PROJECT BRIEF

Client:	AOPA	Deadline:	10 Nov 2020
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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
The AOPA is concerned with concerned with their reduced membership rates and are have released an ROP to develop a mobile app that will address this reduced membership issue. We then conducted a market interview with Louise a co-pilot who needs her flight related experiences to be more accessible and engaging to encourage her to spend more time flying. Our solution was to focus on engagement-based approach since it seemed like the more tangible resource within our current capability to improve. To help make flying more engaging to encourage AOPA memberships for pilots would be our app "GPS Flying Adventures with the AOPA" for AOPA members. The idea is to offer the app for free, with the most desirable features to be for AOPA members only. As soon as our user, in this case our Co-pilot Louise, gets into her aircraft her app experience begins, where she takes out her cell phone and inputs some basic parameters that she wants as characteristics of her soon to be thrilling flight experience, such as flight duration, difficulty level, minimum and maximum flight distance from the ground, fuel range, and aircraft type. After a quick calculation, multiple course routes are calculated and previewed for Louise who simply needs to glace at which one seems most agreeable to her needs and tap it to change over to the GPS map view which sill show the distance and altitude to the next course waypoint similar to the style you would find browsing Google Maps. You may notice that user engagement in flying activities will be directly correlated with app engagement which puts a lot of faith in one app. So a waterfall project methodology will be used to manage this project, because nobody likes it when you crash a helicopter into Walmart playing your cellphone GPS game, and we want to get this right the first time.
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.

Minimum viable product requirements:

For an absolute minimum viable product, we'll need the input from the user and the result course based on the user parameters as output.

1. Application Input - User input screen for basic range of initial conditions to be used to calculate course options and waypoints.
2. Application Output - GPS/Map Screen used to display the map, waypoints, and the current aircraft position on the screen, additional data optional such as time to destination.
3. Map data needs to be embedded for access when connections are lost for safety concerns.

Additional features:

1. Saved and Pre-defined Courses/Routes, these will be embedded most likely in the form of a database of some sort so they can be added as points on the map (the map itself is embedded however).
2. Audio output – Audible alerts for those times when you need to put down the cell phone so you can fly a plane. This would be a toggle switch overlayed on the main application output screen or GPS/Map screen.
3. Night mode – Suitable a contrast for acrobatic night flying. This would also be a graphic overlay on the GPS/Map Screen.