# Main Aim

The aim of our project is to have a market-ready translation application to be used in restaurants around the world. To achieve this, we have broken up our project into 4 phases. Each phase will have goals and deliverables required to pass to the next phase.

Phase one was the planning phase, where we decided on an application, investigated the tools and technology to achieve it. Phase two is the sales phase. We are refining our application based on feedback, creating a video on what our app hopes to achieve, and creating deliverables to ensure our product looks marketable. Phase three is the prototype phase, in which we will secure the infrastructure needed to build the app, write the code and create a working application, one that can translate! Finally, phase four is the test and release phase. We will beta test the prototype during this phase and receive feedback on improvements and bugs in the software. Beyond this, we will begin marketing the product, releasing a limited number of preview versions, and establishing a continuous improvement model to ensure that the app is as good as it can be when released on February 8th, 2022.

# Phase One: Ends 23rd April 2021

Our first goal for phase one was to create a written report. The report included a complete description of the application, the reasons behind it, and the tools and technology needed to bring it to life. The report will ensure that we have all the relevant information in one place to move to phase 2 of our plan.

Another phase one goal is to have a functional website dedicated to the project. This website will have the same information as the written report. The website is an essential step in our project, as it allows us to share our ideas with the world, bring on investors, and be our first steps in marketing the product.

# Phase Two: Ends 28th May 2021

In phase two, the first goal is to write up a second report. This report will be similar to the first. However, we will require far more detail regarding our planned operation and incorporate feedback that we have received from the rollout of the phase report. The report is crucial as it allows us to refine our plans and our product and show significant growth in the project.

We will create an informational video for the completion of phase two. The video will include a description of the application, its reasons, and how our application differentiates from other translation services. The video is an important marketing step and is available to send out to investors and other relevant stakeholders.

Phase two will require the team to create a model of how the application will look on a user’s device. The process will involve using Figma to have a near working application. The model is another critical step in showing relevant stakeholders and potential customers what the app will feel like upon release.

# Phase 3: Ends 6th August 2021

The only goal for phase three will be to have a working prototype by completion. The process will involve procuring the needed infrastructure and completing the coding so that the application can run working translations. Prototype completion is crucial as we need the application to be working to ensure that we can begin testing and further secure funding for testing and marketing.

# Phase Four: Ends 8th February 2022

By the end of phase four, we will need to have a tested and working application ready for market. To ensure this, we will require to complete beta testing and worked out all the bugs so that the application looks and acts as professional as possible. Market launch is essential, as we will need to start generating income beyond the launch to pay back investors and ourselves.

By the end of phase four of the project, we should have a comprehensive ongoing marketing plan. Marketing will involve having detailed digital marketing strategies and ongoing customer engagement. After launch, we must know how we will grow the business and have plans in place to showcase our application to the world.

Our final goal for the end of phase four is to institute a continuous improvement plan. Continuous improvement ensures that all customer feedback can be stored, collated, and acted upon promptly. This important, as our application, exists in a competitive world, and continuous improvement is the only way we will remain on top of any potential future competitors.