Month 1 - First Steps

- **Goal 1 - Brainstorming**
  - Brainstorm product ideas with current company members. Settle on creative ideas that can be incorporated into CribMatch to make the product stand out from competitors.
  - Develop an end-goal model for CribMatch. Focus on big-picture details and develop an understanding of what we want our finalized app to be.
  - Make a realistic timeline and budget for the project. Set specific and measurable monthly goals to ensure that CribMatch's development stays on track.
- **Goal 2 - Internal Organization**
  - Analyze current company members and determine what positions still need to be filled. Post job listings on various job-search websites to find individuals who would be a good fit for the CribMatch team.
  - Assign work to new hires. Create teams and divisions within the company to divide labor, ensuring that no individual contributes more than their fair share of work.
  - Establish an anonymous workplace harassment hotline to guarantee that CribMatch is a safe working environment for all employees. Conduct internal investigations to ensure that CribMatch's policies and environment are up to date on current OSHA standards.
- **Tasks**
  - Brainstorm ideas and create an end-goal model
  - Make a realistic timeline for development
  - Find employees
  - Assign work and create teams/divisions
  - Make sure that CribMatch is a great working environment for all
- **Extra Resources**
  - **OSHA Regulations** - https://www.osha.gov
  - **Microsoft Project Timeline Templates** - https://create.microsoft.com/en-us/templates/timelines

Month 2 - Outside Research

- **Goal 1 - Identify Target Audiences**
  - Research the market and examine the traits of users for competing apps. Identify these traits (age, gender, education, etc.) and determine how to appeal to users of similar demographics.
  - We will send out surveys and set up focus groups to better understand our target audiences' wants and needs. These will help us to gain better insight on who would be using CribMatch.
  - Use the information gathered from market research and surveys to form a persona for those who will be accessing and using CribMatch. This will help us through the rest of the design process to consider the target audience and what they want.
- **Goal 2 - Analyze Competitors**

- Using the app store, identify the key competitors(apps with a similar function) and apps that may serve a similar demographic. Monitor these competitors for further analysis.
- Critically examine competition and what they do well. Examine these features and why they work well. Implement features that work well on other apps.
- Check if there are any gaps in what competitors are offering. If there is something the competition likes, this would be very important to add to set our service apart.

- **Tasks**
  - Market research
  - Generate and send out surveys
  - Organize and conduct focus groups
  - Analyze the target audience and form a persona
  - Use different resources to analyze and study competitors
  - Implement features that work on other apps and features that other apps don't have
- **Extra Resources**
  - **Alcove, competing roommate service -** https://www.alcoverooms.com/

Month 3 - Model Development and User Feedback
- **Goal 1 - Develop a Test Model**
  - Create Wireframes for an initial model based on brainstormed ideas. Ensure that the proposed model for CribMatch is unique and stands out from competitors.
  - Further, develop CribMatch's brand identity and consumer reputation. Develop logos, color schemes, and brand messaging that resonate best with our target audience.
  - Use Figma to develop an app prototype for CribMatch. The prototype does not need to be fully fleshed out; it just needs to represent the basic ideas behind CribMatch.
- **Goal 2 - Obtain and Review Consumer Feedback**
  - Set up focus groups to give potential consumers a chance to look at base models of CribMatch (wireframes, brand, prototype, etc.). Obtain feedback and ensure that our current branding and prototype reflect what we want the average user to experience.
  - Use feedback from focus groups to edit the current branding and prototype to better suit the needs of the target audience. This will help make CribMatch closer to what the average user wants.
  - Repeat focus groups and surveys and continue to examine feedback and criticism. Looking to improve our app even after receiving good feedback will be important in maintaining function and relevance.
- **Tasks**
  - Create wireframes and prototype
  - Organize and provide feedback from focus groups
  - Look for ways to implement criticisms in the app
  - Continue to cater the app toward the target audience

- ○ Develop and market brand
- **Extra Resources**
  - ○ **Figma Tutorials -** https://www.figma.com/resource-library/design-basics/

Month 4 - Start App Development

- **Goal 1 - Development Basics**
  - ○ Develop a data structure to store user data for CribMatch. Data will be stored with various Linked Lists that connect users to all of their CribMatches. Ensure that data is secure in the app and protected from outside predators.
  - ○ Develop the system UI for CribMatch using the skills learned in the Swift Tutorial Series. Use design ideas from previous brainstorming stages to create a visually pleasing interface with intuitive functionality and an artistic layout.
  - ○ Incorporate geolocation features into CribMatch to keep potential matches for users limited to their area. Follow the guide from Imaginovation to learn how to safely use location-based features into our app.
- **Goal 2 - App Function**
  - ○ Develop a matching algorithm that helps people find their CribMatches. CribMatches will be made based on various user preferences, such as political preference, rent budget, and cleanliness standards.
  - ○ Develop an in-app messaging system. Follow the guide from GeekyAnts to learn the basics behind a chat messaging app.
  - ○ Integrate other social media platforms into CribMatch. Allow users to see each other's social media accounts and get a better understanding of who their future roommates could be.

- **Tasks**
  - ○ Develop a data storage system
  - ○ Develop system UI
  - ○ Develop matching algorithm
  - ○ Develop location services
  - ○ Develop an in-app messaging system and integrate social media platforms
- **Extra Resources**
  - ○ **Messaging System Guide** - https://geekyants.com/en-us/blog/how-to-build-a-chat-and-messaging-app-from-scratch
  - ○ **Location-Based App Guide** - https://imaginovation.net/blog/how-create-location-based-app/

Month 5

- **Goal 1 - Debugging/User Feedback**
  - ○ Launch a beta version of the app and examine the users who downloaded it. Gather information and analyze who is using the app. Then, we will determine how to cater to these users and what they look for in an app.
  - ○ Hire software testers to identify bugs and errors in our system. Use the feedback from the testers and begin to address errors in CribMatch's code.
  - ○ Use Xcode Console to track the app's behavior and find the root of the errors in our code. Eliminate bugs when found and simplify code as we work.

- **Goal 2 - Marketing Plan**
  - Find investors for CribMatch who see the vision behind our project. Use the money gained from donors to fund further operations and ensure that CribMatch is of the utmost quality.
  - Make social media platforms to produce content and advertise CribMatch. Target the identified key audiences found in previous stages with trendy short-form content.
  - Hire an advertising company to produce ads for CribMatch. Make sure that the hired company operates within CribMatch's tight budget and meets our ethical and moral standards.
- **Tasks**
  - Launch beta version of CribMatch
  - Find bugs in our code
  - Squash bugs in our code
  - Find investors to support our vision
  - Use social media and traditional advertising to market our product
- **Extra Resources**
  - **Stack Overflow Xcode Debugging Tips** - https://stackoverflow.com/questions/45194311/useful-xcode-debug-commands-to-use-in-console

Month 6
- **Goal 1 - Launch App**
  - Begin to make accounts on app stores such as Google Play and the Apple App Store. Ensure that CribMatch meets the standards and guidelines for each of the desired app stores. Set up an Apple Developer account.
  - After running and debugging the app, prepare screenshots and descriptions of what the app does. Submit the app for the review process.
  - We must submit CribMatch for Apple to review before it can be posted. Once posted, we can ensure it works properly for users.
- **Goal 2 - Analyze Consumer Feedback and Address Issues**
  - After posting the app, we need to examine feedback and user complaints. Using the review features on the app store to figure out where bugs are occurring.
  - Update and fix code, submit these changes to Xcode, and update the app. The app must be updated frequently to prevent bugs from reoccurring.
  - Monitor user feedback, the app store, and social media to fix bugs or errors. We also need to consider implementing new features that users may feel is necessary for a more seamless experience.
- **Tasks**
  - Make app store accounts.
  - Review app standards and ensure that CribMatch is up to par
  - Examine user complaints and feedback
  - Update and fix code as needed
  - Monitor further feedback and consider new features to add
- **Extra Resources- Apple developer account -** https://developer.apple.com/programs/