

LEARNING JOURNAL

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Course: SOEN 6841 Software Project Management

Journal URL: <https://github.com/usaib/SOEN-6841-Learning-Journal.git>

Week 4: 11/02/2024 – 17/02/2024

Date: 18/02/2024

Key Concepts Learned:

Mental Health App Project:

This week was all about our Mental Health App project. We researched mental health needs, wrote a detailed project proposal, and checked out the competition like Calm and Headspace.

Project Proposal and Research:

We looked at other mental health apps to understand what's out there. This helps us make our app unique.

Market Analysis and Competitor Identification:

Analyzing the market landscape revealed key players like Calm and Headspace. Understanding our competitors' strengths and weaknesses enables us to carve out our unique proposition in the mental health app space.

Revisiting Chapter 6 - Software Project Planning:

In parallel with the project work, revisiting Chapter 6 on Software Project Planning was akin to refining the blueprint for our Mental Health App. Each section of the project plan underwent scrutiny and adjustment based on the insights gained from our research and market analysis.

Project Pitch Preparation:

Preparation for our Mental Health App project pitch intensified this week. Summarizing the essence of our project into a compelling pitch involved distilling complex information into a clear and persuasive narrative. This process illuminated the importance of effective communication in project management.

Reflections on the Week

Understanding Market Dynamics:

Exploring competitors and market trends emphasized the importance of staying attuned to user needs. This understanding forms the cornerstone for a successful mental health app.

Flexibility in Project Planning:

Revisiting the project plan highlighted the need for flexibility. As the project evolves, adapting the plan ensures alignment with emerging insights and market dynamics.

Collaborative Learning

Engaging in discussions with team members shed light on diverse perspectives regarding our app's features, potential challenges, and innovative solutions. Collaborative learning enriched our project approach and fostered a sense of shared ownership.

Further Readings:

Further exploring market trends in mental health app development and success stories of similar projects offers insights for enhancing our project strategy and user engagement.

Goals for the Next Week:

Finalize the project pitch, incorporating feedback from team members. Conduct a comprehensive review of all chapters for the upcoming midterm, ensuring a solid grasp of key concepts.

Overall Reflection:

Week 4 encapsulated a blend of hands-on project work, revisiting essential project planning concepts, and preparing for a critical project pitch. As we move forward, the synergy between practical application and theoretical understanding strengthens our project's foundation.