Notes

Budget: 50,000 for the build

Project Duration: 7th Aug 2023 to Feb 29 2024

Launch date: March Fri 1st

Otter AI

Create from scratch.

Maybe in android studio, cross platform for Android and IOS

Has experience with Canvas, moodle (in regards to CMS)

Should run on all devices (phone, tablet, PC)

* What features will be required for the app?
  + What pages?
    - *Interactive/ animated homepage welcome to git it learn*
    - *Links on each page*
    - *Back and forward*
    - *Table of contents*
    - *Each page: introduction, trial, test*
  + What type of content?
    - Text, audio, video etc?
      * *Mixture of content*
      * *No live classes but videos.*
  + What type of users will be accessing the app?
    - *Standalone teaching tool – no teachers or one to one*
    - *Visitors, users, admin*
  + Will there be any payments taken?
    - *We want to take payments from the users after a free trial.*
    - *Start with a free version so payments are out of scope for now.*
  + Will there be any chat room/ forum in the app or ability for teachers to talk to students?
    - *No interactivity at all – no videos and unsure regarding chat room.*
    - *AI chat bot – too complex so not a viable option.*
    - *Send emails to users to push for a payment subscription*
* What is the level of knowledge the app should be teaching?
  + *Basics of CSS to building responsive pages*
  + *Written, then interactive with validation*
* What level of interactivity do you want – exercises that the app can validate? Or is it more like an eBook? Written learning combined with interactive exercises?
  + *Teaching, videos, digital badges/ achievements (min 80% pass rate)*
  + *Test at the end of the content to give the*

## Design

* *No Pre-existing design assets – all assets will have to be made from scratch.*
* *Logo will need to be created, fonts, colours etc.*
* *High animation/ wants a strong design as opposed to W3Schools* 
  + *Really disliked previous app as it was bland and not interactive. Want this app to be way more interesting.*
  + *Interactive less static, cooler looking and fun. Animations*

## Audience/ Moderation

* What is the age range for the audience?
  + Mixed audience – beginners learning and may know html and want css. Not children – 13+
* What other demographics do we have for the audience?
  + Citron or other tech conference seminar on March 1 is the target for launching
* What locale?
  + *New Zealand*
* Which language – only English?
  + *Yes*
* Is there any content moderation system needed for user uploaded content?
  + *No user uploaded content with moderation needed*