Release Plan

for

Cafe Bunny

RP_PRO_007_V1

Version 1.0 approved

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Submitted to:

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VERSION HISTORY

Version #	Implemented By	Revision Date	Approved By	Approval Date	Reason
1.0	Ong Yi Shen	17/03/2021	Chew Zhi Kang	17/03/2021	1st Draft (Sections 1-5.3)

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1. Introduction

This document serves to outline the approaches taken to release Cafe Bunny and the future plans for the app. Cafe Bunny is a mobile app for IOS and Android designed to cater to the increasing popular trend of cafe hopping. Users will be able to gain progress towards achievements by visiting different cafes and they are rewarded with discount codes which they can use at cafes. Users can also post pictures and reviews of the cafes on the cafe page. The intent is to gamify the cafe hopping experience to incentivise people to visit more cafes. The application is planned for a full release on 22nd August 2021 and the app is targeted towards cafe hoppers, people that enjoy achievement hunting and cafe owners.

2. Referenced Documents

For a more detailed coverage on risk management, the Risk Management Plan covers the process of identifying and analysing risks.

For a more detailed coverage on the different stages of the project, the Project Plan covers the schedule and budget.

Table 1: Referenced Documents

Document Name	Document Number	Issuance Date
Risk Management Plan	RM_PRO_004_V1.2	26/03/2021
Project Plan	PRJPL_PRO_003_V1.4	09/04/2021

3. Overview

The entire development process for the Cafe Bunny app can be split into 6 major work packages. Project planning, requirements specification, system design, system implementation, testing and lastly, deployment and maintenance. In the project planning phase, we determined an introductory overview of the project which is to be refined in later work packages. In the requirements specification phase, meetings were established with stakeholders to establish a common understanding between them and the software project team. In the system design phase, steps were taken to identify the different systems and components that are necessary in the app. In the system implementation phase, a prototype was developed, feedback was gathered and the app was fully developed. In the testing phase, we determined if the app fits the requirements and performs as expected. And finally in the deployment and maintenance phase, the app will be released to stakeholders and post launch support is provided. Additional details can be found in the Project Plan.

4. Assumptions, Constraints and Risks

4.1 Assumptions

Cafe Bunny will be released on the IOS app store and Google Play. Estimations on server load are based on data from previous app releases. Initial server capacity will be based on this estimation with an additional 10% capacity. Data will be gathered during the first week of the app's release to accurately determine the required server capacity. Additional servers will be on standby if the server load exceeds estimations to act as a buffer before an accurate server estimate can be obtained.

4.2 Constraints

In the event of higher than expected server load, server capacity can be increased to a maximum of 170% in a 1 week time span based on schedule and budget constraints. After the initial week server load can only be increased by 40% per week.

4.3 Risks

If the initial load exceeds our estimations, there is a possibility of server outages or unresponsive performance of the Cafe Bunny app, which may lead to a loss in player satisfaction. The initial launch of the app will be the important time frame as user interest in the app will be the highest. A loss in player satisfaction during this time frame can lead to a drop in player numbers and loss in confidence of the app. In the event that this scenario occurs, we will prepare compensation of the players in the form of increased experience gain. We will also coordinate with cafe owners to distribute additional discount codes to users. These mitigations will help reduce the loss of player satisfaction. Refer to the Risk Management Plan for a detailed quantification of the risks.

5. Release Approach

5.1 Rational

The release strategy for Cafe Bunny will be a prototype with the key features released to stakeholders as a proof of concept. Feedback will be gathered and implemented into the final app. The full release will be a simultaneous release on both the IOS app store and the Google Play store. This strategy will allow us to gain a foothold in both markets by utilizing a marketing push from advertisements and social media influencers. Getting a large population of users initially is critical to the success of this app, as word of mouth will allow the popularity of the app to increase.

5.2 Release Strategy

The release of Cafe Bunny will be segmented into prototype, full release and post release.

5.2.1 Release Content

The following sections detail the different releases of Cafe Bunny.

5.2.1.1 Prototype

App that has the key functionality of the Cafe Bunny app as stated in the System Requirements Specification . The user interface will not be fully developed, the database will be smaller in scale and filled with dummy data. Minor bugs and a placeholder user interface are to be expected.

5.2.1.2 Full Release

Fully realised Cafe Bunny app with all the features stated in the System Requirements Specifications. Should be thoroughly tested to identify and fix bugs. User interface should be designed to be appealing and easy to use. An actual database will be used and will be populated with actual user's data.

5.2.1.3 Revision

Bug fixes

5.2.1.4 Minor Release

Changes that will not have an impact on how the users use the app. Primarily performance fixes and user interface changes.

5.2.1.5 Major Release

Addition of extra content that will have a big impact on how the users use the app such as new achievements or completely new features.

5.2.2 Release Schedule

The prototype version of Cafe Bunny, version 0.5.0 will be released to stakeholders by the latest date of 22nd August 2021 to obtain feedback. The initial release of the Cafe Bunny version 1.0 will be released Feb 14th 2022 on IOS app store and Google play store on 22nd August 2021. This will be the fully realised Cafe Bunny app. Every month, feedback will be gathered from players, positive and negative. These will be taken into consideration and changes will be made based on them. A revision is planned every month, with a minor release planned every 2 months. Every 4 months will be a major release.

5.2.3 Release Impacts

Feedback from the prototype will be used to improve the release version of Cafe Bunny.

5.2.4 Release Notifications

A website will be set up prior to the release of Cafe Bunny. Changelogs of new releases of Cafe Bunny will be posted on the website.