

PROJECT BRIEF

Client:	AOPA	Deadline:	Nov.10 2020
Project Name:	Mobile App	Author:	Kaylee Gelz

THE ASK

What is the objective of the project?

Here you need to define the problem: the need statement that you have chosen to address, the target audience (who the apps users will be)

And describe your solution: what your mobile app will be and how it meets the need statement

Louise, a 'right-seat pilot' needs a way to plan transportation, lodging, dining and entertainment for her destination ahead of time so she can enjoy her trip to the fullest.

The target audience is airplane owners and pilots.

I will develop a mobile app for AOPA for pilots and plane owners to use. The app will address the needs statement by allowing app users to input their destination and easily navigate necessities for their trip, making their trips more enjoyable.

What are the deliverables?

Here you need to define your minimum viable product - exactly what it will include (you should include the number of screens and what would be on each screen).

And describe your three additional features - exactly what they will be (and whether they will be embedded on existing screens or if they will add screens to the app). List them in order of priority.

The deliverables for this project will include a functioning mobile App. The App will consist of a main screen with 4 main clickable options. The four options will be Transportation, Dining, Lodging and Entertainment. When you select one of the four options you will be taken to the main page for that category and a search bar will appear. You will enter your destination airport and a list of appropriate links for that category will load. The user will be able to follow the links to the suggested sites where they can get further information and or make bookings for necessities.

If time allows we will add additional features. The additional features would include:

1. A "Favourites" folder in which users can save links to previously used amenities. Users will be able to easily open their favourites folder which will contain the links of previously or frequently used links and amenities so they can rebook those services the next time they

are traveling to that destination.

2. A booking option in which available amenities with online booking capabilities will have a direct booking option in the app, saving time from going to the different linked sites.
3. A review rating option, allowing link and amenity suggestions to be ranked in order of best reviews.