COMP 8081 – Lifecycle Planning

Project	Summary	Case Details
SocialSmash	- New mobile app for location-based, social photo sharing	- A startup entrepreneurial venture that you and a friend from BCIT generated - Based on a Big Idea for covering that critical bit of social functionality that SnapChat and Instagram don't cover - You want to get an app available ASAP
NewGAME 2017	- Next version of a popular, console-based game franchise - Not based on a sports season	- NewGAME Co. is a mid-sized video game development company producing the next version of one of its most popular franchises - The game needs to be completed in time for the holiday shopping season and the Big Marketing Promos have long lead times and expensive deposits
NewGAME 2017 Mobile	- First version of a social game	- NewGAME Co. has an innovative idea for a new social game, i.e. like Candy Crush, - There are no other games like it on the market – this morning…
WidgetDev Core	- From the Risk Management case study - Existing, available product with actual customers using it	- Customer uptake of WD Core has been really good, surpassing expectations - There is already a steady stream of suggestions for improvements and new features for the product - There is also a steady stream of comments on social media and the support portal from customers
WidgetDev Next	- From the Risk Management case study - WD Next will address new markets and opportunities that will further accelerate WidgetDev's growth	- The new owners want WD Next out the door ASAP so they can start generating revenue - A large and mature corporate "beta customer" has already been brought on board by SAC to "provide timely and strategic feedback and guidance" to the WDNext development team - This customer has been promised a large say in the direction of Next by SAC, and they have made a very long list of requests for development, all of which are called "high priority"
MediNew	- New mobile app for use by medical professionals in hospitals and other clinical settings	- MediNew is a multi-platform mobile device app that integrates with a new 3rd party add-on tool, which connects to common mobile devices - Medical professionals (i.e. doctors and specialist nurses) will use this app to collect data at the bedside, which will allow them to more quickly and accurately (and cheaply) diagnose certain conditions and prescribe or update courses of treatment