UNIVERSITY OF PLYMOUTH

PUSL 2021 – Computing Group Project

Project Proposal

PROJECT PROPOSAL GROUP NUMBER 33

GROUP MEMBERS

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Project title:

Marketing Agency Android Mobile Application Development

1.0 Introduction

In response to the ever-evolving landscape of marketing, marketing agencies face the ongoing challenge of managing intricate campaigns, analyzing vast data, and nurturing strong client relationships. To meet these challenges, we propose an ambitious project: the development of a custom Android mobile application tailored for marketing professionals. This innovative app aims to transform how marketing firms operate by offering solutions that enhance productivity and customer satisfaction. It is grounded in industry best practices and credible references.

1.1 The Imperative for an Android Mobile Application:

The environment in which marketing firms operate is one of continuous change and the requirement for instantaneous response. Conventional technologies frequently don't offer the integration, mobility, and real time capabilities needed in today's marketing environment, which results in inefficiencies, lost opportunities, and unhappy customers. To overcome these obstacles, our suggested Android mobile application was created with industry references and best practices in mind. We are planning to make the application using JAVA and hoping to use adobe XD Sketch Figma like tools for UI UX design. And use Scocket.io firebase for chat functionality. Use SQL for database management. And for email marketing we are going to use mailchamp ect.

- On-the-Go Campaign Management
  With the ability to build, modify, and track campaigns straight from their Android devices, marketers can guarantee flexibility and real-time management.
- Real Time Analytics
  Access to real-time data and insights for informed decision-making, quick adjustments, and enhanced campaign performance.
- Budget Management
  Use the integrated budget tracking function, which offers alerts and insights to help you stay under your spending limit and meet your financial goal.
- Content Calendar
  Efficiently plan and schedule content to maintain team cohesion and campaign timeline adherence.
- Competitor Analysis
  By monitoring and evaluating rivals' tactics, you can get a competitive advantage and position your agency for success in a changing market.
- Data security
  Give data security priority and make sure that sensitive client data is protected to the greatest extent possible.

1.2 Objectives of the project

•To increase brand awareness by using social media

•Reduce marketing costs by working on inexpensive marketing tools and strategies

•Making use of social media as a platform for fast and effective customer service and support

•Create interesting and relevant material that speaks to your target audience and promote interactions and sharing

•Use partnership and collaborations with influencers or related companies to grow your customer base without investing a lot of money

•Create a community around your business to encourage simple word-of-mouth marketing and organic interaction, which will reduce the need for paid advertising

1.3 Use of the application of the creating basic mobile app for a marketing agency.

- Showcase of Client Portfolios: The app can serve as a portfolio, showcasing case studies, success stories, and the results of marketing campaigns from the agency's past and current clients. This might attract new clients and build trust.

- Content Sharing: By utilizing the app, you can share with other articles, blog posts, videos, and infographics that are relevant to marketing. Customers and prospective customers are informed about market developments and industry trends via this.

- Push Notifications: Notify prospective clients and customers about upcoming events, webinars, or important business news by using push notifications. Apart from maintaining engagement, this can aid individuals in recalling the agency.

- Lead-generating Forms: Include lead-generating forms in the app so that potential clients can express interest or arrange a session. These speeds up the sales process and produces possible leads.

Real-time analytics and reporting for clients should be provided through capabilities. They can track the success of their marketing campaigns, website traffic, and social media engagement all from within the app.

1.3.1 Benefits of the application.

- Efficiency: The promotional procedures have been simplified,
- enhancing team collaboration, campaign management, and performance tracking
- Data Analytics: The source provides current data and analysis to evaluate the effectiveness of marketing strategies.
- Communication: The utilization of messaging and teamwork technologies enhances communication between clients and teammates.
- Automation: This tool aids in automating tasks such as reporting, social media posting, and email marketing.
- Client Management: The service offers agencies a centralized platform for managing client accounts, projects, and billing.

1.4 Features:

- Admin login: Admin will login their Admin ID and Password
- User Loging: User will login with their User ID and Password.
- Chat Option: Allows clients interact with the agency with chat feature.
- Campaign Management: Create, monitor, and optimize marketing campaigns.
- Database management: Need a database to store and retrieve data from clients.
- Content Management: Organize and schedule content creation.
- User friendly interface: Design and develop a user-friendly interface.
- Email Marketing: Send and track email campaigns.
- Security: Security and enhancement

1.5 Time Frame

TASK	START	END
Start		
Project initiating and planning	13/9/23	15/9/23
Identify stakeholders and their roles	16/9/23	18/9/23
Create a detailed project plan	19/9/23	29/9/23
Develop a project proposal document	30/9/23	7/10/23
Requirement Analysis		
Gather and document user requirement	11/10/23	21/10/23
Define specific features and functionalities	22/10/23	2/11/23
Creating use cases and use stories	3/11/23	21/11/23
Design and Prototyping		
Define the user interface and user experience	22/11/23	2/12/23
Create wireframes and prototypes of the app	3/12/23	13/12/23
Define the database schema	14/12/23	24/12/23
Development		
Front ends develop	25/12/23	25/1/24
Backend develops in SQL	26/1/24	26/2/24
Integration of socket.io for real time feature	27/2/24	27/3/24
Testing and Error debugging		
Testing of all app functionalities	28/3/2024	8/4/2024
Bug fixing and issue resolution	9/4/2024	19/4/24
User acceptance testing	20/4/24	30/4/2024
Deployment		
Deployment of the Android mobile app to the Google Play Store.	7/4/2024	15/4/24
Ensure server infrastructure readiness for real-time features and database management.	15/4/24	17/4/24

1.5.1 Gantt chart
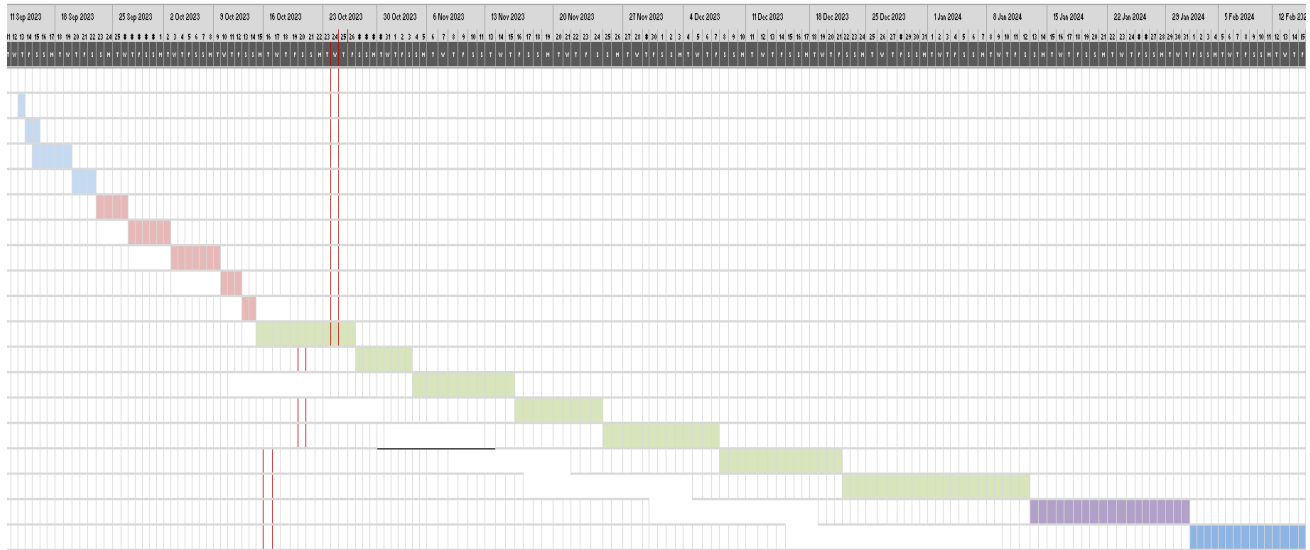
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