PROYECTO MOBILE APP.

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EXECUTIVE REPORT.

Currently, In Chili 90% of minors have cellphones. 82% of children between 8 and 12 years old use their own mobile device, and 97% of minors between 13 and 17 years old.

¿How do children and teenager use their cellphone? According to the last children digital x-ray of children and teenager carried out by ClaroVTR with Criteria, the most used Mobile App is YouTube (93%), followed by WhatsApp (89%) and TikTok (73%). While Facebook continues to decline in the preferences for children and teenager, reached 30%. Watching videos (94%), chatting with Friends and parents (83%), viewing photos (82%) and researching topic of interest (79%) are the activities most often carried out on social networks.

Analizing this figures, it's true, we can see that "Researching topic of interest" is a Reality that the users frequently do, however when viewing the most used applications, we can see that the Productivity Apps aren't among the reviewed inputs.

As a result of this problem and extrapolating it to users age majors, it was areated a Mobile App to cover this niche, this have a good user experience, is interactive and so, the users are called to use frequently app. The application is to all ages so this have a universal language and content.

With this framework the app is developed and have:

- Logbook.
- Notes.
- English card to promote English writing.
- Translator (Any language to Spanish).
- Interactive radar. Toss historical persons, spaceship and other machines.
- Interactive radar that show seabed video.
- Animated & Interactive Wallpapers.
- Anime characters description sections.
- Fiction interactive news from anime perspective.

Once defined the product universality, the Forecast was utilice the app with their funcionalities as template to other business or personal applications, analyzing make marketing to means GoogleAds and FacebookAds, to gaming & developer communities segments.

The final Project target is use Dexter Lab as a platform that host many applications developed with their template, isolating and protecting each space to means userauth.

Business Model.

Project name	Dexter Lab
Needs of user	● Give a good use to cellphone mixing Productivity y Leisure. ● Encourage Reading and Fancy. ● Hosting spaces with user contents. ● Give functionalities inside a productive environment. ● Learning languages and other customized content.
Business Model	● Hosting spaces with user contents. ● Offer native Ads inside of application. ● Offer subscriptions for specifical features. ● Sold specific content. ● Receive donations.
Differentiating features	● Easy-to-use Product. ● Innovative and interactive product that call to use productivity features. ● Call to create your own app, enhance the creativity by means of designing your own space. ● All information hosting in your cellphone. The App use internet only to essential.

Product as Research Input

Project Name	Dexter Lab
Scope	● Cluster algorithm with TensorFlow. ● Classification algorithm with NoSQL. ● Statistical Development with Python. ● Implementation of Cibersecurity technics.
Differentiating features.	● FrontEnd finished: There are follow the model developed to scale it. Don't necessary seeks new ideas as model Project. ● The Project is scalable to others programming language. ● Creative e innovator idea to develop statistical research by means to a qualitative methodology as metric to develop uncommon KPIs and Dashboards and so measure the programming project that was iterative and non-linear processes.
Notes	● The most commonly web Project aren't complex but rather are simple and user-friendly. The issue is the infrastructure. ● In the face of disruption of IA and ML, the innovative and scalable ideas are the key to being competitive and gaining knowledge about small-scale projects with large infrastructure. ● Start research with a project with a developed frontend to boost development with fresh ideas.

Strategies Used.

SWOT Analysis.

ANÁLISIS F.O.D.A.	
STRENGTHS	OPPORTUNITIES
● Backend and Frontend developed. ● The content of software is for universal use. ● Innovative product that stimulate the creativity to create your own space. ● Stimulate the tracking of daily activities with a logbook. ● Doesn't transmit information entered in app for internet. ● Deliver didactic content to stimule the Reading and the responsible use of cellphone. ● Deliver infraestructura and standard content to study and hang out.	● Product with great commercial reach. ● Make a hosting platform. ● Make a Social Media. ● Create statistics with Python obtain data from and through programming language with lean methodology. ● Use ML to create data cluster. ● Use unstructured databases in a programming environment. ● Implement cibersecurity techniques. ● Make GoogleAds and FacebookAds marketing. ● Create shopping cart to microenterprises.
WEAKNESSES	THREATS
● Currently, the product is only available for Android. iOS will be available soon. ● The Project have all testers ok, there is little time left to be approved. ● The Project can only be used as template. It will take some time to become a hosting platform. ● The App haven't the games finished. There are two games advanced 80% roughly. ● The Project has only advanced in data collection with programming language, there is still time to begin statistical analysis. ● No cluster algorithms have been generated. Only a realistic roadmap with the necessary tools is available.	● Tha application doen´t capture the attention of users. ● Applications must be created for each new user because there are not users who buy hosting. ● Problems with integration between Python statistics with application environment. ● Problems in the use of standard cluster Models to preset ML. Own model should would be Created. ● Can't finish the games (currently, its progress is 85%). ● Little time to incorporate more and better funcionality. ● API handle issues. ● Decrease functionalities for few users.

Strategic Alliances.

Really, my project started as a personal project, but now my main goal is create a big academic impact with my programming Project. Then, in relation to this report, the final goal will be use the software code as input for academic research that meets all the characteristics outlined above. Therefore, the relevant stakeholders will be:

- **Applications Stockist**
  - Google Play Store in case of Android.
  - App Store in case of iOS.
- **Advertising Agency**
  - Initially, the idea is use Image Ads with a slogan that call to action of download application, only for curiosity of see their topic. Anexo 1.
  - After, would be useful a Alliance with advertising agency to they create one idea and script to Short to YouTube, TikTok or Instagram to show the principal features of application.
- **Research Lab**
  - The Project has at least five branches that can be studied from the software code base. These are:
    1. Cluster algorithm.
    2. Classification algorithm.
    3. Data Mining with Python
    4. Cibersecurity
    5. Games
- **Public or private entities or persons:**
  - Considering the case of migrating SaaS to Paas, It would be useful to reach agreements with gaming & Developer communities to offer the App as a service, reach agreements on periodic updates, etc.
  - In case of the software is used as input of research, it could adapt the platform to studies of stakeholder.

Competitive Advantages.

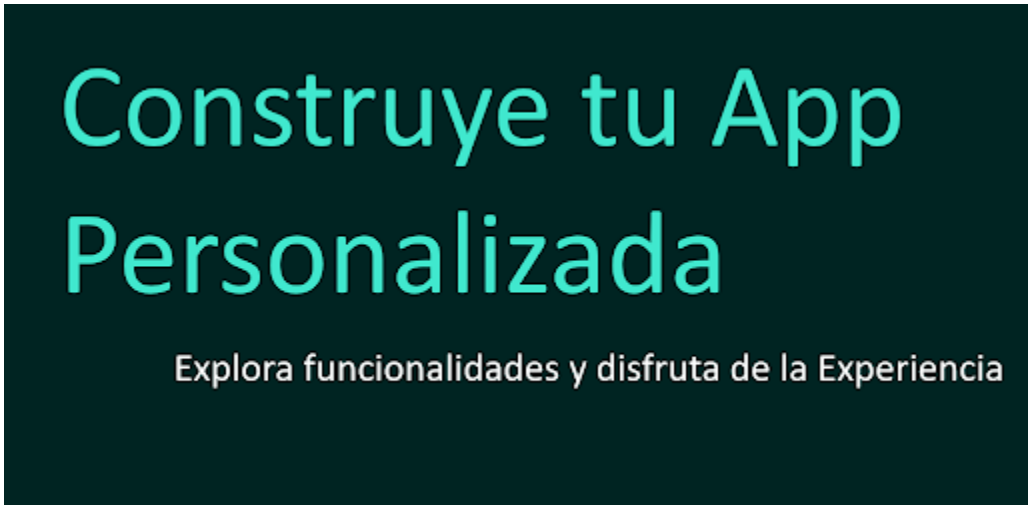
Competitive Advantage	**Definition**
FrontEnd developed	A distinctive feature of the product as a research input is the availability of the software base code, which from minute zero provides academic value to the research, allows understanding its operation and structure, and planning the following steps in this regard.
Scalability of product	Having developed code, it can transform the code to other programming language to offer Specific services, make market and adverstising research.
Innovation	It is currently know that is a good practice promote the proper use of cellphone, in stablished places, deliver a functional tool that enhance de user productivity, with a comfortable interface, deliver a innovation quality to Dexter Lab Software. Implement cibersecurity techniques in MobileApp. Growing area.
Customization	The software delivers a scalable interface as platform to hosting services and offer native advertising that does not interrupt the operation of my app. Users can also publish their own articles in the App that follow the editorial line of the same, This is easy of understand when you see the section and read the tittles.
After-sales services	The app features a chat (operational in the next Update, not in the testers version), where users can request specific updates, check prices and suggest offers and content.

LITERATURE

Journalist: Corvalan Francisco, 22/05/2024. Article Obtained from La Tercera Daily: https://www.latercera.com/que-pasa/noticia/estas-son-las-consecuencias-en-los-alumnos-si-no-usan-el-celular-en-la-sala-de-clases-segun-un-estudio/KKBQPRPJARHGZNYGPMCG3HCNFE/#

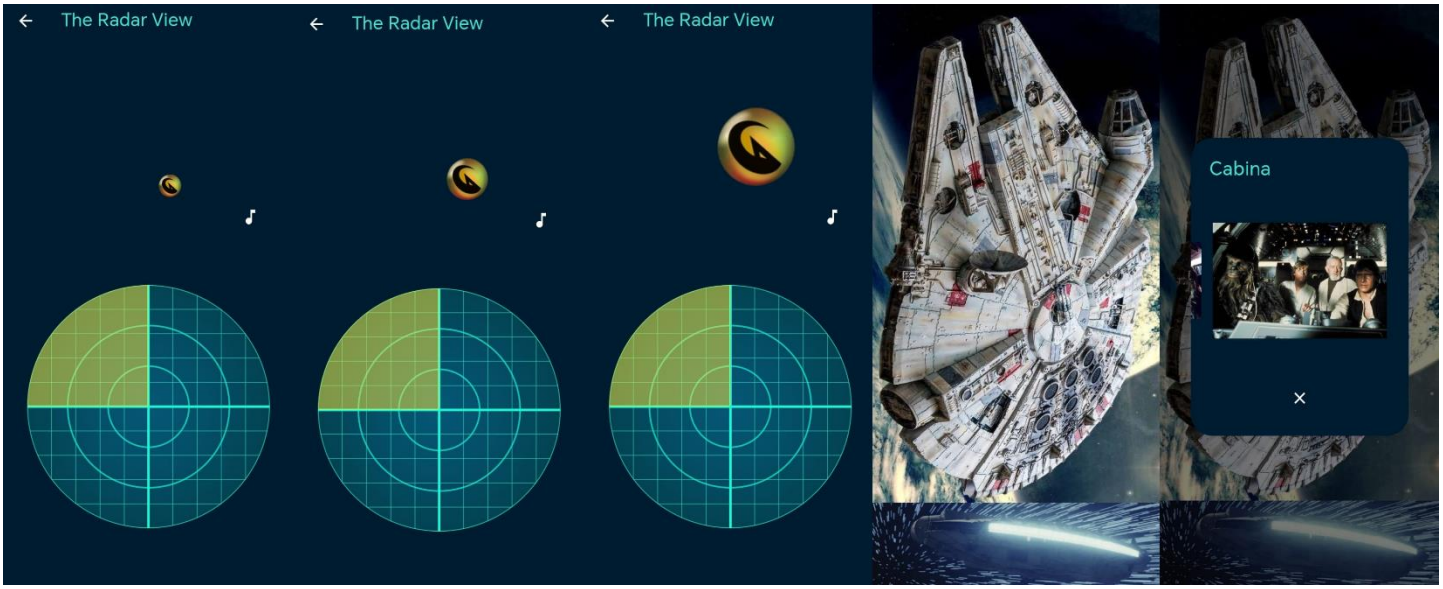
ANEXOS

Anexo 1: Image Ads.

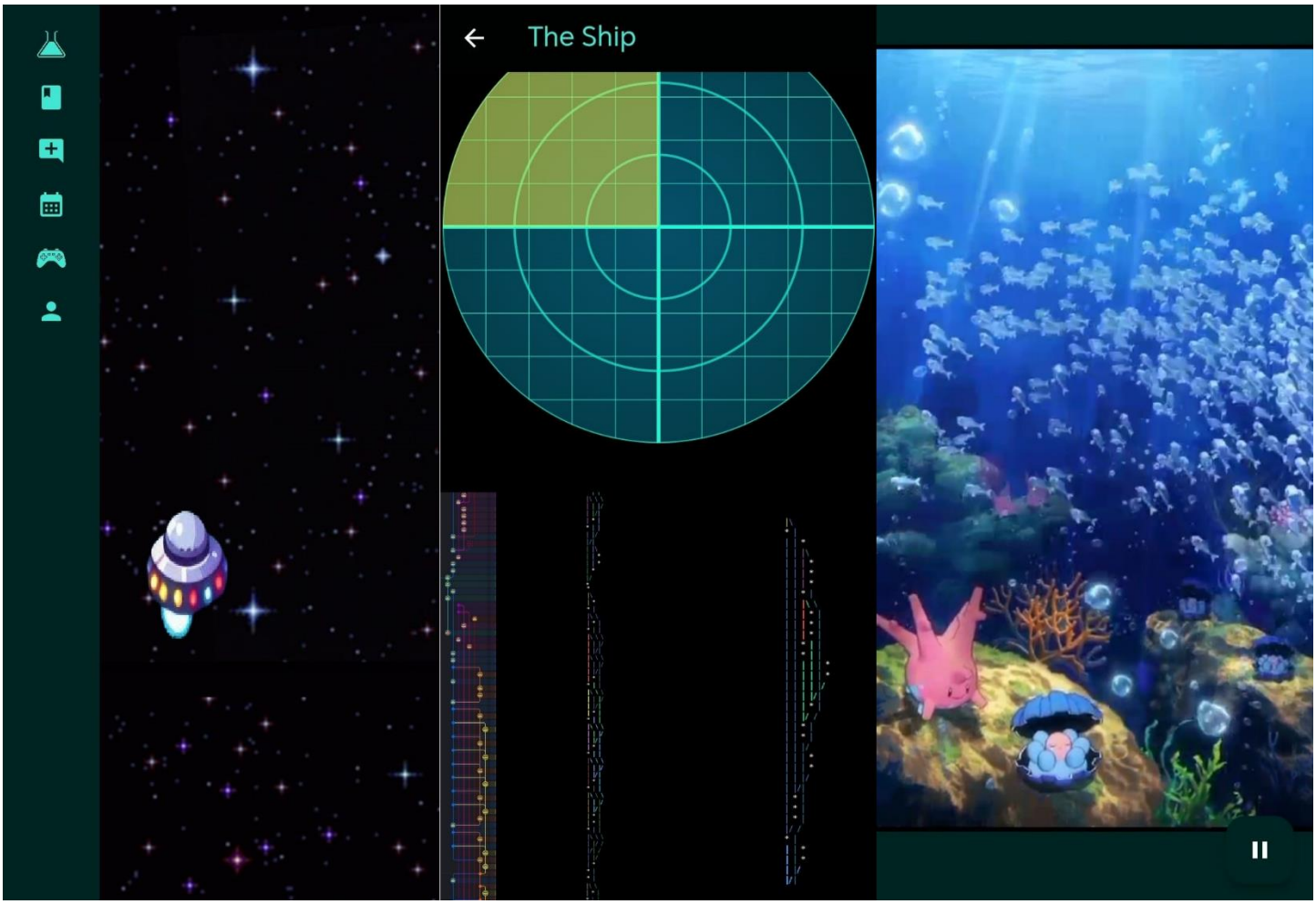


Anexo 2: Principal Interface

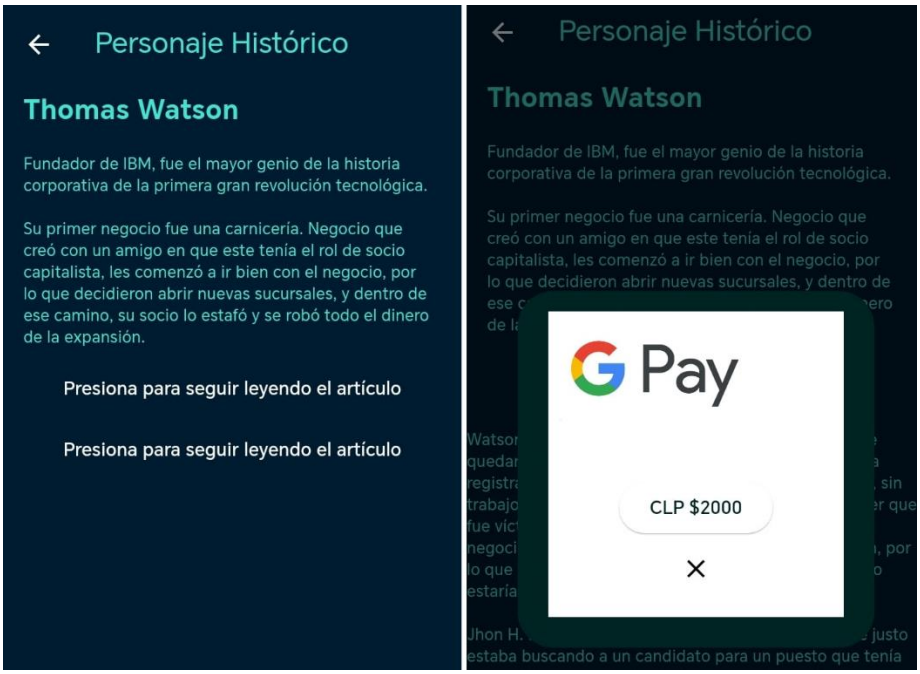
Anexo 3: Interactive Radar



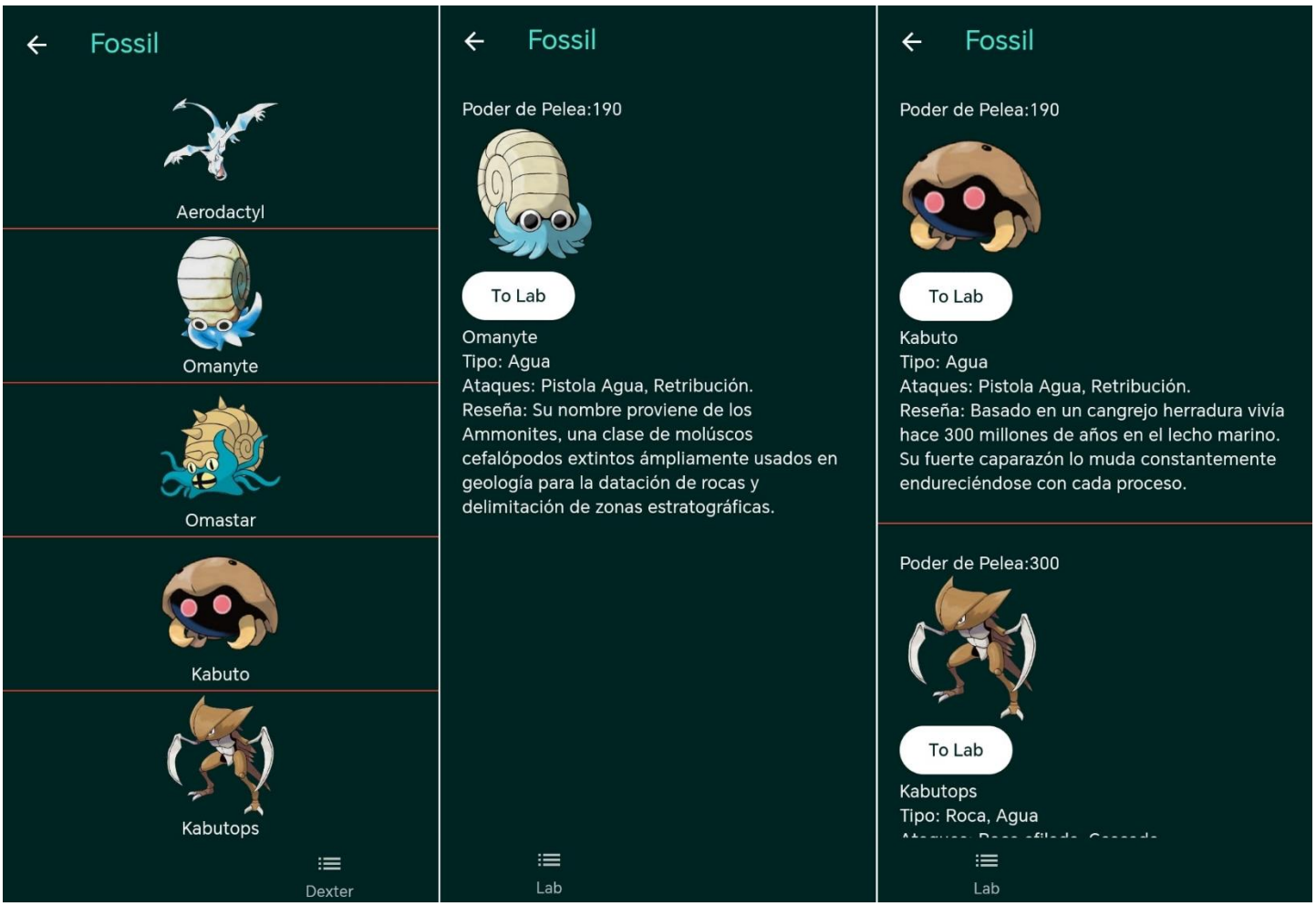
Anexo 4: Wallpapers



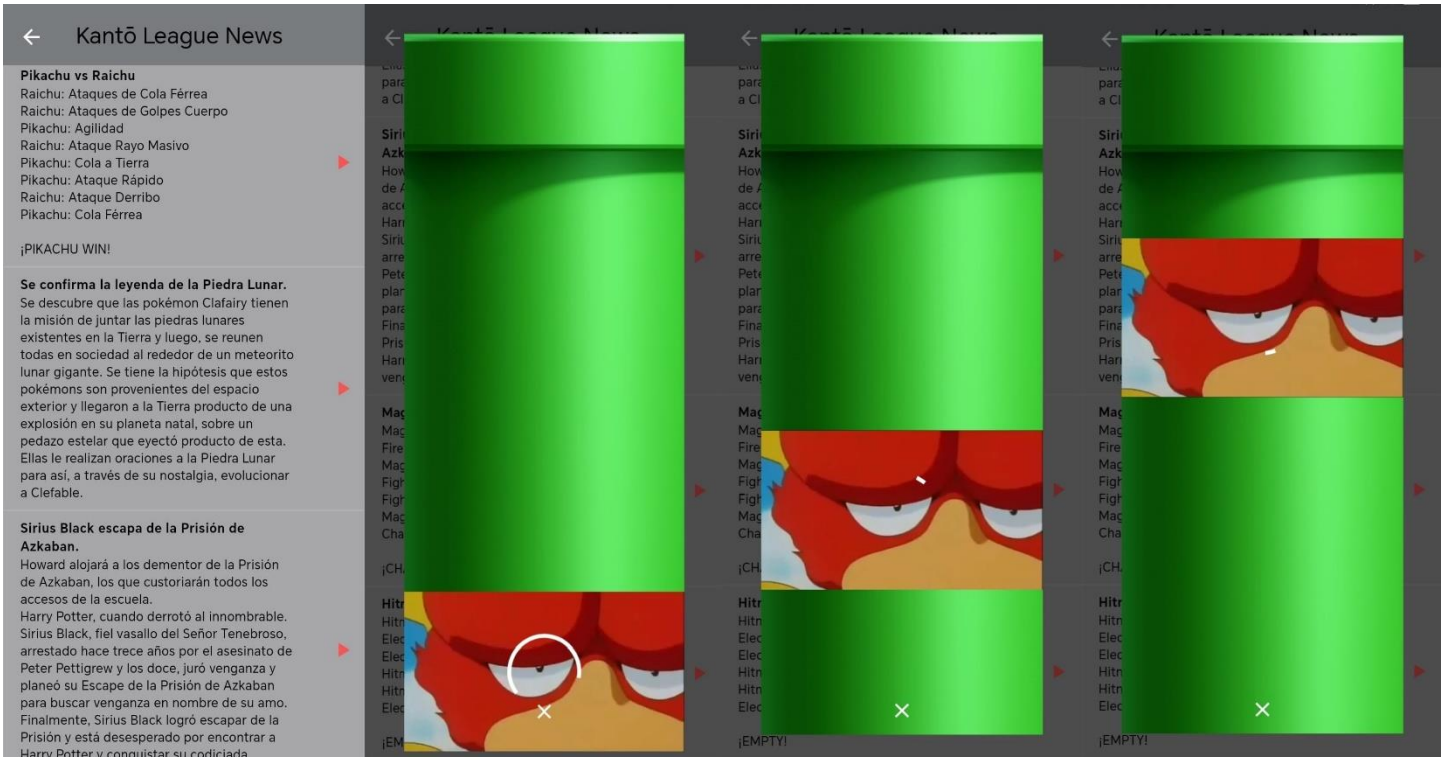
Anexo 5: Historic persons from Radar



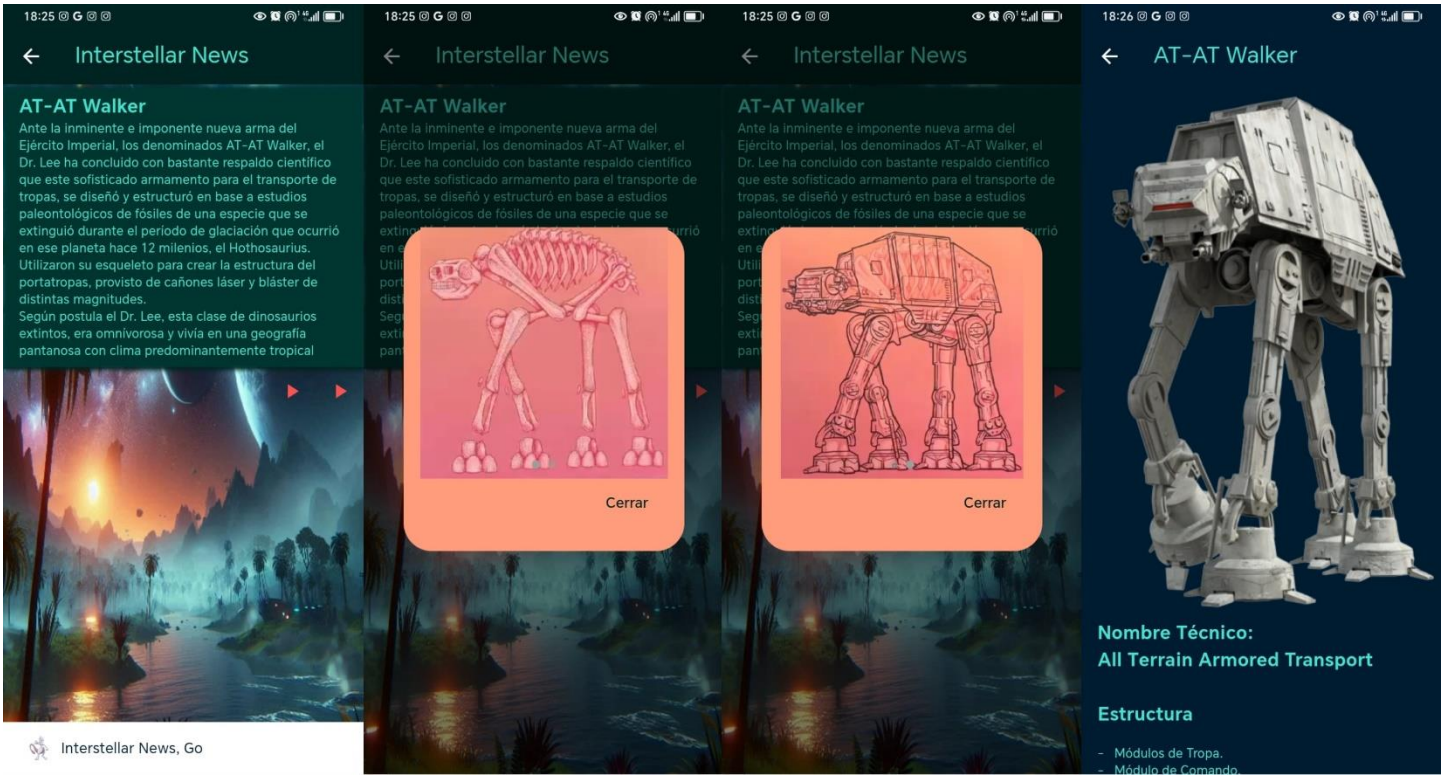
Anexo 6: Character Descriptors



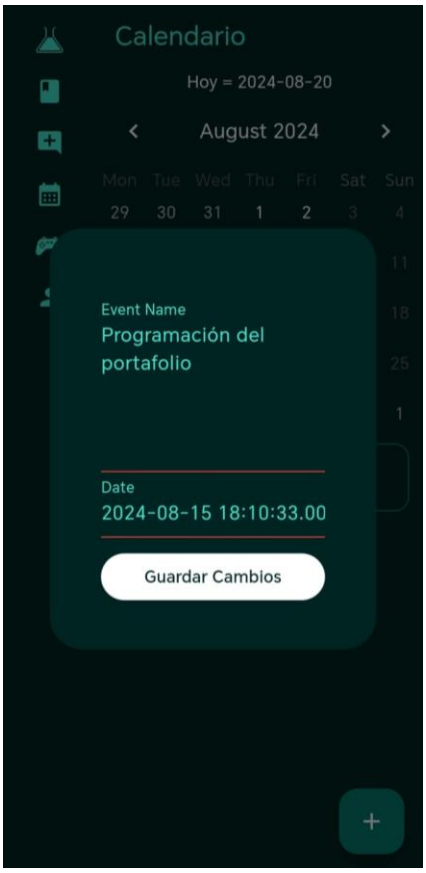
Anexo 7: Local News



Anexo 8: Interstellar News

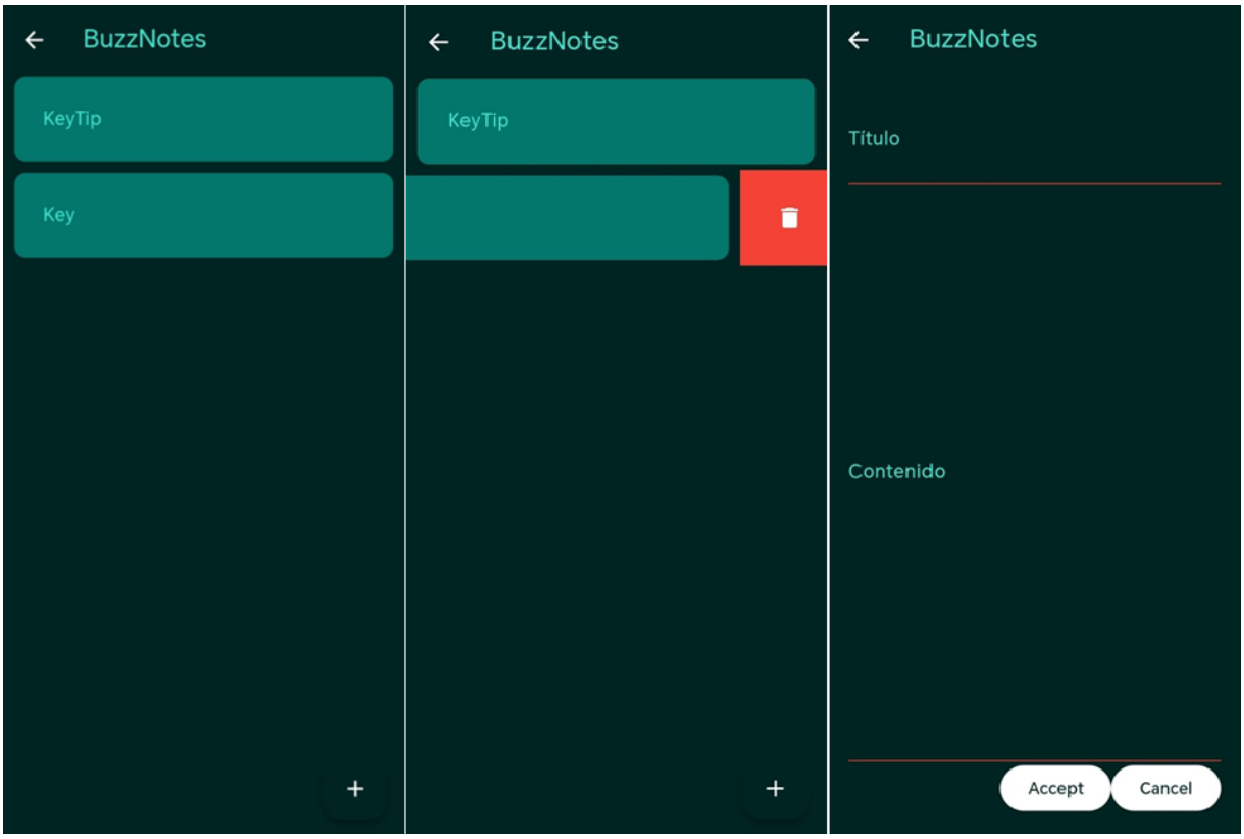


Anexo 9: Logbook



Anexo 10: English Cards with Google Translator API microservice

Anexo 11: Notes



Anexo 12: Pop-Up Mobile App in Python. First Inspiration.