



Project Plan

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Project Overview

Team GKnow is tasked to develop an app that allows users to create detailed and interactive genograms, outlining family information and meanings of various connections. This app will not only serve as a foundational tool for therapists and professionals, but will also set a new industry standard for how genograms are utilized in therapeutic and clinical settings. G-Know aims to revolutionize the way genograms are used in therapy by providing a comprehensive, interactive, and user-friendly platform.



Potential Challenges

1 | Standardized Practices

Problem: There are standardized psychological practices for genograms. Not following them could cause confusion, negative feelings towards our app, or conflict with industry standards.

Solution: Perform analysis of all existing genogram software, follow all industry standards while creating the elements in app, and build a framework that allows for accommodating various methodologies and practices.

2 | Future Marketing

Problem: Anticipating how to market an app to therapists, who already have methods of creating genograms without our app, and differentiating it from its free competitors.

Solution: Gather feedback on beta versions to see our strengths and weaknesses. Also, positioning ourselves as the newest, easy-to-use, and industry-standard for genogram creation and therapy softwares would combat those who don't see an app as necessary.

3| Apple Pencil Integration

Problem: Full integration of Apple Pencil Kit tools and technology with our app may be hard, features like sensitivity, tilt recognition, and palm rejection, can be complex and require lots of time and testing.

Solution: Optimize rendering processes and minimize latency to focus on the app's real-time interactions with the Apple Pencil. Utilize Apple's APIs and recommendations for Pencil integrations for the new features available.

4| Accessibility

Problem: We may run into conflict to make sure the app is accessible to various users with various needs. Meanwhile, maintaining aesthetic quality, full functionality, and meeting the industry standards for creating genograms.

Solution: Implement inclusive design principles from the start of development, use concise language through all interfaces and communications, continuously review and update the app's accessibility features based on evolving industry standards.

Reach Goal

With the best version, we are hoping to achieve a fully-functional, revolutionary app for therapists to create genograms for their patients. If achieved, GKnow would fully support the Apple Pencil experience to enable different elements. Also, our app would be accessible from multiple devices, such as mobile, instead of just the iPad experience. We would ensure an enhanced user experience compared to the competition and allow customization with real-time collaboration tools and detailed analytics. Also, a possible GKnow+ version.



Main Goal

Our main goal is for GKnow to be operational for the iPad and achieve all the base needs for the client. With focus on a usable design, we want to guarantee the app will be easy to navigate and meet basic core user needs: genograms with client tracking, session notes, and profile customization. We are aiming to be compatible with the Apple Pencil along with touch and keyboard for maximized accessibility and “hovering” abilities. Finally, we would want to make sure the app is HIPAA compliant, allow privacy controls, and develop a reliable way to handle errors and reporting crashes or data loss.



Safety Goal

At the minimum, our app would offer a streamlined experience for therapists to create genograms and patient profiles. These patient information cards, along with the database of patients would need to have security measures in place to protect sensitive information. Our app would have clean and functional design, all necessary features, and with simple usability. GKnow may not be ready for launch, but the app would be easily editable with all information to continue the project.



Deliverables

This timeline for deliverable progress is based on Tuesday & Thursday classes, with weekend meetings on Sundays used to catch up on any work and make progress on the next week's topics...

Team Meetings

Tuesday/Thursday: 3:55-5:10pm, Sunday: 5:00pm. Standing Client Meetings: 4pm every other Tuesday.

Each group member has noted the tasks in the schedule below in their calendars to ensure we stay on schedule.



Project Timeline

Checkpoint 1: 9/10

DRI: **Zoe Webb**

- Outline new agenda for next client meeting and draft a brand style guide to propose to client.
- Begin trying out XCode and GKnow app features and creating needed in-app elements.
- Combine all notes from client meeting to add to research & FAQ.
- Draft and send client letter with details.
- Create presentation to update client on 1st checkpoint deliverables and needed resources:
 - Alpha: **Eva** & Catherine
 - Exploratory Research: **Alex** & Team
 - Project Plan: **Zoe** & Team
 - PR/FAQ: **Leah** & Zoe



Project Timeline

Checkpoint 2: 10/1

DRI: **Eva Daniel**

- Begin drafting a website.
- Schedule with Candace for possible social appearance or filming. Discuss promotional material possibilities.
- Begin creating a user story for app presentation.
- Finalize a tech-demo of beta with new iPad.
- Submit a team Name & Desired Website URL.
- Create presentation for:
 - User Research: **Zoe** & Leah
 - Beta: **Catherine** & Eva
 - UX Map: **Alex** & Team



Project Timeline

Checkpoint 3: 10/22

DRI: **Leah Banko**

- Finalize website and work out glitches, but run by client in current form.
- Finalize app's visual design & complete rough draft.
- Finalize style guide with all elements and their links (logos, colors, templates, graphics).
- Finalize user story for app demo.
- Begin booth/stage presentation and gathering paid materials.
- Create presentation for:
 - 1.0: **Catherine**, Eva, Alex
 - VDG/Poster: **Leah & Zoe**
 - Website Beta: **Eva & Team**
 - SLAM Promo Form: **Team**



Project Timeline

Checkpoint 4: 11/12

DRI: **Alex Schamis**

- Draft App Store descriptions, screenshots, support pages, etc. (if publishing).
- Rehearse booth presentation.
- Conduct a final test on website (post project files to website), app (bug fixes and aesthetics improvements), and promotional materials.
- Finalize trailer.
- Finalize all deliverables and prepare to hand off to the client.
- Create final presentation:
 - Stage Presentation Beta: **Zoe & Leah**
 - 1.1: Catherine, **Eva**, Alex
 - Launch/Handoff/Social Deliverables: **Team**
 - Resumes: **Team**
 - NMI Feedback: **Team**



Project Timeline

Final Deliverables: 11/12

DRI: **Catherine Chu**

- Operational Product/Website: Catherine, Eva, **Alex**
- (11/19) Booth Presentation Rehearsal: **Team**
- (11/21) Final Stage Presentation: **Team**
- (12/3) Trailers Due: **Leah, Zoe**
- (12/5) SLAM Debrief
- (12/6) SLAM

