Delwyn LaCour

WEB.289.0001

Professor D’Agata

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“WHO & WHAT ARE YOU?!”

App Technical Feasibility Assessment

**Introduction**

The “WHO & WHAT ARE YOU?!” App will allow users to find out what animal they look like, or what celebrity the user favors mostly. This will be accomplished by asking the user to take a photo or upload a photo of themselves to the app. Once the photo is uploaded or taken, the app will then give the user output in the form of a photo of an animal or celebrity.

**Technical Feasibility**

“WHO & WHAT ARE YOU?!” will be developed using swift, because it will be created as an IOS app. The functionality of “WHO & WHAT ARE YOU?!” will require the use of ML(Machine Learning). Using ML I will be able to properly train a data base using images to compare with the user’s input. The XCode development environment and Cocoa Touch for iOS framework will be used to develop this app. Depending on the complexity of “WHO & WHAT ARE YOU?!”’s programming, Cocoa for Mac OS X may be used to develop different versions of the app. “WHO & WHAT ARE YOU?!” will require access to the user’s camera, or files if the user chooses to upload an image. With this app being a one input one output design, it will not require much storage from the user’s device. Also, the device’s battery life will not be affected much beyond when the app is being used. This is because the app will only be running while in use. I have created an ML app once before, but I am in the process of retraining so that my understanding of the ML concept is true. This app may not need as many updates as other apps today, because there are not too many working parts and activities that are included. What I see as an update to the ML database would be the addition of new images. I believe that bug fixes and all updates can be resolved and implemented. I will update and fix the bugs behind the scene, then issue an alert and update file to the user. Each version of “WHAT & WHO ARE YOU?!” will be uploaded to a version control management system such as GitHub. I will keep my ears and eyes open for user’s feedback, this will most likely determine the updates and fixes within the app.

**Operational Assessment**

* **Internal Matters**

“WHAT & WHO ARE YOU?!” will be created by Del’s DDP. Currently at this time I am the only employee at Del’s DDP. With this being the case, I am management and employee. I will not resist this project. I am very optimistic about this app because it will be my first launch from the App Store. It will most definitely change the status quo for Del’s DDP as a company, because there was no status quo until now. No new roles in the company will be required to develop this app. The is a small chance that I may contact an outside advisor for some tips on ML app development**.**

* **External Matters**

Since “WHAT & WHO ARE YOU?!” uses images of the user, multiple privacy concerns may arise for the user. Users may be concerned with the use of their images. To alleviate these concerns, I will create a privacy agreement that will cover this. The agreement will express that the proper use of the users images will take place. At this time the only information/data that will be collected from users are the images. There are a few apps on the App Store that are similar to “WHAT & WHO ARE YOU?!”. I will have to set the app apart from the others of its like, as to not run into any copyright issues. The risk of cyber attack will most definitely rise, due to there being no risk before the development of this app. Customers will be educated on the app prior to purchase through the app’s App Store details**.**

**Schedule Feasibility**

I believe that I am capable of launching this app on time(May 6th). If at all possible, I would like to try my first launch ten days before the due date. This will give me a small window to deal with any App Store denials/rejections of my app. There will have to be some retraining of the concepts to create this app. It will take maybe a day or two to get the Machine Learning concepts back down. The Machine Learning is the main ingredient to this app, without it there would be no app. I feel that after I have taken the app through the testing phase, I will pretty much have all the issues bugs worked out. Once the app is deployed I will base most maintenance and updates on the feedback of the customers.

**Schedule Timeline**

Wire frame Feb 5 – Feb 13 2021

Prototype 1 Feb 18 – Feb 25 2021

Prototype 2 Feb 25 – Feb 28 2021

Digest feed back on prototypes and implement changes Mar 1 – Mar 8 2021

Retrain Machine Learning Mar 8 – Mar 12 2021

Create UI Mar 13 – Mar 16 2021

Start on programming the app Mar 14 – Mar 21 2021

Test and debug the app Mar 22 – Mar 29 2021

Copyright and Privacy concerns Mar 30 - Apr 4 2021

Get feedback from other developers Apr 5 – Apr 12 2021

Implement best of suggested changes from developers Apr 13 – Apr 20 2021

Start deployment process Apr 20 – Apr 26 2021

I truly believe if I stick to this schedule, I will be able to deploy “WHAT & WHO ARE YOU?!” On time through the Apple App Store.

**Economic Feasibility**

At this time the only overhead is the Apple app developers license which is $99. I believe with the right marketing I will be able to at least get the initial license fee back, which would break me even.

**Market Feasibility**

Being that there are apps similar to “WHAT & WHO ARE YOU?”, there is already a market for this type of an app. To break away from this markets pack I will implement customized designs and programming. This app will target an audience ranging from the ages 18-45. This is the age range I believe will be most interested in such an app. If it is the right time for my app in the market will not matter, if my able is able to stand above the rest.

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| --- | --- | --- | --- | --- |
| Feasibility Criteria | Weight | Native App | Web App |  |
| Technical Feasibility | 30% | 100 | 50 |  |
| Technology |  | Technology used in Native app will run much smoother than a web app | Technology for the web app is just as good but not for IOS app |  |
| Operational Feasibility | 20% | 100 | 90 |  |
| Political |  | There will be no political problems within the organization | Employees may be needed, which could be political |  |
| Schedule Feasibility | 20% | 90 | 100 |  |
| How long to create |  | Two Months | One Month |  |
| Economic Feasibility | 20% | 100 | 50 |  |
| Develop cost |  | $99 | $150 |  |
| Market Feasibility | 10% | 50 | 50 |  |
| Market ready |  |  |  |  |
| Total points |  | 88 | 68 |  |
| Ranking |  | 1 | 2 |  |