Chat Away

# Software Design Template

Version 1.0

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## Document Revision History

| Version | Date | Author | Comments |
| --- | --- | --- | --- |
| 1.0 | 11/05/2023 | Tyler Ellis | * Initial proposal |

## Executive Summary

Chat Away is an online social media platform company. It is looking to expand its user base and improve consumer experience via implementing a mobile app version of their website. Chat Away aims to launch its app on both the Android and iOS App Stores to cater to a broader audience. Noting the need for a cost-effective solution, the company is looking to outsource the project, specifically looking to create a high-quality app that fits their budget restrictions.

## Requirements

* Platform Compatibility:
  + Must be compatible with both Android and iOS platforms.
* User Experience:
  + To ensure a seamless user experience, the application's design and UI should accurately match the current version of the website.
  + To promote social interactions among users, the application should be intuitive and user-friendly.
* Data Consistency:
  + The application needs to keep the data consistent with the current version of the website, which might mean creating an API to connect the application to the website and the data.
* Budget:
  + Developing the application should not exceed the budget of the client.
* Timeline:
  + The project needs consistant progress in development in order to facilitate the client's deployment outline.
* Security and Privacy:
  + The app must fall withing and meet the security and privacy standards set by both the Android and iOS app stores.

## Design Constraints

There are 3 main constraints for this project that we can focus on.  
  
 The first constraint is that the mobile application needs be developed with compatibility for both the iOS and Android operating systems in order to reach a broader customer base. This is mainly a technical constraint. The preference cand and will employ a decision on if a cross-platform development strategy or choose native app development for every platform should be implemented.  
  
 The Second constraint focuses on the budget aspect of this project. Chat Away’s budget limits can restrict the scope of features, the technologies used, or the overall design aspects of the application. This is both a business and technical constraint. Development teams need to prioritize and optimize to deliver the best possible product that can that still falls within the financial boundaries set by the client.

The project's final primary constraint is its emphasis on market reach. This is also both a business and technical constraint. It may be necessary to include distinctive properties, overall aesthetics, or experience features that accurately reflect consumer preferences and popular market trends to ensure the application appeals to a wider audience. Usually, it does have the capacity to alter the design process in terms of features, marketing tactics, and UI/UX.

## Rationale

In attempt to reach a broader user pool of both main cell-phone operating system users, Chat Away plans to make their app available on both iOS and Android. The decision between native and cross-platform development becomes essential when evaluating the platform compatibility constraint implemented by this requirement. This stipulation is directly met by ensuring compatibility while offering a smoother user experience, which also affects development time and costs.  
  
 A budget that must be adhered to for the development of the application has been established by Chat Away. Due to budget limitations, it is necessary to prioritize features and focus resources appropriately to produce a higher quality product that falls within the limits defined by the budget. Obtaining cost effectiveness while creating an application that fulfills user expectations and customer expectations needs to be considered when contemplating the design.  
  
 Chat Away's aim is to raise revenue by advertising their services to a wider audience. Due to the market reach constraint, a design that appeals to a wide range of users is necessary. To ensure that the app aligns with user preferences and trends, attributes such as an intuitive UI and potential localization are considered necessary.