**IAB330 – 2019 S2 – Design of Mobile App (A1)**

**DUE DATE: MONDAY, AUGUST 26, 2019 @ 11:59 PM (23:59)**

This assessment focuses on writing a report that explains the design of your mobile app development project, which will be executed throughout the semester. The report is divided into three sections: section 1: problem space (all team members), section 2: competitor analysis (assigned team members), section 3: design and demonstration (assigned team members).

Table 1: Deliverables for Assessment 1

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| **Section** | **Deliverables** | **Student Contribution** | **Marks** |
| 1: Problem Space | 1.1: Problem Identification | **All** team members | 2.5 |
| 1.2: Design Motivation | **All** team members | 2.5 |
| 2: Competitor Analysis | 2.1: Competitor Identification | **Assigned** team members | 5 |
| 2.2: SWOT Analysis | **Assigned** team members | 5 |
| 2.3: Multi-Criteria Decision Analysis | **Assigned** team members | 5 |
| 3: Design and Demonstration | 3.1: Mock-Up | **Assigned** team members | 10 |
| 3.2: Interviews | **Assigned** team members | 5 |
| **Collective total of 25 marks individually.**  **All deliverables above must be delivered by the whole group.** | | | |

**Submission Checklist (Required)**

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| --- | --- | --- | --- |
| **ITEM** | **DETAILS** | | **Y/N** |
| **Team Details**  **Indicate Submitters**  **Primary (P)**  **Secondary (S)** | **Student Number** | **Student Name** | Y |
| n9960783 | (P) Thomas Crilly |
| n10233997 | (S) Bill Wen |
| n10142975 | Hanosiyan Ravinthirakumaran |
| n10260480 | Jacob Mckenzie |
| **Tutorial Details** | Tutor Name: Joshua Wallace  Tutorial Day: Wednesday  Tutorial Time: 4pm – 6pm | | Y |
| **Submission File**  **(Word Document)** | IAB330 - 2019 S2 A1 - TUTOR NAME – APP NAME.docx  Example: IAB330 - 2019 S2 A1 – Sri – Awesome App.docx | | Y |
| **Late Submissions** | Our team acknowledges that as per official QUT policy (stated under [E/6.3 Student academic concessions, subsection 6.3.5 Late assessment and extensions](http://www.mopp.qut.edu.au/E/E_06_03.jsp#E_06_03.05.mdoc)), late submission without an approved extension in place, will be marked ZERO, without exceptions. | | Y |
| **Submission Checklist** | **This** checklist completed and included as cover page in final submission. | | Y |

**ASSIGNMENT WILL BE SUBMITTED ON BLACKBOARD VIA TURNITIN**

**LATE SUBMISSIONS WILL BE MARKED ZERO AS PER QUT POLICY**

**>>> DO NOT WAIT UNTIL THE LAST MINUTE TO SUBMIT <<<**

**DUE DATE: MONDAY, AUGUST 26, 2019 @ 11:59 PM (23:59)**

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| --- | --- |
| Section 1: Problem Space Deliverable 1.1: Problem Identification (2.5 marks) Why is the problem important (approx. 250 words) | |
| ALL TEAM MEMBERS | |
| 2.5 marks for excellent explanation.  2 marks for good explanation.  1 mark for average explanation.  0.5 marks for limited explanation.  0 marks for non-existent explanation. | |
| This application, Timetable Sharing, is focussed on solving the problem that is the difficulty for those people with weekly schedules (namely university students) to keep track of the weekly timetables of their friends and acquaintances, and efficiently engage in team meetings and meet up with friends. Currently the process of meeting up with anyone at all can vary from asking them to send you their timetable and then comparing it to your own, going back and forth between the two working out when you both are free, to using an app such as Apple or Google calendar, to simply sending messaging them about a specific date and time. This can all sound simple enough, but the difficulty ramps up with team meetings, and meetups with multiple friends, as coordinating between 4 or 5 people with sometimes wildly differing timetables can quickly become a nightmare.  Not only is comparing and finding mutual availabilities a difficulty, but a general consensus was found amongst those we interviewed, that most people store their timetables in their photo gallery. Storing your own timetable, as well as those of all your friend is an unintuitive solution which is time consuming and can cause confusion. Few questioned used an app timetable solution.  There are already numerous mobile apps out there in a similar vein, several of which contain features that could in part help provide a solution to this issue, however, many are unintuitive to the user, and in this particular task, not at all streamlined in terms of visualising the necessary information on the screen for ease of use for the user. | |
| ? Marks (to be completed by tutor) | |
| Tutor Comments |  |

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| Section 1: Problem Space Deliverable 1.2: Design Motivation (2.5 marks) Justify the value of your app solution, including the idea of the app (approx. 250 words) | |
| ALL TEAM MEMBERS | |
| 2.5 marks for excellent explanation.  2 marks for good explanation.  1 mark for average explanation.  0.5 marks for limited explanation.  0 marks for non-existent explanation. | |
| Our app, Timetable Sharing perfectly addresses the problem space. The features of our app include:   * Allowing the user to see their own timetable as soon as they open the app on the first screen. This provides a solution to the problem space through streamlining the process we found most users to go through; opening a photo of their timetable saved in their gallery or saved photos, which is quite inconvenient to reference. * Saving their friend’s timetables. Without this app, students would reference their friend’s timetables by going to that their conversation history and finding the screenshot, or saving all their friend’s timetables into their gallery. Both options are inconvenient and unintuitive.  With this app, all the user’s connected friend’s timetables are stored in the app and able to be viewed with a touch of a button. * Over lapping and comparing timetables. Normally students would bring up their friend’s timetables side by side to compare to see if they have mutual free time. This is difficult to do especially during group work when 4 or 5 people want to compare timetables. Our app allows you to overlay everyone’s timetables into one timetable to easily spot suitable time slots.   We believe our app provides an excellent solution to this particular problem space that is relevant yet niche and which is encountered almost daily for many people, especially students in higher education. | |
| ? Marks (to be completed by tutor) | |
| Tutor Comments |  |

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| Section 2: Competitor Analysis Deliverable 2.1: Competitor Identification (5 marks) Identify top 2 competitors and explain why you chose these competitors + present and explain 2 strengths and weaknesses for each 2 competitor | | | | |
| ASSIGNED TEAM MEMBERS | | Student Number | | Student Name |
| n9960783 | | Thomas Crilly |
| n10233997 | | Bill Wen |
| n10142975 | | Hanosiyan Ravinthirakumaran |
| n10260480 | | Jacob Mckenzie |
| 2.5 marks for excellent explanation per competitor.  2 marks for good explanation per competitor.  1 mark for average explanation per competitor.  0.5 marks for limited explanation per competitor.  0 marks for non-existent explanation per competitor. | | | | |
| Competitor Identification | | | | |
| Competitor 1 | Apple Calendar - We chose this app because it is very widely used by Apple users, who would due to mobile phone market share consist of potentially up to a third of our market. | | | |
| Competitor 2 | Timetable by Gabriel Itner Apps UG - This application’s service is closest in execution to our vision for Timetable Sharing. | | | |
| Competitor 1: Apple Calendar | | | | |
| Strength 1 | App’s storing functionality allows you to store data from other calendar apps out there. | | | |
| Strength 2 | Apple’s iCloud service provides end-to-end data security which provides a more secure experience. | | | |
| Competitor 1: Apple Calendar | | | | |
| Weakness 1 | The application’s UI is atrocious up to the level where the data you store is not organised well, you can’t add friends to share your timetable with unless you have them on your contact list, there are limited customizable functionalities to play around with, and the colour palette is pale, and sterile, and unwelcoming. | | | |
| Weakness 2 | The app is built in, so to actually use the app, an Apple product has to have first been purchased. Much of our main target demographic, being students on a limited budget, may often find these products to be cost-prohibitive. | | | |
| Competitor 2: Timetable | | | | |
| Strength 1 | The UI is compact and user friendly. It doesn’t distract and provide too many or unnecessary functions that diverts the user from the primary purpose of the app. | | | |
| Strength 2 | The app is free with all the features being accessible once downloaded. | | | |
| Competitor 2: Timetable | | | | |
| Weakness 1 | The app doesn’t allow users to share their timetables with their friends in any manner, as the app was created to be used solely by the user installing it. | | | |
| Weakness 2 | The design layout of the app doesn’t actually show all 7 days when you open it, so you have to manually scroll horizontally if you want to view Saturday and Sunday. Furthermore, there’s an unnecessary feature called ‘automute phone during lesson’ which draws away from its purpose as a timetable app. | | | |
| ? Marks (to be completed by tutor) | | | | |
| Tutor Comments | | |  | |

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| Section 2: Competitor Analysis Deliverable 2.2: SWOT Analysis (5 marks) Identify and explain 2 strengths and weaknesses for your app  + present strategies for each 2 competitor  and briefly explain these strategies | | | | |
| ASSIGNED TEAM MEMBERS | Student Number | | | Student Name |
| n9960783 | | | Thomas Crilly |
| n10233997 | | | Bill Wen |
| n10142975 | | | Hanosiyan Ravinthirakumaran |
| n10260480 | | | Jacob Mckenzie |
| 5 marks for excellent completion.  4 marks for good completion.  2.5 marks for average completion.  1 mark for limited completion.  0 marks for non-existent completion. | | | | |
| Your App | | | | |
| Strength 1 | | The UI is intuitive and simple. There aren’t any complicated and unnecessary functionalities that detracts from the purpose of our app; it is streamlined as necessary while still allowing for customisation to the taste of the user aesthetically. | | |
| Strength 2 | | It’s cross platform and free as well as being a small and compact app  without advertisements and bloat. | | |
| Weakness 1 | | Lack of complexity. Whilst some may see this as a strength, it is also a great weakness, as some functionality that super-users may expect or want may not be provided, at least in the manner or level of depth they desire. Super-users are, however, a minority of our target demographic. | | |
| Weakness 2 | | Accessibility. This is a multi-layered weakness, as it comes both from the perspective of Integration accessibility, as well as feature accessibility. Integration, in that unlike several major service providers such as Outlook and Facebook, which offer some capacity to connect with other applications using this kind of data, our application may not provide this level of cross-application integration. Feature accessibility also, in that as one of the main selling points of our app is the visualisation of several user’s timetables, without already having the app installed, it can be or appear inaccessible to to others. | | |
| Your App vs. Competitor 1: Apple Calendar | | | | |
| Strength-Opportunity Strategy | | Apple Calendar is not available on non-Apple devices, while our app fills this void, being available on all devices Apple and Android. | | |
| Strength-Threat Strategy | | Using the strong cross platform compatibility and user interface of our  app, we will overcome the strong integration with the Apple ecosystem that Apple Calendar has. | | |
| Weakness-Opportunity Strategy | | A weakness of our app is in the lack of userbase. This, however, will be  mitigated with marketing and naturally resolved over time, along with service syncing. | | |
| Weakness-Threat Strategy | | The design must be wary of the combination of being an unestablished product, and the potential for lack of perceived enjoyment, culminating in the app falling out of favour with potential users. Careful attention must be paid during the development phase to avoid this reality. | | |
| Your App vs. Competitor 2: Timetable | | | | |
| Strength-Opportunity Strategy | | Timetable does not allow for timetable sharing and overlaying, which is a core component of our application. | | |
| Strength-Threat Strategy | | The more innovative and functional design of our app will overcome the  deterrence of moving to a new platform that those using Timetable have. | | |
| Weakness-Opportunity Strategy | | A weakness of our app is the lack of large quantities of  immediately viewable data in comparison to Timetable. This can also be seen as an opportunity to entice those desiring a more simplistic and streamlined app. | | |
| Weakness-Threat Strategy | | The weakness of an initial lack of a user base, and the threat of lack of complexity as compared to Timetable can be strategically navigated by appealing to those desiring a more simplistic and intuitive navigation, along with advertising to the userbase to close this gap. | | |
| ? Marks (to be completed by tutor) | | | | |
| Tutor Comments | | |  | |

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| Section 2: Competitor Analysis Deliverable 2.3: Multi-Criteria Decision Analysis (5 marks) MCDA model (top 2 competitors, 5 user needs) + explain user needs and derive objectives for your mobile app + identify 2 MVP features (minimum viable product) | | | | |
| ASSIGNED TEAM MEMBERS | | Student Number | | Student Name |
| n9960783 | | Thomas Crilly |
| **n10233997** | | Bill Wen |
| n10142975 | | Hanosiyan Ravinthirakumaran |
| n10260480 | | Jacob Mckenzie |
| 5 marks for excellent completion.  4 marks for good completion.  2.5 marks for average completion.  1 mark for limited completion.  0 marks for non-existent completion. | | | | |
| MCDA model (please use supplied Excel sheet template) | | | | |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | Sync sharing | Timetable importing | User-base | Simple UI | Capable of complexity | Ease of use | Cost | Total | Weighted total | | Apple Calendar | 4 | 1 | 3 | 3 | 5 | 3 | 0 | 19 | 61 | | Google Calendar | 4 | 3 | 3 | 2 | 5 | 4 | 5 | 26 | 83 | | Timetable | 0 | 0 | 2 | 4 | 2 | 4 | 5 | 17 | 53 | | Messaging apps | 1 | 2 | 5 | 4 | 0 | 5 | 4 | 21 | 64 | | Our app | 5 | 2 | 0 | 4 | 3 | 4 | 5 | 23 | 78 | | weighting | 4 | 3 | 2 | 3 | 3 | 4 | 3 |  |  | | | | | |
| Explain user needs and derive objectives for your mobile app | | | | |
| Synchronised sharing | The user needs to be able to view their own timetable and their friend’s timetables in a synchronised manner. | | | |
| Ease of use | The app needs to be easy to setup and use. | | | |
| Ergonomics | The user needs to have a simplistic and minimalistic interface uncluttered by unnecessary features or excess information | | | |
| User-base | People the user know must use or be willing to use the app. | | | |
| Cost | The cost on the end user must be low, if at all present. | | | |
| Identify 2 features for your app’s MVP (Minimum Viable Product) | | | | |
| Timetable sharing | The ability to view your own timetable, and the timetables of friends. | | | |
| Meetup finding | The ability to easily be able to discover mutual availabilities. | | | |
| ? Marks (to be completed by tutor) | | | | |
| Tutor Comments | | |  | |

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| Section 3: Design and Demonstration Deliverable 3.1: Mock-Up (10 marks) Present a mock-up of your mobile app design | | |
| ASSIGNED TEAM MEMBERS | Student Number | Student Name |
| n9960783 | Thomas Crilly |
| **n10233997** | Bill Wen |
| n10142975 | Hanosiyan Ravinthirakumaran |
| n10260480 | Jacob Mckenzie |
| 10 marks for excellent mock-up.  7.5 marks for a good mock-up.  5 marks for satisfactory attempt to complete mock-up.  2.5 marks for limited attempt to complete mock-up.  0 marks for incomplete mock-up. | | |
| Mock-up 1 (Bill Wen) | | |

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| Section 3: Design and Demonstration |
| Mock-up 2 (Hanosiyan Ravinthirakumaran)    Double click to access embedded file |

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| Section 3: Design and Demonstration | |
| Mock-up 3 (Jacob Mckenzie)   |  |  |  |  | | --- | --- | --- | --- | |  |  |  | **double click to access embedded file** | |  |  |  |  | | |
| ? Marks (to be completed by tutor) | |
| Tutor Comments |  |

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| Section 3: Design and Demonstration |
| Mock-up 4 (Thomas Crilly)  (more inside) -> |

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| Section 3: Design and Demonstration  Deliverable 3.2: Interviews (5 marks) Conduct 2 interviews and present transcription + provide a short summary of the interviews with key insights | | | |
| ASSIGNED TEAM MEMBERS | Student Number | | Student Name |
| n9960783 | | Thomas Crilly |
| **n10233997** | | Bill Wen |
| n10142975 | | Hanosiyan Ravinthirakumaran |
| n10260480 | | Jacob Mckenzie |
| 5 marks for excellent completion.  4 marks for good completion.  2.5 marks for average completion.  1 mark for limited completion.  0 marks for non-existent completion. | | | |
| Interviewee 1 Details | | | |
| Participant Name: Wesley Kok | | | |
| Participant Email Address: n9972676@qut.edu.au | | | |
| I, (Participant Name), hereby consent to participate in this interview and give feedback to the project team throughout the course of the semester.  Signature of Participant: Verbal Agreement\_\_\_\_\_\_ Date: \_\_\_21/08/19\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | |
| Interview 1 Transcript (full transcript with questions and answers) | | | |
| Problem Space  Could you describe your experience using timetable, calendar, and or shared timetable/calendar applications on any platform?  *Have used Facebook messenger and google calendar, currently using google calendar.*  How is it you organize meeting with others as part of a group?  *Google calendar, or for small / unexpected things Facebook messenger or by face to face.*  Could you give me an example of any applications you use to organize meeting with others?  *Facebook messenger, google calendar*  Competitors  What are the names of other timetable or calendar applications you use, have used or have heard of?  *Google calendar, apple calendar, Microsoft teams*  What do you like most about that/those application/s?  *That they link to existing platforms / services*  Is there something this/these application/s don’t do or have that you wish they did?  *Would be nice if they where more streamlined less wide in scope.*  Ease of Use  Based off your first impressions, could you describe your experience using this application?  *Its fine*  Did navigation of this application come intuitively/easily?  *yea*  Could you describe something about the layout/UI that you would want changed in any way?  *Some kind of way to see the current time in the app.*  Practicality/Usefulness  Could you see yourself using this application if it were to be released today? Why/why not?  *No because I already use google calendar, but if I know some one who used it and they asked me too then I probably would*  - Could you see why people would use this application? Would you use it yourself?  *Yea, because its nice and simple, but I personally wouldn’t cause I already use google calendar and it does what I want, and I don’t want to enter everything again.*  So, would you believe that a way to import your timetable from another app would make you more likely to use this app?  *yea*  Enjoyment  Did the colour palette used in this application elicit any particular emotions from you?  *I liked the dark theme, because I use my phone in low light and the light from the screen can be blinding sometimes. The colours where nice too.* | | | |
| Interviewee 2 Details | | | |
| Participant Name: Kristopher Dickinson | | | |
| Participant Email Address: n9946446@qut.edu.au | | | |
| I, (Participant Name), hereby consent to participate in this interview and give feedback to the project team throughout the course of the semester.  Signature of Participant: Verbal agreement Date: \_\_21/08/2019\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | |
| Interview 2 Transcript (full transcript with questions and answers) | | | |
| Problem Space  Could you describe your experience using timetable, calendar, and or shared timetable/calendar applications on any platform?  *I use Facebook Messenger to ask people what time they’re free, sometimes send photos of our timetables. Otherwise, I just look at my saved screenshot of my timetable in my picture gallery.*  How is it you organize meeting with others as part of a group?  *Mainly still just over messenger, or sometimes texting.*  Could you give me an example of any applications you use to organize meeting with others?  *Facebook messenger, android messenger (for texting)*  Competitors  What are the names of other timetable or calendar applications you use, have used or have heard of?  *Google calendar, as I use android, nothing else.*  What do you like most about that/those application/s?  *I like that it syncs with say Outlook and you can kind of import data from one to the other.*  Is there something this/these application/s don’t do or have that you wish they did?  *I think the feature of your app would be quite useful, seeing everything visually in the one screen rather than switching between different photos or trying to match up written times.*  Ease of Use  Based off your first impressions, could you describe your experience using this application?  *Seems pretty easy to use, similar layout to other apps.*  Did navigation of this application come intuitively/easily?  *Yes, quite easy.*  Could you describe something about the layout/UI that you would want changed in any way?  *Would rather either much lighter or much darker background, also cleaner visualisation of multiple timetables.*  Practicality/Usefulness  Could you see yourself using this application if it were to be released today? Why/why not?  *Would definitely use it if some of my friends did.*  - Could you see why people would use this application? Would you use it yourself?  *I like how streamlined it is and how easily you could theoretically see other people’s availabilities. Saves all the mucking around.*  So, would you believe that a way to import your timetable from another app would make you more likely to use this app?  *Probably not* | | | |
| Provide a short summary of the interviews with key insights | | | |
|  | | | |
| ? Marks (to be completed by tutor) | | | |
| Tutor Comments | |  | |

**(End of document)**