

## Initial Report

**Name:** Meagan Vaughan

**Student Number:** 1026713

**Title:** Assessing the Effectiveness of the Mobile Platform for Market Research

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## Project Description

Having considered the ways of improving market research and further development of mobile application features I felt it would be beneficial to research the approach of using mobile devices to conduct market research. By using the emerging technology of mobile applications and existing research techniques such as questionnaires, we would be following the development of technology by providing services that are no longer limited to solely desktop usage. This has the potential to make it easier for businesses to conduct research, but could also be an easier and more seamless user experience for the consumer who would be providing the information.

The primary target audience would be both restaurant stakeholders and their customers. The managers would use the website / mobile to create questionnaires for their customer. The customers would then scan the 'QR Code' and the application would retrieve the relevant feature from the website, which had been predefined by the restaurant manager.

Currently, there are no existing applications with aforementioned features, but similar alternatives, for example there is an application that contains a range of different surveys that can be filled out by the user for a financial reward.

I propose to adopt an agile delivery process for this project, with some initial solution design up front. Adhering to the SCRUM branch of agile we will develop the application within a set of iterative sprints, with regular acceptance testing and altering user stories as necessary.

As well as discussing the process method in my report, I will also address the emerging use of mobile applications, about market research and how to progress varying research mechanisms into applications. I will include a detailed design and requirements specification for the developer to use as a guide. Reflection on the project management and development process and what I have achieved and learned from this project will also be included. More details can be seen in the next section.

As the development of this project could take me a considerable amount of time I have decided to complete the planning, requirements and design of the applications. Once this is complete I will then outsource the project to an Android developer who will complete the development according to my design specification using an agile approach. The developer will be managed by myself through checkpoint reports and meetings.

## Aim and Objectives

The aim of my project is to uncover if mobile phone applications can be developed to help businesses with consumers, primarily restaurants, in the collection of market research.

From this aim I have been able to develop a number of SMART objectives, which I will use as targets throughout the project lifecycle. These include:

1. To complete research into market research, mobiles, mobile applications and outsourcing to enable me to justify my decisions relating to the application and development process. All to be completed along with a write-up before the beginning of week 7.
2. By the end of week 7 have decided on which of the application ideas I have decided to go ahead and develop.
3. Have completed a set of requirements for the chosen application before the end of week 8.
4. To have the design of the application finished by the end of week 11, in the autumn semester, so I can plan the first iterative.
5. Begin the outsourcing in the week commencing 24<sup>th</sup> December 2012.
6. To have two meetings per iteration to ensure progress is going well.
7. To have completed the development of the application and write-up regarding the details and justification of choices made, along with a progress report on how the development process progressed. This must be completed by the end of 31<sup>st</sup> March.
8. My aim is to have the final report finished by start of week 10, to allow time for proof reading and correction.

## **Deliverables**

There are a number of deliverables in this project, including: an interim report, final report and a working prototype showcasing the possible integration between a mobile application and a web based research management system.

### *Interim Report*

Within my interim report I will be justifying my decisions about the application. For example, types of research technique and mobile platforms along with similar features. The report will also contain the requirement for the chosen application. The main objectives for the interim report can be seen in the Aim and Objectives section of this report. Objective one to three refers to this report.

### *Final Report*

For my final report there will be a number of different sections. The main section will contain details about the application design – both technical and non-technical. It will also address the design and explain the choices made within this. All of the planning and design documentation, and communication between the developer and myself will be included in the appendices. I will also justify my choice of design model, for example PowerPoint prototype. At the same time I will be talking about the different iterations within the development process and my experience of outsourcing the programming side. I feel that it would be useful to get a users perspective, so I am planning on completing an interview to demo the application to get opinions, but this does depend on whether the application is fully developed on time. My final report will also include write-ups on what I achieved and the outcomes of the project; there will also be a section detailing possible work for the future and a reflection of what I have learnt throughout the course of the dissertation. The main objectives for my final report can be seen in the Aim and Objectives section of this report, with the relevant objectives being numbers four to eight.

I am planning on completing all of the front and back end design along with requirements, which will be followed by the developer who will be developing the application. He will not be having any input into this area; he will only be responsible for the programming.

## Time Plan

Week	Start Date	Issue	Status	Completed	Development
1	1st October 2012	Complete and Check Brief Report			
2	8th October 2012	Research and Market Research Justification			
3	15th October 2012	Research and Market Research Justification			
4	22nd October 2012	Final Report Hand In			
5	29th October 2012	Research and Mobile Justification			
6	5th November 2012	Outsourcing Justification			
7	12th November 2012	Possible Issues for Development			
8	19th November 2012	Requirements for Application			
9	26th November 2012	Checking and Improving Report			
10	3rd December 2012	Design of Prototype - Final Report			
11	10th December 2012	Design of Prototype - Final Report			
		Iteration Report Hand In			
Holiday	17th December 2012	Iteration 1 - Planning, Medium Fidelity Prototype			
Holiday	24th December 2012	Iteration 1 - Test Case Design, Justification of Design / Idea			
Holiday	31st December 2012				
12	7th January 2013	Iteration 1 - Evaluation and Test Case Completion			Iteration 1 - Development
Exam	14th January 2013	Iteration 2 - Planning, Medium Fidelity Prototype			Iteration 2 - Development (Prototype)
Exam	21st January 2013	Iteration 2 - Test Case Design			Iteration 2 - Development
1	28th January 2013	Justification of Design and Idea			Iteration 2 - Development (Prototype)
2	4th February 2013	Iteration 3 - Evaluation and Test Case Completion			Iteration 3 - Development (Prototype)
3	11th February 2013	Iteration 3 - Planning, Medium Fidelity Prototype			Iteration 3 - Development
4	18th February 2013	Iteration 3 - Test Case Design			Iteration 3 - Development
5	25th February 2013	Justification of Design and Idea			Iteration 3 - Development (Prototype)
6	4th March 2013	Iteration 3 - Evaluation and Test Case Completion			Iteration 3 - Development
7	11th March 2013	Development Process Workshop			Iteration 3 - Development (Prototype)
8	18th March 2013	Complete Interviews and Write-up Results			Iteration 3 - Development
Holiday	25th March 2013	Achievements and Outcomes			Iteration 3 - Development
Holiday	1st April 2013	Reflection on Learning			Iteration 3 - Development
9	8th April 2013	Checking and Improving Report and Prototype			Iteration 3 - Development
10	15th April 2013	Final Report Hand In			Iteration 3 - Development
11	22nd April 2013				Iteration 3 - Development