***Roles***

*It is sometimes useful to define roles for particular participants, such as Lead Developer, or Technical Designer, or User Interface Designer. It is also possible that roles are changed from week to week, depending on what needs to be done next. Have you defined any specific roles for your project? If so, describe and justify these. If not, describe your process and justify why there are no specific roles.*

XVI began planning their project 6 weeks ago and together they have collaborated and extensively researched requirements for The SocialCare Chat. There are many vital roles that contribute to the what, how, why, and when in order to successfully design and develop a successful, game changing application.

Due to the depth of our application we are not at the stage of having specified roles as such. Each member has contributed to different aspects of our application which has allowed us to further develop a plan for our project.

* Connor, Corbin and Vanessa focused on research and requirements regarding The SocialCare Chat application
* Ollie focused on team analysis
* Natalie focused on the designs for The SocialCare Chat website, as well as the app demo and video presentation
* Vanessa also focused on the final report and management of the team

We found that having this set up worked best for our team as there was still a lot of discovery and collaboration required. The team did this on topics throughout and managed to align their thoughts on the desired result and flesh out what we think will and will not work.

Moving forward, based on strengths of each individuals and roles that are vital to success, we would see each member taking responsibility for the following roles.

Designer – Natalie

* Natalie has a creative side and thoroughly enjoys the formatting and design aspect. Natalie will look to take on design requirements from the planning phase through to execution. Having a designer is imperative as it is the part the end-user experiences, they play a significate role with ensuring the design is intuitive. The final result may sway the end-user to stay or uninstall the application.

Developer – Corbin

* Corbin thoroughly enjoys coding and developing programs, he has picked it up quickly and aims to further his current knowledge quickly. Corbin will look to take on the development aspect of The SocialCare Chat. Having a developer goes without saying, we need to ensure we have the technical skill and mind to develop a fully functional application, as well as debug. They also have a significant role with ensuring the application is efficient and effective.

IT Security and Cybersecurity – Connor

* Connor is very protective of his personal information and data, he already has an extensive understanding of the space. Connor will look to oversee the IT security and cybersecurity element. Having sufficient security is of utmost importance for the business, as well as our customers.

Project management and QA analyst– Vanessa

* Vanessa has experience in managing people and project phases, Vanessa will look to take on the project planning and testing of our application. It is essential to adhere to timelines, project phases, and budgets and ensure team expectations are clear. A crucial piece to our application being successful is the testing of The SocialCare Chat, documenting issues and overseeing that errors and bugs are corrected.

Marketing and data analysis – Ollie

* Oliver is also creative which is why he will look to take ownership of the marketing facet, as well as collection and analysis of data. Marketing is just as important as any other element of the project phase, we will need to have a creative and unique approach in order to increase our brand awareness. The analysis of data is very important, we can study our customer’s behavior and look to ensure the design of the application is what the customers want to guarantee they keep using it.