Easy-A English

Michael A. Brown Jr

Western Governors University

Table of Contents

[**Abstract**](#_x4jo0p64gw2o) **4**

[**Proposed Solution**](#_olhu44capel) **5**

[**Related Works Review**](#_9wot101ywqqb) **6**

[**Goals, Objectives, and Deliverables**](#_1kns2m1qdyxo) **8**

[**Projected Timeline**](#_ie0ju6idepex) **10**

**Resource and Cost 11**

**Outcome 12**

**Sources 14**

# Abstract

Our recommendation of the proposed solution is to create a new mobile app, in the Apple app store and the Google Play Store, called “Easy-A English”. The app will be an immersive user experience that further instructs students of the English language, grammar, text mechanics, general articulation, or related topics. Easy-A English will provide an interactive learning experience for students across the globe, thus acting as a solution that enhances and automates the process of Seamus Company’s processes. The app’s learning modules will adhere to the industry design standards, including emerging educational technologies and immersive approaches to learning, also while following clear alignment of objects, content, and assessment of the English subject. The goal of this project is to successfully develop a mobile interactive learning experience through utilizing emerging app development software that reaches the 5.2 billion active mobile users in the world. Our team will adhere to the industry software development life cycle: Requirement gathering, Design, implementation, Testing, Deployment, and Maintenance. The estimated cost of the project is $350,000 that will span throughout a 4 year period, including the development lifecycle. The company proposing this project has a lengthy tenure developing rich applications at scale, on both mobile operating systems, for numerous companies and institutions within the education industry.

# 

# Proposed Solution

The problem that Seamus is facing is their need to optimize the operations of their company and to improve the product portfolio by creating an interactive learning solution that enhances and automates processes proposed for Seamus Company processes. Our proposed solution is to develop a mobile app experience that generates the student’s requested English learning curriculum from Seamus Company’s exceptional educational lessons seamlessly on the student's mobile devices. We believe utilizing Seamus Company’s vast library of lessons and providing students a way to learn on-the-go, can help the company provide its services at scale. The mobile industry is an emerging technology that allows its users to access all sorts of resources while not being tethered to a specific place. Developing a way for Seamus Company’s English learning processes to be optimized for mobile use will allow more users to learn in an immersive approach to learning and adhere to best practices regarding learning styles and modalities.

# 

# Related Works Review

During our research, we have found a few resources that back up our plan and the benefits of designing a mobile app. Asha Pandey, a contributor at Ei Design, wrote on a case study stating the “Top 5 Benefits to Mobile Learning”. In the study, Pandey (2018) states “Organizations are opting for Bring Your Own Device (BYOD) policy giving learners the control to learn on the devices of their choice”. This backs up our claims that providing a mobile learning experience for students will provide an immersive learning experience. The contributor goes on to provide factual evidence to the idea of the emerging technology behind mobile learning for the educational industry.

Student’s are constantly looking for ways to learn on the go. In the group case study, “Mobile Digital Education for Health Professions”, completed by Dunleavy et al. (2018), they explained the importance and effectiveness of mobile learning. They continue by stating that mobile digital education (mLearning) has been mooted as a potential solution to increase the delivery of health professions education as it offers the opportunity for wide access at low cost and flexibility with the portability of mobile devices. The primary objective of the case study was to evaluate the effectiveness of mobile learning for delivering health professions education in terms of learners’ knowledge, skills, attitudes, and satisfaction. In conclusion to the case study conducted by Dunleavy et al. (2018), “The evidence base suggests that mLearning (mobile learning) is as effective as traditional learning or possibly more so”. By providing a mobile, learning app experience that is both educationally beneficial and economical for students, Seamus Company could provide English learning to a much larger scale.

More factual evidence expounds on the importance of Mobile Learning. Pinkey, Vishal, and Aditi (2018), from the Jaipuria School of Business Ghaziabad, published works breaking down this importance stating, “The statistics shows the number of smartphone users in India reached 340 million in 2017 and the same could reach almost 468 by 2021. Thus it is very easy for the person to learn whatever they want at any time and anywhere.” By allowing students to access Seamus Company’s english learning modules on their mobile devices, students will not only be more engaged, but more willing to learn.

Dunleavy1, G., Nikolaou2, C. K., Atun4, R., Law1, G. C. Y., & Centre for Population Health Sciences. (n.d.). Mobile Digital Education for Health Professions: Systematic Review and Meta-Analysis by the Digital Health Education Collaboration. Retrieved from <https://www.jmir.org/2019/2/e12937/>

Jaiswal Pinkey, Panwar Vishal , Nupur Aditi (2018, September 20). Importance of Mobile Learning in Educational System. Retrieved from <https://www.learnistan.com/importance-of-mobile-learning-in-educational-system/>

Pandey, A. (2018, October 24). Top 5 Benefits of Mobile Learning. Retrieved from <https://www.eidesign.net/top-5-benefits-mobile-learning/>

# Goals, Objectives, and Deliverables

1. **Goal**: Provide an innovative service, utilizing the usefulness of mobile platforms, to create a mobile application continuing to aid middle and high school students in understanding the grammatical intricacies of the English language through mobile applications.
   1. **Objective** 1: Hire an application development team skilled with user experience, interface design, front-end and backend developing skills.
      1. **Deliverable 1**: Project manager will spend a week interviewing candidates with required skills needed for the project starting on May 4th.
      2. **Deliverable 2**: Project Manager will have made their choice in candidates, sending offer letters with competitive salary starting on May 11th ending on May 15th..
   2. **Objective 2**: The hired UI designers will spend 2 weeks creating three wireframe designs that will be presented to the Seamus Company for review
      1. **Deliverable 1**: UI Designers will brainstorm and create three completed wireframe designs by May 22th.
      2. **Deliverable 2:** Project Manager and Sr. UI Designer will present the three wireframes to Seamus Company by May 25th.
   3. **Objective 3**: UI Designers will create the design resources and assets into a complete design style guide of all of the pages of the app based on the Seamus Company choice in design wireframe.
      1. **Deliverables 1**: UI Designers will create image assets, branding, and image resources using Photoshop softway by June 10th.
      2. **Deliverables 2**: UI Designers will deliver the complete design style guide with image assets and resources for the Front-end developers by June 19th.
   4. **Objective 4**: Developers will implement the design and functionality of the app through a series of software development cycles containing strenuous code reviews, testing, and production.
      1. **Deliverables 1**: Front-end developers will complete the front-facing app development cycles of all pages of the app using Kotlin and Swift programming languages for Android and iOS mobile application platforms by July 31st.
      2. **Deliverables 2**: Back-end developers will develop and connect the backend model of both apps on mobile platforms using Kotlin and Swift programming languages by August 31st.
      3. **Deliverables 3**: QA Testers will complete four testing cycles, providing summary bug reports and feedback from Seamus Company on all added functionality by Nov. 22nd.
      4. **Deliverables 4**: All approved code from the Sr. Front-End developer and Sr. Back-end developers will be pushed to production on Dec. 22nd.

# 

# 

# Projected Timeline

| **Description of Objectives** | **Deliverables** | **Deliverable Duration** | **Total Duration** | **Projected Start Date** | **Anticipated End Date** |
| --- | --- | --- | --- | --- | --- |
| Hiring Application Development Team | Interview Process | 1 Week | 2 Weeks | 5/4/2020 | 5/8/2020 |
| Hiring | 1 Week | 5/11/2020 | 5/14/2020 |
| Sketching/Wireframing Brainstorm | Brainstorm/Design Wireframe | 1 Week | 2 Weeks | 5/18/2020 | 5/22/2020 |
| Present Wireframes to Client | 1 Week | 5/25/2020 | 5/29/2020 |
| Design Style Guide | Create Assets, Branding, and Image Resources | 3 Weeks | 1 Month | 6/1/2020 | 6/19/2020 |
| Complete Design Style Guide to Front-End Developers | 2 Weeks | 6/22/2020 | 7/3/2020 |
| Quality Assurance & Feedback | Develop Front-End of App | 1 Month | 6 Months | 7/6/2020 | 7/31/2020 |
| Develop Back-End Model of App | 1 Month | 8/3/2020 | 9/4/2020 |
| QA Testing | 3 Months | 9/7/2020 | 11/20/2020 |
| App is pushed to Production | 1 Month | 11/23/2020 | 12/21/2020 |

**Resource and Cost**

The required resources and cost to complete the proposed project consist of the assigning of two designers, two front-end app developers, two backend app developers, one lead developer, two testers, and one project manager. Hourly rates would range between $40-$70 per hour. Total cost of the entire project will be $1,018,400. In addition to assigning designers, testers, and developers for the project the team would need the resourceful access to backend databases and learning libraries from the Seamus Company’s previous learning curriculum. Below is a breakdown of the required resources and cost.

| **Project Name** | Easy-A Learning |  |  |  |
| --- | --- | --- | --- | --- |
| **Project Manager** | Michael Brown |  |  |  |
| **Start Date** | 5/1/2020 |  | **End Date** | 12/20/2020 |
| **Project Deliverable** | **Estimated time** |  | **Total Cost** | $1,018,400 |
| Hiring Application Development Team | 2 weeks |  |  |  |
| Sketching/Wireframing | 2 weeks |  |  |  |
| Design Style Guide | 1 month |  |  |  |
| Development Quality Assurance & Feedback | 6 months |  |  |  |
| **Positions/Roles** | **Estimated time** | **Cost** | **Total Cost** |  |
| Jr. UI Designer | 7 hours per day | $40/hr | $83,200 |  |
| Sr. UI Designer | 7 hours per day | $50/hr | $104,000 |  |
| Jr. Front-End Developer | 7 hours per day | $40/hr | $83,200 |  |
| Sr. Front-End Developer | 7 hours per day | $50/hr | $104,000 |  |
| Jr. Back-End Developer | 7 hours per day | $40/hr | $83,200 |  |
| Sr. Back-End Developer | 7 hours per day | $50/hr | $104,000 |  |
| Lead Developer | 7 hours per day | $65/hr | $135,000 |  |
| Jr. QA Tester | 7 hours per day | $35/hr | $72,800 |  |
| Sr. QA Tester | 7 hours per day | $50/hr | $104,000 |  |
| Project Manager | 7 hours per day | $70/hr | $145,000 |  |

# Outcome

By implementing and utilizing the Easy-A App, Seamus will see an uptick in sales and a recurring revenue stream by having their grammar learning modules available across the world. In addition to it’s recently grown sales in the past three years, Easy-A will provide an increase of at least 2 billion students worldwide. In the result, the outcome is projected to be a 90% increase in recurring revenue through subscription based learning through the app.

| Delivered Platforms | Userbase/Potential Students | Subscription Price | Total Potential Revenue |
| --- | --- | --- | --- |
| Android | 2.5 Billion | $5/month | $12.5 Billion |
| iOS | 900 Million | $7/month | $6.3 Billion |

# Justification and Proposal Highlights

Seamus Company seeks to design, develop, and implement technology solutions that integrate new and emerging technologies in the instruction of English language grammar, text mechanics, general articulation, or related topics. Our proposed solution is to create a new mobile app, in the Apple app store and the Google Play Store, called “Easy-A English”. Easy-A will be an immersive user experience that further instructs students of the English language, grammar, text mechanics, general articulation, or related topics. The app will provide an interactive learning experience for students scaling around the world, thus acting as a solution that enhances and automates the process of Seamus Company’s processes. The app’s learning modules will adhere to the industry design standards, including emerging educational technologies and immersive approaches to learning, also while following clear alignment of objects, content, and assessment of the English subject. The goal of this project is to successfully develop a mobile interactive learning experience through utilizing emerging app development software technology that reaches the 5.2 billion active mobile users in the world. MAB Dev Consulting is more than capable of providing this solution because of our exceptional attention to detail, research, and industry leading software developing capabilities within the education industry. Seamus Company should commit funding for this project due to the fact that their students are waiting for a more immersive experience to learn English. Seamus Company does not have the experience in providing a mobile learning experience for it’s students, whereas MAB Dev Consulting does. By not funding this project, MAB Dev Consulting can provide services to competing companies in direct competition with Seamus Company. Working with MAB Dev Consulting will not only be beneficial for Seamus Company’s students, but for the bottom line of revenue and market share growth within the education industry.

# Sources

Dunleavy1, G., Nikolaou2, C. K., Atun4, R., Law1, G. C. Y., & Centre for Population Health Sciences. (n.d.). Mobile Digital Education for Health Professions: Systematic Review and Meta-Analysis by the Digital Health Education Collaboration. Retrieved from <https://www.jmir.org/2019/2/e12937/>

Jaipuria School of Business. (2018, September 20). Importance of Mobile Learning in Educational System. Retrieved from <https://www.learnistan.com/importance-of-mobile-learning-in-educational-system/>

Top 5 Benefits of Mobile Learning. (2020, March 13). Retrieved from <https://www.eidesign.net/top-5-benefits-mobile-learning/>