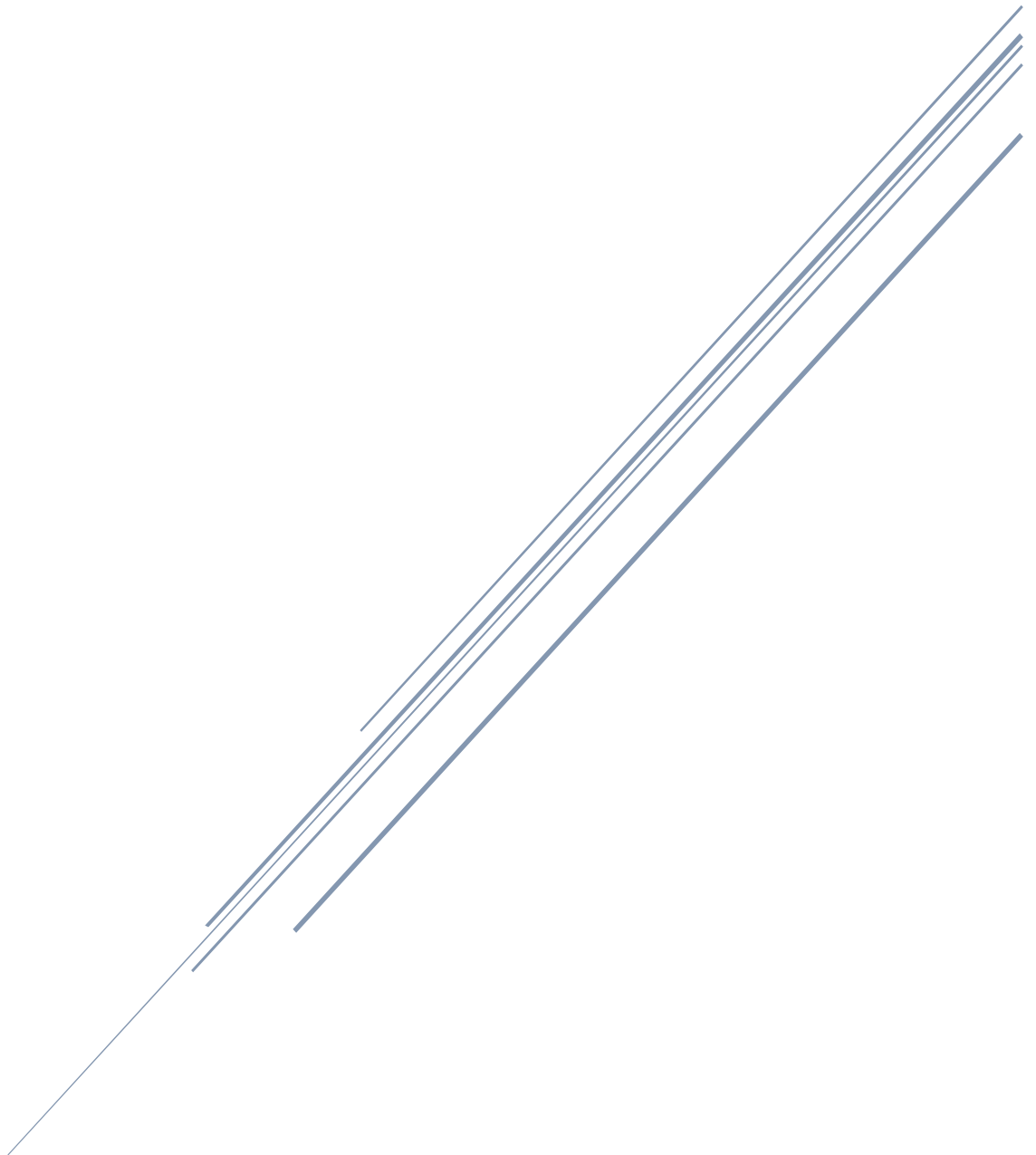


Professional Experience and Project Development

Task 1a - Project Specification LSEPI Analysis



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Analysis Part One – Monetization

Firstly, the individual proposing this mobile app will have to consider the General Data Protection Regulation (GDPR), this would then lead to financial issues regarding data protection. I chose this issue because it was not mentioned at all in the project specification.

The specification does not mention how the data gathered from the app will be stored. Will it be cloud based or not? Nor does it mention how this app and the maintenance of it is going to be funded. Either way this raises financial concerns for the project. For example, a leading cloud provider named Microsoft Azure offer a package called Enterprise Mobility + Security which is tailored for businesses. This package costs £11.20 per month (Enterprise Mobility + Security pricing options, 2019).

The impact on the project that the lack of funding would entail would be that the ability to keep the app running and the ability to store user's data would fall apart, leaving the entire project worthless.

This raises concerns as we do not know how this would be paid for, one option would be to monetize certain fitness routines, however this could be seen as unethical. A very recent example of this is the "loot box" ban in the UK ('Ban kids from loot box gambling in games', 2019). In this example vulnerable children are being targeted and are capable of buying thousands of pounds worth of virtual goods.

The impact that something like this could have on the mobile app is because they are potentially working with vulnerable children as well as adults and if they are monetizing fitness routines etc., they could find themselves being scrutinized in the same way leading to a damaged reputation.

Another example of this is when video game company EA decided to add "pay to win" items to their video game "Star Wars: Battlefront 2" (Iwaniuk, 2018). The items in question were locked behind a paywall and this caused an unprecedented amount of outrage and boycotting.

The impact that something like this would have on the mobile app in the sense that adding monetized elements could result in users skipping over the app in favour of free alternatives or cheaper alternatives etc. resulting in loss of revenue.

Analysis Part Two – GDPR Regulations related to GPS Tracking with Children

Secondly, in relation to GDPR regulations there are going to be issues in terms of GPS tracking and age constraints. I selected this issue because it was not mentioned at all in the project specification.

There is a notable portion of children who suffer from rheumatoid arthritis and this app would be marketed towards them (Juvenile Arthritis, 2019). Project specification 4 states that the app will be like other options that are already on the market. Other apps on the market use GPS tracking such as "Google Fit – Fitness Tracking" (10 Best Fitness Apps For Android (2019) – Track Your Workouts, 2019) and this is where the issue is.

This could impact the project where children and adolescents under the age of 13 (in the UK) are using the app then their location would be tracked, this does not comply with GDPR unless you clearly state that you are going to be collecting that data (Children, 2019), so this would need to be implemented by the creator to avoid any legal issues.

An example of why this is important occurred in January 2018 when a fitness app named “Strava” was used by several US soldiers stationed in Afghanistan (Hern, 2018). This app tracked GPS data points of its users and essentially you could clearly see the outlines of the layout of the base using the app's feature that allows people to view popular running routes.

The impact something like this would have on the project would be that if children's locations were tracked and a similar running route feature was available anybody would be able to view a child's regular running route and possibly intercept them, putting the child in danger.

Analysis Part Three – Security

Furthermore, in relation to GDPR and Analysis Part One, security is a big aspect of this app. There is no mention of how the data gathered is going to be managed and protected. I chose this issue because it was not mentioned at all in the project specification.

GDPR rules state that there must be appropriate security in place (Security, 2019). The app would need regular maintenance and updates, encryption software and remote backups etc. There will also need to be a dedicated information security policy for everything including physical documents that might be produced as well as virtual ones etc.

The reason why security is such an important aspect can be observed in recent events with what is commonly referred to as “the Sony hack” (BBC, 2015). Massive amounts of data including emails, personal data and pirated copies of new films were released in an intrusion. This caused massive economic harm where Sony had to pay a total of \$8 million to compensate for these events.

The impact something like this would have on the project would be that a possibly massive financial penalty as well as a damaged reputation could lead to larger ramifications as Sony is a large conglomerate whereas the creator of this app is a single person.

Additionally, when discussing security in any form there are ethical concerns. This app is targeted at a demographic who is potentially physically handicapped, there will be a possible reliance on the app and so it will be a responsibility of the creator to ensure it is continually running 24/7 as users may be inconvenienced. (Michael, McNamee, & Michael, 26-27 June 2006)

An example of this is an ongoing problem where banks services, such as Lloyds TSB in this example, are routinely being disrupted due to IT faults. This issue leaves customers unable to access their money and will potentially lead to legal action. (BBC, 2019)

The impact something like this would have on the project would be a possible financial penalty as well as a damaged reputation. This could lead to more serious consequences in the app creators' case as Sony is a large conglomerate whereas the creator of this app is a single person.

This assignment was an analysis of Project Specification 4 provided.

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