Chat Away

# Software Design Template

Version 1.0

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## Document Revision History

| Version | Date | Author | Comments |
| --- | --- | --- | --- |
| 1.0 | 05/10/2023 | Winnie Kwong | Revision of cover page, footer, executive summary, design constraints, and rationality of each design constraint to meet the needs of the client. |

## Executive Summary

Client’s name: Chat Away

Market Company: Social Media Company

Chat Away has a successful website and wants to increase their revenue by pursuing to develop a mobile application that is available on both iPhone and Android devices. The application will be used to expand their product to a larger customer base while staying within their budget.

## Requirements

**Business Requirements**

* Must be completed within the company’s requested budget.
* The mobile application is expected to showcase their products.
* The business wants to increase revenue and customer base.
* The mobile application should have the same standards as their website.

**Technical Requirements**

* Chat Away is seeking to develop a mobile application that is compatible with Android and IOS platforms.
* The mobile application must also be user-friendly and visually appealing.
* The application’s performance and security standards must be maintainable.

## Design Constraints

* The first problem is the mobile application design must be consistent with the website to have a user-friendly interface. Some ways to resolve this issue are to have a consistent color scheme, use standard elements such as icons, and have the application behave the same across all platforms. A few things needed to address the client’s problems are different software and tools to create the graphical user interface, skills in UI interface, and devices to test the wireframe and prototypes of the application. Without software, tools, and abilities with UI interface, the application would lack sophisticated results and appeal to bring in customers. Also, the risk of not testing an application can lead to unsatisfied customers and potential bugs that can destroy the client’s reputation.
* The second design constraint is how the mobile application user interface functionality needs to be consistent for both Apple and Android. Creating a cross-platform application would be beneficial to make an application that is both Apple and Android compatible. Developing a cross-platform application would require development tools and frameworks that can create a foundation of one code. However, using one code as a foundation to create a cross-platform application would be a constraint because it may limit the functions of the mobile device, causing poor performance.
* There is a budget limitation and timeframe for the project, and having a budget constraint determines the expense of what resources can be utilized. The development team must find cost-effective ways to stay within the client’s budget. The budget constraint will not only affect resource options but also determine the quality and performance of the application. The client will need to be flexible in prioritizing the direction of the application’s design and functionality and avoiding creating a budget with unrealistic targets.

## Rationale

* Applying the same principles of consistency helps users learn and navigate mobile applications faster. When the user interface is inconsistent with the website, users can be confused and frustrated with the navigation, and this would cause the company to lose revenue and a more extensive customer base. Inconsistency of a design would be a business and technical constraint because the company would fail and lack a user-friendly application.
* Not having a cross-platform application would be both a business and technical constraint. Without a cross-platform application, the amount of revenue and customers is potentially cut in half. Focusing on creating a single platform deployment may be economical in the short term. It would ultimately become more expensive, requiring more knowledge and skills to recreate it on another platform.
* Having a budget constraint determines the inflexibility of the decision-making process. Budgeting requires ample time to gather data and analyze to avoid unreasonable budget goals and constrain design and development because it decides the quality of resources used in creating the application. The budget constraint is both business and technical because it determines what tools will be used and how it will affect the application's overall performance, which can harm the brand. Also, if the budget exceeds the client’s request, it can cause conflicts of interest.