Chat Away

**Software Design Template**

Version 1.0

**Table of Contents**

**Document Revision History**

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Date | Author | Comments |
| 1.0 | 07/08/2023 | Tyler Daniels | Added a detailed plan from achiveing every requirement Chat Away has set fourth |

Instructions: Fill in all bracketed information on page one (the cover page), in the Document Revision History table, in the footer, and below each header. Under each header, remove the bracketed prompt and write your own paragraph response covering the indicated information.

**Executive Summary**

Chat Away is a successful social media company that wants to expand it's reach by developing a moblie app for iphone and android phones. The client's business requirements include reaching a larger customer base and increasing revenue while staying within their budget.

**Requirements**

Client's Business Requirements:

1) Market the product to a larger customer base: The client wants to expand their reach beyond their successful website by developing a mobile app. The app will enable them to tap into the growing mobile user market and attract a larger customer base.

2) Increase revenue: By reaching a larger customer base through the mobile app, the client aims to generate more revenue. The app should provide opportunities for monetization, such as in-app purchases, subscriptions, or advertising.

Client's Technical Requirements:

1) App availability in app stores: The mobile app should be available for download and installation from the app stores of both iPhone and Android smartphones. This ensures that users can easily find and install the app on their preferred platform.

2) Compatibility with iPhone and Android smartphones: The app should be designed and developed to run on both iOS and Android platforms, ensuring compatibility with a wide range of iPhone and Android smartphones. This allows the client to reach a larger audience and cater to users with different devices.

**Design Constraints**

Chat Away is trying to solve is the need to expand their customer base and generate more revenue by developing a mobile app. They want the app to be available on iPhone and Android smartphones through app stores. To solve the problem and meet the client's requirements, the consultant firm would follow these steps:

1) Design and User Experience: Create a user-friendly design and intuitive user experience for the mobile app. This includes wireframing and prototyping to visualize the app's structure and flow.

2) Development: Utilize appropriate programming languages (such as Swift for iOS and Java/Kotlin for Android) and development tools/environments (such as Xcode for iOS and Android Studio for Android) to build the mobile app. This would involve implementing the required features, integrating with the existing website (if needed), and ensuring compatibility with various screen sizes and device specifications.

3) Testing and Quality Assurance: Conduct thorough testing to identify and fix any bugs or issues in the app. This includes functional testing, performance testing, and compatibility testing on different devices and operating system versions.

**Rationale**

1) Design and User Experience:

Creating a user-friendly design and intuitive user experience is essential to meet the client's requirement of reaching a larger customer base and increasing revenue. A well-designed and user-friendly app can attract and retain users, encouraging them to engage with the platform and generate revenue through increased usage and potential in-app purchases. Wireframing and prototyping help visualize the app's structure and flow, ensuring that the design aligns with the client's vision and provides a seamless user experience.

2) Development:

Utilizing appropriate programming languages (Swift for iOS and Java/Kotlin for Android) and development tools/environments (Xcode for iOS and Android Studio for Android) is crucial to address the client's requirement of making the app available on both iPhone and Android smartphones. These languages and tools are the standard choices for iOS and Android app development, providing the necessary frameworks, libraries, and APIs to implement the required features effectively. Integration with the existing website, if needed, allows for seamless user experience across platforms. Ensuring compatibility with various screen sizes and device specifications is vital to reach a larger customer base and provide a consistent experience on different devices.

3) Testing and Quality Assurance:

Thorough testing and quality assurance are essential to address the client's requirements of delivering a high-quality mobile app and ensuring its availability in app stores for iPhone and Android smartphones. Functional testing ensures that all features work as intended, providing a reliable user experience. Performance testing helps identify and optimize any performance bottlenecks, ensuring the app's responsiveness and efficiency. Compatibility testing on different devices and operating system versions guarantees that the app functions correctly across a wide range of devices, enabling a larger customer base to access and use the app. Identifying and fixing any bugs or issues through testing and quality assurance processes helps provide a stable and reliable app, enhancing user satisfaction and revenue potential.