# **Charte de Projet : Shifter**

# **1. Introduction**

The purpose of this document is to outline the requirements and specifications for the development of the "Shifter" mobile application. "Shifter" is an educational platform designed to provide users with daily multiple-choice questions (MCQs) on topics of their choice to help them cultivate knowledge and track their progression. Initially, the platform will be free, with premium services introduced later for monetization.

# **2. Project Objectives**

The primary objectives of "Shifter" are:

1. To offer users a simple and engaging way to learn daily.
2. To track users’ progress over time, encouraging consistent learning.
3. To provide a platform for users to explore diverse topics and measure their growth.
4. To incorporate monetized services (e.g., premium question sets, personalized analytics) in future iterations.

# **3. Project Scope**

The project will include the following:

* Development of a mobile application using Flutter, targeting Android and iOS platforms.
* Backend infrastructure to handle user data, question banks, and progress tracking.
* Free access to daily MCQs, progress tracking, and topic selection.
* Notifications to remind users to engage with daily questions.
* Future integration of premium services, such as personalized analytics, ad-free experiences, and expert-curated question sets.

# **4. Stakeholders**

**Primary Stakeholders**

* **Project Owner**: Oversees the development and vision of the app.
* **End Users**: Individuals using the app to cultivate knowledge and track progress.

**Secondary Stakeholders**

* Development team (frontend, backend).
* Designers (UI/UX specialists).
* Marketing team (to promote the app).
* Investors and sponsors (for monetization and funding).

# **5. Roles and Responsibilities**

**Project Owner**

* Define the vision and roadmap of the app.
* Approve designs, features, and deliverables.

**Development Team**

* Implement frontend (Flutter) and backend features.
* Ensure smooth functionality and performance.

**Designers**

* Design the user interface and ensure a seamless user experience.

**Marketing Team**

* Promote the app to target audiences.
* Develop strategies for user acquisition and retention.

**Users**

* Provide feedback for continuous improvement.

# **6. Required Resources**

* **Human Resources**: Developers, designers, testers, and marketers.
* **Technological Resources**:
  + Development frameworks: Flutter, Firebase.
  + Backend services: Django or Express.js with PostgreSQL or Firestore.
  + Analytics tools: Google Analytics, Firebase Analytics.
* **Financial Resources**: For hosting, development, marketing, and future upgrades.

# **7. Platform Features**

1. **Core Features (Free)**:
   * Daily MCQs on chosen topics.
   * Progress tracking with graphical representations.
   * Notifications to remind users of daily questions.
   * Topic selection and question browsing.
2. **Future Premium Features**:
   * Personalized analytics and growth insights.
   * Ad-free experience.
   * Premium question banks curated by experts.
   * Certificates of completion or achievement.

# **8. Preliminary Timeline**

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| --- | --- | --- |
| Phase | Duration | Deliverables |
| Requirement Analysis | 2 weeks | Functional specifications document. |
| UI/UX Design | 3 weeks | App mockups and prototypes. |
| Development Phase 1 | 8 weeks | Free feature implementation. |
| Testing | 2 weeks | Debugging and user feedback. |
| Launch | 1 week | Initial app release. |
| Future Updates | Ongoing | Premium feature integration. |

# **9. Budget Forecast**

|  |  |
| --- | --- |
| Expense | Estimated Cost |
| App Development | $15,000 |
| Backend Infrastructure | $5,000 |
| Design and Prototyping | $3,000 |
| Marketing | $5,000 |
| Hosting and Maintenance | $2,000/year |
| Miscellaneous | $2,000 |
| Total | **$32,000** |

# **10. Success Criteria**

1. A functional app delivering daily MCQs to users.
2. Positive user feedback on ease of use and engagement.
3. Achievement of initial user acquisition targets.
4. Successful launch of premium features with revenue generation.
5. High user retention rate over time.

# **11. Risks and Risk Management Plan**

**Potential Risks**

1. **Development Delays**: Caused by unforeseen technical challenges.
   * *Mitigation*: Allocate buffer time and conduct regular progress reviews.
2. **Budget Overruns**: Due to unexpected expenses.
   * *Mitigation*: Maintain a contingency fund and prioritize essential features.
3. **Low User Engagement**: App fails to retain users.
   * *Mitigation*: Include gamification features, user surveys, and regular updates.
4. **Technical Failures**: Bugs or downtime affecting user experience.
   * *Mitigation*: Implement robust testing and a quick-response maintenance plan.