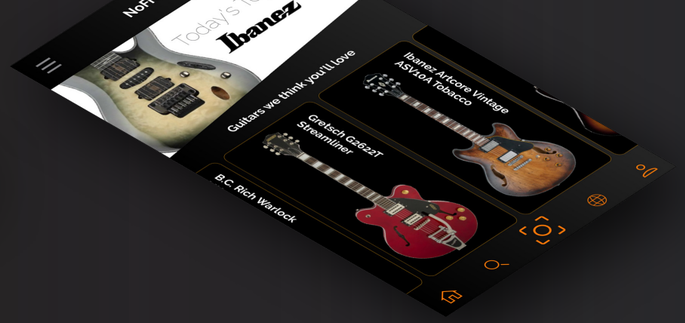
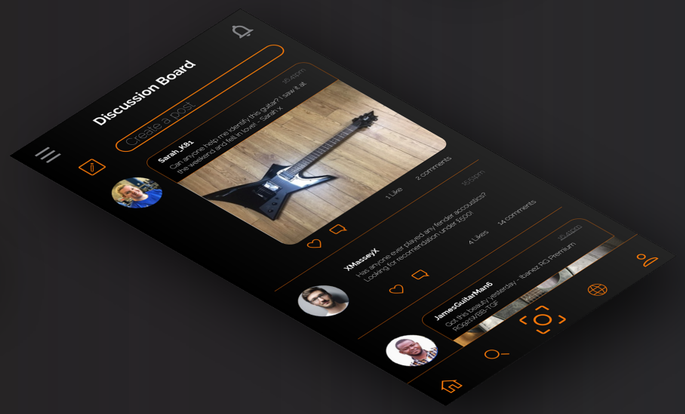
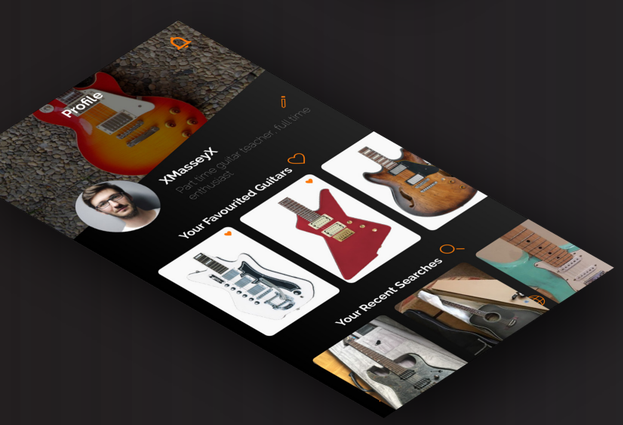
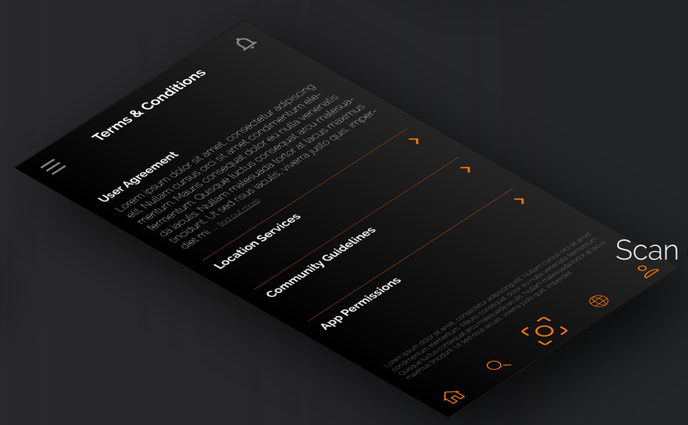
NoFret









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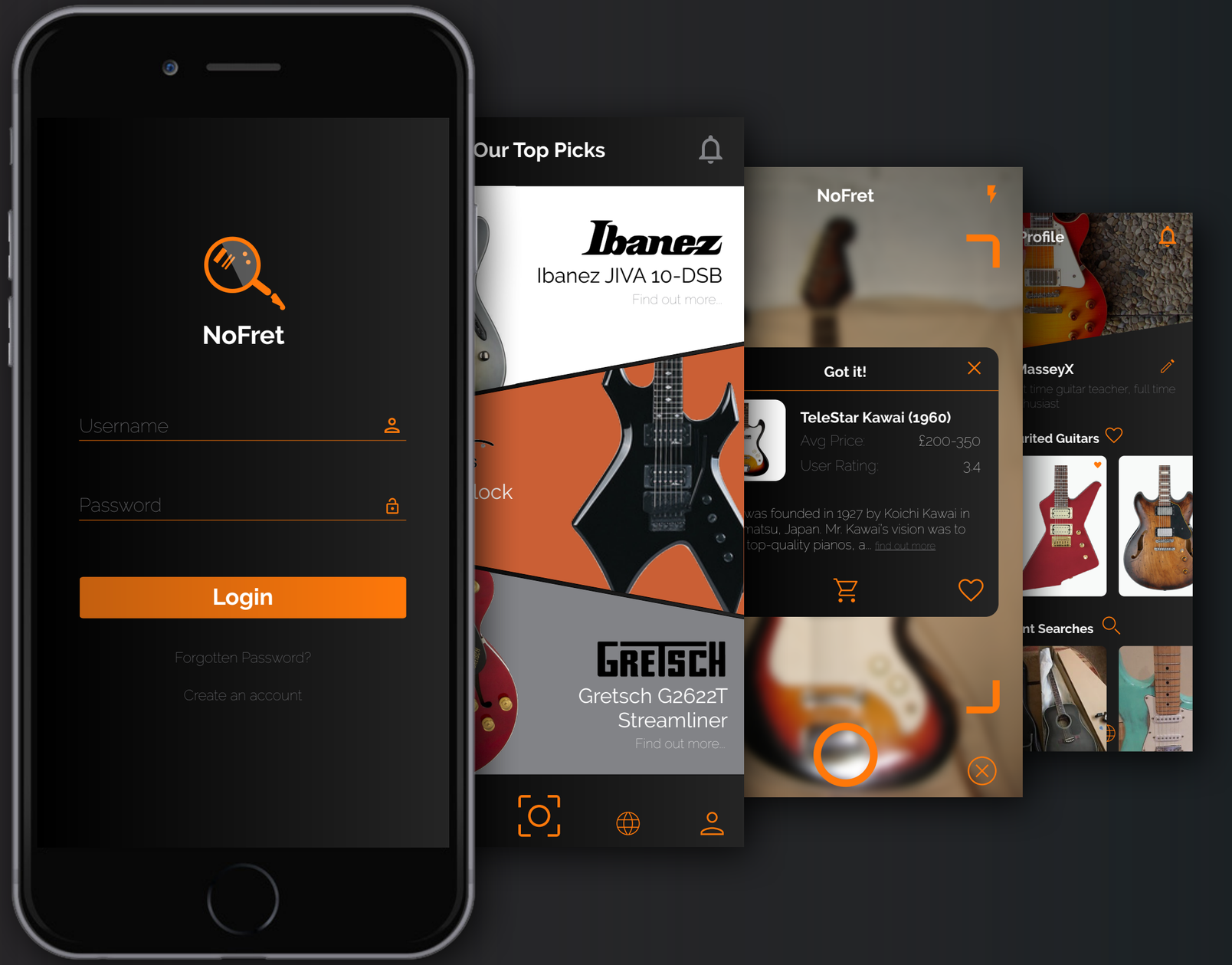
NoFret: Overview

'NoFret' is a guitar recognition app which uses the 'Google Cloud Vision' API software and smart-phone camera integration to allow users to easily search for interesting guitars and discover detailed information about them, without having to know specifics such as the guitar's name, model or spec's. Users will be able to take a picture of a guitar or upload one from their photo library and the app will identify it, returning a range of information including the make and model, a description and interesting background information, technical specifications, the average price and an overall rating score based on other users' reviews.
NoFret also acts as a guitar directory, forum and social space enabling guitar enthusiasts and musicians to connect, share and discover information about their passion.

Aim & Objectives

The Primary aim of 'NoFret' is to facilitate, streamline and ease the act of learning about guitars by removing the time consuming and tedious nature of manually searching the internet for specific information.
'Nofret' also intends to foster a sense of community by granting users many social affordances designed to connect those with a shared passion for guitars and music,
Finally, this app is intended to enhance and supplement its users' consumption of other music related media by offering insight and bonus information regarding the instruments used by their favourite actors and artists.



Competitor Analysis: Vivino

About Vivino

Vivino boasts to be "the world's most popular wine community and most downloaded mobile wine app". It has 33 million users worldwide and hosts a community of wine lovers who use the platform to rate and review wines, browse their vast database of 10 million wines for recommendations, and exchange knowledge with other users.

Key Features

Label scanning: Vivino uses the smart-phone camera to scan bottle labels and return a vast array of information about the wine including a community-led user rating score, the average price per bottle, taste characteristics, pairing recommendations and information about the vintage, gape and region.

Browsing: Users can browse Vivino's database of wines by type, pairings and styles. The shopping feed on the app also offers a range of general and personalised categories for discovering wine including top rated, editor selections, best sellers and individual recommendation based off the users previous activity on the app.

Social: Vivino also has many social affordances that help to create a community feeling for users who all share the same love of wine. Users can build a profile and add friends, following their wine choices and reviews, exchanging knowledge and opinions about their favourite drinks.

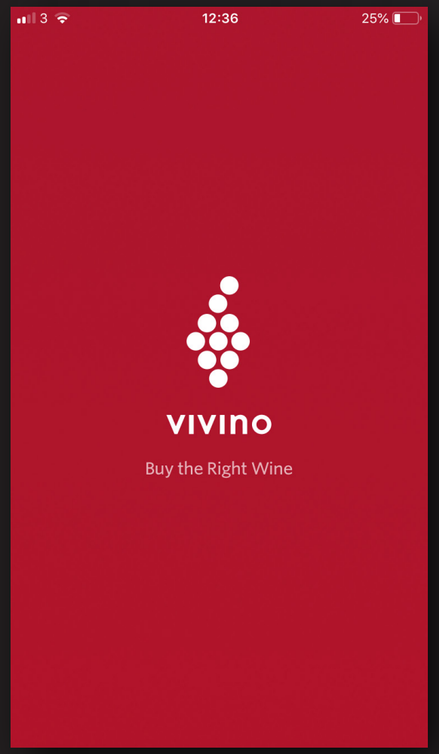
Strengths

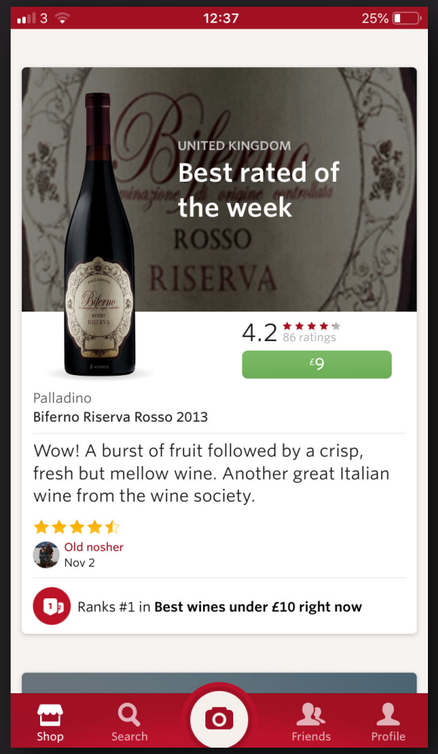
The large user-ship and library of wines means that Vivino can provide incredibly extensive and detailed information on almost any wine and the scanning feature makes it very easy for users to learn about their wines.

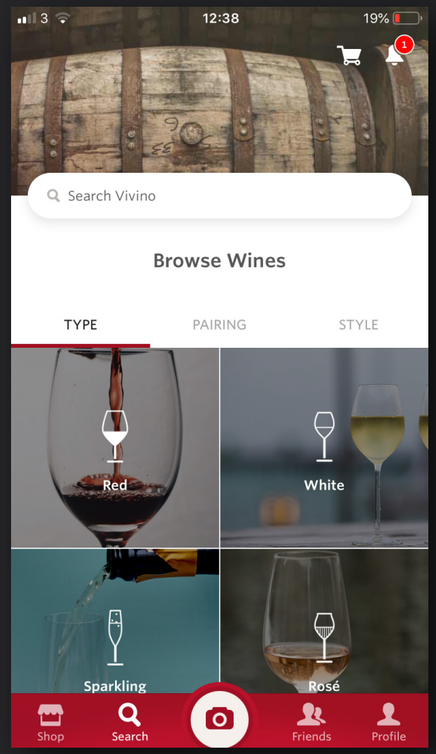
The social elements are also really good at fostering a community and makes for a great user experience.

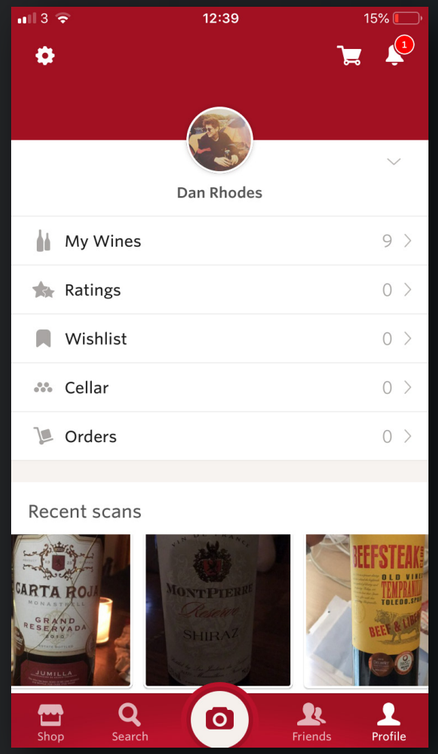
Weaknesses

Because their is so much information, a lot of the pages are very crowded and can be difficult to read.









Competitor Analysis: The Fretboard

About 'The Fretboard'

'The Fretboard' is an online guitar-based forum which claims to be the UK's best & busiest online guitar community. It offers discussions across a wide range of guitar related topics including gear, playing techniques, buying & selling, and general chats amongst users.

Key Features

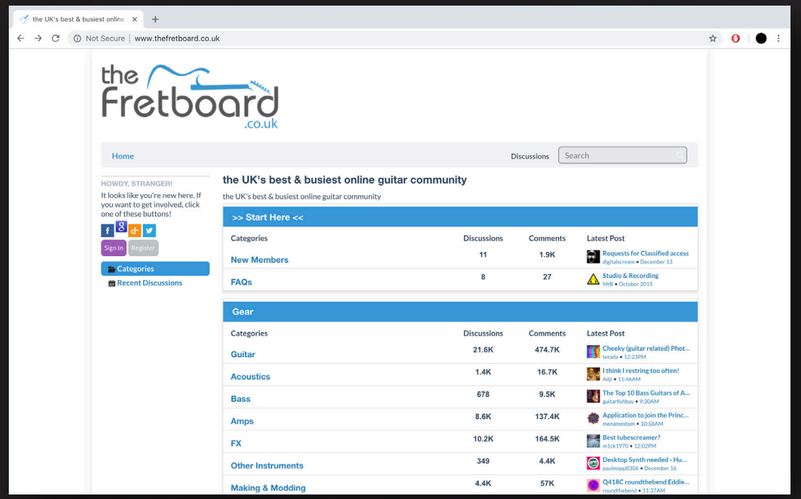
- Private messaging
- Buying & selling classified ads
- Social media integration
- User profiles
- Community rules
- Discussions across a wide range of guitar & music related topics (categorised to aid navigation.

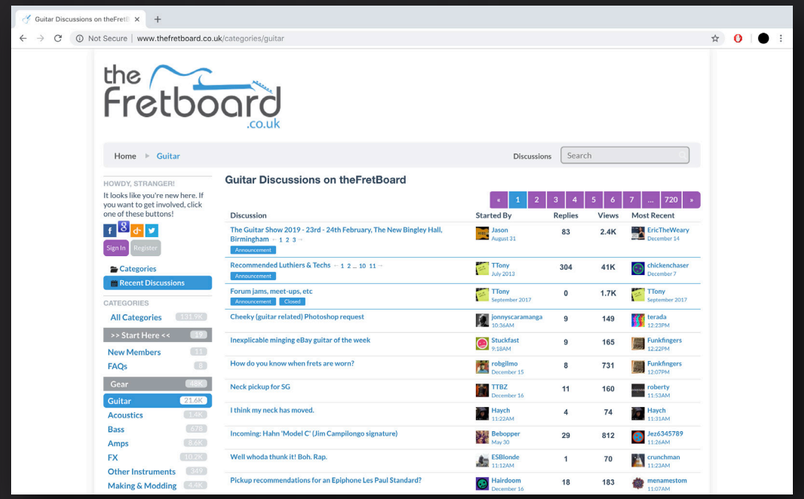
Strengths

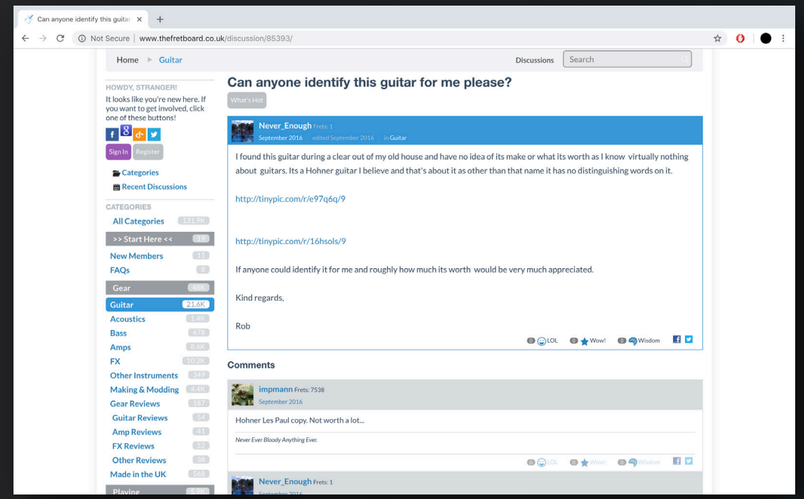
The various discussion boards cover a huge range of topics so it is possible to find information on almost any imaginable guitar related subject.
It does a good job of creating a community with the same users often replying and interacting with each other time and time again as if they were good friends.
Community guidelines and user profiles help create accountability of users and promotes favourable behaviour on the site.

Weaknesses

The forum's interface is not very user-friendly, Many pages are very cluttered and lack a clear hierarchy making it difficult to scan through pages for relevant info. May also deter and discourage new users from joining the community and signing up.







Competitor Analysis: Amazon Prime X-ray

About X-ray

The X-ray feature on Amazon Prime Video integrates with IMDB to enhance the viewer's streaming experience by providing information about the cast, characters, music, trivia, photos, videos and other bonus materials across thousands of movies and TV shows while they watch.

Key Features

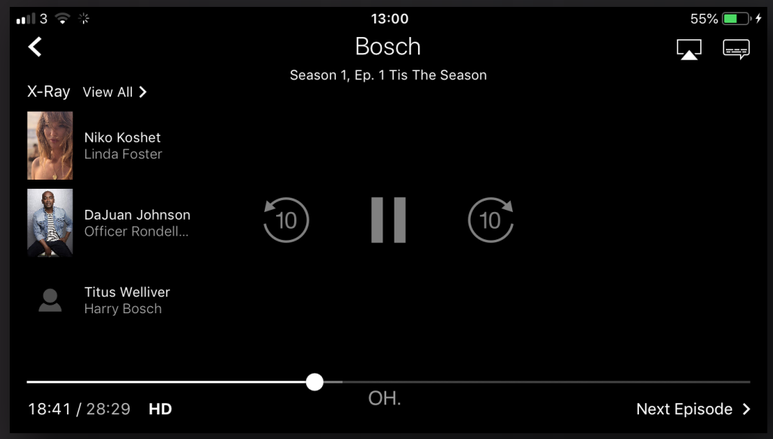
- Intelligently navigate through scenes.
- Cast and Character information.
- Trivia & in-scene facts/inconsistencies.
- In-scene music identification
- Exclusive bonus content including deleted scenes, photo galleries, commentary, behind the scenes, and more.

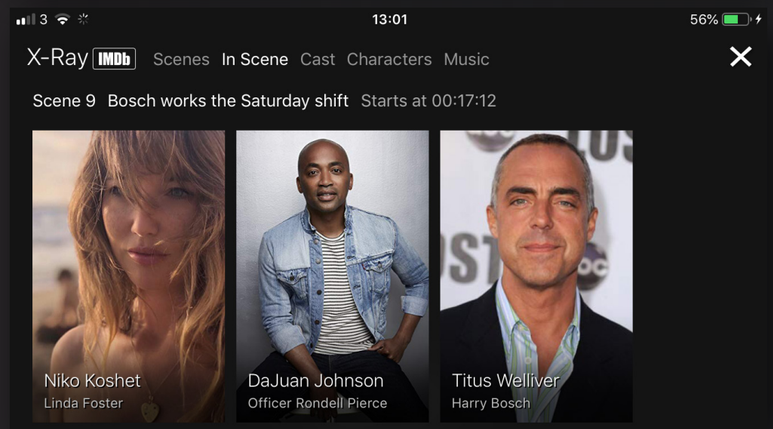
Strengths

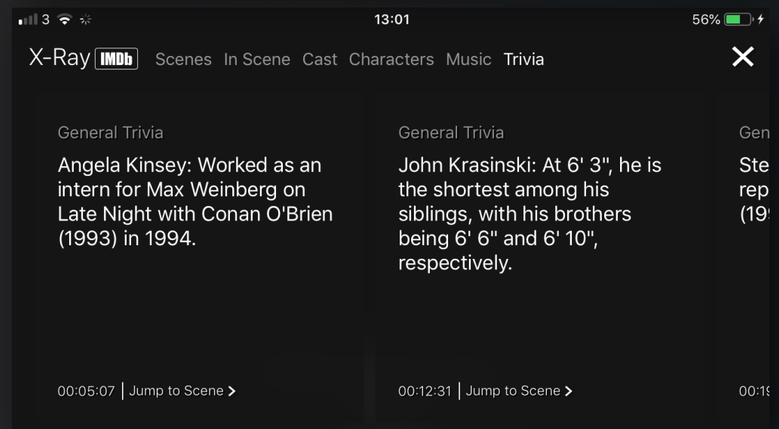
- Main info is overlaid on the video so users can browse X-ray and watch simultaneously.
- Bonus information increases engagement in the show and enables users to delve deeper into the show, creating a more immersive experience.

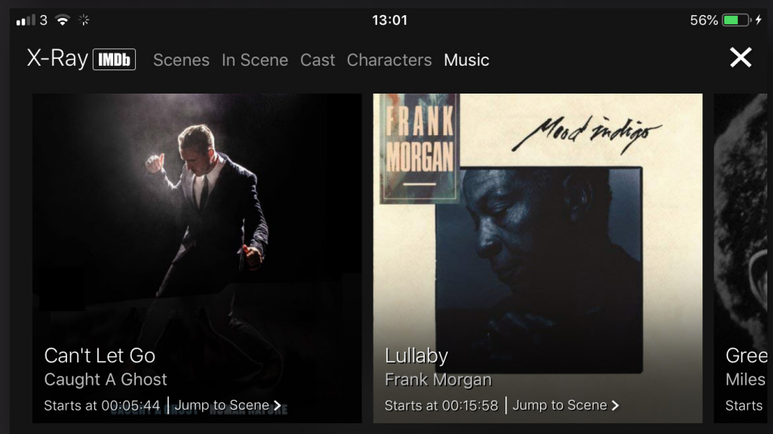
Weaknesses

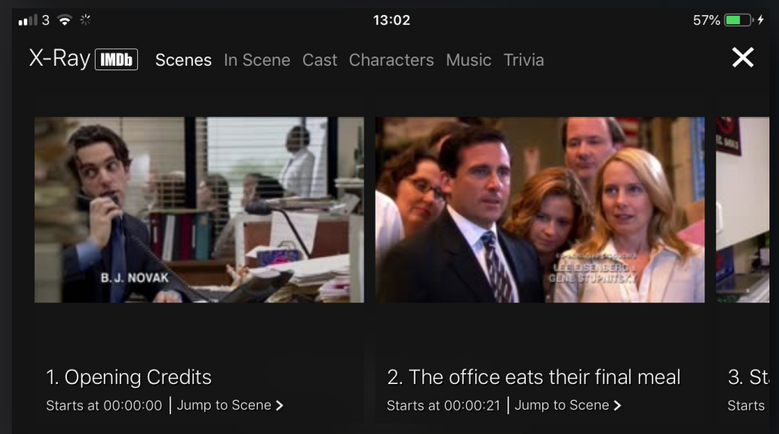
- The overlay could be perceived as intrusive to the viewing experience and potentially be distracting.
- Not available for all shows- usually only availa on the most popular movies and Amazon originals.



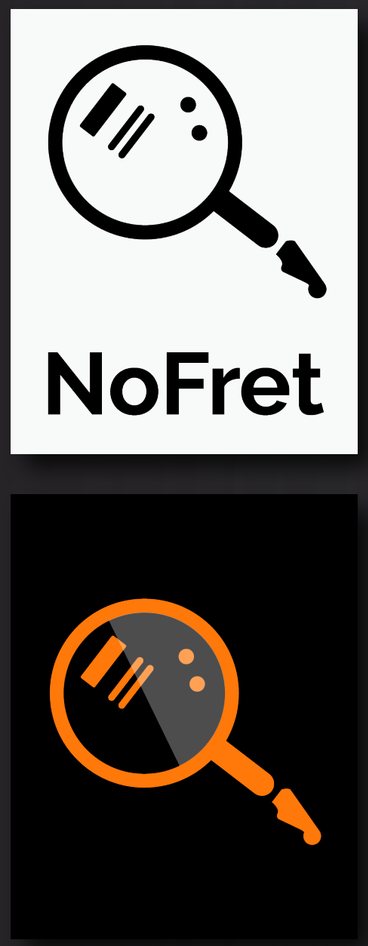








NoFret Brand Guidelines



Raleway Light
(Body Copy & Secondary Text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#£%^&*()

Raleway Bold
(Logo, Titles & Headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#£%^&*()

Main Brand/ Feature Colour

Hex: ff780a
RGB: 255 120 10
Pantone: Bright Orange C

Dark Shades/ Background Colour

Hex: 000000
RGB: 0 0 0
Pantone: Black C

Main Accent Colour

Hex: ca5f35
RGB: 202 95 53
Pantone: 2429 CP

Light Shades/ Background Colour

Hex: f8faf9
RGB: 248 250 249
Pantone: P 75-1 U

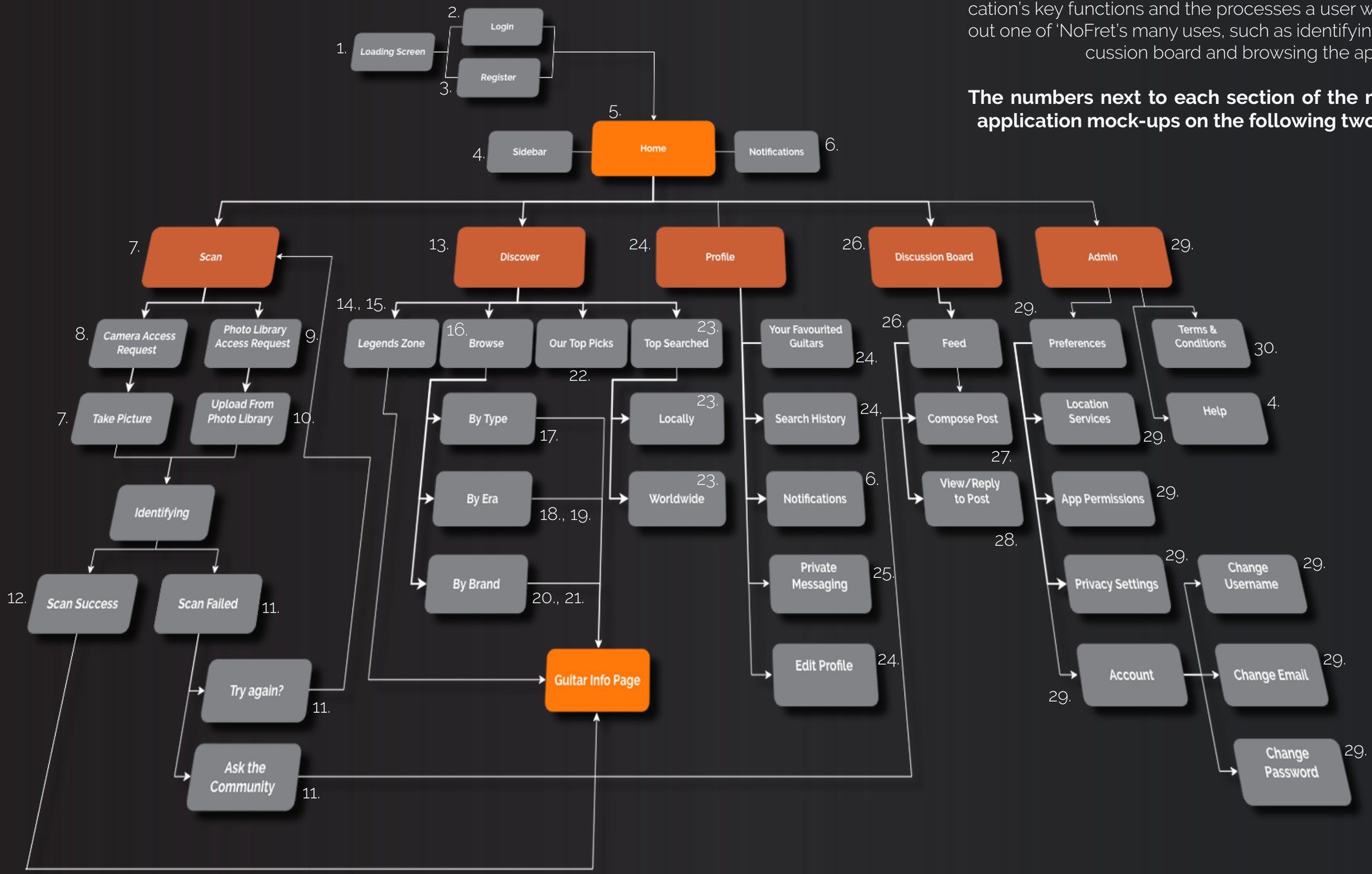
Secondary Accent Colour

Hex: 828387
RGB: 130 131 135
Pantone: Cool Gray 10 U

Application Map

This chart maps out 'NoFret's structure and page layout. It outlines the application's key functions and the processes a user will go through when carrying out one of 'NoFret's many uses, such as identifying a guitar, posting to the discussion board and browsing the app's database of instruments.

The numbers next to each section of the map correspond with the application mock-ups on the following two pages of this document.



1. Loading Screen

NoFret

2. Login

NoFret

Username

Password

Login

Forgotten Password?

Create an account

3. Register

NoFret

Upload Profile Picture

Email Address

Requested Username

Password

Confirm Password

Enable Location Services?

Create Account

Already got an account?

4. Sidebar

Search

Profile

Notifications

Messeges

Account

Discover

Browse

Top Searched

Editors Pick

Discussion Board

Account Settings

Prefrences

Terms & Conditions

Help

Logout

5. Home

NoFret

Today's Top Pick

Ibanez

Guitars we think you'll love

B.C. Rich Warlock

Gretsch G2622T Streamliner

Ibanez Artcore Vintage ASV10A Tobacco

6. Notifications Panel

Notifications

Sarah_K81 16:44pm

Liked your post "Does anyone recognise.."

XMasseyX 16:35pm

Commented on your post "I think i've seen that.."

JamesGuitarMan6 16:30pm

Liked your post "Does anyone recognise.."

JamesGuitarMan6 16:30pm

Commented on your post "I'm not certain but I think it.."

ShamWs6 16:00pm

Sent you a private message "Hi again, did you ever find.."

Sarah_K81 15:13pm

Sent you a private message "Thanks so much for your help.."

7. Scan

NoFret

8. Camera Access Request

NoFret

" NoFret " Would Like to Access the Camera

Don't Allow

OK

9. Photo Library Access Request

NoFret

" NoFret " Would Like to Access Your Photos

Access to photo library is required to upload photo from your library.

Don't Allow

OK

10. Upload From Photo Library

Upload From Galley

11. Scan Failed

NoFret

Hmm.. we're not sure

We didn't recognise that guitar, sorry!

Please try again making sure the body of the guitar is fully in frame and in focus.

..Or ask the NoFret community if they can help!

Try again

Ask other users

12. Scan Success

NoFret

Got it!

TeleStar Kawai (1960)

Avg Price: £200-350

User Rating: 3.4

Kawai was founded in 1927 by Koichi Kawai in Hamamatsu, Japan. Mr. Kawai's vision was to create top-quality pianos, a.. find out more

13. Discover

Discover

Top Searched Guitars

Our Top Picks

Legends Zone

Browse

14. Legends Zone

Legends Zone

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vel odio at libero tristique pharetra eu ac purus. Donec vehicula rutrum congue.

Slash

1959 Gibson Les Paul Standard Replica

Slash's main studio guitar is a 1959 Gibson Les Paul Standard replica, built by luthier Kris Derrig, both which he came to own during the recording sessions for Guns N' Roses'...

15. Example Legend Page

NoFret

Slash

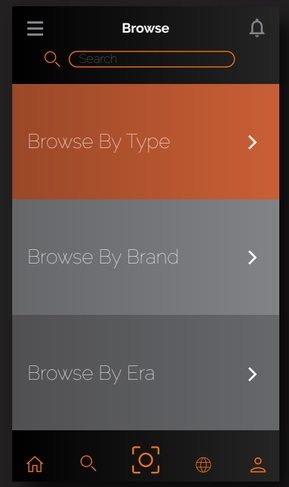
Guns n Roses/Velvet Revolver

Saul Hudson (born 23 July 1965), better known by his stage name Slash, is the lead guitarist of the American hard rock band Guns N' Roses, with whom he achieved worldwide success in the late 1980s and early 1990s. In 1993, Slash formed the side project Slash's Snakepit. After leaving Guns N' Roses in 1996, he co-founded the supergroup Velvet Revolver.

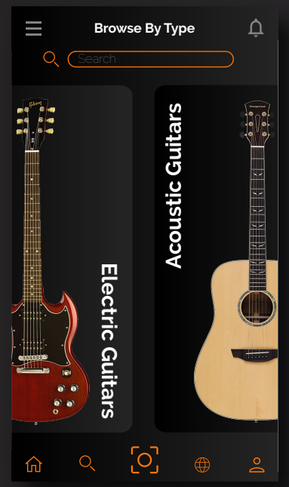
Gibson Les Paul Standard Replica

1959

His main studio guitar is a 1959 Gibson Les Paul Standard replica, built by luthier Kris Derrig, which he came to own during the recording sessions for Guns N' Roses' debut album, Appetite for Destruction. He used that guitar on every subsequent album he recorded with Guns N' Roses and Velvet Revolver. For many years, his main live guitar was a 1988 Gibson Les Paul Standard.

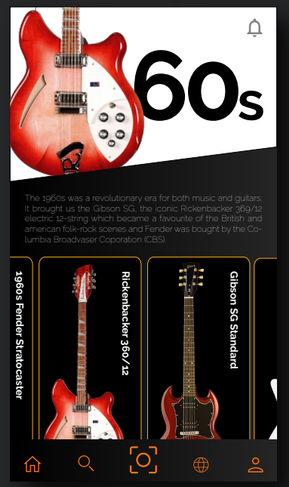


16. Browse

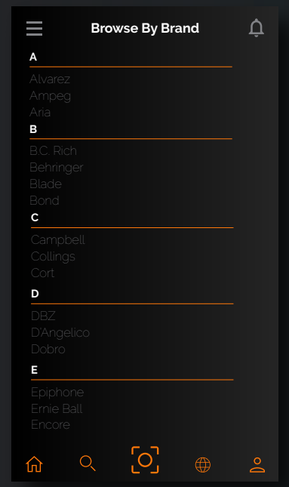


17. Browse by Type

18. Browse by Era



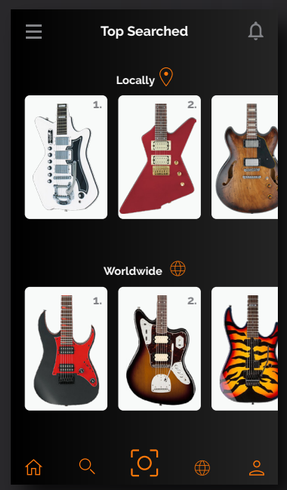
19. Example Era Page



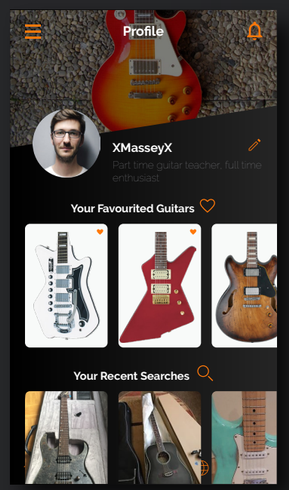
20. Browse by Brand

21. Example Brand Page

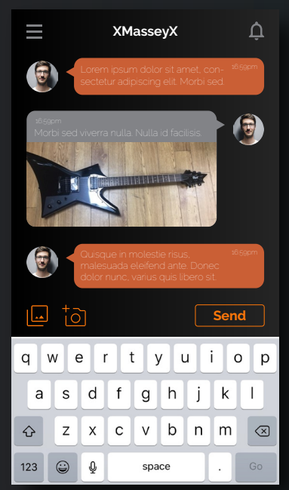
22. Our Top Picks



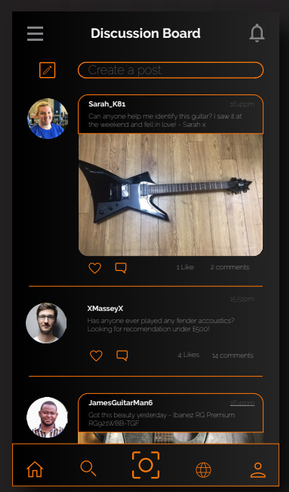
23. Top Searched



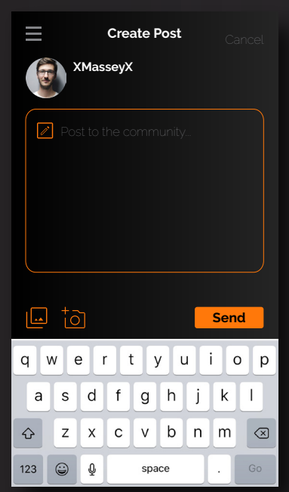
24. Profile



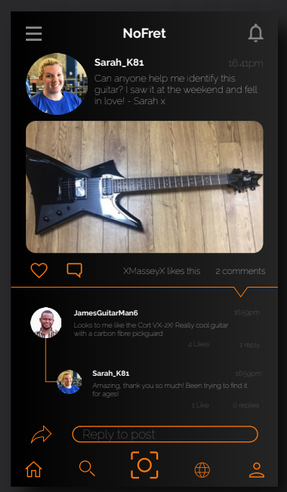
25. Private Messaging



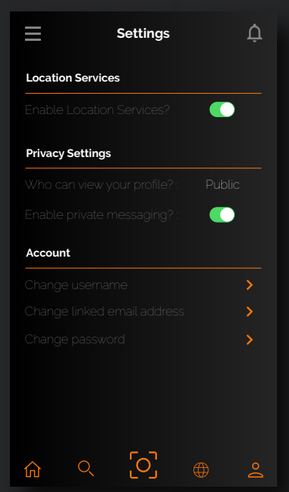
26. Discussion Board/ Feed



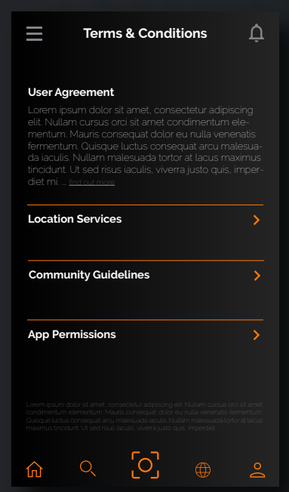
27. Compose Post



28. View/Reply to Post

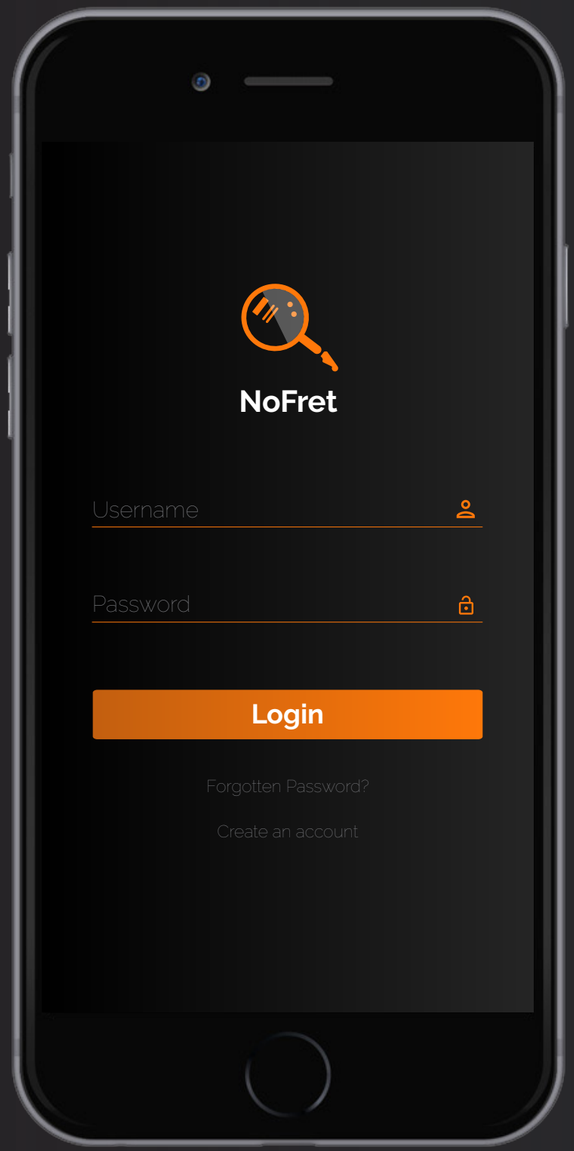


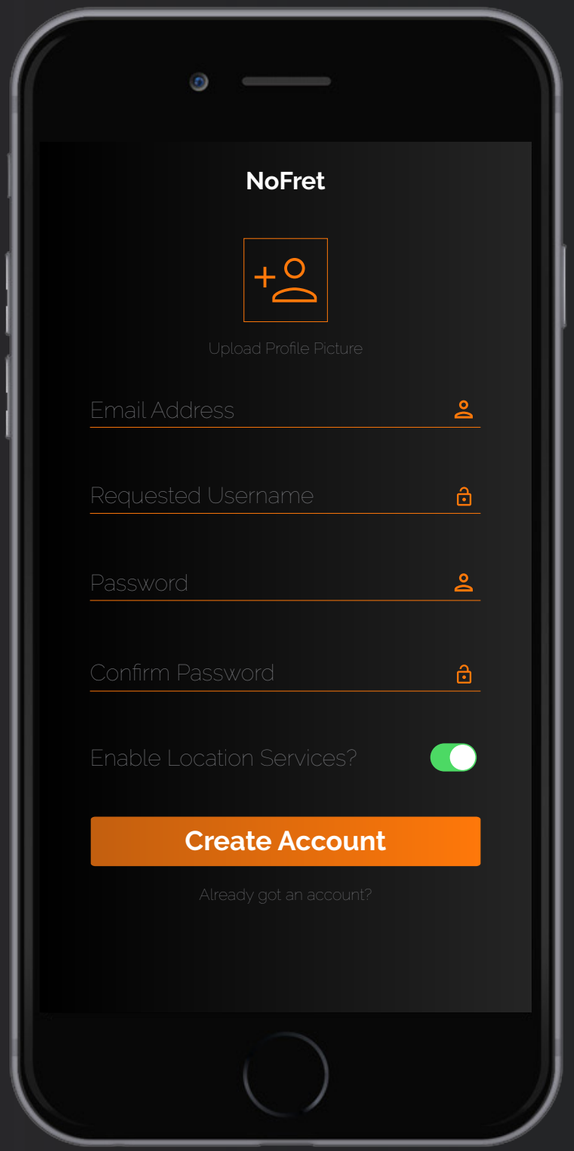
29. Prefrences/Settings



30. Terms & Conditions

Key Features: Login & Registration





In order to use 'NoFret', users must first sign up and log in. By requiring this, I am able to gather information about the user which will be key in enabling many of the applications personalised and social features.

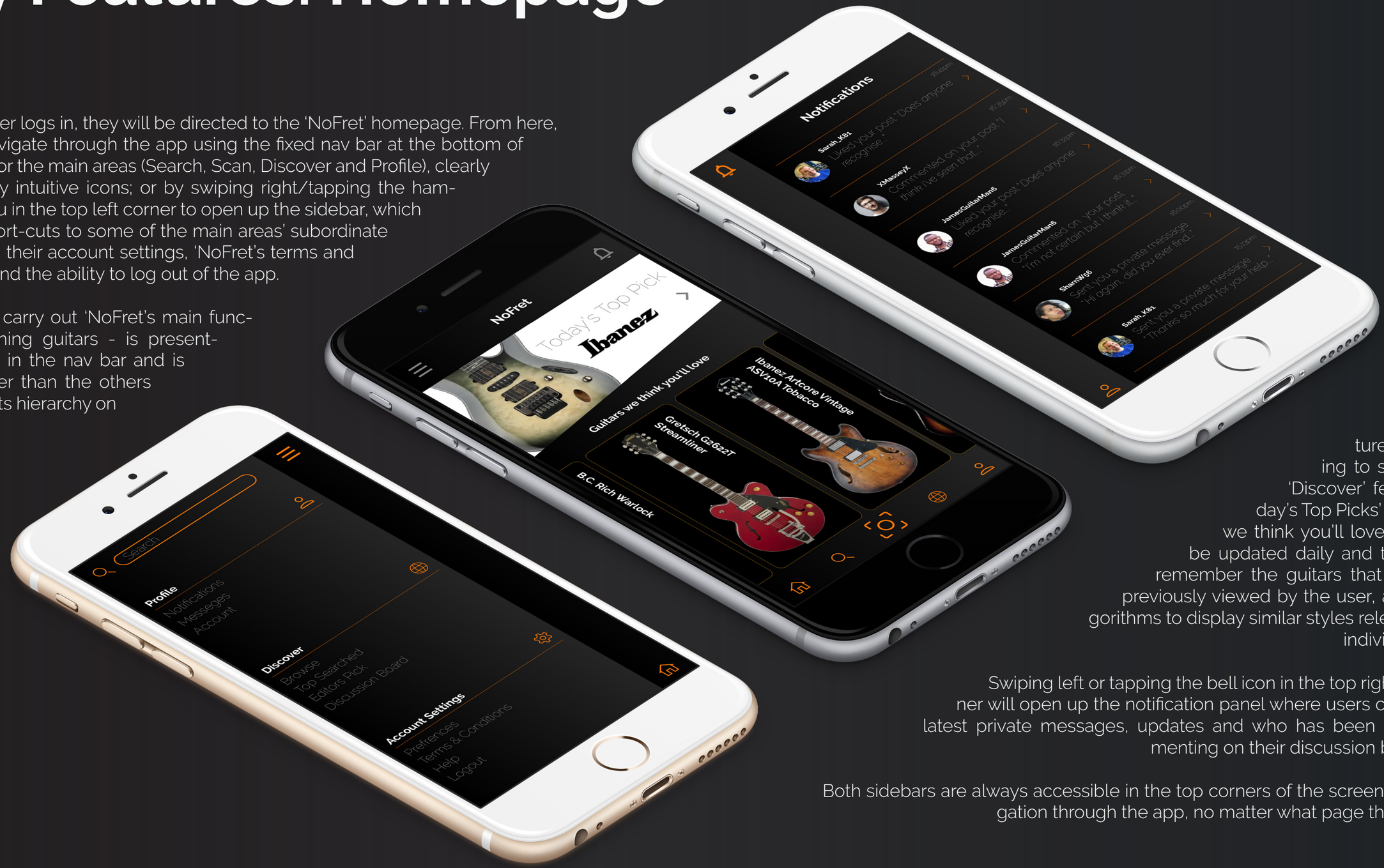
Creating a strong user identity, will help to foster a sense of community and prevent unfavourable behaviour on the app because there will be an increased level of accountability for users than if they were to remain anonymous.

Registration also acts as an opportunity to gain locational service permissions, enabling users to view the most searched for guitars in their area.

Key Features: Homepage

Once the user logs in, they will be directed to the 'NoFret' homepage. From here, they can navigate through the app using the fixed nav bar at the bottom of the screen for the main areas (Search, Scan, Discover and Profile), clearly illustrated by intuitive icons; or by swiping right/tapping the hamburger menu in the top left corner to open up the sidebar, which provides short-cuts to some of the main areas' subordinate child pages, their account settings, 'NoFret's terms and conditions and the ability to log out of the app.

The icon to carry out 'NoFret's main function - scanning guitars - is presented centrally in the nav bar and is slightly larger than the others to increase its hierarchy on the page.



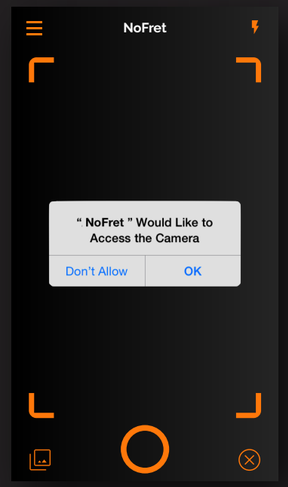
The homepage features tiles linking to some of the 'Discover' features: 'Today's Top Picks' and 'Guitars we think you'll love'. These will be updated daily and the app will remember the guitars that have been previously viewed by the user, applying algorithms to display similar styles relevant to that individual's taste.

Swiping left or tapping the bell icon in the top right hand corner will open up the notification panel where users can see their latest private messages, updates and who has been liking/commenting on their discussion board posts.

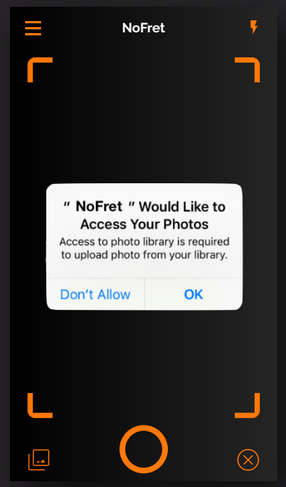
Both sidebars are always accessible in the top corners of the screen to aid navigation through the app, no matter what page the user is on.

Key Features: Scan

The primary function of 'NoFret' is to identify pictures of unknown guitars uploaded by the user from their smart-phone camera or photo library. It then uses Google's Cloud Vision API image recognition software to return the make, model and specification of the guitar, along with options to view more detailed information, filter shopping results, read user reviews and add it to their favorited guitars, enabling them to easily find it again later.



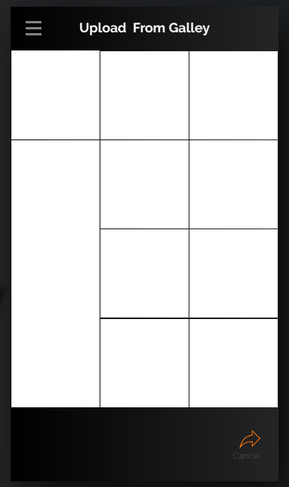
1. Upon first use of the scanning function, the app will require users to grant it permission to access the native functionality of their smart-phone's camera. Until this is done, the screen will remain black and identification will not be possible.

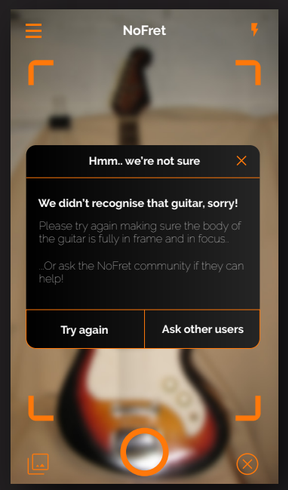


2. If the user wishes to upload an existing image from their photo library rather than taking a new one, permission for 'NoFret' to access their photos will also be required.

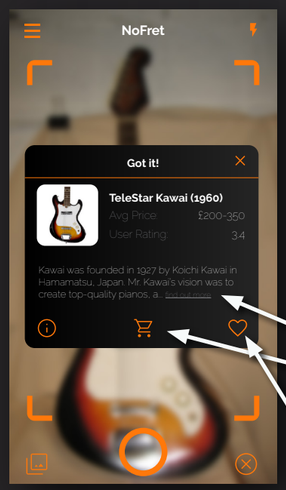
3. Once permissions have been granted, the app will call through the functionality of the smart-phone's camera with a minimalist interface allowing users to:

- Take a picture
- Toggle the camera flash on/off
- Upload an image from their library
- Or close the scan function





5. If the image recognition API is not able to identify the pictured guitar, it will return this failure notification which politely recommends that users try again, offering tips to ensure it is not the quality of the photo causing the scan to fail. Or it gives users the option to post their image to the discussion board asking fellow users for help to identify it.

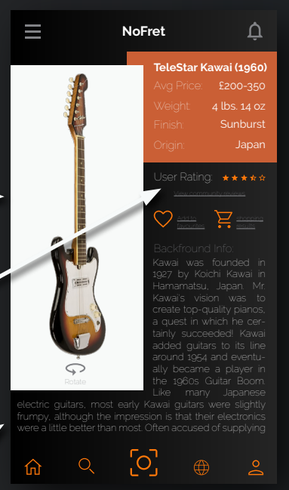


6. If the identification is successful, users will receive this pop-up displaying the make & model, average price, user rating and a brief preview of the description.
Users can then click to:

- Find out more
- View shopping results
- Or favourite the guitar to save it for later.

7. Selecting 'find out more' will take users to a full information page including:

- A 360 view image of the guitar
- Key details and spec's info
- The user rating and reviews
- The option to favourite or view shopping results
- And in-depth info



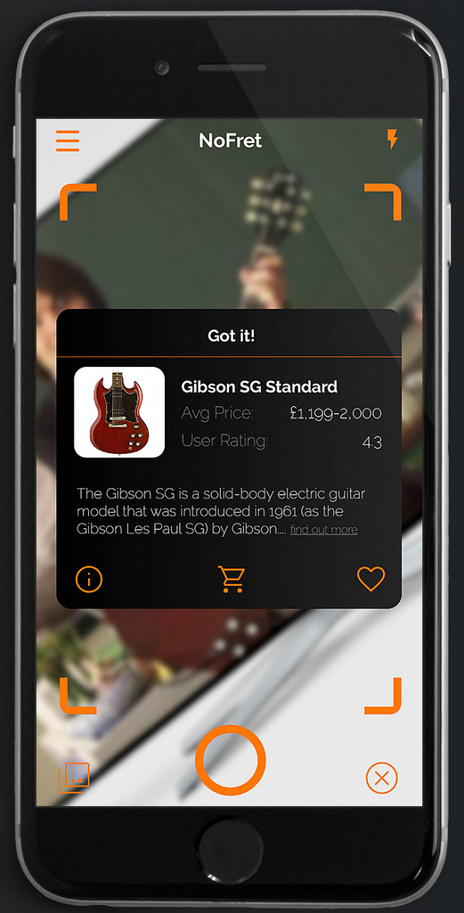
Usage Example: School Of Rock

This example demonstrates how 'NoFret' could be used in addition to a primary source of media to supplement and enhance the experience for the consumer.

In this scenario, the user is watching 'School of Rock' featuring Jack Black on their television. If the user admires Jack Black or the guitar he is using, they may wish to find out what the guitar is in order to learn about it, deepening their immersion and enjoyment of the film. They may also want to procure one themselves so as to be more like the film star they aspire to.

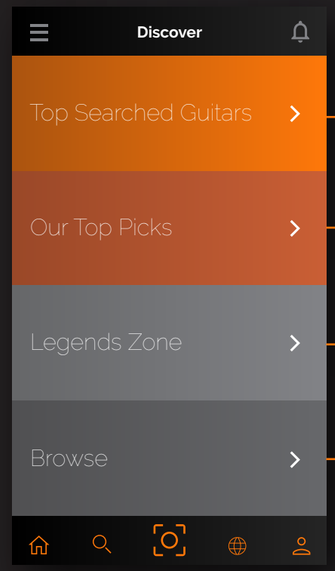
In this situation, the user would take out their mobile smart-phone, open up 'NoFret' and use the scanning function to take a picture of the guitar on their primary screen (the TV). The app would then identify Jack Black's guitar as a Gibson SG Standard.

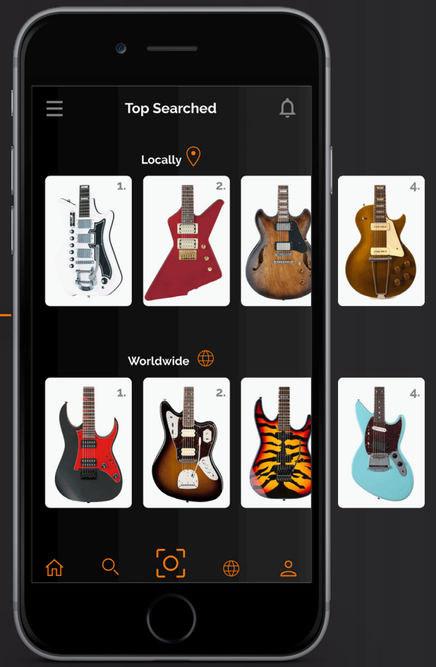
The user can then view the average price of this guitar, the 'NoFret' community user rating score and see where to buy one with shopping results. Or they can simply read about the model and learn background information about the instrument.

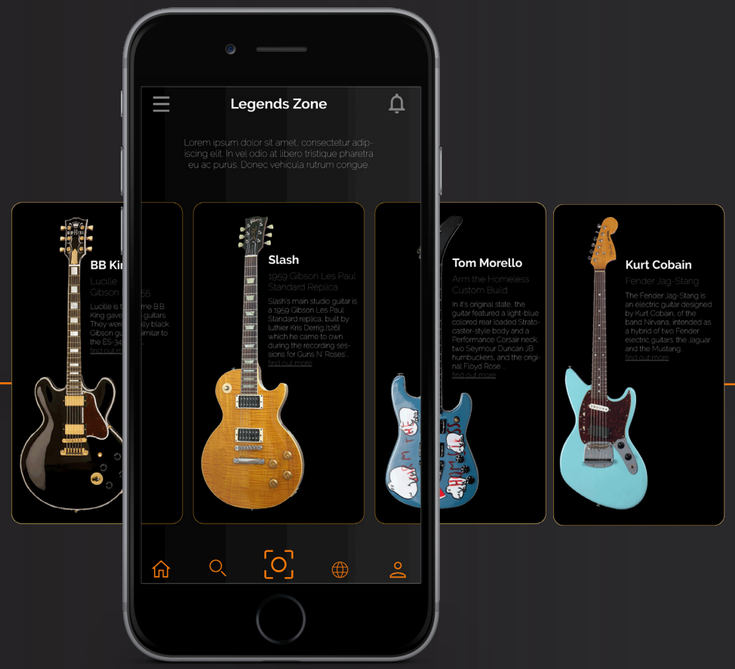


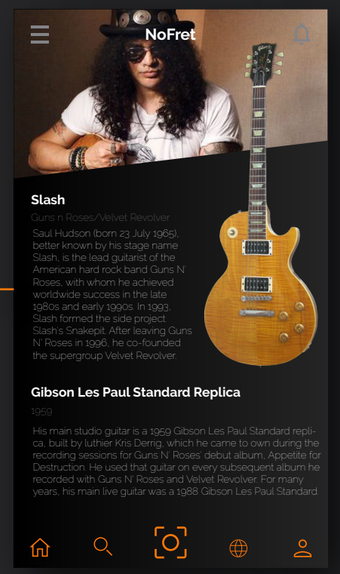
Key Features: Discover

The Discover section of 'NoFret' allows users to navigate through various categorised pages with ease. They can view the 'NoFret' creators favourite guitars, see the most searched guitars both in their area and globally, and increase their knowledge of rock legends and their iconic instruments.









Top Searched

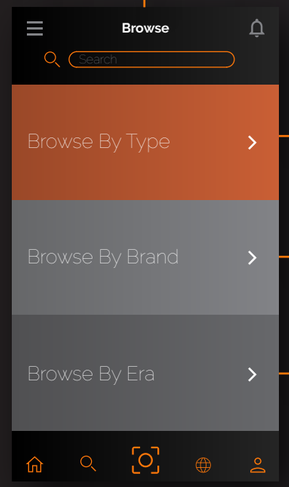
The 'Top Searched' page allows users to see which guitars have been most popular with other users. They are broken down into two categories: 'Locally', which uses locational services to present the most viewed guitars in the user's local area; and 'Worldwide', which displays the most popular results across the global user-ship of the app.

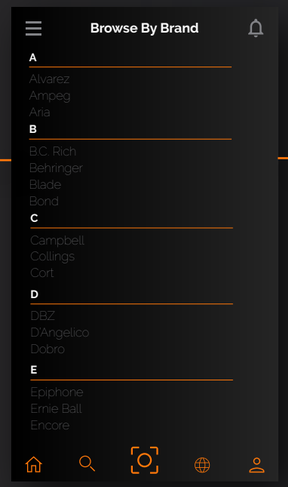
Our Top Picks

'Our Top Picks' is a page put together by the creators of the app featuring a selection of their favourite guitars of that month. This could also open up opportunities for paid promotions if manufacturers wish to have their guitars featured on this section as a form of advertising.

Legend Zone

This section of 'NoFret' consists of iconic guitars and guitar players within the music world. Using a card-based design, users can scroll through 'legendary'/famous guitars and learn about them and their owners. They can then click on the card that peaks their interest and view a detailed description and information surrounding that instrument. (Example: Slash)





Browse

Users are also able to browse the app's vast database of guitars generally, rather than searching for a specific model with the scan function. They can filter results by the era they were created, by type (electric or acoustic), or by brand.

Most of these pages utilise a card-design interface allowing users to swipe through results at their leisure or use the search bar to search for specific models within the categories, if they desire.

Key Features: Social Elements

Private Messaging

'NoFret' uses private messaging to allow users to connect directly with each other and form friendships with people who share similar interests all over the world.

Discussion Board

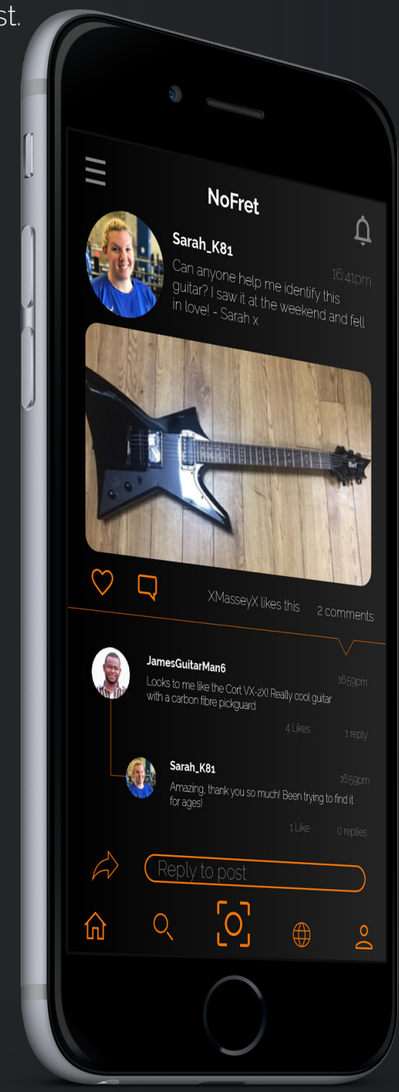
The discussion board allows users to publicly post updates to their friends and the wider 'NoFret' community. These will include guitar appreciation posts, general interesting guitar related info and requests for help identifying guitars that the Cloud Vision API was unsuccessful at finding.

Create Post

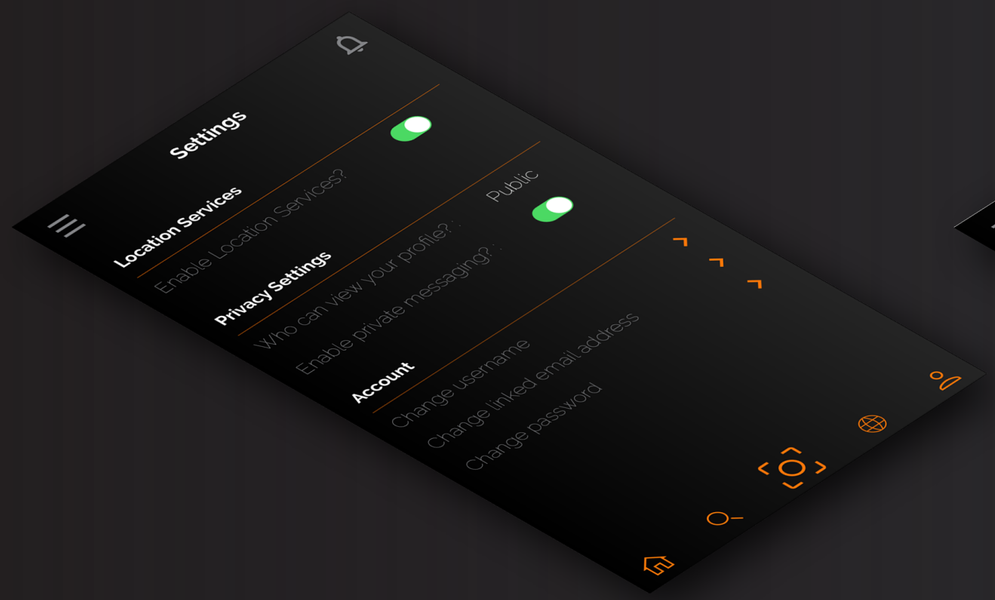
This is an example empty post template. By clicking on the pen icon at the top of the discussion board users can compose their own posts and send them out for other users to see.

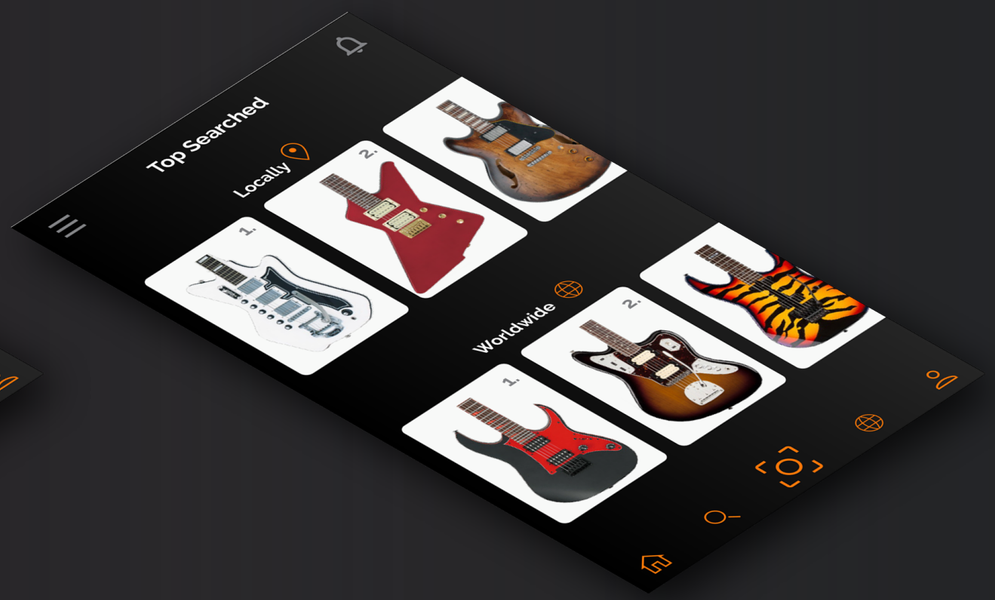
Reply/Respond to Post

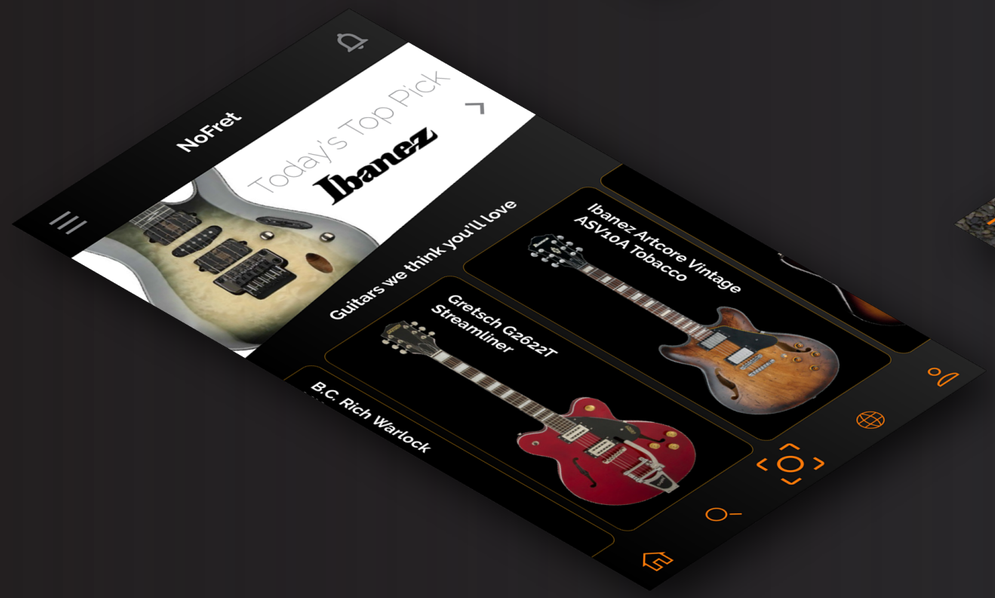
As well as creating their own post, users can interact and respond to other posts on the board. There are like and comment buttons underneath each post which, when clicked, will open up the post in a new window, displaying the likes and comments underneath. Users can also directly reply to an individual comment on a post.

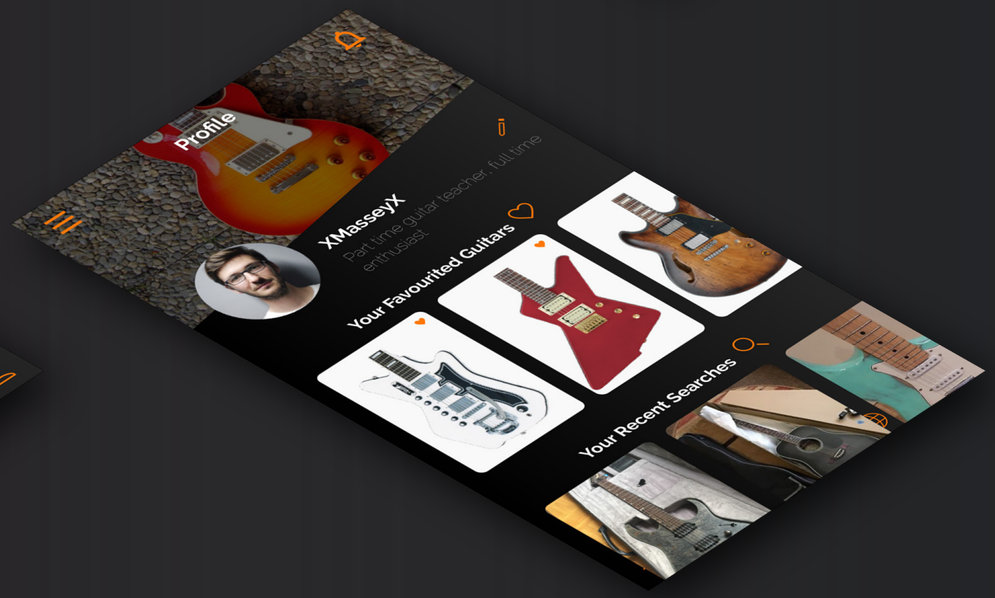


Key Features: Personalisation







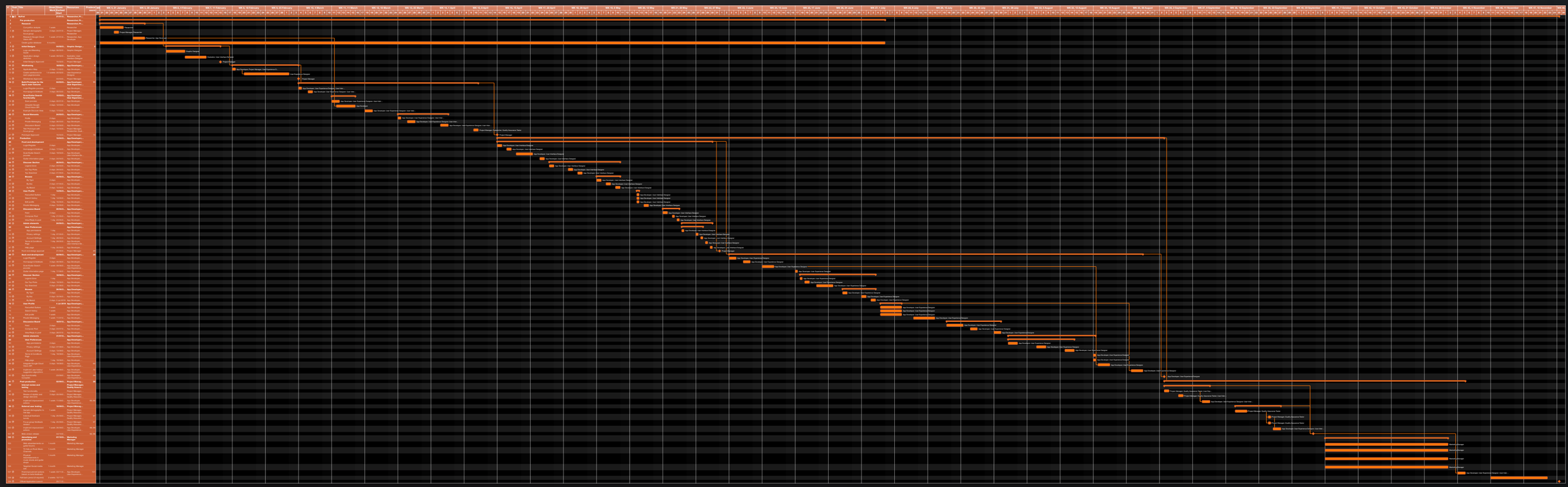


By requiring the user to sign up and create an account before using 'NoFret', the app will be able to tailor its content to the individual and personalise each user's experience. 'NoFret' will utilise the details obtained at registration, analysis of the individuals usage history and past searches, as well as the locational services enabled by the user's smart-phone, to deliver a range of personalised features including guitar recommendations, popular guitars in the user's area and keep a record of the user's favourited guitars.

Users can also create a profile page to represent themselves on the platform and be viewed by other users. They can choose a profile picture and cover photo, write a bio and tailor their account settings to suit their needs and privacy requirements, e.g. deciding whether to enable private messaging and who can view their profile (public or accepted friends only).

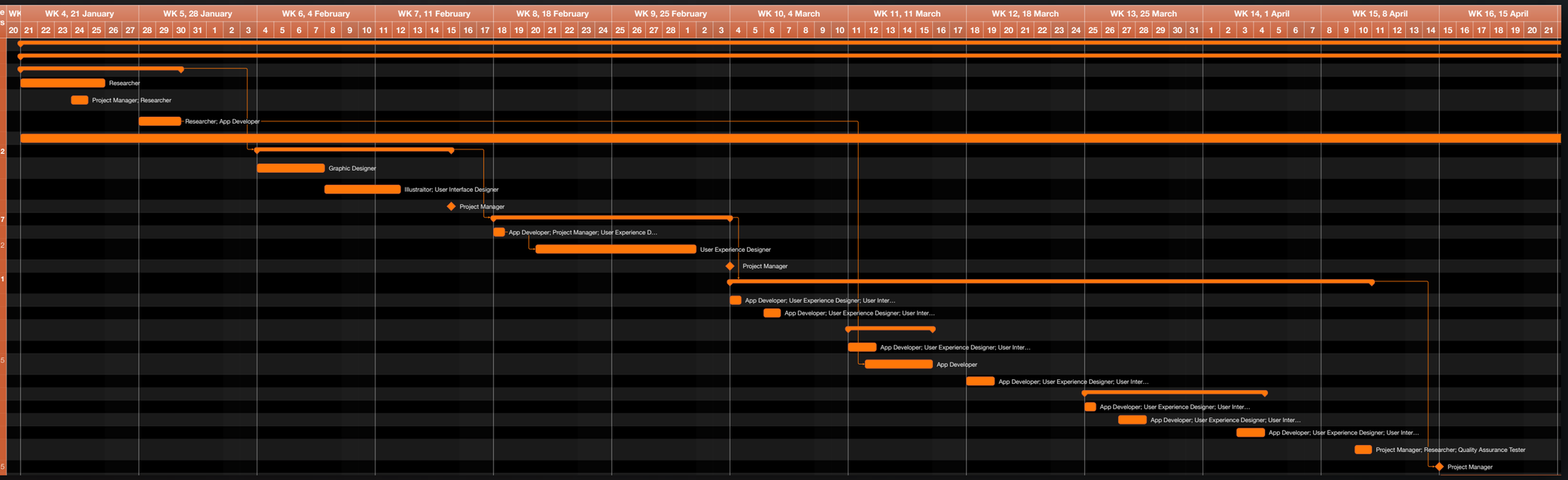
This personalisation improves the user's experience and allows them to express themselves, helping to foster a sense of identity as an individual and as part of the 'NoFret' community. As I identified in my research report, this is very important in encouraging use and ensuring my users enjoy their experience on the platform..

Gantt Chart: Full Project



Gantt Chart: Pre-production

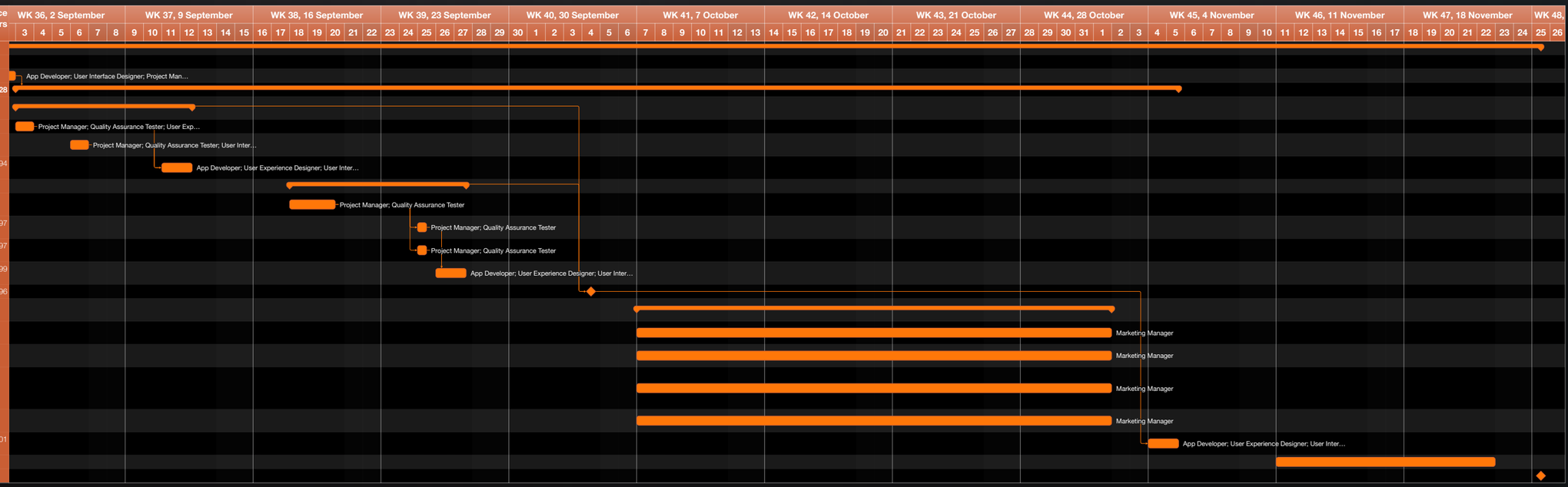
#	Traits	Title	Given Work	Given Earliest Start	Resources	Predecessors
0		**NoFret**		**21/01/2…**	**Researcher; Pr…**	
1		**Pre-production**			**Researcher; Pr…**	
2		**Research**			**Researcher; Pr…**	
3		Competitor analysis	1 week		Researcher	
4		Sample demographic focus group	2 days	24/01/2…	Project Manager; Researcher	
5		Research Google Cloud Vision API	1 week	27/01/2…	Researcher; App Developer	
6		Create guitar database	6 months			
7		**Initial Designs**		**04/02/2…**	**Graphic Design…**	2
8		Logo and Branding Guide	4 days	06/02/2…	Graphic Designer	
9		Application design sketches	1 week	08/02/2…	Illustraitor; User Interface Designer	
10		Initial Designs Approved		15/02/2…	Project Manager	
11		**Wireframing**		**18/02/2…**	**App Developer;…**	7
12		Application Map	2 days	17/02/2…	App Developer;…	
13		Create wireframes for each page/process	1.5 weeks	20/02/2…	User Experience Designer	12
14		Wireframes Approved		04/03/2…	Project Manager	
15		**Build Prototype for the App's main features**		**04/03/2…**	**App Developer; User Experienc…**	11
16		Login/Register process	2 days		App Developer;…	
17		Homepage & Sidebars	3 days	06/03/2…	App Developer;…	
18		**Scan/Guitar Search functionality**		**10/03/2…**	**App Developer; User Experienc…**	
19		Scan process	5 days	22/01/2…	App Developer;…	
20		Integrate Google Cloud Vision API	4 days	12/03/2…	App Developer	5
21		Example Discover Area	5 days	17/03/2…	App Developer;…	
22		**Social Elements**		**24/03/2…**	**App Developer;…**	
23		Profile	2 days		App Developer;…	
24		Private Messaging	5 days	26/03/2…	App Developer;…	
25		Discussion Board	5 days	03/04/2…	App Developer;…	
26		Test Prototype with focus group	3 days	10/04/2…	Project Manager; Researcher; Qual…	
27		Prototype Approved		15/04/2…	Project Manager	15



Gantt Chart: Production

Gantt Chart: Post-production

#	Traits	Title	Given Work	Given Earliest Start	Resources	Predecessors
0		**NoFret**		**21/01/2…**	**Researcher; Pr…**	
1		**Pre-production**			**Researcher; Pr…**	
28		**Production**		**15/04/2…**	**App Developer;…**	
91		**Post-production**		**02/09/2…**	**Project Manag…**	28
92		**Internal review and testing**			**Project Manager; Quality Assura…**	
93		Test functionality	3 days		Project Manager;…	
94		Review of stylistic and design elements	3 days	05/09/2…	Project Manager; Quality Assuranc…	
95		Impliment improvement actions	1 week	11/09/2…	App Developer; User Experience…	93; 94
96		**External user testing**		**18/09/2…**	**Project Manag…**	
97		Sample demographic to trial app	1 week		Project Manager; Quality Assuranc…	
98		Individual feedback survey	1 day	25/09/2…	Project Manager; Quality Assuranc…	97
99		Focus group feedback session	1 day	25/09/2…	Project Manager; Quality Assuranc…	97
100		Impliment improvement actions	1 week	26/09/2…	App Developer; User Experience…	98; 99
101		Beta version release		04/10/2…		92; 96
102		**Advertising and promotion**		**07/10/2…**	**Marketing Manager**	
103		Web advertisements on guitar forums	1 month		Marketing Manager	
104		TV Ads on Rock Music Channels	1 month		Marketing Manager	
105		Physical Advertisements in music stores and guitar shops	1 month		Marketing Manager	
106		Targeted Social media ads	1 month		Marketing Manager	
107		Final improvement actions based on beta feedback	1 week	03/11/2…	App Developer; User Experience…	101
108		Fall back period (if required)	2 weeks	10/11/2…		
109		Official Application Launch		25/11/2…		



Risk Analysis

Risk 1: Creating the database

Overview:
The database of guitars required for this app will be extremely large and continually growing. Whilst much of the content will be user generated or pulled through from the Google Vision API results, creating the initial database for the launch will be extremely time consuming and costly.

Probability:
High

Impact:
Medium

Preventative/mitigating actions:
Most of the content will be pulled through from the Cloud AI integration which will remove a lot of the manual labour required to build a database of this size. Creation of the database will commence from week 1 of development and continue right the way through until launch to ensure we have the most extensive database of guitars possible. The charge for database construction will be a fixed rate.

Risk 2: Slow user uptake and use of the platform

Overview:
User uptake is essential in ensuring that 'NoFret' is commercially viable. There is a risk that once the app is released, it's user-ship is slow to grow as people are not yet aware of it's existence.

Probability:
Medium

Impact:
Low

Preventative/mitigating actions:
Before the official launch of the app, we will run a month long advertising campaign, promoting the app across online guitar forums with web advertisements, TV & radio ads on rock music channels, physical advertisements such as flyers and posters in music stores and targeted social media advertisements to raise awareness of the platform within our target demographics.
My research showed that there was a gap in the market for an app of this nature, and similar services have proved to be very popular amongst mobile users. Therefore, once my target audience learn about the app, I am confident that its user-ship will grow rapidly.

Risk 3: Low return on investment

Overview:
As outlined in my budget breakdown, the overall cost of development for this app is quite high. Therefore, it is crucial that we get a decent return on investment within the first few months of launch.

Probability:
Low

Impact:
High

Preventative/mitigating actions:
Although 'NoFret' will be free for its users, we will sell advertising space on the app's homepage and discovery section. Brands will also be able to pay for higher prominence in our rankings and to be featured in the 'Our Top Picks' section. This will allow the service to be monetised.
Furthermore, because the Google vision API is free until a certain number of uses, we will not have to pay anything until the app proves to be successful, rises in popularity and that threshold is crossed. This lowers the initial cost of development and further reduces the risk of investment.

Risk 4: Poor Time Management

Overview:
The development of 'NoFret' is predicted to span 11 months and requires a lot of processes and team members to ensure its successful completion. Therefore, it is very important that the project is planned out and time is managed efficiently. Failure to do so could result in the platform not being completed by the target launch date.

Probability:
Low

Impact:
Medium

Preventative/mitigating actions:
Using project management tools and Gantt Charts I have carefully planned out the timeline for this project from pre-production right the way through to post-production and the launch date. I have set various targets and milestones throughout the development that must be hit in order to stay on target and have it finished on time, ready for launch. There will also be regular progress updates and meetings between the team members so that everyone involved is aware of the current state and measures can be implemented quickly in the event of someone falling behind.
I have also allowed for a two week fall-back period before the release date which can be used for any final touches if required.

Risk Analysis

Risk 5: Permissions not granted

Overview:
In order to enable features such as the scan function, top searched guitars locally and push notifications for direct messages and post interactions, users must grant 'NoFret' access to certain native functionalities on their smartphones such as the camera, photo library and locational services. If a user chooses to deny this access, many key components of the app will not be able to work.

Probability:
Low

Impact:
Medium

Preventative/mitigating actions:
Due to apps requiring access to native functionalities being a fairly common occurrence, I believe most users will not have a problem granting 'NoFret' the permissions it requires. However, the requests will include statements reassuring users of their safety and clearly explaining why access is required for those who have reservations about it, particularly for features which could be perceived as breaching privacy such as the locational tracking services.

I will also ensure that the app can still be used without these features, even if the user experience will be slightly lowered. For example, even if users do not give permission to access their camera and photo library, they can still manually search 'NoFret's database using the discover and search features. Similarly, if they chose to disable locational services, they can still enjoy the rest of the app without the 'Top searched in your area' feature.

Risk 6: Glitches & Bugs

Overview:
With any newly released app there are bound to be some bugs and glitches encountered along the way. These can lower user experience and must be identified and fixed quickly in order to ensure that users don't choose to stop using the app.

Probability:
High

Impact:
Medium

Preventative/mitigating actions:
Throughout the process of development there are many quality control checks and tests to identify any design and functionality issues that may present themselves.

Testing will consist of both internal reviews and external user testing with focus groups and feedback sessions in which participants can voice any issues they have with 'NoFret'.

There will also be a beta version released prior to the official launch so that we can trial the app in the real world and fix any major issues before it becomes publicly available and increasingly popular.

Within the app its self there will also be a help and contact us/feedback page to allow users to query any troubles they have once the app is released.

Regular updates will be released in an attempt to continually improve the service based on user feedback.

Risk 7: Regulating user behaviour

Overview:
The social aspect of the app means that users will be able to interact with each other and publicly post content to the platform. Therefore, measures must be taken to encourage users to act in a desirable manor and regulate any harmful or offensive behaviour.

Probability:
Low

Impact:
Low

Preventative/mitigating actions:
Upon registration, users will be required to read a terms & conditions page and agree to a set of community guidelines which outline unacceptable behaviour on the platform such as bad language and posting offensive content.

Because of the sense of community I hope to create through 'NoFret', I expect most of the users will self regulate and act in a socially acceptable way on the app, being kind and considerate to other users. However, in the event that this is not the case, posts on the discussion board can be flagged for review and if a user is found to be in breach of the community guidelines, the post will be deleted and their account will be removed.

If a user is being offensive to another over the private messaging system, the victim can report the offending party through the help section of the app and an enquiry into the issue will take place.

Risk 8: Going over budget

Overview:
The development and promotion of this app is already estimated to be quite costly. Therefore, it is essential we stick to budget throughout so as to avoid running out of funding and being unable to complete the project.

Probability:
Low

Impact:
High

Preventative/mitigating actions:
By carefully planning all of the processes required for the successful completion of this app, I have been able to create a detailed fee breakdown and budget plan across the whole project, breaking it down by role and production stage. This allows me to clearly monitor costs throughout all stages and ensure we are not spending too much time and money on any one particular aspect of the project.
I have also allowed some leeway in the budget for any unforeseen expenses and costs.

The full budget breakdown for this project can be found on the following page of this document.

Fee Breakdown & Budget

Title	Type	Initials	Standard Rate	Base Costs Type
Default Resource	Person	D.R.		Per project
Researcher	Person	Re.	£12.00/hour	Per project
Project Manager	Person	PM.	£20.00/hour	Per project
User Experience Designer	Person	UX.	£22.00/hour	Per project
User Interface Designer	Person	UI.	£22.00/hour	Per project
App Developer	Person	AD.	£25.00/hour	Per project
Quality Assurance Tester	Person	QA.	£16.50/hour	Per project
Graphic Designer	Person	GD.	£18.50/hour	Per project
Illustraitor	Person	II.	£18.50/hour	Per project
Marketing Manager	Person	MM.	£20.00/hour	Per project

Stage	Total estimated time (hrs)	Total estimated cost
Pre-production	533	£10,859.00
Production	732	£17,188.00
Post-production	368	£7,596.00
	Total estimated project cost	£35,643.00
	Minimum requested budget	£36,400.00
	Maximum requested budget	£40,000.00

Role	Hourly Rate	Production stage	Allocated Task	Allocated working time (hrs)	Cost	Estimated Cost	Total Allocated Budget
Researcher	£12.00	Pre-production	Competitor Analysis	40	£480.00		
			Sample demographic focus group	16	£192.00		
			Research Google Cloud Vision API	20	£240.00		
			Test Prototype with focus group	12	£144.00		
			Total	88	£1,056.00		
		Production	n/a				
			Total	0	£0.00		
		Post-production	n/a				
			Total	0	£0.00	£1,056.00	£1,100.00
Project Manager	£20.00	Pre-production	Initial Design Approval	4	£80.00		
			Application Map	8	£160.00		
			Wireframe Approval	4	£80.00		
			Prototype approval	8	£160.00		
			Total	24	£480.00		
		Production	Front end design approval	4	£80.00		
			Total	4	£80.00		
		Post-production	Internal Functionality Testing	12	£240.00		
			Internal review of stylistc & design el	8	£160.00		
			External user testing	20	£400.00		
			Total	40	£800.00	£1,360.00	£1,400.00
Illustraitor	£18.50	Pre-production	Initial application design sketches	20	£370.00		
			Total	20	£370.00		
		Production	n/a				
			Total	0	£0.00		
		Post-production	n/a				
			Total	0	£0.00	£370.00	£400.00
User Interface Designer	£22.00	Pre-production	Initial application design sketches	20	£440.00		
			Build Pototype of main features	83	£1,826.00		
			Total	103	£2,266.00		
		Production	Front end development	140	£3,080.00		
			Total	140	£3,080.00		
		Post-production	Improvement actions	40	£880.00		
			Total	40	£880.00	£6,226.00	£6,300.00
User Experience Designer	£22.00	Pre-production	Application Map	8	£176.00		
			Create wireframes	60	£1,320.00		
			Build Pototype of main features	83	£1,826.00		
			Total	151	£3,322.00		
		Production	Back end development	224	£4,928.00		
			Total	224	£4,928.00		
		Post-production	Improvement actions	40	£880.00		
			Internal review of stylistc & design el	8	£176.00		
			Total	48	£1,056.00	£9,306.00	£9,400.00
Graphic Designer	£18.50	Pre-production	Logo and branding guide	32	£592.00		
			Total	32	£592.00		
		Production	n/a				
			Total	0	£0.00		
		Post-production	n/a				
			Total	0	£0.00	£592.00	£600.00
Marketing Manager	£20.00	Pre-production	n/a				
			Total	0	£0.00		
			n/a				
			Total	0	£0.00		
		Post-production	Manage month long advertising cam	160	£3,200.00		
			Total	160	£3,200.00	£3,200.00	£3,300.00
App Developer	£25.00	Pre-production	Research Google Cloud API	20	£500.00		
			Build Pototype of main features	83	£2,075.00		
			Total	103	£2,575.00		
		Production	Front end development	140	£3,500.00		
			Back end development	224	£5,600.00		
			Total	364	£9,100.00		
		Post-production	Improvement actions	40	£1,000.00		
			Total	40	£1,000.00	£12,675.00	£13,000.00
Quality Assurance Tester	£16.50	Pre-production	Test Prototype with focus group	12	£198.00		
			Total	12	£198.00		
		Production	n/a				
			Total	0	£0.00		
		Post-production	Internal Functionality Testing	12	£198.00		
			Internal review of stylistc & design el	8	£132.00		
			External user testing	20	£330.00		
			Total	40	£660.00	£858.00	£900.00
						£35,643.00	£36,400.00

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