Creative Production Plan and Prototype

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# 1. Introduction:

As the world is becoming more and more modern, life is getting more dependent on the technology. Each day we see a new piece of technology being released or a new app that makes our lives a better for future. In this report, an instant ambulance booking service mobile application has been proposed. In today’s world, health is a serious concern.

There are various applications to help us track our health or do exercises. However, very few applications exists that can really help us in case of emergency. That is why emergency ambulance booking application has been proposed in the report. This application allows a user to book an ambulance for transferring patient to hospital and also take the patient back to home. Emergencies can happen anytime without giving any type of warning. Taking a severe patient to hospital is a critical part of the whole emergency service. Different type of emergencies require different ambulances. Keeping that in mind, application offers four types of ambulance service to the users.

The idea of the application is not built up from scratch. A GitHub user with user name ‘pinkdragon1000’ has a repository called ‘Wireframing-and-Prototyping-Projects’ from where the base idea has been taken. Link to the GitHub repository is ‘<https://github.com/pinkdragon1000/Wireframing-and-Prototyping-Projects>’. It is essential to understand that ambulance service is a part of medical emergency service. That is why following the conventional interactions in the application can actually make the application user interaction bad. The application must omit the unimportant interactions so that whole process can become quicker. The proposed does actually try to provide innovative ways of interactions so that onboarding as well as ambulance booking process can become easier.

# 2. Description and Justifications of Plans and Ideas:

## 2.1 Analytics:

The advance analytics applications are helpful for understanding who are using the application. The user details like age, gender, location and languages are gathered through the analytical applications. The analytics that will be used in this case are Facebook analytics and Google analytics. Through this analytics, the target market of the application will be determined. This is very important for the application development as the design of the application needs to be done according to the preferences of the target market. It will also help to take proper decisions regarding future investment areas.

## 2.2 Platform Support/Technical Feasibility:

The application is proposed for mobile applications. The application is supported by the two major mobile OS, android and iOS. It is well known that native mobile application development is a complex and costly process. Building two different applications for two different operating systems can increase the cost of the project. The difference between the applications can also make it not feasible in terms of technology. However, there are few good alternate technologies that can be used to develop android and iOS applications from a single code base. This allows the application to have same features, interactions, flow of process for both operating systems. Flutter is a very fast growing technology and is being used on many banks. This makes sure that there is a high chance of having high security if flutter is used. Flutter is very easy to write and read which allows the development team to focus more on the project rather than programming syntaxes. Flutter also support high quality of animations and quality code. Therefore, the final product of the project can be of high quality and good customer experience can be provided from the start.

## 2.3 Store Standard Validation Process:

The application will be launched in two platforms; Google play store for android application and Apple App store for iOS. Launching of the application in application store is the first market phase. Validation of the developed application is the procedure of evaluating the application to ensure that it satisfies the user requirements. In order to do that, free/trial version of the application will be distributed to some people. After getting the result of this validation test, necessary changes will be done in the application if required. Then the application will be submitted to the application stores. There are some guidelines regarding acceptance of the mobile applications in Google Play store and App store. At the time of developing the application, the standard guidelines need to be maintained.

## 2.4 Appropriate Methods of Digital Distribution:

Digital distribution of the application will be done in four ways as discussed in the section below:

Distribution during Development: This distribution of the application will be done when it will be in the development phase. The distribution will be done among the developer who will be working on the different areas of development. However, this distribution can be done in Android platform only as Apple requires iOS development certificates for installing any application.

Distribution for Prereleases: This will be the prerelease distribution of the trial version of the application for validation test. Ad Hoc certificates will be required for this distribution. In this case, it is necessary to ensure that the production certificates will be resigned automatically after ending the trial period.

Distribution for Public App Stores: The public platform distribution will be done at the end of the development. As discussed previously Apple store and Google Play store will be the two public platform for the digital distribution. For the App Store, the apps must be uploaded from a Mac in a specified way and then they are submitted for review before going live and it may take a couple of days, if not more. For Google Play, there is a reactive review process, but still it may take a couple of hours for the app to be published.

Distribution for Application Updates: New features will be added to the application by the time. Whenever the features are added, the full binary needed to be submitted on the public app stores. At the same time, the updates will be promoted to the end users.

## 2.5 Budgetary Requirements:

Development of a mobile application generally includes five steps; Analytics and user experience, Design, Front-end development, Back-end development and QA. The application will be available in both the android and iOS platform. Therefore, two different applications need to be developed. Among the activities mentioned above, the first two activities do not need to be repeated for both the platform. It is enough to determine the user experience at once before the development. Similarly, the main design of the application will be the same in both the platform. Therefore, the costs of these two activities are considered only once in the android platform and cost for iOS platform considered 0.

|  |  |  |
| --- | --- | --- |
| **Activities** | **Cost for Android** | **Cost for IOS** |
| Analytics and user experience | $ 1500 | $ 0 |
| Design | $ 3000 | $ 0 |
| Front-end development | $ 10000 | $ 10000 |
| Back-end development | $ 12000 | $ 12000 |
| QA | $ 4000 | $ 4000 |
| **Total** | **$ 30500** | **$ 26000** |

Table 1.0: Budget

(Created by the author)

As per the budget calculation, the cost for developing the application in both the iOS and Android platform will be $ 56500. However, the costs for development of the updates are not included in this budget calculation.

## 2.6 Asset and Content Licensing:

All the devices used for the application design and development will be considered as assets. Each assets will be purchased with proper billing and paying taxes. Every asset will be billed under the name of the organization who owns the application. As the software to be used in the project are also asset, but intangible, will be purchased and billed under organization name. Each content used in the application will be generated from scratch. In case some contents or assets are used from a third party services, then it will be purchased as well as service provider’s terms will be met.

## 2.7 Monetisation:

The application will be used for booking the ambulance service. Therefore, tie up with the ambulance agencies will be there. Some commission from the service agencies will be there as a monetary benefit for the application developer. Digital advertising through the mobile application is an effective way to promote anything. It is a good opportunity for the application owners for monetization. This application will support the advertisements whenever it will be able to do so. Then the advertisers will pay for the application platform to the app stores. Payment will get per advertisements as per the pay available in the app stores. Multiple online payment options can be used for getting some more monetary benefits. In future, in app wallet feature also can be added for increasing the revenue.

## 2.8 Advertising:

Facebook advertising will be the primary mode of advertisement for this application. Facebook allows reaching more people in small amount of time. Various Facebook advertisement campaigns will be created to promote the application. Instagram will also be used for reaching more people. Instagram engagement is very high but the required content is not suited for the platform. That is why the Facebook is considered primary. Google and YouTube advertisements will be other major mode of advertisement through digital media.

However, business will not only focus on advertisement through digital media. The business can be promoted by conducting various awareness campaigns in the areas where majority target audiences live. The advertisements in local TV channels and radio programs will also increase the target audience engagement.

## 2.9 Additional Design Factors:

The first factor has been considered the color schemes. It is essential to understand the purpose of application and its target audience so that proper color scheme can be used. As the application is for emergency purposes and will be used by primarily adults and elderly people, the color scheme is very simple. Each section has white background and blue is primary color.

The design has been consistent throughout the pages. Each page has same font and style for headings, labels, texts and paragraphs. The inputs are same. The use of hamburger can be seen similarly in every page.

In terms of mobile applications, finger-friendly design is a crucial point. The users use different hand gestures for tough, swipe or type. The design of each interacting element has been planned and placed such way that user can easily use the required hand gesture.

# 3. Conclusion:

The future healthcare service can become extremely good if such initiatives are taken more frequently. This is a very unique approach that can be related to cab services like Ola or Uber. However, there is a difference that customer will be assured to get an ambulance every time they book. In order to make sure in case of emergency user do not waste time in filling forms, there is only login option using google, facebook or apple id. Even if user is not registered, clicking the login button will register and then login the user into application. If the user is using the application for first time, he/she has to add home address. This is essential because, if something happens at home and user needs to book an ambulance urgently, he/she can just select the ‘book for home’ option. User have to select a preferred hospital during first login. So that ambulance will be booked from home to preferred hospital with a single click. The user can also select the type of ambulance required because different emergencies require different ambulance.

Therefore, it can be safely assumed that application is capable of providing high quality and flexible service to the user with as less interaction as possible. The ambulance service is charged based on hours of service, this removes the restrictions of using ambulance from one location to another only. If needed, ambulance can be taken anywhere and as long distance as required. Service offers full compliance to the service required by the patient.

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