Cover Letter

Nickolas Kourtesis

Senior BA

CDL Management
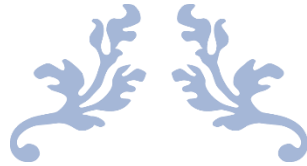
February 5, 2021

DEAR NICKOLAS,

We are hereby writing you this letter as we are interested in documenting the user experience design for the project TrackR app and we have got a team of creative and dedicated members. We are known as "The Analyst" and we are a team of Six people.

We are focused towards creating a feasible and optimized app that will help CDL to generate good revenue using different methods that will create a market hype for the product and you can find the assigned methods in this document later. We are obliged to consider working with this project and provide the best service towards it.

We have also figured out that the social media channels have got some negative sentiments for TrackR. For this we will have a celebrity endorsement using the social media algorithm and social network analysis using analytical software. Our team has got members that are proficient in social marketing ideas and can analyse the market efficiently that fastens the product awareness on large scale. We will also help CDL to hire new marketing team and developers that can handle the app and will also provide them with the detailed guidelines that can help maintain the app.

Kindly assess all the documents and give us Valuable Feedback. For any query, you can reach out to our team via Email.

The Analyst (Group 3)

TRACKR APPLICATION UPGRADE

Integrated Case Study

FEBRUARY 5, 2021
THE ANALYST

PARTH SHAH
TARANG MEHTA
BHARGAV TRIVEDI
DIPEN PATEL
JEEL PATEL
HARDIK PATEL

Contents

Executive Summary

The purpose of the project is to upgrade TrackR Application to regain the social media market. Currently, CDL is facing some issues such as not having rapid expansion and slow growth of CDL, no formal system for internal communication and lack of talent to handle a company of this size. The project outcome will be based on the issues the company is currently facing. This report includes the solution of the current situation such as full upgrade of TrackR application, Developing application prototype, User interface specification and an application with tech support.

1. Document History

ROW#	REVISION DATE	REVISION TITLE	REVISION TRACKING NOTES
1	Jan 21, 2021	Initialization of Project 1 Task 1	• Need to choose one case study.
2	Jan 22, 2021	Started working on Case study in group.	• Finalize Track R application upgrade Case study. • Assign work to each group member.
3	Jan 24,2021	Doubt Clear session	• Clearing doubts of group members. Started looking after first deliverable, Task 1
4	Jan 28. 2021	Working on first deliverable. Divided task among group members.	• Working together in a group to solve doubts, generate new ideas, and generate question, made confidentiality statement, write Executive summary and made a proper cover letter which addressing us as a senior BA.

5	Jan 29, 2021	Ready to deliver first Task	- Gathered all data into single word file. - Add Page headers, footers and Table of content. - Make professional document by adding cover page and use of concise language.
6	Feb 4, 2021	Working on Second Task	Divided work among group members. Started Collecting information, clearing members doubts. Conducting meetings to solve Problems.
7	Feb 5, 2021	Working on deliverables for task 2	- Create WBS, Gantt Chart and RACI Matrix. - Identify Stakeholders and creating team contract.
8	Feb 5, 2021	Ready to deploy Task 2	- Merge all team members work into single PDF file. - Also Submitted Excel files of RACI Matrix and Gantt Chart.
9	Feb 9,2021	Research for additional document	Search for the additional information

10	Feb 12,2021	Create Diagrams	• Create Use Case, AS-IS Diagram, TO-BE Diagram, Process Flow Chart
11	Feb 15,2021	Working on Prototype	• Create wireframes • Create Design Properties for Wireframes
12	Feb18,2021	Started working on deliverables	• Worked on Pseudo code, Developer action plan, Gap and Swot analysis, Create personas. • Worked on Agile methodology • Started working on presentation.
13	Feb 25,2021	Presentation day	• Deliver the presentation
14	Feb 26, 2021	Final Document	• Merge all team members work in to single PDF file. • Also Submitted Excel files of updated RACI Matrix and Gantt Chart

2. Client Background

2.1. Client's History

Conestoga Design limited was a stable, profit maker and seller of medical imaging equipment for more than two decades. CDL also introduced wearable technology device called TrackR and reason why they made remarkable growth in market for around 18 months. With CDL's dedication to quality of build and fine attention to detail, it is no surprise that machinery built by CDL has been recognized as highly reliable. In March 2016, CDL achieved a great success. After this period CDL has seen shrink in monthly revenue and the increasing or stable monthly cost.

2.2 Stakeholders

- CEO – Billy Bob is a CEO of CDL, or we can say a major stakeholder of CDL.
- Marketing team – Marketing team handles the sales and marketing of CDL's products and are actively doing social media marketing to gain popularity of CDL.
- Developers – Developers have built the TrackR application and they tried to provide smooth transition of TrackR by fixing bugs and with software updates.
- Business analysts – Role of the business analyst is to gather business requirements from clients. CDL's business analysts are assigned to deal with management and clients, to understand the client's requirement and pass it to upper management in simplify manner.
- Retailers – CDL has a good retail support as there are many retailers who sells the TrackR application.
- Customers – Customers have been very supportive for CDL since the beginning. They have provided genuine feedback and helped CDL to grow.

2.3. Current Business Challenges

- TrackR Application – Currently there are many negative feedbacks about the application, which is challenging for CDL, regaining the social media market by making the application better is one of the greatest challenges for CDL.
- Marketing – As CDL was one of the brand customers can rely on, CDL lost its brand reputation on social media because of negative feedbacks, marketing team must work hard to regain the position in market.
- CRM – Customers relationship management has bigger challenge of handling customers negative feedback and provide them effective solution and service.

2.4. The Brand Involved

- Conestoga Design limited: CDL is seller of medical imaging equipment and has launched the application name TrackR, currently CDL is facing some issues regarding the TrackR application which need to be tackled to stop bankruptcy.
- Conestoga College: Conestoga college is the institute with wide range of courses, and it is popular around globe for welcoming international students for education. Currently, it has given the student an opportunity to study on a case of CDL.

2.5. Key Metrics

- Sales and Revenue Generation: CDL has projected 5000 new adopters of TRACKR a month foresees this numbers staying stable for next 2.5 years before any significant increase can be noted.
- Customer Satisfaction: CDL customers were satisfied with the machinery built by CDL and CDL was recognized as highly reliable brand in its respective field.
- Company Expansion: CDL expanded its call centre and doubles the staffing to provide tech support and customer service for the TrackR product line. A new generation private branch exchange also known as a phone system was installed.

3. Project Scope

3.1. CDL Client Requirements

ID #	Known Client Requirements	Requirement Description
1	Finish of App Upgrade Agile Sprints	CDL does not sell TrackR units directly to end-users. CDL's TrackR customers are resellers, like big box stores, and smaller retailers. CDL will continue to sell new TrackR units to its current customer base, until the revised TrackR app is fully upgraded and working well in the field.
2	Transition of Marketing Staff	CDL's TrackR Marketing group has one manager and 5 staff. Several of the staff have been vocal to CDL management for months now that there are negative sentiment discussions about TrackR happening in various social media channels. CDL is prepared to assign 3 of the current marketing staff to this App Upgrade project full-time. Doing social media marketing is not any part of their current position descriptions. HR needs new position descriptions for a TrackR Social Media Marketing Manager, and a staff person.
3	TrackR Social Media Marketing Plan	Once the new TrackR Social Media Marketing manager and staff are chosen, they need to have a detailed project plan to follow to get started on their part of the upgrade project. Their part is to connect with the current population of disgruntled / angry TrackR users, and somehow get the users' sentiments moving to positive again. Also, this new marketing group needs to work closely with the developer group, in an agile development mode.
4.	Social Media Channels Strategy	CDL knows that TrackR users span the age range from 18 to 75, and are both male and female. The Marketing group feels now that the best age range to start connecting with, via social media, is 18-30 31-50 51-75 . Once connections are going with this age group, they will move to the other age groups. CDL looking for social media channel that should be the first to officially be opened for TrackR.

		Moreover, they are also exploring ways to find other channels and how those channels going to benefits CDL.
5.	Procure and Onboard App Developers	CDL currently has no app developers available, either full-time on staff, or hired on contract. For this project to succeed, CDL has to get the services of at least a lead and junior developer, and possibly a project manager/social media tech expert. CDL would prefer to hire them full time or on a contract. CDL also looking for resources that might they need to work effectively with new Social Media Marketing People.
6.	Develop App Prototype	To get everyone started, The Analyst team needs to produce a first draft of a revised App using prototyping software. That prototype should cover all the functions that the current app does. The usual items (process flow, pseudo code, elements list, etc.) to describe the prototype must be produced. This will help in the onboarding of the developers.
7.	TrackR App As-Is Profile	The Analyst team needs to do a AS-IS profile (process flow, screens, device platform, etc.) on the TrackR app.
8.	User Interface Specs	As well, a detailed set of specs for the user interface (i.e. navigation, colours, fonts, etc.) needs to be started. The specs must use wireframes and prototypes, as well as text, to explain the standards that The Analyst team is proposing. This will help the marketers and CDL Senior Executive proceed.
9.	Agile Methodology Education	All persons involved in the upgrade project need basic education on the Agile Development environment and methods. Then, they need to have guidelines and guidance on how to start and operate the project(s).
10	Ongoing Support Proposals	The Marketing director is adamant that CDL will not be left with an App with no tech support on staff, like what happened in 2013. How might that be achieved, when the App upgrade is finished, and the developers no longer have work to do?

(INFO 8440 Senior BA/Professor, 2019)

3.2 Course Needs

ID#	Course Needs	Need Description
20	Standard Report Packaging	Letter of Transmittal, Cover Page, Table of Contents, Document History, Page Headers, Footers and Numberings
21	Primary Audience Guidance	Executive Summary, Assumptions, Conclusions
22	Elicit info from Client	Requests For Information, Unanswered Questions, Background and Overview of Client, Systems and Actors, Business Challenges, Current Brand Status, Actors and Interactions
23	Support Submitted Work	Detailed References for all Sources of Knowledge, RFI report included as an Appendix. Academic standards muse be met.

24	INFO 8440 Project Scope	INFO 8440 Project Scope - Updated as Needed
25	Regular Management and Reporting	Regular Project Management and Time Effort Reporting through meetings and RACI Workbook submission.
26	Standard BA Advice and Suggestions	Possible Future Analysis and Development, Measuring Success and Failure, Probable Risks and Benefits of the Suggestions in this Project.
27	Presentation	Audience of the Presentation is well defined, and the presentation is appropriate for that audience. Presentation gives highlights of team's work, and regularly encourages audience to refer to the report and supporting materials. Presentation encourages audience to embrace business change through the suggestions.
28	Business Analyst, not Developer	The team, and each member, must show that they are acting more as BA's, not developers.
29	All Knowledge into the Final Report	All the Knowledge that the Team has collected throughout the entire project should be in the final report, and/or in the accompanying files.

(INFO 8440 Senior BA/Professor, 2019)

3.3 Project Deliverables

Deliverables #	Need #	Deliverables Details
41	1	The Analyst team will provide report and presentation content to advise CDL on how to measure that the revised TrackR app is fully upgraded, and working well in the field.
42	2	The Analyst team will provide report and presentation content on position descriptions for a TrackR Social Media Marketing Manager, and a Social Media Marketer.
43	3	The Analyst team will provide report and presentation content on a detailed project plan (background, vision, needs, actions, deliverables at minimum) for the new Social Media Marketers to use and follow to meet CDL Need 3.
44	4	The Analyst team will provide report and presentation content on the social media channels choice, setup, use, and management to meet CDL Need 4.
45	5	The Analyst team will provide report and presentation content on suggestions for - hiring (either full time or on contract) of app developers, - the resources that might be needed, and - detailed guidance to the app developers about working effectively with the new CDL Social Media Marketing staff
46	6	The Analyst team will provide report and presentation content, as well as a working prototype, on the first draft of a revised TrackR application that will meet CDL Need 6.

47	6	The Analyst team will provide report and presentation content on the To-Be state, which is, at minimum,: - an annotated list of elements for the prototype, - pseudo code for parts of the prototype where actions must be performed, or decisions are made, - a menu / system map, and - a process flow diagram for the prototype of Need 6.
48	7	The Analyst team will provide report and presentation content on the As-Is state, which is, at minimum, - a process flow diagram, - all current screens, - an annotated list of elements for the As-Is: - a Gap analysis / identification of faults, and - knowledge of the current platform(s) and data management methods.
49	8	The Analyst team will provide report and presentation content on the detailed specifications (navigation, colours, fonts, etc.) for the upgraded user interface. These specs must use wireframes and mock-ups, as well as text, to explain the navigation principles (from the dashboard, back to the dashboard, and forward/backward from a screen).
50	9	The Analyst team will provide report and presentation content on the principles and concepts of Agile Development, as per CDL Need 9.
51	9	The Analyst team will provide report and presentation content on the application of the principles and concepts of Agile Development to the project plans and the actions of the Social Media Marketers, and the Application Developers.
52	10	The Analyst team will provide report and presentation content on how the upgraded app might be supported after the App Upgrade Project is deemed complete.
53	20-29	The Analyst team will provide report and presentation content to satisfy, at minimum, the list of topics given in Needs 20 through 29.
54	22	The Analyst team will provide report (both RFI and Final) and possibly presentation content of: - a list of all involved persons, roles, actors, and systems in the project, - USE CASE Diagram(s) for all in the above list showing their interactions, and - Cockburn templates for all identified interactions.

(INFO 8440 Senior BA/Professor, 2019)

3.4 Action Plan

Need #	Action Plan Details	Deliverables #
1	- Read and Research Case Study. - Make Presentation and report according to research of TrackR Upgradation.	41
2	- Research about roles and requirements in marketing team of CDL. - Provide presentation and report to CDL with detailed information of role of new marketing role and requirements.	42
3	- Provide report and presentation content on a detailed project plan for the new Social Media Marketers to use and follow to meet CDL needs. Provide following details and Documentations. 1) background, 2) vision, 3) needs, 4) actions, 5) deliverables at minimum	43
4	- Research on top Social Media Channels, Setup, Use and Management. - Make Reports and Presentation and deliver it to meet CDL need.	44
5	- Research on developer team requirements and role and responsibilities. - Research and make Developer Requirements list of TrackR Upgradation and provide it to developer team. - Make guidelines for developer for working with CDL and Social Media Marketing Team.	45
6	- Research and work on prototype. - Make a list of Upgradation on current Prototype. - Work on an annotated list of elements for the prototype - Make a reports and presentation for Prototype - Make a pseudocode on TrackR Upgradation - Make a Reports and Presentation on pseudocode. - Provide Report and Presentation On TO-BE state. - Provide Process flow and System Map for prototype.	46, 47
7	- Make a report and presentation content on the As-Is state, Include following content: 1) a process flow diagram, 2) all current screens, 3) an annotated list of elements for the As-Is: 4) a Gap analysis / identification of faults, and 5) knowledge of the current platform(s) and data management methods.	48
8	- Make a report and presentation content on Design Requirements, include the following detailed specifications 1) User interface, navigation, colours, fonts, etc. 2) Wireframes and Mock-ups,	49

	3) Explain the navigation principles.	
9	- Research on the principles and concepts of Agile Development. - Make a presentation and report on Agile Development. - Research on action of application developer and social media marketer - Make a presentation and report on it.	50, 51
10	- Make a report and presentation on functionalities of upgraded app that might be supported after the App Upgrade Project is complete.	52
20 through 29	- Follow formatting guideline (document history, references etc.). - Fulfil all listed needs and deliverables. 1) RFI 2) Gantt Chart 3) RACI 4) WBS 5) Project Overview, Scop, 6) All Knowledge Area 7) Summary, Conclusion etc. - Make a final report and presentation.	53
22	- Research on a involved persons, stakeholders, roles, actors, and systems in the project - Make a USE CASE Diagram(s) according to research. - Make a Cockburn templates. - Make a final report and presentation.	54

3.5 Persona

Kane Wendy

"Physical fitness is the first requisite of happiness." – Joseph Pilates

Age: 25
Work Python Developer
Family: Married,1 kid
Location: Toronto, ON

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Goals

- Keep her family healthy.
- Reduce body fat and weight.
- To be fit and healthy.
- Live Healthy.

Frustrations

- Her Busy work schedule makes it challenging to look after her health.
- Not following proper diet plan.
- Using poor application for calories count and dieting plan.

Bio

Kane Wendy is a python developer and works in a MNC company. She is a nature lover and she is also interested in learning new programming languages. She also loves to spend time with her child. Due to her busy schedule, its difficult for her to maintain healthy body. she is also very poor at managing her diet plan. Now she wants to keep her healthy and fit.

Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Preferred Channels

Traditional Ads
Online & Social Media
Health & Fitness
Guerrilla Efforts & PR

Mike Hussy

"**Health** is a state of complete harmony of the body, mind and spirit."

Age: 29.
Work Manager at Walmart
Family: Married, 2 Kids
Location: Waterloo, ON

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Goals

- To be fit.
- Drink more water.
- Decrease body fat.
- Get more Sleep.
- Workout Regularly.

Frustrations

- No Proper knowledge of dieting plans
- No proper knowledge about calories count.
- Not giving 100% in the gym due to busy-hectic schedule.

Bio

Mike is a manager in Walmart. He loves hiking and adventure sports. He wants to be fit and healthy. Due to his busy hectic schedule, its hard for him to workout regularly and follow proper diet plan. He is looking for an application or gadgets that will help him to count his calories.

Motivation

Incentive
Fear
Growth
Power
Social

Preferred Channels

Health and Fitness
Online & Social Media
Referral
Guerrilla Efforts & PR

3.6 Use Case Diagram

CDL use case diagram - Version 1.0 - The Analysts

3.7 Deliverables

In this section we are explaining all the deliverables that are required to meet the CDL's

3.7.1 Deliverable TrackR app Upgrade

After doing some analysis about the source records of the company we came to knew that CDL does not sell TrackR units directly to clients. Moreover, they don't have enough data regarding there clients. After looking into their database, we came to know that they have only basic details of the client like First Name, Last Name, Address, Mobile Number, Postal Code. They dint had any attribute through which we can send updates regarding the application so we decided to let clients get register with Facebook, using which we can get email address of the client and by which we can send them updates or any kind of promotions on there email for future use.

After looking into their Client list, we came to knew that all the clients are retailers and they only want to sell their product in the market. However, they need to directly communicate with clients to get updates on the TrackR application.

3.7.2 Deliverable for Position Description

3.7.2.1 Social Media Marketing Manager

- Develop, implement, and manage our social media strategy
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaigns
- Stay up to date with latest social media best practices and technologies
- Collaborate with Marketing, Sales and Product Development Teams
- Provide constructive feedback
- Communicate with industry professionals and influencers via social media to create a strong network

3.7.2.2 Social Media Marketer

- Creation of content which meets our customer standards
- Develop and deliver social media optimization (SMO).
- Stay current with social media trends and best practices.
- Research opportunities for new social marketing platforms and select adapt current process to fit client needs.
- Review and approve content on a daily basis.

3.7.3 Project Plan for Social Media Marketers

3.7.3.1 Social media marketing:

In present era, there are many social media platforms available globally, such as Facebook, Instagram, Twitter, Pinterest, and these platforms provide many features which include advertisements too. Almost every brand uses social media for marketing purpose because it is easy to use and they can reach maximum audience globally as people relate to each other globally on such platforms.

Benefits of social media marketing:
- Increase brand awareness:
  - Facebook advertisement is very useful source for brand awareness, Using Facebook ads, we will be able to reach maximum amount of people and it will help CDL to expand its business.
- More inbound traffic:
  - Marketing team will be able to generate more traffic using Facebook campaigns. Nowadays, setting a trend on Facebook brings you more audience and it is best proven strategy for brand awareness.
- Better customer satisfaction
  - Using social media, CDL can ask for customer's feedback and concerns and try to connect with them with the appropriate solutions.
- Cost-effective

- ▪ Ads on social media is very cost-effective, from small business to big bulls of business, it is made for everyone.
  - o Gain marketplace insights:
    - ▪ On social media, almost every band runs their campaigns. CDL can gain market insights using social media platform. CDL marketing team can observe the strategies of competitors and act accordingly.

Which platform we choose for CDL and why?
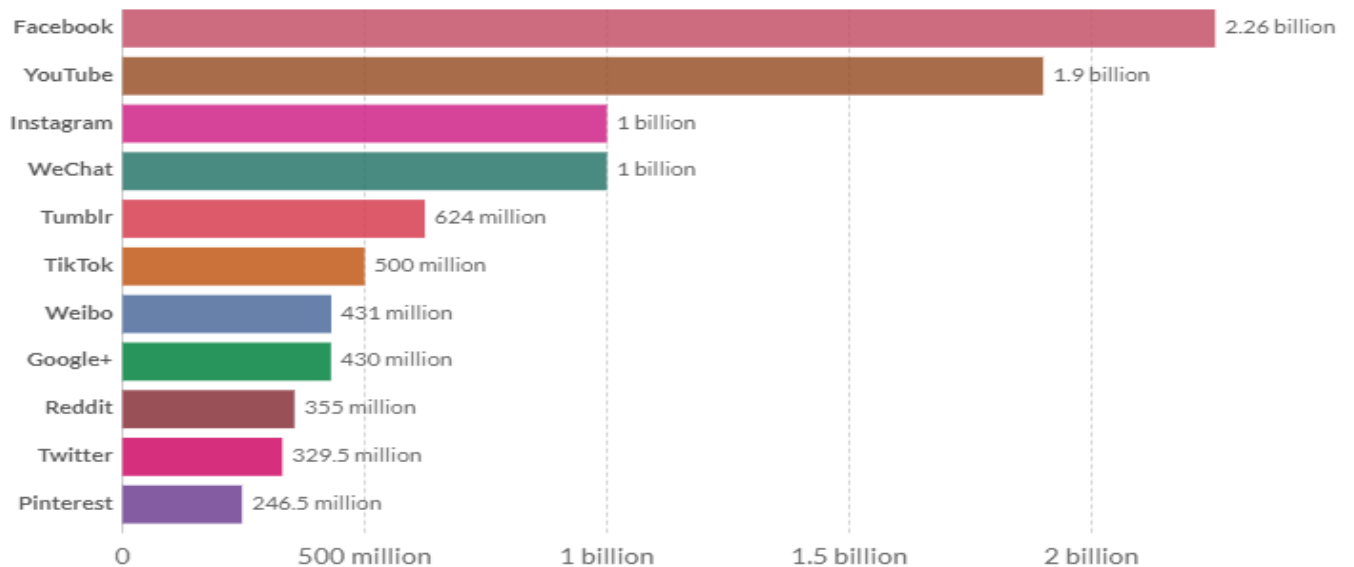
Source: Statista and TNW (2019)   CC B

- o The bar chart shows a ranking of the top social media platforms, in 2019.
- o With 2.3 billion users, Facebook is the most popular social media platform today.
- o So, we choose Facebook for marketing campaign.

CDL Marketing strategy using Facebook:

- o Run Facebook Ads.
- o Run a Facebook Live Campaign.
- o Use Video and Photos to preview content.
- o Post Related "Tag a friend" Content.
- o Start hashtag trend.
- o Respond to Customers Concerns

3.7.3.2 Project Plan for App Developer

CDL needs to hire App developer either its full time or part time. The App developers should have qualities like Basic knowledge of Programming language, Critical thinking, Creativity and basic knowledge of Agile methodology.

App Developer Needs:

1) Tools like PC, laptops and Tablets for coding and designing.
2) A proper Coding Team with the basic knowledge of agile methodology.
3) Testing Tools.

4) A representative should be there for help.

App developers will take following actions:

1) Needs to familiar with Current Application. Troubleshoot errors.
2) Meeting with Marketers of social media would arrange.
3) Updating TrackR Application. Make it User Friendly.
4) Testing should be done before deploying.

Guidance:

1. Arrange timely meeting with social media staff.
   To gather information about application and discussing new ideas, app developer needs to conduct meeting with social media marketers.
2. Targeting Age Group
   Application should be upgraded in such a way that users attract towards it.
3. Navigation of Application
   Navigation of this application must be user friendly. User can navigate one screen to another screen easily.
4. Do regular scrum.
   To evaluate progress marketing team could ask to generate scrum meeting. It will encourage to developer's teams and marketers to complete work on time.

3.7.4 Prototype
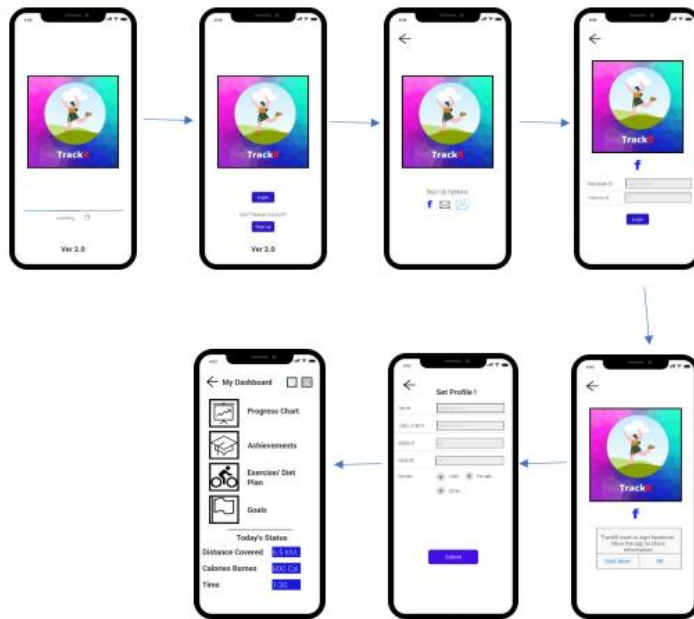
Wireframe 3:
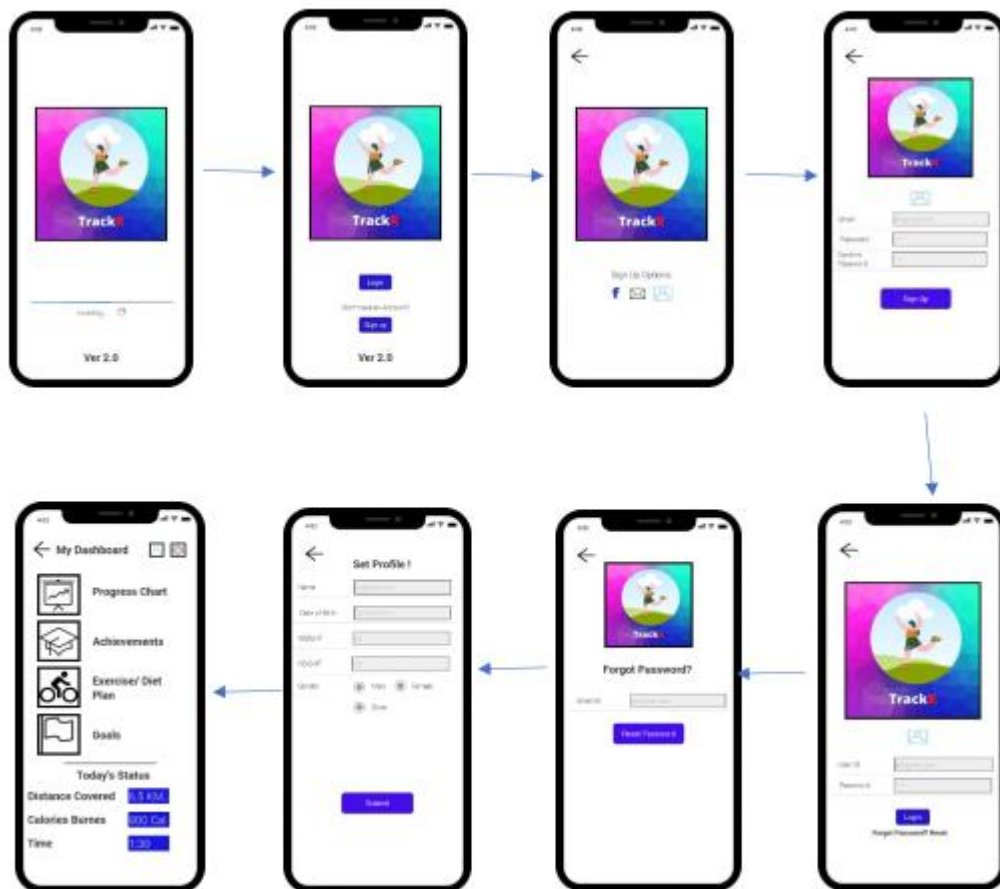
Wireframe 4:

3.7.5 To Be State

3.7.5.1 Menu Map
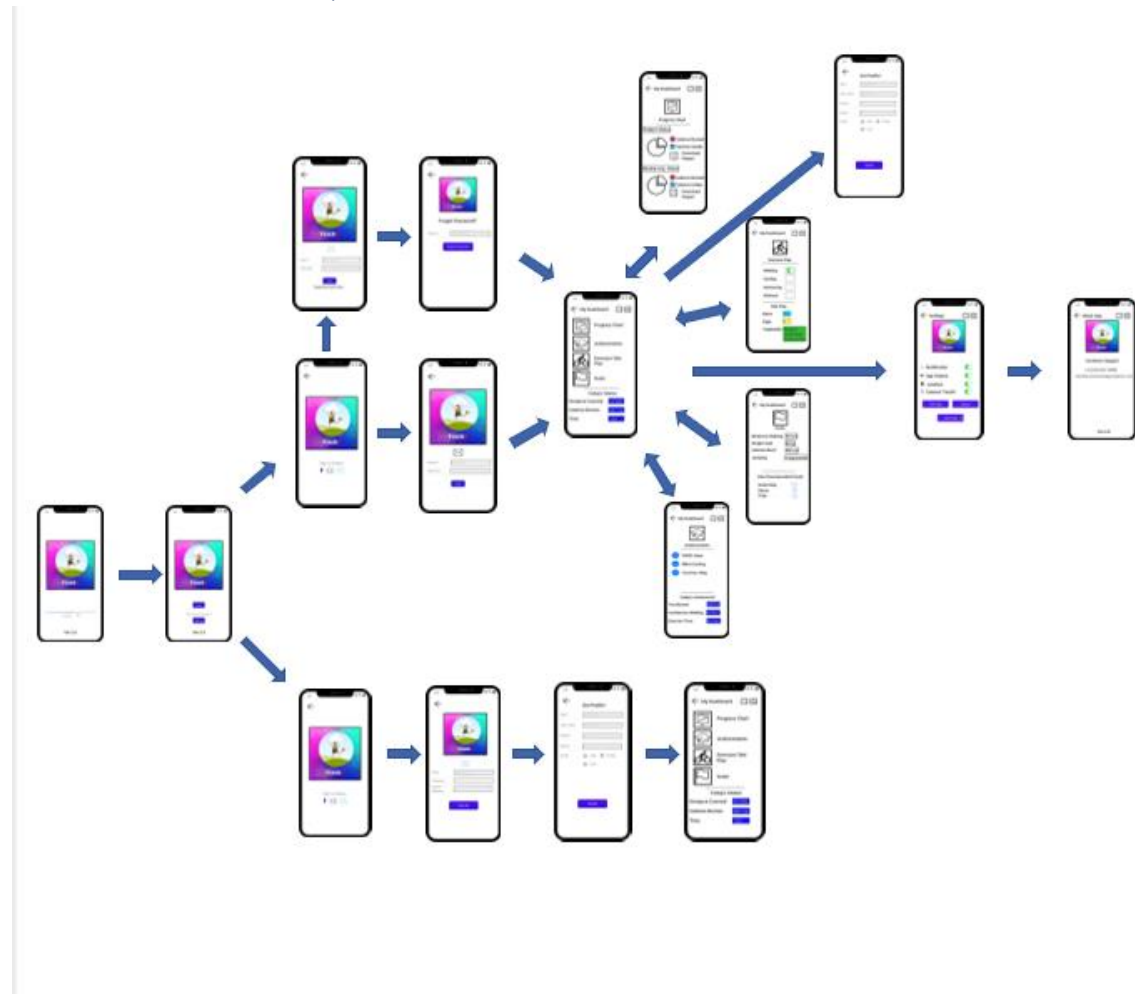
3.5.7.2 Elements of Prototype
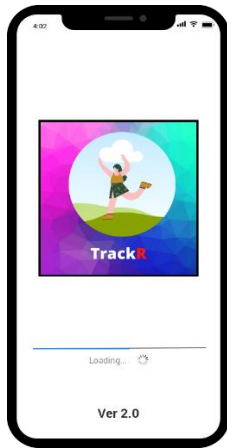
Fig 1: Loading Screen   Fig2: Home Page   Fig3: Sign Up Page   Fig4: Signup Facebook
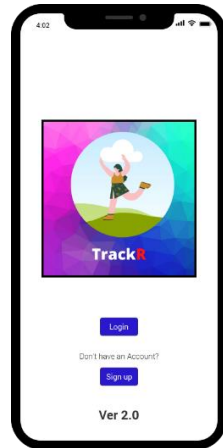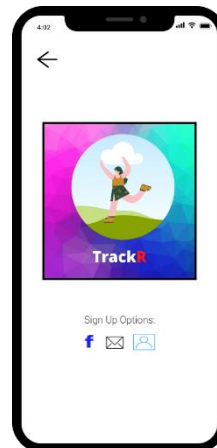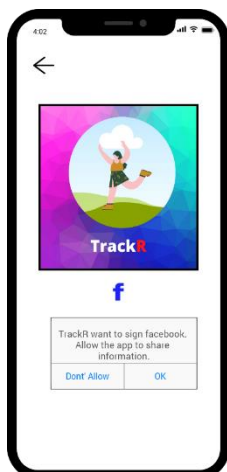
Fig5: Facebook Sign in   Fig6: Login Facebook   Fig7: Signup Gmail   Fig8: Login Gmail
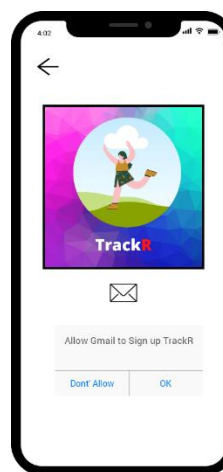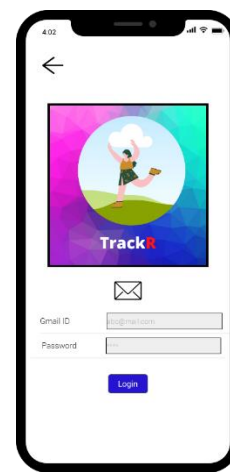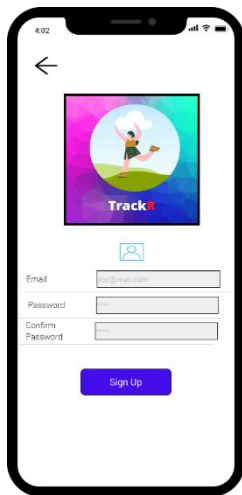
Fig 9: User Signup

Fig10: Enter Details
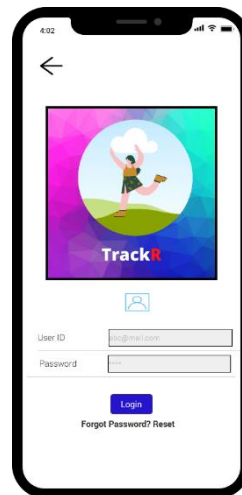
Fig11: User Login
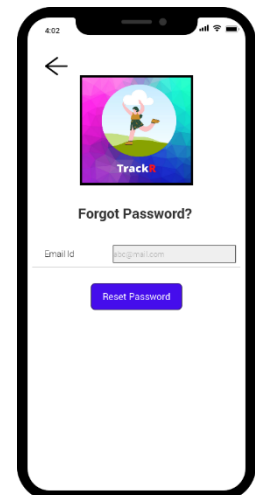
Fig12:ResetPassword
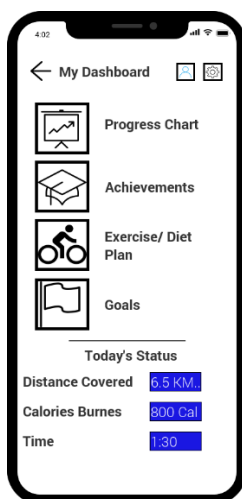
Fig13:My Dashboard
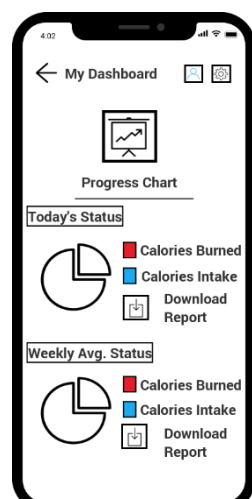
Fig14: ProgressChart
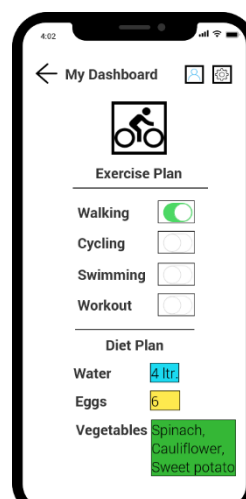
Fig15:ExercisePlan
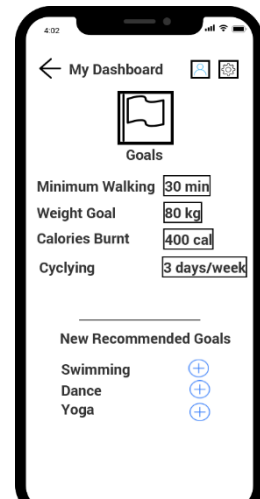
Fig16:Goals
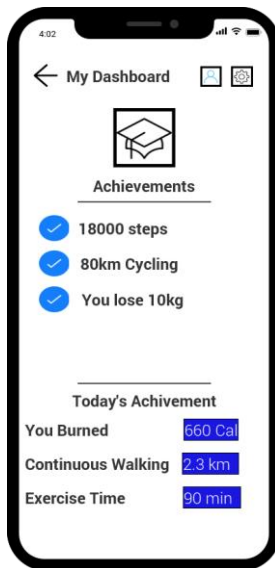
Fig17:Achievements   Fig18:Settings   Fig19: My Account
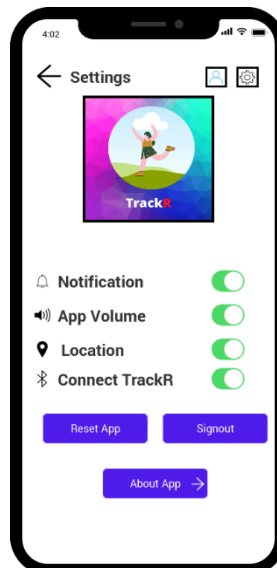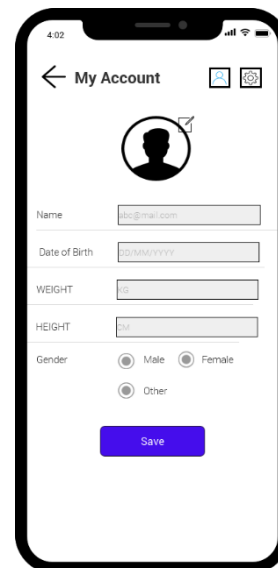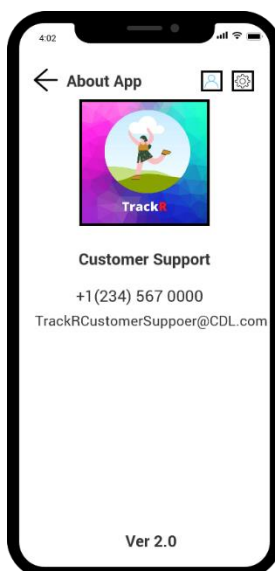
Fig20 : About

3.5.7.3 Process of TO BE Diagram

Attached at the end.

3.5.7.4 Pseudo Code

Load TrackR_Application

    [Loader Active]

    [Connection established]

    [Loader Disabled]

If click Login_button

    Display sign in options

        If click Forgot_password_link

            Display forget password page

            Enter credentials for OTP

            Enter OTP

            Enter new password

            Click change password

            Go to login page

        End if

        If user input credentials

            Validate Input credentials

            Click login

            If user confirm credentials

                Take to Set profile

                Input data

                Click submit_button

                Display dashboard_page

                If click Progress Chart

                    Display progress report

                End if

                If click Achievements

                    Display achievements

End if

If click exercise/diet plan

Display Exercise and diet plan details

End if

If click goals

Display goals as mentioned

End if

Else

Take user to login_page

End if

End if

If click signup

Display signup fields

Input data

Click signup_button

Display My_dashboard_page

If click Progress Chart

Display progress report

End if

If click Achievements

Display achievements

End if

If click exercise/diet plan

Display Exercise and diet plan details

End if

If click goals

Display goals as mentioned

End if

End if

3.5.7.5

Deliverable 48

3.5.7.5.1 AS IS

CDL AS – IS Process Flow
TrackR Application
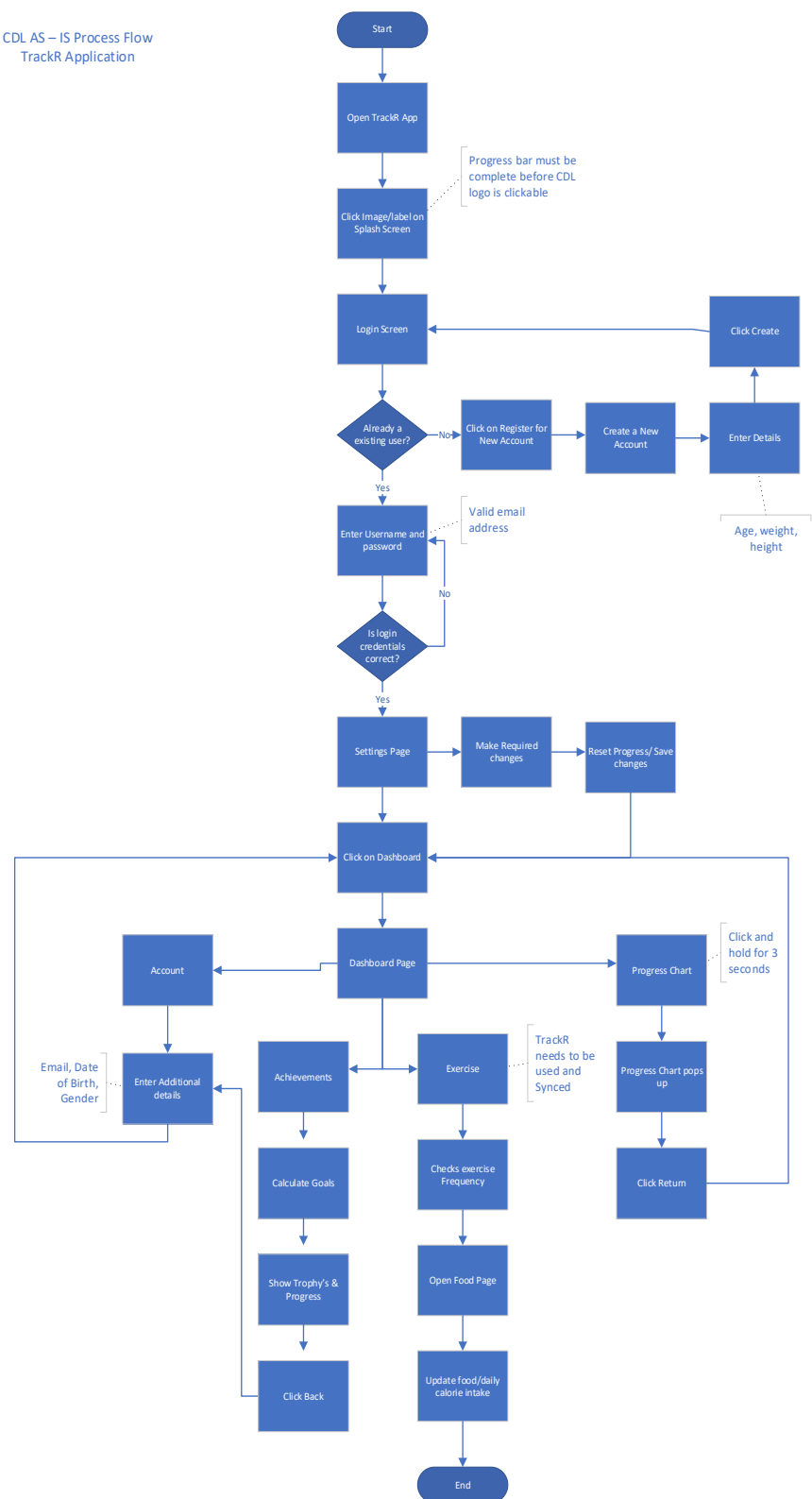
3.5.7.5.2 SWOT Analysis

SWOT Analysis stands for Strengths, Weaknesses, Opportunity and Threats. It helps us to build on what you do well, to address what you're missing and to minimize risks.

Strengths
- Innovative idea and design.
- Platform independent.

Weaknesses
- Poor Marketing strategy
- No Application developers.
- Poor navigation of current application.

Opportunities
- Make presence on social media
- Increase brand image and brand awareness
- Rapid growth in Sales and Marketing

Threats
- Authentication issues
- Market Soaking
- Privacy issues

3.5.7.5.3 GAP Analysis

A Gap Analysis is a method of assessing the differences in performance between a business' information systems or software applications to determine whether business requirements are being met and, if not, what steps should be taken to ensure they are met successfully.

TASK	Current State	Future State	Action Plan
Registration Screen	New registration is currently asking for age, height and weight option. Registration button is not visible.	We updated the registration screen. Now new user can sign up with Facebook ID, Gmail, or any other email address.	Here, Developers needs to add new features to get more and relevant details about users. Developer needs to make logo little bit smaller.
Log In Screen	Log in button is not visible on screen.	We upgrade the screen size so there is no need to scroll down to find log in button.	Developer needs to make logo little bit smaller.

Dashboard Screen	Dashboard screen has mixture of buttons and navigation links. It looks like unprofessional work.	We make Dashboard clear and make proper alignment. also we added current exercise details on dashboard.	Developers needs to convert links into button so the application become user friendly.
Setting Screen	It directly navigates to setting screen and there is no button to jump on setting screen.	We make two changes. Dashboard screen will be first screen after log in screen and we added setting button on top right corner of the application	Developers needs to work on navigation so the application works smoothly.

3.5.7.6 Design Details

Attached in the end.

3.5.7.7 Agile Methodology

As per the need 9 of CDL management, the concept and principles of Agile Methodology are explained. It will succour to implement in the development of the TrackR Application Upgradation.

The Agile Methodology involves a process in which a team can execute a project by splitting it into different phases. The most vital is that it requires constant communication with stakeholders at each point. It is an iterative method and keeps on evolving at every stage.

Manifestos of Agile Methodology

Agile Methodology's core values below promote a software development process that focuses on the customer needs and expectations.

- Individuals and interactions over process and tools
- Working software over comprehensive documentation
- Customer collaboration over contract negotiation.
- Responding to change over following a plan.

Principles of Agile Methodology

- The topmost priority is to satisfy our customers through early and continuous delivery of valuable work.
- Breaking big projects into smaller tasks that can be done easily and quickly.
- Agile Methodology always accepts changing requirements even late in the development, and it harnesses the change for customer's competitive advantage.
- Maintains a constant pace for completed work.
- The project team and businesspeople should be in continuous contact throughout the project.
- All team members should be kept motivated and provide an environment and support that gets their job done efficiently.
- The mode of communication among all the team members should be face to face.
- The progress of the project should always be based on working software.
- Continuous attention to technical excellence and good design enhances agility.
- The self-organizing teams provide the best work.
- Creating processes that promote sustainable efforts.
- At regular intervals, the team reflects on becoming more effective, then tunes and adjusts its behaviour accordingly.

3.5.7.8 Cockburn

USE CASE #1	Set Exercise Plan and Diet Plan in TrackR	
Goal in Context	Successfully setup Exercise Plan and Diet Plan	
Scope & Level	Successfully fulfil Exercise Plan and Diet Plan	
Preconditions	1)Log in To TrackR Application 2) Enter your personal details	
Success End Condition	Exercise and Diet Plan set successfully!	
Failed End Condition	Error! Or No internet connection	
Primary, Secondary Actors	1) Customers 2) CRM	
Trigger	Set Diet and Exercise Plan	
DESCRIPTION	Step	Action
	1	Customer Setup Walking, Cycling and Swimming Plan
	2	Customer set total workout time
	3	Set diet plan by entering Dieting details.
EXTENSIONS	Step	Branching Action
	3a	Exercise and Diet plan set successfully.

USE CASE #2	Download Today's and Weekly progress report	
Goal in Context	Successfully Download Today's and Weekly progress report	
Scope & Level	Successfully fulfil Reports	
Preconditions	1)Log in To TrackR Application 2) Enter your personal details	
Success End Condition	Successfully download Today's Progress Report! Successfully download Weekly Progress Report!	
Failed End Condition	Error! Or No internet connection	
Primary, Secondary Actors	1) Customers 2) CRM	
Trigger	Download Progress Reports	
DESCRIPTION	Step	Action
	1	Customer Select progress chart button from Dashboard
	2	Customer can select either today's or weekly progress report
	3	Customer download reports in PDF format

4. Tools And techniques

4.1. RACI Matrix

RACI Matrix is designed in Excel Sheet which is attached with this document. Please review the attached file.

4.2. Work Breakdown Structure

Work Breakdown Structure is designed in Visio which is attached with this document. Please review the attached file.

4.3. Gantt Chart

Gantt Chart is designed in Excel Sheet which is attached with this document. Please review the attached file.

4.4. Team Contract

Team Name: The Analyst

Team Objective:

The Objective of this Project is to identify all the problems faced by CDL and provide an appropriate solution to build an upgraded version of TrackR application that will help company to gain huge profits and appreciation in market. Our team aim is to provide fitting solution for lack of management and planning.

Team Roles and Responsibility:

Project Manager:

- Distribute the work properly among the team members.
- Resolve problems and disagreement.
- Keep track and provide feedback of all activities of the group.
- Manage all deliverables will be delivered on time.
- Provide a support to team.

Business Analyst:

- Analyse the problem to find a suitable solution.
- Help other team members in need.
- Attend every Scrum/ Project meeting and provide a proper work progress.
- Provide solution to other problems and understand other's viewpoint.

Team Code of Conduct:

- As we are working in a team, we will
- Participate in all project activities.
- Keep our team members informed of any information related to project.
- Keep focuses on what is good for the project.
- Keep all information Confidential.

Team Participation:

- As we are working in a team, we will participate in all project activities.
- Help Each other in Understanding the problem.
- Inform other team members if missing scrum/project team meeting.
- Open to New ideas and approaches.

Team Communication:

- Arrange Zoom Meeting frequently to solve a problem.
- Provide new ideas and approaches concisely.
- Update project manager about project progress.
- Decide as a team what is best for the project success.

Team Members:

Name	Role	Date
Parth Shah	Project Manager	01/27/2021
Tarang Mehta	Team Lead	01/27/2021
Hardik Patel	Business Analyst	01/27/2021
Dipen Patel	Business Analyst	01/27/2021
Jeel Patel	Business Analyst	01/27/2021
Bhargav Trivedi	Business Analyst	01/27/2021

5. Consideration

5.1 A list and description of Risk to your project:

Project risk occurs when your deliverables are hit by unexpected events, most of them can be not delivering product at time. Therefore, risk assessment plays important role as it help us to identify the potential risk and by handling these risks we can determine if project will succeed or fail.

- Time Availability-It has been main problem for our team as everyone is not available at same time for the meeting.
- Difference of Opinions – Each team members thinks differently for same solution and we can integrate only one solution out of all so there's conflict between members but slowly we are improving on that part.
- Managing of Timeline – There has been problem of delivering things on time as each member have a different task to complete, gradually we are taking steps to avoid this kind of mistakes and believing to work as a team, helping each other out whenever anyone needs a help.
-

5.2 Style Guide

We create style guide for consistent in our file and all deliverables.

- Document Style: APA Sixth Edition
- Font Style: Calibri (Body)
- Font size: 11 pt.
- Font Colour: Black

- Heading Style: Heading 1 For example: Consideration
- Sub -Heading Style: Heading 2
- Heading Style font: Calibri Light (Headings)
- Heading Style font size and colour: 16 pt. and Blue
- Sub-Heading Style font: Calibri Light (Headings)
- Sub-Heading Style font size and colour: 13 pt. and Blue

5.3 Team Performance

Defining Goals

- A Leader should be clear with their team about the success of the project. He should clearly define the goal of the project as it will help the team to clarify the goal and expectations.
- When team members what is expected of them, they work on their full potential to get the optimize outcome.

Clarifying the Roles and Responsibilities

- Next step is to determine who's responsible for what task and responsibilities and this will be decided by Team Leader.
- Everyone in team needs to establish a foundation of trust as that will allow to have a healthy environment for work and help you complete the assign task.

Conduct Meetings and Communication Management

- Meeting should be conducted on daily basis as it will help the team not forget the primary goal or objective of the project.
- Also, it helps to get daily update on the work and timeline whether there's any need of improvement or not.
- To improve productivity there is a need of proper communication within team members as well as between different teams as it will lead to healthy work environment and easy workflow.

5.4 Project Measures of Success

- **Scope-** Scope is a planned result of a project, it must be done to achieve the result. Scope defines the specific goals, deliverables that is expected from the project plus the deadlines, tasks and cost it take to get there.
- **Schedule-** It is the project timeline. It helps to understand the project including important milestones, task, and deadline.

- **Budget –** Budget is the cost of your project. Estimate cost to complete the scope the of your work. And project must be done within the assigned budget.
- **Customer Satisfaction-** Refers to the degree which a project results meet. This metrics is critically important as it includes quality of deliverables, customer experience and communication between external and internal stakeholders through the lifecycle.
- **Team Satisfaction –** It is also important as without a team it would be difficult for a project to get complete. So, it is necessary to have a team that has good understanding among each other and helping team members when needed.
- **Quality –** The point is not to only deliver work but intend to deliver with a good quality and above expectations like whether the deliver was smooth, did we meet the stakeholder's requirements etc.

5.5 Assumptions

Our budget estimate is still to be determined precisely for RFI, Maintenance and according to market research. At present, based on the limited information available we would like to propose the following assumptions:

- Post our scheduling and gap analysis we would determine the path forward and if need be pursuing alternate pathways.
- We assumed that from our RFI there was no clarity on budget estimate, we assume that our cost would be minimum.
- We assumed assume that current application design is compatible with both android and iOS platform. If Current Design is not compatible and have any bug, then we are gone a design new UI which will be fully functional and compatible with both platforms.
- We assume that current software subscription for making application design and cost will be covered in budget of CDL.
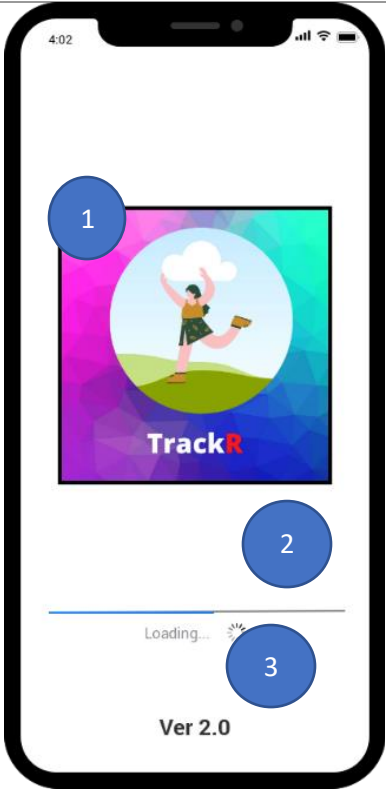
References
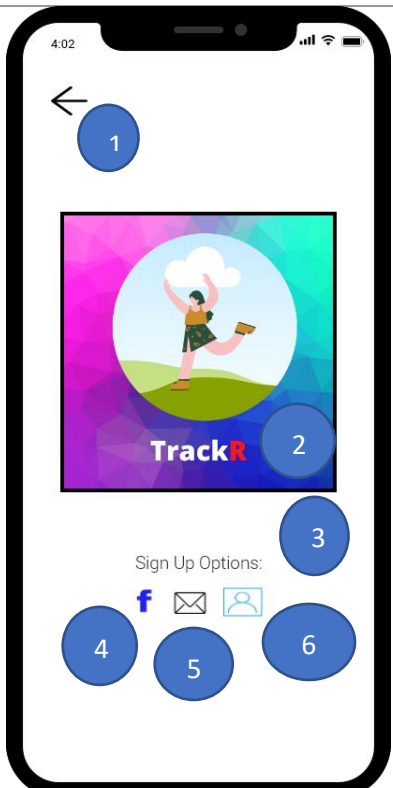
advisors, I. p. (n.d.). Retrieved from https://integrispa.com/blog/ways-to-improve-team-performance/

Analysis, G. (n.d.). Retrieved from https://www.investopedia.com/terms/g/gap-analysis.asp

Econestoga. (n.d.). Retrieved from https://conestoga.desire2learn.com/d2l/le/content/423515/viewContent/8587963/View

Eskander, D. (n.d.). Retrieved from https://project-management.com/6-ways-of-measuring-project-success/

Grow, D. (n.d.). Retrieved from https://www.dreamgrow.com/social-media-manager-responsibilities/

INFO 8440 Senior BA/Professor. (2019, May 3). *Phase 1 UxD Project Needs*. Retrieved from https://conestoga.desire2learn.com/d2l: https://conestoga.desire2learn.com/d2l/le/content/423515/viewContent/8587963/View

Jobs, T. (n.d.). Retrieved from https://targetjobs.co.uk/careers-advice/job-descriptions/667781-marketing-manager-social-media-job-description

 Pratt, M. K., & Torode, C. (2020, April 07). What is the Agile Manifesto? Retrieved from https://searchcio.techtarget.com/definition/Agile-Manifesto#:~:text=The four core values of,by the Agile Manifesto are:&text=working software over comprehensive documentation, change over following a plan.

(n.d.). Retrieved from http://agilemanifesto.org/principles.html.

TrackR V2.0 - Team Analyst
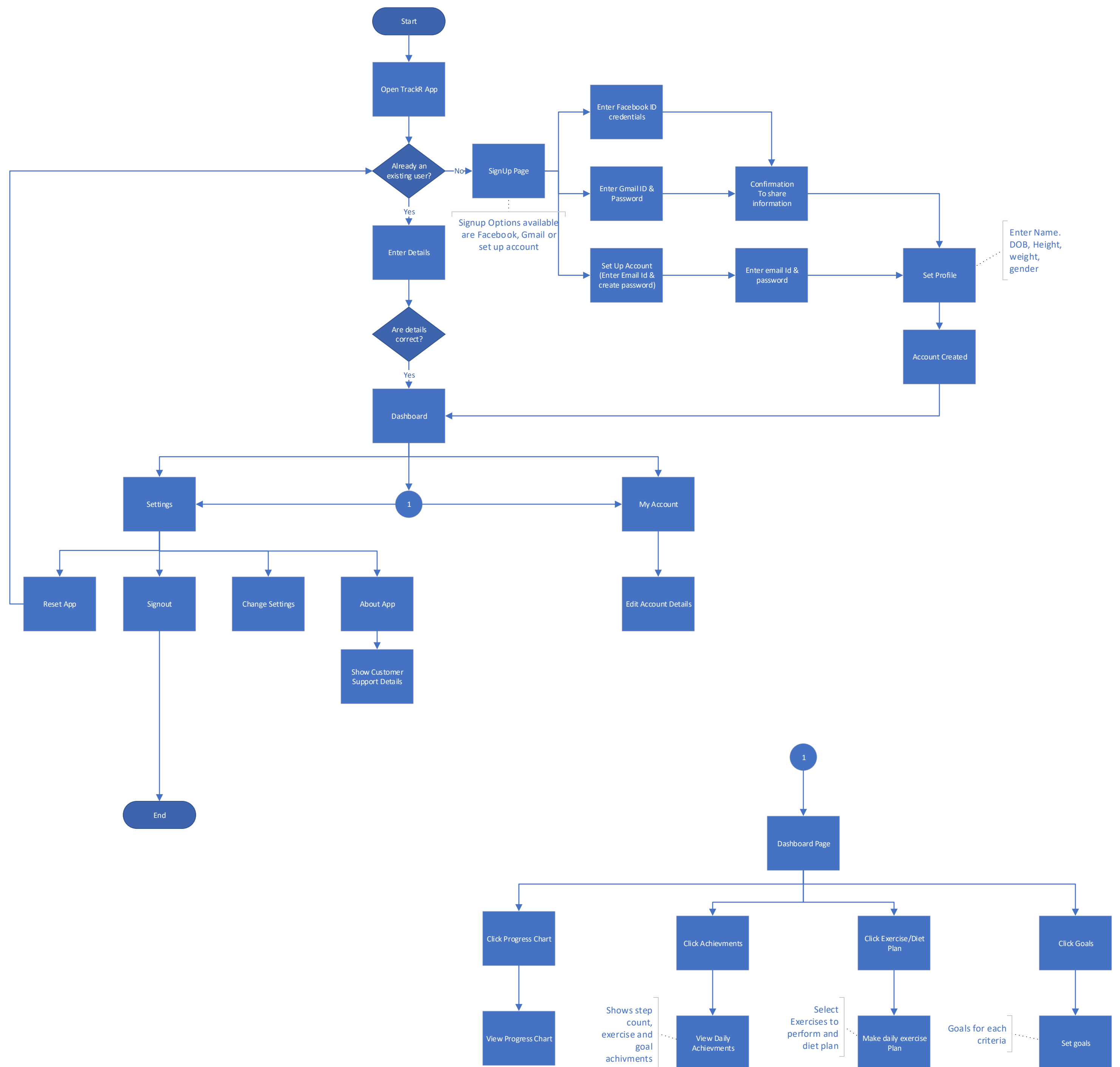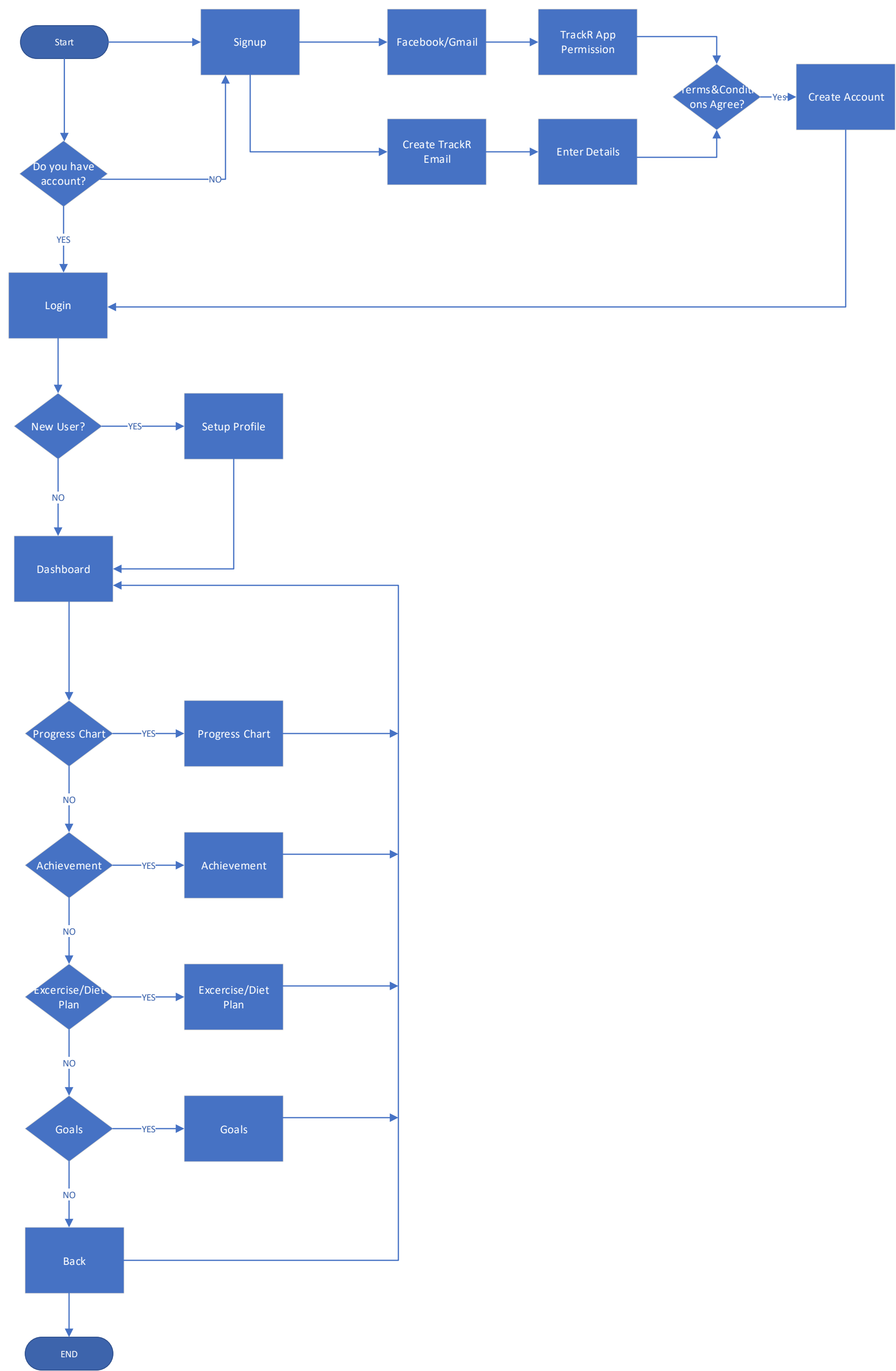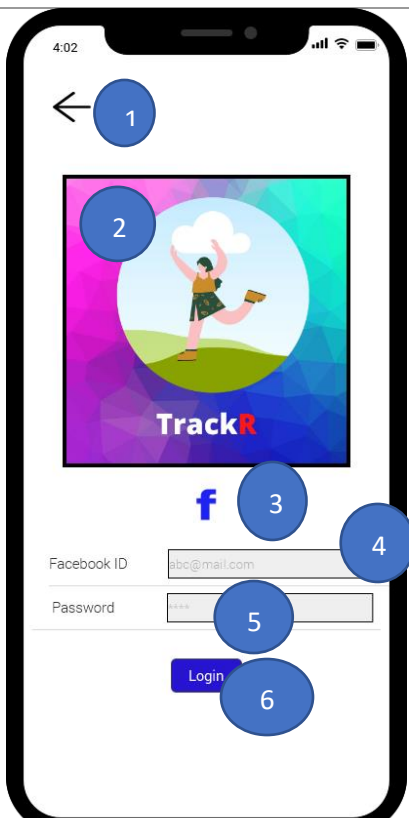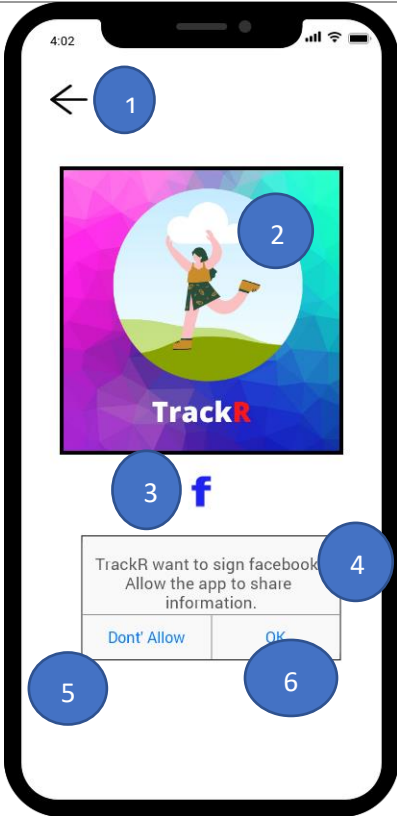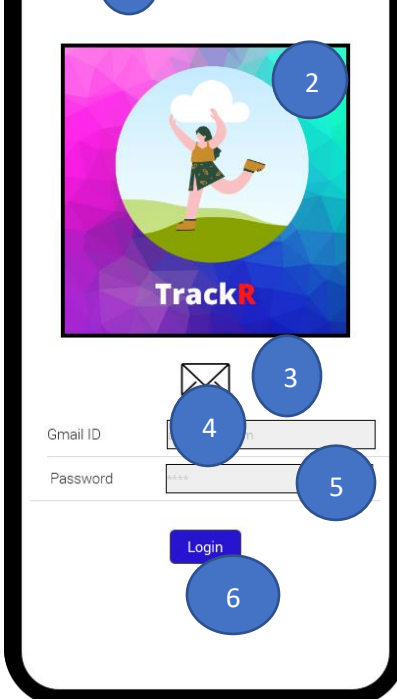
5.9 Design Properties.

No.	Object Type	Object Name	Description
1	Image	TrackR	Application Logo
2	Progress Bar	Loading	Progress bar will show at starting of application
3	Text	Version Name	Version Name

No.	Object Type	Object Name	Description
1	Image	TrackR	Application Logo
2	Button	Login	Login Button , Redirect to Login Page
3	Label	Don't have an account?	N/A
4	Button	Signup	On-Click, Button Redirect the user to Sign-up page
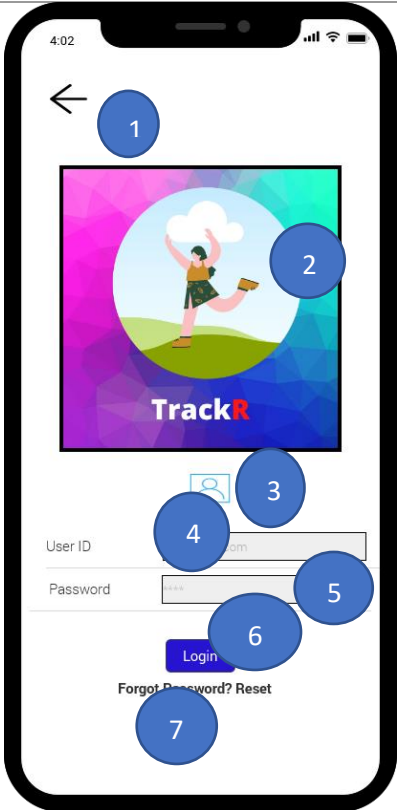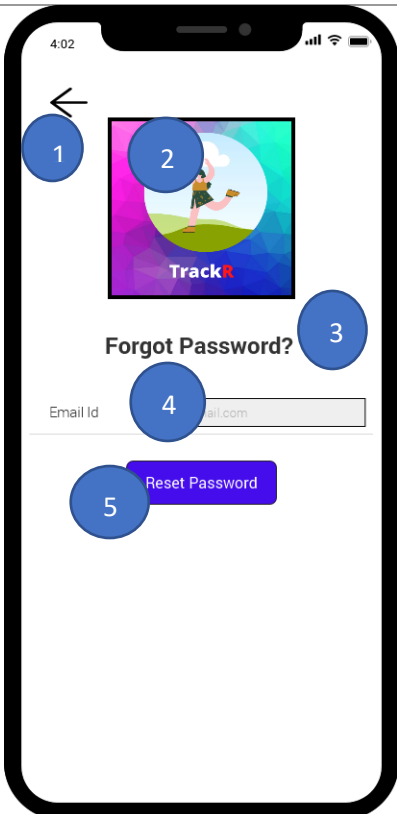
No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Image	TrackR	Application Logo
3	Label	Sign Up Options	N/A
4	Image Button	Facebook	Allow user to login with Facebook
5	Image Button	Gmail	Allow User to login with Google
6	Image Button	User Login	Allow user to sign up with different user id and password.
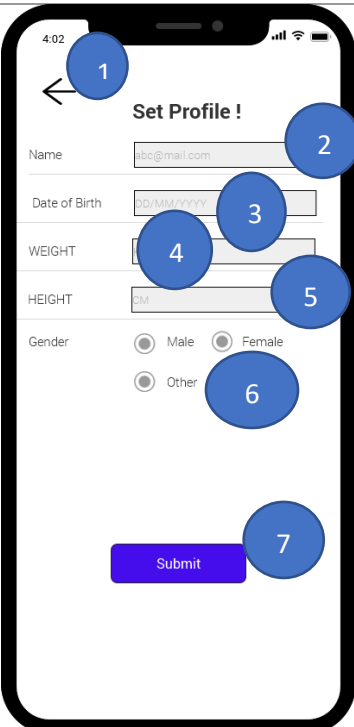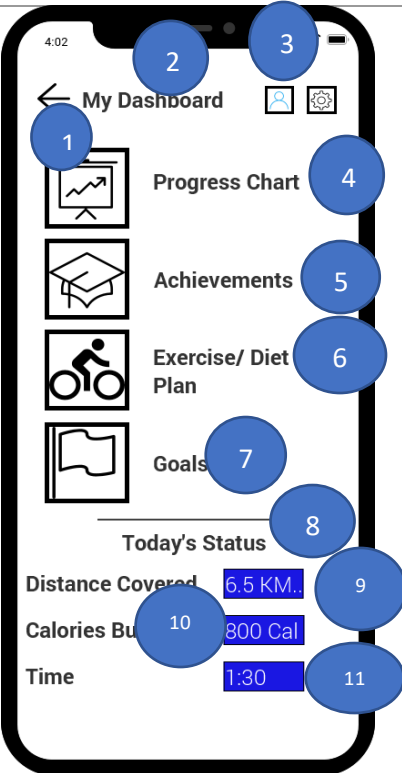
No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Image	TrackR	Application Logo
3	Image	Facebook Logo	N/A
4	Input Box	Facebook ID	Allow User to input Facebook User Id.
5	Input Bok	Password	Allow User to insert Facebook password
6	Button	Login Button	On-Click, Login Button will redirect to Facebook page for permission access.
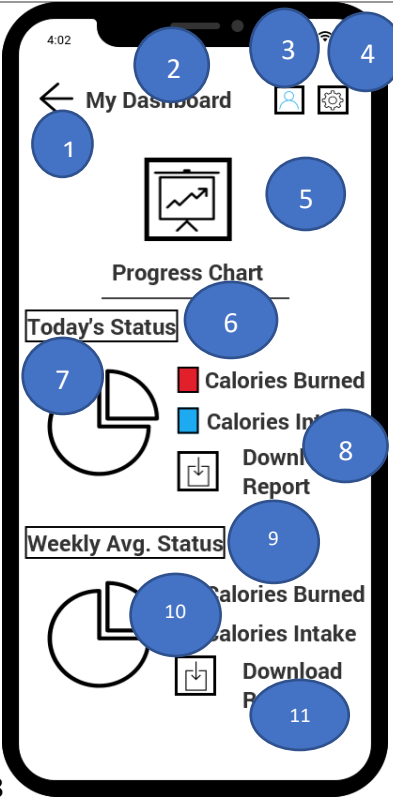
No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Image	TrackR	Application Logo
3	Image	Facebook Logo	N/A
4	Text	"Track R want to sign faceboook. Allow the app to share information"	TrackR will Pop-up text "Track R want to sign faceboook. Allow the app to share information "
5	Button	Don't' Allow	On-click " Don't Allow", User will redirect back screen.
6	Button	Ok	On-click "Ok", User allowing permission to application for sharing information with facebook. Will redirect to "My Dashboard" screen

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Image	TrackR	Application Logo
3	Image	Gmail Logo	N/A
4	Input Box	Gmail ID	Allow User to input Gmail User Id.
5	Input Bok	Password	Allow User to insert Gmail password
6	Button	Login Button	On-Click, Login Button will redirect to Gmail page for permission access.
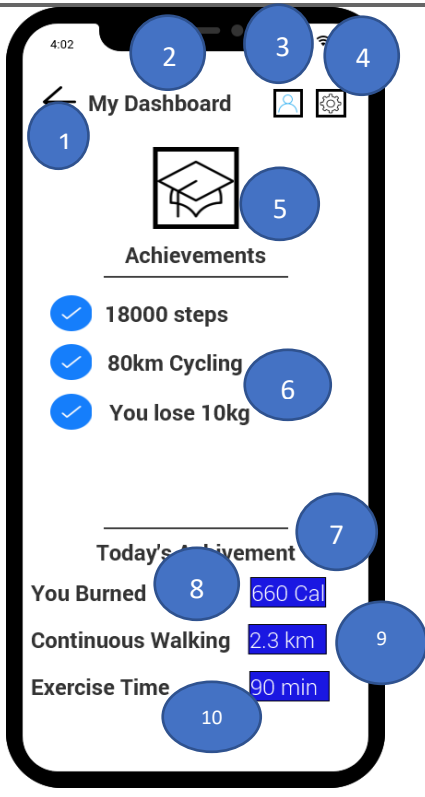
No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Image	TrackR	Application Logo
3	Image	Gmail Logo	N/A
4	Text	"Allow Gmail to Sign Up TrackR"	TrackR will Pop-up text "Allow Gmail to Sign Up TrackR"
5	Button	Don't' Allow	On-click " Don't Allow", User will redirect back screen.
6	Button	Ok	On-click "Ok", User allowing permission to application for sharing information with Gmail. Will redirect to "My Dashboard" screen

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Image	TrackR	Application Logo
3	Image	User Logo	N/A
4	Input Box	User ID	Allow User to input User Id.
5	Input Bok	Password	Allow User to create password
6	Input Box	Confirm Password	Allow User to retype password for validation.
7	Button	Signup Button	On-Click, Signup Button will redirect to "Set Profile !" screen.
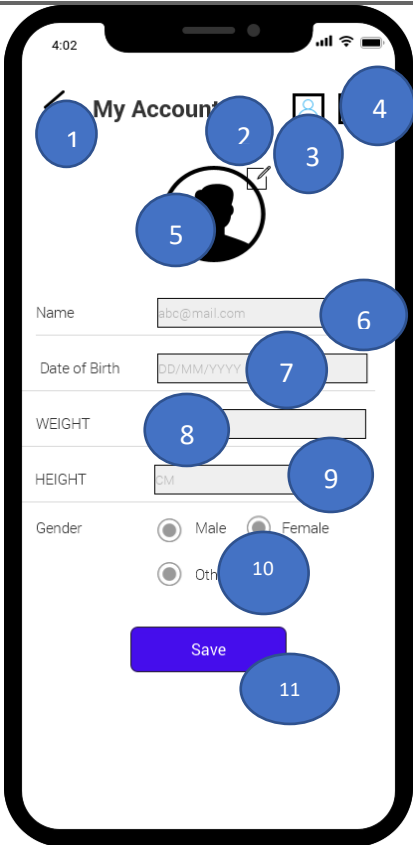
No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Image	TrackR	Application Logo
3	Image	User Logo	N/A
4	Input Box	User ID	Allow User to input User Id.
5	Input Bok	Password	Allow User to insert password
6	Button	Signup Button	Will redirect to "My Dashboard" screen
7	Label	Forget Password? Reset	On-click, will redirect to reset screen.

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Image	TrackR	Application Logo
3	Label	Forget Password?	N/A
4	Input Box	User ID	Allow User to input Email Id.
5	Button	Reset Password	On-click, password reset link will be sent to user email id, and screen will redirect to User Login screen.
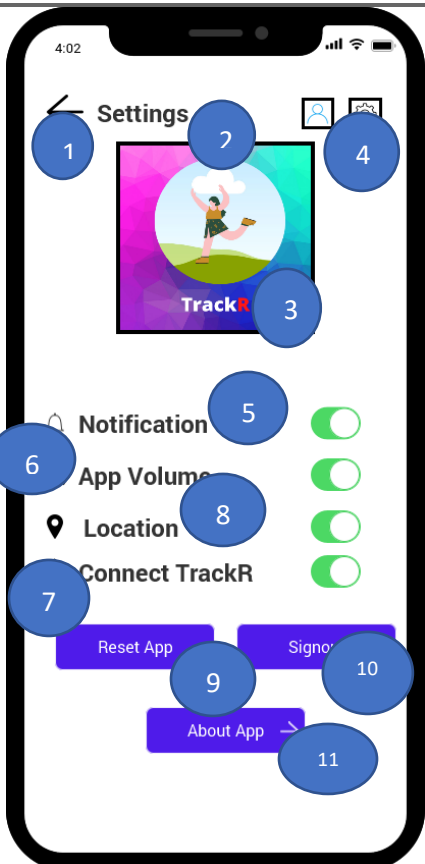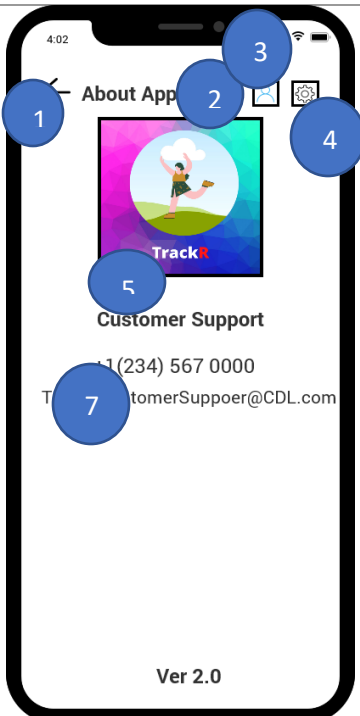
No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Input Box	Name	User can insert his/her name.
3	Input Box	Date of Birth	User can insert his/her DOB.
4	Input Box	Weight	User can insert his/her weight.
5	Input Box	Height	User can insert his/her Height.
6	Radio Button	Gender	User can select gender.
7	Button	Submit	On-click Submit, User can save information.

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Label	My Dashboard	On-Click, will redirect to Dashboard screen.
3	Logo Button	My Account	On Click, will redirect to My Account screen.
4	Label	Progress Chart	On- Click, will redirect to Progress chart screen
5	Label	Achievement	On-Click, will redirect to Achievement screen.
6	Label	Exercise/ Diet Plan	On-Click, will redirect to Exercise/ Diet Plan screen.
7	Label	Goal	On-Click, will redirect to Goal Screen
8	Label	Today's Status	On-click, will refresh status.
9	Label	Distance Covered	Will show status of covered distance.
10	Label	Calories Burned	Will show Burned calories.
11	Label	Time	Will show total exercise time.

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Label	My Dashboard	On-Click, will redirect to Dashboard screen.
3	Logo Button	My Account	On Click, will redirect to My Account screen.
4	Logo Button	Setting	On-Click, will redirect to setting screen.
5	Label	Progress Chart	On-Click, will refresh progress chart page.
6	Today's Status	Today's status	N/A
7	Image	Pie chart 1	will show status of calories burned and calories Intake.
8	Logo Button	Download Report	On-Click User will able to download report.
9	Label	Weekly Avg. status	N/A
10	Image	Pie chart 1	will show status of calories burned and calories Intake.
11	Logo Button	Download Report	On-Click User will able to download report.

4:02

My Dashboard

Progress Chart

Today's Status

■ Calories Burned

■ Calories Intake

Download Report

Weekly Avg. Status

Calories Burned

Calories Intake

Download Report

8

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Label	My Dashboard	On-Click, will redirect to Dashboard screen.
3	Logo Button	My Account	On Click, will redirect to My Account screen.
4	Logo Button	Setting	On-Click, will redirect to setting screen.
5	Label	Achievements	On-Click, will refresh Achievements screen.
6	Label	Information	Will show achievements and data.
7	Label	Today's Achievement	N/A
8	Label	You Burned	Shows burned calories
9	Label	Continuous walking	Will show how much continuous user has walked.
10	Label	Exercise Time	Will Show total Exercise time.

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Label	My Dashboard	On-Click, will redirect to Dashboard screen.
3	Logo Button	My Account	On Click, will redirect to My Account screen.
4	Logo Button	Setting	On-Click, will redirect to setting screen.
5	Label	Exercise Plan	On-Click, will refresh screen.
6	On/OFF Button	Walking	On-click, User can able to start walking mode
7	On/OFF Button	Cycling	On-click, User can able to start cycling mode
8	On/OFF Button	Swimming	On-click, User can able to start swimming mode
9	On/OFF Button	Workout	On-click, User can able to start workout mode
10	Label	Diet Plan	N/A
11	Label	Information	Will show diet information

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Label	My Dashboard	On-Click, will redirect to Dashboard screen.
3	Logo Button	My Account	On Click, will redirect to My Account screen.
4	Logo Button	Setting	On-Click, will redirect to setting screen.
5	Label	Goal	On-Click, will refresh screen.
6	Input Box	Minimum Walking	On-Click, User will be able to edit goal amount.
7	Input Box	Weight Goal	On-Click, User will be able to edit goal amount.
8	Input Box	Calories Burnet	On-Click, User will be able to edit goal amount.
9	Input Box	Cycling	On-Click, User will be able to edit goal amount.
10	Label	New Recommended Goal	N/A
11	Add Button	Swimming	On-Click, User will be able to Add Swimming goal.
12	Add Button	Dance	On-Click, User will able to add dance goal.
13	Add Button	Yoga	On-Click, User will able to add yoga goal.

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Label	My Account	On-Click, will redirect to My Account screen.
3	Logo Button	My Account	On Click, will redirect to My Account screen.
4	Logo Button	Setting	On-Click, will redirect to setting screen.
5	Add Image Button	Profile Image	On-Click, User will able to add profile picture.
6	Input Box	Name	User can insert his/her name.
7	Input Box	Date of Birth	User can insert his/her DOB.
8	Input Box	Weight	User can insert his/her weight.
9	Input Box	Height	User can insert his/her Height.
10	Radio Button	Gender	User can select gender.
11	Button	Submit	On-click save button, User can save information.

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Label	My Account	On-Click, will redirect to My Account screen.
3	Logo	Track R	N/A
4	Logo Button	Setting	On-Click, will redirect to setting screen.
5	ON/OFF Button	Notification	On-Click, User can Teun ON/OFF Notification.
6	ON/OFF Button	App Volume	On-Click, User can Teun ON/OFF App Volume.
7	ON/OFF Button	Location	On-Click, User can Teun ON/OFF Location.
8	ON/OFF Button	Connect TrackR	On-Click, User can Teun ON/OFF Connect TrackR.
9	Button	Reset App	On-Click, User can able to reset app.
10	Button	Sign out	On-Click, User can sign out.
11	Button	About App	On-Click, User will redirect About App screen.

No.	Object Type	Object Name	Description
1	Button	Back Button	On-click, will redirect to back screen
2	Label	About App	On-Click, will redirect to About App screen.
3	Logo	Track R	N/A
4	Logo Button	Setting	On-Click, will redirect to setting screen.
5	Label	Customer Support	N/A
6	Text	Contact Information	Show customer care contect information.