expenses, Kovan helps users to achieve your goals.

Main Features



Calendar

One of the other strengths of this smart calendar is that it gets linked with other apps easily. Users can share data between the event manager and many other apps present in the Kovan marketplace. Users can arrange events by simply tapping on the date in the calendar. They will be able to add a lot of details to those events and invite other people to collaborate on the events.



Messages

The best way to stay connected with all the group members. Send text messages, images, share your location or audio for all members in the group. Users will be able to see who is online in the message app, who send the messages, and also tag the any other members to check the message clearly.



To-do List

The to-do plug-in helps you to stay organized and help manage day to day task. The plug-in helps you to create and manage tasks on the fly. To-Do plug-in is a quick way to create and track lists of tasks pertaining to a group. This mainly helps user do not miss anything they want to do.



Grocery List

The grocery plug-in let group members create grocery lists, which are easy to manage and share with the whole group. The grocery plug-in is smart and intuitive which provides a convenient shopping experience to the whole group. The grocery list saves valuable time by grouping and rearranging items according to the categories.



Tracking

With Real-Time Location provided by Kovan, you can see them on the map. You are able to set a specific place such as school and once your kids arrive you will get notification from our app. Once you decide to select a person who wants to follow, they will also get a notification about this request for the privacy policy.



Expenses

An expense manager lets group members add or split their bills among themselves. Users will be able to see the group statistics and advanced breakdown of financial activities on various intuitive graphs. A group will be able to set up weekly, monthly or yearly budgets and the app will provide smart notifications if the group is going over their set limits. Users will also be able to create custom budgets for events, trips.



Poling

The polling plug-in is a best way to settle lot of group debates and questions. A group member can create a poll and then ask other group members to answer the poll. The group members will be able to see the result of a poll on an interactive graph. A group member can create, edit, share, and delete a poll.

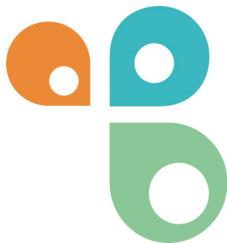
Competitors

	Calendar	To-do List	Locator	Expenses
	✓	✓	✓	✓
	✓	✓	✓	
	✓	✓		
	✓	✓		
	✓	✓		
	✓	✓		



Family Wall

It provides shared calendar, shopping lists, to-do lists, messenger, contact book for all users and premium users (\$4.99/month, \$44.99/year) can access additional features such as meal planner, recipe box, family locator, place alert, Google/Outlook.com sync. Some users complained about the premium service. Users can't choose the features they want because they have to buy them in bundles.



Cozi Family Organizer

With a shared calendar, reminders, grocery list and more, Cozi is a 3-time Mom's Choice Award Winner and The TODAY Show "must-have app" for a better life. It provides a family calendar, to-do list, shopping list, recipes, family journal for free and users can upgrade the service (\$29.99/year) which has more features such as blocking ads, calendar search, birthday tracker, customizing theme.



Band

Trusted by millions of teams, school groups, businesses, nonprofit & faith organizations, and hobby communities. The band is drawing attention as a remote communication tool and it provides all the features for free. However, users have a difficulty in using the app with all the features because of its interface. Band is more suitable for people looking for their favorite groups such as sports, and peer groups.



TeamSnap

It provides many features like messages to the team, team scheduler, real-time game update. It's useful to run sports teams successfully and efficiently, and consumers are happy with its specialized features. However, it's not suitable for other forms of organization such as family and roommates because TeamSnap is only limited to sports teams.taken for inspection.



Picniic

sers say it has made them spend more time with their family and less time organizing it's schedule. Picniic has many features such as to-do list, calendar, info locker, meal planner and recipe, but it requires users to pay \$99.99 USD per year for full functionality. It is a relatively high price and users are unhappy with it.

Business Model

As various companies and businesses use their own approach to stay in the market and keep on earning benefits. Kovan do have some strategies to reach the desired goal, as the idea is to provide the easiest solution to organize people and keep everyone in the loop. Our target is to achieve 10,000 users annually and around 800 users in a month.

In keeping with the business plan, we are providing three add-ons absolutely free. In addition, we have two more options for user to get more add-ons. First, you can pay \$8.99 to get 2 more add-ons in 1 year. Second, you can get full add-ons (full customize user) in 1 year by purchasing \$14.9. Moreover, if you recommend Kovan to your near and dear ones, you can get another two add-ons free for three months and \$6.99 per add-on for the next year.

We will track Kovan's consumers by the number of sign ups for the mobile app that will be available on app store and play store. Another, for the promotional website, the tracking measurement will be done through the google analytics, this will provide us the report about website traffic, which will prove to be helpful in getting key metrics. Also, our team can keep an eye on how far the user is going through the website.

Free	Basic	Pro
\$0	\$8.99	\$14.9
Three Add-Ons Absolutley Free	Get 2 Add-Ons For 1 Year	Fully Customize User For 1 Year
Get Started	Buy Now	Buy Now



Design/ Development Plan

Design Timeline

Development Timeline

Technology Usage

Design Timeline

Week 1	Form a team
May 4	Make a list of potential projects
Week 2	Research, personas, marketing
May 11	
Week 3	User flow, preliminary wireframes
May 18	Logo
Week 4	Wireframe version 1
May 25	Moodboard
Week 5	Wireframe version 2
June 1	Ui kit
Week 6	Finalize wireframe, finalize ui kit, mockup version 1
June 8	User flow for the promotional website
Week 7	Mockup version 2
June 15	Finalize user flow for the promotional website
Week 8	Improve mockups for the app
June 22	Design UI kits and mockups for the promotional website
Week 9	Finalize mockups for the app and promotional website
June 29	Proposal
Week 10	Marketing materials
July 6	Stylize presentation
Week 11	Presentation design
July 13	Finalize proposal
Week 12	Presentation design
July 20	Finalize proposal, Presentation rehearsal

Development Timeline

Week 1	Form a team
May 4	Make a list of potential projects
Week 2	Finalize features
May 11	
Week 3	Frontend and Backend projects setup
May 18	Database setup
Week 4	MVP project development starts
May 25	Finish features - signup, login and group creation by the end of the week
Week 5	Start and finish main feature 1 (without a lot of styling)
June 1	
Week 6	Start and finish main feature 2 (without a lot of styling)
June 8	
Week 7	android, ios, webapp, corporate website mockup revision
June 15	project proposal V2
Week 8	Start the development for promotional website in parallel
June 22	Start and finish main feature 4 (without a lot of styling)
Week 9	Stylize the whole app and website
June 29	Finish most of the promotional website and app features
Week 10	Alpha build
July 6	Testing and launching
Week 11	Beta build
July 13	Final testing
Week 12	Code freeze
July 20	Presentation rehearsal

Technology Usage

Design Tools



Adobe Illustrator
Creating logo, icons & graphic assets



Adobe Photoshop
Images editing



Adobe XD
App/website wireframe, app/website mockup design, UI kit



Adobe After Effects
App logo animation



Adobe Indesign
Documents and promotional materials layouting

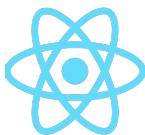


Adobe Premiere Pro
Promotional video editing

Development Tools



Redux
State management solution for the Kovan app



React Native
IOS and Android app development



Native Base
Design library for ios and android



Node JS
Promotional website development



OAuth 2.0
Provides the latest security standards for signup and login



MySQL
Handling application data



Firebase
Making group chat and tracking real-time



Google Cloud
Handling deployment of the REST APIs



Design Process

Personas

Userflow

Wireframes/Mockups

Personas



Lerissa Laite

42 Years
Married
Mexico
Software Engineering
Software Developer

"Lerissa is a working mother, who is balancing her personal and professional life at the same time."

Goals

- Wants to manage time between personal and professional life.
- Wants to keep an eye on her children.
- Wants to keep the record of family budget.

Frustrations

- Managing her busy schedule.
- Needs an easy to use app to manage tasks at work place.
- Have to complete colleague's tasks a lot of time.



Alfino Anto

23 Years
Unmarried
Canada
Interior designing
International student

"Alfino is an International student at Douglas college, who lives in sharing room. He is a part-time worker at restaurant."

Goals

- To live within a strict budget and maintain the basic needs.
- Meeting with roommate once a week.
- Manage part-time work with assignments.

Frustrations

- Share budget with roommate.
- Manage household work with other roommates.
- Managing day to day activities.



Eric D'souza

32 Years
Unmarried
Canada
Soccer Player
Sportsman

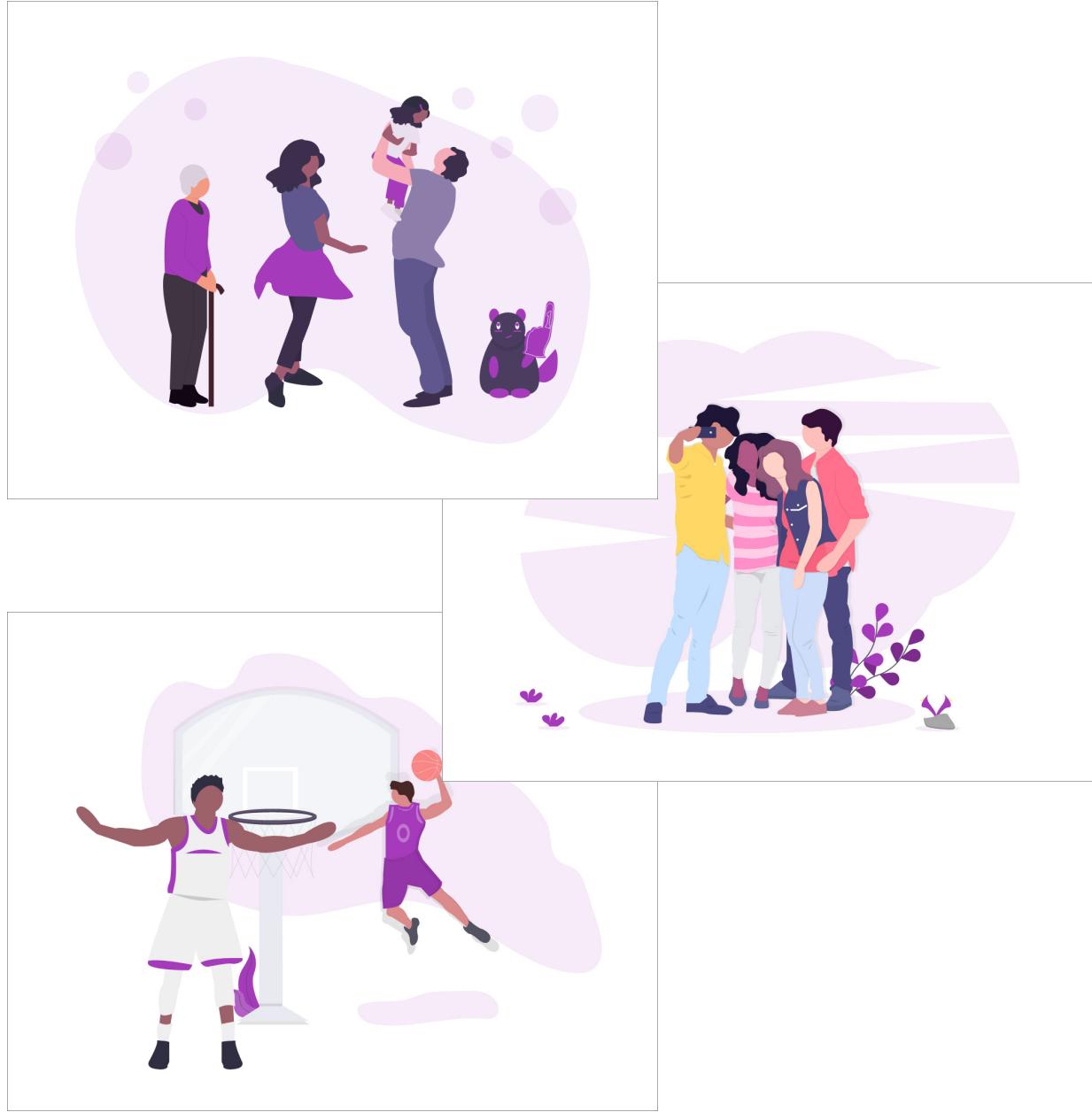
"Eric is a soccer player, soccer is his hobby but he plays tennis with a lot passion."

Goals

- Wants to manage sports with his personal life.
- Wants to get each team member's opinion.
- Wants to get a single application for schedule and chatting.

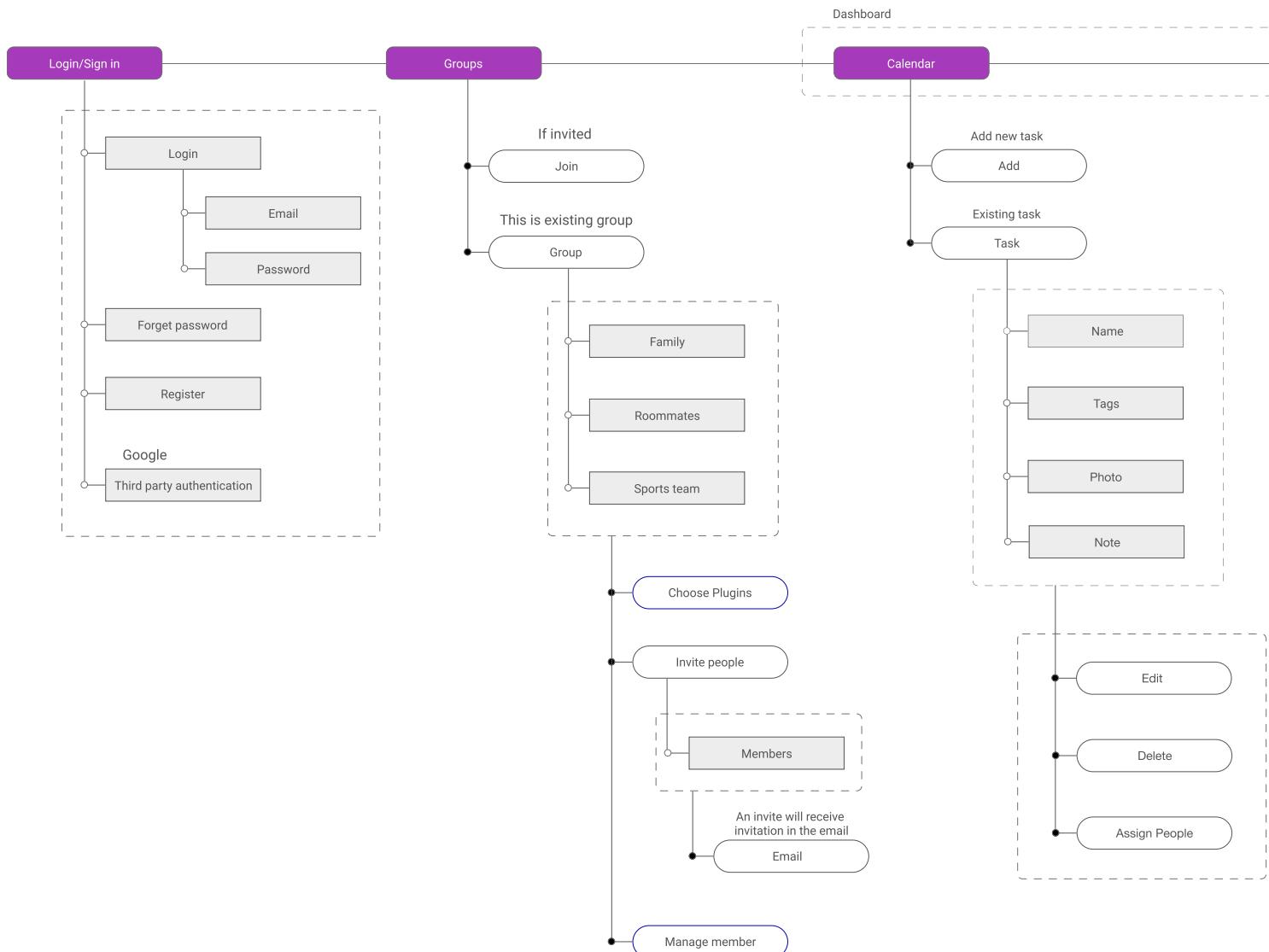
Frustrations

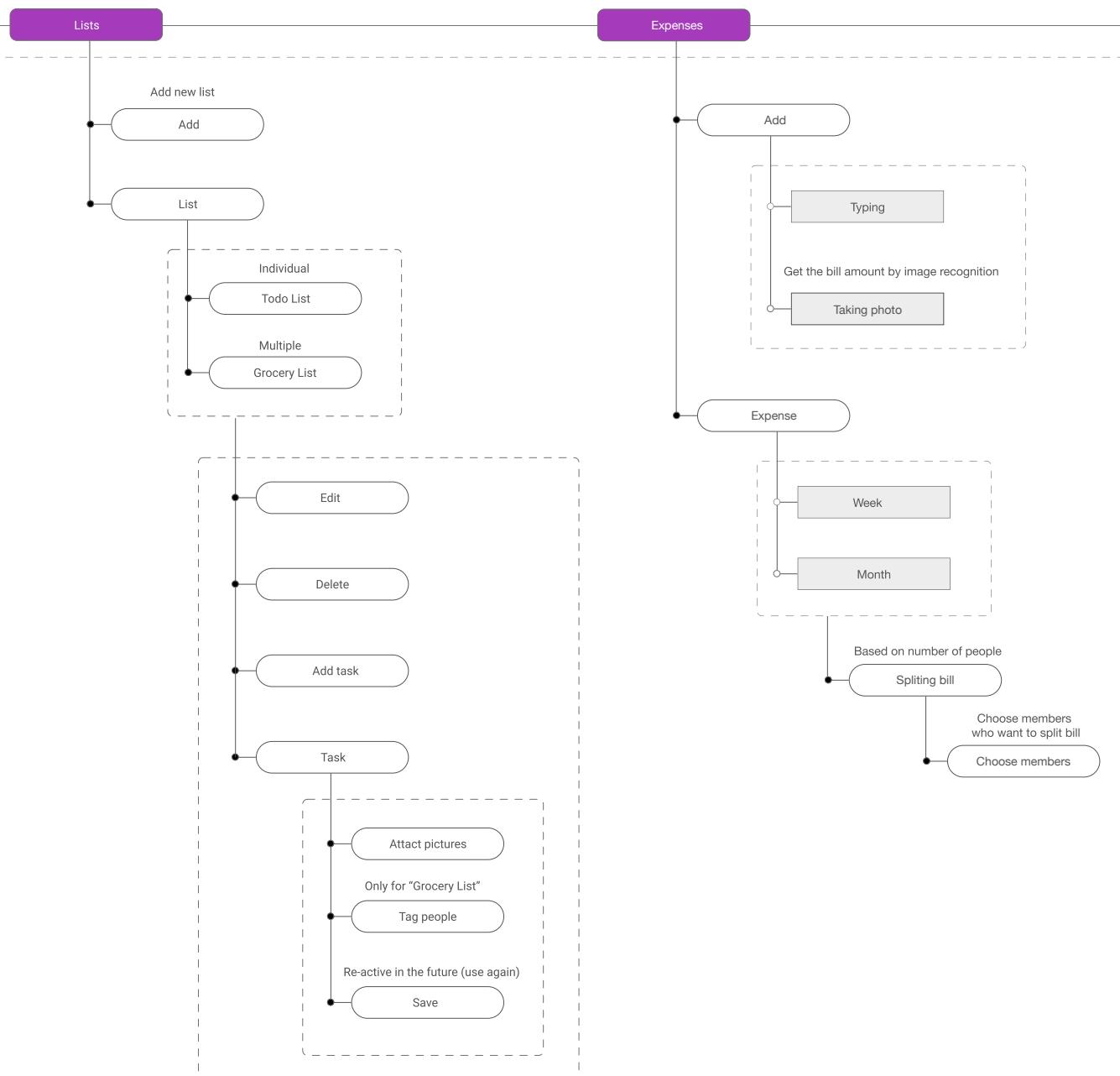
- Fed-up with a lot of applications in his phone.
- Hard to plan the practice time.
- Limited time after practice.

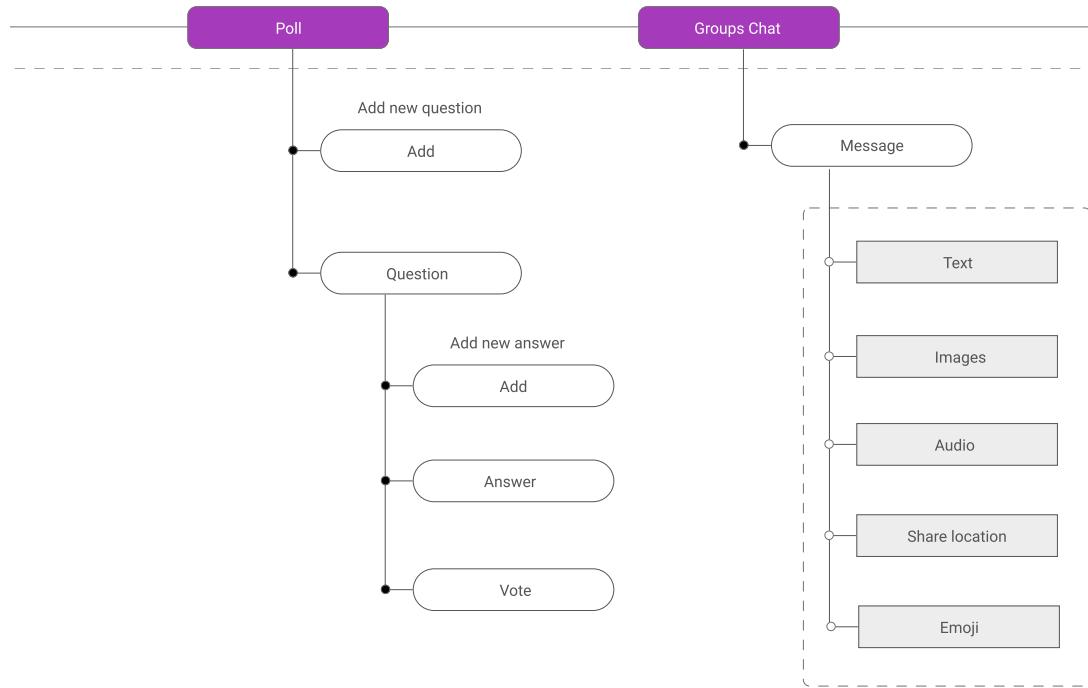


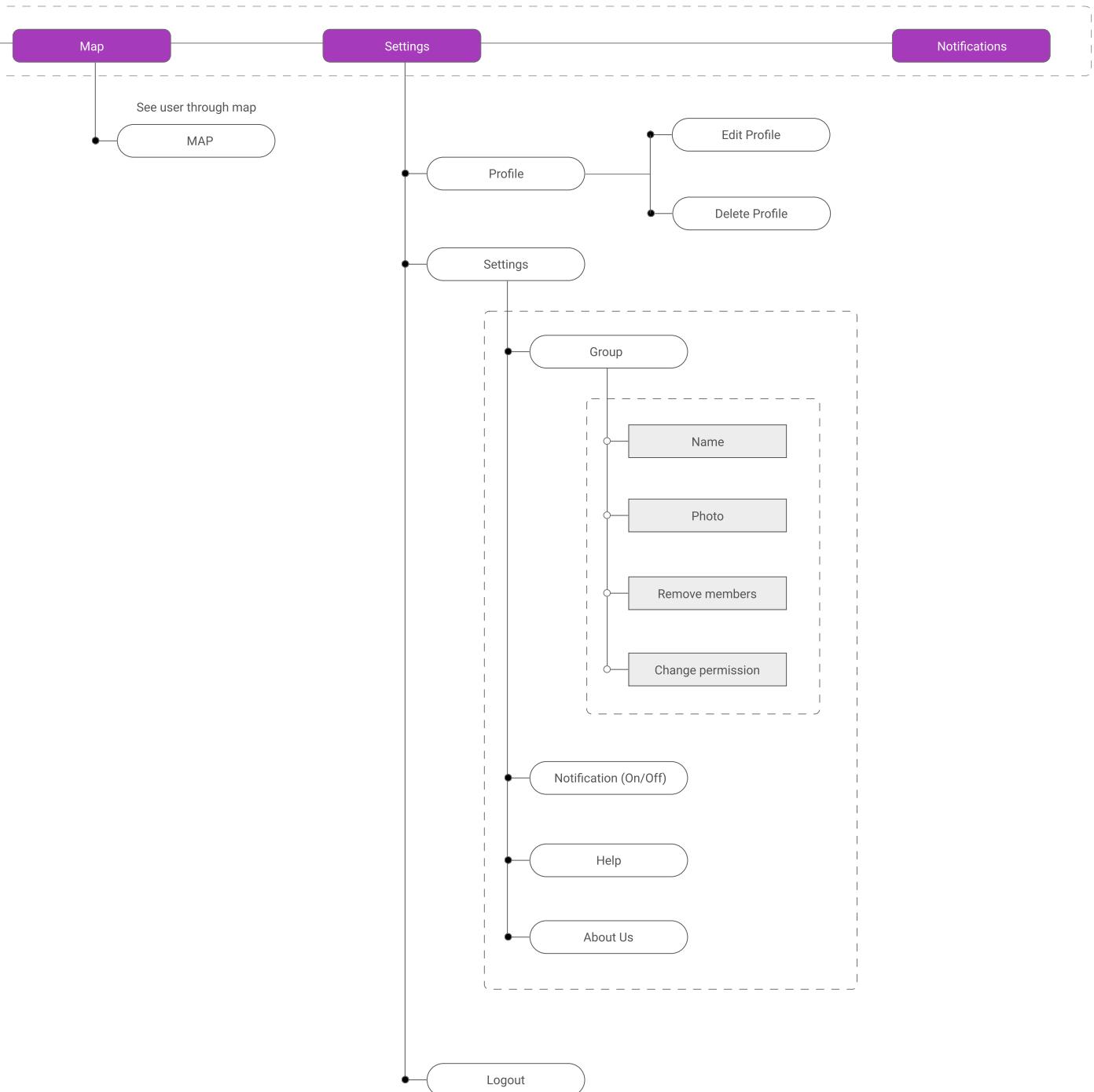
There are three main users group for Kovan app. The app will help to manage tasks with three main different plugins for three kind of groups (family, roommate, sport team). Moreover, users can add more plugins if they want to get more.

User Flow









Wireframes/Mockups



The most important task at hand is to figure out what's needed, when and how the user needs it. Everything here is also used to figure out if and why the user wants it. We start with the most obvious solution, get it down, and then share it to decide what it could or should be.



The mockups with main purple color to increase imagination, remove perceived spiritual obstacles, calm confrontations, and re-energize the learning of new things. This will bring user to new experience with Kovan app which has many features for the group.

Desktop Website Mockup:

- Header:** Kovan logo, navigation menu (Features, Price, Technology, Team, Contact), Download button.
- Hero Section:** A cartoon bee character surrounded by icons for messaging, documents, locks, money, and location. A box contains the text "KOVAN" and "Kovan is a one stop application for all the group management needs. Manage, connect, take care, and be productive. Kovan is the one place app for all your group needs." with download links for App Store and Google Play.
- About Kovan:** A video player showing a man speaking, with a play button icon.
- Features Section:** A large "X" mark is overlaid on the feature list. Features include:
 - Calendar: Create, share and organize the tasks on a calendar.
 - Messages: Send messages for all members in the group.
 - To-do List: Create and share to-do list for everything.
 - Grocery List: Create and share to-do list with group members.
 - Expenses: Record daily monthly and yearly expenses.
 - Tracking: Find real-time location of group members.
 - Polling: Create and share events for polling in the group.
- Try Kovan Out Today:** A large "X" mark is overlaid on the call-to-action section. Text: "Manage, connect, take care, and be productive. Kovan is the one place app for all your group needs. Kovan helps users to achieve your goals." with a "Download" button.
- Newsletter Subscription:** Input field for "Your Email" and a "Send" button.
- Footer:** © Kovan All rights reserved.

Mobile Application Mockup:

- Header:** Kovan logo, three-line menu icon.
- Hero Section:** Similar to the desktop version, featuring the cartoon bee and group management icons.
- Features Section:** A large "X" mark is overlaid on the feature list. Features include:
 - Calendar: Create, share and organize the tasks on a calendar.
 - Messages: Send messages for all members in the group.
 - To-do List: Create and share to-do list with group members.
- Try Kovan Out Today:** A large "X" mark is overlaid on the call-to-action section. Text: "Manage, connect, take care, and be productive. Kovan is the one place app for all your group needs. Kovan helps users to achieve your goals." with a "Download" button.
- Footer:** GET IT ON Google Play and Download on the App Store buttons.



Development Process

Front-End

Back-End

Security

Front-End

The rapid improvement in mobile and web technologies have given us the opportunity to use the same code base for multiple platforms. We have built our multi-platform hybrid solution using react native and redux. We are also using tools such as JS Airbnb linter and prettier to make sure that we have a standard code all across the app. We are using the industry renowned coding patterns and techniques to make sure that the app is scalable and can accommodate huge number of people.

Back-End

Kovan mobile application has a well-coded back-end, which is supported by REST APIs and is built using NodeJS, and a MySQL database to store all the data and provide all the amazing functionalities to the Kovan mobile application.

We decided to host our REST API, and Database on the Google Cloud Platform, a secure and trustworthy cloud platform offered by Google. This decision allowed us to start with a predefined set of security roles provided by the Google Cloud Platform as default.

All communication between our application and the REST API take place over HTTPS, an encrypted communication protocol widely used on the internet. This allows us an extra security layer in our application and today is a must-have configuration for all mobile and web applications.

Security

According to David Strom in his article what is application security? [1] A process and tools for securing software: “83% of the 85,000 applications it tested had at least one security flaw. Many had much more, as their research found a total of 10 million flaws, and 20% of all apps had at least one high severity flaw.”

Creating a secure application is a long process that demands attention in the development process and many tests and fixes during the whole life of the application.

Our team takes it very seriously and since the beginning of our development, we are committed to applying techniques to make sure we are on the right path.

We are taking all the precautions to write secure code, following are some of the highlights:
Encrypted user password saved on our database:

- ◆ *The passwords of our users are encrypted before:* They are saved on our database, so we cannot know what the user password is, only the user who created it knows.
- ◆ *SQL Injection:* This is a well-known technique that hackers use these days; this technique consists of the insertion of malicious SQL statements in an entry field to try to dump the database contents for the attacker. To protect our application from this type of attack, we sanitize all requests received in our REST API and only pass data to our database using a security method provided by MySQL Database itself.
- ◆ *Triple-check validations:* We validate all user actions in our three environments like the mobile application, REST API, and database.
- ◆ *Carefully choose third-party packages:* The fast development processes these days demands the use of third-party packages to speed up the coding process. We only use packages that are well known and well tested by the developer community; we go deep in our research to find any flaws or bugs to ensure to our users the maximum security.
- ◆ *Test, test, and test again:* We are continuously testing the mobile application, REST API, and database to try to find as many security issues as possible.



About Us

Meet The Team

References

Meet The Team



Arshdeep Singh
Project Manager/ Full Stack Developer

[in arsh-uppal](#)

I have worked in the IT industry for around three years. For this project, my responsibilities include handling project documentation and making sure that we stay on track to complete the project on time. As a full stack developer, I contribute both in the front end and backend development for the project.



Eduardo Pereira do Carmo
Lead Full Stack Developer

[in eduardopcarmo](#)

I am web developer with more than 15 years of experience doing back-end and front-end development. On the back-end, I developed the database, backend, backend documentation, backend architecture, backend code standardization, publish the backend on google cloud. On the front-end, I developed Resend Validation Email, Dashboard, Calendar Plugin.



Harry Tran
Lead UX/UI Designer

[in harrykiestran](#)

I graduated with a Degree in Information Technology and have experience working in business (Pharmacy, houseware). On this project, I was responsible for UX and UI design. I was involved in all aspects of the design process, from user experience to design handoffs in order to guarantee that the final product is consistent with the design proposed.



Yalcin Tatar
Full Stack Developer

[yalcin-tatar](#)

I have worked in the IT industry for around three years. For this project, I am a full stack developer. I contribute both in the front end and backend development for the project. I developed google sign in feature by using google Authentication and developed and design tracking plugin by using google maps and created frontend and backend in realtime chat plugin.



Saebom Pak
Front-End Developer

[saebompak](#)

I started a career in web design 3 years ago. Familiar with writing HTML5, CSS and front-end development technologies such as jQuery, Bootstrap and have related project experience. I am passionate about my craft. I am working as a front-end developer in this project.



Saebyeol Pak
Front-End Developer

[saebyeolpak](#)

I worked as a UI designer for three years and experienced projects using HTML, CSS and jQuery. I love to learn new technology and keep track of lessons learned. I worked on front-end part of this project

**Ramandeep Kaur***UX/UI Designer* [ramandeep](#)

I have done my graduation in computer science. For this project, I have researched our target user to create personas. And designed the promotional website of our mobile application. Moreover, I did marketing material. Along with that I've done couple of promotional videos for various social platforms.

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