COMP2010 Assignment 2

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a) **i)** The idea of the app is to allow customers to purchase lollies from the nearest store. Customers will be provided with store locations, latest specials and a shopping list feature. The purpose of these features is to increase customer engagement and awareness about local stores by streamlining the shopping experience.

ii) The aim is to build an IOS app with features which will allow customers to purchase lollies in a convenient manner. Customers will be able to choose their preferred flavor of lolly from a menu screen which they will then add to a shopping last before proceeding to pay. In addition to these main uses, customers will also be able to see the latest specials and promotions. Store Locator screen will use a map of the store locations with address, opening hours and contact information.

iii) People would use the app for it's convenience and beneficial features. Users can simultaneously find their local store, check for specials and manage shopping lists in one place. The shopping list feature allows customers to organize shopping, which saves time and and makes store visits easeful. The specials and promotions will help people save money on their favorite lollies and users will receive personalized notifications which would increase customer engagement.

iv) The app helps solve some common issues related to retail. Store related information and promotions will increase the popularity of the brand. On top of that, customers would easily locate their local stores and easily manage shopping lists which would help increase the sales of Sejpeons Sweets products.

b) The app uses advertising model for monetizing. It won't be displaying third party ad's however, the app focuses on specials and promotions to increase customer engagement. This in turn increases revenue for the brand as more people will visit stores and sales increase.

c) Agile method can be used for this project. This method prioritizes customer feedback, flexibility and frequent updates. Hence, the development team can quickly adapt to changes and release new features in quick succession and can ensure that the project is aligned with the business goals.

d) **- Menu:** This is one of the key features of the app as users will be able to see all available products with details including description, ingredients, price and images. As such the menu feature is required for MVP.
- Store Locator: A map view with all stores marked will be provided with store details including address, hours and and contact information. As this feature allows users to locate their local store, it is also required for MVP.

- **Specials and promotions:** This feature will encourage customers to buy products which increases one of the main business goals of increasing sales. In addition, customers will be encouraged to visit stores more often. Therefore, this is another feature required for MVP.
- **Shopping List:** This feature allow users to add or remove items they want to purchase to and from a list. This helps customers plan their purchases and will increase app usage and customer engagement, which is why this feature is also required for MVP.
- **User Account:** This feature will include an option to enter user details, set personalized settings and display order history. This feature isn't vital for initial release and so is not required for MVP.

e) - **Home Screen (ContentView):** This view has a tabiview with tabs for home screen, store locations and shopping list. Home screen has buttons to navigate menu and special items as well as the name of the brand and app icon.
- **Menu View:** Shows all the products in a list as navigation links to ProductDetailView
- **ProductDetailView:** Includes details such as ingredients / flavor and price of item
- **StoreLocatorView:** A map of all 5 locations with pins
- **SpecialsView:** Products that have discounts with details including description, original and new price.
- **ShoppingListView:** This screen allows user to manually enter item name, price, and quantity. Total price will also be displayed and customer can remove same items altogether.

App Icon (by https://www.iconikai.com/generate-icon)

App Description: Doesn't matter how your day has been, it can always get better with a lolly! At Sejpeons Sweets, we attempt to sweeten your day by satisfying your sweet tooths. Whether it's a variety of chocolates or gummy bears, this app has everything you need. Create and manage your shopping list beforehand by browsing our extensive range of candy and lollies at the convenience of your own home. And that's not all! Some of these products will have exclusive promotions for special occasions so keep an eye out for discounts and latest deals! Heading out? Find the nearest store with ease before heading to treat youself to our delicious sweets. Download the app and enjoy your day at Sejpeons Sweets, where every moment is a sweet delight!

Testing: It is ideal to test the app with ipad air, ipad pro and ipad as it most common to use similar apps on ipads if a user doesn't use an iphone. This app may need at least 5 developers for internal testing and 20 users as customers which will provide more details on what can be improved.

Test strategy: It's vital to identify the key areas that need testing such as functional performance, UX and UI and checking whether the app is compatible with IOS versions such as the latest versions (IOS 15-17). Testing should be continuous during the development process with constant and bug fixing. Lastly, it should be ensured that the app aligns with App Store guidelines to avoid rejection of the app.

Utilizing feedback for maintenance: User feedback is vital especially considering the nature of this app. Regularly reviewing feedback can be useful for performance optimization, bug fixes and feature enhancements. This will help ensure the app remains user friendly which will increase the usage of the app.