Criterion F: Product evaluation and future product development

Client Evaluation

Evidence of feedback with Ms. Kelley Gates following handing over of product

A questionnaire was given to Ms. Kelley Gates on February 24, 2014 and was completed.

Evaluation of specific performance criteria outlined in Criterion B

A) To provide an easy channel of communication for members

This objective has been met. Members will now be able to have a singular

method for communication where all information can be found.

B) To reduce the amount of queries towards officers and advisors

This objective has been met. Members will be able to communicate with officers and

advisors as questions arise.

C) To improve member involvement

This objective has been met. Members will be more connected with the application

and will thus be connected with club happenings thereby increasing member

involvement.

Recommendations for the Further Development of the Product

The application is believed by Ms. Kelley Gates to provide a single outlet for members to attain information and become greater involved due to the access of information that application provides.

Ms. Kelley Gates thinks that the impact of the application can be greater if the following are accomplished.

1. Development of the application with support for the Android Operating System

2. Addition of Notification support

3. Increase in the responsiveness of the application

Ms. Gates thinks the development of the application with support for the Android Operating System will allow for even more Marvin Ridge FBLA members to attain access to the information that the iOS application already provides. As the usage base of the Android operating system continues to increase at a pace faster than that of the iOS operating system, it is imperative to create an Android counterpart.

She also believes the addition of notification support will aid in further member involvement. With notifications about events being displayed on the members' phone screens after a new post is added, members will be able to be notified more efficiently. Adding an RSS trigger for notifications to appear by within the application can accomplish such a task.

Additionally, she desires for the application to be quicker throughout operation. She was wondering about the slowness of the news and events page loading time. With the implementation of a native calendar embedded within the application by using native OS code rather than a UIWebView, the loading time for the data to be retrieved from the backend site would be reduced.

Total Word Count: 397 Words