Yoobee College of Creative Innovation - Christchurch Campus

Diploma in Software Development 2202-Online-DSD

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## OBJECTIVE & STRATEGY PHASE (L01)

# Establish Native App to be researched

# Establish the Needs of the client and the user of the App.

The Client:

The User:

# Establish the Client’s target audience

# Competitor Analysis

### Competitor 1:

### Strengths:

### Weaknesses:

### Opportunities:

### Threats:

### Competitor 2:

### Strengths:

### Weaknesses:

### Opportunities:

### Threats:

### Inspiration

### Assumptions

Screen shots of direct competitors with pros and cons

Inspirations or positives from competitors or other sources that work well

NOTE   
While analysing different competitor mobile apps, thoroughly research how the different UI elements like list, navigation, cards, notifications, progress are laid out. Additionally, for an AI based mobile app like chatbot, for example, search for how the chatbot is laid out on top of the main page.

# Guide the Client to make informed decisions about changes required

## RESEARCH PHASE (L01)

# Tasks for the user to complete during the use of the app

1. When is the next full moon.
2. Put the sun and moon section to the top of the page, return to the menu and show it.
3. What were the wind speeds at 12am?
4. What’s the weather 10 days from now?
5. Find the sidebar view of a 5-day forecast.
6. Find any potential thunderstorm locations.

# Observe the user using the app

# Qualitative Questions

# Quantitative Questions

# Interview User to extrapolate pain points and potential features / UX

## ANALYSIS PHASE (L01, L02, L03)

# Provide data in any range of tables, graphs, and summaries

# Create 3 Personas from the above

# List Features and Fixes

# Plan for “Phase 2” in future

# Use card sorting to plan a reorganised app