Launchpad AI - Iterations and updates project scope

Note: This is a draft, uncomplete proposal and a full version will be sent across for the w/c 19th February.

Company overview

About us

Launchpad AI is an innovative tech company specialising in automated website and app development for high-growth startups. Our unique platform enables non-technical clients to input their requirements, which are turned into functional websites and apps through a range of coding languages

With a strong emphasis on an iterative model, Launchpad AI facilitates dynamic changes and continuous improvements post-launch, aligning with the lean startup model. Essentially, we understand a client's customer and user feedback about their technology and use this to automatically update code and UI to address their comments/ usability feedback.

Our commitment to seamless iteration serves as our distinctive value proposition and we combine AI technologies with user feedback to optimise/ refine digital solutions continually as our clients continue to grow and scale their companies.

The key industries of importance to us are human-centric development projects where people, their individual habits, and sensitive needs (e.g. disabilities) are the key users of the end software. Some examples of our typical projects include:

- An apps for cancer patients (on behalf of the NHS) to manage their diagnosis, treatment plans and access important educational information to help them through their journey. GDPR, data protection and disabled access are key factors

- An app that helps migrants access healthcare, legal support, police support, housing authorities and foodbanks where they may not want to expose their individual identities. Typical users have a high degree of apprehensiveness around sharing personal information in fear of deportation and may not speak certain languages.

- An app that trains police forces and journalists on how to speak with victims of major trauma. For example, someone may have suffered from domestic abuse and the app will train the police on how to handle any conversations with the individual, making sure they don't trigger any negative reactions. Whilst the app is targeted towards the police, it must be kept sensitive as they will likely be dealing with high-stress environments.

Key Challenges

- Clients are indecisive with change requests and feedback is broad, meaning developers have ambiguity around the requirements.

- Low level and simple updates such as changing font sizes or colours are laborious and are inefficient to manually update as stand-alone tasks.

- It is difficult to understand what additional features are required based on user feedback. For example, if a user mentions they cannot read certain content, does this mean the font size needs to increase, or does it mean integrating a feature such as a screen reader? There may need to be some input information from the user's background or a method for collecting feedback that is optimal to a model.

- Quality assurance checks are manual and time consuming- is there an automated way to increase the speed/ accuracy of this?

Student Project

Aims & Objectives

This project is only related to mobile applications developed on Flutter. After projects have been completed and the bulk of development work is done, we often receive a combination of change requests and user feedback. This means that the app needs to continuously be updated with new features, functionality, bug fixes, design edits and layout views.

The process is laborious and cost inefficient as often the changes are minimal and should not require a developer to be distracted from any other projects. For this reason, we wish to create an AI model that can understand the user feedback/ change requests and then implement the necessary updates directly into code.

We are creating an automated solution that simply understands a change request or piece of user feedback and then implements the necessary updates.

Aims & Objectives

In an ideal situation, we would solve the above issues through an interface/ dashboard where we could upload/ store the source files and code for specific projects.

We could then upload the user feedback or client change requests, and then the relevant code would automatically be updated with the necessary amendments.

These updates would then go through a quality assurance process before the new code can be downloaded and reuploaded to the relevant App and Google Play Stores.

Example UI Screen: