# Overview

The 'SocialCare Chat' project idea is a website, desktop program, and application that would allow the elderly or those with a disability, to video call and interact with their loved ones with ease. The primary focus of this project is to make digital contact with family and friends uncomplicated for those that may struggle with technology. Other features of this project would include an easily understandable user interface and a login page with voice-activated login options, as well as simple games, such as chess, checkers, and card games. There would also be a large focus on the safety, security, and privacy of users' data, as it is understandable that some of the users using this program may be at risk to the dangers of the internet.

# Scope

# Methods

There are three main online Application development tools: Amazon Web Services (AWS), Google App Engine and Microsoft Azure. We intend to create a web application that can also be accessed in a mobile format. After careful consideration at XVI we have decided to go with Azure in conjunction with Microsoft Visual Studio as our development suite, storage warehouse and launching platform.

Azure offers extensive testing and DevOps tools, expansive middleware, an enormous data staging ground that scales with usage, virtual machines to use as containers and simple compatibility with Visual Studio for front-end support as well as an unimaginable amount of other functions.

We are able to use Java to code the back end and .html for the front-end in Visual Studio. Both offer fantastic platforms to work off and have shared functionality between the two – meaning; we can use those two Microsoft products for most of our project without leaving a conjoined Microsoft suite.

After development of our application, we can perform containerized testing against massive, pre-structured data-pools created by Microsoft, also in Azure, that replicates devices in real-world situations. This ensures we can perform thorough testing without having to establish real-world scenarios, expanding the scope of our testing and giving us an opportunity to ready ourselves for market. These tests will then allow us to go into alpha-testing in isolated, situationally specific, environments like aged-care facilities and schools.

As SocialCare grows, so will the staging ground set by Azure. With extra data availability and future development capabilities always at-the-ready Social-Care, like the market and our families, never has to stop growing.

# Testing Plan

# Marketing/Launch

The first stage of the XVI advertising and launch plan for Socialcare Chat will focus on creating brand awareness through connecting with various managers and owners of elderly and disabled care facilities. To show them the product, how easy it is to use and discuss whether they would be interested in and find benefit from having our software in their facility. Once we have several care facilities on board with instalment, we will roll out the application on both the Google Play Store and Apple AppStore to follow, so that the relatives of those in these care facilities can download the application. This will allow users to communicate with their loved ones during times when face to face visits are not an option, like with the current COVID-19 Climate.

The second stage of our advertising plan for the Socialcare chat software will predominately focus on advertisements towards older demographics. Instead of using digital advertising, we will be using print media, radio and television advertising to create awareness around our software. A variety of promotional content will be required, such as images of individuals using our software, and a short informational video that can be used for television. The ads will all focus on the benefits of Socialcare chat, the ease of use, our contact information, and how to download or receive our software.

While digital advertisements will not be our primary focus for advertising, we will be looking at gathering and analysing data from a small run of advertisements on digital platforms such as Facebook and Twitter. This information will help us determine whether it is important for us to focus on ads in this direction as well.

# Roles

# Conclusion